



Marketing Research & Analysis (MKT 5401)

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ALIBABA SWOT ANALYSIS

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Introduction

The purpose of this research project is customer satisfaction at ALIBABA. This is a research project carried out by a group of students from class MKT 5401 -01 at Clark University.

Some basic level of exploratory research was conducted to formulate the research hypotheses which have been tested using regression analysis and T-test. Alibaba, eager to promote the brand if they are satisfied, and happy to buy this product from a website. Moreover, consumers preferred digital media to see the promotion of the brand. Altogether, the findings help develop the appropriate marketing strategies before launching the product on a full scale.

This study has collected data from students only which is a limitation of this report; hence further data collection from diverse groups of consumers will solidify the findings.

Industry landscape

The business's Alibaba comprises commerce, cloud computing, digital media and entertainment, and innovation initiatives. In addition, Ant Group, an unconsolidated related party, provides digital payment services and offers digital financial services to consumers and merchants, and other businesses on our platforms. An ecosystem has developed around our platforms and businesses that consists of consumers, merchants, brands, retailers, third-party service providers, strategic alliance partners, and other businesses.

GMV transacted in the Alibaba Ecosystem was RMB8,119 billion for the fiscal year 2021, which mainly included GMV transacted through our China retail marketplaces, as well as GMV transacted through our international retail marketplaces and Local Consumer Services. Annual active consumers of the Alibaba Ecosystem across the world reached approximately 1.18 billion for the 12 months ended June 30, 2021. This includes 912 million consumers in China and 265 million consumers overseas served by Lazada, AliExpress, Trendyol, and Daraz.

Alibaba does not pursue size or power; we aspire to be a good company that will last for 102 years. We aim to build the future infrastructure of commerce. Alibaba envisions that our customers will meet, work and live at Alibaba.

Overview of the Firm

Alibaba Network Co., Ltd. is the flagship business of Alibaba Group. Founded in 1999, with dual headquarters in Hangzhou, Shanghai, and Beijing. It mainly operates a B2B (Business-to-Business) online trading platform serving small businesses. It is currently the world's leading small business e-commerce company by the number of users. Alibaba currently has four online trading markets to help small businesses around the world find business partners. The four online trading markets include the international trading market (alibaba.com), which serves global importers and exporters, the Chinese trading market (1688.com), which concentrates domestic trade, and the Japanese trading market (alibaba.co.jp), which promotes Japanese export and domestic sales. , And a global wholesale trading platform "aliexpress.com" (aliexpress.com) designed for small buyers. So far, the four online trading markets have a total of more than 65 million registered users. The company's main business is Ali-based e-commerce services, Ant Financial Services, Cainiao logistics services, big data cloud computing services, advertising services, cross-border trade services, and Internet services other than the first six e-commerce services.

As a leader in the electrical business community, the Ari Baba Group's precise market positioning and forward-looking strategic vision lay the foundation for its success. In the early stages of development Ali Baba specialized in the information flow business, by which a large amount of market supply and demand information was gathered, and at the right time to intervene in the third-party payment processor. The main revenue of the Alibaba Group is now in the e-commerce segment, including announcement revenue, service revenue, and fee income for some merchants and users, among others. Its profit model is sustainable and expandable, but not imitable, and the Alibaba Group, with its good corporate positioning, solid structure, and high-quality service, brings a monopoly to the entire group.

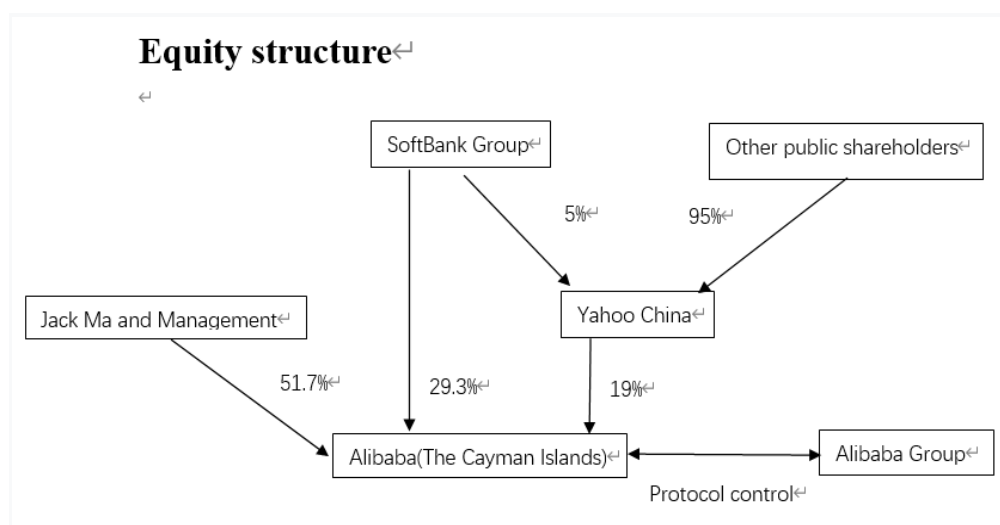


Chart 1 Alibaba equity structure

SWOT analysis

Strengths

The scale of Operation – China is one of the most populous countries in the world and has an emerging economy that stands out in Asia and around the world. Alibaba is a company from China and operates mainly in the Chinese market. Capturing the Chinese market is a strong strength of Alibaba.

Visionary Leadership – We've all heard Steve Jobs' visionary ideas, and many often attribute Apple's success to him. Well, for Alibaba, the founder is Jack Ma, a visionary, whose talent is recognized worldwide and especially in Asia. He has participated in many presentations to share his experience and success. And being recognized by many people in many countries, it is part of him to bring Alibaba to the world.

A good relationship with partners – The scalable platforms, cloud storage, and real-time access to all information. With these features, Alibaba's partners can easily access customers, and easily use the company's transaction system for two parties: partners and customers, 3rd party agents. From there, many partners will come to Alibaba

Weaknesses

Way too many sellers – Because there are many benefits to partners and Alibaba does not limit partners, the competition between partners is very large, leading to the withdrawal of many partners. In addition to affecting partners because the competition is too great, it also affects customers when choosing products, confusion about quality and price is always a question asked when there are too many sellers. Because of this, a few reputable brands have pulled out of selling their products on *Taobao* and *Tmall*, two Alibaba websites.

Huge Discounts – Sellers have to pay large sums to create advertising space in the marketplace. That doesn't depend on sales or customer ratings of quality and service. That makes it impossible for the partners to make a reasonable profit. That's a weakness the company has because when sellers can't afford to advertise, it's hard for customers to see their products.

Opportunity

Experience in China – Grasping a large market like China as well as understanding e-commerce. In addition, investing heavily in electronic strengths, AI technology, as well as bringing Alibaba to research to bring products to the international market. Those are great opportunities to help Alibaba develop and exploit other markets.

Increased investment and demand for e-commerce portals – This is an advantage of Alibaba when bringing products to other countries, having an understanding of e-commerce, as well as modern technologies to get close to users. Besides the same big company in China. Those are the things that make competitors in the e-commerce market pay attention when Alibaba comes to that country's market.

Synthesizer-based model – Its synthesizer-based model helps it to reduce costs and keep its operations lightweight. This also presents an opportunity to replicate the model in other markets.

Threats

Flipkart & Amazon in India –It can be seen that the biggest threat of Alibaba is the big competitors in the market, for example, Flipkart & Amazon in India. India is also a populous country and one of the strongest scientific countries in the world. With such advantages, it will be a strong competitor if both enter the same market, or when Alibaba wants to enter the Indian market.

Increased competition in general – Other entities such as Tencent and JD.com are local competitors to Alibaba in China while Amazon and eBay are a global threat.

The stability of the economy –Because Alibaba's main source of profit is from China, it depends on the Chinese economy. This is also a big threat, when it depends mainly on one factor, the risk is very high, and the global market will only have an impact in extreme situations.

Decreasing Profits – Because the competition is too great among e-commerce platforms, Alibaba needs to focus on many factors, such as service quality, offering many incentives to partners... And those factors make an impact. affect the profits of the company.

Market Problem & Opportunity

Alibaba is dominating the Chinese market with its e-commerce and cloud services. It has acquired popularity as well as strong brand loyalty in the Chinese market. However, growing internationally is still challenging for the brand. But advanced and powerful technological infrastructure has helped the company to provide seamless and easy access and communication, sale, purchase of various services of sellers/buyers anywhere, anytime in the world.

Research problem

Project scope

With the rapid development of the e-commerce industry in recent years, more people like to buy products online. To better attract customers, e-commerce companies need to study their customers. Customer evaluation directly reflects the customer's satisfaction with the company's product. The influencing factors of customer evaluation may include transportation method, whether it arrives on time, discounts offered product cost, etc. We are using a dataset from the Survey.

Literature Review

Arguably most businesses around the globe have some web base presence to try to attract and retain new customers and understand their current customer demands and needs. This research uses the data set to create a visualization to help the company understand its customer base. This action will aid in doing better service, identify areas that are falling short and try to implement solutions. Online shopping is a necessary plan of action in e-commerce. It is a process whereby a buyer purchases products from a business continuously over the internet, eliminating the need to be at the business location physically. Online shopping provides a distinct advantage to customers to buy products and items they need whenever they desire.

As technology advances, electronic commercialization significantly impacts the business as it offers versatility and convenience. This paper deals with developing Online Product/Service Catalogs with a Marketing Data Analyst application for a shipping and aircraft business that increases efficiency and profits through timely and informed decision-making.

Using the descriptive and developmental instrument, system development model, and data analysis tools, the researcher evaluates the website's sales attrition after developing its mobile application version and deploying the system online. The results indicate the usefulness of the system in managing materials, delivering quality services to the customers, and at the same time helping businesses to increase competitiveness and business profitability.

Most of the existing literature discussed e-commerce in detail. Still, it has not been clarified if researchers looked holistically at the company using its data to understand its customer base. We're hoping our research will help fill the gap.

Methodology

Hypotheses

Alibaba is a large e-commerce company in China, with a wide range of brands and a wide range of consumer products. Here we want to explore more about the customer audience aspect. We want to know more about the gender of our customers to come up with marketing plans suitable for each customer. This leads me to design my first hypothesis as follows:

Hypotheses 1: Females prefer to shop online on Alibaba more than males.

What will the shopping rate for both sexes be?

Independent Variable: Gender, Id

Dependent Variable: The mean of female and male

To learn about customer satisfaction, we are interested in the promotions that the company sends to customers. Regarding the issue of learning more about this issue, we want to find out about the total value when customers shop at the website with the incentives that customers have, whether it is related or not. In addition, we want to ask questions to find out how customers really like the types of promotions: get more points, free shipment, voucher... This leads to my second hypothesis:

Hypotheses 2: When the customer makes a purchase, the total cost of the products does not affect by discounts offered (get points, free shipment, voucher)

How does the total value of the product affected by the discount offered?

Independent Variable: discount offered

Dependent Variable: cost on the product

In the next step, we will go deeper into the reasons that customers stop shopping at the website. We will look at the number of times that customers shop on the website in a year, and give the points that make customers stop shopping: time of delivery, customer rating, and compared price with other e-commerce discounts offered. That shows us the undeveloped points. and it affects the purchase of customers as well as the company's revenue. This leads to my third hypothesis:

Hypotheses 3: The reason that customers stop purchasing is the discount offered compared to other variables: time of delivery, customer rating, and compared price with other e-commerce when the customer has the experience.

How many times have you bought products on Alibaba in the last year? (never, at least one, 1-3 times, 4-5 times, 6-9 times, more than 10 times)

Independent Variable: time of delivery, customer rating and compared price with other e-commerce, discount offered.

Dependent Variable: count of time.

After learning about the reasons for customers to stop shopping at the website, we focus on the issue of on-time shipping, because according to the psychology of customers when shopping online, the problem of delivery time is the biggest concern. In addition to the problem of shipping time, the way of shipping is also a big issue for customers to think about whether to continue shopping or not. So we assume that on-time shipping is a big influence on the customer's evaluation of the product and the website. Besides that, we also want to know more about whether the reviews of the customers who have shopped have an influence on the following shoppers. From this, the following hypothesis has been developed:

Hypotheses 4: Delivery on time strongly affects the customer rating of the product.

How does the delivery on time affect the customer rating?

The customer rating (1-5, 1 is worse, 5 is best)

Independent Variable: The delivery on time

Dependent Variable: The customer of rating

At the end of this part, we want to learn about the company as a whole, for example, Quality, Shipping, Service, Price, App/Website easy to use. From the above problems we can offer suitable plans to develop the existing strengths. have and overcome the weak points. This results in designing the following hypothesis:

Hypotheses 5: Overall, an App/Website easy to use is a strong point when the customer judges the quality of the company.

What were the reasons that you bought the product from ALIBABA?

Quality, Shipping, Service, Price, App/Website easy to use.

Independent Variable: Quality, Shipping, Service, Price, App/Website easy to use.

Dependent Variable: Overall experience rate.

Tests & level of Significance

The regression analysis has been conducted for each pair of DV and IV for all the hypotheses. Wherever regression analysis failed to draw a conclusion, I used a t-test to compare means. The level of significance has been set at 0.05 for all of these.

Data Analysis

Demography of the respondents

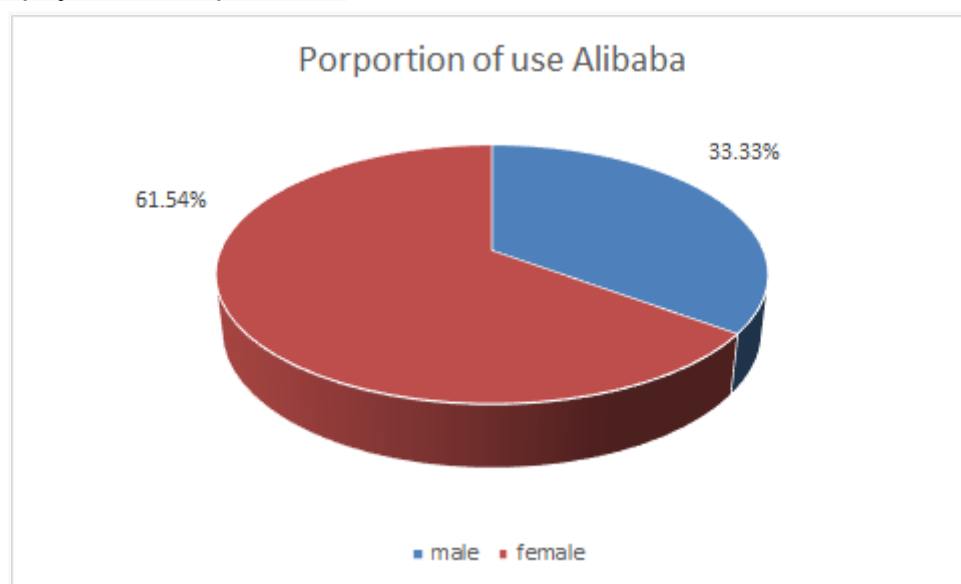
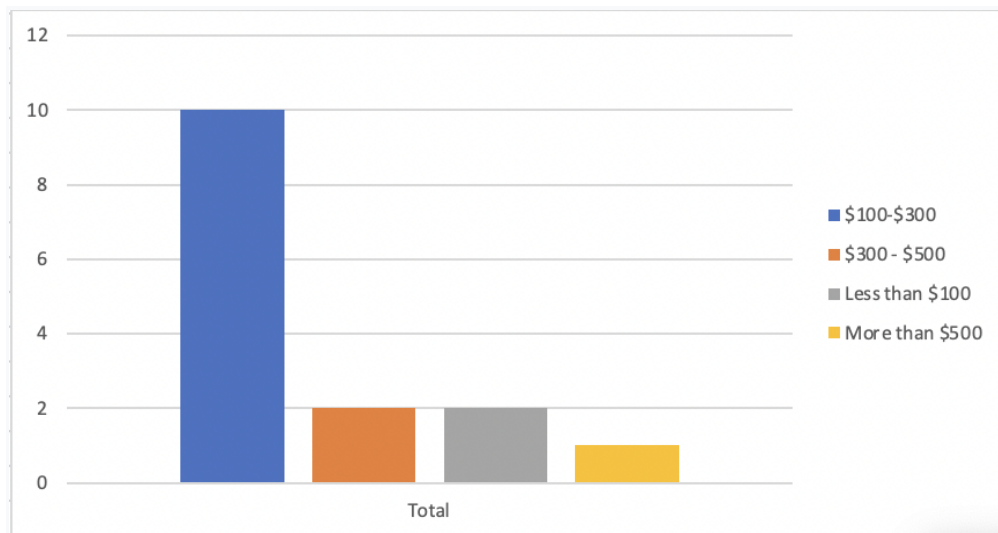


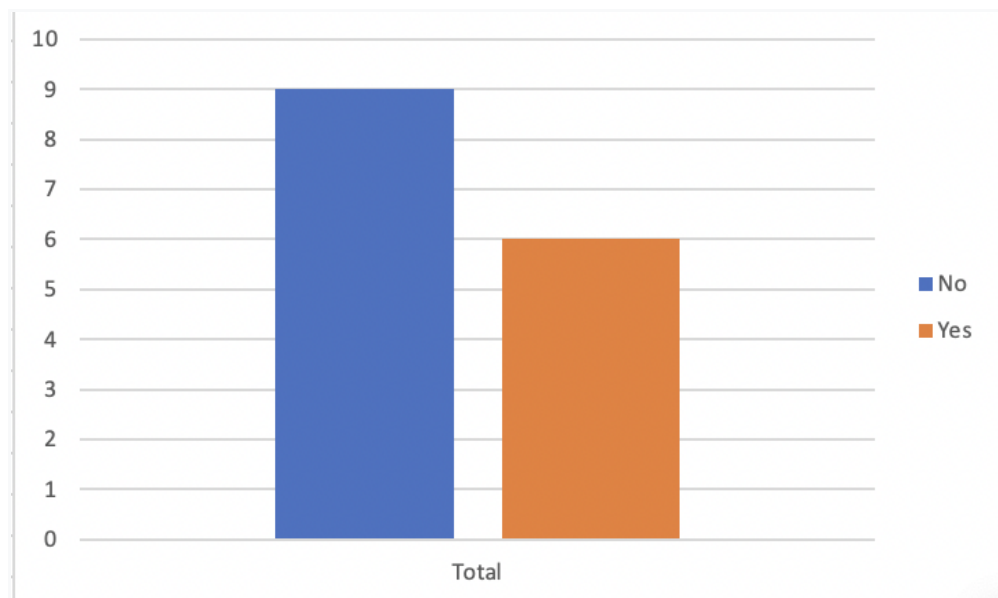
Chart 2 Use percentage between gender

This chart does not show the gender percentage of all respondents. it shows the percentage of whether to use Alibaba in each gender group.

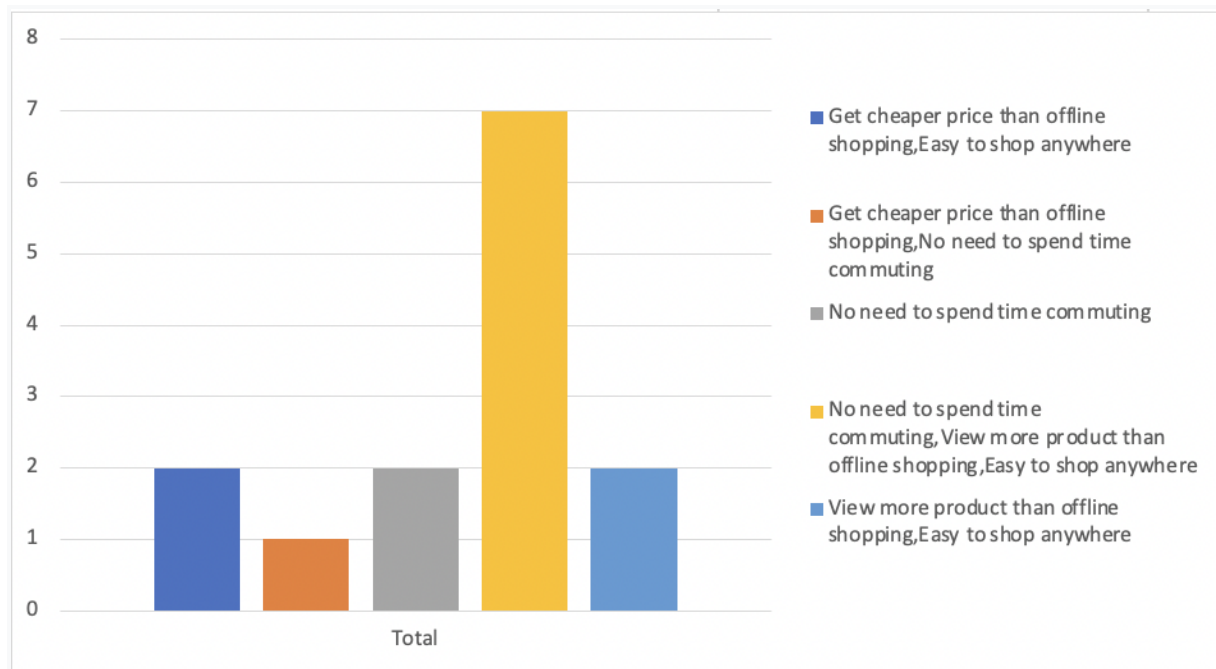
Of all 25 respondents, 12 are male and 13 are female. 33.3% of males and 61.5% females prefer using Alibaba to online shopping and the rest of them do not.



This chart shows us that the customers spent the total money per month, The most responders spent \$100-\$300 per month. From this data, we can understand that the students at Clark University who are full-time at school, do not spend for shopping online.



For the question: “Have you ever shopped online at ALIBABA?”. This chart shows us 9 responders who did not have any experience shopping at Alibaba, meanwhile 6 responders used Alibaba before. It shows us that the percentage of students at Clark still don't know much about Alibaba.



This chart shows us the difference that customers care about between online and offline shopping. The main reason the customers want to go online shopping is there is no need to spend time commuting, view more products than offline shopping and it is easy to shop anywhere.

The preference of discounts from Customers

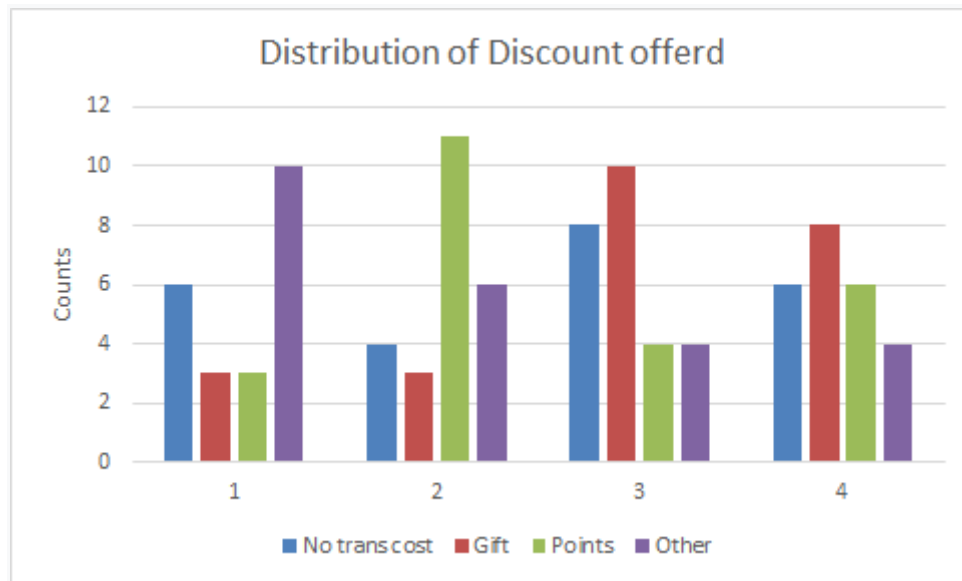


Chart 3 The preference of discounts from Customers

The above bar chart explains the factors important for the respondents while online shopping. It seems that gift is a major concern for all of them followed by no trans costs, points, and others. Moreover, product reviews play a great role nowadays. Additionally, no trans cost is another major reason marked in rank 3 by other respondents. Last but not the least, it seems that consumers care less about other factors in the salt, placing the least importance on it.

Factors for customers judge online shopping times distribution

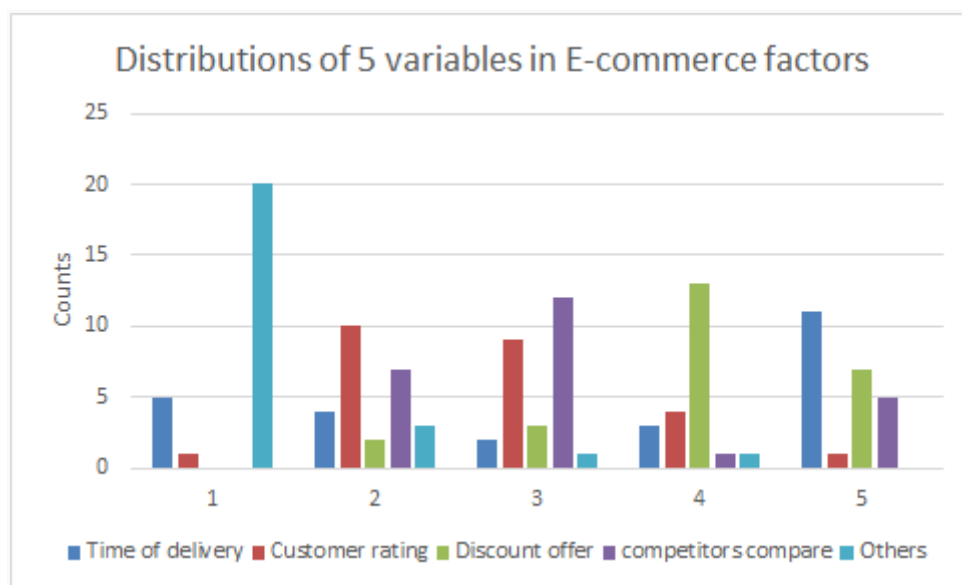


Chart 4 Factors for customers judge online shopping times

The above bar chart explains the factors important for customers to judge how many times they buy products per month online. It seems that Time of delivery is a major concern for all of them followed by discount offers. Moreover, discounts offered have a great impact after the time of delivery. Additionally, Competitors comparison is another major reason marked in rank 3 by many of the respondents. it seems that consumers care less about other factors, placing the least importance on them. (Majority counts at 1 level).

Customer satisfaction level distribution based on E-commerce factor.

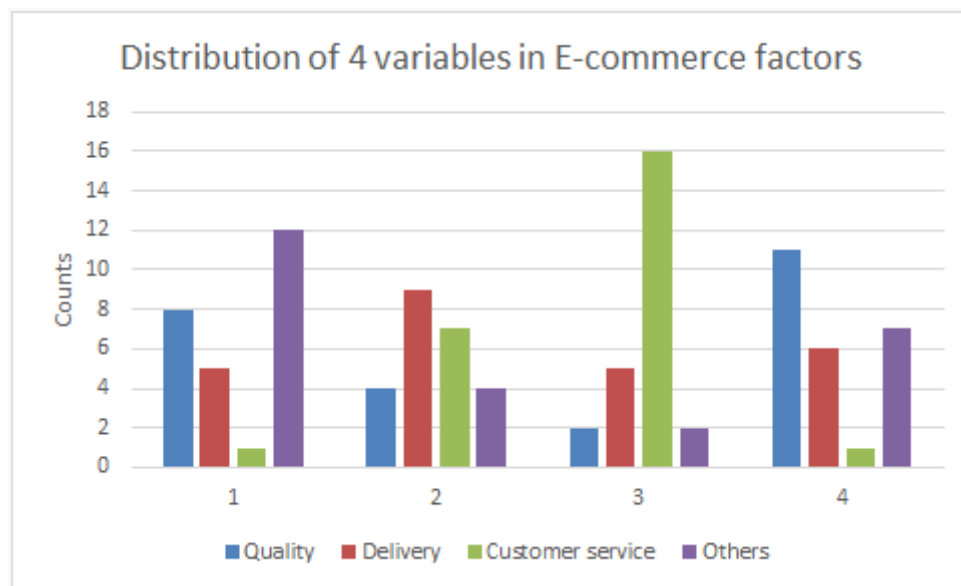


Chart 5 Customer satisfaction level distribution based on E-commerce factor

The above bar chart explains the factors important for the rating from customers. It seems that quality is a major concern for all of them followed by customer service, Delivery, and others. This seems logical compared to other factors, the quality of a product is fundamental. Moreover, Customer service plays a great role nowadays. As the previous result presented, other factors show little impact on customers' decisions.

Demography of the respondents

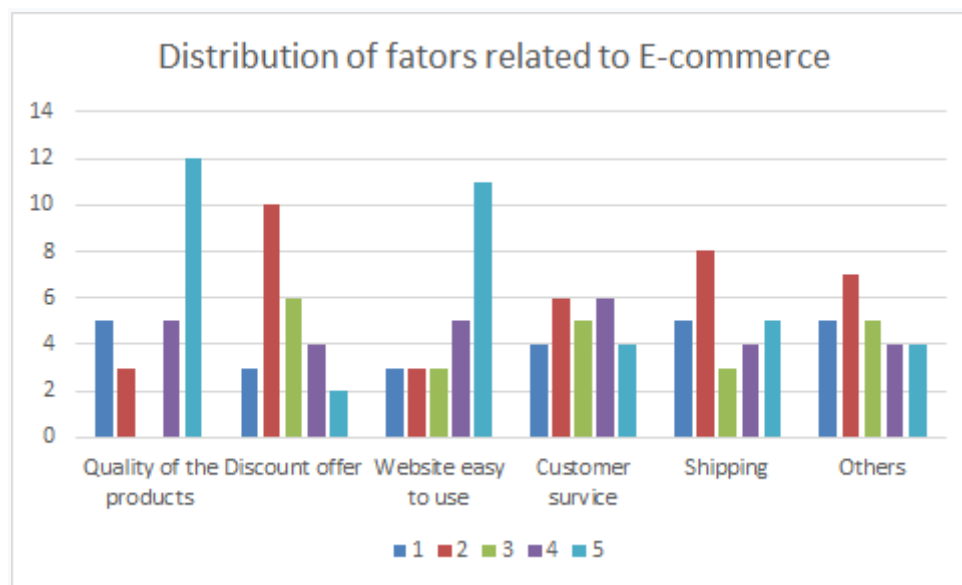


Chart 6 Use percentage between gender

In the above bar chart, we can find most of the 5 ratings located at these places shows that customers have high expectations of them. Controversially, websites that are easy to use also get the lowest 1 rating. Moreover, discount offers and shipping also get many 2 ratings, which means that these features may be the drawbacks of Alibaba. Additionally. Last but not least. Customer service and others have nearly equal distribution so we can't find some useful information before we do further searching.

Regression Analysis

T-test for Hypothesis 1

t-Test: Two-Sample Assuming Unequal Variances		
	Male	Female
Mean	0.333333333	0.615385
Variance	0.242424242	0.25641
Observations	12	13
Hypothesized Mean Difference	0	
df	23	
t Stat	-1.411564724	
P(T<=t) one-tail	0.085731985	
t Critical one-tail	1.713871528	
P(T<=t) two-tail	0.17146397	
t Critical two-tail	2.06865761	

T-test for mean preference by Gender

The T-test to compare the mean willingness to use Alibaba to shop online observed a meaningful difference. The mean willingness of males to use Alibaba is 0.33 which is much lower than the mean willingness of females to do the same 0.615. Moreover, the P-value is greater than 0.05, it can be concluded that at a 5% level of significance, there is not much evidence to show females prefer Alibaba better than males.

But there are some limitations to it. First is the sample size is small so df is small, and if we set a significant level at 1%, we can draw a conclusion that females much prefer Alibaba as males, and P-value is 0.08 which is pretty low enough.

After the group discussion, we draw a first step conclusion that females prefer to shop online on Alibaba more than males. Meanwhile, we need further research to support this conclusion.

Regression Analysis for Hypothesis 2

Regression Statistics								
Multiple R	0.683508							
R Square	0.467183							
Adjusted R Sq	0.355011							
Standard Error	170.0569							
Observations	24							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	4	481782.7	120445.7	4.164884	0.013739			
Residual	19	549467.3	28919.33					
Total	23	1031250						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-38.1123	647.7913	-0.05883	0.953699	-1393.95	1317.73	-1393.95	1317.73
No trans cost	78.71039	71.30488	1.103857	0.28344	-70.5324	227.9532	-70.5324	227.9532
Gift	89.51676	69.1177	1.295135	0.21079	-55.1483	234.1818	-55.1483	234.1818
Points	-33.7727	69.0892	-0.48883	0.630558	-178.378	110.8326	-178.378	110.8326
Other	-15.2181	67.13588	-0.22668	0.823097	-155.735	125.299	-155.735	125.299

Regression Analysis for different types of discounts offered

Multiple regression was calculated to predict customers to pay more for products. A significant regression equation was found ($F(4,19) = 4.16$, $P < 0.05$ (marginally higher)) with an R^2 of 0.47. The average cost on products is: $-38.1 + 78.7(\text{No trans cost}) + 89.5(\text{Gift}) - 33.8(\text{Points}) - 15.2(\text{Others})$ when cost of products is measured in dollars. For each point increase in No trans cost preference, the desire to pay more on costs increases by 78, and the same interpretation for other factors.

But there is still a limitation in the P-value analysis. We can notice that the P-value for No trans cost and Gifts are $P > 0.05$, for Points and Others there are much higher than 0.5. But due to the factors that we only get small sample size, and we set importance level is non-continuous(1,2...4), So judge to this situation, the findings of the regression analysis partially reject the analysis 2 that customers would spend more money when they show more importance in whether transportation cost exists and provide gifts.

Regression Analysis for Hypothesis 3

Regression Statistics								
Multiple R	0.601024							
R Square	0.36123							
Adjusted R Square	0.193133							
Standard Error	2.864114							
Observations	25							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	5	88.14016	17.62803	2.148935	0.103451			
Residual	19	155.8598	8.203149					
Total	24	244						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-10.2084	8.983904	-1.1363	0.269959	-29.012	8.595077	-29.012	8.595077
Time of Delivery	1.557705	0.73948	2.106487	0.048684	0.009956	3.105455	0.009956	3.105455
Customer rating	0.186969	0.854965	0.218687	0.829226	-1.60249	1.976432	-1.60249	1.976432
Discount offer	1.374378	0.840076	1.636017	0.118294	-0.38392	3.132677	-0.38392	3.132677
competitors compare	0.979032	0.825352	1.186199	0.250166	-0.74845	2.706514	-0.74845	2.706514
Others	0.714132	1.150935	0.62048	0.542314	-1.6948	3.123065	-1.6948	3.123065

Regression Analysis for the time of delivery, customer rating, and other factors

Multiple regression was calculated to predict customers' shopping time per month. A significant regression equation was found ($F(5,19) = 2.15$, $P > 0.05$) with an R^2 of 0.36. The average cost times is: $-10.2 + 1.56(\text{Time of delivery}) + 0.19(\text{Customer rating}) + 1.37(\text{Discount Offer}) + 0.98(\text{Competitors}) + 0.71(\text{Others})$. For each point increase in Time of delivery preference, the desire to pay more on costs increases by 1.56, and the same interpretation for other factors.

P-value analysis shows less strictness than hypothesis 2. We can notice that the P-value for a time of delivery is $P < 0.05$, and for a Discount offer is the second least P-value in these 5 factors. For the Other 4 factors, they are much higher than 0.5. But due to the factors that we only get a small sample size, and we set importance level is non-continuous(1,2...5). We found that Time of delivery and Discount offer has the largest coefficient value, So two of them have the highest impact on times of online shopping time per month.

So judging from this situation, the findings of the regression analysis half reject the analysis 2 that Discount offers shows a great impact on the time of shopping per month but Time of delivery is the highest factor that impacts it.

Regression Analysis for Hypothesis 4

Regression Statistics								
Multiple R	0.932194							
R Square	0.868986							
Adjusted R	0.842783							
Standard Error	0.572308							
Observations	25							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	4	43.44928	10.86232	33.16371	1.44E-08			
Residual	20	6.550725	0.327536					
Total	24	50						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-12.2677	3.996927	-3.06927	0.006052	-20.6051	-3.93022	-20.6051	-3.93022
Quality	1.750981	0.400278	4.374409	0.000293	0.916015	2.585946	0.916015	2.585946
Delivery	1.374113	0.353056	3.892055	0.000905	0.637651	2.110575	0.637651	2.110575
Customer	2.065246	0.496573	4.158996	0.000485	1.029412	3.10108	1.029412	3.10108
Others	0.788154	0.402976	1.955834	0.064599	-0.05244	1.628747	-0.05244	1.628747

Regression Analysis for time of quality, delivery, and other factors

Multiple regression was calculated to predict customer rating. A significant regression equation was found ($F(4,20) = 33.16$, $P < 0.05$) with an R^2 of 0.86. The customer rating is: $-12 + 1.75(\text{Quality}) + 1.37(\text{Delivery}) + 2.07(\text{Customer}) - 0.79(\text{Others})$. For each point increase in Quality, Customer rating increases by 1.75, and the same interpretation for other factors.

R square value is much closer to 1, and it means we can accept a high percentage of the customer rating affected by these 4 variables. We can notice that the P-value for all variables is < 0.05 . We found that Quality and Customer service have the largest coefficient value, So two of them have the highest impact on Customer rating.

So judging from this situation, the findings of the regression analysis reject hypothesis 4 that customers show little impact on customer rating but quality and customer service do.

Regression Analysis for Hypothesis 5

Regression Statistics								
Multiple R	0.907679							
R Square	0.823881							
Adjusted R Square	0.765175							
Standard Error	0.831365							
Observations	25							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	6	58.19897	9.699828	14.03396	6.35E-06			
Residual	18	12.44103	0.691168					
Total	24	70.64						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-0.19342	0.886809	-0.21811	0.829799	-2.05654	1.669697	-2.05654	1.669697
Quality of the products	0.307767	0.163891	1.877876	0.076698	-0.03656	0.652089	-0.03656	0.652089
Discount offer	-0.0799	0.175129	-0.45622	0.653686	-0.44783	0.288034	-0.44783	0.288034
Website easy to use	0.776721	0.191593	4.054007	0.00074	0.374198	1.179244	0.374198	1.179244
Customer service	-0.04322	0.145199	-0.29766	0.769369	-0.34827	0.261832	-0.34827	0.261832
Shipping	-0.11711	0.125045	-0.93653	0.361398	-0.37982	0.145601	-0.37982	0.145601
Others	0.264329	0.128943	2.049961	0.055225	-0.00657	0.535228	-0.00657	0.535228

Regression Analysis for quality of the products, discount order, etc

Multiple regression was calculated to predict customer satisfaction level overall. A significant regression equation was found ($F(6,18) = 14.03$, $P < 0.05$) with an R^2 of 0.82. The customer rating is: $-0.2 + 0.31(\text{Quality}) - 0.08 (\text{Discount offer}) + 0.78(\text{Website easy to use}) - 0.04(\text{Customer service}) + 0.26(\text{Others})$. For each point increase in Quality, Customer rating increases by 0.3, and the same interpretation for other factors.

But there truly is a misleading area that the negative coefficient from variables is meaningless because the satisfaction level increase in discount offer, customer service, and shipping can't result in a decrease in the overall satisfaction level.

R square value is 0.82, much closer to 1, and it means we can accept that a high percentage of the customer rating affected these 6 variables. We can notice that the P-value for quality, website, and Others < 0.05 . We found that websites and quality have the largest coefficient value.

So judging from this situation, the findings of the regression analysis fail to reject hypothesis 5. Whether the website is easy to use affects the overall satisfaction level, but we can't determine the content of other parts. This part also affects the evaluation, so more investigation is needed.

Summary of findings

Hypothesis	Conclusion
Females prefer to shop online on Alibaba more than males.	<u>Females prefer to shop online on Alibaba more than males.</u>
When the customer makes a purchase, the total cost of the products does not affect by discounts offered (get points, free shipment, vouchers)	<u>Partially reject</u> the analysis 2 that customers would spend more money when they show more importance in whether transportation cost exists and provide gifts.
The reason that customers stop purchasing is the discount offered compared to other variables: time of delivery, customer rating, and compared price with other e-commerce when the customer has the experience.	<u>Partially Accepted.</u> The Discount offers show a great impact on the time of shopping per month but the Time of delivery is the highest factor that impacts it.
Delivery on time strongly affects the customer rating of the product.	<u>Failure of the regression analysis rejects the hypothesis</u> that customers show little impact on customer rating but quality and customer service do.
Overall, an App/Website easy to use is a strong point when the customer judges the quality of the company.	<u>Failure to reject hypothesis</u> Whether the website is easy to use affects the overall satisfaction level, but we can't determine the content of other parts.

Recommendations for marketing strategies

As mentioned earlier, this study has been conducted to get some insight on how the product should be designed before full-scale market introduction. As expected, this study has identified some key insights based on which I have formulated the following recommendations:

- The percentage of women using Alibaba is more than men, Alibaba should include products for men to increase customer potential. In addition, it is necessary to keep and grow the percentage of people using Alibaba
- Promotion is an important part of customers' purchasing decisions. The company should be more diversified in promotion types. Free shipping is getting everyone's attention, so the company should come up with a plan, bills from \$100-300 (this is the most consumed amount in a month) should be free shipping.
- The difference between online and offline shopping is the shipping time, Alibaba can combine with shipping companies, to be able to guarantee the shortest possible shipping time.
- Product quality is always a concern of customers and is a decisive factor in customers' return to shopping, so Alibaba must discuss with partners that it must accurately describe product quality, help customers experience better and trust the website more.
- Also customer - service. is still an important factor for customers to return to the website in the future, so Alibaba should ensure that it can respond to customer issues as quickly and efficiently as possible.
- Alibaba's biggest strength is in technology. As in the analysis, smart websites are the favorite factor of customers. Alibaba should develop this strength to deliver the best products to customers.
- In the above analysis, the number of students at Clark who have used Alibaba is not much, and maybe this is the general situation when surveying the US, so Alibaba should have many options to bring products outside the international market. economics.

Conclusion

This study has made a basic market feasibility research of Alibaba, this brand from China. This study has revealed some significant insights that will guide the marketing strategy of the brand including strategies for pricing, promotion, distribution, and so on. This research article introduces us to the problem of Alibaba in Clark in particular and in the US in general. For e-commerce companies, the common problem is shipping time, and that is also Alibaba's problem, which has since come up with options to help Alibaba improve. In addition, customer service is also an important factor to the company's business. Finally, with its strength in technology, Alibaba has promoted well and satisfied customers.

Link To Questionnaire

https://clarku.qualtrics.com/responses/#/surveys/SV_3Qw2tSNoMqT2KpM

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