

## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATION**

The study had a target population of 400 and a Sample Size of 178. This was made up of 67 males and 111 females (Demographic Data). The age of the participant was captured in the research topic (young adults) and it was estimated to be in the range of 18-40 years old. According to research data, the number of consumers who lean to shopping online overseas is become more and more. Majority of the participant prefer medicine products, cosmetics products (119) than other products. With the higher concern about new born baby, many customers would like to buy baby products from overseas to make sure the quality and safe (35) Fashion products are always popular no matter where it is, data shows a number with 88. Even the overseas purchasing developing fast, the local shopping model acceptability (71.82%) still higher than overseas shopping style (28.18%). The most concern problem for customers are the honesty of the seller, due to customers don't know them directly, pay all before get products is a risky deal model, however many participates said they wouldn't spend much one time in case of be fooled.

With the uncomprehensive research for this topic, we could forecast the overseas purchasing model is being higher influenced in recent life, it brings many convenience for customers which could buy products from all over the world with the smart phone or any digital products. We cannot ignore the fast growing speed of the overseas purchasing, no matter which channel you choose.

#### **The Relate Research**

In recent years, the national information construction trade to lay a solid foundation for our country's network, at the same time, network trade payment system is increasingly perfect, the rapid development of logistics enterprise, provides the environment for the network of overseas act as purchasing agency. With China's accession to the world trade organization, and foreign trade to further deepen, more and more foreign brands to enter the Chinese market, to promote the network trade in goods. Moreover, with the destruction of rising living standards, consumers

on the quality of the goods and brand has a higher request, resume the information via the Internet platform, consumer demand for high-quality goods abroad is greatly inspired, but based on the border restrictions, the language barrier, the international logistics barriers, consumer demand for foreign goods failed to achieve, which led to the emergence and development of overseas act as purchasing agency industry.

It has the characteristics of low cost, e-commerce businesses to save the market high entry fee, buckle point, management fees and other operating costs, on the product price is competitive. Relative to the domestic market, many varieties, good quality goods for overseas markets, and some kinds of new products listed earlier than domestic and abroad give purchased overseas a lot of first-mover advantage. Overseas act as purchasing agency network combines the advantages of both, in the aspect of product price, brand competitiveness; time to market has a strong advantage. And at the same time, its own characteristics and strengthen the price advantage, on the one hand because of the different brand, currency exchange rate and tariff and other reasons, then foreign store discounts, purchased overseas commodity prices higher than domestic counters from 10% to 15% cheaper. Purchased overseas goods, on the other hand, exist the possibility of tax evasion, make private act as purchasing agency is given with preferential prices to attract consumers.

### **The recommendation**

Overall, the results of the study are very promising. This research provides additional evidence that comments and recommender systems do influence overseas shopping behaviors and can yield positive outcomes for the firms that implement them.

My research suggests that online consumers can be influenced by comments and recommendation system. By giving some related and fair information, comment and recommendation systems can give the shopper positive shopping experience and increase the level of purchasing satisfaction. This is obviously of great benefit to online

businesses. There is positive relation between comments and recommendation and shopping experience, shopping satisfaction and shopping intention. The use of comments and recommendation can influence the overseas shopping experience and overseas shopping

satisfaction. When shoppers are interested into some specific product, they want to search for more related information about that product. If the information is useful, effective and fair, they will think the experience of shopping is good, their shopping satisfaction can be promoted.

Unless the other researches, there is no positive relation between the shopping experience and shopping satisfaction, which means the positive shopping experience is not necessarily give shopper nice attitude to the shoppers and increase their satisfaction.

The positive relation between overseas shopping intention and items chosen shows that overseas shopping intention, as attitude, do influence buying behaviors.

The use of comments and recommendation system can provide positive outcomes for online businesses. The number of items chosen per subject in the treatment group was greater than that of the control group.

However, the results of the relation between comments and recommendation seem not so significantly positive. It suggests that this may be the area where the use of comments and recommendation system pays off the most.

The ability to retain customers through advanced comments and recommendation systems cannot be too be extended.

### **The Limitations of This Study**

There are a number of limitations to this study:

1. The survey was limited to candidates on Internet.
2. The survey was conducted in only a few selected locations in China
3. This study was conducted by selecting a sample population randomly. This provided a clustered sample.
4. The data was collected during the month of May 2014 to June 2014 over the period of four weeks. Thus, seasonality may present unaccounted for factor