

Study on Cross-Border E-Commerce Development Path of Small Home Appliance Industry in Cixi of Zhejiang Province

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Abstract

The purpose of this study is to discuss the development status, problems and countermeasures of Cixi small household appliances industry in the field of cross-border e-commerce. The concept of small household appliances, SIPS theory and SICAS theory was introduced, and development of Cixi small household appliances industry was reviewed, the advantages, disadvantages and external development environment were analyzed. Bull Group was taken as an example, to discuss the development status and development path of cross-border e-commerce in small household appliances industry, corresponding countermeasures and suggestions were put forward. The small household appliances industry of Cixi should seize the development opportunities of cross-border e-commerce, constantly enhance brand awareness, improve the logistics distribution system, and implement localized marketing strategies to promote the sustainable and healthy development of the industry.

Keywords: Small home appliance industry; cross-border e-commerce; development path; Brand Going Global

1. Introduction

Under the background of the rapid development of the Internet and the increasingly prominent globalization, cross-border e-commerce, a new type of international trade model, is rising rapidly with its unique advantages [1]. Cixi city in Zhejiang province, is known as an important small home appliance industry base in China, with many well-known small home appliance brands, such as Bull Group. The small household appliances industry of Cixi has become one of the favorite brands among global consumers with its high quality, innovative design and affordable prices. From the perspective of the overall development of the small home appliance industry, the export volume of small home appliances in 2023 increased by 12% compared to 2022, the European market accounted for 28.82% of the total export volume, the Asian market accounted for 30.13%, and the North American market accounted for 31.18%. The global small household appliance market size reached \$243 billion in 2023 [2]. With the continuous expansion of the market, it will reach \$305 billion by 2028 as predicted.

With the rapid development of global e-commerce, cross-border e-commerce has become an important way for the small household appliance industry to expand the international market and enhance brand

influence [3, 4]. Through in-depth analysis of the development path of Bull Group in the field of cross-border e-commerce, successful experience and strategies can be provided for reference for other small home appliance enterprises, and promote the transformation and upgrading of the entire industry and the process of internationalization. At present, China's small household appliances industry is facing the challenge of fierce international competition and brand construction. Through cross-border e-commerce platforms, enterprises can more easily linked with global consumers to understand the demand of the market, improve the level of product design and manufacturing, and then occupy a more favorable position in the global market. As a leader company in the industry, Bull Group's exploration and practice in the field of cross-border e-commerce will set a benchmark for the entire industry and lead the small household appliances industry of China to a higher level of development. The development of cross-border e-commerce has not only driven the export growth of the small household appliance industry, but also promoted the development of related logistics, payment, marketing and other service industries, injecting new impetus into regional economic growth. Meanwhile, the operation and management of cross-border e-commerce platforms also provide more employment opportunities for the society, helping to ease employment pressure [5].

Current research on cross-border e-commerce is mostly focused on overall analysis of a specific industry or region at the macro level, relatively few studies were focused on case study of a specific company. However, under the background of increasingly fierce market competition and the diversification of consumer demand, it is urgent for Cixi small household appliances industry to explore a new development path. Cross-border e-commerce can be taken as a breakthrough point to achieve industrial transformation as well as international development. As one of the representative enterprises of Cixi small household appliance industry, Bull Group has a typical and exemplary development in the field of cross-border e-commerce. Therefore, Bull Group was taken as an example to deeply explore the development path of cross-border e-commerce of Cixi small home appliance industry in Zhejiang Province. The development status, challenges and future development trend of cross-border e-commerce in Cixi small household appliances industry were extensively discussed, the successful experience of Bull Group was revealed, and the key success factors and development paths were summarized, to provide theoretical support and practical guidance for the development of cross-border e-commerce of Cixi small home appliance industry, to provide decision-making reference and strategic guidance for relevant enterprises and government departments, and finally improve the sustainable competitiveness and brand influence of Cixi small home appliance industry in the global market.

2 The Development Status of Small Household Appliance Industry in Cixi

2.1. Domestic Development Status

Cixi, as the capital of small household appliances in China, has a solid foundation for industrial development. Over the years, Cixi small household appliances industry has made remarkable achievements in the domestic and foreign markets, forming a complete industrial chain integrating research and development, manufacturing and sales. Many small household appliance enterprises such as Bull Group, Fang Tai, etc, enjoy a high reputation in the domestic market. In addition, the small household appliance industry in Cixi has also been strongly supported by the local government, and a series of preferential policies and special funds have been introduced, providing a strong guarantee for the development of enterprises.

Cixi has hundreds of small household appliance manufacturers, the proportion of enterprises above designated size exceeds 15%. The products types cover rice cookers, induction cookers, electric kettles,

electric fans and other categories, and continue to develop in the direction of intelligence and environmental protection. In recent years, Cixi small household appliance industry has made remarkable achievements in technological innovation, and a number of new products and new technologies have obtained national patents. In the domestic market, Cixi small household appliances occupy a considerable market share, and the trend is rising year by year.

2.2. Development Status of Cross Border E-Commerce

From table 1, we can see the cross-border e-commerce sales of Cixi small household appliances industry are increasing year by year. The data shows that the small household appliance industry in Cixi has a good momentum of development in the field of cross-border e-commerce, and has a large market potential and development space. With the continuous expansion of the global e-commerce market and the change of consumer shopping habits, the cross-border e-commerce of Cixi small household appliances industry is expected to continue to maintain rapid growth in the future.

Table 1 Sales volume of cross border e-commerce for small household appliances in Cixi, 2021-2023 (billion RMB)

Year	Sales volume of cross border e-commerce
2021	1.58
2022	1.85
2023	2.13

2.3. Interpretation of the Small Household Appliances Industry in Cixi

Based on cost, users and technology and other aspects of consideration, Cixi small household appliance industry has shown obvious advantages in the development process, but the disadvantages are also not easy to be ignored.

First of all, Cixi small home appliance industry has developed its rich product line and diversified product design, to meet the needs of different consumers, requiring functional, simple to operate traditional small home appliances, or intelligent, personalized high-end products, to provide consumers with a variety of choices. Secondly, in terms of cost, Cixi small household appliances industry provides consumers with cost-effective products by optimizing the production process, improving production efficiency and reducing production costs. However, with the rising cost in raw material labor expense, how to maintain the cost advantage is a major challenge faced by the small household appliances industry in Cixi. At the same time, some enterprises have insufficient investment in technological innovation and brand building, resulting in serious product homogeneity and limited brand influence. In addition, under the background of increasingly fierce market competition and rapid changes in consumer demand, the Cixi small household appliances industry needs to be improved in terms of market response speed and resilience. In summary, Cixi small household appliances industry has both advantages and disadvantages. In order to promote the sustainable and healthy development of the industry, Cixi small household appliances industry needs to give full play to its own advantages, while taking effective measures to improve and overcome the existing disadvantages.

2.3.1. Analysis Based on SIPS Model Theory

The SIPS model application of Cixi small home appliance industry is a marketing strategy framework

that integrates emotional resonance, need confirmation, user participation and social sharing. The model played an important role in the development of the small household appliance industry in Cixi, helping enterprises better understand consumer behavior and develop more accurate marketing strategies.

In the resonance stage, Cixi small household appliance enterprises trigger the emotional resonance of consumers through carefully created product design and user experience. Enterprises focus on shaping brand image, showing the innovation and practicality of products, in order to attract consumers' attention and stimulate their desire to buy.

Entering the confirmation stage, enterprises in the Cixi small household appliance industry began to accurately target consumer groups. Through market research and data analysis, they understand the specific needs and preferences of consumers, and then launch products that meet certain needs, and pass the unique value and advantages of products to consumers through various channels to eliminate consumers' doubts and confirm the purchase decisions.

In the participation stage, Cixi small household appliance enterprises actively build online interactive platforms, such as official websites, social media, etc., to interact with consumers in real time. They not only provide product consultation and after-sales services, but also carry out various promotional activities and user interactions to enhance consumers' sense of participation and loyalty. At the same time, enterprises also extend offline services, such as physical store experience, product trial, etc., so that consumers can feel the quality and function of the product more intuitively.

Finally, in the sharing stage, Cixi small household appliances industry encourages public praise marketing by consumers. Consumers satisfied with the quality products and services are willing to share good experiences with friends and family. In addition, enterprises also use social media and other platforms to spread users' good evaluation to stimulate more consumers' desire to buy. This kind of public praise marketing not only expands the influence of the brand, but also brings more potential customers to the enterprise.

In general, the application of SIPS model in Cixi small household appliance industry can help better understand the needs of people, develop accurate marketing strategies, and enhance brand awareness and market competitiveness.

2.3.2. Analysis Based on SICAS Theory

SICAS theory, that is the theoretical framework of Sense (brand and user mutual perception) -Interest & Interactive (generate interest and form interaction) -Connect & Communicate (establish contact and interact) -Action (generate purchase action) - Share (experience and share). SICAS theory is an economic theory that studies the bias of decision makers in obtaining information. In this theory, there is a structure of information asymmetry among decision makers, that is, some decision makers may have more information, while others may lack such information. This kind of information asymmetry may lead to information deviation among decision makers, thus affecting their decision results. In marketing, SICAS theory can be used to analyze consumers' information acquisition, processing and decision-making behavior in the purchasing process, and how enterprises influence consumers' purchasing decisions by providing effective information and communication. This theory emphasizes the importance of information in consumers' purchasing decisions, as well as the strategic choices of enterprises in information transmission and communication ^[6]. It provides a new perspective for analyzing the development of Cixi small household appliance industry.

In the Sense stage, Cixi small household appliances industry has established a certain brand awareness,

consumers have a certain perception of its products. However, with the intensification of market competition and the diversification of consumer demand, how to further enhance the mutual perception between the brand and the user has become a problem that the small household appliance industry needs to think about. By strengthening brand publicity, improving product quality and service level, consumers can enhance the good impression of Cixi small household appliances brand.

In the Interest & Interactive stage, attention should be paid to stimulate consumers' interest and interact with them, such as innovative product design, developing personalized functions, and related marketing activities. At the same time, actively use social media and other channels to interact with consumers and understand their needs and feedback, which will help further enhance the market competitiveness of products [6, 7].

In the Connect & Communicate stage, Cixi small household appliance industry needs to strengthen the contact and communication with consumers. By establishing a perfect customer service system, providing convenient purchase channels and after-sales service, consumers' trust and loyalty to the brand can be enhanced. In addition, actively listening to the voice of consumers and responding to their concerns and demands in a timely manner will help build a good brand image and reputation.

In the Action stage, Cixi small household appliance industry needs to pay attention to how to promote consumer purchase action. By providing preferential promotion and enhancing the convenience of purchase, the purchase threshold of consumers can be lowered and their purchase willingness can be improved. At the same time, continuous optimization of product performance and user experience can enhance consumer satisfaction and loyalty, which in turn promotes sales growth.

In the Share stage, the Cixi small household appliance industry needs to encourage consumers to share their shopping experience and use experience. Through channels such as social media, consumers can easily share their shopping experiences and product reviews, which helps expand the brand's influence and will attract more potential consumers [8, 9]. At the same time, actively responding to consumer sharing and feedback can further enhance brand image and consumer satisfaction.

Based on the analysis framework of SICAS theory, the Cixi small household appliance industry has certain advantages and potential in the mutual perception between the brand and the user, stimulating interest and forming interaction, establishing contact and interactive communication, promoting purchase action and encouraging experience and sharing. However, how to transform these advantages into actual market competitiveness and continue to promote the development of the industry, it still needs to continue to explore and innovate [10].

2.4. Comparative Analysis with Jingdezhen Ceramic Industry Development

Cixi small household appliance industry and Jingdezhen ceramic industry are leaders in their respective fields, with distinct regional characteristics and industrial advantages. The following is a comparative analysis of the two from the aspects of industry scale, product characteristics, market competitiveness and development trend.

2.4.1. Industrial Scale

Cixi small household appliances industry is huge, with hundreds of machine manufacturers and thousands of supporting enterprises. The products of the industry cover a variety of fields, the output value is up to tens of billions of yuan. Jingdezhen ceramic industry also has a certain scale, the total output value continues to grow, forming a diversified development pattern of art ceramics, daily ceramics and so on.

2.4.2. Product Characteristics

Cixi small household appliances are known for practicality and innovation, such as water dispensers, electric irons, heaters, etc., focusing on product functionality and intelligence. Jingdezhen ceramic products are characterized by both cultural artistry and practicability, such as art display porcelain, daily ceramics, etc., with unique aesthetic value and practical value.

2.4.3. Market Competitiveness

Cixi small household appliances industry has a high reputation in the domestic and foreign markets, and its products are sold well in many countries and regions around the world. Jingdezhen ceramic industry also occupies a certain share in the international market, especially art ceramic products are loved by collectors and consumers. However, in terms of market competition, Cixi small household appliances industry is facing competitive pressure from many brands at home and abroad, while Jingdezhen ceramic industry is relatively concentrated, but also needs to deal with changes and challenges in domestic and foreign markets.

2.4.4. Development Trend

Cixi small household appliance industry is developing in the direction of intelligence, personalization and green environmental protection, constantly increasing research and development investment, promoting product innovation and management improvement. At the same time, we will actively expand the e-commerce market and expand sales channels. The Jingdezhen ceramic industry is also constantly exploring new development paths, such as strengthening brand building and promoting cultural and creative ceramics, in order to enhance industrial added value and market competitiveness.

Cixi small household appliance industry and Jingdezhen ceramic industry have certain advantages and competitiveness in their respective fields. In the future, the two should continue to give play to their own advantages, strengthen technological innovation and market expansion, and promote the high-quality development of the industry. At the same time, it is also possible to strengthen cooperation and communication between industries, jointly exploring new development opportunities and cooperation models.

2.5. Comparative Analysis with Joyoung Shares

Joyoung Shares is a well-known domestic small household appliances manufacturing enterprise, the main products are kitchen appliances. Based on the development of the domestic foundation, Joyoung shares have gradually opened up overseas markets. The development path of Joyoung Stock in the process of overseas market expansion can give reference to the export of Bull electric appliance.

2.5.1. Export Situation of Joyoung Stock Products

The following is the export sales data of Joyoung electrical products in recent years, and the overall growth rate is relatively fast. In the first half of 2023, Joyoung 's overseas sales revenue reached 921 million yuan, with an increase of 49.21%, accounting for 21.34% of the company's overall revenue.

2.5.2. Problems and Development Bottlenecks Encountered by Joyoung Stock Export

Joyoung Shares have stable sales channels in China, but in the development of foreign markets, the choice of channels and consumer consumption habits, life concepts and so on are quite different from those

in China, causing certain obstacles to the development of new markets. As a mature small home appliance manufacturer in China, Joyoung is still an emerging brand in foreign countries, and it has to compete with the existing electrical appliance enterprises in the target exporting countries under the condition of smaller visibility.

Table 2 The export situation of Joyoung shares

Year	Export sales revenue (billion yuan)	Year-on-year growth	Ratio (export sales revenue/ main business income)
2018	0.71	41.08%	12.79%
2019	0.67	-5.04%	10.34%
2020	0.84	24.89%	11.23%
2021	1.23	47.08%	13.48%
2022	1.16	-5.41%	11.62%

2.5.3 Solutions

Through perfect market research, Joyoung conducts in-depth research on the existing market competition environment, consumption and cultural habits of the target exporting countries, so as to specify products and marketing strategies that adapt to the local market. In the aspects of brand building, as to explore the new market, Joyoung's brand awareness is not as good as the local original enterprises, therefore accelerating brand building and establishing brand image is the key to win the trust of foreign consumers.

The Joyoung shares and Bull Group have a lot of similarities among the product type, domestic development basis and foreign market share. Therefore, the oversea development path of Joyoung brand to open up new markets has great reference significance for Bull Group. The research on new markets and the construction of local brand image are the main ways to win the trust of consumers in the early stage of market development. In the development of cross-border e-commerce, Bull Group should also pay attention to the research of the local market, fully understand the certain culture, consumption habits and preferences of consumers in the target market, and pay attention to the construction of brand image.

3. Analysis on External Development Environment

3.1. Political Environment

The national and local governments have a series of supporting policies for cross-border e-commerce and small home appliance industry, such as tax incentives, financial subsidies, etc., which are conducive to the development of Cixi small home appliance industry in the field of cross-border e-commerce.

The stability of international trade relations directly affects the development of cross-border e-commerce. At present, global trade protectionism has risen, and some countries have set trade barriers, which has had a certain impact on the export of small household appliances in Cixi. But at the same time, the implementation of national strategies such as the Belt and Road has also brought new export opportunities for Cixi small household appliances industry.

3.2. Economic Environment

With the recovery of the global economy and the improvement of consumers' living standards, the demand for small household appliances is increasing. The cross-border e-commerce platform provides

consumers with more convenient and diversified shopping choices, which helps Cixi small household appliances industry to expand overseas markets.

Raw material prices, labor costs, etc., continue to rise, resulting in Cixi small household appliance industry production costs rise. However, through cross-border e-commerce platforms, enterprises can directly face consumers, reduce intermediate links, and reduce sales costs.

3.3. Social Environment

Global consumers are increasingly paying attention to product quality, brand and after-sale service. Cixi small household appliance industry needs to continuously improve product quality and service level to meet the needs of consumers.

With the popularity of green concept, consumers are more inclined to buy environmentally friendly, energy-saving small household appliances. Cixi small household appliance industry needs to pay attention to environmental protection trends and develop products that meet market demand.

3.4. Technical Environment

The continuous emergence of new technologies and new processes provides more possibilities for the design and production of small household appliances. The application of intelligent and personalized technologies makes small household appliances more convenient and efficient. Cixi small household appliance industry needs to increase investment in research and development to promote technical innovation of the products.

The continuous development and improvement of cross-border e-commerce platform provides a more convenient and efficient sales channel for Cixi small household appliances industry. At the same time, the platform is also constantly innovating service modes, such as providing personalized recommendations, overseas warehousing and logistics services to meet the personalized needs of consumers.

In summary, the small household appliance industry in Cixi is facing good development opportunities and certain challenges in the field of cross-border e-commerce. Enterprises need to pay close attention to changes in the external environment, quickly seize the emerging opportunities, respond to challenges, and promote the sustainable and healthy development of the industry.

4. The Development Path of Bull Group

4.1. The Developing Status of Bull Group

Bull Group, one of the top 500 manufacturing enterprises in China, was established in 1995 and is dedicated to the research and development, production and sales of civilian electrical products. Its products cover power connection and power extension products such as converters, wall switches and sockets, LED lighting, digital accessories, etc. Based on the excellent integration of product research and development innovation with supply chain management and marketing, the product line of the Bull Group is still constantly innovating and expanding. Its products cover both traditional and new small household appliances, and it has a relatively high market share in the field of electrical equipment for home and office use. It is gradually forming a complete, independent and novel industrial layout. The successful listing of the Bull Group on the Shanghai Stock Exchange on February 6, 2020, demonstrates that the in-depth cultivation of the Bull Group in the small household appliances field has been recognized by the market and also marks its further expansion of industrial sectors.

In recent years, with the vigorous development of the global e-commerce market, the Bull Group has

actively responded to the national "Belt and Road" initiative and accelerated its layout in the cross-border e-commerce field. Through measures such as deepening cooperation with internationally renowned e-commerce platforms, optimizing overseas warehousing and logistics systems, and strengthening localized marketing strategies, the small household appliances industry of the Bull Group has achieved remarkable results in the cross-border e-commerce field. The popularity and reputation of its products in overseas markets have been continuously improving, and its sales volume and market share have been increasing year by year.

It can be seen from the Table 3 that the sales volume of the small household appliances industry of the Bull Group in the cross-border e-commerce field has been increasing year by year. This is mainly attributed to the Bull Group's high regard and continuous investment in the cross-border e-commerce market, as well as its comprehensive strength in product research and development, quality control, brand marketing and other aspects. In the future, with the further expansion of the global e-commerce market and the change in consumers' shopping habits, the cross-border e-commerce of the small household appliances industry of the Bull Group is expected to continue to maintain a rapid growth trend. At the same time, the Bull Group will also face more challenges and opportunities, and needs to constantly innovate and forge ahead to achieve sustainable development.

Table 3 The cross-border e-commerce sales data of the Bull Group (2021-2023)

Year	Cross border e-commerce sales revenue	Year-on-year growth
2021	23,000	25%
2022	28,000	21.7%
2023	33,000	17.9%

4.2. The Cross-Border E-Commerce Development Path for Bull Group

4.2.1. Enhance the Brand Image and Product Quality

Bull Group continuously strengthens its brand image and wins consumers' trust by providing high-quality, reliable and long-lasting products. On cross-border e-commerce platforms, the quality of products and brand image are the keys to attracting and retaining consumers. Therefore, Bull Group needs to strictly control the quality of its production process and ensure that all products comply with international standards and the regulatory requirements of the target market.

4.2.2. Optimize the Operation Strategy of Cross-Border E-Commerce

Bull Group has always had a deep understanding of the consumer demands, shopping habits and preferences in the target market in order to formulate effective cross-border e-commerce operation strategies. This includes choosing the right e-commerce platform, formulating an attractive pricing strategy, providing convenient payment and logistics services, and implementing effective marketing activities. By constantly optimizing these operation strategies, Bull Group can enhance its competitiveness on cross-border e-commerce platforms and attract more consumers.

4.2.3. Strengthen Cooperation with International E-Commerce Platforms

Cooperating with international e-commerce platforms can provide Bull Group with more exposure

opportunities and sales channels. Bull Group has been actively establishing cooperative relationships with internationally renowned e-commerce platforms such as Amazon and eBay, leveraging their strong flows and brand influence to promote its products. Meanwhile, Bull Group can also obtain more market data and consumer feedback by cooperating with international e-commerce platforms, so as to better adjust its product and market strategies.

4.2.4. Promote Innovation and Technological Upgrading

With the continuous development of technology, the trend of intelligence and personalization of small household appliances is becoming increasingly obvious. Bull Group has been increasing its investment in research and development and innovation, promoting technological upgrades and functional innovations in its small household appliances. By collaborating with technology companies or research institutions, Bull Group can develop more competitive smart small household appliances to meet consumers' demands for convenience, comfort and environmental protection. Meanwhile, Bull Group can also utilize technologies such as big data and artificial intelligence to make more accurate predictions and responses to consumer demands, thereby enhancing its market response speed and customer satisfaction.

4.3. Suggestions for Development Path of Bull Group

In the development of cross-border e-commerce, the small household appliances industry in Cixi has achieved certain results, but it also faces a few problems and challenges. First of all, insufficient brand awareness is a prominent problem. In the international market, the popularity and influence of Cixi's small household appliance brands are relatively low, making it difficult for their products to stand out on the highly competitive cross-border e-commerce platforms. Secondly, the logistics and distribution systems are still not perfect. The complexity and high cost of cross-border logistics have made the transportation of small household appliances a major problem, affecting consumers' shopping experience and the market competitiveness of the products. Finally, the lack of localized marketing strategies is also an important factor restricting the development of cross-border e-commerce for small household appliances in Cixi. Consumer demands, cultural habits and market environments vary greatly among different countries and regions. The lack of targeted localized marketing strategies often leads to a disconnection between products and market demands. The following are three suggestions for development path of Bull Group.

4.3.1. Enhance Brand Awareness

The small household appliances industry in Cixi should intensify efforts in brand building and promotion to enhance the brand's recognition in the international market. Specifically, one can participate in international activities such as exhibitions and competitions to enhance brand exposure and influence. At the same time, focus should be paid on improving product quality and service levels, to win consumers' trust and reputation with high-quality products and services. In addition, actively utilize new marketing channels such as social media to enhance interaction and communication with consumers, and improve the brand's reputation and loyalty.

4.3.2. Improve the Logistics and Distribution System

Bull Group can establish long-term cooperative relationships with international logistics companies to build a stable and efficient logistics and distribution network. Meanwhile, actively explore new logistics technologies and modes, such as optimizing logistics routes and improving distribution efficiency by

leveraging big data and artificial intelligence technologies. In addition, enhance communication and coordination with departments such as Customs and taxation, simplify cross-border logistics procedures and processes, and reduce logistics costs and time costs. Through these measures, the shopping experience of consumers and the market competitiveness of products can be enhanced.

4.3.3. Implement Localized Marketing Strategies

Bull Group should conduct in-depth research on the consumer demands, cultural habits and market environment of the target market, and formulate targeted localized marketing strategies. This includes adjusting the product design and functions to meet the actual needs of local consumers; Formulate pricing strategies and promotional activities that conform to local consumption habits; Strengthen the cooperative relationship with local distributors and partners to expand sales channels, etc. Meanwhile, it is necessary to strengthen the communication and connection between enterprises and users, actively collect user feedback, and improve products based on user suggestions and problems, so that Cixi small household appliances can better integrate into the local market and enhance market competitiveness.

In the future, Cixi's small household appliances industry will enjoy broader development space and opportunities in the field of cross-border e-commerce. With the vigorous development of global e-commerce and the change in consumers' shopping habits, cross-border e-commerce will become an important way for Cixi's small household appliances industry to expand the international market and enhance brand influence. Meanwhile, the continuous emergence of new technologies and models, such as artificial intelligence and big data, will provide strong technical support and innovative impetus for the cross-border e-commerce development of Cixi's small household appliances industry.

To better seize future development opportunities, the small household appliances industry in Cixi needs to further strengthen cooperation with international e-commerce platforms and actively expand diversified sales channels. Increase investment in research and development to promote product innovation and technological upgrading; strengthen talent cultivation and team building to enhance the overall operation and management level of the enterprise. Through continuous efforts and innovative development, Cixi's small household appliances industry is expected to achieve even more brilliant accomplishments in the field of cross-border e-commerce.

5. Conclusion

The small household appliances industry in Cixi has huge development potential and opportunities in the cross-border e-commerce field, but it also faces problems such as insufficient brand recognition, an incomplete logistics and distribution system, and the lack of localized marketing strategies. To address these issues, enterprises and the government need to make joint efforts to strengthen brand building, optimize logistics and distribution, and implement localized marketing, so as to enhance the competitiveness of Cixi's small household appliances in the international market.

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