

# Analysis of Consumer Behaviour and Platform Optimization Strategies for the ENOTECA Wine Brand in the Chinese Market

Jia Li<sup>1, \*</sup>, Jiarun Li<sup>2</sup> and Yixuan Wang<sup>3</sup>

<sup>1</sup>Law Department, Hunan Police Academy, Changsha, China

<sup>2</sup>Shanghai Adcote School, Shanghai, China

<sup>3</sup>School of Art and Design, Shanghai Business School, Shanghai, China

\*Corresponding author: outlook\_012F4BFE320617DF@outlook.com

**Abstract.** This paper examines the cross-border e-commerce operations of Japanese premium wine retailer ENOTECA in China. Against the backdrop of China's expanding online wine market, rising cross-border e-commerce share, and the 2024 reduction of wine import tariffs to 14%, it focuses on ENOTECA's challenges of low platform conversion rates and high payment abandonment rates. Despite operating within a period of developmental opportunity, ENOTECA's performance is constrained by unclear tax notifications, opaque logistics information, and insufficient localisation of product content. Existing research predominantly addresses macro-level cross-border e-commerce policies, lacking empirical case studies. This study examines the consumer purchasing journey, analysing operational metrics such as platform ratings and add-to-cart conversion rates. Comparisons with competitors including Vivino and YesMyWine reveal that trust barriers and information gaps during the payment process are the primary causes of abandonment. Based on these findings, this study proposes low-cost optimisation solutions: upfront tax display, real-time logistics visualisation, and localised content. These aim to enhance user trust and conversion rates, providing a pathway for experience improvement for similar cross-border wine e-commerce platforms.

**Keywords:** Cross-border e-commerce; consumer behaviour; platform optimisation; ENOTECA; wine e-commerce.

## 1. Introduction

In 2014, Japanese premium wine retailer ENOTECA entered the Chinese market, operating primarily through major cross-border platforms such as Tmall Global and JD Worldwide. However, its online conversion rate has persistently hovered around 3%, significantly below the industry average of 6% [1]. A notably high payment page bounce rate persisted, primarily stemming from critical issues such as "unclear tax fee notifications," "lack of transparency in logistics information," and "insufficient localisation of product content" [1]. Previous research predominantly focused on macro-level policy frameworks and technological aspects of cross-border e-commerce, with limited empirical examination of micro-level "culture-touchpoint-behaviour" mechanisms [2]. Using ENOTECA as a case study, this research will analyse critical behavioural nodes within the consumer purchase journey to identify root causes of pain points. It aims to propose low-cost, high-efficiency platform optimisation strategies, exploring which platform touchpoints critically influence Chinese consumers' purchasing decisions. Secondly, it investigates how to rapidly enhance conversion rates and user experience with minimal adjustment strategies.

## 2. Current Situation Analysis

As early as 2010, ENOTECA found out through careful research that the Chinese mid-high-priced wine market would be a giant. The company decided to open its first directly operated store in Shanghai and officially entered the mainland Chinese market. This was not only a bold step for ENOTECA to expand its business globally, but also its initial attempt to develop China's high-end



consumer group. After entering the mainland Chinese market, ENOTECA entered first-tier cities such as Beijing and Shenzhen and opened a retail network in all major consumption cities. By gradually opening up to consumers through measures such as developing membership systems, wine and champagne tasting and wine-making classes, ENOTECA gradually created a professional platform to promote wine culture and became one of the most well-known wine retail brands in China.

In terms of brand positioning, ENOTECA has always adopted a mid-to-high-end boutique positioning, targeting consumers who are interested in high-quality wines from the world's major wine regions. These include Burgundy and Bordeaux in France, Tuscany and Piedmont in Italy, and representative wine-producing areas in New World countries such as Australia's Barossa Valley and Chile's Maipo Valley. All of this reflects that wines from ENOTECA are diverse, high-quality and reflect their terroir. In addition to connecting Chinese consumers with the world's top wineries, ENOTECA is also committed to providing customers with better experiences. It has a professional team of sommeliers to recommend wines to customers based on their needs, thereby better serving the diversified needs of quality-of-life consumers. There is only one thing that the brand is certain about – this gives it a clear position in the extremely competitive market.

According to relevant data, between 2023 and 2025, China's online wine market is projected to grow from RMB 18 billion to RMB 23 billion, with cross-border e-commerce channels accounting for 28% of this market share [3]. Within the Chinese market, Tmall Global, JD International, and its proprietary WeChat mini program serve as ENOTECA's primary sales channels, offering approximately 260 SKUs with an average order value of RMB 380. However, its platform rating stands at 4.7, notably lower than the 4.8–4.9 range achieved by major competitors such as Vivino and YesMyWine. The platform receives significant user criticism regarding logistics timelines and the clarity of tax fee explanations. Operational data indicates ENOTECA's add-to-cart conversion rate (from search to purchase) stands at 14%, with a payment page bounce rate of 45% and a 30-day repurchase rate of merely 9%. In contrast, some competitors employ features like "pre-tax notification" and "real-time delivery tracking" to successfully maintain payment bounce rates around 32%. According to the Ministry of Commerce's Announcement No. 30 of 2024, wine import tariffs have been reduced to 14% under policy changes [4,5]. However, consumer awareness regarding tariff-adjusted pricing remains insufficient. In summary, under current market conditions, ENOTECA exhibits significant user experience deficiencies and urgently requires optimisation of key user touchpoint designs to enhance overall conversion effectiveness.

### **3. Challenges Faced**

#### **3.1. Insufficient Cultural Adaptation Leading to Trust Deficits**

As a Japanese brand, ENOTECA heavily relies on its native terroir narratives and cultural context when communicating product information, emphasising elements like "Japanese craftsmanship" and "regional characteristics." However, Chinese wine consumers place greater trust in objective information, such as third-party ratings, price comparisons, and user reviews. This preference directly impacts consumers' ability to build trust in the brand. The frequent occurrence of "Japanese technical terminology" on platforms without localized translation creates confusion or misunderstanding when users interpret the information. This cultural disconnect at the content level not only prolongs users' decision-making time but also increases the likelihood of them abandoning the browsing process.

#### **3.2. Low Transaction Transparency Exacerbates Consumer Uncertainty**

When shopping cross-border, additional costs, such as taxes and shipping fees, consistently influence consumers' final willingness to pay [2]. During the pre-payment stage of cross-border purchases, ENOTECA fails to clearly indicate tariff-related inclusions. Many consumers discover additional charges only at checkout, leading them to abandon their purchases. In contrast, competing products, such as Vivino, prominently display "price includes tax" on product pages, effectively alleviating payment anxieties. Furthermore, the logistics tracking of the platform suffers from issues such as

delayed updates and incomplete node displays, further eroding consumer confidence in order control. This fundamentally reflects deficiencies in user care and risk communication mechanisms, constituting another manifestation of transparency.

### **3.3. Disconnect in Logistics and Customer Service Experience Impacts Post-Purchase Satisfaction**

ENOTECA has not yet achieved full end-to-end visibility of its logistics information. Information gaps during cross-border customs clearance are commonplace, making it difficult for consumers to predict delivery times and leading to doubts about the authenticity of their orders [6]. Furthermore, customer service responses face challenges due to time zone differences and language barriers, making it difficult for Chinese consumers to receive timely and effective solutions when issues arise [7,8]. This fragmentation in the post-purchase experience not only directly impacts user satisfaction but also significantly negatively influences repeat purchasing behavior. Data indicate that ENOTECA's 30-day repeat purchase rate stands at merely 9%, considerably lower than the industry average exceeding 15%. This highlights the substantial deficiencies in its efforts to cultivate user loyalty.

### **3.4. Mismatch Between Platform Functionality and User Behavioural Pathways**

Analysis of the user journey revealed that ENOTECA's page layout and functional design failed to align effectively with Chinese consumers' usage habits. For instance, product recommendations rely heavily on brand-assigned tags rather than user behavioral data. Payment channels are deeply buried within long operational links. The review system lacks structural organization in its presentation, hindering consumers' ability to swiftly access meaningful information. Owing to functional shortcomings and unstructured displays, consumers struggle to obtain relevant insights quickly. This imposes an unnecessary cognitive burden during critical decision-making, ultimately leading to lost conversion opportunities [9].

## **4. Consumer Behaviour Analysis and Platform Optimisation Strategy for ENOTECA Wine Brand**

### **4.1. Consumer Behaviour Analysis**

Consumer Behaviour Analysis ENOTECA's main consumers in the Chinese market are urban middle-class people aged between 25 to 45. These consumers usually have stable living conditions and high consumption willingness, which is more obvious in first-tier cities and new first-tier cities [10]. Generally, these consumers have certain education levels and global vision, they have basic knowledge of wine culture, they have high brand awareness, and they also have certain awareness of the overall value of product quality and consumption experience [11].

From the gender perspective, male consumers place more emphasis on objective wine metrics, such as professional points, appellation background, vintage and winemaking information. Their purchasing decision-making process is more rational, and they are more sensitive to objective product information and collection value [12]. Female consumers are more sensitive to feelings and aesthetics, and prefer wines with beautiful packaging, appealing stories and attributes that can meet their selection needs or gift/communication value [13]. The above phenomena reflect gender differences in consumption motivation and cognitive process, and winery brands should adopt differentiated strategies in information release and product design.

From the geographical perspective, consumers from tier-one cities are more familiar with imported wine, have more wine brand background knowledge, tasting expertise and winery history information, and thus prefer independent selection and judgment [14]. While consumers from second- and third-tier cities, even if they have stronger purchasing power, rely on platform information, other consumers'

wine reviews and social opinion leaders for wine information, and are conformist to the community information environment [15].

From the purchasing motivation perspective, ENOTECA's consumer behavior can be divided into three categories: Firstly, social needs. This type of consumers exists in business feasts, festivals and important anniversaries. Such consumers prioritize the brand's authoritative reputation and appearance. They prefer well-known brands with beautiful packaging in order to show their respect to others and themselves [9]. Secondly, individual tasting needs. This type of consumers are wine or brand cognizance lovers. Such consumers prioritize the individual tasting experience, wine structure and terroir. Such consumers will do detailed research on the specific details of points and the winemaking history. They pursue an aesthetic tasting experience and the fun of exploration [12]. Thirdly, gift-giving occasions. This type of consumers exists in traditional festivals and important anniversaries. Such consumers prioritize the brand's ceremony and gift-giving needs. They prefer products with high brand positioning, beautiful packaging and gift sets [14].

Consumers are highly dependent on the information architecture and trust environment provided by the e-commerce platform. The influencing factors include authoritative ratings (such as Robert Parker points), genuine consumer ratings, clear price tax information, logistics time and after-sales information [16]. However, ENOTECA has great deficiencies in building and displaying the above information. For example, the lack of rating information, the uneven quality of consumer ratings, and the lack of clear explanation of taxes and logistics fees will give consumers a cognitive burden and a sense of hesitation in making orders. This will directly lead to a sense of stuck during browsing, comparison and payment, which will affect the purchase conversion rate and repeat purchase intention in the future.

#### **4.2. Platform Optimisation Strategies**

Highlighting reference points in a wide-ranging manner is an activity actively engaged in. Amongst those forms of acknowledgment, there exist competition awards and the like, which find recognition from Chinese consumers. Regarding software platforms of diverse nature, the matter pertains to ratings, which are sourced from said various software platforms. The integration of scores originating from an evaluation of domestic wine, which holds the attribute of being authoritative. High levels can be achieved through either the utilization of bodies or the display of genuine customer reviews. Keywords related to positive frequency on online shopping platforms, in a direct manner. The brand's reputation is bolstering. Regarding awards, the prestigious ones should be showcased. Accolades within the domestic sphere, instances like the appellation "Consumer Favourite Product of the Year", Consumer trust building, and overcoming cultural barriers. And secondarily, giving precedence to the augmentation of transaction transparency through explicit enunciation of product and payment pages alike, the state of having "taxes included" exists. This is a condition that should be present. Accompanied by elucidations regarding particular levies, for example, import duty. The alleviation, regarding consumer apprehensions about concealed expenses, constitutes one of the duties. A feature for the tracking of customs clearance progress was introduced. The matter of "where is" is what cross-border shoppers express the highest level of concern regarding. The queries, such as "my parcel?" and "when will it arrive?", can be dealt with through certain means. On the order details, the addition of a section specifically designated for 'Progress Notifications, whether via SMS or app, regarding pivotal updates is dispatched upon specific circumstances, on the page. The progression of the shipment to the subsequent stage enables consumers to carry out checks. In any location and at any time, the status of logistics, for instance, that of "customs clearance in", is being achieved through either "progress" or the state of "domestic delivery underway". Concerns related to payment and the augmentation of consumer confidence. Thirdly, the realm of customer service experience encompasses the imperative to institute a specialized Chinese-language service. The establishment of this dedicated Chinese-language service within the customer service experience framework is a crucial aspect. Support lines, aiming at the elimination of communication barriers. Provision of round-the-clock service of timepieces spanning diverse time zones, with the assurance that customers

are enabled. For matters of logistics, orders, or after-sales, immediate contact with support is essential. Constraints on time are minimized by this, regardless of the location of issues. Prompt service responses are ensured thereby [17].

## 5. Conclusion

On ENOTECA's, an analysis concerning consumer behavior along with user experience, being a scrutiny into the behavioral manifestations of consumers and the experiential dimensions encountered by users within the context specific to Revelation by a Chinese cross-border e-commerce platform pertained to the cultural. Primacy is attributed to adaptability as well as information transparency. The initial, influenced by these factors, pertains to the determinants of consumer trust. The intention of purchasing is based on exposure to a brand. Adaptability in terms of culture. Encompasses the act of attaining congruence with the mindset of Chinese consumers for the purpose of effecting integration within the Entailment of information transparency. The culture of local consumption. To clear manifestation of product details as well as positioning information, there is a mitigation of uncertainties associated with price. Visibility in logistics and the customer. The post-purchase is in relation to proximity with the responsiveness of service. Intentions regarding satisfaction and rewards. The phenomenon of an extended cross-border nature. In contrast, delivery durations intensify consumers' quest for transparency.

## Authors contribution

All the authors contributed equally and their names were listed in alphabetical order.

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