

Analysis on the Influencing Factors of International Consumer Loyalty of Tmall, a Cross-border Import Platform

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Abstract: With the introduction of various favorable policies for cross-border e-commerce in China, the rapid development of science and technology, the increase of overseas demand and other multiple factors, the global market share of Tmall International ranks second in the global cross-border e-commerce market, second only to Amazon. This paper adopts the empirical analysis method to study the consumer loyalty of Tmall Global, and believes that the consumer loyalty of Tmall Global can be improved by providing high-quality products, improving logistics services, optimizing payment services and increasing promotion efforts.

Keywords: Tmall International; Consumer loyalty; Product value

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1. Development status of Tmall International platform

Tmall International, a subsidiary of Alibaba, was founded in February 2014 to provide a channel for domestic consumers to buy imported goods. Aiming to provide a one-stop cross-border shopping experience for global consumers, Tmall International services cover the world, including Asia, Europe, North America, South America, Australia and other regions. As of 2022, Tmall International has a global market share of 9.7%, ranking second in the global cross-border e-commerce market after Amazon. In recent years, Ali has vigorously improved the cross-border supply chain system through bonded warehouse integration and other measures, greatly shortened the logistics time, and effectively integrated the logistics supply chain and online traffic resources of its e-commerce platform from Cainiao network and Taobao.

2. Model design and hypothesis

2.1 Research model construction

Referring to the American ACSI model and consumer value

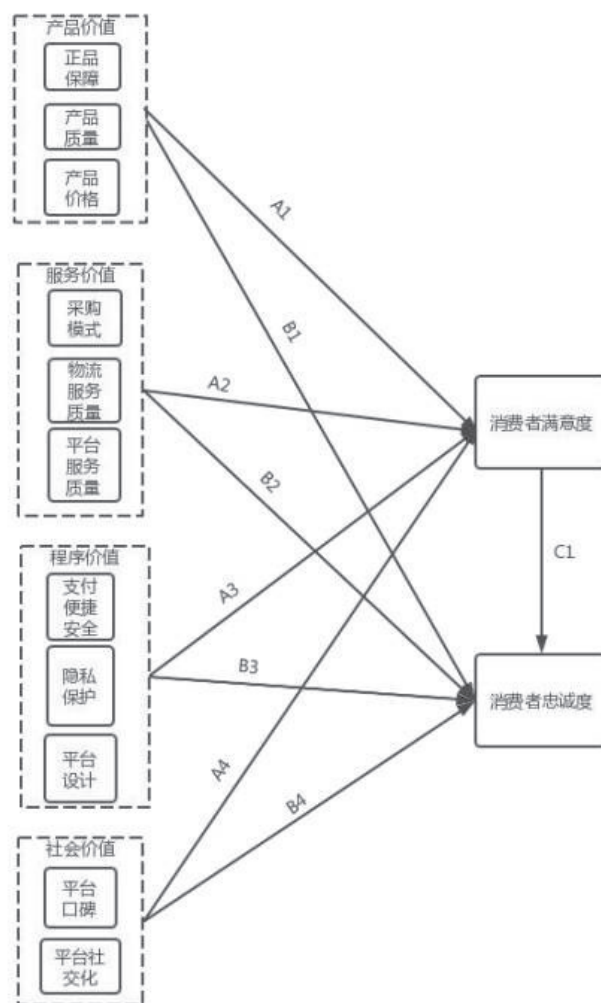


Figure 2.1 Influencing factor model of international consumer loyalty of Tmall, a cross-border import platform

theory, the factors affecting consumer loyalty are divided into four dimensions: product value, service value, program value and social value.

2.2 Research Hypothesis

2.2.1 The relationship between the four dimensions of the cross-border import platform Tmall International and consumer satisfaction

A1: The higher the product value of Tmall Global, the higher the consumer satisfaction with the platform.

A2: The higher the service value of Tmall Global, the higher the consumer satisfaction with the platform.

A3: The higher the value of Tmall Global's programs, the higher the consumer satisfaction with the platform.

A4: The higher the social value of Tmall Global, the higher the consumer satisfaction with the platform.

2.2.2 The relationship between the four dimensions of the cross-border import platform Tmall International and consumer loyalty

B1: The higher the value of Tmall Global products, the higher the loyalty of consumers to the platform

B2: The higher the service value of Tmall Global, the higher the loyalty of consumers to the platform

B3: The higher the program value of Tmall Global, the higher the consumer loyalty to the platform

B4: The higher the social value of Tmall Global, the higher the loyalty of consumers to the platform

2.2.3 Relationship between consumer satisfaction and consumer loyalty

C1: The higher the satisfaction of consumers on Tmall International, the higher the loyalty of consumers to the platform

3. Investigation and research on consumer loyalty of Tmall International, a cross-border import platform

3.1 Data Collection

3.1.1 Questionnaire structure

The questionnaire is divided into two parts: personal information survey and measurement items. The questionnaire measurement scales include product value scale, service value scale, program value scale, social value scale, consumer satisfaction scale and consumer loyalty scale.

3.1.2 Questionnaire Delivery and Retrieval

A total of 289 questionnaires were distributed to Tmall users with cross-border consumption experience, mainly the post-90s and post-00s.

After eliminating invalid questionnaires, 267 samples were collected, and the sample efficiency reached 92.38%.

3.2 Data Analysis

3.2.1 Reliability analysis and validity analysis

SPSSRPO tool was used to measure the measurement variables of the questionnaire: product value, service value, program value, social value, consumer satisfaction and consumer loyalty.

The Cronbacha alpha coefficient of the questionnaire as a whole was 0.966, and the average value of the data was greater than 0.8, indicating that the research questionnaire had high reliability and stability, and further validity analysis could be conducted. From the results of validity analysis, the factor load coefficient of each measurement variable in this questionnaire is greater than 0.7, which indicates that the measurement variable meets the factor requirements.

3.2.2 Correlation analysis

The results obtained from the person analysis are as follows: (1) The higher the product value, service value, program value and social value, the higher the consumer satisfaction and consumer loyalty. (2) The correlation coefficient between consumer satisfaction and consumer loyalty is 0.768, indicating a highly positive correlation between consumer satisfaction and consumer loyalty. The above hypothesis is preliminarily proved.

3.2.3 Regression analysis

Firstly, regression analysis is conducted on consumer satisfaction and its influencing factors. The regression coefficients of the four variables, product value, service value, program value and social value, are 0.168, 0.113, 0.420 and 0.281, respectively. The significant level p is less than 0.05, and the regression coefficient is greater than zero. Therefore, the four dimensions of import cross-border e-commerce value have a positive impact on consumer satisfaction. The correlation of the four variables is 0.196, 0.074, 0.266 and 0.318 respectively. Except service value, the significance level p of other factors is all less than 0.05. Among them, social value has the greatest influence, which means that every unit of social value increases, the value of consumer loyalty increases. Consumer satisfaction increased by 0.318 units.

Finally, regression analysis is conducted on the relationship between consumer satisfaction and consumer loyalty. The R square is

0.590, and the statement of consumer satisfaction on consumer loyalty can achieve 59%. F is 381.245 at the level of 0.01, and the effect of multiple regression model is good. The regression coefficient between consumer satisfaction and consumer loyalty reaches 0.768. The result proves that, assuming C1, the higher the consumer's satisfaction with the platform, the higher the consumer's loyalty will be.

3.3 Analysis of empirical results

The results show that all hypotheses are valid and all present a positive correlation. According to the analysis results, among the factors affecting consumer loyalty, social value has the greatest impact, followed by program value, product value, and finally service value.

4. Countermeasures and suggestions for promoting the development of cross-border import e-commerce

4.1 Provide high-quality authentic goods to reduce shopping costs

According to the results of the questionnaire, product value ranks the top three in influencing consumer satisfaction and loyalty, so Tmall International should pay attention to product quality and service. In order to achieve this goal, Tmall International needs to find high-quality sources of goods and ensure genuine channels of goods, so as to help increase consumers' willingness to repeat purchases, that is, consumer loyalty.

4.2 Improve logistics services and improve after-sales service level

For the safety of goods, Tmall International should minimize the risk. For the packaging of different products, according to the characteristics of different products, merchants can be required to use different tools to buffer the packaging of goods to protect the goods, which can further reduce the logistics damage. Whether the procurement mode is bonded import, overseas direct mail, etc., is not the focus of shopping experience for 18-26 years old post-90s and post-00s, and such consumers are more inclined to free mail products. Tmall International should grasp the consumer psychology, do a good job of seven days of no reason to return freight, freight insurance and other after-sales services.

4.3 Optimize the payment service support system to protect personal privacy

Improve the cross-border electronic payment system, improve the cross-border transactions such as Alipay, and fill the loopholes in cross-border trade to prevent criminals from taking advantage of the loopholes to defraud consumers. Therefore, Tmall International should build its own platform security, and constantly improve the security protection measures of the platform, so as to reduce the worries of consumers shopping.

Conclusion

By establishing a consumer loyalty research model and verifying relevant hypotheses, this paper demonstrates four indicators that affect consumer loyalty, namely, product value, service value, program value and social value, and expounds the specific factors of these indicators. Finally, it is concluded that consumer satisfaction and consumer loyalty are positively affected by these factors. The research results provide a theoretical basis and action direction for cross-border e-commerce platforms to improve consumer loyalty, and can promote the development of cross-border import e-commerce.

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