

**STUDY ON THE CONVERSION RATE OF SHENZHEN QULONG  
HUAFA CO., LTD**

**PAN PAN**

**UNIVERSITI TEKNOLOGI MALAYSIA**

**STUDY ON THE CONVERSION RATE OF SHENZHEN QULONG  
HUAFA CO., LTD**

**PAN PAN MBS201156**

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## **DEDICATION**

This thesis is dedicated to both of my parents, who taught me that the best knowledge is knowledge gained for one's own benefit and that one can share and benefit others. It was also addressed specifically to my supervisor, who taught me that even the most difficult task can be completed with dedication and determination. Also, not to forget my family, who taught me the true meaning of life and not just based on theory.

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## ABSTRACT

In recent years, with the intensification of competition in domestic e-commerce environment and the general shrinkage of foreign trade market, more and more traditional enterprises began to transform and try cross-border e-commerce, and more and more well-known cross-border e-commerce platforms at home and abroad became the first choice for Internet access. However, the problems of low page views and low payment conversion rate in cross-border e-commerce operation have become bottlenecks that hinder the steady development of cross-border e-commerce. The mixed method is applied to the study of two cycles in Shenzhen. In the qualitative stage, three managers were interviewed by e-mail, and then a model was established to increase sales by increasing the conversion rate. Through the questionnaire survey and the test of the original model, 435 consumers survived in the quantification stage. The path analysis results in the quantitative stage show that the payment conversion rate has a positive effect on the promotion of commodity quantity, while the page views have no significant positive effect on the promotion of commodity quantity. Therefore, on the basis of qualitative and quantitative analysis, two items of short sleeves and slippers were intervened in cycle 1. The conclusion of cycle 1 shows that setting keywords and beautifying product pictures can effectively increase page views, but the effect of page views on improving payment conversion rate is not significant. Subsequently, further intervention plans were put forward for these two projects. The conclusion shows that the most direct factor affecting the improvement of commodity sales is the increase of payment conversion rate. Finally, this study suggests further research on the strategies and suggestions for SMEs to carry out cross-border electronic commerce under the background of mobile e-commerce.

## ABSTRAK

Dalam tahun-tahun kebelakangan ini, dengan peningkatan persaingan dalam persekitaran e-dagang domestik dan pengecutan umum pasaran perdagangan asing, semakin banyak perusahaan tradisional mula mengubah dan mencuba e-dagang rentas sempadan, dan semakin banyak platform e-dagang rentas sempadan yang terkenal di dalam dan luar negara menjadi pilihan pertama untuk akses Internet. Walau bagaimanapun, masalah pandangan halaman yang rendah dan kadar penukaran pembayaran yang rendah dalam operasi e-dagang rentas sempadan telah menjadi kesesakan yang menghalang perkembangan e-dagang rentas sempadan yang mantap. Kaedah campuran digunakan untuk kajian dua kitaran di Shenzhen. Dalam peringkat kualitatif, tiga pengurus telah ditemuramah melalui e-mel, dan kemudian model ditubuhkan untuk meningkatkan jualan dengan meningkatkan kadar penukaran. Melalui tinjauan soal selidik dan ujian model asal, 435 pengguna terselamat dalam peringkat kuantifikasi. Keputusan analisis laluan dalam peringkat kuantitatif menunjukkan bahawa kadar penukaran pembayaran mempunyai kesan positif terhadap promosi kuantiti komoditi, manakala pandangan halaman tidak mempunyai kesan positif yang signifikan terhadap promosi kuantiti komoditi. Oleh itu, berdasarkan analisis kualitatif dan kuantitatif, dua item lengan pendek dan selipar telah campur tangan dalam kitaran 1. Kesimpulan kitaran 1 menunjukkan bahawa menetapkan kata kunci dan mencantikkan gambar produk dapat meningkatkan pandangan halaman dengan berkesan, tetapi kesan pandangan halaman untuk meningkatkan kadar penukaran pembayaran tidak penting. Selepas itu, rancangan intervensi selanjutnya telah dikemukakan untuk kedua-dua projek ini. Kesimpulannya menunjukkan bahawa faktor paling langsung yang mempengaruhi peningkatan jualan komoditi adalah peningkatan kadar penukaran pembayaran. Akhirnya, kajian ini mencadangkan penyelidikan lanjut mengenai strategi dan cadangan untuk PKS menjalankan perdagangan elektronik rentas sempadan di bawah latar belakang e-dagang mudah alih.

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## LIST OF ABBREVIATIONS

SME' s	-	Small and medium-sized enterprises
LMD	-	Limited

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# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

This project analyzes the advantages and disadvantages of Shenzhen Shenzhen Company in developing cross-border electronic commerce, combining the current situation of China's cross-border electronic commerce and that of small and medium-sized enterprises in cross-border electronic commerce. According to the definitions of books and documents, the theoretical significance and research significance are summarized.

The first chapter will include case company, enterprise analysis, problem situation, Porter, five-force model analysis, theoretical issues raised by the research, research objectives and importance, and practical viewpoints. Finally, in the first chapter, the layout and summary of chapters are summarized.

### 1.1 Case Company Information

#### 1.1.1 Background of Organization

ShenZhen Qulong Huafa Co., Ltd. is located in China's first special economic zone, Shenzhen city, registered in Shenzhen Market Supervision Bureau on June 22, 2020, registered capital of 2 million yuan, 37 employees, is a small and micro enterprise specializing in cross-border e-commerce.

On the one hand, the establishment of the company benefited from the support of national policies: China-ASEAN poverty reduction cooperation is committed to realizing the "third miracle". On the other hand, as of 2018, Alibaba has invested up to US\$ 4 billion in Lazada, laying out a logistics payment system in Southeast Asia, and the market is self-evident. With the opening of the 17th China-ASEAN Expo.

With the theme of "Building' the belt and road initiative' and Prospering Digital Economy Together", the Expo will deepen China-ASEAN digital economic cooperation and inject new vitality into the economic and social development of both sides.

Cross-border e-commerce platforms in the region also help ASEAN digital economic cooperation simultaneously. As a local e-commerce company in Southeast Asia, Lazada is upgrading its capability across China-ASEAN import and export platform. In the past year, over 4,000 Tmall domestic brands went to Southeast Asia, and more and more Southeast Asian brands entered China through Lazada. Relying on Lazada platform, the company will show great potential.

At present, the company has six sites, mainly Malaysia, Thailand, Indonesia, Vietnam, Singapore, the Philippines, and has received good returns. Taken together, the company currently has a monthly turnover of about \$50,000 and is expected to reach \$600000 lazada June next year.

### **1.1.2 PEST Analysis**

PEST analysis refers to the analysis of macro-environment, P is politics, E is economy, S is society and T is technology. In analyzing the background of an enterprise group, it is usually through these four factors to analyze the situation of the enterprise group.

#### **a. Analysis of the Political Environment**

The political environment mainly refers to the political stability of various countries and the impact of policies, laws and regulations related to cross-border e-commerce on the development of cross-border e-commerce. The year 2017 marks



the 50th anniversary of ASEAN. With the proposal and establishment of ASEAN Economic Community, ASEAN's political influence is expanding, and ASEAN's influence in the Asia-Pacific region is becoming increasingly important. China has established diplomatic relations with all ASEAN members and has rich cooperation with ASEAN countries in various fields, with remarkable results. Although the political system and economic development system of ASEAN countries are different, the national politics are relatively stable, pursue the market economy policy, actively introduce foreign capital, the degree of trade facilitation is high, and the foundation of cross-border electronic trade environment is better. ASEAN governments attach importance to the development of e-commerce and constantly improve the laws and regulations related to e-commerce.

#### b. Economic Environment Analysis

The economic environment mainly includes the level of a country's economic development, economic structure, economic policy, per capita income and other factors.

##### ① Large economic volume, unbalanced economic development

In 2017, Ten Southeast Asian countries with a GDP of \$2.75 trillion, Large economy, There is a huge consumer demand for products and services. As can be seen from table 1, Southeast Asia's economic development is very uneven. Gross domestic product (GDP) comes first in Indonesia, to \$1,015,539 million, Being the only country in Southeast Asia that GDP more than a trillion dollars, But per capita GDP is only \$3846, In fifth place. GDP number one per capita is Singapore, To \$55243, Among them, The total CDP of six countries, including Singapore, Indonesia, Malaysia, Thailand, the Philippines and Viet Nam, accounted for more than 95 per cent of the total GDP in South-East Asia, Southeast Asia is the most important cross-border e-commerce market.

Table 1-1: Statistical tables of key economic indicators for the six countries of South-East Asia ,2017

country	gross domestic product (billions of dollars)	GDP per capita (dollars)	total population (Millions)	Proportion of population aged 15-64 (%)
Indonesia	10155.39	3846	263.99	67.32
Thailand	4552.21	6593	69.03	71.30
Malaysia	3145.00	9944	31.62	69.36
Singapore	3097.64	55243	5.60	72.47
Philippin	3135.95	2989	104.91	63.48
Vietnam	2238.64	2343	95.54	69.78

Source: World Bank database

## ② Improved Economic Environment and Trade Facilitation

The Global Trade Promotion Report 2016, published by the World Economic Forum and the Global Trade Facilitation Alliance, addresses the efforts of 136 countries worldwide to promote the free flow of goods in terms of infrastructure, institutions, policies and services

The efforts were evaluated. The high degree of trade facilitation can provide more favorable conditions for the development of cross-border e-commerce. From table 1-2, Southeast Asian countries as a whole trade facilitation performance gap is very large. Singapore is the most trade-facilitating country in the world: Singapore, Malaysia and Thailand are among the top 50; Indonesia is in the middle; and the Philippines is in the bottom. Compared with 2014, South-East Asian countries have improved their market access at home and abroad, the efficiency and transparency of entry and exit management, communications and information technology to varying degrees, but transport logistics infrastructure and logistics services have declined. In general, the opening process of Southeast Asian countries is further accelerated, and the trade facilitation of Southeast Asian countries is optimized year by year, indicating that the development of cross-border e-commerce between China and Southeast Asian countries has the potential to further enhance.

Table 1-2: Trade Facilitation Sub-indicators for Six Southeast Asian Countries in 2016

Country	Total ranking	Logistics transport infrastructure	Logistics services	Technology and availability of information and communication technologies	runtime environment
Indonesia	70	64	56	90	64
Thailand	63	35	49	62	83
Malaysia	37	17	29	35	26
Singapore	1	3	3	13	2
Philippin	82	116	85	76	104
Vietnam	73	66	60	66	77

Source: Based on Global Trade Promotion Report 2016 data

### c. Social Environment

Social environment mainly refers to the cultural background, total population, age structure, consumption preference and habits of a country or region. According to table 1-1, The total population of ten Southeast Asian countries in 2017 is 647 million, Consumption potential is enormous. Six Southeast Asian countries account for nearly 90% of ASEAN's total population. These countries are the main market for e-commerce in Southeast Asia, It is also the first foreign e-commerce giant to enter the country. Among them, Indonesia has the largest economy, The largest population, To 260 million, With 40% of Southeast Asian consumers, Has become a large number of e-commerce giants competing for the market. According to the research report of the world famous market research company Nielsen, The middle class in Southeast Asia reached 150 million in 2015, It is expected to reach 400 million by 2020. From the population structure, Southeast Asian countries not only have a large population base, but also a large proportion of young people. The proportion of the population aged 15-64 is over 60 per cent. These populations are not only the main force of the working population, but also the main consumer group of cross-border e-commerce. Payment method is the main factor affecting cross-border e-commerce capital flow. Payment is the settlement of payment between buyer and seller in international trade.

The payment methods of traditional trade include letter of credit, collection, remittance, bank guarantee and so on. Cross-border e-commerce payment means online shopping or consumer payment forms, including credit card payment, delivery payment, electronic wallet, PayPal payment, international Alipay and other different payment methods. In Southeast Asian countries, the trust between buyers and sellers is not high, and more consumers are willing to accept payment on delivery. In 2017, 44% of transactions in e-commerce in Southeast Asia were paid in cash. Although companies like Ant Financial Services Group continue to add people to Southeast Asia's payment ecosystem, cash on delivery is still the most popular payment method in Southeast Asia's e-commerce transactions. With the development of e-commerce in recent years, online banking, electronic wallet, credit card payment and so on in Southeast Asian countries have been greatly developed, but online payment is far from the penetration rate of WeChat Pay and Alipay payment in China.

#### d. Technology Environment Analysis

The technical environment refers to the technical support of communication network services, Internet access and so on needed for the development of cross-border e-commerce.

Internet and mobile phone users are the two most important indicators of cross-border e-commerce technology environment, In particular, mobile e-commerce. On the basis of the Southeast Asia Electronic Commerce Report 2017, issued by Google and Te-masek, Southeast Asia is the fastest growing region of the global Internet. At the end of 2015, With 260 million Internet users in Southeast Asia, The fourth largest economy in the world, By the end of 2017, The number of active Internet users reached 330 million, That's 70 million people in two years, The average annual growth rate is nearly 13. By 2020, The number of Internet users will reach 480 million, Most of them use mobile phones to surf the Internet.

Table 1-3: Internet users and mobile phone usage density (per 100 people)

country	Internet access	Mobile phone users
Indonesia	25.4	149.1
Thailand	47.5	172.6
Malaysia	78.8	141.2
Singapore	81.1	146.9
Philippin	55.5	109.2
Vietnam	46.5	128.0

Source: ASEAN Statistical Yearbook 2017

From table 1-3, the level of Internet penetration and mobile phone use varies among Southeast Asian countries. Singapore, Malaysia Internet penetration rate is high. The density of mobile phones per 100 people in other ASEAN countries exceeds 100. The vast majority of Internet users access the Internet through mobile devices, its daily average mobile Internet usage is the world's leading, using up to 3.6 hours. Among them, Internet users in Thailand and Indonesia use mobile Internet for an average of 4.2 hours and 3.9 hours per day, respectively, far exceeding the 2 hours ,1.8 hours and 1 hour in the United States, the United Kingdom and Japan. According to Table 2, Singapore, Malaysia, Thailand are in the leading position among ASEAN countries in information and communication infrastructure construction, and Indonesia, Philippines are relatively slow to develop. Governments have realized the importance of developing information industry and e-commerce, and have issued a series of policies and measures to promote the development of information technology and e-commerce.

With the rise of Internet trade, cross-border e-commerce is becoming a new engine to promote development with the world. Through the analysis of the pest of the company's target market —— Southeast Asian market, the macro conditions of developing cross-border e-commerce in the political, economic, social and technological aspects of Southeast Asian countries are analyzed, and the problems of the company can be more clearly understood.

## **1.2 Problematic Situation and Problem Formulation**

### **1.2.1 Problem Statement**

At present, e-commerce companies spend most of their resources on acquiring customers, but e-commerce companies spend \$92 to get customers, but only \$1 to transform them. Now, more and more e-commerce is aware of the importance of conversion, and the company is no exception.

So why is the conversion rate so important? Conversion rate is when the visitor visits the site, to convert the visitor into the site resident user, can also be understood as a visitor to the user conversion. In short, for a website, how many people click on the shopping site, and how many of these clicks buy what they want in the shopping site, which will benefit the business.

It is all clear that "profit maximization" is the unified goal of every business behavior, and how to obtain higher profits in a fixed customer base is the goal that business has always been pursuing. At the same time, the characteristics of website construction determine that the visitor is very high, come to visit the website in the hands of others, is almost interference. However, once the net citizen come to the website, the optimization personnel can easily adjust various website strategies, try to retain visitors, and promote sales- -because the website is controllable, adjust, optimize, modify are extremely convenient, unlike search engine optimization, there are too many uncontrollable factors.

### **1.2.2 Porter's Five Force Analysis**

Based on Porter's five-force model theory, this study will analyze Qulong competitive environment of Huafa Company. The competitive state of a company in the market is composed of five forces: the threat of new company, the ability of peer competitor, buyer's bargaining power, supplier's bargaining power and the threat of

substitute. It can also be seen from the external supply chain structure that the bargaining power between suppliers and buyers has a great impact on the development of an enterprise. Next, researcher will use the five-force model to analyze the current industry competition environment of Qulong Huafa Company to judge how big the market space of Qulong Huafa Company to carry out cross-border e-commerce.

a. Competition of New Firms or Firms

With the lower and lower threshold of cross-border e-commerce, light assets can invest in entrepreneurship and have the advantage of freedom of time and space, which leads more and more enterprises to join in the taste. Of course, there will be a lot of people in each industry. Although the new entrants bring new resources and new productivity to the industry, they are also eager to have their own market and place in the industry. In order to gain the benefits they expect. At this time, there is interest competition, because raw materials and market share is limited.

b. Competition for New Entrants

Qulong Huafa company is forced by the decline of traditional foreign trade performance and Internet trend to join the ranks of cross-border e-commerce. With the rapid development of cross-border e-commerce, there will be more and more new entrants. In order to gain benefits, new companies will pose a threat to Qulong Huafa Company. If it is healthy competition, it will encourage existing enterprises to actively innovate and perfect themselves, so that the industry can develop healthily and orderly; if it is vicious competition, it will not only cause imbalance of interests to Qulong Huafa Company, but also affect the development of the whole industry. Many new entrants in order to seize the market, most of the low-price way to open the market, resulting in existing enterprises in the face of price war unprepared, often into a vicious competition. Some new entrants will produce high imitation products, sell at

lower prices, and disrupt the market. This is inevitable in any industry, coupled with the low threshold of cross-border e-commerce itself, new entrants can easily enter many industries, adding a lot of pressure to existing enterprises.

#### c. Competition of New Entrants

Due to the popularity and development of the Internet, more and more factories are now joining in. In the traditional foreign trade, the general factory uses the trade company to carry on the export trade activity, in the middle will produce a profit difference. Now more and more factories are aware of the advantages of cross-border e-commerce and can make more profits directly facing customers, and have joined the ranks of cross-border e-commerce. As a result, most of the Qulong Huafa, which buys products from factories, creates huge price pressures and reduces profit margins again and again. This is a fatal blow to cross-border e-commerce trading companies because factories have advantages in cost, delivery, design, etc.

#### d. Existing Competition among Industries

Southeast Asia's largest online shopping site is supported by the German business incubator Rocket Internet, the Sunwell brothers, especially in Iprice 2018 annual report, which shows that Lazada accounts for the first place in Southeast Asia's online traffic list with 27% of visits. This has led to more and more close competitors in the industry. Companies with similar purchasing and sales resources to Qulong Huafa in Shenzhen can calculate 100 per thousand. At the slightly lower traffic Dunhuang net platform, due to low entry barriers, and Qulong Huafa company has similar products of nearly thousands of companies. A large number of competitors, in the final analysis, the reason is that the phenomenon of product and service homogenization is serious. The value chain is similar, which is especially obvious in Dunhuang net, basically all enterprises are in the low price strategy, the competition degree is extremely fierce. On the Amazon platform, the marketing strategy is divided



into two ways, one is the alliance promotion strategy, which is a way to pay for the promotion effect. Publishers (i.e. merchants) and promoters (i.e. alliance promotion agencies) cooperate to promote and sell products according to the actual sales of products pay commission network promotion model. Another is brand strategy, lazada recognized brands must be registered in the destination country, domestic registered brands in the destination country is no legal effect. The registration of brands leads to an increase in the cost of the company, but also increases the differentiation of products and makes the products obtain higher profits and strong market competitiveness. In the same industry, the interests of enterprises and enterprises are closely related, if researcher want to obtain more benefits, their own advantages and competitiveness must be higher than the other side, in order to have a solid market position The development of e-commerce makes international trade no longer subject to geographical constraints, and all enterprises have the ability to go out and expand the dog customer market, which makes competition more intense, because through the Internet, customers can also find more suppliers, and the maintenance of customer loyalty will become more difficult. Qulong Huafa will spend more time, energy and money to do after-sales and customer maintenance. Economic globalization and integration have changed people's consumption habits and can purchase globally without leaving home. With the help of a mouse, this competition will evolve into global competition, expanding the scope of competition and relatively harsh competition environment. Because there are too many choices, it is difficult for enterprises to have a fixed customer base. As a result, the customer market is unstable and easy to lose, Qulong Huafa's own product optimization, service optimization also has higher requirements.

#### e. Competition of Buyers

The development of the Internet and the popularity of cross-border e-commerce have increased the bargaining power of buyers. Through the Internet, buyers can see the prices of the same products all over the world, they will choose products with

higher cost performance, and sellers will become more passive. Do traditional foreign trade, the channel at that time only mail, exhibition and B2B platform, Internet popularity is also very general, buyers once determined to cooperate with you, will become a long-term customer, because to re-screen suppliers and test samples need to invest more money, energy and time, but also may miss good business opportunities, the relationship between buyers and sellers is very stable. Now, buyers can also access global suppliers through cross-border e-commerce, with more options. As the buyer's bargaining power, Qulong Huafa company is facing the pressure to maintain customers, the era of foreign trade profiteering has ceased to exist.

#### f. Competition of Suppliers

Qulong main supplier of Huafa products is 1688 Alibaba Wholesale Network. Since lazada and 1688 are both Alibaba platforms, cooperation is also very tacit, and with the Qulong Huafa company's order volume gradually increased, order requirements do not change much, suppliers' bargaining power is not high. However, with the development of cross-border e-commerce, more and more new products are added, while cross-border e-commerce is basically retail, the purchase order quantity is low, the timeliness requirement is high, and the bargaining power of these new cooperative suppliers is strong. The marketing strategy of Qulong Huafa Company is mainly low price and the bargaining power of suppliers is strong, which brings great competitive pressure to Qulong Huafa Company. this requires Qulong huafa company in the development of e-commerce, only to enhance the differentiation of products and services, enhance the awareness of innovation, reduce the phenomenon of product homogenization, in order to enhance the competitiveness of enterprises in cross-border e-commerce. If you do not pursue innovation, you will be shuffled in the current era of e-commerce. E-commerce development has a profound impact on the future market pattern of enterprises and the competitive structure of enterprises in the industry. Qulong Huafa Company must have a clear understanding of its own development direction and firmly seize the opportunity of cross-border e-commerce,

so as to have a longer-term development.

#### g. Competition for Alternatives

Nowadays, any product in any industry will have multi-function and multi-purpose, which leads to the possibility that every product in the market may be replaced by other similar products. Now big data era, find network popular style is very simple, resulting in the current hot products are often threatened by alternative products. The development of e-commerce has broken the geographical boundaries. In the past, in the traditional trade market, limited to a few, but now by searching for keywords, the products searched are available on the Internet. Buyers usually choose by comparing price, service, response time and so on. Undoubtedly, the development of the Internet facilitates buyers, but increases the competitive pressure of sellers. For example, Qulong Huafa has a women's coat, which, just a week after hanging on a cross-border e-commerce platform, will come out with several similar-looking women's coats at the same or lower prices. Lazada the sales and evaluation of each product of the platform are open to the public. For the products with large sales and good evaluation, the seller will rush to the shelves of the product, and the threat of alternatives will bring great pressure to the seller.

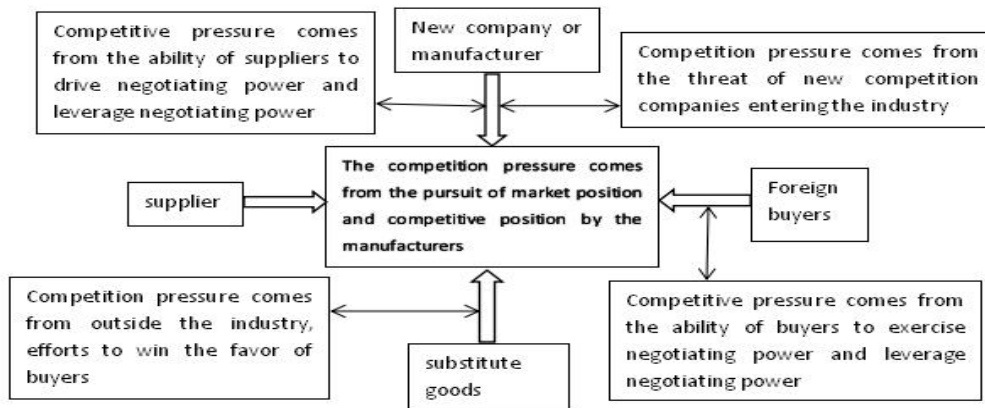
#### h. A Summary of Porter's Five Force Theory Analysis

Different from the traditional foreign trade industry, the threshold of cross-border e-commerce is very low. People who don't know foreign languages or foreign trade rules can join the cross-border e-commerce industry. With the increasing cross-border e-commerce dividend, many foreign trade enterprises want to join in. In order to seize the market, new entrants generally start from low prices, which will make existing enterprises into a price war, thus forming a vicious competition. The Internet shortens the distance between people, moves the mouse to buy any goods you want around the world, the competition between industries from the isolated region to the global

competition, the competition environment is becoming more and more cruel. Buyers through the Internet is also easier to obtain better prices, the ability to negotiate prices strengthened. Suppliers through the Internet also easier to open the market to find better quality customer resources. With the progress of science and technology, there are many kinds of substitution. From the theoretical analysis of Porter's five-force model, it can be seen that Qulong Huafa Company is facing both competitive pressure and opportunity on the road of transforming and developing cross-border e-commerce. According to the analysis of Porter's five-force theoretical model, it is concluded that to enhance the competitiveness of Qulong Huafa Company in the cross-border e-commerce market, we must choose the differentiation strategy, only different from the competitors, can we go smoothly and long-term on the road of cross-border e-commerce. Plus. Cross-border e-commerce is still in the dividend period of the country. Qulong the competitive situation of Huafa Company is more optimistic. With the further improvement and maturity of the company's development strategy, there is still a large space for growth and profit. In short, for e-commerce enterprises, traffic proves that you catch the eyes of consumers, and the conversion rate of traffic formation means that you really catch the heart of users.

All in all, the five-force threat facing Qulong Huafa Company is illustrated

Table 1-4: Five Force Threats Qulong Huafa Company



### **1.3 Research Question and Objective**

#### **1.3.1 Research Question**

- I What are the factors that affect the conversion rate to increase product sales?
- II What are the interventions proposed to increase and increase product sales?
- III What is the impact of the interventions proposed to increase conversion to increase product sales?

#### **1.3.2 Research Objective**

- I To identify factors that affect the conversion rate to increase product sales?
- II Identify intervention plans to improve conversion rates
- III Assessment of interventions

### **1.4 Project Investigator Role**

First, project researchers rooted in the theory need to immerse themselves in the world of phenomena being studied and enter the role of the subjects, to understand things / phenomena and objective worlds from the perspective of the subjects. The best role of researchers is to be able to immerse themselves in world research phenomena, but also in the real world, seeing their behavior from the perspective of subjects and reviewing and asking questions, which is taken for granted. Researchers from a subject perspective while maintaining a distance, ask research questions from the real world and compare how they are similar and different. Theoretical researchers should continuously compare different research subjects and literature, or participate in research group discussions. In order to maintain their own advantage. Therefore, the

author's research role is to interact as a bystander and the company employee, which can not only think and analyze the problem from the company perspective, but also maintain the rational thinking of the bystander.

## **1.5 Project Ethics**

Because action research is carried out in a real environment and involves close and open communication between relevant personnel, researchers must pay close attention to ethical considerations in their work.

The authors will abide by these principles: ensure that relevant personnel, consultations and knowledge of the content of the study is complete; permission must be obtained before relevant certificates and documents are required; researchers must be held responsible for confidentiality; and decisions on research directions and possible outcomes are collective.

## **1.6 Importance of the Proposed Project**

### **1.6.1 Theoretical**

The theoretical significance of this study and the development of Internet technology have accelerated the process of global economic integration and integration of cross-border e-commerce. This new economic model will certainly attract the pursuit and research of many scholars. Taking Qulong Huafa Company as an example and combining the development of cross-border e-commerce and small and medium-sized enterprises as the research orientation, this project puts forward the problem of developing cross-border e-commerce conversion rate Qulong Huafa Company. It has certain theoretical guiding significance. Based on the case study of Qulong Huafa Company, this project synthesizes a series of scholars' theories on the development of cross-border e-commerce in SME'S discuss the basis, to explore in the development of cross-border e-commerce, the importance of traffic to cross-border e-commerce companies, factors affecting the flow conversion rate, how

to improve the flow conversion rate in cross-border e-commerce, the impact of enterprises themselves, not only for cross-border e-commerce companies to provide a theoretical basis for better sales, but also for Qulong Huafa company to improve the flow conversion rate to provide countermeasures and solutions. The analysis of the main factors affecting the conversion rate in the project provides more theoretical basis for the future academic research of scholars.

### **1.6.2 Practical**

The practical significance of this project is that when small and medium-sized enterprises are doing cross-border e-commerce, what thinking and research should be done on the conversion rate in order to survive and develop smoothly in this wave of cross-border e-commerce. According to the present situation of the development of cross-border e-commerce in small and medium-sized enterprises and the actual situation of Qulong Huafa Company, this project helps them to develop better, make them out of the predicament of low conversion rate and increase the income generation of enterprises. For Qulong Huafa Company in the process of cross-border e-commerce, put forward more reference practical guidance suggestions.

By analyzing the low conversion rate of cross-border e-commerce Qulong Huafa Company, we can carry out the work more purposefully,

No longer blind, and can combine their advantages and disadvantages, strengths and weaknesses of the transformation to develop cross-border e-commerce trade, and can no longer blind, and can combine their advantages and disadvantages, strengths and weaknesses of the transformation to develop cross-border e-commerce trade, and can be targeted at different issues to guide and improve, so as to know each other, but also more efficient cross-border e-commerce, in the international market is more competitive, so that many domestic small and medium-sized enterprises can share a bowl of soup under this new model. Finally, according to the conversion rate problem

faced by Qulong Huafa Company in the development of cross-border e-commerce, the specific solutions are given, and practical guidance suggestions are put forward for it to better carry out cross-border e-commerce.

## **1.7 Definition of Term**

### **1.7.1 Cross-border E-commerce**

Cross-border e-commerce refers to an international economic activity in which buyers and sellers in different countries or regions trade, pay and settle online through mobile electronic platforms and deliver goods through transit freight warehouses or international logistics.

Cross-border e-commerce has a completely different feature from traditional shopping methods. It is global because it can move around the world; it is invisible and anonymous because it sends information digitally, and buyers and sellers don't know each other's looks and names; it is instant, with a network, no matter how far the line is, even across mountains, seas, deserts, sending and receiving information almost simultaneously, and a series of services can be completed in an instant.

For enterprises, the development of cross-border e-commerce makes enterprises make full use of international resources, improves the speed of upgrading enterprises, opens the door to enter the international market, and promotes cooperation and win-win cooperation among international enterprises. Cross-border e-commerce not only effectively promotes information exchange and communication between countries, but also buys interesting goods around the world.

### **1.7.2 Internet Consumers**

Network consumers refer to the consumers who consume and shop through the Internet in the e-commerce market. Consumers use the Internet as a tool to meet their own needs.



There are six types of online consumers: simple, surf, access, bargaining, regular and sports.

### **1.7.3 Percent Conversion**

Conversion rate refers to the ratio of the number of times the transformation behavior is completed to the total number of hits in the promotion information in a statistical cycle. The formula is:  $\text{conversion} = (\text{conversion times} / \text{clicks}) \times 100$ . For example, 10 users see the result of a search promotion, 5 of them click on a promotion result and jump to the target URL, and then 2 of them have the behavior of subsequent transformation. Then, the conversion rate of this extension result is  $(2/5) \times 100 = 40$ .

Conversion rate is the core of the final profit of the website, and improving the conversion rate of the website is the result of the comprehensive operation strength of the website.

### **1.8 Summary of Chapter**

All in all, the problems faced by Qulong Huafa Company are found in this chapter. The problem of low conversion rate has affected product sales. The questions in this study can be deeply analyzed through questionnaires and interviews with company insiders. a comprehensive literature review from past studies will develop chapter 2.

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