

Research on the Problems and Countermeasures of Cross-border E-commerce Development on Amazon Platform

-- A Case Study of Wenzhou A Eyewear Enterprise

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Abstract: With the rapid development of global e-commerce, Amazon, as one of the world's largest online retail and e-commerce platforms, provides numerous enterprises with huge market opportunities. However, against this backdrop, the cross-border e-commerce business of Wenzhou A Eyewear Enterprise on Amazon platform is also facing a series of problems and challenges. By analyzing the operation status of Wenzhou A Eyewear Enterprise on Amazon platform, this paper explores the problems existing in its cross-border e-commerce development, including low brand awareness, single marketing strategy, poor supply chain management and few products. These problems not only restrict the company's business expansion on Amazon platform, but also affect the improvement of its market competitiveness. In view of these problems, this paper puts forward corresponding countermeasures and suggestions, such as increasing brand publicity investment, diversifying marketing channels, optimizing supply chain management processes, and cooperating to develop new products. Through in-depth analysis and research, it aims to provide useful reference and enlightenment for the development of cross-border e-commerce business of Wenzhou A Eyewear Enterprise and similar enterprises on Amazon platform.

Keywords: Amazon platform, cross-border e-commerce, problems and countermeasures, Wenzhou enterprises.

1. Introduction

1.1. Research Background

With the advancement of globalization and the rapid development of Internet technology, cross-border e-commerce, as a new type of international trade, has gradually shown its great potential and advantages. Amazon, as one of the world's largest e-commerce platforms, provides many enterprises with opportunities to expand international markets. Wenzhou A Eyewear Enterprise, as one of the many enterprises using Amazon platform to carry out cross-border e-commerce business, is also facing opportunities and challenges brought by the development of cross-border e-commerce. In recent years, the competition on Amazon platform has become increasingly fierce, and the development of cross-border e-commerce is also facing many problems, such as high logistics costs, complex tax policies, and poor market adaptability caused by cultural differences. At the same time, with the continuous changes in the international trade environment, such as Sino-US trade frictions, it also brings uncertainty to the development of cross-border e-commerce. Therefore, how to effectively solve these problems and improve the competitiveness of enterprises on Amazon platform has become an urgent problem for cross-border e-commerce enterprises such as Wenzhou A Eyewear Enterprise.

1.2. Research Significance

This study aims to deeply analyze the problems existing in the development of cross-border e-commerce of Wenzhou A Eyewear Enterprise on Amazon platform and put forward feasible countermeasures. This not only helps Wenzhou A

Eyewear Enterprise better cope with current challenges, but also provides reference for other multilateral cross-border e-commerce enterprises. From a theoretical perspective, this study not only enriches the theoretical system of cross-border e-commerce, but also provides a theoretical basis for its development. This study can provide specific strategies and suggestions for Wenzhou A Eyewear Enterprise and other cross-border e-commerce enterprises to help them improve their operational efficiency and profitability on Amazon platform.

To sum up, this study has important theoretical and practical significance and plays an important role in promoting the healthy development of cross-border e-commerce.

2. Overview of Cross-border E-commerce

2.1. Definition of Cross-border E-commerce

Cross-border e-commerce, referred to as cross-border electricity, is a new form of international trade. It networkizes and electronizes traditional international trade, with electronic technology and logistics as the main means, business as the core, and moves traditional sales and shopping channels to the Internet. Cross-border e-commerce is an international business activity in which buyers and sellers from different countries complete transactions and make payment settlements through Internet channels, and deliver goods through cross-border logistics to complete transactions. Specifically, it realizes a series of buying and selling behaviors such as commodity display, communication and negotiation between buyers and sellers, agreement on opinions, buyers' payment according to the contract, and

sellers' delivery according to the contract through e-commerce platforms such as AliExpress and Amazon. In general, the significance of cross-border e-commerce lies not only in promoting economic growth and improving the level of opening up, but also in meeting consumer demand, promoting the transformation of traditional enterprises and creating employment opportunities. It is an important force in promoting economic globalization and improving the level of opening up. With the in-depth development of globalization and the continuous progress of information technology, the prospect of cross-border e-commerce will be broader.

2.2. Main Modes of Cross-border E-commerce

China's cross-border e-commerce mainly presents a development trend dominated by B2B and with the rapid rise of B2C. B2B mode occupies an absolute advantage in cross-border e-commerce, and enterprises carry out large-scale, long-term and stable trade cooperation through e-commerce platforms. With the increasing activity of the global consumer market and the growth of personalized demand, B2C mode has gradually emerged, directly selling goods to individual consumers through online retail platforms. However, with the increasing transaction volume of cross-border B2B e-commerce, stable number of customers and the business scale of B2B is still in the growth stage, even though the cross-border B2C e-commerce market has great potential, B2B is still the first choice of cross-border e-commerce. In addition, the C2C mode cannot be ignored, which provides entrepreneurial opportunities for individual sellers to realize cross-border transactions of small commodities through cross-border e-commerce platforms. These modes together constitute the diversified ecology of China's cross-border e-commerce and promote the continuous development and innovation of foreign trade economy.

3. Overview of Cross-border E-commerce on Amazon Platform

3.1. Introduction to Amazon Platform

Amazon platform is one of the world's largest e-commerce platforms, headquartered in Seattle, Washington. As a leader in the e-commerce industry, Amazon was founded in 1995, initially focusing on online book sales, but then quickly expanded to cover various product categories, becoming the world's largest online retailer with the most varieties of goods and the second largest Internet company. In terms of operation, Amazon has always adhered to the principle of customer first and formulated a series of rules and systems to improve transaction volume and user experience. For example, the platform maintains its operation by charging a certain proportion of transaction commissions, and constantly optimizes logistics, payment and other links to provide users with safer and more efficient shopping services.

3.2. Operation Modes and Characteristics of Amazon Platform

Operation modes: Amazon platform mainly adopts two operation modes: B2C (Business-to-Consumer) and B2B (Business-to-Business). In B2C mode, Amazon sells goods directly to consumers, providing a wide range of goods, convenient shopping experience and perfect after-sales service. In B2B mode, Amazon provides a platform for sellers, allowing them to sell goods on the platform and make profits by charging commissions, advertising fees, etc.

Characteristic 1: Customer-first service.

Amazon puts customer experience first and is committed to providing excellent shopping experience. Amazon strives to meet customers' requirements and needs from product selection to purchase process and after-sales service.

Characteristic 2: Rich commodities and global market.

Amazon platform displays a variety of commodities, almost meeting all the needs of people's daily life. In addition, Amazon is also actively entering the world market, carrying out goods business around the world, and realizing global expansion.

Characteristic 3: Effective logistics and supply chain management.

Amazon has a perfect logistics system and supply chain management system, which can deliver goods to consumers quickly and accurately. Amazon is building its own warehouses or introducing third-party logistics systems to improve distribution efficiency and customer satisfaction.

3.3. Market Positioning of Amazon Platform

First of all, Amazon aims to become the world's largest and most comprehensive e-commerce platform. It offers a wide range of product choices, covering books, electronic products, household goods, clothing and other types of goods, almost meeting the needs of consumers and business customers. This diversified product strategy makes Amazon have strong competitiveness in the market and attracts a large number of consumers and sellers.

(1) Amazon attaches importance to providing convenient shopping experience. It has an advanced logistics network and efficient distribution system, which can quickly and accurately deliver goods to customers. Amazon also continuously optimizes the shopping process, simplifies steps, improves user-friendliness, and allows consumers to complete shopping easily and happily.

(2) Amazon attaches importance to high-quality customer service. The company has installed an online customer service system to provide consumers with timely help and support to solve problems encountered in the shopping process. At the same time, Amazon pays attention to customer feedback, actively improves products and services, and constantly improves customer satisfaction.

(3) Amazon uses competitive price plans to attract customers. That is, it establishes long-term cooperative relations with suppliers, reduces costs by optimizing procurement and inventory management, and provides consumers with competitive prices. In addition, it expands the customer base and improves market share through sales promotion and membership system.

Consumers' requirements for quality, personalization and innovation are increasing, and Amazon's marketplace is becoming more diversified. This provides sellers with more opportunities for product innovation and differentiated competition. Products with intelligent, novel and practical functions, such as smart home appliances, health and beauty appliances, are often popular with consumers directly on Amazon platform.

In addition, the development of Amazon's cross-border e-commerce also benefits from the rapid growth of digital trade scale in emerging markets such as China. Take China as an example, the import and export scale of cross-border e-commerce has broken through, bringing unprecedented development opportunities to e-commerce platforms such as Amazon. In this context, platforms like Amazon will usher in

broader world market opportunities and become one of the necessary platforms for Chinese sellers to enter the world market.

4. Analysis of the Current Situation of Cross-border E-commerce of Wenzhou A Eyewear Enterprise

4.1. Company Profile

Wenzhou A Eyewear Enterprise was founded in March 2011, focusing on eyewear categories, involving B2B and B2C, transforming from OEM to ODM. It officially established the SOJOS e-commerce brand in 2015 (see Figure 1), and was selected as one of the top 100 Chinese export cross-border brands in 2019, Amazon's Seller of the Year in 2020, and one of the top 10 Internet brands in 2022. Since its establishment, the company has always attached importance to talent training, with senior talents proficient in Spanish, French, Japanese, German, Russian and Portuguese. The company focuses on medium and high-end optical glasses and sunglasses, attaches importance to brand building, and is committed to promoting the SOJOS brand to the world. In the process of development, the company has continuously expanded its product line, optimized its supply chain, improved operational efficiency, and gradually occupied a place in the cross-border e-commerce field. Since its establishment more than ten years ago, the company has always adhered to the corporate culture of "inclusiveness, struggle, and mutual achievement!" and adhered to the business philosophy of "user-oriented", deeply cultivated in the segmented vertical field, and comprehensively built core competitiveness through open innovation and excellent operation management, thus winning the unanimous praise of the majority of users.



Figure 1. Homepage of SOJOS Store on Amazon Platform

4.2. SWOT Analysis of Wenzhou A Eyewear Enterprise

4.2.1. Analysis of Company Advantages

Wenzhou A Eyewear Enterprise is located in Wenzhou City, Zhejiang Province, which is famous for its profound foreign trade tradition and together with Jiangsu Province and Shanghai forms a prosperous Yangtze River Delta economic belt. Benefiting from the resource advantages of many universities in Wenzhou, the company has gathered a group of high-quality and high-capability talents, providing a solid

intellectual support for the company's sustainable development. The company pays attention to the innovation and differentiation of product design and has a professional product design team. They carefully design the appearance and functions according to the needs of different markets, strive to avoid homogeneous competition, and create unique product series. This strategy of focusing on innovation and differentiation enables the company to stand out in the fierce market competition and win the favor of customers.

4.2.2. Analysis of Company Disadvantages

Due to the fierce competition in the eyewear market on Amazon platform, many brands and products are competing for market share. In order to cope with the fierce market competition, Wenzhou A Eyewear Enterprise must continuously improve product quality and service level. Cross-border e-commerce also involves logistics, tariffs, exchange rates and other stages. All these may increase the company's operating costs. How to effectively control costs and improve profits is a problem that enterprises must solve.

4.2.3. Analysis of Company Opportunities

Wenzhou A Eyewear Enterprise can take advantage of its professional advantages in the eyewear industry to further expand the world market, increase sales channels and market share. With the development of digital technology, the trend and influence of e-commerce platforms are constantly expanding. Wenzhou A Eyewear Enterprise can strengthen online marketing and promotion, use big data, artificial intelligence and other technical means to improve user experience, and enhance brand awareness and market competitiveness. The Wenzhou government is committed to promoting the development of foreign trade and provides a series of policy support and preferential measures for import and export enterprises. The company can make full use of such policies to reduce operating expenses and improve operating efficiency.

4.2.4. Analysis of Company Threats

Wenzhou A Eyewear Enterprise is in the industry track of cross-border e-commerce full of opportunities and challenges. With the continuous influx of capital, emerging cross-border platforms such as Tiktok and Temu are constantly emerging, which have a great impact on the relatively mature Amazon platform. However, with the acceleration of the transformation of China's traditional manufacturing industry, more and more enterprises are turning their attention to the cross-border e-commerce field, which means that Wenzhou A Eyewear Enterprise will face dual competitive threats from the product level and the industry level. At the product level, with the influx of more enterprises, market competition will be more intense, and product homogenization may intensify; at the industry level, the rise of emerging platforms will divert part of the market share, posing a challenge to the company's original market position. Facing such a market environment, Wenzhou A Eyewear Enterprise needs to maintain a keen market insight, adjust its strategic direction in time, and continuously improve its operational capacity and service level.

4.3. Operation Status of the Company on Amazon Platform

The operation status of Wenzhou A Eyewear Enterprise on Amazon platform is stable and positive. As a leader in the cross-border e-commerce field, Wenzhou A Eyewear Enterprise has successfully promoted its high-quality

products to the international market by making full use of Amazon, the world's leading e-commerce platform.

First of all, the product portfolio of Wenzhou A Eyewear Enterprise on Amazon platform is very extensive, covering eyewear sales (as the main product), electronic products, clothing, shoes and hats and other varieties. Through in-depth market research and accurate product selection, the company has successfully launched a series of popular products to meet the diversified needs of consumers in different countries and regions.

Secondly, Wenzhou A Eyewear Enterprise focuses on precision and quantification in its business strategy. The company has a special operation team, which constantly optimizes product lists, keywords and advertising strategies through in-depth analysis of sales data, user feedback and other information. At the same time, the company actively cooperates with Amazon platform to participate in promotional activities to improve product exposure and conversion rate.

In addition, Wenzhou A Eyewear Enterprise attaches great importance to after-sales service and customer experience. The company has established a perfect customer service system, providing multilingual online customer service support to timely solve problems encountered by consumers in the process of purchase and use. These all-round services have been widely praised by consumers, further enhancing the popularity and influence of Jiehong Company on Amazon platform.

In general, Wenzhou A Eyewear Enterprise has achieved good performance on Amazon platform. Through rich product layout, refined operation strategies and high-quality after-sales service, the company has successfully established its brand image in the cross-border e-commerce field and laid a solid foundation for the company's long-term development.

4.4. Achievements of the Company's Cross-border E-commerce Business

(1) Significant sales performance: Wenzhou A Eyewear Enterprise has achieved remarkable sales performance in the cross-border e-commerce field. Through cross-border e-commerce platforms such as Amazon, the company's products have successfully entered the international market, with sales increasing year by year and market share expanding steadily.

(2) Enhanced brand influence: With the continuous expansion of cross-border e-commerce business, the brand influence of Wenzhou A Eyewear Enterprise has gradually increased. The company's popularity in the international market has increased, winning more consumers' recognition and trust.

(3) Supply chain optimization: Wenzhou A Eyewear Enterprise has ensured product quality and supply stability by establishing long-term cooperative relations with global high-quality suppliers. At the same time, Wenzhou A Eyewear Enterprise also continuously optimizes supply chain management, improves logistics efficiency and reduces operating costs.

5. Problems Existing in the Company on Amazon Platform

5.1. Low Brand Awareness

Wenzhou A Eyewear Enterprise has relatively low brand awareness on Amazon platform. This is a matter of concern

and urgency. In the competitive cross-border e-commerce market, brand awareness is an important factor to improve product competitiveness and market share. However, due to the company's insufficient investment in brand building, it lacks a clear brand positioning and unique brand image. This makes it difficult for Wenzhou A Eyewear Enterprise to form an obvious competitive advantage with other well-known brands. The lack of brand awareness not only affects sales on Amazon platform, but also limits the company's long-term development. Consumers with low brand loyalty are more likely to find products of other brands because price and marketing will affect them. Therefore, improving brand awareness is crucial for Wenzhou A Eyewear Enterprise. When we observe the eyewear market on Amazon platform, it is not difficult to find that KALIYADI flagship store and SOJOS flagship store are two brands that attract consumers' attention. However, when comparing their sales, a certain eyewear product of KALIYADI flagship store occupies the first sales position with a significant advantage, which is particularly obvious compared with this gap, and KALIYD has more buyer reviews than SOJOS [4].

5.2. Single Marketing Strategy

Wenzhou A Eyewear Enterprise adopts a relatively single marketing strategy on Amazon platform, lacking diversity and innovation [1]. Currently, the company mainly relies on traditional product catalog optimization, keyword advertising, and promotional activities to attract consumers. However, with the continuous development of the cross-border e-commerce market, a single marketing strategy can no longer meet the diversified needs of consumers. A single marketing strategy will not only limit the exposure and conversion of products on Amazon platform, but also may lead to consumers' aesthetic fatigue towards the products and brand of Wenzhou A Eyewear Enterprise. Therefore, enterprises need to continuously innovate and enrich marketing strategies to attract more potential consumers.

5.3. Poor Supply Chain Management

Supply chain management is a crucial part of cross-border e-commerce business [2]. However, Wenzhou A Eyewear Enterprise has some problems in supply chain management, which directly affect the company's operational efficiency and customer experience.

First of all, the company has deficiencies in supplier selection and quality control. Due to the lack of strict supplier screening mechanisms and quality control standards, the company may face risks such as unstable product quality and insufficient supply. This may not only lead to an increase in customer complaints and return rates, but also damage the company's brand image and reputation. Secondly, the company also has shortcomings in inventory management and logistics distribution. Unreasonable inventory levels and delays in logistics distribution may result in low order processing efficiency and reduced customer satisfaction. In addition, the company may also face the problem of high logistics costs, which increases operating costs and reduces profitability.

5.4. Insufficient Product Variety

Wenzhou A Eyewear Enterprise has a narrow product line and insufficient product variety on Amazon platform. This not only limits the company's competitiveness in the market, but also affects consumers' purchasing experience. Due to the

small number of products, the company may not be able to fully meet the diversified needs of consumers, thus losing potential sales opportunities. At the same time, the lack of diversified products may also put the company at a disadvantage when facing competitors [8].

6. Countermeasures and Suggestions for the Problems

6.1. Increase Investment in Brand Promotion

To address the problem of low brand awareness, Wenzhou A Eyewear Enterprise should increase investment in brand promotion to enhance brand popularity and influence. First of all, the company can use Amazon's advertising resources for brand promotion to increase brand exposure. The company can formulate appropriate advertising strategies according to the target market and consumer groups, and conduct precise advertising to enhance brand awareness. Secondly, strengthen social media marketing, and use the wide spread of social media platforms to enhance brand reputation and influence. The company can regularly release content related to brand stories and product features, interact with consumers, and enhance brand awareness. Finally, the company can also consider cooperating with other well-known brands or internet celebrities, and through cooperative promotion or endorsement, use their influence and fan base to enhance brand popularity and recognition [7].

6.2. Diversify Marketing Channels

To overcome the problem of single marketing strategy, Wenzhou A Eyewear Enterprise should actively expand diversified marketing channels. Wenzhou A Eyewear Enterprise needs to select social media platforms suitable for its products and target markets. Considering that Amazon platform mainly targets global consumers, it can choose social media platforms with a large international user base and high activity, such as Facebook, Instagram, Twitter, etc [3]. At the same time, for specific markets or customer groups, local social media platforms can also be considered. In terms of positioning, the company should clarify its brand image and positioning on social media, ensure that the released content is consistent with the brand image, and can attract the attention of target customers. To increase product exposure and customer interaction, the company needs to release high-quality content. This includes attractive product pictures, videos and preferential information. The pictures and videos should be clear and beautiful, and can fully display the characteristics and advantages of the products. Preferential information can be released regularly to attract the attention and purchase desire of potential customers.

6.3. Optimize Supply Chain Management Processes

Optimizing supply chain management processes is the key to improving enterprise competitiveness. Enterprises need to formulate supply chain strategies from a strategic perspective, and clarify the goals, principles and strategies of supply chain management. Reducing product costs in the supply link is certainly important, but the importance of the circulation link cannot be ignored. In an era of uncertain future, ensuring sufficient cash flow is undoubtedly a wise move to lay a solid foundation for the next strategic adjustment. The following points can be referred to [5]:

Inventory control on the supplier side: Wenzhou A Eyewear

Enterprise establishes long-term and stable cooperative relations with suppliers, which helps to ensure the continuity and stability of supply. By signing long-term contracts with suppliers, the company can ensure that suppliers can give priority to supply when there is a shortage of inventory, thus avoiding the risk of out-of-stock [6]. Wenzhou A Eyewear Enterprise can also jointly formulate inventory plans with suppliers, and determine reasonable inventory levels and replenishment cycles according to market demand, sales forecasts and other factors. This helps to reduce inventory costs and ensure the timeliness of product supply.

Inventory control on the logistics side: Wenzhou A Eyewear Enterprise can adopt RFID (Radio Frequency Identification) technology. By attaching RFID tags to each product or goods, the company can track and monitor the flow of inventory in real time. This technology not only improves the speed and accuracy of inventory counting, but also reduces errors caused by human factors. In addition, RFID technology also enables real-time update of inventory, thus ensuring the accuracy and timeliness of inventory data. And the company can also introduce an automated sorting system. This system can automatically sort and classify goods according to preset rules and algorithms, which not only greatly improves sorting efficiency, but also reduces the error rate of manual operations. Through the automated sorting system, Wenzhou A Eyewear Enterprise can process a large number of orders more quickly, and reduce the risk of inventory backlog and out-of-stock.

6.4. Reform Products

To solve the problem of insufficient products, it is particularly critical for Wenzhou A Eyewear Enterprise to adjust its operation strategy on Amazon platform. The current number of products is obviously unable to fully meet market demand. Therefore, it is necessary for the company to increase the variety and quantity of products on Amazon platform, especially to increase the number of products to 1000, so as to enrich the product line and attract more potential buyers. After completing this product listing task, the company needs to further analyze the market performance of these 1000 products. Through data analysis and user feedback, identify which products are high-quality products. They are the company's star products and should continue to increase promotion efforts. At the same time, it is also necessary to find out the low-rated products and improve them. In this way, the traffic of the original low-rated products will increase, so that these products can be sold better, and it can also drive the sales of other products in the store.

Wenzhou A Eyewear Enterprise can also actively seek cooperation with suppliers or partners to jointly develop new products. Through cooperative development, the company can introduce more innovative product designs and functions to meet the diversified needs of consumers. At the same time, cooperative development can also reduce research and development costs and improve product development efficiency. In the process of cooperation, the company should pay attention to communication and collaboration with partners to ensure that both parties can give full play to their respective advantages and achieve a win-win situation. In addition, the company should also pay attention to market dynamics and changes in consumer demand, adjust product strategies in a timely manner, and launch new products that meet market demand.

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