

Survey on the Current Selection Strategy of Cross-Border e-Commerce Platforms-- Take AliExpress as an Example

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Abstract: Cross-border e-commerce export enterprises generally face increasingly fierce competition, among which, product selection is a crucial link to carry out cross-border e-commerce business. For cross-border e-commerce businesses, the key to expand and professionalize their stores lies in product selection. How to make full use of the big data platform for multi-directional analysis and selection will be the cornerstone of product development in the cross-border e-commerce industry. This topic is to help these businesses as far as possible to avoid the selection of products will occur in the error, so that the selection becomes more scientific and fine. This paper will use the methods of literature research and platform strategy analysis, take AliExpress as an example, analyze the development status of domestic cross-border e-commerce and the product selection strategies of e-commerce market merchants, and put forward suggestions on product selection for practitioners investing in cross-border e-commerce, aiming at optimizing the cross-border e-commerce trading platform.

Keywords: Cross-Border e-Commerce; Data; Product Selection Strategy

Introduction

For cross-border e-commerce businesses, if they want to expand and professionalize their stores, they must pay attention to the selection of products. Product selection refers to choosing the right category according to the market demand and self-positioning before selling the product, so as to gain advantages in the subsequent competition. In the retail industry, the sale of goods depends on the strategic choice of category management and the degree of control over it. Simply put, category management can help retailers improve customer experience and increase sales. Choosing the right sales and operation categories can meet the current and potential market demand, and thus better penetrate into new markets to help merchants increase sales volume and increase sales.

This article is to help these businesses as far as possible to avoid the selection of products will occur in the error, the selection will become more scientific and fine. How to make full use of the big data platform for multi-directional analysis and selection will be the cornerstone of product development in the cross-border e-commerce industry. Therefore, the most important thing for cross-border e-commerce is to fundamentally adjust the concept of product selection and attach importance to product research and development. The main direction of this paper is to help merchants choose products for sale more professionally and effectively on the basis of big data.

1. Comparison of mainstream platforms of cross-border e-commerce

In December 2021, I inquired the data of Amazon, eBay and AliExpress through Alexa Chain Z website. Table 1 shows that Amazon ranks the best, ranking at the 11th place, while eBay ranks between the 43rd and 46th. AliExpress ranked between 48th and 51st. Secondly, according to the number of pages visited, it can be seen that Amazon is far ahead of eBay and AliExpress, so it can be inferred that Amazon has a large number of users. Compared with other data, we can see the numerical advantage of Amazon. In addition, according to the number of pages viewed per capita and the average number of monthly visitors of AliExpress and eBay, it

can be found that although the number of AliExpress users is less than eBay, the number of pages viewed per capita by users is 0.15 higher than eBay, indicating that the user stickiness of AliExpress platform is relatively higher.

Table 1-1 Data comparison of mainstream cross-border e-commerce websites

Web site	Average monthly traffic rank	Average monthly visits (Millions)	Average number of visitors per month(Millions)	Page views per capita
Amazon	11	10750	46820	10.48
eBay	43	1756	10400	7.74
AliExpress	49	1650	9530	7.89

2. Overview of influencing factors of cross-border e-commerce platform product selection

2.1 Regional cultural differences

The export of cross-border e-commerce business is mainly faced with foreign customers. Whether the buyers' individual psychology, consumption habits and consumption orientation are understood plays a decisive role in the product research and development technology and marketing of Chinese merchants ^[1].

2.2 Platform positioning Differences

Most e-commerce sellers combine data from the evaluation platform to select other products in the store. Platform data analysis is especially helpful for merchants to improve the success rate of their selected products. However, due to the different positioning of different cross-border e-commerce platforms, their customer groups and data analysis logic are different, so sellers need to understand the positioning of the platform first, in order to better position their products.

2.3 Product price profit

The price of an item is closely related to its profit and cost. The profit of a product is determined by its price, but a product with high profit may attract a large number of sellers, which may lead to a price war. Once the product is determined, most merchants will put the product in a lower price range to increase the market competitiveness of the product, help merchants quickly obtain orders, and achieve the purpose of testing the new product ^[2].

3. Problem analysis of product selection

3.1 Isolated info island

Isolated info island is a common problem in the development of cross-border e-commerce platforms. This is mainly due to the inconsistent and irregular use of big data technology, as well as the inability to share and exchange data between enterprises. Due to the lack of effective data interaction and sharing, the sales volume of the same product may be significantly different when it is put on different platforms. Therefore, isolated info island problems may lead to errors in product selection data, resulting in product selection failure ^[3].

3.2 Product homogeneity is serious

This is because some enterprises only care about the flow and sales volume of products, and do not consider the differentiation of product structure. They do not realize that the optimization of product selection is an important way to increase the turnover. The

problem of product homogeneity is serious, leading to price war among many sellers, resulting in reduced product efficiency and poor business performance. Therefore, the problem of serious product homogeneity is particularly unfavorable to the development of cross-border e-commerce platforms^[4].

3.3 Products cannot be adapted to local conditions

As cross-border e-commerce platforms are geared towards the international market, they are very different from the domestic market. Generally, the choice of products according to local conditions is to flexibly choose products according to the customs, culture, policies and other factors of different countries where customers are located. Therefore, cross-border e-commerce is more complicated than domestic e-commerce, and sellers have more factors to consider. If the concept remains unchanged, it is likely to lead to product selection failure and affect product sales .

4. Analysis on product selection countermeasures of cross-border e-commerce platform

4.1 Analysis of AliExpress platform product selection strategy

4.1.1 Check out the list of top selling products in the AliExpress category

After browsing the hot list of all categories of products on the platform, the seller can choose his own category, and then further subdivide to the second category, view the keyword attributes attached to the hot products. All the products will be automatically displayed according to the sales volume from high to low. The seller can click on the product to view the product evaluation and product service quality of the store, and find the reference store on the same level. Optimize your own store.

4.1.2 Using data tools

Use data tools to analyze which categories of the current industry have more market advantages. For better analysis, you can click the download data in the interface to analyze the best-selling categories under the sub-categories of the selected products, and calculate the composite index and potential index of each category .

4.2 Analysis of product selection strategy of cross-border e-commerce platform based on big data

4.2.1 ListPage

Platform data mainly includes public data and background data. The analysis of platform data can be carried out in the following aspects. The first is the trend in product categories. Merchants can understand the market development space and transaction price by comparing and analyzing the total volume and sales data, and confirm whether to continue the research and development by comparing and analyzing the historical total volume and sales data of a certain product. The second is the competitive environment. This is a comparison and analysis of the number of sellers to understand the competitive environment of the market. At the same time, businesses should focus on understanding the market share of large companies and brands. If the share is too high, the product should be abandoned. The third is the price range. That is, by analyzing transaction price data, we can understand the competitive position of different price categories and select the appropriate price range. The fourth is attribute weighting. Compare and analyze the popularity of different attributes of a product. For example, the color and size of clothes, the length and color of data lines and so on.

4.2.2 Customer Data

Generally speaking, customer data is mainly analyzed based on the customer's age, gender, region and usage pattern. The analysis of such data should focus on two aspects. First, data that changes with the product. For example, price range, customer base, and frequency of purchase. Second, data overlap. Through the integration of online and offline sales data, understand customer demand characteristics of products, and use this to guide product development and customization. Third, customer evaluation and feedback. Analyzing relevant data and following up customer feedback on products in real time can help make product optimization and development decisions more effectively and increase product market share.

5. Conclusion

When analyzing the product selection strategy and operation strategy of cross-border e-commerce platform enterprises, the main focus should be on customer experience, enterprise efficiency and value creation to realize the overall optimization, including digital technology, Internet of things, big data technology, cloud computing technology and mobile intelligent technology, to build an intensive supply chain and realize the comprehensive development of cross-border e-commerce enterprises' product selection, operation and service experience.

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