

Research on Cross-Border E-commerce Marketing Strategies for Australian Natural Skincare Products Based on User Personas

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Abstract: With the booming development of global e-commerce, cross-border e-commerce marketing has become an indispensable part of brand internationalization strategies. This paper primarily investigates the cross-border e-commerce marketing strategies for Australian Natural Skincare Products (ANSP) in the Chinese market, based on user personas. By analyzing the current cross-border e-commerce models and the development status of ANSP in the Chinese market, this study constructs user personas for Australian natural skincare brands. Based on these personas, precision marketing strategies guided by the AISAS model are proposed. The research finds that Chinese consumers have a high awareness of ANSP and prefer their natural and mild product characteristics. Through data collection and analysis, this paper reveals consumers' basic information, brand preferences, and purchasing motivations, thereby providing a theoretical basis and practical guidance for the formulation of cross-border online marketing strategies by Australian natural skincare companies in the Chinese market.

Keywords: Cross-border e-commerce; Online marketing, User personas; Australian natural skincare products; AISAS model.

1. Introduction

As e-commerce and globalization progress, the cross-border trade of cosmetics in China has shown significant growth and is considered an important form of transformation and upgrading in the foreign trade industry. ANSP have penetrated the Chinese market through cross-border e-commerce channels, with the advantage of streamlining transaction processes, reducing costs, and increasing efficiency via internet technology. China boasts a vast consumer base and an ever-expanding sales network. However, the Chinese cosmetics industry urgently needs new competitive strengths in the face of challenges such as product homogenization, quality issues, and lack of innovation[1]. For Australian natural skincare brands, understanding the Chinese market and implementing precise market segmentation and positioning are crucial. This involves not only product innovation but also multi-channel marketing strategies.

Research indicates that Chinese consumers maintain a high level of interest in nourishing skincare and cosmetics, with less enthusiasm for hair care and perfumes. This insight aids Australian brands in better positioning their products and meeting market demands. Nevertheless, there is a relative scarcity of research on the audience for cross-border internet marketing of Australian natural skincare products, necessitating the adoption of innovative approaches to study user personas, gain a deeper understanding of female consumer preferences, and optimize the cross-border internet marketing of Australian brands to enhance competitiveness in the Chinese market.

2. Cross-Border E-Commerce and the Current Development of the ANSP Industry

2.1. Definition of Cross-Border E-Commerce

In a broad sense, Cross-border e-commerce refers to trade activities carried out through electronic means by entities from different countries, encompassing the transaction of goods and services, data exchange, fund transfer, and information transmission. Its development, propelled by advancements in information technology, has evolved into a diversified functional system that includes fund transfer, settlement, information services, and payment security.

In a narrow sense, cross-border e-commerce specifically denotes international online wholesale and retail trading on internet platforms. Depending on the trading entities, it can be subdivided into B2B (Business-to-Business), B2C (Business-to-Consumer), B2G (Business-to-Government), C2C (Consumer-to-Consumer), and other models. Since Alibaba's emergence in 1999, cross-border e-commerce in China has developed rapidly, driving industrial transformation and socio-economic changes. Currently, cross-border e-commerce exhibits a trend towards fragmentation and miniaturization, becoming an indispensable component of global trade[2].

2.2. Analysis of the Current Industry Status of ANSP in the Chinese Market

The marketing strategies of ANSP in the Chinese market are indicative of a keen understanding of Chinese consumers' predilection for health and natural concepts. Customized for the distinct demands and consumption patterns of the Chinese market, Australian brands strategically position themselves in the mid-to-high-end segment, underscoring their pure,

additive-free, and effective brand image. The target demographic primarily includes middle-aged and young female consumers who are advocates for natural ingredients and a healthy lifestyle. Regarding distribution channels, these brands adeptly combine content marketing on cross-border e-commerce platforms such as Tmall International and JD International with the dynamic outreach of social media platforms like WeChat and Xiaohongshu (Little Red Book)[3]. Additionally, they provide consultation and hands-on services in upscale shopping malls and specialized beauty stores offline. Within the market framework, Australian brands are drawing more focus in specialized segments such as antioxidants and skincare for sensitive skin. At the same time, these brands ought to remain alert to expanding opportunities in cosmetics and hair care sectors to cater to the all-encompassing beauty requirements of Chinese consumers and to foster comprehensive brand growth.

2.3. Market Positioning of ANSP in the Chinese Market

Market positioning is a critical determinant for brand success. In the face of the complex and varied Chinese market, it is imperative for Australian natural skincare brands to conduct comprehensive market demand analyses and precisely apprehend consumer profiles to ensure strategic alignment with market expectations. Amidst a global surge in environmental and health awareness, the Chinese consumer's inclination towards a healthy lifestyle has become increasingly pronounced, culminating in an escalated demand for natural skincare products. Leveraging their unadulterated and natural branding, Australian entities can carve out a niche for high-end natural skincare in the Chinese marketplace.

Primarily, pinpointing an appropriate target market is crucial. In China, demographics within affluent urban locales and economically advanced coastal regions exhibit heightened consumption capabilities and an intensified quest

for healthful living, demonstrating a proclivity for natural and non-additive skincare solutions. Australian brands should harness this demographic as an entry point into the market.

Subsequently, market segmentation ought to be stratified. Brands must dissect consumer attributes, including age and earning brackets, to target their audience with precision. It is prudent to focus on the female cohort aged 25-35, who possess stable financial resources, explicit skincare requisites, and elevated quality expectations. This segment grapples with skin concerns such as aging and dehydration while displaying a willingness to experiment with nascent brands and products. Simultaneously, heed should be directed towards the younger generation, notably the post-2000s, who favor personalized and bespoke merchandise. Brands can captivate this cohort by accentuating the natural essence of their offerings and individualized amenities, for instance, spotlighting indigenous components like tea tree oil and macadamia nut oil. The younger student demographic shows an affinity for formulations addressing particular skin dilemmas, such as acne and sensitivity, where Australian brands exhibit ample growth potential. Moreover, with the burgeoning consciousness of skincare among males, there is a propitious opportunity for brands to introduce male-centric skincare lines, thus expanding their market scope.

Conclusively, in the execution of marketing stratagems, firms must maintain acute awareness of market dynamics to circumvent product homogeneity and saturation that ensue from indiscriminate trend adoption. This vigilance aids in mitigating financial downturns and preserving a sustainable competitive edge in the market.

3. Construction of Cross-Border E-Commerce User Personas for ANSP

3.1. User Persona Construction Process and Conceptual Model

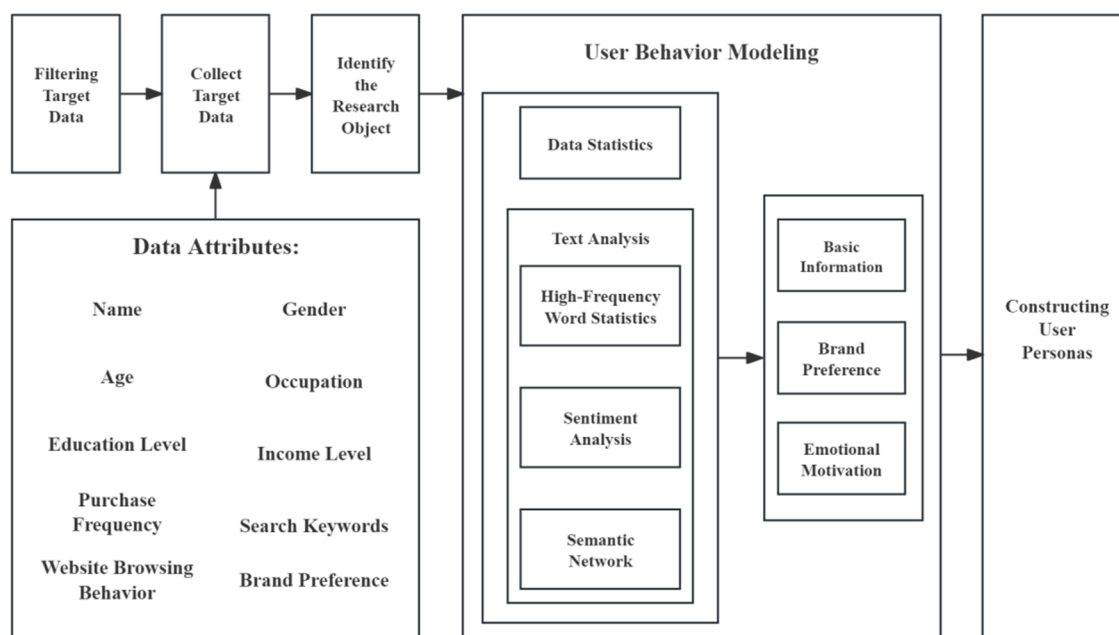


Figure1. Process of Constructing User Personas

The concept of "user persona" is derived from the foundational principles of market segmentation and was

originally employed in the realm of product marketing with the aim of fostering an enriched comprehension of the target

clientele, thereby enabling corporations to formulate bespoke strategies. Contemporary investigations into user personas predominantly originate from dimensions encompassing fundamental user demographics, interests and preferences, alongside behavioral metrics, culminating in the establishment of multi-faceted user persona frameworks. This approach is instrumental in the precise recognition and accommodation of a heterogeneous user base. Within the ambit of skincare product e-commerce, user personas serve as a pivotal tool for businesses, aiding in the exhaustive understanding of consumer usage drivers and the determinants influencing purchasing choices. This, in turn, paves the way for the creation of distinct market marketing strategies tailored to diverse market segments. The methodology for constructing user personas in the context of cross-border e-commerce is delineated in Figure 1.

User personas in cross-border e-commerce are constructed from three dimensions: basic audience information, brand preference, and emotional motivation. The basic information

dimension encompasses gender, age, occupation, education level, and other such data, which are acquired through data analysis on social media and cross-border e-commerce platforms. The brand preference dimension includes users' awareness of ANSP, user experience and brand loyalty, which are deduced through online surveys and product review analyses. Emotional motivation is delineated through three aspects: user satisfaction, purchase motivation, and emotional drivers. User satisfaction is quantified by analyzing the sentiment orientation within online review texts, while purchase motivation is characterized by aspects such as health consciousness, environmental awareness, and preference for natural ingredients, based on classification and statistical analysis of high-frequency words in online review content. Emotional drivers are identified and understood through the combination of high-frequency words with positive and negative emotional semantic network graphs. The conceptual model of the user persona for cross-border e-commerce marketing is illustrated in Figure 2.

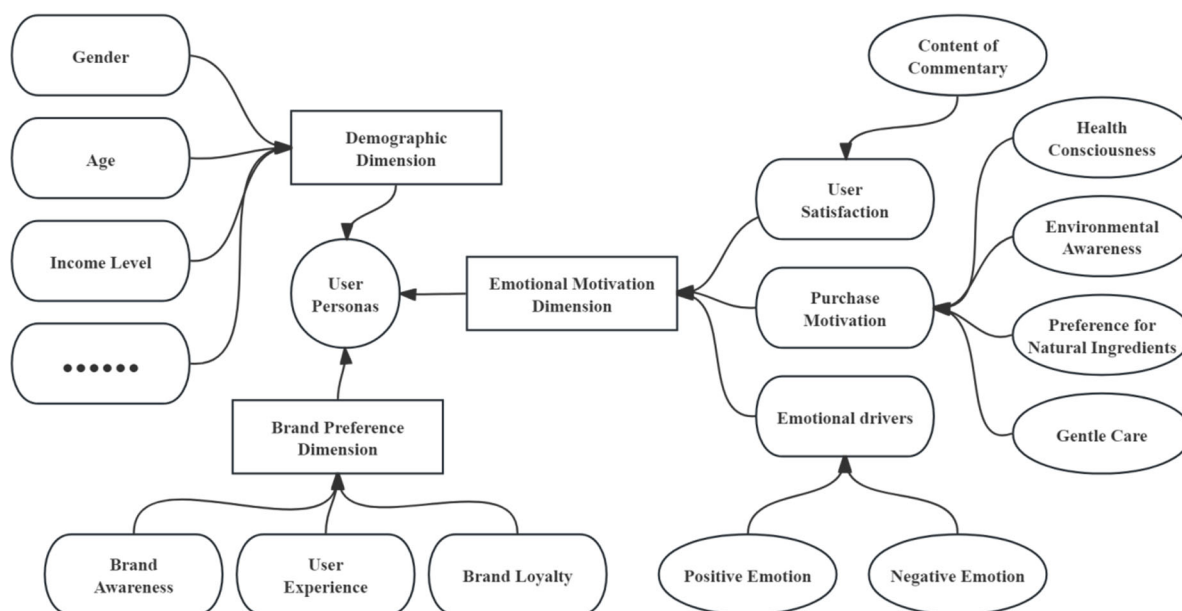


Figure2. Conceptual Model of User Persona

3.2. Data Collection and Analysis

3.2.1. Data Collection and Processing

During the data collection and processing phase, prominent Chinese cross-border e-commerce platforms such as Tmall International and JD International, along with the social media network Xiaohongshu, were designated as primary sources for procuring pertinent commentary and discourse regarding natural skincare brands. The stipulated data accumulation concluded on the 30th of December, 2023, culminating in the extraction of an aggregate of 100,000 consumer commentaries and postings. Automated data retrieval was executed utilizing Python scripts, canvassing a temporal span from 2018 to 2023, with an analytical emphasis placed on the most contemporaneous quintet of years. Entries marred by the presence of anomalous symbols, superfluous content, incoherent or void contributions were systematically expurgated to enhance the analytical precision and veracity. Subsequent to the data purification process, a corpus of 95,000 verifiable records was assembled for analysis. This

dataset encompassed an assemblage of 5,000 adverse data points, reflective of consumer discontent with the skincare products in question.

3.2.2. Data Analysis

In the data analysis stage, the valid data underwent basic user information statistics, text sentiment analysis, and high-frequency word classification statistics. Firstly, by tallying the audience's basic information, a set of data regarding gender and age distribution was obtained, reflecting the purchasing power and decision-making orientation of the users. Secondly, emotion analysis software such as ROST CM tool was employed to assess the emotional tendencies in the comments, where the proportion of positive and negative sentiments could indicate the overall satisfaction with the brand and products. The results showed that 80% of the comments were positive, while 20% were negative, indicating a high acceptance of ANSP in the Chinese market. Thirdly, frequency analysis identified high-frequency keywords such as "natural" and "gentle," highlighting users' significant

concern for natural ingredients and mildness of the products. Moreover, through association rule analysis, it was discovered that in comments mentioning "silicone-free," 96% also mentioned "non-allergic," suggesting that consumers place a particular emphasis on the non-irritating nature of the products, perceiving silicone-free products to be gentler and less likely to cause allergies. Synthesizing these analytical results, several key user characteristics were deduced: Preference for natural ingredients, Pursuit of gentle care, Positive emotional attitude, providing favorable signals for the brand's market promotion.

4. Precision Marketing Strategy Based on AISAS

In the preceding sections, we established a persona for the target users of Australian natural skincare products. Building upon this foundation, this chapter references the AISAS model (Attention-Interest-Search-Action-Share) proposed by the Dentsu Group of Japan[4]. By considering the five steps of consumer purchasing behavior, we devise a cross-border e-commerce marketing strategy. This is illustrated in Figure 3.

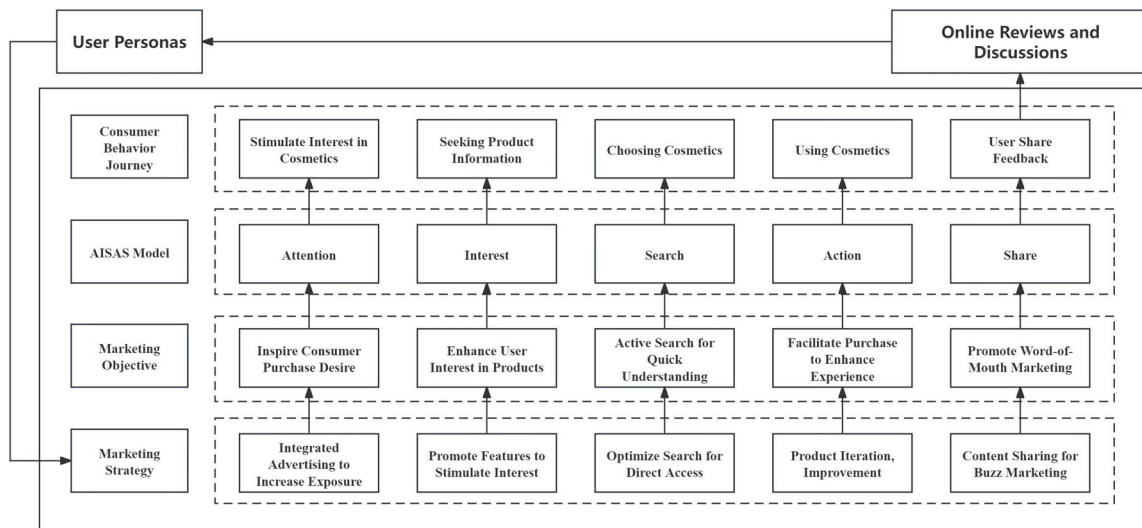


Figure 3. Marketing Path Based on the AISAS Model

4.1. Integrated Advertising for Enhanced Visibility

Initially, the stimulation of potential consumer purchase intent through diversified advertising channels is imperative. Precision in ad placement on cross-border e-commerce platforms elevates the brand image and public awareness of ANSP. Concurrently, leveraging social media outlets such as Weibo, Zhihu, and Xiaohongshu, augmented by 5G media platforms, for content marketing is pivotal. This involves generating trending topics and disseminating expertise to ensure effective information transmission and meticulous budget allocation.

4.2. Interest Stimulation and Emotional Brand Connection

Subsequently, igniting interest in target consumers and forging emotional links with the brand are crucial. Emphasizing the distinctive selling propositions of Australian natural skincare, such as organic ingredients, eco-friendly principles, and gentle skin care, facilitates emotional bonds with consumers. Conducting online experiential events, product trials, and interactive Q&A sessions can augment consumer comprehension and pique interest in the products. Utilization of customer testimonials and case studies vividly demonstrates the products' efficacy and stimulates consumer trial and acquisition desires.

4.3. Search Optimization for Targeted Reach

Optimizing product keywords on search engines and cross-border e-commerce platforms ensures that consumers can swiftly locate Australian natural skincare offerings. It is essential to provide accurate product linkages and intelligent recommendations. Tailoring content strategies to align with user demographics across various social platforms, for instance, promulgating professional knowledge on Zhihu and crafting content that appeals to female consumers on Weibo and Xiaohongshu. Ensuring search content quality assists consumers in enhancing product awareness, thereby economizing their selection and purchase time.

4.4. Product Iteration for an Enhanced Experience

Predicated on user feedback and data analytics, the continuous refinement of products and services is vital for enhancing the user experience. Streamlining the user interface and shopping processes on websites and mobile applications makes searching and purchasing more expedient and agreeable. Detailed product descriptions, usage instructions, and anticipated outcomes, coupled with Chinese language customer support, aid Chinese-speaking users in comprehending the product information more thoroughly. Regular promotional campaigns and discounts invigorate consumer purchasing enthusiasm. Diverse payment options and a reliable logistics service experience mitigate the barriers to cross-border shopping. Moreover, delivering exemplary after-sales service ensures heightened consumer satisfaction.

4.5. User-Generated Content to Propel Word-of-Mouth Marketing

Capitalizing on high brand repute through word-of-mouth to entice customers is essential. In the cross-border marketing of ANSP, valuing user-generated content (UGC) motivates users to share their experiences, thereby transforming them into brand advocates and bolstering word-of-mouth marketing. Establishing brand communities that encourage user dialogue and experience sharing nurtures interaction and brand allegiance, thus attracting more prospective customers. Marketing teams can refine sharing mechanisms, such as simplifying the dissemination process and instituting point rewards, to incentivize users to share positive assessments. Recruiting brand ambassadors, including key opinion leaders (KOLs), facilitates content proliferation. Collaborating with beauty bloggers and influencers, their endorsements and reviews amplify brand influence and trustworthiness. Additionally, companies need to manage UGC effectively, particularly online negative critiques, necessitating customer service to respond promptly, cordially, and adeptly to uphold the brand image[5]. Ultimately, leveraging online word-of-mouth to elevate brand recognition, this strategy entices potential customers, initiates the AISAS purchasing cycle, and achieves a comprehensive marketing loop.

5. Conclusion

This study conducted an in-depth analysis of cross-border e-commerce marketing strategies for Australian natural skincare brands in the Chinese market. The research first established the current development status and market positioning of ANSP in China. Subsequently, through the construction of user personas and the design of conceptual models, in conjunction with specific data collection and analysis, the study successfully constructed user personas for

Australian natural skincare products, identifying consumer preferences and behavioral characteristics. On this foundation, based on the AISAS model, the study proposed a series of detailed cross-border internet marketing strategies, including increasing brand exposure, stimulating user interest, optimizing the search process, product iteration, and word-of-mouth marketing strategies. The findings indicate that precise user persona analysis coupled with the application of the AISAS model can effectively enhance the brand influence and market competitiveness of ANSP in the Chinese market. This research provides new perspectives for the theory and practice of internet marketing in the cross-border e-commerce domain and holds referential value for the formulation of marketing strategies for other international brands in the Chinese market.

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