

Key Points for Entering the Cross-border EC Market

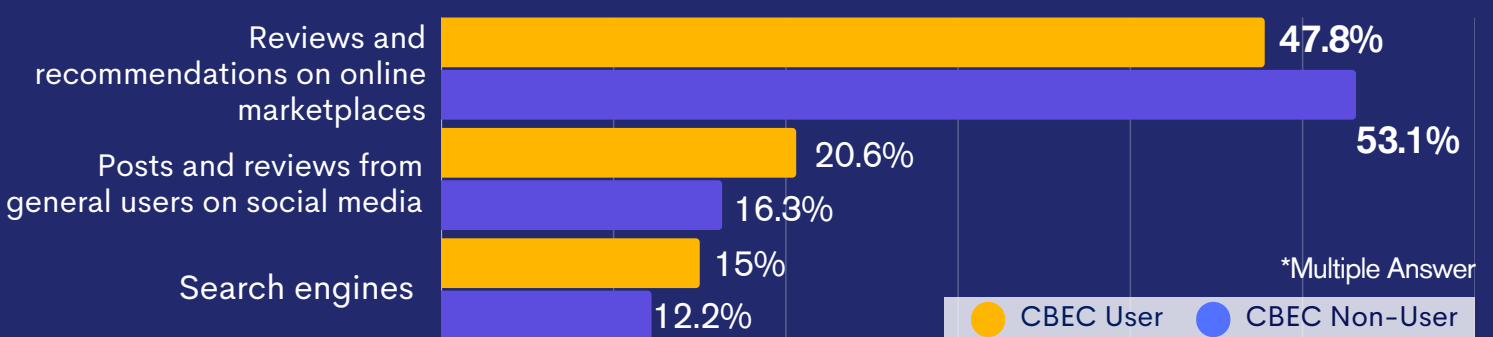
In the Southeast Asian e-commerce market, online shopping has grown rapidly alongside economic development, attracting significant attention from companies seeking new opportunities. This report highlights key considerations for businesses looking to enter the cross-border e-commerce (CBEC) market, with a focus on insights from the rapidly expanding **Indonesian** e-commerce sector.



POINT 1: SELECTION AND OPTIMIZATION OF INFORMATION GATHERING CHANNELS

Understanding which information-gathering channels are used by consumers in the target market is crucial for effective promotion in CBEC. This survey indicates that both users and non-users of CBEC tend to place a high value on online marketplace reviews. This suggests that encouraging buyers to leave reviews can be an effective strategy.

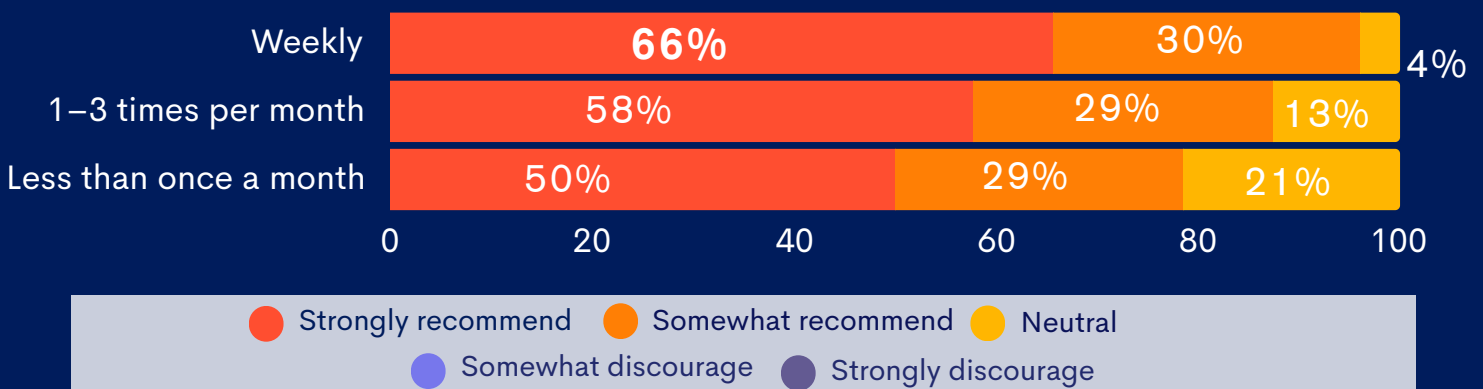
Top 3 most used information-gathering channels



POINT 2: ENHANCING RECOMMENDATION RATES BY ACQUIRING REPEAT CUSTOMERS

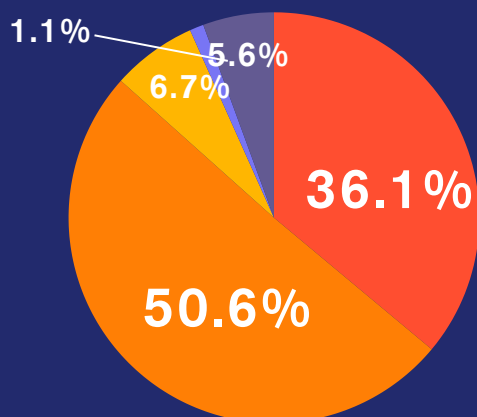
In CBEC, acquiring repeat customers and enhancing recommendation rates are directly linked to stable sales and brand growth. This survey findings indicate that customers with higher recommendation rates tend to shop more frequently and are more likely to become repeat customers. When repeat customers recommend the company's products to others, it can also attract new customers, further boosting growth.

Percentage of recommendations by frequency of use



POINT 3: SELECTION OF SHIPPING COUNTRY

Degree of influence of sending country on purchasing decisions



In CBEC, the country of origin for shipping can influence consumers' purchase decisions, a trend observed in this study as well. Consumers' trust or concerns regarding shipments from specific countries play a role in their decision-making, making it essential to carefully select the shipping country.



Conclusion

To clarify the key points introduced here, understanding "consumer behavior through market research" is essential. By gaining insights into local consumer behavior and market conditions, you can optimize your strategy effectively. Utilize GMO Research & AI's survey services to access consumers across **16 Asian countries**, including Southeast Asia, and gather valuable consumer feedback to inform your approach.