



Boosting Online cross-border Sales for furniture and household SMEs

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industry and GAP identification between partners'
countries and leading countries**

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1 Executive summary

The scope of this report includes the results of 3 activities carried on in the rationalization phase 1) State of play in partner countries (National Phases studies), 2) BAP in furniture e-Commerce (Transnational phase study) and 3) Gap identification.

The study has analysed 72 e-commerce websites, 48 of them from the partners' countries and 24 from other 4 countries, considered as leading countries in terms of cross-border e-commerce. To assure the comparability, the procedure to find and select the websites, established common search criteria for all partners. Once the sites were detected, data was collected and their practices and the tools used by these e-commerces were studied, as well as several information about traffic generated.

In the 1st subtask (State of play in partner countries), it had been identified and analysed the websites considered relevant, in terms of e-commerce of household goods, in the partner's countries (Italy, Poland, Greece and Spain). On the other hand, the 2nd subtask (Transnational phase) analysed e-retailers, considered outstanding ones, within the household goods sector, in terms of cross-border online sales in the European Union, from countries previously identified as leaders (United Kingdom, Croatia, Austria and Belgium).

The objectives of both (1st and 2nd subtasks) were identify the practices carried on by e-commerce sites in the partners' countries and the best practices carried on by e-commerce sites in the leading countries, using the same methodology (MCA, Multiple Correspondences Analysis).

Once the previous analyses were done, the 3rd subtask (Gap identification) made a comparative analysis that allowed to identify which practices were using the sites of the leading countries, that were different that the ones used by the sites of the partners' countries, and that probably are helping to improve the cross-border online sales.

With the conclusions drawn from this study, it will be able, in the next activity, to establish which skills an online sales manager, in the furniture industry, has to have to be successful, and identify the formative contents to train this profile. With this training the manager will be able to make one site more successful in terms of sales, and minimize this gap existing between both group of countries.

2 Glossary

Term	Meaning
Active variable	Variable that can be manipulated.
Basket average	Average of amount of money spent in purchases.
Categorical variable	Variable that can take on one of a limited, and usually fixed, number of possible values, assigning each individual or other unit of observation to a particular group or nominal category on the basis of some qualitative property.
Component (MCA)	Orthogonal factor into that is decomposed the chi-squared statistic associated to a contingency table.
Continuous variable	Variable that has an infinite number of possible values.
Conversion	% of visits making purchases.
Cross-border online sales	Online sales coming from abroad.
Cross-border traffic	Visits to a website coming from abroad.
Dependent variables	Represent the output or outcome whose variation is being studied. https://en.wikipedia.org/wiki/Dependent_and_independent_variables
Diagnosticity	The value of information gained from an interaction, feedback or event by a person seeking self-knowledge. https://psychologydictionary.org/diagnosticity/
Dichotomous variable	Categorical variables with two categories or levels. Levels are different groups within the same independent variable.
Discrete variable	Variable that can only take on a certain number of values.
e-retailer	Online store.
Experience goods	Product or service where product characteristics, such as quality or price, are difficult to observe in advance, but these characteristics can be ascertained upon consumption. https://en.wikipedia.org/wiki/Experience_good
Extreme values	Isolated case could bias the analysis, conducting to a wrong interpretation. https://en.wikipedia.org/wiki/Maxima_and_minima
Household goods	Goods and products used within households. They are the tangible and movable personal property placed in the living rooms, dining rooms, kitchens, family rooms, great rooms, bedrooms, bathrooms, recreation rooms, hallways, attics, and basements and other rooms of a house. https://en.wikipedia.org/wiki/Household_goods
Illustrative variable	Variable that cannot be manipulated.
Leading countries	Countries considered as leading in terms of cross-border online sales.
Multiple Correspondence Analysis(MCA)	Data analysis technique for nominal categorical data, used to detect and represent underlying structures in a data set. https://en.wikipedia.org/wiki/Multiple_correspondence_analysis
Partners' countries	Countries of the partners (Italy, Greece, Poland and Spain).
Predictor variables	Also known as independent variables. Represent inputs or causes, i.e., potential reasons for variation or, in the experimental setting, the variable controlled by the experimenter. https://en.wikipedia.org/wiki/Dependent_and_independent_variables
Significant value	Value that has statistical significance, thus their interpretation is not subjective.
Telepresence	Set of technologies which allow a person to feel as if they were present, to give the appearance of being present, or to have an effect, via telerobotics, at a place other than their true location. https://en.wikipedia.org/wiki/Telepresence
Traffic	Visits to a website.

3 Methodology

3.1 Objectives

This activity has been carried out in three phases, so there are 3 sets of objectives.

O1/A1.1 National phase.

- To identify and analyse relevant e-commerce websites in the furniture and household goods sectors in the partner's countries (Italy, Poland, Greece and Spain).
- To identify the practices carried out by the e-commerce retailers of the furniture and household goods sectors in the partners' countries in terms of cross-border online sales.

O1/A1.2 Transnational phase.

- To state which are the European leader countries in terms of cross-border online sales
- To identify and analyse outstanding e-commerce websites in the furniture and household goods sectors in the countries identified as leaders.
- To identify the best practices carried out by the outstanding e-commerce retailers in the furniture and household goods sectors in the countries identified as leaders, in terms of cross-border online sales in the European Union.

The procedure explained in point 3.3 *Data Gathering* established common search criteria for all partners in order to identify the e-commerce sites.

O1/A1.3 GAP identification.

- To identify the GAP between the practices in both previous analyses
 - National phase
 - Transnational phase
- To identify practices, used by the e-commerce sites from the "leading countries", are helping them to increase their cross-border online sales

3.2 Variables definition

In order to begin with our analysis of the state of play in each partner country, we created a **questionnaire** that it had to be filled in with all the information about the analysed websites. In this questionnaire we identified the *Site Information*, some *Predictor Variables* and some *Dependent Variables*.

All the variables we have included are relevant questions that gave us a lot of information about the website and its structure, and could be the key to define why a certain web is more successful selling abroad than another. Through these questions we could analyse important matters such as the main infrastructure of the site; or the variation of tools that help users to find the product they are looking for, provide all the information about it and help the purchase decision.

We studied also which marketing tools the webs featured, if they had ways to try to make long term clients; and which specific cross-border tools were present, such as if it was multilingual. We were able to see if a web had good usability making the shopping process easy for the client. And we took

a look at the dependent variables that analyse the web's traffic and traffic sources too. The questions are the following:

Table 1 List of variables

<p>Site Information:</p> <ul style="list-style-type: none"> • URL • Country • Domain registration date • Sector • Furniture manufacturer (Yes/No) • Type of seller <p>Predictor variables:</p> <ul style="list-style-type: none"> • <u>General infrastructure</u> <ul style="list-style-type: none"> ○ Main menu with categories organized by room (Yes/No) ○ Main menu with categories organized by product (Yes/No) ○ Outstanding search bar (Yes/No) ○ Full width slider in the homepage (Yes/No) ○ Main menu remains at the top of the site when scroll down (Yes/No) ○ Search bar remains at the top of the site when scroll down (Yes/No) ○ Shopping cart always visible (Yes/No) ○ Responsive (Yes/No) • <u>Helping tools</u> <ul style="list-style-type: none"> ○ Method to mark favorite products (Yes/No) ○ Multiple filters to choose products (Yes/No) ○ The product sheet contains a list of related products or other products in the same category (Yes/No) ○ Section where the products are shown classified by styles (Yes/No) ○ Comparing products tool (Yes/No) ○ Search of products seen history (Yes/No) ○ Automated product recommendation tool • <u>Basic risk reduction tools on the Product sheet</u> <ul style="list-style-type: none"> ○ Environment pictures of the products on the product sheet (Yes/No) ○ Full width pictures on the product sheet (Yes/No) ○ Multiple views of the product with pictures (Yes/No) ○ Videos on the product sheet (Yes/No) ○ Products stock information (Yes/No) ○ Products delivery information (Yes/No) ○ Enough information about the product (Yes/No) ○ Possibility to comment/score products (Yes/No) • <u>Basic risk reduction tools based on Payment Methods</u> <ul style="list-style-type: none"> ○ Secure payment method (Yes/No) ○ Cash on delivery payment (Yes/No) ○ Financing (Yes/No) • <u>Basic risk reduction tools based on General Information about the site</u> <ul style="list-style-type: none"> ○ Information about brands distributed (Yes/No) ○ Easy to find information about its return policy (Yes/No) ○ Complain form (Yes/No) ○ Questions and answers section (Yes/No) ○ Warranty (Yes/No) ○ Assembling service (Yes/No) ○ Personal advice (Yes/No) ○ FAQ section (Yes/No) ○ Samples of the products (Yes/No) • <u>Advanced risk reduction tools</u> <ul style="list-style-type: none"> ○ Advanced product visualization (AR, VR) (Yes/No)

- 3D images (Yes/No)
- 360° videos (Yes/No)
- Product configuration tool (Yes/No)
- Home planner tool (Yes/No)
- Marketing tools
 - Price includes shipping costs (Yes/No/Under certain conditions)
 - Flash sales (Yes/No)
 - Featured products on the main menu (Yes/No)
 - Coupons to promote products (Yes/No)
 - Offers a reward for referring to friends (Yes/No)
 - Email collecting form (Yes/No)
 - Minimum guaranteed price (Yes/No)
 - Newsletter (Yes/No)
 - Blog (Yes/No)
 - Promoted in mass media (Yes/No)
- Cross-border tools
 - The site sells abroad (Yes/No)
 - Multilingual (Yes/No)
 - Multi locate sites (Yes/No)

Dependent variables:

- Traffic analysis
 - Well categorized
 - Category rank if well categorized
 - Engagement
 - Visits/month(average 6 months)
 - Visit duration(average 6 months)
 - Pages/visit
 - Bounce rate
 - Traffic sources
 - Traffic own country
 - Traffic from main 5 countries
 - Direct
 - Referrals
 - Search
 - Social
 - Mail
 - Display
 - Organic search
 - Paid search

3.3 Data Gathering

Starting the process of gathering information from websites from the partners' countries, we established **four different search criteria** that each partner has to use to look for furniture online shops (in the Google page of their own country and with their own language):

Table 2 Search criteria

- | | |
|----|--|
| a) | Buy furniture online (3 websites) |
| b) | Buy home furnishings online (3 websites) |
| c) | Online home furnishings store (3 websites) |
| d) | Online furniture store (3 websites) |

These search criteria are an example of the different possibilities, and more common key words, that a user can type in the search engine to find the sites we are looking for. With these criteria we make sure that the pages we find are significant for our research.

Once the list with the results is showed, this is the procedure the partners had to follow:

- Choose the first 3 webs of each search criteria result (so every partner will be analysing 12 pages in total).
- Reject duplicates.
- Verify that they are b2c e-commerces.
- Check that the site's domain is registered in the partner's country (in the instructions document, we explain how to look for this information on the internet).
- And finally, the sites have to count with more than 2000 visits in the last 6 months. We explain how to get this figure to the partners too; they all have to search for it in the same web (www.similarweb.com) so everyone collects the information from the same source.

Before giving all the instructions to the partners, we analysed ourselves some websites to check if the questionnaire was adequate, and to see how long it could take to fill in.

Then, for the **transnational phase study** we selected the 4 **European countries** that have relevant e-commerce sales outside their own country, to analyse their sites. To find out which countries were more adequate, we did the following:

- We searched which enterprises have done electronic sales to **other EU countries** in the last 6 years (Source Eurostat). The statistic is for all enterprises, without financial sector (10 persons employed or more).
- We searched which enterprises have done electronic sales to **the rest of the world** in the last 6 years (Source Eurostat). The statistic is for all enterprises, without financial sector (10 persons employed or more).
- We **compared both results**, giving the first result (EU countries) a value of the 25%, and giving to the second (world countries) a value of the 75%, because selling worldwide is further away than cross-border.

After these searches we obtained a list of countries to take in consideration and check before starting to study their websites, to be sure that they are adequate for our analysis.

The results showed us that the countries that where on the top positions were not a representative sample of successful cross-border e-commerces. Low corporation tax rules and other advantages for offshore companies could lead us to unreal results for our research. The **countries on the top were: Ireland, Malta, Lithuania and Cyprus.**

We all know that Ireland has a low corporate tax and it's considered one of the world's tax havens. A lot of big international companies have their European headquarters here, such as Apple, Google or Facebook.

Malta would not be representative in any case because it's a very small country, with a population of only 435.000. It would be very difficult to find enough furniture websites suitable to analyse. On top of that, the tax system for the companies is very attractive too because their credit and devolution method reduces taxes to minimum.

Lithuania is a small country also, has a low corporate tax (15%) and some other advantages that could modify the results. We had the same problem with Cyprus, a country with a population of

848.000, and several tax incentives (corporate tax is 12,5%) that makes it attractive for companies, especially for Russia and Eastern countries.

So we decided to move on to the next countries on the list, and the countries were: **United Kingdom, Croatia, Austria and Belgium.**

From these countries, 6 sites of each one had to be analysed answering the questionnaire. To decide which websites had to be analysed, we used the same 4 search criteria and checked the number of visits, following the same method as we did for the partner's sites.

3.4 Data Format

When all the partners have sent the answers to the questionnaire and analysed their 12 websites, and when we got the results of the 4 transnational countries too, we proceed to **format all the information.**

We gathered all the data in an Excel file, and proceed to transform the information into graphics:

- First of all, we assigned **each question a letter code** that remains as a title of the column.
- For each question whose only answer possibilities are *yes* or *no*, we created two columns, one for the **question in negative form** and one for the **question in positive**.
- We filled both columns with a **1 for true answers** and **0 for no true** according to the column title, so the same question has always a 1 and a 0.
- For questions with more possible answers, we created the necessary number of columns, and followed the same method filling in with 1 and 0s.
- With the numerical variables necessary to create the graphic, we calculated the **quartiles**. So each question has 6 columns: one column with the answer; one column that reflects at which quartile each answer belongs to; and four more columns: one column for each quartile (where a 1 or a 0 is putted in the corresponding column).

In the following table you can find the code that appears on each column and their meaning:

Table 3 Questions code

Code	Meaning	Code	Meaning
ES	Spain	SBTY	Search bar top yes
PL	Poland	SBTN	Search bar top no
GR	Greece	AVCY	Always visible cart yes
IT	Italy	AVCN	Always visible cart no
UK	United Kingdom	RY	Responsive yes
HR	Croatia	RN	Responsive no
AT	Austria	SFPY	Save favourite products yes
BE	Belgium	SFPN	Save favourite products no
YDR	Year domain registration	MFY	Multiple filters yes
DA	Domain antiquity	MFN	Multiple filters no
TE_F	Furniture	RPY	Related products yes
TE_HF	Home furnishings/decoration	RPN	Related products no
TE_M	Marketplace	PCSY	Products classified style yes
TE_DS	Department store	PCSN	Products classified style no
NFM	Not furniture manufacturer	CPTY	Comparing products tool yes
FM	Furniture manufacturer	CPTN	Comparing products tool no
B&C	Brick and click (the company sells online and has physical stores)	PSHY	Products seen history yes
PP	Pure player (the company sells only online)	PSHN	Products seen history no
PP	Pure player (the company sells only online)	EPPY	Environment pictures products yes
B&C	Brick and click (the company sells online and has physical stores)	EPPN	Environment pictures products no
MMORY	Main menu organized room yes	FWPPY	Full width product pictures yes
MMORN	Main menu organized room no	FWPPN	Full width product pictures no
MMOPY	Main menu organized product yes	MVPY,	Multiple views product yes

Code	Meaning	Code	Meaning
MMOPN	Main menu organized product no	MVPN	Multiple views product no
OSBY	Outstanding search bar yes	PVY	Product videos yes
OSBN	Outstanding search bar no	PVN	Product videos no
FWSY	Full width slider yes	SIY	Stock info yes
FWSN	Full width slider no	SIN	Stock info no
MMTY	Main menu top yes	DIY	Delivery info yes
MMTN	Main menu top no	DIN	Delivery info no
EPIY	Enough product info yes	EPIY	Enough product info yes
EPIN	Enough product info no	MGPN	Minimum guaranteed price no
UCPY	Users comment products yes	NWSY	Newsletter yes
UCPN	Users comment products no	NWSN	Newsletter no
SPY	Secure payment yes	BY	Blog yes
SPN	Secure payment no	BN	Blog no
CODY	Cash on delivery yes	MSSY	Mass yes
CODN	Cash on delivery no	MSSN	Mass no
FY	Financing yes	SAY	Sell abroad yes
FN	Financing no	SAN	Sell abroad no
BIY	Brands info yes	MLY	Multi lingual yes
BIN	Brands info no	MLN	Multi lingual no
RPIY	Return Policy Info yes	MLCY	Multi locate yes
RPIN	Return Policy Info no	MLCN	Multi locate no
CFY	Complain form yes	COKY	Category ok yes
CFN	Complain form no	COKN	Category ok no
Q&ASY	Questions and answers section yes	CR	Category rank
Q&ASN	Questions and answers section no	VM	Visits month
GY	Guarantee yes	VMQ1	Visits month quartile 1
GN	Guarantee no	VMQ2	Visits month quartile 2
ASY	Assembling service yes	VMQ3	Visits month quartile 3
ASN	Assembling service no	VMQ4	Visits month quartile 4
PAY	Personal advice yes	VD	Visit duration
PAN	Personal advice no	VDQ1	Visit duration quartile 1
FAQY	FAQ yes	VDQ2	Visit duration quartile 2
FAQN	FAQ no	VDQ3	Visit duration quartile 3
PSY	Product samples yes	VDQ4	Visit duration quartile 4
PSN	Product samples no	PV	Pages visit
APVY	Advanced product visualization yes	PVQ1	Pages visit quartile 1
APVN	Advanced product visualization no	PVQ2	Pages visit quartile 2
3DY	3D yes	PVQ3	Pages visit quartile 3
3DN	3D no	PVQ4	Pages visit quartile 4
360Y	360 yes	BR	Bounce rate
360N	360 no	BRQ1	Bounce rate quartile 1
PCTY	Product configuration tool yes	BRQ2	Bounce rate quartile 2
PCTN	Product configuration tool no	BRQ3	Bounce rate quartile 3
HPTY	Home planner tool yes	BRQ4	Bounce rate quartile 4
HPTN	Home planner tool no	OCTRF	Own country traffic
FS	Free shipping	5MCTRF	5 main countries traffic
NFS	Not free shipping	TTCB	Total traffic cross-border
FSUCC	Free shipping under certain conditions	TTCBQ1	Total traffic cross-border quartile 1
FLSY	Flash sales yes	TTCBQ2	Total traffic cross-border quartile 2
FLSN	Flash sales no	TTCBQ3	Total traffic cross-border quartile 3
FPMY	Featured products menu yes	TTCBQ4	Total traffic cross-border quartile 4
FPMN	Featured products menu no	DT	Direct traffic
OSY	Outlet section yes	DTQ1	Direct traffic quartile 1
OSN	Outlet section no	DTQ2	Direct traffic quartile 2
CUPY	Coupons yes	DTQ3	Direct traffic quartile 3
CUPN	Coupons no	DTQ4	Direct traffic quartile 4
FRY	Friends reward yes	REF	Referrals
FRN	Friends reward no	REFQ1	Referrals quartile 1
VECFY	Visible email collecting form yes	REFQ2	Referrals quartile 2
VECFN	Visible email collecting form no	REFQ3	Referrals quartile 3
MGPY	Minimum guaranteed price yes	REFQ4	Referrals quartile 4
SRCQ1	Search quartile 1	SRC	Search
SRCQ2	Search quartile 2	DPLQ1	Display quartile 1
SRCQ3	Search quartile 3	DPLQ2	Display quartile 2
SRCQ4	Search quartile 4	DPLQ3	Display quartile 3
SCL	Social	DPLQ4	Display quartile 4
SCLQ1	Social quartile 1	OSCH	Organic search

Code	Meaning	Code	Meaning
SCLQ2	Social quartile 2	OSCHQ1	Organic search quartile 1
SCLQ3	Social quartile 3	OSCHQ2	Organic search quartile 2
SCLQ4	Social quartile 4	OSCHQ3	Organic search quartile 3
M	Mail	OSCHQ4	Organic search quartile 4
MQ1	Mail quartile 1	PSCH	Paid search
MQ2	Mail quartile 2	PSCHQ1	Paid search quartile 1
MQ3	Mail quartile 3	PSCHQ2	Paid search quartile 2
MQ4	Mail quartile 4	PSCHQ3	Paid search quartile 3
DPL	Display	PSCHQ4	Paid search quartile 4

4 Partner’s countries (O1/A1/1)

After formatting the dataset, we have segmented it into two groups of data: data from partners’ countries and data from the countries considered the outstanding in Europe in terms of cross-border e-commerce operations. In this section we will work with the partners’ countries dataset.

4.1 State of play of cross-border e-commerce in partners’ countries

We consider that “traffic generated” to a website is directly related to online sales in an e-commerce in this site, as it is a factor of the online sales equation [*Traffic (visits) x conversion (% of visits making purchases) x basket average (money spent in purchases)*]. In the following table we can see the basic statistics of the variable TTCB (Total Traffic Cross-border), in terms of percentage of the total traffic generated by each website analysed coming from other countries different of their own:

Table 4 Descriptive Statistics: Total traffic cross-border (TTCB) in partners' countries

Variable	N	N*	Mean	SE Mean	StDev	Minimum	Q1	Median	Q3	Maximum
TTCB	48	0	0,1172	0,0209	0,1445	0,0000	0,0360	0,0689	0,1648	0,780

As we can see the mean of the 48 observations of the websites analysed from the partners’ countries is 11,72%, being the observations in the first quartile lower than 3,6% of their cross-border traffic from other countries, the second quartile between 3,6% and 6,89% and the third between 6,89% and 16,48%.

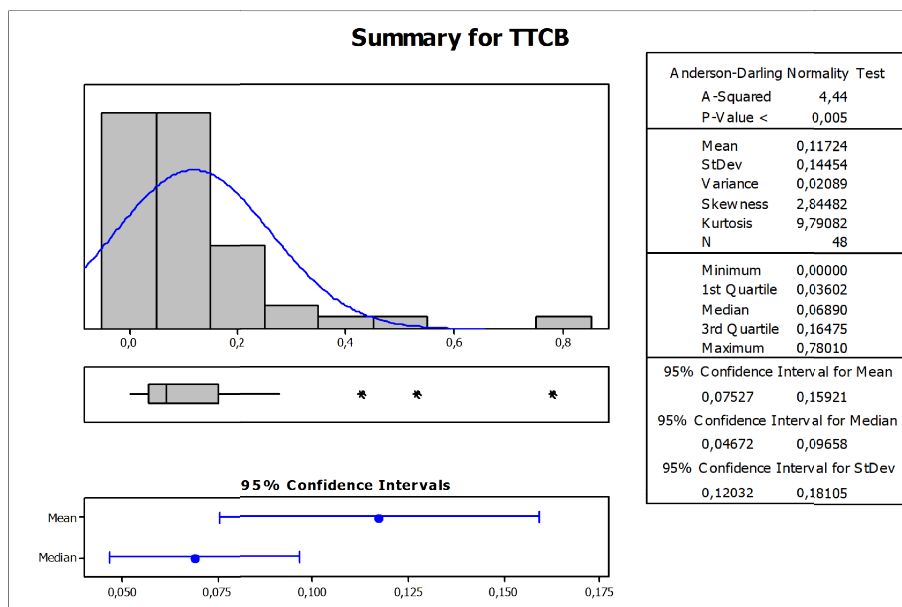


Figure 1 Summary for total traffic cross-border in partners' countries

The above graphical representation shows us that although the maximum value of the cross-border traffic in partners' countries is 78,01%, this is an isolated case. In fact we could delete the three extreme values (78,01%, 53,06% and 42,72%) that skew the results, giving us information that can drive us to a wrong interpretation. So we can conclude that, for the partners’ countries, the cross-border traffic in furniture e-commerce is low, and therefore, the cross-border e-commerce in this industry is also low in these countries.

4.2 Drivers for cross-border traffic in partners' countries

We will consider that the variables of the dataset directly related to the cross-border traffic generation to a website are:

- Type of seller (furniture, home and furnishings, marketplace or department store)
- Is the seller a furniture manufacturer? (yes, no)
- Type of e-commerce (Pure player, brick&click)
- Does the site have a Newsletter? (yes, no)
- Does the site have a blog? (yes, no)
- Is the site being promoted in mass media? (yes, no)
- Does the site sell abroad? (yes, no)
- Is the website multilingual? (yes, no)
- Does the e-commerce have multi locate sites? (yes, no)
- Traffic source: Paid search (%), turned to 4 percentiles)

Other predictor variables in the group of “general infrastructure”, “helping tools”, “basic and advanced risk reduction”, not included in the above mentioned list, are not considered directly related to cross-border traffic generation for this study, although could have some kind of influence on that.

In order to discover the drivers of cross-border traffic in partners' countries we will use the multiple correspondence analysis method.

4.2.1 Method: Multiple Correspondences Analysis (MCA)

This analysis is aimed to discover relations between multiple categorical variables. To begin with this analysis, we must format the values of each variable that we will use. Variables with result YES/NO have been converted to values 1/0 because this analysis needs each categorical variable configured as dichotomous variable. A variable with 3 or more possible categories must be formatted in a way that only one category of this variable can contain the value 1, other categories in the same variable must be 0. To do this analysis with discrete or continuous variables, these must be formatted to categorical variables by, for example, assigning each value of that to an interval, quartile or so.

Table 5 Example of a categorical variable

Categorical variable			
Category 1	Category 2	Category 3	Category 4
0	1	0	0

4.2.2 MCA cross-border traffic in partners' countries

We have used the cross-border traffic variable in order to discover whether there is some kind of connection with other illustrative variables considered that can affect the generation of cross-border traffic to the website: kind of shop, manufacturer, kind of e-commerce, has newsletters, has blog, does advertising in mass media, sells abroad, the site is multilingual, has multi locate sites and does SEM actions (paid search).

Table 6 MCA-variables description in cross-border traffic analysis

Active variables		Illustrative variables	
Variable	Description	Variable	Description
1-TTCBQ1	Total traffic cross-border quartile 1 (<5,15%)	1-TE_F	Furniture
2-TTCBQ2	Total traffic cross-border quartile 2 (>=5,15%;<9,07%)	2-TE_HF	Home furnishings/decoration
3-TTCBQ3	Total traffic cross-border quartile 3 (>=9,07%;<16,76%)	3-TE_M	Marketplace
4-TTCBQ4	Total traffic cross-border quartile 4 (>=16,76%)	4-TE_DS	Department store
		5-NFM	Not furniture manufacturer
		6-FM	Furniture manufacturer
		7-ToS_PP	Pure player
		8-ToS_B&C	Brick & click
		9-NWSY	Newsletter yes
		10-NWSN	Newsletter no
		11-BY	Blog yes
		12-BN	Blog no
		13-MSSY	Mass yes
		14-MSSN	Mass no
		15-SAY	Sell abroad yes
		16-SAN	Sell abroad no
		17-MLY	Multi lingual yes
		18-MLN	Multi lingual no
		19-MLCY	Multi locate yes
		20-MLCN	Multi locate no
		21-PSCHQ1	Paid search quartile 1 (<0,82%)
		22-PSCHQ2	Paid search quartile 2 (>=0,82%;<11,28%)
		23-PSCHQ3	Paid search quartile 3 (>=11,28%;<39,57%)
		24-PSCHQ4	Paid search quartile 4 (>=39,57%)

Table 7 MCA Cross-border traffic in partner's countries-Analysis results

Results for: Partners' countries

Multiple Correspondence Analysis: TTCBQ1; TTCBQ2; TTCBQ3; TTCBQ4

Analysis of Indicator Matrix

Axis	Inertia	Proportion	Cumulative	Histogram
1	1,0000	0,3333	0,3333	*****
2	1,0000	0,3333	0,6667	*****
3	1,0000	0,3333	1,0000	*****
Total	3,0000			

Column Contributions|

ID	Name	Qual	Mass	Inert	Component 1			Component 2		
					Coord	Corr	Contr	Coord	Corr	Contr
1	Column1	1,000	0,375	0,208	0,222	0,030	0,018	1,271	0,970	0,606
2	Column2	1,000	0,250	0,250	1,155	0,445	0,333	-0,965	0,310	0,233
3	Column3	1,000	0,125	0,292	0,228	0,007	0,007	-0,894	0,114	0,100
4	Column4	1,000	0,250	0,250	-1,602	0,855	0,642	-0,495	0,082	0,061

ID	Name	Component 3		
		Coord	Corr	Contr
1	Column1	-0,035	0,001	0,000
2	Column2	0,858	0,245	0,184
3	Column3	-2,480	0,878	0,769
4	Column4	0,434	0,063	0,047

Supplementary Columns															
				Component 1			Component 2			Component 3					
ID	Name	Qual	Mass	Inert	Coord	Corr	Contr	Coord	Corr	Contr	ID	Name	Coord	Corr	Contr
1	Supcol1	0,071	0,167	0,278	0,461	0,043	0,035	-0,338	0,023	0,019	1	Supcol1	0,164	0,005	0,005
2	Supcol2	0,012	0,729	0,090	-0,033	0,003	0,001	-0,003	0,000	0,000	2	Supcol2	-0,059	0,010	0,003
3	Supcol3	0,042	0,063	0,313	-0,386	0,010	0,009	0,683	0,031	0,029	3	Supcol3	0,122	0,001	0,001
4	Supcol4	0,029	0,042	0,319	-0,690	0,021	0,020	0,388	0,007	0,006	4	Supcol4	0,200	0,002	0,002
5	Supcol5	0,096	0,813	0,063	0,088	0,033	0,006	0,114	0,056	0,010	5	Supcol5	0,040	0,007	0,001
6	Supcol6	0,096	0,188	0,271	-0,380	0,033	0,027	-0,492	0,056	0,045	6	Supcol6	-0,171	0,007	0,005
7	Supcol7	0,069	0,417	0,194	0,002	0,000	0,000	-0,258	0,047	0,028	7	Supcol7	0,174	0,022	0,013
8	Supcol8	0,069	0,583	0,139	-0,001	0,000	0,000	0,184	0,047	0,020	8	Supcol8	-0,124	0,022	0,009
9	Supcol9	0,053	0,771	0,076	0,056	0,010	0,002	-0,006	0,000	0,000	9	Supcol9	-0,113	0,043	0,010
10	Supcol10	0,053	0,229	0,257	-0,187	0,010	0,008	0,019	0,000	0,000	10	Supcol10	0,379	0,043	0,033
11	Supcol11	0,119	0,417	0,194	-0,093	0,006	0,004	-0,047	0,002	0,001	11	Supcol11	-0,395	0,111	0,065
12	Supcol12	0,119	0,583	0,139	0,066	0,006	0,003	-0,034	0,002	0,001	12	Supcol12	0,282	0,111	0,046
13	Supcol13	0,115	0,292	0,236	-0,293	0,035	0,025	-0,125	0,006	0,005	13	Supcol13	0,421	0,073	0,052
14	Supcol14	0,115	0,708	0,097	0,121	0,035	0,010	-0,051	0,006	0,002	14	Supcol14	-0,173	0,073	0,021
15	Supcol15	0,215	0,438	0,188	-0,117	0,011	0,006	-0,357	0,099	0,056	15	Supcol15	0,367	0,105	0,059
16	Supcol16	0,215	0,563	0,146	0,091	0,011	0,005	0,277	0,099	0,043	16	Supcol16	-0,286	0,105	0,046
17	Supcol17	0,232	0,333	0,222	-0,398	0,079	0,053	-0,446	0,099	0,066	17	Supcol17	0,326	0,053	0,035
18	Supcol18	0,232	0,667	0,111	0,199	0,079	0,026	0,223	0,099	0,033	18	Supcol18	-0,163	0,053	0,018
19	Supcol19	0,058	0,167	0,278	0,112	0,003	0,002	0,230	0,011	0,009	19	Supcol19	-0,476	0,045	0,038
20	Supcol20	0,058	0,833	0,056	-0,022	0,003	0,000	-0,046	0,011	0,002	20	Supcol20	0,095	0,045	0,008
21	Supcol21	0,059	0,271	0,243	-0,124	0,006	0,004	0,212	0,017	0,012	21	Supcol21	0,315	0,037	0,027
22	Supcol22	0,275	0,292	0,236	0,297	0,036	0,026	-0,553	0,126	0,089	22	Supcol22	-0,522	0,112	0,080
23	Supcol23	0,053	0,229	0,257	-0,356	0,038	0,029	0,229	0,016	0,012	23	Supcol23	-0,005	0,000	0,000
24	Supcol24	0,049	0,208	0,264	0,137	0,005	0,004	0,247	0,016	0,013	24	Supcol24	0,327	0,028	0,022

The multiple correspondences analysis shows us 3 components representing each one the 33,33% of the variability. This means that these 3 axis or components represent the whole variation of this analysis and therefore, the results will be of enough quality to establish conclusions.

Table 8 MCA Cross-border traffic in partners' countries-Active variables

Active variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
1-TTCBQ1 Total traffic cross-border quartile 1 (<5,15%)	4-TTCBQ4 Total traffic cross-border quartile 4 (>=16,76%)	1-TTCBQ1 Total traffic cross-border quartile 1 (<5,15%)	2-TTCBQ2 Total traffic cross-border quartile 2 (>=5,15%;<9,07%)	2-TTCBQ2 Total traffic cross-border quartile 2 (>=5,15%;<9,07%)	1-TTCBQ1 Total traffic cross-border quartile 1 (<5,15%)
2-TTCBQ2 Total traffic cross-border quartile 2 (>=5,15%;<9,07%)			3-TTCBQ3 Total traffic cross-border quartile 3 (>=9,07%;<16,76%)	4-TTCBQ4 Total traffic cross-border quartile 4 (>=16,76%)	3-TTCBQ3 Total traffic cross-border quartile 3 (>=9,07%;<16,76%)
3-TTCBQ3 Total traffic cross-border quartile 3 (>=9,07%;<16,76%)			4-TTCBQ4 Total traffic cross-border quartile 4 (>=16,76%)		

Table 9 MCA Cross-border traffic in partner's countries - Illustrative variables

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
1-TE_F Furniture	2-TE_HF Home furnishings/decoration	2-TE_HF Home furnishings/decoration	1-TE_F Furniture	1-TE_F Furniture	2-TE_HF Home furnishings/decoration
	3-TE_M Marketplace	3-TE_M Marketplace		3-TE_M Marketplace	
	4-TE_DS Department store	4-TE_DS Department store		4-TE_DS Department store	
5-NFM Not furniture manufacturer	6-FM Furniture manufacturer	5-NFM Not furniture manufacturer	6-FM Furniture manufacturer	5-NFM Not furniture manufacturer	6-FM Furniture manufacturer
7-ToS_PP Pure player	8-ToS_B&C Brick & click	8-ToS_B&C Brick & click	7-ToS_PP Pure player	7-ToS_PP Pure player	8-ToS_B&C Brick & click
9-NWSY Newsletter yes	10-NWSN Newsletter no	9-NWSY Newsletter yes		10-NWSN Newsletter no	9-NWSY Newsletter yes
12-BN Blog no	11-BY Blog yes	12-BN Blog no	11-BY Blog yes	12-BN Blog no	11-BY Blog yes
14-MSSN Mass no	13-MSSY Mass yes	14-MSSN Mass no	13-MSSY Mass yes	13-MSSY Mass yes	14-MSSN Mass no
16-SAN Sell abroad no	15-SAY Sell abroad yes	16-SAN Sell abroad no	15-SAY Sell abroad yes	15-SAY Sell abroad yes	16-SAN Sell abroad no
18-MLN Multi lingual no	17-MLY Multi lingual yes	18-MLN Multi lingual no	17-MLY Multi lingual yes	17-MLY Multi lingual yes	18-MLN Multi lingual no
19-MLCY Multi locate yes	20-MLCN Multi locate no	19-MLCY Multi locate yes	20-MLCN Multi locate no	20-MLCN Multi locate no	19-MLCY Multi locate yes
22-PSCHQ2 Paid search quartile 2 (>=0,82%;<11,28%)	21-PSCHQ1 Paid search quartile 1 (<0,82%)	21-PSCHQ1 Paid search quartile 1 (<0,82%)	22-PSCHQ2 Paid search quartile 2 (>=0,82%;<11,28%)	21-PSCHQ1 Paid search quartile 1 (<0,82%)	22-PSCHQ2 Paid search quartile 2 (>=0,82%;<11,28%)
24-PSCHQ4 Paid search quartile 4 (>=39,57%)	23-PSCHQ3 Paid search quartile 3 (>=11,28%;<39,57%)	23-PSCHQ3 Paid search quartile 3 (>=11,28%;<39,57%)		24-PSCHQ4 Paid search quartile 4 (>=39,57%)	23-PSCHQ3 Paid search quartile 3 (>=11,28%;<39,57%)

* Red color: no significant or not enough contribution to the component formation

Meaning of components by dependent variables

Component 1 separates (in the negative area) the observations with higher cross-border traffic, while the positive area represents the observations with lower-medium cross-border traffic.

Component 2 separates (in the positive area) the observations with lower cross-border traffic, while the negative area represents the observations with higher-medium cross-border traffic.

Component 3 separates (in the negative area) the observations with medium-high cross-border traffic (quartile 3) from the observations (in the positive area) with high cross-border traffic (quartile 4) and medium-low cross-border traffic (quartile 2), both with enough significance.

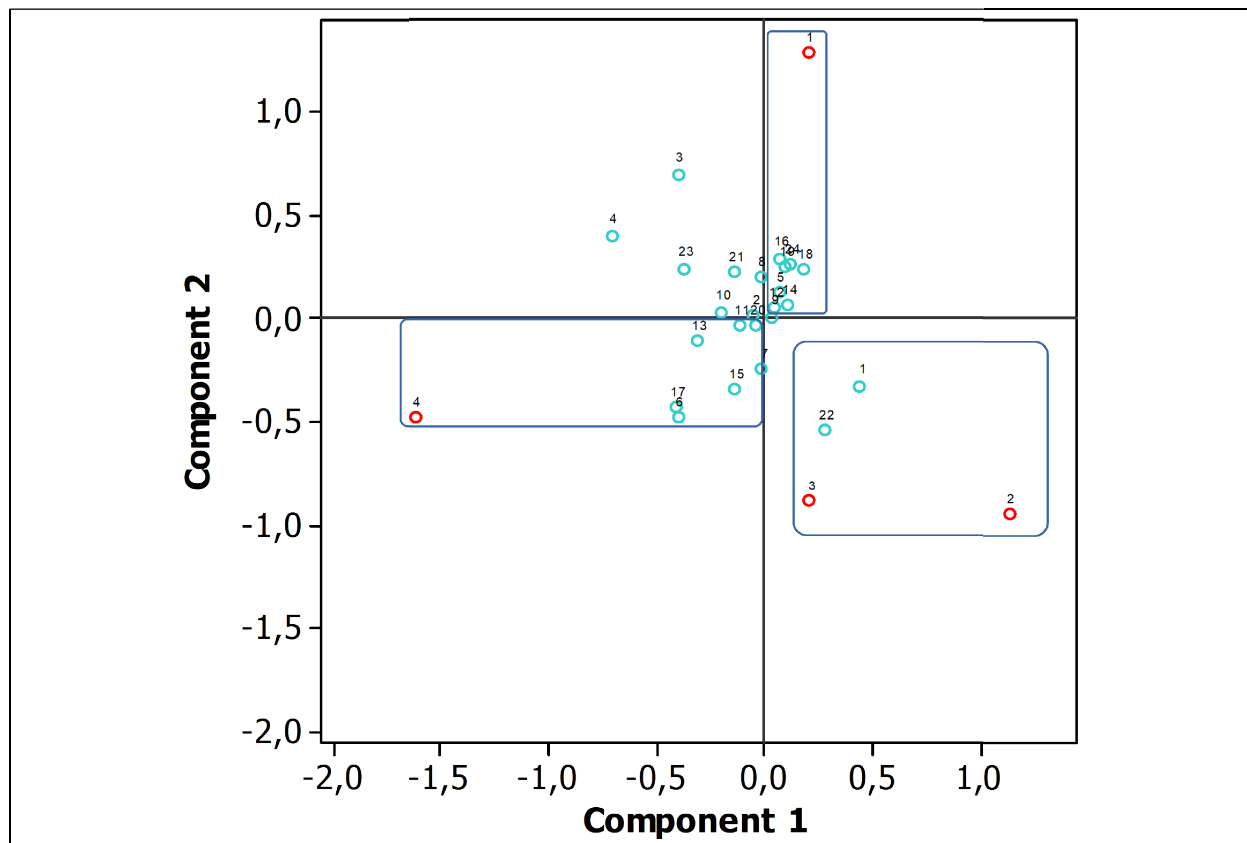


Figure 2 Components 1 and 2. MCA cross-border traffic in partners' countries

The crossing of components 1 and 2 gives us 4 quadrants. Each one, except the 2nd, associates the active variables (red colour) with the corresponding illustrative variables having at least significance in one component:

- 1st quadrant: Observations with **lower cross-border traffic (1)** associated with:
 - Not furniture manufacturer (5)
 - No sells abroad (16)
 - No multilingual website (18)
- 3rd quadrant: Observations with **higher cross-border traffic (4)** associated with:
 - Furniture manufacturer (6)
 - Pure player (7)
 - Advertising in mass media (13)

- Sells abroad (15)
- Multilingual website (17)
- 4th quadrant: Observations with **medium cross-border traffic (2), (3)** associated with:
 - Website of furniture (1)
 - Traffic from paid search quartile 2 ($\geq 0,82\%$; $< 11,28\%$) (22)

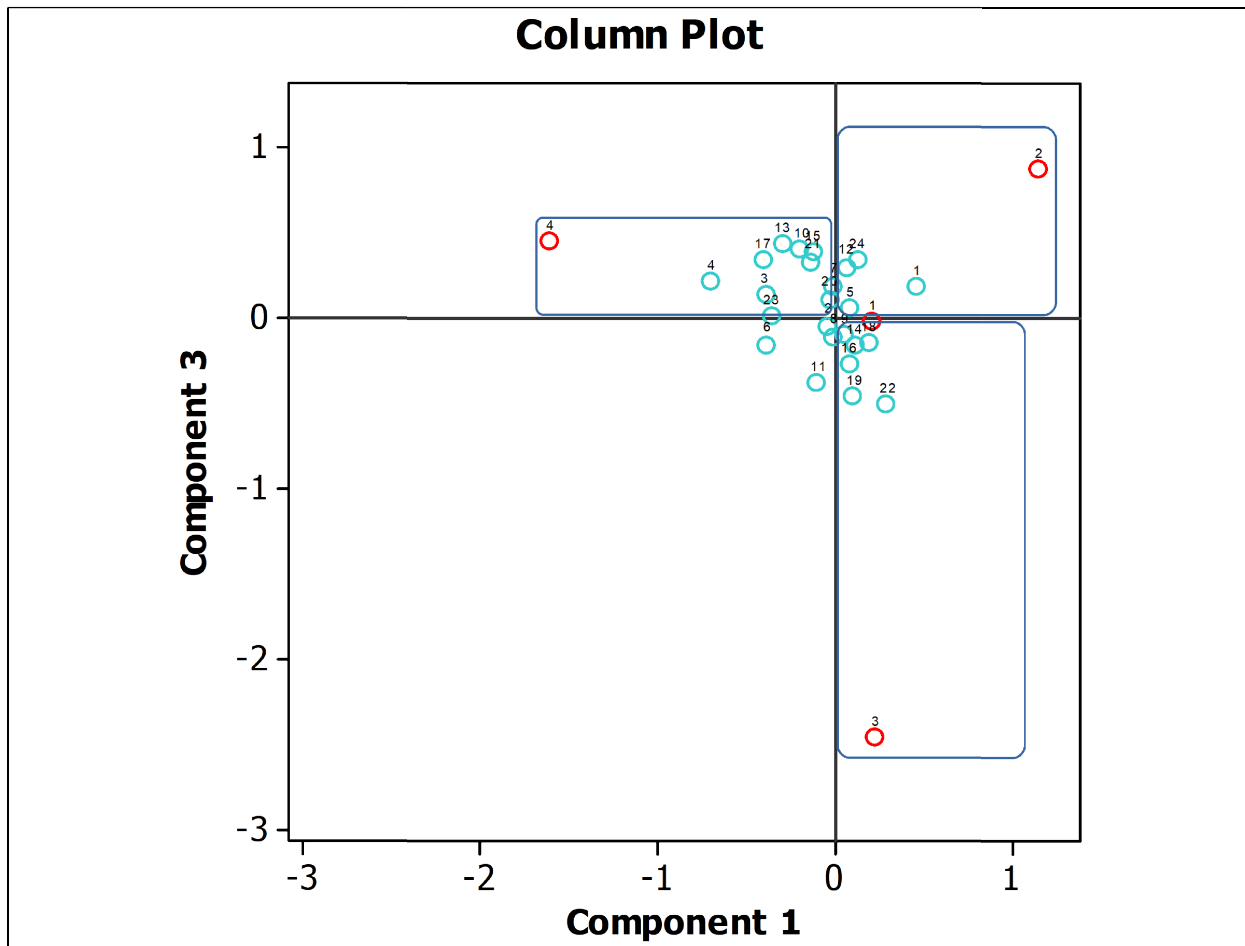


Figure 3 Components 1 and 3. MCA cross-border traffic in partners' countries

The crossing of components 1 and 3 gives us 4 quadrants. Each one, except the 3rd, associates the active variables with the corresponding illustrative variables having at least significance in one component:

- 1st quadrant: Observations with **medium-low cross-border traffic (2)** associated with:
 - Furniture seller (1)
 - No blog (12)
 - Traffic from paid search quartile 4 ($\geq 39,57\%$) (24)
- 2nd quadrant: Observations with **higher cross-border traffic (4)** associated with:
 - Department store (4)
 - No newsletter (10)
 - Advertising in mass media (13)
 - Sells abroad (15)
 - Multilingual website (17)

- Traffic from paid search
 - Quartile 1 (<0,82%) (21) or
 - Quartile 3 (>=11,28%;<39,57%) (23)
- 4th quadrant: Observations with **medium-high cross-border traffic (3)** associated with:
 - No advertising in mass media (14)
 - No sells abroad (16)
 - No multilingual website (18)
 - Multi locate sites (19)
 - Traffic from paid search quartile 2 (>=0,82%;<11,28%) (22)

The crossing of components 2 and 3 doesn't give us more significant information, so we miss it from this study.

4.2.3 Conclusions of cross-border traffic analysis in partners' countries

The results of the empirical analysis of the 48 observations (12 from each partners' country) show us the common characteristics of the e-commerce sites in the furniture industry, in the partners' countries, regarding the level of cross-border traffic.

Higher and medium-high cross-border traffic:

- Only furniture seller or a department store
- Online pure player
- Do advertising in mass media
- Sell abroad
- Have a multilingual website
- Have multi locate sites
- SEM strategy for traffic generation to the website

Surprisingly, this analysis concludes that the studied websites that have more cross-border traffic don't offer newsletter to their users. Giving a second check to the raw data, we can see that there is incoherence between the observations and the information given by Similarweb (www.similarweb.com) from where the sources of traffic of the analysed websites have been checked. 45% of them have informed that "they have not a newsletter", while Similarweb informs that they have traffic from emailing. It would be necessary to investigate once again whether or not these websites offer a newsletter to their users.

4.3 E-commerce practices in partners' countries

In this analysis we will consider as dependent variables those that are the result of good practices, taking into account good practices as the ones that drive an e-commerce to success in terms of sales. As sales are directly related to conversion (percent of visits that make a purchase) and conversion depends on traffic, dependent variables will be:

- Visits per month (VMQ1, VMQ2, VMQ3 and VMQ4)
- Visits duration (VDQ1, VDQ2, VDQ3 and VDQ4)
- Number of pages visited (PVQ1, PVQ2, PVQ3 and PVQ4)
- Bounce rate (BRQ1, BRQ2, BRQ3 and BRQ4)

In addition, as we are interested in obtaining best practices in cross-border e-commerce, we also must consider the following variables as dependent:

- Total cross-border traffic (TTCBQ1, TTCBQ2, TTCBQ3 and TTCBQ4)

The number of questions in the survey is very high (74). Moreover, in order to perform a MCA analysis, each variable has been converted in categorical: answers with “yes/no” values are dichotomical and numerical values have been classified in quartiles. As a result, the formatting process has created 189 categorical variables. In order to make a more interpretable analysis, we have segmented the analysis in 9 groups: 1) general infrastructure and site information 2) marketing tools, 3) helping tools, 4) General information about the site (basic risk reduction tools), 5) payment methods (basic risk reduction tools), 6) product sheet (basic risk reduction tools), 7) advanced risk reduction tools, 8) cross-border tools and 9) traffic sources.

Table 10 shows all above mentioned variables converted to categorical, assigning each observation to its quartile.

Table 10 E-commerce practices in partners' countries. Dependent Variables

Dependent variables	
Variable	Description
1.VMQ1	Visits month quartile 1 (<25.900)
2.VMQ2	Visits month quartile 2 (<58.200)
3.VMQ3	Visits month quartile 3 (<240.850)
4.VMQ4	Visits month quartile 4 (>=240.850)
5.VDQ1	Visit duration quartile 1 (<171,5)
6.VDQ2	Visit duration quartile 2 (<230,5)
7.VDQ3	Visit duration quartile 3 (<341)
8.VDQ4	Visit duration quartile 4 (>=341)
9.PVQ1	Pages visit quartile 1 (<4,0)
10.PVQ2	Pages visit quartile 2 (<5,5)
11.PVQ3	Pages visit quartile 3 (<7,7)
12.PVQ4	Pages visit quartile 4 (>=7,7)
13.BRQ1	Bounce rate quartile 1 (<26,6%)
14.BRQ2	Bounce rate quartile 2 (<34,0%)
15.BRQ3	Bounce rate quartile 3 (<42,8%)
16.BRQ4	Bounce rate quartile 4 (>=42,8%)
17.TTCBQ1	Total traffic cross-border quartile 1 (<5,15%)
18.TTCBQ2	Total traffic cross-border quartile 2 (<9,07%)
19.TTCBQ3	Total traffic cross-border quartile 3 (<16,76%)
20.TTCBQ4	Total traffic cross-border quartile 4 (>=16,76%)

The multiple correspondences analysis shows us 15 components representing 100% of the variability. We will do this analysis taking into account only the three first components, representing the 41,42% of the variability. This could seem a poor representation but it is an usual characteristic of MCA.

Table 11 MCA e-commerce practices in partners' countries (dependent variables) – Analysis results

Axis	Inertia	Proportion	Cumulative	Histogram
1	0,4840	0,1613	0,1613	*****
2	0,4114	0,1371	0,2985	*****
3	0,3472	0,1157	0,4142	*****
4	0,3115	0,1038	0,5180	*****
5	0,2525	0,0842	0,6022	*****
6	0,2357	0,0786	0,6808	*****
7	0,2040	0,0680	0,7488	*****
8	0,1818	0,0606	0,8094	*****
9	0,1341	0,0447	0,8541	*****
10	0,1312	0,0437	0,8978	*****
11	0,1051	0,0350	0,9328	*****
12	0,0701	0,0234	0,9562	****
13	0,0618	0,0206	0,9768	***
14	0,0492	0,0164	0,9932	**
15	0,0203	0,0068	1,0000	*

Total													3,0000		
Column Contributions															
ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3				
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr		
1	Column1	0,341	0,058	0,047	-0,391	0,063	0,018	-0,735	0,222	0,077	0,369	0,056	0,023		
2	Column2	0,566	0,063	0,046	-0,132	0,008	0,002	0,163	0,012	0,004	-1,096	0,546	0,216		
3	Column3	0,464	0,046	0,051	-0,229	0,016	0,005	0,917	0,250	0,094	0,817	0,198	0,088		
4	Column4	0,342	0,033	0,056	1,245	0,310	0,107	-0,280	0,016	0,006	0,285	0,016	0,008		
5	Column5	0,830	0,067	0,044	-0,876	0,383	0,106	-0,944	0,445	0,144	0,053	0,001	0,001		
6	Column6	0,516	0,050	0,050	-0,295	0,029	0,009	1,055	0,371	0,135	0,589	0,116	0,050		
7	Column7	0,469	0,037	0,054	0,056	0,001	0,000	0,837	0,162	0,064	-1,152	0,306	0,143		
8	Column8	0,793	0,046	0,051	1,550	0,714	0,227	-0,463	0,064	0,024	0,222	0,015	0,006		
9	Column9	0,638	0,063	0,046	-0,937	0,399	0,113	-0,701	0,223	0,075	0,183	0,015	0,006		
10	Column10	0,475	0,054	0,049	-0,126	0,006	0,002	1,084	0,437	0,155	0,295	0,032	0,014		
11	Column11	0,292	0,054	0,049	0,236	0,021	0,006	0,019	0,000	0,000	-0,855	0,271	0,114		
12	Column12	0,678	0,029	0,057	1,803	0,555	0,196	-0,547	0,051	0,021	0,647	0,072	0,035		
13	Column13	0,433	0,046	0,051	1,057	0,332	0,106	0,055	0,001	0,000	-0,578	0,099	0,044		
14	Column14	0,264	0,025	0,058	0,464	0,031	0,011	-0,960	0,132	0,056	0,841	0,101	0,051		
15	Column15	0,026	0,063	0,046	-0,163	0,012	0,003	0,046	0,001	0,000	-0,166	0,013	0,005		
16	Column16	0,348	0,067	0,044	-0,749	0,280	0,077	0,279	0,039	0,013	0,238	0,028	0,011		
17	Column17	0,181	0,075	0,042	0,102	0,006	0,002	0,536	0,172	0,052	-0,069	0,003	0,001		
18	Column18	0,043	0,050	0,050	-0,022	0,000	0,000	-0,273	0,025	0,009	-0,233	0,018	0,008		
19	Column19	0,336	0,025	0,058	-0,400	0,023	0,008	-1,079	0,166	0,071	-1,013	0,147	0,074		
20	Column20	0,239	0,050	0,050	0,069	0,002	0,000	0,008	0,000	0,000	0,843	0,237	0,102		

Table 12 summarizes the variables distribution in the positive and negative areas of each one of the three first components.

Table 12 MCA e-commerce practices in partners' countries - Active variables

Active variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
4.VMQ4 Visits month quartile 4 (>=240,850)	1.VMQ1 Visits month quartile 1 (<25,900)	2.VMQ2 Visits month quartile 2 (<58,200)	1.VMQ1 Visits month quartile 1 (<25,900)	1.VMQ1 Visits month quartile 1 (<25,900)	2.VMQ2 Visits month quartile 2 (<58,200)
	2.VMQ2 Visits month quartile 2 (<58,200)	3.VMQ3 Visits month quartile 3 (<240,850)		3.VMQ3 Visits month quartile 3 (<240,850)	
	3.VMQ3 Visits month quartile 3 (<240,850)	4.VMQ4 Visits month quartile 4 (>=240,850)		4.VMQ4 Visits month quartile 4 (>=240,850)	
7.VDQ3-Visit duration quartile 3 (<341)	5.VDQ1-Visit duration quartile 1 (<171,5)	6.VDQ2-Visit duration quartile 2 (<230,5)	5.VDQ1-Visit duration quartile 1 (<171,5)	5.VDQ1-Visit duration quartile 1 (<171,5)	7.VDQ3-Visit duration quartile 3 (<341)
8.VDQ4-Visit duration quartile 4 (>=341)	6.VDQ2-Visit duration quartile 2 (<230,5)	7.VDQ3-Visit duration quartile 3 (<341)	8.VDQ4-Visit duration quartile 4 (>=341)	6.VDQ2-Visit duration quartile 2 (<230,5)	8.VDQ4-Visit duration quartile 4 (>=341)
11.PVQ3-Pages visit quartile 3 (<7,7)	9.PVQ1-Pages visit quartile 1 (<4,0)	10.PVQ2-Pages visit quartile 2 (<5,5)	9.PVQ1-Pages visit quartile 1 (<4,0)	9.PVQ1-Pages visit quartile 1 (<4,0)	11.PVQ3-Pages visit quartile 3 (<7,7)
12.PVQ4-Pages visit quartile 4 (>=7,7)	10.PVQ2-Pages visit quartile 2 (<5,5)	11.PVQ3-Pages visit quartile 3 (<7,7)	12.PVQ4-Pages visit quartile 4 (>=7,7)	10.PVQ2-Pages visit quartile 2 (<5,5)	12.PVQ4-Pages visit quartile 4 (>=7,7)
13.BRQ1-Bounce rate quartile 1 (<26,6%)	16.BRQ4-Bounce rate quartile 4 (>=42,8%)	13.BRQ1-Bounce rate quartile 1 (<26,6%)	14.BRQ2-Bounce rate quartile 2 (<34,0%)	14.BRQ2-Bounce rate quartile 2 (<34,0%)	13.BRQ1-Bounce rate quartile 1 (<26,6%)
14.BRQ2-Bounce rate quartile 2 (<34,0%)		16.BRQ4-Bounce rate quartile 4 (>=42,8%)	15.BRQ3-Bounce rate quartile 3 (<42,8%)	15.BRQ3-Bounce rate quartile 3 (<42,8%)	
15.BRQ3-Bounce rate quartile 3 (<42,8%)			16.BRQ4-Bounce rate quartile 4 (>=42,8%)	16.BRQ4-Bounce rate quartile 4 (>=42,8%)	
17.TTCBQ1-Total traffic cross-border quartile 1 (<5,15%)	18.TTCBQ2-Total traffic cross-border quartile 2 (<9,07%)	17.TTCBQ1-Total traffic cross-border quartile 1 (<5,15%)	18.TTCBQ2-Total traffic cross-border quartile 2 (<9,07%)	20.TTCBQ4-Total traffic cross-border quartile 4 (>=16,76%)	17.TTCBQ1-Total traffic cross-border quartile 1 (<5,15%)
20.TTCBQ4-Total traffic cross-border quartile 4 (>=16,76%)	19.TTCBQ3-Total traffic cross-border quartile 3 (<16,76%)	20.TTCBQ4-Total traffic cross-border quartile 4 (>=16,76%)	19.TTCBQ3-Total traffic cross-border quartile 3 (<16,76%)		18.TTCBQ2-Total traffic cross-border quartile 2 (<9,07%)
					19.TTCBQ3-Total traffic cross-border quartile 3 (<16,76%)

* Red color: no significant or not enough contribution to the component formation

Meaning of components by dependent variables

Component 1 separates in the positive area the observations with higher traffic to the site (VMQ4), higher visits duration (VDQ4), higher number of pages visited (PVQ4) and lower bounce rates (BRQ1),

while the negative area represents the observations with lower visits duration (VDQ1), lower number of pages visited (PVQ1) and higher bounce rates (BRQ4)

Component 2 separates in the positive area the observations with medium-high traffic to the site (VMQ3), medium visits duration (VDQ2 & VDQ3), low-medium number of pages visited (PVQ2) and lower cross-border traffic (TTCBQ1), while the negative area represents the observations with lower traffic to the site (VMQ1), lower and higher visits duration (VDQ1 & VDQ4) lower and higher number of pages visited (PVQ1 & PVQ4), low-medium bounce rates (BRQ2) and medium-high cross-border traffic (TTCBQ3).

Component 3 separates in the positive area the observations with lower and medium-high traffic to the site (VMQ1 & VMQ3), low-medium visits duration (VDQ2), higher number of pages visited (PVQ4), medium-low bounce rates (BRQ2) and higher cross-border traffic (TTCBQ4), from the observations in the negative area representing medium-low traffic to the site (VMQ2), medium-high visits duration (VDQ3), medium-high number of pages visited (PVQ3), lower bounce rates (BRQ1) and medium-high cross-border traffic (TTCBQ3).

4.3.1 Analysis on General infrastructure and site information

We consider general infrastructure variables, those that have anything to do with the structure and organization of the site, mainly the ones related to technical aspects. Site information variables are those related to the type of seller. Variables considered in this group are related to questions in the sections 2 and 3.1 in the questionnaire.

Table 13 E-commerce practices in partners' countries. Independent Variables (general infrastructure and site information)

Independent variables	
Variable	Description
1.TE_F	Furniture
2.TE_HF	Home furnishings/decoration
3.TE_M	Marketplace
4.TE_DS	Department store
5.NFM	Not furniture manufacturer
6.FM	Furniture manufacturer
7.ToS_PP	Pure player (the company sells only online)
8.ToS_B&C	Brick and click (the company sells online and has physical stores)
9.MMORY	Main menu organized room yes
10.MMORN	Main menu organized room no
11.MMOPY	Main menu organized product yes
12.MMOPN	Main menu organized product no
13.OSBY	Outstanding search bar yes
14.OSBN	Outstanding search bar no
15.FWSY	Full width slider yes
16.FWSN	Full width slider no
17.MMTY	Main menu top yes
18.MMTN	Main menu top no
19.SBTY	Search bar top yes
20.SBTN	Search bar top no
21.AVCY	Always visible cart yes
22.AVCN	Always visible cart no
23.RY	Responsive yes
24.RN	Responsive no

Multiple correspondences analysis with these variables is not significant. None of the independent variables shows the minimum significance and doesn't drive us to any conclusion.

4.3.2 Analysis on marketing tools

We consider marketing tools, those that help the site to generate traffic and encourage users to make purchases. The variables considered in this group are related to questions in the section 3.5 in the questionnaire.

Table 14 E-commerce practices in partners' countries. Independent Variables (marketing tools)

Independent variables	
Variable	Description
1.FS	Free shipping
2.NFS	Not free shipping
3.FSUCC	Free shipping under certain conditions
4.FLSY	Flash sales yes
5.FLSN	Flash sales no
6.FPMY	Featured products menu yes
7.FPMN	Featured products menu no
8.OSY	Outlet section yes
9.OSN	Outlet section no
10.CUPY	Coupons yes
11.CUPN	Coupons no
12.FRY	Friends reward yes
13.FRN	Friends reward no
14.VECFY	Visible email collecting form yes
15.VECFN	Visible email collecting form no
16.MGPY	Minimum guaranteed price yes
17.MGPN	Minimum guaranteed price no
18.NWSY	Newsletter yes
19.NWSN	Newsletter no
20.BY	Blog yes
21.BN	Blog no
22.MSSY	Mass yes
23.MSSN	Mass no

The multiple correspondences analysis for the active variables shows us the same results that in the section 2.3, so in this point we only will show the results in the illustrative variables.

Table 15 MCA e-commerce practices in partners' countries (marketing tools) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT													
Supplementary Columns													
ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,022	0,013	0,063	0,323	0,007	0,003	0,428	0,012	0,006	-0,213	0,003	0,002
2	Supcol2	0,084	0,071	0,043	0,281	0,043	0,012	0,101	0,006	0,002	0,254	0,035	0,013
3	Supcol3	0,099	0,117	0,028	-0,205	0,059	0,010	-0,107	0,016	0,003	-0,132	0,024	0,006
4	Supcol4	0,082	0,075	0,042	0,283	0,048	0,012	-0,075	0,003	0,001	0,227	0,031	0,011
5	Supcol5	0,082	0,125	0,025	-0,170	0,048	0,007	0,045	0,003	0,001	-0,136	0,031	0,007
6	Supcol6	0,153	0,121	0,026	0,238	0,086	0,014	-0,193	0,057	0,011	-0,081	0,010	0,002
7	Supcol7	0,153	0,079	0,040	-0,363	0,086	0,022	0,294	0,057	0,017	0,124	0,010	0,004
8	Supcol8	0,033	0,083	0,039	0,032	0,001	0,000	0,189	0,025	0,007	-0,095	0,006	0,002
9	Supcol9	0,033	0,117	0,028	-0,023	0,001	0,000	-0,135	0,025	0,005	0,068	0,006	0,002
10	Supcol10	0,023	0,063	0,046	-0,138	0,009	0,002	0,179	0,015	0,005	-0,004	0,000	0,000
11	Supcol11	0,023	0,138	0,021	0,063	0,009	0,001	-0,081	0,015	0,002	0,002	0,000	0,000
12	Supcol12	0,039	0,033	0,056	-0,345	0,024	0,008	-0,162	0,005	0,002	-0,221	0,010	0,005
13	Supcol13	0,039	0,167	0,011	0,069	0,024	0,002	0,032	0,005	0,000	0,044	0,010	0,001
14	Supcol14	0,097	0,163	0,013	0,061	0,016	0,001	-0,104	0,047	0,004	-0,089	0,034	0,004
15	Supcol15	0,097	0,037	0,054	-0,262	0,016	0,005	0,450	0,047	0,018	0,384	0,034	0,016
16	Supcol16	0,020	0,037	0,054	0,171	0,007	0,002	-0,006	0,000	0,000	0,238	0,013	0,006
17	Supcol17	0,020	0,163	0,013	-0,039	0,007	0,001	0,001	0,000	0,000	-0,055	0,013	0,001
18	Supcol18	0,071	0,154	0,015	-0,054	0,010	0,001	-0,045	0,007	0,001	-0,127	0,054	0,007
19	Supcol19	0,071	0,046	0,051	0,182	0,010	0,003	0,152	0,007	0,003	0,426	0,054	0,024
20	Supcol20	0,084	0,083	0,039	-0,240	0,041	0,010	-0,179	0,023	0,007	-0,168	0,020	0,007
21	Supcol21	0,084	0,117	0,028	0,171	0,041	0,007	0,128	0,023	0,005	0,120	0,020	0,005
22	Supcol22	0,294	0,058	0,047	0,672	0,186	0,054	0,096	0,004	0,001	0,504	0,104	0,043
23	Supcol23	0,294	0,142	0,019	-0,277	0,186	0,022	-0,039	0,004	0,001	-0,207	0,104	0,018

Table 16 MCA e-commerce practices in partners' countries. Illustrative variables (marketing tools)

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
1.FS-Free shipping 2.NFS-Not free shipping No	3.FSUCC-Free shipping under certain conditions	1.FS.Free shipping 2.NFS-Not free shipping No	3.FSUCC-Free shipping under certain conditions	2.NFS-Not free shipping No	1.FS.Free shipping 3.FSUCC-Free shipping under certain conditions
4.FLSY-Flash sales yes	5.FLSN-Flash sales no	5.FLSN-Flash sales no	4.FLSY-Flash sales yes	4.FLSY-Flash sales yes	5.FLSN-Flash sales no
6.FPMY-Featured products menu yes	7.FPMN-Featured products menu no	7.FPMN-Featured products menu no	6.FPMY-Featured products menu yes	7.FPMN-Featured products menu no	6.FPMY-Featured products menu yes
8.OSY-Outlet section yes	9.OSN-Outlet section no	8.OSY-Outlet section yes	9.OSN-Outlet section no	9.OSN-Outlet section no	8.OSY-Outlet section yes
11.CUPN-Coupons no	10.CUPY-Coupons yes	10.CUPY-Coupons yes	11.CUPN-Coupons no	11.CUPN-Coupons no	10.CUPY-Coupons yes
13.FRN-Friends reward no	12.FRY-Friends reward yes	13.FRN-Friends reward no	12.FRY-Friends reward yes	13.FRN-Friends reward no	12.FRY-Friends reward yes
14.VECFY-Visible email collecting form yes	15.VECFN-Visible email collecting form no	15.VECFN-Visible email collecting form no	14.VECFY-Visible email collecting form yes	15.VECFN-Visible email collecting form no	14.VECFY-Visible email collecting form yes
16.MGPY-Minimum guaranteed price yes	17.MGPN-Minimum guaranteed price no	17.MGPN-Minimum guaranteed price no	16.MGPY-Minimum guaranteed price yes	16.MGPY-Minimum guaranteed price yes	17.MGPN-Minimum guaranteed price no
19.NWSN-Newsletter no	18.NWSY-Newsletter yes	19.NWSN-Newsletter no	18.NWSY-Newsletter yes	19.NWSN-Newsletter no	18.NWSY-Newsletter yes
21.BN-Blog no	20.BY-Blog yes	21.BN-Blog no	20.BY-Blog yes	21.BN-Blog no	20.BY-Blog yes
22.MSSY-Mass yes	23.MSSN-Mass no	22.MSSY-Mass yes	23.MSSN-Mass no	22.MSSY-Mass yes	23.MSSN-Mass no

* **Red color:** no significant or not enough contribution to the component formation

As you can see, Table 16 shows us poor significant information about marketing tools used in the analysed e-commerces from the partners' countries. In fact, none of the variables in the component 2 shows enough significance in terms of contribution to the axis formation. So we focus this analysis in components 1 & 3.

The crossing of components 1 and 3 gives us 3 of 4 quadrants with independent variables associated to dependent variables. The below graphical representation includes just the variables having at least significance in one component:

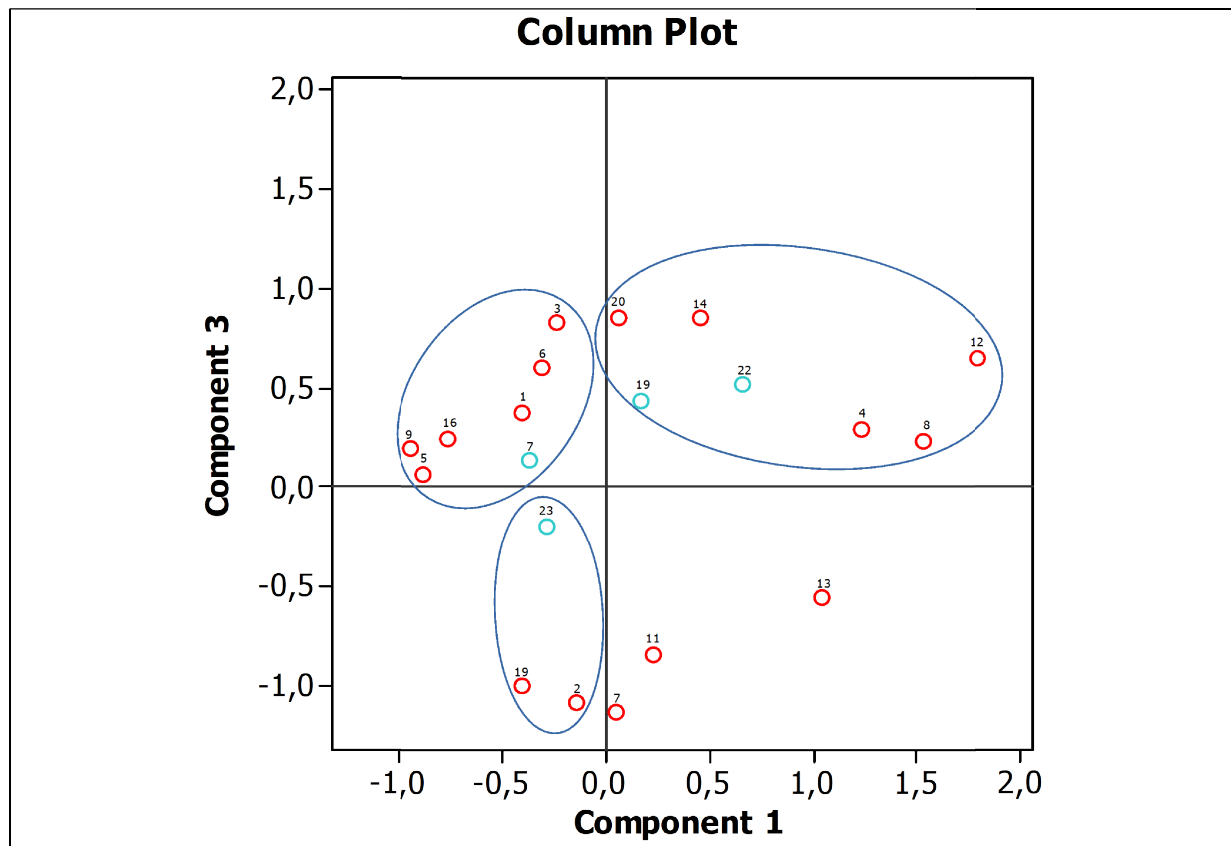


Figure 4 Components 1 and 3. MCA marketing tools in partners' countries

Interpretation:

- **1st quadrant:** Observations with higher traffic (4), higher visits duration (8), higher number of pages visited (12), medium-low bounce rates (14) and higher cross-border traffic (20) associated with:
 - Doesn't have a newsletter (19)
 - Advertising in mass media (22)
- **2nd quadrant:** Observations with lower and medium-high traffic (1 & 3), lower and medium-low visits duration (5 & 6), lower number of pages visited (9) and higher bounce rates (16) associated with:
 - Doesn't have featured products in the main menu (7)
- **3rd quadrant:** Observations with medium-low traffic (2) and medium-high cross-border traffic (19) associated with:
 - No mass media advertisings (23)

Conclusions of marketing tools used in partners' countries

The results show us the common characteristics of the e-commerce sites in the furniture industry, in the partners' countries, regarding the level of cross-border traffic. Crossing of components 1 and 3 give us more information because the component 2 doesn't have independent variables with enough significance in the axis formation, although we can't avoid the crossing of components 1 and 2.

So in this analysis we can conclude that e-commerce retailers in partners' countries with higher cross-border traffic **advertise in mass media**. That also allows them to gather higher traffic, lower bounce rates, higher number of pages visited and higher visits duration.

Surprisingly, like in other sections in this study, this analysis concludes that websites studied that have more cross-border traffic, don't offer newsletter to their users. So it would be necessary to investigate once again whether or not these websites offer a newsletter to their users.

4.3.3 Analysis on helping tools

We consider helping tools, those that help the site to make easier the products search and select processes, especially important in the case of furniture and home interiors. An inexperienced consumer usually assesses products by comparing them with other similar, gathering and studying available information in the product sheets and coming back to previously checked products in order to check again their characteristics and compare that with those of other products. Variables considered in this group are related to questions in the section 3.2 in the questionnaire.

Table 17 E-commerce practices in partners' countries. Independent Variables (helping tools)

Independent variables	
Variable	Description
1.SFPY	Save favourite products yes
2.SFPN	Save favourite products no
3.MFY	Multiple filters yes
4.MFN	Multiple filters no
5.RPY	Related products yes
6.RPN	Related products no
7.PCSY	Products classified style yes
8.PCSN	Products classified style no
9.CPTY	Comparing products tool yes

Independent variables	
Variable	Description
10.CPTN	Comparing products tool no
11.PSHY	Products seen historical yes
12.PSHN	Products seen historical no

The multiple correspondences analysis for the active variables shows us the same results that in the section 2.3, so in this point we will show only the results in the illustrative variables.

Table 18 MCA e-commerce practices in partners' countries (helping tools) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT													
Supplementary Columns													
ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,031	0,104	0,032	0,135	0,020	0,004	-0,103	0,011	0,003	-0,003	0,000	0,000
2	Supcol2	0,031	0,096	0,035	-0,147	0,020	0,004	0,112	0,011	0,003	0,004	0,000	0,000
3	Supcol3	0,060	0,096	0,035	0,001	0,000	0,000	0,170	0,027	0,007	0,189	0,033	0,010
4	Supcol4	0,060	0,104	0,032	-0,000	0,000	0,000	-0,157	0,027	0,006	-0,174	0,033	0,009
5	Supcol5	0,020	0,158	0,014	-0,046	0,008	0,001	0,044	0,007	0,001	-0,034	0,004	0,001
6	Supcol6	0,020	0,042	0,053	0,176	0,008	0,003	-0,167	0,007	0,003	0,128	0,004	0,002
7	Supcol7	0,074	0,042	0,053	0,363	0,035	0,011	-0,004	0,000	0,000	0,386	0,039	0,018
8	Supcol8	0,074	0,158	0,014	-0,096	0,035	0,003	0,001	0,000	0,000	-0,102	0,039	0,005
9	Supcol9	0,138	0,029	0,057	-0,620	0,066	0,023	-0,234	0,009	0,004	-0,606	0,063	0,031
10	Supcol10	0,138	0,171	0,010	0,106	0,066	0,004	0,040	0,009	0,001	0,103	0,063	0,005
11	Supcol11	0,069	0,042	0,053	0,412	0,045	0,015	0,134	0,005	0,002	-0,270	0,019	0,009
12	Supcol12	0,069	0,158	0,014	-0,108	0,045	0,004	-0,035	0,005	0,000	0,071	0,019	0,002

Table 19 MCA e-commerce practices in partners' countries. Illustrative variables (helping tools)

Illustrative variables									
Component 1		Component 2				Component 3			
Positive area	Negative area	Positive area		Negative area		Positive area		Negative area	
1.SFPY-Save favorite products yes	2.SFPN-Save favorite products no	2.SFPN-Save favorite products no	3.MFY-Multiple filters yes	4.MFN-Multiple filters no	1.SFPY-Save favorite products yes	3.MFY-Multiple filters no	2.SFPN-Save favorite products no	4.MFN-Multiple filters no	1.SFPY-Save favorite products yes
3.MFY-Multiple filters yes	4.MFN-Multiple filters no	3.MFY-Multiple filters yes	6.RPN-Related products no	5.RPY-Related products yes	4.MFN-Multiple filters no	6.RPN-Related products no	5.RPY-Related products yes	6.RPN-Related products no	5.RPY-Related products yes
6.RPN-Related products no	5.RPY-Related products yes	5.RPY-Related products yes	7.PCSY-Products classified style yes	8.PCSN-Products classified style no	6.RPN-Related products no	7.PCSY-Products classified style yes	8.PCSN-Products classified style no	7.PCSY-Products classified style yes	8.PCSN-Products classified style no
7.PCSY-Products classified style yes	8.PCSN-Products classified style no	8.PCSN-Products classified style no	10.CPTN-Comparing products tool no	9.CPTY-Comparing products tool yes	7.PCSY-Products classified style yes	10.CPTN-Comparing products tool no	9.CPTY-Comparing products tool yes	10.CPTN-Comparing products tool no	9.CPTY-Comparing products tool yes
10.CPTN-Comparing products tool no	9.CPTY-Comparing products tool yes	10.CPTN-Comparing products tool no	11.PSHY-Products seen historical yes	12.PSHN-Products seen historical no	9.CPTY-Comparing products tool yes	11.PSHY-Products seen historical yes	12.PSHN-Products seen historical no	11.PSHY-Products seen historical yes	12.PSHN-Products seen historical no

* **Red color**: no significant or not enough contribution to the component formation

As you can see, Table 19 shows us poor significant information about helping tools used in the e-commerces analysed from the partners' countries. In fact, like in previous analysis, none of the variables in the component 2 shows enough significance in terms of contribution to the axis formation. So we focus this analysis in components 1 & 3.

The crossing of components 1 and 3 gives us only 1 of 4 quadrants with independent variables associated to dependent variables. The below graphical representation includes only the variables that are significant at least in one component:

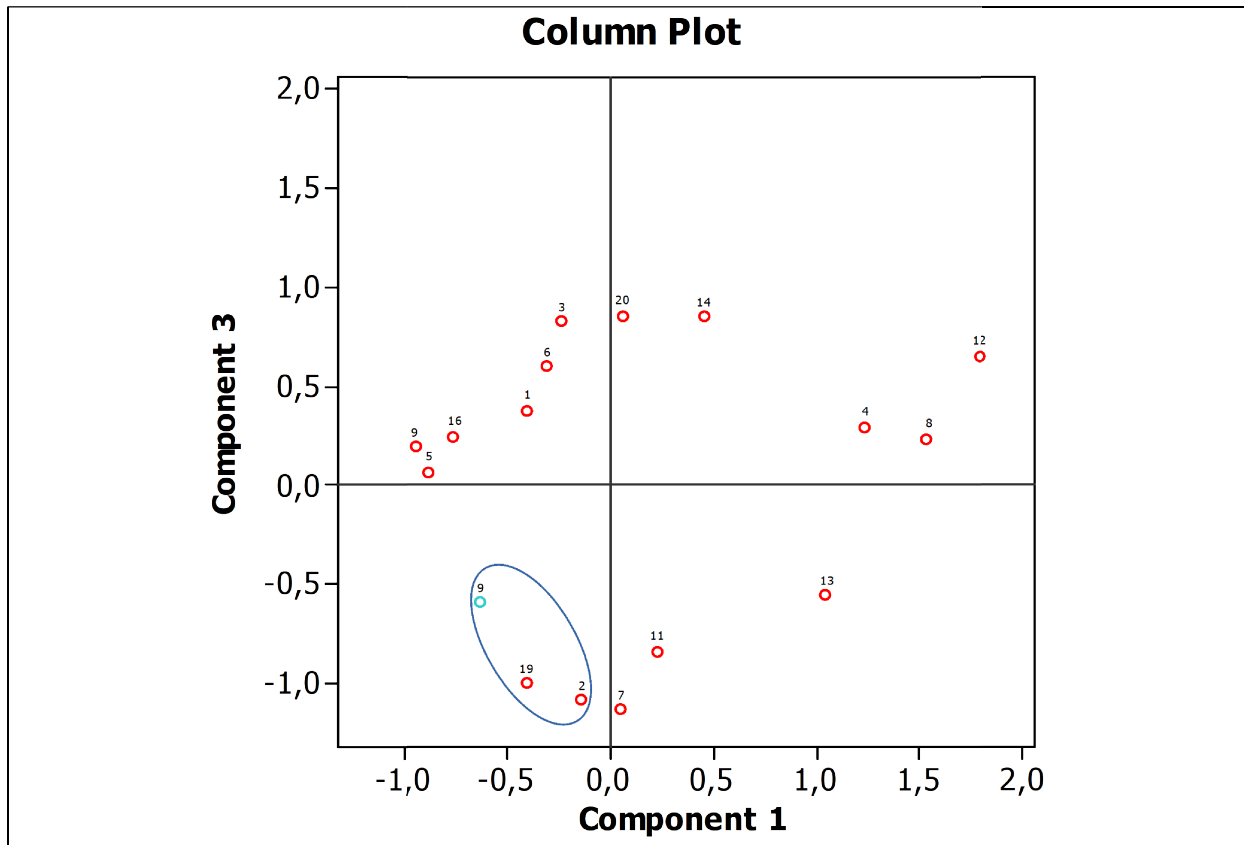


Figure 5 Component 1 and 3. MCA helping tools in partners' countries

Interpretation:

- **3rd quadrant:** Observations with medium-low traffic (2) and medium-high cross-border traffic (19) associated with:
 - Comparing products tool (9)

Conclusions of helping tools used in partners' countries

Crossing of components 1 and 3 give us more information because the component 2 doesn't have independent variables with enough significance in the axis formation.

So in this analysis we can conclude that e-commerce retailers in partners' countries with medium-high cross-border traffic and medium-low traffic have **comparing products tools**.

4.3.4 Analysis on general information about the site

General information about the site is considered "basic risk reduction tools", information about the brand, returning and complaining policy, guarantees, etc. help online consumers to make easier purchasing decisions. Risk reduction is an important topic especially in the case of furniture and home interiors because consumers are not able to touch, try and therefore assess the product before purchasing. Variables considered in this group are related to questions in the section 3.3 in the questionnaire.

Table 20 E-commerce practices in partners' countries. Independent Variables (general information about the site)

Independent variables	
Variable	Description
1.BIY	Brands info yes
2.BIN	Brands info no
3.RPIY	Return Policy Info yes
4.RPIN	Return Policy Info no
5.CFY	Complain form yes
6.CFN	Complain form no
7.Q&ASY	Questions and answers section yes
8.Q&ASN	Questions and answers section no
9.GY	Guarantee yes
10.GN	Guarantee no
11.ASY	Assembling service yes
12.ASN	Assembling service no
13.PAY	Personal advice yes
14.PAN	Personal advice no
15.FAQY	FAQ yes
16.FAQN	FAQ no
17.PSY	Product samples yes
18.PSN	Product samples no

The multiple correspondences analysis for the active variables shows us the same results that in section 2.3.2, so in this point we only will show the results in the illustrative variables.

Table 21 MCA e-commerce practices in partners' countries. Illustrative variables (general information about the site)

Illustrative variables					
Component 1		Component 2		Component 3	
	Negative area	Positive area	Negative area	Positive area	Negative area
1.BIY-Brands info yes	2.BIN-Brands info no	2.BIN-Brands info no	1.BIY-Brands info yes	1.BIY-Brands info yes	2.BIN-Brands info no
3.RPIY-Return Policy Info yes	4.RPIN-Return Policy Info no	3.RPIY-Return Policy Info yes	4.RPIN-Return Policy Info no	3.RPIY-Return Policy Info yes	4.RPIN-Return Policy Info no
6.CFN-Complain form no	5.CFY-Complain form yes	5.CFY-Complain form yes	6.CFN-Complain form no	5.CFY-Complain form yes	6.CFN-Complain form no
7.Q&ASY-Questions and answers section yes	8.Q&ASN-Questions and answers section no	8.Q&ASN-Questions and answers section no	7.Q&ASY-Questions and answers section yes	7.Q&ASY-Questions and answers section yes	8.Q&ASN-Questions and answers section no
10.GN-Guarantee no	9.GY-Guarantee yes	9.GY-Guarantee yes	10.GN-Guarantee no	9.GY-Guarantee yes	10.GN-Guarantee no
11.ASY-Assembling service yes	12.ASN-Assembling service no	11.ASY-Assembling service yes	12.ASN-Assembling service no	11.ASY-Assembling service yes	12.ASN-Assembling service no
14.PAN-Personal advice no	13.PAY-Personal advice yes	13.PAY-Personal advice yes	14.PAN-Personal advice no	13.PAY-Personal advice yes	14.PAN-Personal advice no
15.FAQY-FAQ yes	16.FAQN-FAQ no	15.FAQY-FAQ yes	16.FAQN-FAQ no	16.FAQN-FAQ no	15.FAQY-FAQ yes
18.PSN-Product samples no	17.PSY-Product samples yes	17.PSY-Product samples yes	18.PSN-Product samples no	18.PSN-Product samples no	17.PSY-Product samples yes

* *Red color*: no significant or not enough contribution to the component formation

As you can see, Table 21 shows us also poor significant information about relations among active and illustrative variables related to general information about the site in the e-commerces analysed from the partners' countries. In fact, none of the variables in component 2 and component 3 show enough significance in terms of contribution to the axis formation. So we focus this analysis in components 1 & 2.

The crossing of components 1 and 2 gives us only 1 of 4 quadrants with independent variables associated to dependent variables. The below graphical representation includes just the variables having at least significance in one component:

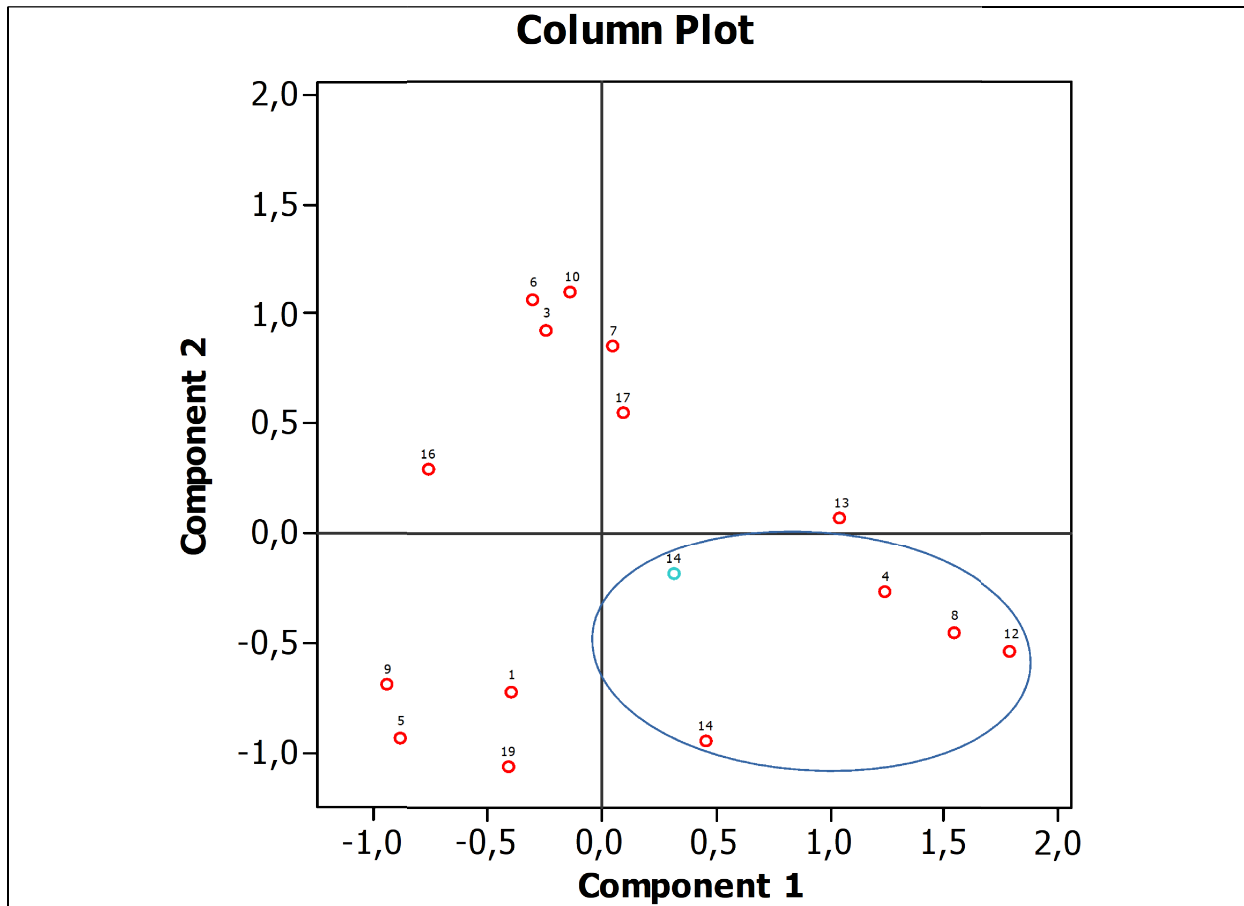


Figure 6 Components 1 and 2. MCA general information about the site in partners' countries

Interpretation:

- **4th quadrant:** Observations with higher traffic (4), higher visits duration (8), higher number of pages visited (12) and medium-low bounce rates (14) associated with:
 - No personal advice (14)

Conclusions of general information about the site in partners' countries

Although crossing of components 1 and 2 give us poor information because the component 2 and component 3 don't have independent variables with enough significance in the axis formation, we have performed this graphical representation because component 2 has three variables near to be significant (not incorporated into the figure) while component 3 has only one.

So with this analysis we can conclude that e-commerce retailers analysed in partners' countries with higher traffic, with higher visits duration with higher number of pages visited and medium-low bounce rates, give **automated support** to consumer rather than personal advice. We have to take into account this conclusion **do not include cross-border traffic**.

4.3.5 Analysis on payment methods

Some payment methods are considered "basic risk reduction tools", offering financial, cash on delivery (CoD) and secure payment, etc. help online consumers to reduce the perception of risk which is a relevant topic especially in the case of furniture and home interiors because consumers

are not able to touch, try and therefore assess the product before purchasing. Variables considered in this group are related to questions in the section 3.3 in the questionnaire.

Table 22 -commerce practices in partners' countries. Independent Variables (payment methods)

Independent variables	
Variable	Description
1.SPY	Secure payment yes
2.SPN	Secure payment no
3.CODY	Cash on delivery yes
4.CODN	Cash on delivery no
5.FY	Financing yes
6.FN	Financing no

The multiple correspondences analysis for the active variables shows us the same results that in the section 2.3.2, so in this point we will only show the results in the illustrative variables.

Table 23 MCA e-commerce practices in partners' countries (payment methods) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT													
Supplementary Columns													
ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,011	0,183	0,006	-0,030	0,010	0,000	0,010	0,001	0,000	0,000	0,000	0,000
2	Supcol2	0,011	0,017	0,061	-0,335	0,010	0,004	-0,115	0,001	0,001	-0,003	0,000	0,000
3	Supcol3	0,164	0,113	0,029	-0,307	0,121	0,022	0,180	0,042	0,009	0,031	0,001	0,000
4	Supcol4	0,164	0,087	0,038	-0,394	0,121	0,028	-0,232	0,042	0,011	-0,040	0,001	0,000
5	Supcol5	0,053	0,100	0,033	-0,097	0,009	0,002	-0,096	0,009	0,002	-0,185	0,034	0,010
6	Supcol6	0,053	0,100	0,033	0,097	0,009	0,002	0,096	0,009	0,002	0,185	0,034	0,010

Table 24 MCA e-commerce practices in partners' countries. Illustrative variables (payment methods)

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
2.SPN-Secure payment no	1.SPY-Secure payment yes	1.SPY-Secure payment yes	2.SPN-Secure payment no	1.SPY-Secure payment yes	2.SPN-Secure payment no
4.CODN-Cash on delivery no	3.CODY-Cash on delivery yes	3.CODY-Cash on delivery yes	3.CODY-Cash on delivery yes	3.CODY-Cash on delivery yes	4.CODN-Cash on delivery no
6.FN-Financing no	5.FY-Financing yes	6.FN-Financing no	5.FY-Financing yes	6.FN-Financing no	5.FY-Financing yes

* **Red color:** no significant or not enough contribution to the component formation

As you can see, Table 24 shows us also poor significant information about relations among active and illustrative variables related to payment methods in the e-commerces analysed from the partners' countries. In fact, none of the variables in component 2 and component 3 show enough significance in terms of contribution to the axis formation. So we focus this analysis in components 1 & 2 that represent more variability.

The crossing of components 1 and 2 gives us only 2 of 4 quadrants with independent variables associated to dependent variables. The below graphical representation includes just the variables having at least significance in one component:

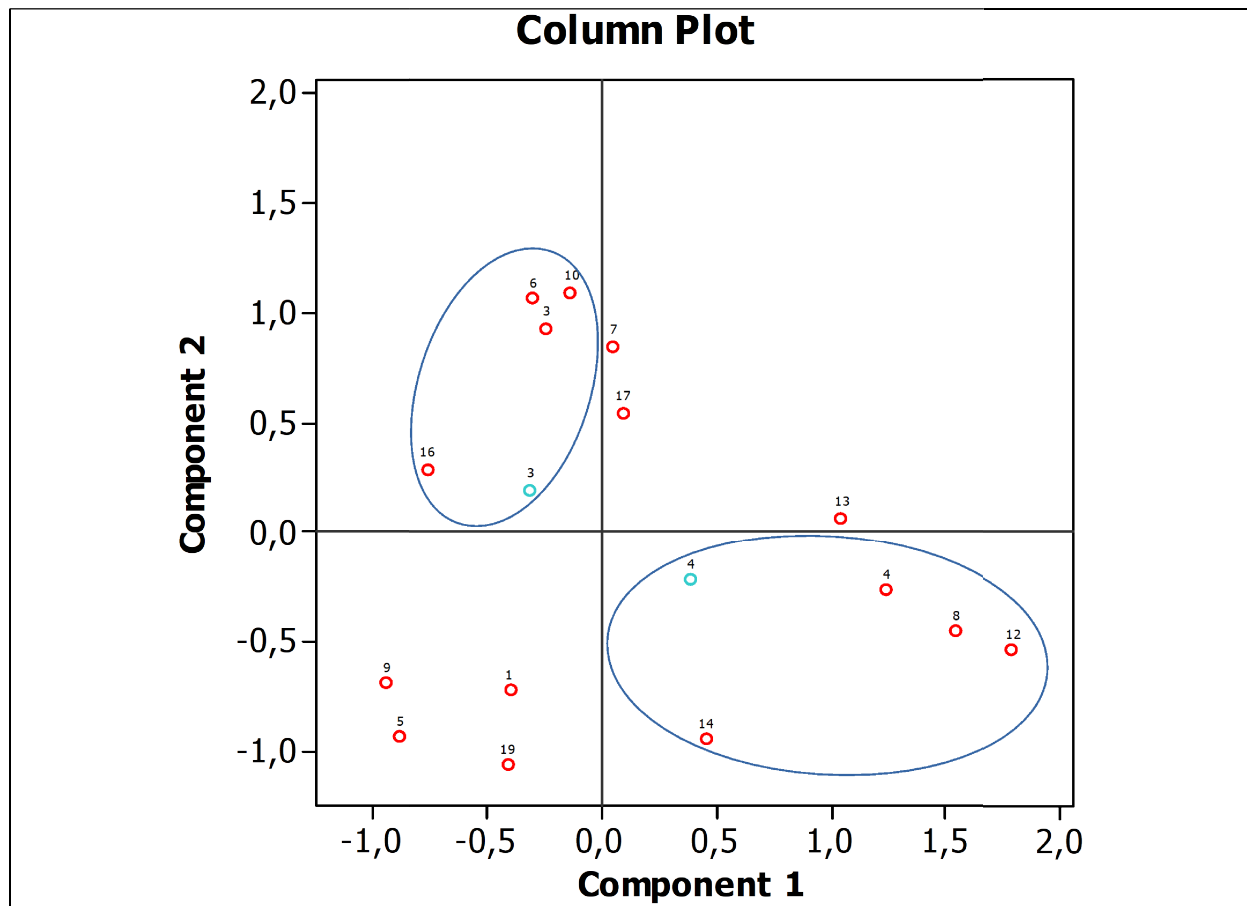


Figure 7 Component 1 and 2. MCA payment methods in partners' countries

Interpretation:

- **2nd quadrant:** Observations with medium-high traffic (3), medium-low visits duration (6), medium-low number of pages visited (10) and higher bounce rates (16) associated with:
 - Cash on delivery (3)
- **4th quadrant:** Observations with higher traffic (4), higher visits duration (8), higher number of pages visited (12) and medium-low bounce rates (14) associated with:
 - No cash on delivery (4)

Conclusions of payment methods used in partners' countries

Although crossing of components 1 and 2 give us poor information, because component 2 and component 3 don't have independent variables with enough significance in the axis formation, we have performed this graphical representation because component 2 has five variables with some significance (not incorporated into the figure), while component 3 has only two.

So with this analysis we can conclude that the e-commerce retailers analysed in partners' countries, with higher traffic, with higher visits duration, with higher number of pages visited and medium-low bounce rates, are associated with **don't offer cash on delivery as a payment method** to consumer. We have to take into account this conclusion **do not include cross-border traffic**.

4.3.6 Analysis on product sheet

Product sheet information is considered “basic risk reduction tools” because information about products is an important risk reduction factor. As many information the consumer has, better purchasing decisions they can make. Pictures, especially those that are in a natural environment (chairs in a dining room, a bed in a bedroom, etc), videos, technical information, other users comments, etc. help online consumers to reduce the perception of risk, which is a relevant topic especially in the case of furniture and home interiors because consumers are not able to touch, try and therefore assess the product before purchasing. Variables considered in this group are related to questions in the section 3.3 in the questionnaire.

Table 25 E-commerce practices in partners' countries. Independent Variables (product sheet)

Independent variables	
Variable	Description
1.EPPY	Applied product pictures yes
2.EPPN	Applied product pictures no
3.FWPPY	Full width product pictures yes
4.FWPPN	Full width product pictures no
5.MVPY,	Multiple views product yes
6.MVPN	Multiple views product no
7.PVY	Product videos yes
8.PVN	Product videos no
9.SIY	Stock info yes
10.SIN	Stock info no
11.DIY	Delivery info yes
12.DIN	Delivery info no
13.EPIY	Enough product info yes
14.EPIN	Enough product info no
15.UCPY	Users comment products yes
16.UCPN	Users comment products no

The multiple correspondences analysis for the active variables shows us the same results that in the section 2.3.2, so in this point, we only will show the results in the illustrative variables.

Table 26 MCA e-commerce practices in partners' countries (product sheet) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT													
Supplementary Columns													
ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,145	0,142	0,019	-0,194	0,091	0,011	-0,045	0,005	0,001	0,142	0,049	0,008
2	Supcol2	0,145	0,058	0,047	0,470	0,091	0,027	0,110	0,005	0,002	-0,344	0,049	0,020
3	Supcol3	0,021	0,129	0,024	-0,077	0,011	0,002	-0,047	0,004	0,001	-0,058	0,006	0,001
4	Supcol4	0,021	0,071	0,043	0,141	0,011	0,003	0,086	0,004	0,001	0,106	0,006	0,002
5	Supcol5	0,029	0,150	0,017	0,091	0,025	0,003	0,032	0,003	0,000	-0,018	0,001	0,000
6	Supcol6	0,029	0,050	0,050	-0,272	0,025	0,008	-0,095	0,003	0,001	0,055	0,001	0,000
7	Supcol7	0,038	0,008	0,064	-0,467	0,009	0,004	0,755	0,025	0,012	0,312	0,004	0,002
8	Supcol8	0,038	0,192	0,003	0,020	0,009	0,000	-0,033	0,025	0,001	-0,014	0,004	0,000
9	Supcol9	0,080	0,096	0,035	-0,118	0,013	0,003	-0,128	0,015	0,004	0,238	0,052	0,016
10	Supcol10	0,080	0,104	0,032	0,108	0,013	0,003	0,118	0,015	0,004	-0,219	0,052	0,014
11	Supcol11	0,030	0,154	0,015	-0,036	0,004	0,000	-0,076	0,019	0,002	0,042	0,006	0,001
12	Supcol12	0,030	0,046	0,051	0,122	0,004	0,001	0,255	0,019	0,007	-0,140	0,006	0,003
13	Supcol13	0,002	0,167	0,011	0,009	0,000	0,000	-0,007	0,000	0,000	0,015	0,001	0,000
14	Supcol14	0,002	0,033	0,056	-0,043	0,000	0,000	0,034	0,000	0,000	-0,075	0,001	0,001
15	Supcol15	0,054	0,113	0,029	-0,100	0,013	0,002	-0,111	0,016	0,003	-0,140	0,025	0,006
16	Supcol16	0,054	0,087	0,038	0,129	0,013	0,003	0,142	0,016	0,004	0,180	0,025	0,008

Table 27 MCA e-commerce practices in partners' countries. Illustrative variables (product sheet)

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
2.EPPN-Applied product pictures no	1.EPPY-Applied product pictures yes	2.EPPN-Applied product pictures no	1.EPPY-Applied product pictures yes	1.EPPY-Applied product pictures yes	2.EPPN-Applied product pictures no
4.FWPPN-Full width product pictures no	3.FWPPY-Full width product pictures yes	4.FWPPN-Full width product pictures no	3.FWPPY-Full width product pictures yes	4.FWPPN-Full width product pictures no	3.FWPPY-Full width product pictures yes

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
5.MVPY,-Multiple views product yes	6.MVPN-Multiple views product no	5.MVPY,-Multiple views product yes	6.MVPN-Multiple views product no	6.MVPN-Multiple views product no	5.MVPY,-Multiple views product yes
8.PVN-Product videos no	7.PVY-Product videos yes	7.PVY-Product videos yes	8.PVN-Product videos no	7.PVY-Product videos yes	8.PVN-Product videos no
10.SIN-Stock info no	9.SIY-Stock info yes	10.SIN-Stock info no	9.SIY-Stock info yes	9.SIY-Stock info yes	10.SIN-Stock info no
12.DIN-Delivery info no	11.DIY-Delivery info yes	12.DIN-Delivery info no	11.DIY-Delivery info yes	11.DIY-Delivery info yes	12.DIN-Delivery info no
13.EPIY-Enough product info yes	14.EPIN-Enough product info no	14.EPIN-Enough product info no	13.EPIY-Enough product info yes	13.EPIY-Enough product info yes	14.EPIN-Enough product info no
16.UCPN-Users comment products no	15.UCPY-Users comment products yes	16.UCPN-Users comment products no	15.UCPY-Users comment products yes	16.UCPN-Users comment products no	15.UCPY-Users comment products yes

* *Red color*: no significant or not enough contribution to the component formation

As you can see, Table 27 shows us also poor significant information about relations among active and illustrative variables related to information in the product sheet in the e-commerces analysed from the partners' countries. In fact, none of the variables in component 2 and only one of component 1 and component 3 has enough significance in terms of contribution to the axis formation. So we focus this analysis in components 1 & 3.

The crossing of components 1 and 3 gives us only 1 of 4 quadrants with independent variables associated to dependent variables. The below graphical representation includes just the variables having at least significance in one component:

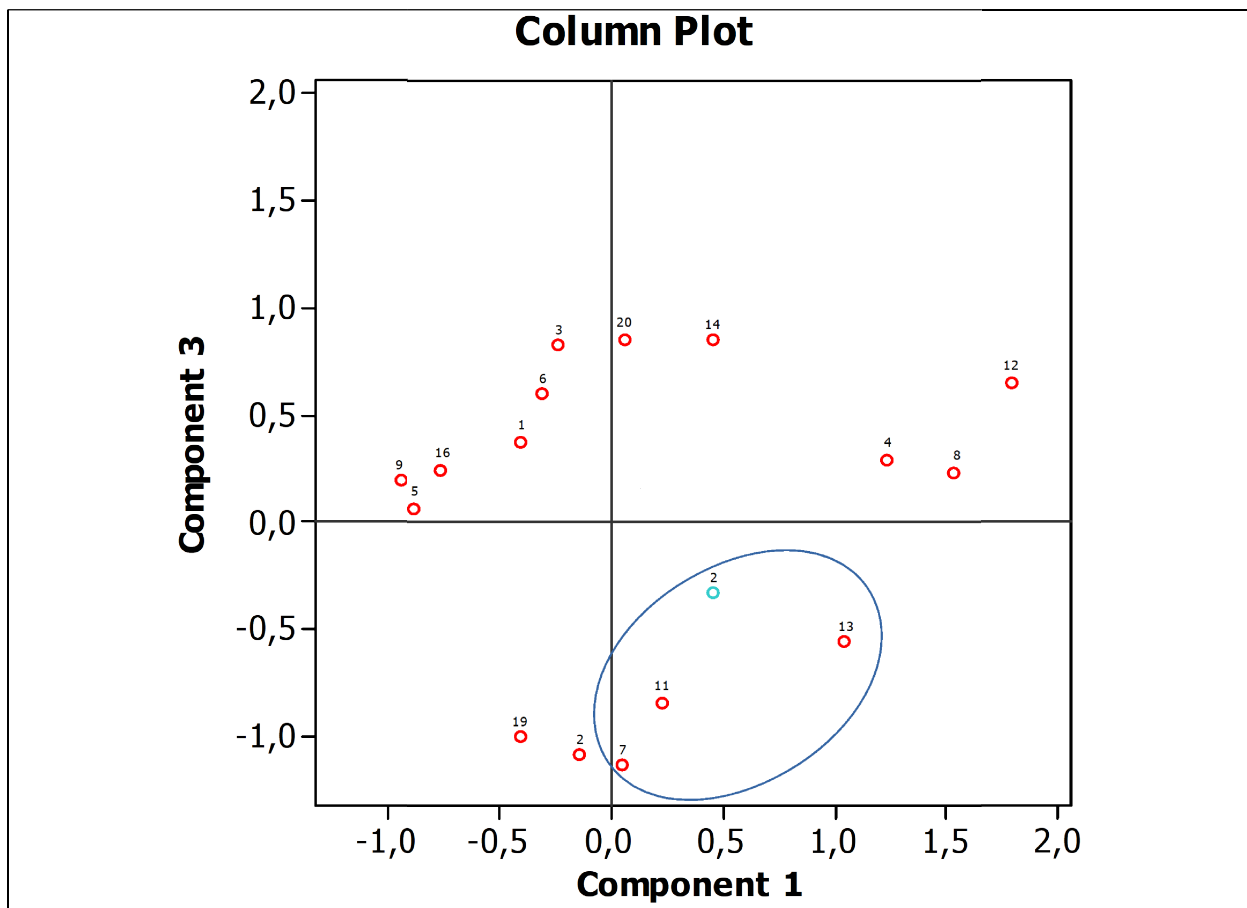


Figure 8 Component 1 and 2. MCA product sheet in partners' countries

Interpretation:

- **4th quadrant:** Observations with medium-high visit duration (7), medium-high number of pages visited (11), lower bounce rates (13) associated with:
 - No applied product pictures (2)

Conclusions of product sheet in partners' countries

With this analysis we can conclude that e-commerce retailers analysed in partners' countries with medium-high visit duration, medium-high number of pages visited and lower bounce rates, are associated with **no applied product pictures in the product sheet**. We also must take into account this conclusion **do not include cross-border traffic**.

4.3.7 Analysis on advanced risk reduction tools

Tools like augmented reality, virtual reality, 3D visualization, 360° videos, product configuration tools and home planners are considered "advanced risk reduction tools" because these tools allow the consumer to feel some kind of sense of "telepresence" experience. This feeling makes the user improve their diagnosticity better than seeing pictures or reading texts. As much diagnosticity the consumer can experience as better purchasing decisions they can make. Like information about products, these advanced tools help online consumers to reduce the perception of risk, which, as previously commented, is a relevant topic especially in the case of furniture and home interiors because consumers are not able to touch, try and therefore assess the product before purchasing. Variables considered in this group are related to questions in the section 3.4 in the questionnaire.

Table 28 E-commerce practices in partners' countries. Independent Variables (advanced risk reduction tools)

Independent variables	
Variable	Description
1.APVY	Advanced product visualization yes
2.APVN	Advanced product visualization no
3.3DY	3D yes
4.3DN	3D no
5.PCTY	Product configuration tool yes
6.PCTN	Product configuration tool no
7.HPTY	Home planner tool yes
8.HPTN	Home planner tool no

The multiple correspondences analysis for the active variables shows us the same results that in the section 2.3.2, so in this point we only will show the results in the illustrative variables.

Table 29 MCA e-commerce practices in partners' countries (advanced risk reduction tools) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT													
Supplementary Columns													
ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,078	0,025	0,058	-0,636	0,058	0,021	-0,198	0,006	0,002	0,315	0,014	0,007
2	Supcol2	0,078	0,175	0,008	0,091	0,058	0,003	0,028	0,006	0,000	-0,045	0,014	0,001
3	Supcol3	0,022	0,008	0,064	0,582	0,015	0,006	0,213	0,002	0,001	-0,363	0,006	0,003
4	Supcol4	0,022	0,192	0,003	-0,025	0,015	0,000	-0,009	0,002	0,000	0,016	0,006	0,000
5	Supcol5	0,115	0,067	0,044	-0,303	0,046	0,013	-0,135	0,009	0,003	0,346	0,060	0,023
6	Supcol6	0,115	0,133	0,022	0,152	0,046	0,006	0,068	0,009	0,001	-0,173	0,060	0,012
7	Supcol7	0,019	0,004	0,065	-0,012	0,000	0,000	0,889	0,017	0,008	-0,295	0,002	0,001
8	Supcol8	0,019	0,196	0,001	0,000	0,000	0,000	-0,019	0,017	0,000	0,006	0,002	0,000

Table 30 MCA e-commerce practices in partners' countries. Illustrative variables (advanced risk reduction tools)

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
2.APVN-Advanced product visualization no	1.APVY-Advanced product visualization yes	2.APVN-Advanced product visualization no	1.APVY-Advanced product visualization yes	1.APVY-Advanced product visualization yes	2.APVN-Advanced product visualization no
3.3DY-3D yes	4.3DN-3D no	3.3DY-3D yes	4.3DN-3D no	4.3DN-3D no	3.3DY-3D yes
6.PCTN-Product configuration tool no	5.PCTY-Product configuration tool yes	6.PCTN-Product configuration tool no	5.PCTY-Product configuration tool yes	5.PCTY-Product configuration tool yes	6.PCTN-Product configuration tool no
8.HPTN-Home planner tool no	7.HPTY-Home planner tool yes	7.HPTY-Home planner tool yes	8.HPTN-Home planner tool no	8.HPTN-Home planner tool no	7.HPTY-Home planner tool yes

* *Red color*: no significant or not enough contribution to the component formation

Table 30 shows us also poor significant information about relations among active and illustrative variables related to advanced risk reduction tools in the e-commerces analysed from the partners' countries. In fact, none of the variables in component 2 and only one of each other components (1 & 3) have enough significance in terms of contribution to the axis formation. So we focus this analysis in components 1 & 3.

The crossing of components 1 and 3 gives us only 1 of 4 quadrants with independent variables associated to dependent variables. The below graphical representation includes just the variables having at least significance in one component:

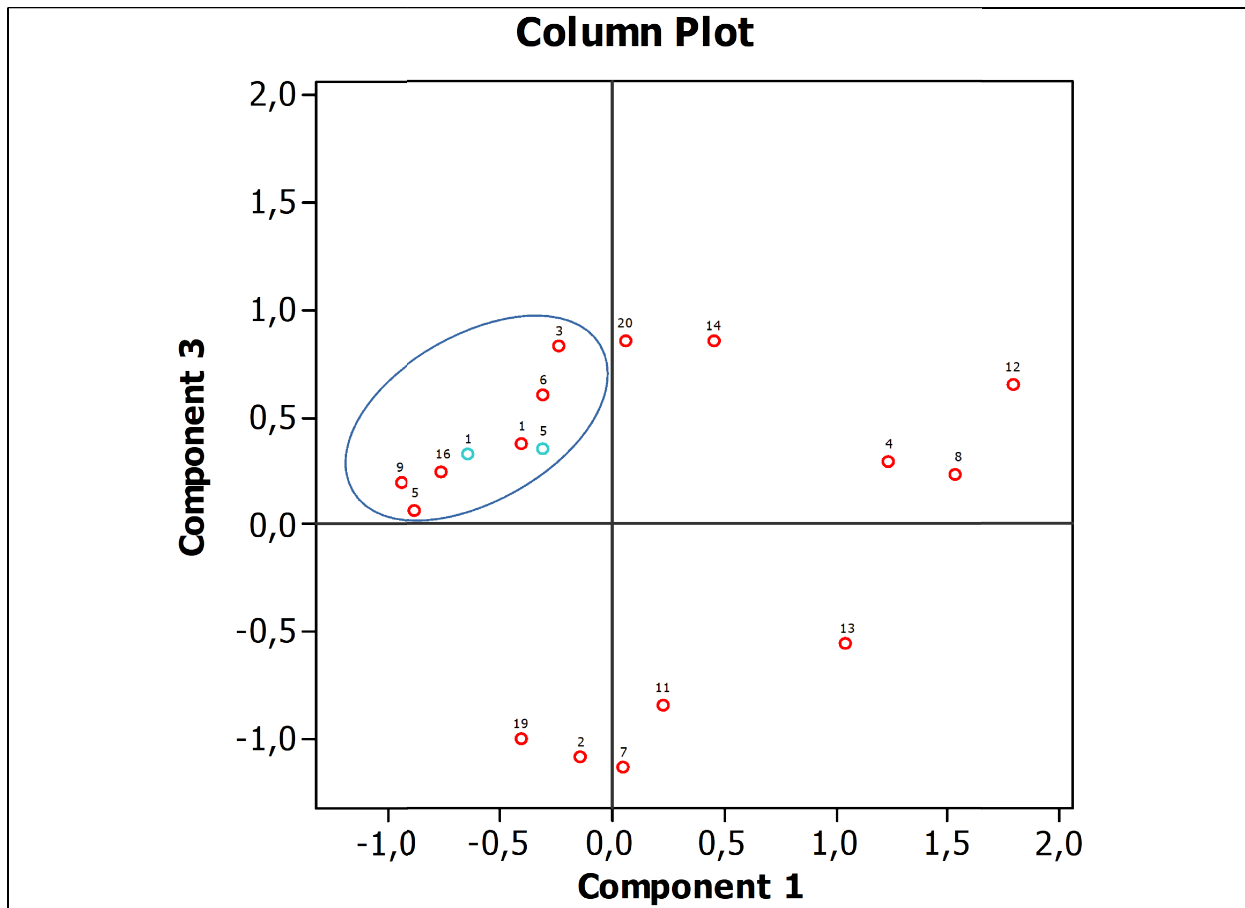


Figure 9 Component 1 and 2. MCA advanced risk reduction tools in partners' countries

Interpretation:

- **2nd quadrant:** Observations with lower and medium-high traffic (1 & 3), lower and medium-low visits duration (5 & 6), lower number of pages visited (9) and higher bounce rates (16) associated with:
 - Advanced product visualization (1)
 - Product configuration tool (5)

Conclusions of advanced risk reduction tools used in partners' countries

With this analysis we can conclude that e-commerce retailers analysed in partners' countries with lower and medium-high traffic, lower and medium-low visits duration, lower number of pages visited and higher bounce rates, are associated with the **use of some kind of advanced tools**. It is relevant to point out that **none of the analysed site use 360^a videos to show products**. We also must take into account this conclusion **do not include cross-border traffic**.

4.3.8 Analysis on cross-border tools

Tools like multilingual and multi locate platforms or actions that actively declare that the site is shipping abroad, are considered "cross-border tools" because these tools allow and make easy for the consumer from abroad to check products and make purchases. Variables considered in this group are related to questions in the section 3.6 in the questionnaire.

Table 31E-commerce practices in partners' countries. Independent Variables (cross-border tools)

Independent variables	
Variable	Description
1.SAY	Sell abroad yes
2.SAN	Sell abroad no
3.MLY	Multi lingual yes
4.MLN	Multi lingual no
5.MLCY	Multi locate yes
6.MLCN	Multi locate no

The multiple correspondences analysis for the active variables shows us the same results that in the section 2.3.2, so in this point we only will show the results in the illustrative variables.

Table 32 MCA e-commerce practices in partners' countries (cross-border tools) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT													
Supplementary Columns													
ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,036	0,087	0,038	-0,002	0,000	0,000	0,035	0,001	0,000	0,212	0,035	0,011
2	Supcol2	0,036	0,113	0,029	0,002	0,000	0,000	-0,027	0,001	0,000	-0,165	0,035	0,009
3	Supcol3	0,134	0,067	0,044	0,345	0,059	0,016	-0,003	0,000	0,000	0,385	0,074	0,029
4	Supcol4	0,134	0,133	0,022	-0,172	0,059	0,008	0,002	0,000	0,000	-0,193	0,074	0,014
5	Supcol5	0,074	0,033	0,056	0,258	0,013	0,005	-0,017	0,000	0,000	-0,550	0,060	0,029
6	Supcol6	0,074	0,167	0,011	-0,052	0,013	0,001	0,003	0,000	0,000	0,110	0,060	0,006

Table 33 MCA e-commerce practices in partners' countries. Illustrative variables (cross-border tools)

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
2.SAN-Sell abroad no	1.SAY-Sell abroad yes	1.SAY-Sell abroad yes	2.SAN-Sell abroad no	1.SAY-Sell abroad yes	2.SAN-Sell abroad no
3.MLY-Multi lingual yes	4.MLN-Multi lingual no	4.MLN-Multi lingual no	3.MLY-Multi lingual yes	3.MLY-Multi lingual yes	4.MLN-Multi lingual no
5.MLCY-Multi locate yes	6.MLCN-Multi locate no	6.MLCN-Multi locate no	5.MLCY-Multi locate yes	6.MLCN-Multi locate no	5.MLCY-Multi locate yes

* **Red color:** no significant or not enough contribution to the component formation

Table 33 shows us also poor significant information about relations among active and illustrative variables related to cross-border tools in the e-commerces analysed from the partners' countries. In fact, none of the variables in component 2 has any significance, and 4 of the variables in component 1 have some significance but not enough in terms of contribution to the axis formation. So, we will focus this analysis in components 1 & 3.

The crossing of components 1 and 3 give us only 2 of 4 quadrants with independent variables associated to dependent variables. The below graphical representation includes just the variables having at least significance in one component:

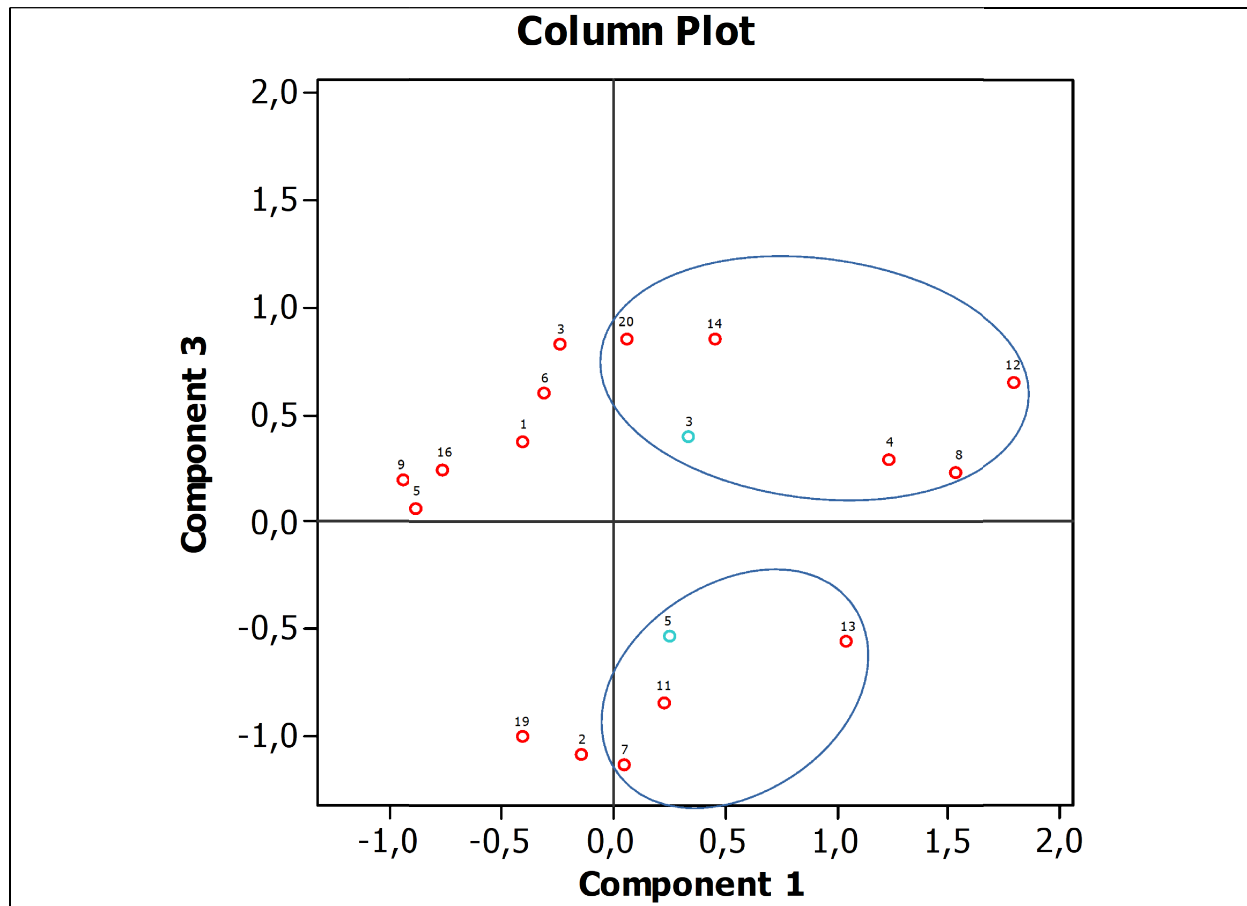


Figure 10 Component 1 and 2. MCA cross-border tools in partners' countries

Interpretation:

- **1st quadrant:** Observations with higher traffic (4), higher visits duration (8), higher number of pages visited (12), medium-low bounce rates (14) and higher cross-border traffic (20) associated with:
 - Multilingual sites (3)
- **4th quadrant:** Observations with medium-high visit duration (7), medium-high number of pages visited (11), lower bounce rates (13) associated with:
 - Multi locate sites (5)

Conclusions of cross-border tools used in partners' countries

With this analysis we can conclude that e-commerce retailers analysed in partners' countries with higher cross-border traffic, higher traffic, higher visits duration, higher number of pages visited and medium-low bounce rates are associated with the **multilingual sites**. Instead, **multi locate sites** are associated with medium-high visit duration, medium-high number of pages visited and lower bounce rates. Although multi locate sites don't show any association in the 4th quadrant with cross-border traffic, it is important to point out that there is an association in the negative area of the component 3 with **medium-high cross-border traffic**, so we can conclude that having **multilingual and multi locate sites** drives to gather high cross-border traffic to the site.

4.3.9 Analysis on traffic sources

Analyzing the traffic sources to a website we can conclude which practices they use in order to gather traffic, and by including this information in the analysis we can check whether or not are related to the dependent variables. Variables considered in this group are related to questions in the section 3.4 in the questionnaire.

Table 34 E-commerce practices in partners' countries. Independent Variables (traffic sources)

Independent variables	
Variable	Description
1.DTQ1	Direct traffic quartile 1
2.DTQ2	Direct traffic quartile 2
3.DTQ3	Direct traffic quartile 3
4.DTQ4	Direct traffic quartile 4
5.REFQ1	Referrals quartile 1
6.REFQ2	Referrals quartile 2
7.REFQ3	Referrals quartile 3
8.REFQ4	Referrals quartile 4
9.SCLQ1	Social quartile 1
10.SCLQ2	Social quartile 2
11.SCLQ3	Social quartile 3
12.SCLQ4	Social quartile 4
13.MQ1	Mail quartile 1
14.MQ2	Mail quartile 2
15.MQ3	Mail quartile 3
16.MQ4	Mail quartile 4
17.DPLQ1	Display quartile 1
18.DPLQ2	Display quartile 2
19.DPLQ3	Display quartile 3
20.DPLQ4	Display quartile 4
21.OSCHQ1	Organic search quartile 1
22.OSCHQ2	Organic search quartile 2
23.OSCHQ3	Organic search quartile 3
24.OSCHQ4	Organic search quartile 4
25.PSCHQ1	Paid search quartile 1
26.PSCHQ2	Paid search quartile 2
27.PSCHQ3	Paid search quartile 3
28.PSCHQ4	Paid search quartile 4

The multiple correspondences analysis for the active variables shows us the same results that in the section 2.3.2, so in this point we only will show the results in the illustrative variables.

Table 35 MCA e-commerce practices in partners' countries (traffic source) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT													
Supplementary Columns													
ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr

1	Supcol1	0,056	0,058	0,047	-0,267	0,029	0,009	0,252	0,026	0,009	-0,043	0,001	0,000
2	Supcol2	0,020	0,054	0,049	-0,195	0,014	0,004	0,124	0,006	0,002	0,016	0,000	0,000
3	Supcol3	0,038	0,046	0,051	0,289	0,025	0,008	-0,144	0,006	0,002	-0,153	0,007	0,003
4	Supcol4	0,070	0,042	0,053	0,308	0,025	0,008	-0,356	0,033	0,013	0,207	0,011	0,005
5	Supcol5	0,058	0,050	0,050	-0,346	0,040	0,012	-0,113	0,004	0,002	-0,204	0,014	0,006
6	Supcol6	0,189	0,054	0,049	0,657	0,160	0,048	0,091	0,003	0,001	-0,264	0,026	0,011
7	Supcol7	0,038	0,042	0,053	0,171	0,008	0,003	0,135	0,005	0,002	0,310	0,025	0,012
8	Supcol8	0,102	0,054	0,049	-0,469	0,082	0,025	-0,091	0,003	0,001	0,214	0,017	0,007
9	Supcol9	0,238	0,063	0,046	-0,370	0,062	0,018	-0,420	0,080	0,027	0,459	0,096	0,038
10	Supcol10	0,166	0,050	0,050	-0,114	0,004	0,001	0,394	0,052	0,019	-0,573	0,109	0,047
11	Supcol11	0,191	0,037	0,054	0,897	0,185	0,062	0,154	0,005	0,002	-0,016	0,000	0,000
12	Supcol12	0,003	0,050	0,050	-0,095	0,003	0,001	0,015	0,000	0,000	0,011	0,000	0,000
13	Supcol13	0,070	0,075	0,042	-0,338	0,068	0,018	-0,028	0,000	0,000	-0,032	0,001	0,000
14	Supcol14	0,025	0,046	0,051	0,265	0,021	0,007	-0,052	0,001	0,000	-0,103	0,003	0,001
15	Supcol15	0,004	0,037	0,054	0,041	0,000	0,000	0,112	0,003	0,001	-0,053	0,001	0,000
16	Supcol16	0,033	0,042	0,053	0,279	0,020	0,007	0,007	0,000	0,000	0,219	0,013	0,006
17	Supcol17	0,255	0,104	0,032	-0,327	0,116	0,023	-0,331	0,119	0,028	-0,135	0,020	0,005
18	Supcol18	0,311	0,025	0,058	1,444	0,298	0,108	-0,261	0,010	0,004	0,147	0,003	0,002
19	Supcol19	0,096	0,033	0,056	-0,002	0,000	0,000	0,575	0,066	0,027	-0,388	0,030	0,014
20	Supcol20	0,168	0,037	0,054	-0,053	0,001	0,000	0,583	0,078	0,031	0,622	0,089	0,042
21	Supcol21	0,125	0,042	0,053	-0,471	0,058	0,019	0,368	0,036	0,014	0,346	0,031	0,014
22	Supcol22	0,022	0,050	0,050	0,245	0,020	0,006	-0,079	0,002	0,001	-0,009	0,000	0,000
23	Supcol23	0,080	0,054	0,049	0,184	0,013	0,004	-0,119	0,005	0,002	-0,409	0,062	0,026
24	Supcol24	0,012	0,054	0,049	-0,048	0,001	0,000	-0,090	0,003	0,001	0,151	0,008	0,004
25	Supcol25	0,091	0,058	0,047	-0,163	0,011	0,003	-0,354	0,051	0,018	0,264	0,029	0,012
26	Supcol26	0,138	0,058	0,047	0,214	0,019	0,005	-0,287	0,034	0,012	-0,454	0,085	0,035
27	Supcol27	0,080	0,046	0,051	0,262	0,020	0,006	0,429	0,055	0,021	0,130	0,005	0,002
28	Supcol28	0,092	0,037	0,054	-0,398	0,037	0,012	0,472	0,051	0,020	0,138	0,004	0,002

Table 36 MCA e-commerce practices in partners' countries. Illustrative variables (traffic source)

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
3.DTQ3-Direct traffic Q3 4.DTQ4-Direct traffic Q4	1.DTQ1-Direct traffic Q1 2.DTQ2-Direct traffic Q2	1.DTQ1-Direct traffic Q1 2.DTQ2-Direct traffic Q2	3.DTQ3-Direct traffic Q3 4.DTQ4-Direct traffic Q4	2.DTQ2-Direct traffic Q2 3.DTQ3-Direct traffic Q3	1.DTQ1-Direct traffic Q1 3.DTQ3-Direct traffic Q3
6.REFQ2-Referrals Q2 7.REFQ3-Referrals Q3	5.REFQ1-Referrals Q1 8.REFQ4-Referrals Q4	6.REFQ2-Referrals Q2 7.REFQ3-Referrals Q3	5.REFQ1-Referrals Q1 8.REFQ4-Referrals Q4	7.REFQ3-Referrals Q3 8.REFQ4-Referrals Q4	5.REFQ1-Referrals Q1 6.REFQ2-Referrals Q2
11.SCLQ3-Social Q3	9.SCLQ1-Social Q1 10.SCLQ2-Social Q2 12.SCLQ4-Social Q4	10.SCLQ2-Social Q2 11.SCLQ3-Social Q3 12.SCLQ4-Social Q4	9.SCLQ1-Social Q1	9.SCLQ1-Social Q1 12.SCLQ4-Social Q4	10.SCLQ2-Social Q2 11.SCLQ3-Social Q3
14.MQ2-Mail Q2 15.MQ3-Mail Q3 16.MQ4-Mail Q4	13.MQ1-Mail Q1	15.MQ3-Mail Q3 16.MQ4-Mail Q4	13.MQ1-Mail Q1 14.MQ2-Mail Q2	16.MQ4-Mail Q4	13.MQ1-Mail Q1 14.MQ2-Mail Q2 15.MQ3-Mail Q3
18.DPLQ2-Display Q2	17.DPLQ1-Display Q1 19.DPLQ3-Display Q3 20.DPLQ4-Display Q4	19.DPLQ3-Display Q3 20.DPLQ4-Display Q4	17.DPLQ1-Display Q1 18.DPLQ2-Display Q2	18.DPLQ2-Display Q2 20.DPLQ4-Display Q4	17.DPLQ1-Display Q1 19.DPLQ3-Display Q3
22.OSCHQ2-Organic search Q2 23.OSCHQ3-Organic search Q3	21.OSCHQ1-Organic search Q1 24.OSCHQ4-Organic search Q4	21.OSCHQ1-Organic search Q1	22.OSCHQ2-Organic search Q2 23.OSCHQ3-Organic search Q3 24.OSCHQ4-Organic search Q4	21.OSCHQ1-Organic search Q1 24.OSCHQ4-Organic search Q4	22.OSCHQ2-Organic search Q2 23.OSCHQ3-Organic search Q3
26.PSCHQ2-Paid search Q2 27.PSCHQ3-Paid search Q3	25.PSCHQ1-Paid search Q1 28.PSCHQ4-Paid search Q4	27.PSCHQ3-Paid search Q3 28.PSCHQ4-Paid search Q4	25.PSCHQ1-Paid search Q1 26.PSCHQ2-Paid search Q2	25.PSCHQ1-Paid search Q1 27.PSCHQ3-Paid search Q3 28.PSCHQ4-Paid search Q4	26.PSCHQ2-Paid search Q2

* Red color: no significant or not enough contribution to the component formation

Table 36 shows us better significant information than previous analysis, having valid information in 5 of 7 variables related to cross-border tools in the e-commerces analysed from the partners' countries. Only direct traffic and email have no categories with significant values. So, we will focus this analysis in components 1, 2 & 3.

The crossing of components 1 and 2 gives us 4 quadrants with independent variables associated to dependent variables. The below graphical representation include just the variables having at least significance in one component:

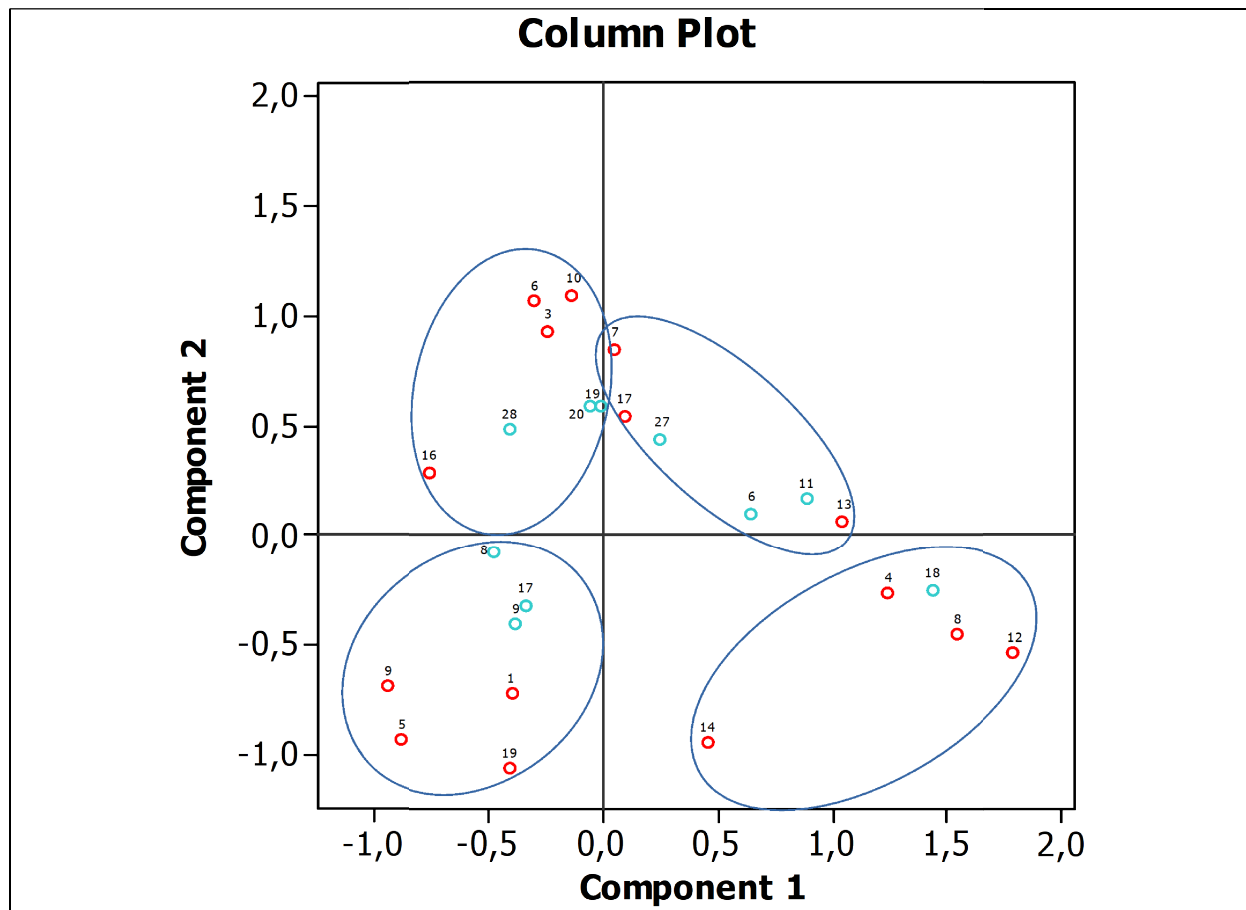


Figure 11 Components 1 and 2. MCA traffic sources in partners' countries

Interpretation:

- **1st quadrant:** Observations with medium-high visits duration (7), lower bounce rate (13), and lower cross-border traffic (17) associated with:
 - Medium-low traffic from referrals (6)
 - Medium-high traffic from social networks (11)
 - Medium-high search traffic from paid search (27)
- **2nd quadrant:** Observations with medium-high traffic (3), medium-low visits duration (6), medium-low pages visited (10) and higher bounce rates (16) associated with:
 - Medium-high and higher traffic from display (19 & 20)
 - Higher search traffic from paid search (28)
- **3rd quadrant:** Observations with lower traffic (1), lower visits duration (5), lower number of pages visited (9) and medium-high traffic from cross-border (19) associated with:
 - Higher traffic from referrals (8)
 - Lower traffic from social networks (9)
 - Lower traffic from display (17)
- **4th quadrant:** Observations with higher traffic (4), higher visits duration (8), higher number of pages visited (12) and medium-low bounce rates (14) associated with:
 - Medium-low traffic from display (18)

The crossing of components 1 and 3 gives us 4 quadrants with independent variables associated to dependent variables. The below graphical representation includes just the variables having at least significance in one component:

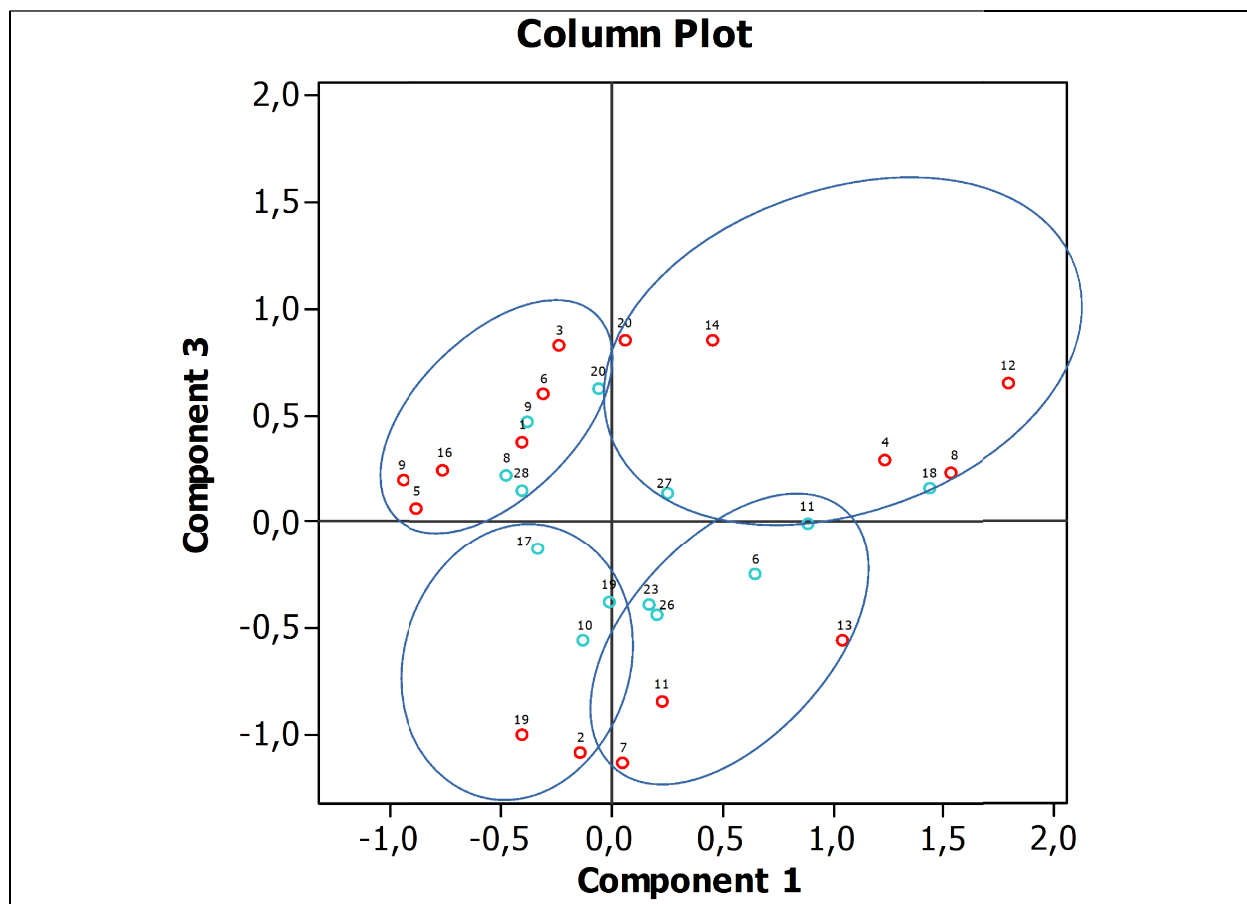


Figure 12 Components 1 and 3. MCA traffic sources in partners' countries

Interpretation:

- **1st quadrant:** Observations with higher traffic (4), higher visits duration (8), higher number of pages visited (12), medium-low bounce rates (14) and higher cross-border traffic (20) associated with:
 - Medium-low traffic from display (18)
 - Medium-high search traffic from paid search (27)
- **2nd quadrant:** Observations with lower and medium-high traffic (1 & 3), lower and medium-low visits duration (5 & 6), lower number of pages visited (9) and higher bounce rates (16) associated with:
 - Higher traffic from referrals (8)
 - Lower traffic from social networks (9)
 - Higher traffic from display (20)
 - Higher search traffic from paid search (28)
- **3rd quadrant:** Observations with medium-low traffic (2) and medium-high cross-border traffic (19) associated with:
 - Medium-low traffic from social networks (10)
 - Lower and medium-high traffic from display (17 & 19)

- **4th quadrant:** Observations with medium-high visit duration (7), medium-high number of pages visited (11), lower bounce rates (13) associated with:
 - Medium-low traffic from referrals (6)
 - Medium-high traffic from social networks (11)
 - Medium-high search traffic from organic search (23)
 - Medium-low search traffic from paid search(26)

The crossing of components 2 and 3 gives us 4 quadrants with independent variables associated to dependent variables. The below graphical representation includes just the variables having at least significance in one component:

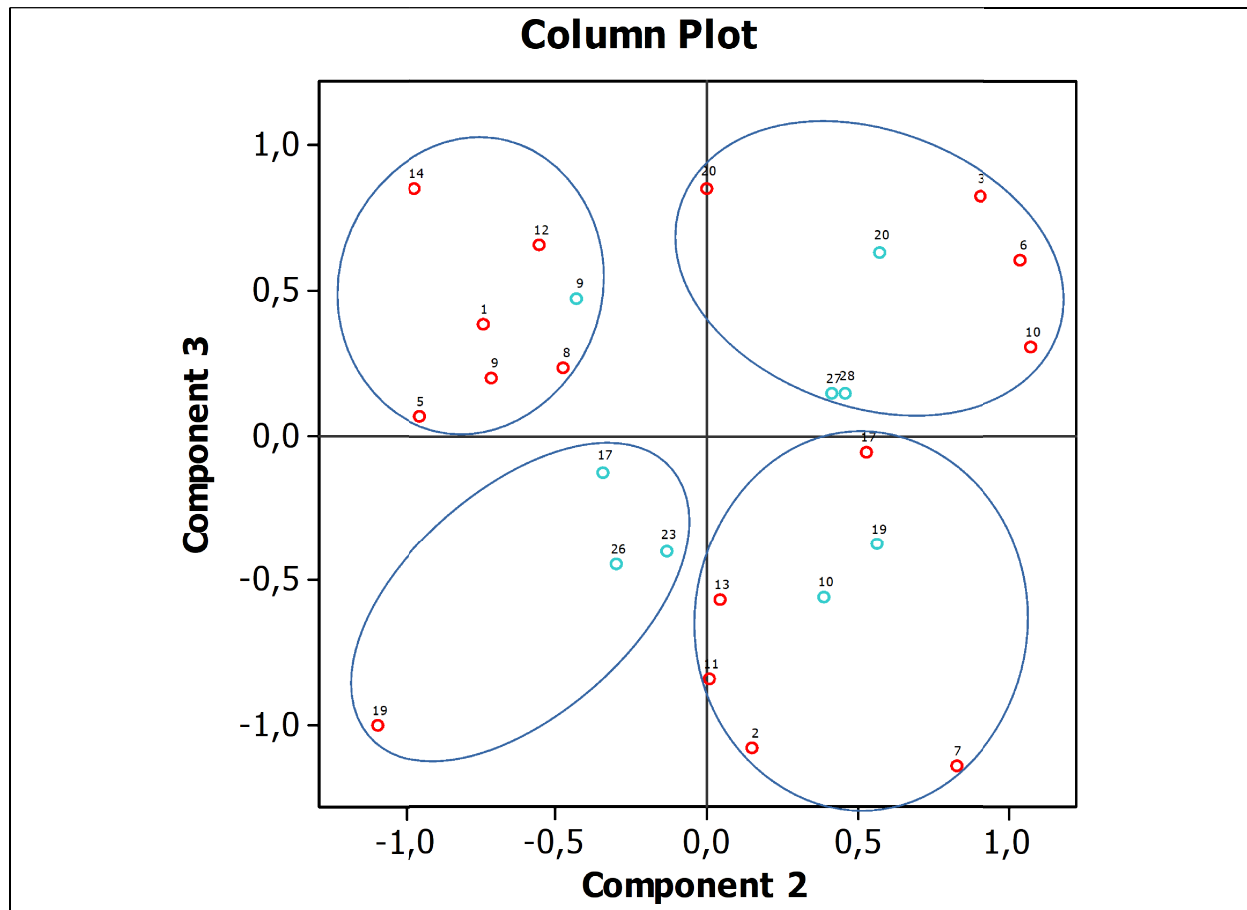


Figure 13 Component 2 and 3. MCA traffic sources in partners' countries

Interpretation:

- **1st quadrant:** Observations with medium-high traffic (3), medium-low visits duration (6), medium-low pages visited(10) and higher cross-border traffic (20) associated with:
 - Higher traffic from display (20)
 - Higher and medium-high search traffic from paid search (27 & 28)
- **2nd quadrant:** Observations with lower traffic (1), lower and higher visits duration (5 & 8), lower and higher pages visited (9 & 12) and medium-low bounce rates (14) associated with:
 - Lower traffic from social networks (9)
- **3rd quadrant:** Observations with medium-high cross-border traffic (19) associated with:
 - Lower traffic from display (17)

- Medium-high search traffic from organic search (23)
- Medium-low search traffic from paid search (26)
- **4th quadrant:** Observations with medium-low traffic (2), medium-high visits duration (7), medium-high number of pages visited (11), lower bounce rates (13) and lower cross-border traffic (17) associated with:
 - Medium-low traffic from social networks (10)
 - Medium-high traffic from display (19)

Conclusions of traffic sources in partners' countries

Websites with medium-high and high cross-border traffic are associated with sources of traffic like referrals, social networks, display and search (more paid and less organic).

There is no significant association of cross-border traffic with direct traffic and email sources. Direct traffic means the user knows the brand and puts the URL of the site directly into the browser. On the other hand, there is no association too with email, that in case would be, would mean the site carry out push campaigns in order to generate traffic through newsletters with editorial content. This kind of traffic is not easy to generate for a SMEs that not invest in their own brand, because it is necessary to actively create valuable and branded content to the user.

5 Leading countries in cross-border e-commerce analysis (O1/A1/2)

This study will try to detect the best practices, in terms of cross-border e-commerce, carried out by the furniture sector in the leading countries with a higher ratio of companies that have declared to make online sales in the ICT usage in enterprises of the yearly EUROSTAT survey (Enterprises having received orders online)¹.

As we have done in the previous analysis in this case, from the two segments of data (from partners' countries and from the countries considered the outstanding in Europe in terms of cross-border e-commerce operations), we will work with the second dataset.

5.1 State of play of cross-border e-commerce in leading countries

We always consider that "traffic generated" to a website is directly related to online sales in an e-commerce in that site. In the following table we can see the basics statistics of the variable TTCB (Total Traffic Cross-border) in terms of percentage of the total traffic generated by each website analysed coming from other countries different of their own country:

Table 37 Descriptive Statistics: Total traffic cross-border (TTCB) in leading countries

Variable	N	N*	Mean	SE Mean	StDev	Minimum	Q1	Median	Q3	Maximum
TTCB	24	0	0,1880	0,0366	0,1793	0,0555	0,0822	0,1290	0,1785	0,7426

As we can see the mean of the 24 observations of the websites analysed from the partners' countries is 18,8%, being the observations in the first quartile lower than 8,22% of their cross-border traffic from other countries, the second quartile between 8,22% and 12,9% and the third between 12,9% and 17,85%.

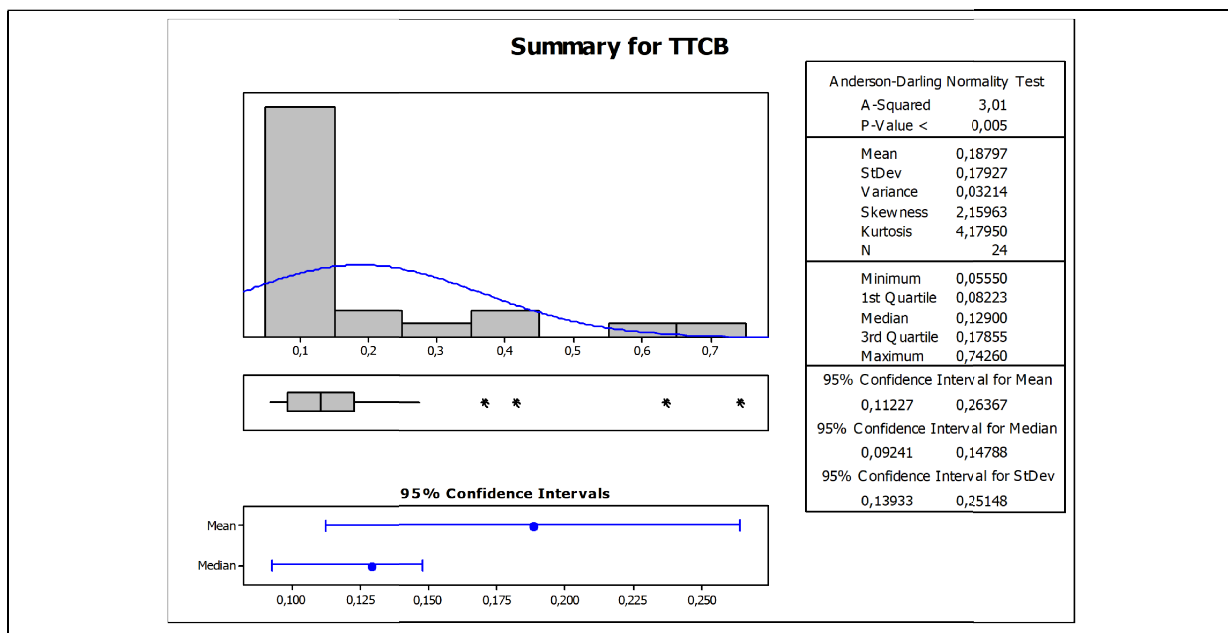


Figure 14 Summary for total traffic cross-border in leading countries

¹ <https://data.europa.eu/euodp/en/data/dataset/bkFelO3bfF64i7nrNNUEkA>

The above graphical representation shows us that, although the maximum value of the cross-border traffic in partners' countries is 74,26% (higher than in the leading countries) and even it could seem the other way because most of observations are concentrated in the lower part of the graphic, this is not like that. The maximum variable value of study belongs in a set of four extreme cases. In fact we could delete the four extreme values (74,26%, 63,30%, 41,57% and 36,88%) that skew the results, giving us information that can drive us to a wrong interpretation.

5.2 Drivers for cross-border traffic in leading countries

We also will consider that the variables of the dataset directly related to the cross-border traffic generation to a website are:

- Type of seller (furniture, home and furnishings, marketplace or department store)
- Is the seller a furniture manufacturer? (yes, no)
- Type of e-commerce (Pure player, brick&click)
- Does the site have a Newsletter? (yes, no)
- Does the site have a blog? (yes, no)
- Is the site being promoted in mass media? (yes, no)
- Does the site sell abroad? (yes, no)
- Is the website multilingual? (yes, no)
- Does the e-commerce have multi locate sites? (yes, no)
- Traffic source: Paid search (% , turned to 4 percentiles)

As in the analysis corresponding to the partners' countries, other predictor variables in the group of "general infrastructure", "helping tools", "basic and advanced risk reduction", not included in the above mentioned, list are not considered directly related to cross-border traffic generation for this study, although could have some kind of influence on that.

Like in the partners' countries case, in order to discover the drivers of cross-border traffic in leading countries, we will use the multiple correspondence analysis method.

5.2.1 MCA cross-border traffic in leading countries

In this case we also have used the cross-border traffic variable in order to discover whether there is some kind of connection with other illustrative variables considered that can affect in the generation of cross-border traffic to the website: kind of shop, manufacturer, kind of e-commerce, has newsletters, has blog, does advertising in mass media, sells abroad, the site is multilingual, has multi locate sites and does SEM actions (paid search).

Table 38 MCA - variables description in cross-border traffic analysis for leading countries

Active variables		Illustrative variables	
Variable	Description	Variable	Description
1-TTCBQ2	Total traffic cross-border quartile 2 (>=5,15%;<9,07%)	1-TE_HF	Home furnishings/decoration
2-TTCBQ3	Total traffic cross-border quartile 3 (>=9,07%;<16,76%)	2-TE_M	Marketplace
3-TTCBQ4	Total traffic cross-border quartile 4 (>=16,76%)	3-TE_DS	Department store
		4-NFM	Not furniture manufacturer
		5-FM	Furniture manufacturer
		6-ToS_PP	Pure player
		7-ToS_B&C	Brick & click
		8-NWSY	Newsletter yes
		9-NWSN	Newsletter no

Active variables		Illustrative variables	
Variable	Description	Variable	Description
		10-BY	Blog yes
		11-BN	Blog no
		12-MSSY	Mass yes
		13-MSSN	Mass no
		14-SAY	Sell abroad yes
		15-SAN	Sell abroad no
		16-MLY	Multi lingual yes
		17-MLN	Multi lingual no
		18-MLCY	Multi locate yes
		19-MLCN	Multi locate no
		20-PSCHQ1	Paid search quartile 1 (<0,82%)
		21-PSCHQ2	Paid search quartile 2 (>=0,82%;<11,28%)
		22-PSCHQ3	Paid search quartile 3 (>=11,28%;<39,57%)
		23-PSCHQ4	Paid search quartile 4 (>=39,57%)

In this case, as there are no observations in the first quartile of the variable TTCB (Total Traffic Cross-Border) TTCBQ1, the numeration of the 3 remaining categories will be 1-TTCBQ2, 2-TTCBQ3 and 3-TTCBQ4. Similar situation occurs with the illustrative variables, where any of observations is only a furniture seller, thus the numeration of illustrative variables will be from 1-TE_HF (Type of e-commerce: Home and furnishings/decoration) to 23-PSCHQ4 (Paid search quartile 4 (>=39,57%)).

Table 39 MCA Cross-border traffic in leading countries – Analysis results

Multiple Correspondence Analysis: TTCBQ2; TTCBQ3; TTCBQ4										
Analysis of Indicator Matrix										
Axis	Inertia	Proportion	Cumulative	Histogram						
1	1,0000	0,5000	0,5000	*****						
2	1,0000	0,5000	1,0000	*****						
Total	2,0000									
Column Contributions										
ID	Name	Qual	Mass	Inert	Component 1			Component 2		
					Coord	Corr	Contr	Coord	Corr	Contr
1	Column1	1,000	0,250	0,375	-0,577	0,111	0,083	1,633	0,889	0,667
2	Column2	1,000	0,500	0,250	-0,577	0,333	0,167	-0,816	0,667	0,333
3	Column3	1,000	0,250	0,375	1,732	1,000	0,750	0,000	0,000	0,000
Supplementary Columns										
ID	Name	Qual	Mass	Inert	Component 1			Component 2		
					Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,048	0,875	0,063	-0,027	0,005	0,001	0,078	0,042	0,005
2	Supcol2	0,043	0,042	0,479	-0,577	0,014	0,014	-0,816	0,029	0,028
3	Supcol3	0,045	0,083	0,458	0,577	0,030	0,028	-0,408	0,015	0,014
4	Supcol4	0,043	0,958	0,021	0,025	0,014	0,001	0,035	0,029	0,001
5	Supcol5	0,043	0,042	0,479	-0,577	0,014	0,014	-0,816	0,029	0,028
6	Supcol6	0,086	0,583	0,208	0,082	0,010	0,004	-0,233	0,076	0,032
7	Supcol7	0,086	0,417	0,292	-0,115	0,010	0,006	0,327	0,076	0,044
8	Supcol8	0,081	0,625	0,188	0,192	0,062	0,023	0,109	0,020	0,007
9	Supcol9	0,081	0,375	0,313	-0,321	0,062	0,039	-0,181	0,020	0,012
10	Supcol10	0,167	0,250	0,375	-0,577	0,111	0,083	-0,408	0,056	0,042
11	Supcol11	0,167	0,750	0,125	0,192	0,111	0,028	0,136	0,056	0,014
12	Supcol12	0,022	0,625	0,188	0,038	0,002	0,001	-0,109	0,020	0,007
13	Supcol13	0,022	0,375	0,313	-0,064	0,002	0,002	0,181	0,020	0,012
14	Supcol14	0,091	0,917	0,042	-0,052	0,030	0,003	-0,074	0,061	0,005
15	Supcol15	0,091	0,083	0,458	0,577	0,030	0,028	0,816	0,061	0,056
16	Supcol16	0,045	0,083	0,458	0,577	0,030	0,028	-0,408	0,015	0,014
17	Supcol17	0,045	0,917	0,042	-0,052	0,030	0,003	0,037	0,015	0,001
18	Supcol18	0,000	0,500	0,250	0,000	0,000	0,000	0,000	0,000	0,000
19	Supcol19	0,000	0,500	0,250	0,000	0,000	0,000	0,000	0,000	0,000
20	Supcol20	0,179	0,208	0,396	0,808	0,172	0,136	0,163	0,007	0,006
21	Supcol21	0,000	0,167	0,417	0,000	0,000	0,000	0,000	0,000	0,000
22	Supcol22	0,167	0,250	0,375	0,192	0,012	0,009	0,680	0,154	0,116
23	Supcol23	0,378	0,375	0,313	-0,577	0,200	0,125	-0,544	0,178	0,111

The multiple correspondences analysis shows us 2 components representing each one the 50% of the variability. This means that these 2 axis or components represent the whole variation of this analysis and therefore, the results will be of enough quality to establish conclusions.

Table 40 MCA Cross-border traffic in leading countries- Active variables

Active variables			
Component 1		Component 2	
Positive area	Negative area	Positive area	Negative area
3-TTCBQ4 Total traffic cross-border quartile 4 (>=16,76%)	1-TTCBQ2 Total traffic cross-border quartile 2 (>=5,15%;<9,07%) 2-TTCBQ3 Total traffic cross-border quartile 3 (>=9,07%;<16,76%)	1-TTCBQ2 Total traffic cross-border quartile 2 (>=5,15%;<9,07%) 3-TTCBQ4 Total traffic cross-border quartile 4 (>=16,76%)	2-TTCBQ3 Total traffic cross-border quartile 3 (>=9,07%;<16,76%)

* **Red color:** no significant or not enough contribution to the component formation

Table 41 MCA Cross-border traffic in leading countries- Illustrative variables

Illustrative variables			
Component 1		Component 2	
Positive area	Negative area	Positive area	Negative area
3-TE_DS Department store	1-TE_HF Home furnishings/decoration 2-TE_M Marketplace	1-TE_HF Home furnishings/decoration	2-TE_M Marketplace 3-TE_DS Department store
4-NFM Not furniture manufacturer	5-FM Furniture manufacturer	4-NFM Not furniture manufacturer	5-FM Furniture manufacturer
6-ToS_PP Pure player	7-ToS_B&C Brick & click	7-ToS_B&C Brick & click	6-ToS_PP Pure player
8-NWSY Newsletter yes	9-NWSN Newsletter no	8-NWSY Newsletter yes	9-NWSN Newsletter no
11-BN Blog no	10-BY Blog yes	11-BN Blog no	10-BY Blog yes
12-MSSY Mass yes	13-MSSN Mass no	13-MSSN Mass no	12-MSSY Mass yes
15-SAN Sell abroad no	14-SAY Sell abroad yes	15-SAN Sell abroad no	14-SAY Sell abroad yes
16-MLY Multi lingual yes	17-MLN Multi lingual no	17-MLN Multi lingual no	16-MLY Multi lingual yes
18-MLCY Multi locate yes		18-MLCY Multi locate yes	
19-MLCN Multi locate no		19-MLCN Multi locate no	
20-PSCHQ1 Paid search quartile 1 (<0,82%) 21-PSCHQ2 Paid search quartile 2 (>=0,82%;<11,28%) 22-PSCHQ3 Paid search quartile 3 (>=11,28%;<39,57%)	23-PSCHQ4 Paid search quartile 4 (>=39,57%)	20-PSCHQ1 Paid search quartile 1 (<0,82%) 21-PSCHQ2 Paid search quartile 2 (>=0,82%;<11,28%) 22-PSCHQ3 Paid search quartile 3 (>=11,28%;<39,57%)	23-PSCHQ4 Paid search quartile 4 (>=39,57%)

* **Red color:** no significant or not enough contribution to the component formation

Meaning of components by dependent variables

Component 1 separates in the positive area the observations with higher cross-border traffic, while the negative area represents the observations with medium cross-border traffic.

Component 2 separates in the positive area the observations with medium-low cross-border traffic, while the negative area represents the observations with medium-high and high cross-border traffic.

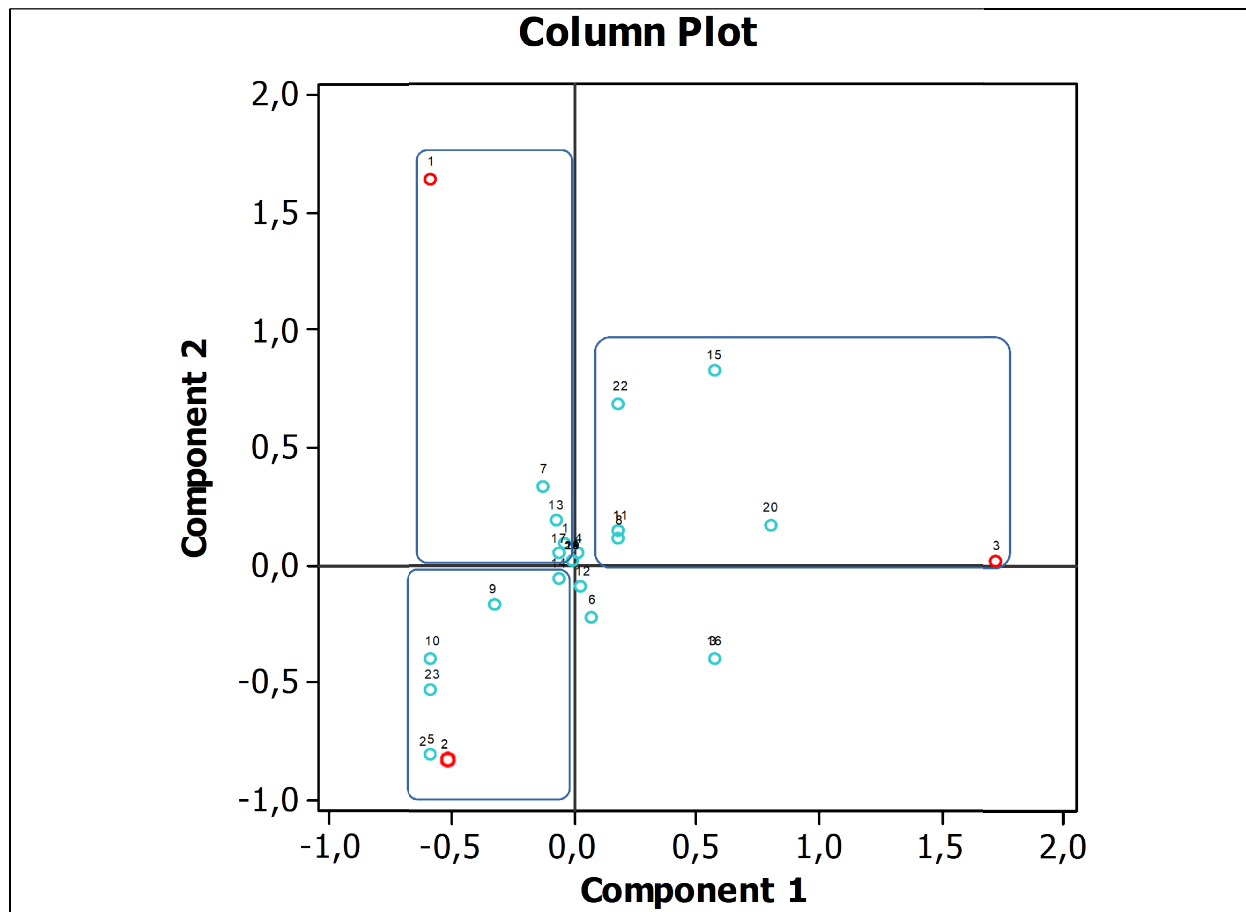


Figure 15 Components 1 and 2. MCA cross-border traffic in leading countries

The crossing of components 1 and 2 gives us 4 quadrants. Each one, except the 4th, associates the active variables with the corresponding illustrative variables having at least significance in one component:

- 1st quadrant: Observations with **high cross-border traffic (3)** associated with:
 - Has newsletter (8)
 - Doesn't have blog (11)
 - Doesn't sell abroad (15)
 - Traffic from paid search
 - Quartile 1 (<0,82%) (20) or
 - Quartile 3 (>=11,28%;<39,57%) (22)
- 2nd quadrant: Observations with **medium-low cross-border traffic (1)** associated with:
 - Brick&click (7)
- 4th quadrant: Observations with **medium-high cross-border traffic (2)** associated with:
 - Marketplace (2)
 - Furniture manufacturer (5)
 - Doesn't have newsletter (9)
 - Has blog (10)
 - Traffic from paid search quartile 4 (>=39,57%) (23)

There are not more components to do any other crossing in this study.

5.2.2 Conclusions of cross-border traffic analysis for leading countries

The results of the empirical analysis of the 24 observations (6 from each leading country) show us the common characteristics of the e-commerce sites in the furniture industry, in the partners' countries, regarding the level of cross-border traffic.

Higher and medium-high cross-border traffic:

- Have a **newsletter**
- **SEM strategy** for traffic generation to the website
- Selling through a **marketplace**
- **Furniture manufacturers**
- Having a **blog**

Surprisingly, this analysis concludes that websites studied having more cross-border traffic don't sell abroad. These results may require a second review of the data in order to ensure their consistency.

5.3 Leading countries: cross-border e-commerce best practices

In this analysis we will consider as dependent variables those that are the result of good practices, taking into account good practices are the ones that drive an e-commerce to success in terms of sales. As sales are directly related to conversion (percent of visits that make a purchase) and conversion depends on traffic, dependent variables will be:

- Visits at month (VMQ1, VMQ2, VMQ3 and VMQ4)
- Visits duration (VDQ1, VDQ2, VDQ3 and VDQ4)
- Number of pages visited (PVQ1, PVQ2, PVQ3 and PVQ4)
- Bounce rate (BRQ1, BRQ2, BRQ3 and BRQ4)

In addition, as we are interested in obtain best practices in cross-border e-commerce, we also must consider the following variable as dependent:

- Total cross-border traffic (TTCBQ2, TTCBQ3 and TTCBQ4)

The number of questions in the survey is very high (74). Moreover, in order to perform a MCA analysis, each variable has been converted in categorical: answers with "yes/no" values are dichotomical and numerical variables had been classified in quartiles. As a result, the formatting process has created 189 categorical variables. In order to make a more interpretable analysis, we have segmented the analysis in 9 groups: 1) general infrastructure and site information 2) marketing tools, 3) helping tools, 4) General information about the site (basic risk reduction tools), 5) payment methods (basic risk reduction tools), 6) product sheet (basic risk reduction tools), 7) advanced risk reduction tools, 8) cross-border tools and 9) traffic sources.

Table 42 shows all above mentioned variables converted to categorical, assigning each observation to its quartile.

Table 42 E-commerce practices in leading countries. Dependent Variables

Dependent variables	
Variable	Description
1.VMQ1	Visits month quartile 1 (<25.900)
2.VMQ2	Visits month quartile 2 (<58.200)
3.VMQ3	Visits month quartile 3 (<240.850)
4.VMQ4	Visits month quartile 4 (>=240.850)
5.VDQ1	Visit duration quartile 1 (<171,5)

Dependent variables	
Variable	Description
6.VDQ2	Visit duration quartile 2 (<230,5)
7.VDQ3	Visit duration quartile 3 (<341)
8.VDQ4	Visit duration quartile 4 (>=341)
9.PVQ1	Pages visit quartile 1 (<4,0)
10.PVQ2	Pages visit quartile 2 (<5,5)
11.PVQ3	Pages visit quartile 3 (<7,7)
12.PVQ4	Pages visit quartile 4 (>=7,7)
13.BRQ1	Bounce rate quartile 1 (<26,6%)
14.BRQ2	Bounce rate quartile 2 (<34,0%)
15.BRQ3	Bounce rate quartile 3 (<42,8%)
16.BRQ4	Bounce rate quartile 4 (>=42,8%)
17.TTCBQ2	Total traffic cross-border quartile 2 (<9,07%)
18.TTCBQ3	Total traffic cross-border quartile 3 (<16,76%)
19.TTCBQ4	Total traffic cross-border quartile 4 (>=16,76%)

The multiple correspondences analysis shows us 14 components representing 100% of the variability. We will do this analysis taking into account only the three first components, representing the 47,39% of the variability. This could seem a poor representation but it is an usual characteristic of MCA.

Table 43 MCA e-commerce practices in leading countries (dependent variables) – Analysis results

```

Results for: Best cross-border
Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT
Analysis of Indicator Matrix
Axis  Inertia  Proportion  Cumulative  Histogram
1  0,5195  0,1855  0,1855  *****
2  0,4589  0,1639  0,3494  *****
3  0,3485  0,1245  0,4739  *****
4  0,3098  0,1107  0,5846  *****
5  0,2693  0,0962  0,6807  *****
6  0,2039  0,0728  0,7536  *****
7  0,1819  0,0649  0,8185  *****
8  0,1490  0,0532  0,8717  *****
9  0,1340  0,0479  0,9196  *****
10  0,0951  0,0340  0,9536  *****
11  0,0606  0,0216  0,9752  ***
12  0,0330  0,0118  0,9870  *
13  0,0307  0,0110  0,9980  *
14  0,0057  0,0020  1,0000
Total  2,8000

Column Contributions
ID  Name  Qual  Mass  Inert  Component 1  Component 2  Component 3
Coord  Corr  Contr  Coord  Corr  Contr  Coord  Corr  Contr
1  Column1  0,372  0,033  0,060  0,597  0,071  0,023  -1,191  0,284  0,103  -0,289  0,017  0,008
2  Column2  0,352  0,025  0,063  0,724  0,075  0,025  1,257  0,226  0,086  -0,601  0,052  0,026
3  Column3  0,208  0,058  0,051  -0,704  0,204  0,056  0,015  0,000  0,000  0,096  0,004  0,002
4  Column4  0,044  0,083  0,042  0,037  0,001  0,000  0,089  0,006  0,001  0,229  0,037  0,013
5  Column5  0,297  0,017  0,065  1,004  0,092  0,032  -1,500  0,205  0,082  0,106  0,001  0,001
6  Column6  0,578  0,050  0,054  1,259  0,528  0,153  -0,089  0,003  0,001  0,375  0,047  0,020
7  Column7  0,834  0,083  0,042  -0,345  0,085  0,019  0,385  0,106  0,027  -0,949  0,644  0,215
8  Column8  0,805  0,050  0,054  -1,019  0,346  0,100  -0,052  0,001  0,000  1,172  0,458  0,197
9  Column9  0,776  0,025  0,062  1,861  0,495  0,167  1,050  0,157  0,060  0,933  0,124  0,062
10  Column10  0,570  0,042  0,057  0,743  0,145  0,044  -1,233  0,400  0,138  -0,305  0,025  0,011
11  Column11  0,152  0,050  0,054  -0,356  0,042  0,012  -0,121  0,005  0,002  -0,560  0,105  0,045
12  Column12  0,497  0,083  0,042  -0,716  0,366  0,082  0,374  0,100  0,025  0,209  0,031  0,010
13  Column13  0,488  0,058  0,051  -0,561  0,129  0,035  -0,262  0,028  0,009  0,896  0,331  0,134
14  Column14  0,512  0,100  0,036  -0,184  0,034  0,007  0,294  0,087  0,019  -0,626  0,392  0,112
15  Column15  0,473  0,025  0,063  0,510  0,037  0,013  -1,713  0,419  0,160  -0,344  0,017  0,008
16  Column16  0,867  0,017  0,065  2,303  0,482  0,170  1,718  0,268  0,107  1,135  0,117  0,062
17  Column17  0,338  0,050  0,054  -0,332  0,037  0,011  0,950  0,301  0,098  0,034  0,000  0,000
18  Column18  0,459  0,100  0,036  -0,178  0,032  0,006  -0,591  0,349  0,076  0,279  0,078  0,022
19  Column19  0,293  0,050  0,054  0,688  0,158  0,046  0,232  0,018  0,006  -0,593  0,117  0,050
    
```

Table 44 summarizes the variables distribution in the positive and negative areas of each one of the three first components.

Table 44 MCA e-commerce practices in leading countries - Active variables

Active variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
1.VMQ1-Visits month quartile 1 (<25.900)	3.VMQ3-Visits month quartile 3 (<240.850)	2.VMQ2-Visits month quartile 2 (<58.200)	1.VMQ1-Visits month quartile 1 (<25.900)	3.VMQ3-Visits month quartile 3 (<240.850)	1.VMQ1-Visits month quartile 1 (<25.900)
2.VMQ2-Visits month quartile 2 (<58.200)		3.VMQ3-Visits month quartile 3 (<240.850)		4.VMQ4-Visits month quartile 4 (>=240.850)	2.VMQ2-Visits month quartile 2 (<58.200)
4.VMQ4-Visits month quartile 4 (>=240.850)		4.VMQ4-Visits month quartile 4 (>=240.850)			
5.VDQ1-Visit duration quartile 1 (<171,5)	7.VDQ3-Visit duration quartile 3 (<341)	7.VDQ3-Visit duration quartile 3 (<341)	5.VDQ1-Visit duration quartile 1 (<171,5)	5.VDQ1-Visit duration quartile 1 (<171,5)	7.VDQ3-Visit duration quartile 3 (<341)
6.VDQ2-Visit duration quartile 2 (<230,5)	8.VDQ4-Visit duration quartile 4 (>=341)		6.VDQ2-Visit duration quartile 2 (<230,5)	6.VDQ2-Visit duration quartile 2 (<230,5)	
			8.VDQ4-Visit duration quartile 4 (>=341)	8.VDQ4-Visit duration quartile 4 (>=341)	
9.PVQ1-Pages visit quartile 1 (<4,0)	11.PVQ3-Pages visit quartile 3 (<7,7)	9.PVQ1-Pages visit quartile 1 (<4,0)	10.PVQ2-Pages visit quartile 2 (<5,5)	9.PVQ1-Pages visit quartile 1 (<4,0)	10.PVQ2-Pages visit quartile 2 (<5,5)
10.PVQ2-Pages visit quartile 2 (<5,5)	12.PVQ4-Pages visit quartile 4 (>=7,7)	12.PVQ4-Pages visit quartile 4 (>=7,7)	11.PVQ3-Pages visit quartile 3 (<7,7)	12.PVQ4-Pages visit quartile 4 (>=7,7)	11.PVQ3-Pages visit quartile 3 (<7,7)
15.BRQ3-Bounce rate quartile 3 (<42,8%)	13.BRQ1-Bounce rate quartile 1 (<26,6%)	14.BRQ2-Bounce rate quartile 2 (<34,0%)	13.BRQ1-Bounce rate quartile 1 (<26,6%)	13.BRQ1-Bounce rate quartile 1 (<26,6%)	14.BRQ2-Bounce rate quartile 2 (<34,0%)
16.BRQ4-Bounce rate quartile 4 (>=42,8%)	14.BRQ2-Bounce rate quartile 2 (<34,0%)	16.BRQ4-Bounce rate quartile 4 (>=42,8%)	15.BRQ3-Bounce rate quartile 3 (<42,8%)	16.BRQ4-Bounce rate quartile 4 (>=42,8%)	15.BRQ3-Bounce rate quartile 3 (<42,8%)
19.TTCBQ4-Total traffic cross-border quartile 4 (>=16,76%)	17.TTCBQ2-Total traffic cross-border quartile 2 (>5,15%; <9,07%)	17.TTCBQ2-Total traffic cross-border quartile 2 (>5,15%; <9,07%)	18.TTCBQ3-Total traffic cross-border quartile 3 (<16,76%)	17.TTCBQ2-Total traffic cross-border quartile 2 (>5,15%; <9,07%)	19.TTCBQ4-Total traffic cross-border quartile 4 (>=16,76%)
	18.TTCBQ3-Total traffic cross-border quartile 3 (<16,76%)	19.TTCBQ4-Total traffic cross-border quartile 4 (>=16,76%)		18.TTCBQ3-Total traffic cross-border quartile 3 (<16,76%)	

* Red colour: no significant or not enough contribution to the component formation

Meaning of components by dependent variables

Component 1 separates in the positive area the observations with lower and medium-low traffic to the site (VMQ1 & VMQ2), lower and medium-low visits duration (VDQ1 & VDQ2), lower and medium-low number of pages visited (PVQ1 & PVQ2), higher bounce rates (BRQ4) and higher cross-border traffic (TTCBQ4), while the negative area represents the observations with medium-high traffic to the site (VMQ3), higher visits duration (VDQ4), higher number of pages visited (PVQ4), lower bounce rates (BRQ1) and medium-high cross-border traffic (BRQ3)

Component 2 separates in the positive area the observations with medium-low traffic to the site (VMQ2), medium-high visits duration (VDQ3), lower and higher number of pages visited (PVQ1 & PVQ4), higher bounce rates (BRQ4) and medium-low cross-border traffic (TTCBQ2), while the negative area represents the observations with lower traffic to the site (VMQ1), lower visits duration (VDQ1) medium-low number of pages visited (PVQ2), medium-high bounce rates (BRQ3) and medium-high cross-border traffic (TTCBQ3).

Component 3 separates in the positive area the observations with medium-low and higher visits duration (VDQ2 & VDQ4), lower number of pages visited (PVQ1), lower and higher bounce rates (BRQ1 & BRQ4) and medium-high cross-border traffic (TTCBQ3), from the observations in the negative area representing medium-low traffic to the site (VMQ2), medium-high visits duration (VDQ3), medium-high number of pages visited (PVQ3), medium-low bounce rates (BRQ2) and higher cross-border traffic (TTCBQ4).

5.3.1 Analysis on General infrastructure and site information

We consider general infrastructure variables, those that have anything to do with the structure and organization of the site mainly related to technical aspects. Site information variables are those related to the type of seller. Variables considered in this group are related to questions in the sections 2 and 3.1 in the questionnaire.

Table 45 E-commerce practices in leading countries. Independent Variables (general infrastructure and site information)

Independent variables	
Variable	Description
1.TE_HF	Home furnishings/decoration
2.TE_M	Marketplace
3.TE_DS	Department store
4.NFM	Not furniture manufacturer
5.FM	Furniture manufacturer
6.ToS_PP	Pure player (the company sells only online)
7.ToS_B&C	Brick and click (the company sells online and has physical stores)
8.MMORY	Main menu organized room yes
9.MMORN	Main menu organized room no
10.MMOPY	Main menu organized product yes
11.MMOPN	Main menu organized product no
12.OSBY	Outstanding search bar yes
13.OSBN	Outstanding search bar no
14.FWSY	Full width slider yes
15.FWSN	Full width slider no
16.MMTY	Main menu top yes
17.MMTN	Main menu top no
18.SBTY	Search bar top yes
19.SBTN	Search bar top no
20.AVCY	Always visible cart yes
21.AVCN	Always visible cart no

The multiple correspondences analysis for the active variables shows us the same results that in the section 5.3, so in this point we only will show the results in the illustrative variables.

Table 46 MCA e-commerce practices in leading countries (general infrastructure and site information) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; FVQ1; FVQ2; FVQ3; FVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT													
Supplementary Columns													
ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,078	0,175	0,009	0,099	0,068	0,003	-0,032	0,007	0,000	-0,018	0,002	0,000
2	Supcol2	0,069	0,008	0,068	-1,079	0,051	0,019	0,018	0,000	0,000	0,648	0,018	0,010
3	Supcol3	0,034	0,017	0,065	-0,497	0,022	0,008	0,324	0,010	0,004	-0,134	0,002	0,001
4	Supcol4	0,057	0,192	0,003	-0,043	0,042	0,001	0,012	0,004	0,000	-0,023	0,012	0,000
5	Supcol5	0,057	0,008	0,068	0,978	0,042	0,015	-0,287	0,004	0,001	0,528	0,012	0,007
6	Supcol6	0,131	0,117	0,030	0,072	0,007	0,001	0,100	0,014	0,003	0,280	0,110	0,026
7	Supcol7	0,131	0,083	0,042	-0,100	0,007	0,002	-0,140	0,014	0,004	-0,392	0,110	0,037
8	Supcol8	0,160	0,133	0,024	0,117	0,027	0,003	0,245	0,120	0,017	-0,079	0,012	0,002
9	Supcol9	0,160	0,067	0,048	-0,233	0,027	0,007	-0,490	0,120	0,035	0,158	0,012	0,005
10	Supcol10	0,136	0,117	0,030	0,225	0,071	0,011	-0,161	0,036	0,007	0,143	0,028	0,007
11	Supcol11	0,136	0,083	0,042	-0,314	0,071	0,016	0,226	0,036	0,009	-0,200	0,028	0,010
12	Supcol12	0,289	0,025	0,063	-0,351	0,018	0,006	0,708	0,072	0,027	-1,184	0,200	0,101
13	Supcol13	0,289	0,175	0,009	0,050	0,018	0,001	-0,101	0,072	0,004	0,169	0,200	0,014
14	Supcol14	0,184	0,108	0,033	-0,196	0,045	0,008	0,034	0,001	0,000	-0,341	0,138	0,036
15	Supcol15	0,184	0,092	0,039	0,232	0,045	0,009	-0,041	0,001	0,000	0,403	0,138	0,043
16	Supcol16	0,131	0,025	0,062	0,570	0,046	0,016	0,720	0,074	0,028	0,270	0,010	0,005
17	Supcol17	0,131	0,175	0,009	-0,081	0,046	0,002	-0,103	0,074	0,004	-0,039	0,010	0,001
18	Supcol18	0,188	0,042	0,057	-0,242	0,015	0,005	0,723	0,137	0,047	0,367	0,035	0,016
19	Supcol19	0,188	0,158	0,015	0,064	0,015	0,001	-0,190	0,137	0,012	-0,097	0,035	0,004
20	Supcol20	0,188	0,042	0,057	-0,242	0,015	0,005	0,723	0,137	0,047	0,367	0,035	0,016
21	Supcol21	0,188	0,158	0,015	0,064	0,015	0,001	-0,190	0,137	0,012	-0,097	0,035	0,004

Table 47 MCA e-commerce practices in leading countries. Illustrative variables (general infrastructure and site information)

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
1.TE_HF-Home furnishings/decoration	2.TE_M-Marketplace 3.TE_DS-Department store	2.TE_M-Marketplace 3.TE_DS-Department store	1.TE_HF-Home furnishings/decoration	2.TE_M-Marketplace	1.TE_HF-Home furnishings/decoration 3.TE_DS-Department store
5.FM-Furniture manufacturer	4.NFM-Not furniture manufacturer	4.NFM-Not furniture manufacturer	5.FM-Furniture manufacturer	5.FM-Furniture manufacturer	4.NFM-Not furniture manufacturer
6.ToS_PP-Pure player (the company sells only online)	7.ToS_B&C-Brick and click (the company sells online and has physical stores)	6.ToS_PP-Pure player (the company sells only online)	7.ToS_B&C-Brick and click (the company sells online and has physical stores)	6.ToS_PP-Pure player (the company sells only online)	7.ToS_B&C-Brick and click (the company sells online and has physical stores)
8.MMORY-Main menu organized room yes	9.MMORN-Main menu organized room no	8.MMORY-Main menu organized room yes	9.MMORN-Main menu organized room no	9.MMORN-Main menu organized room no	8.MMORY-Main menu organized room yes
10.MMOPY-Main menu organized product yes	11.MMOPN-Main menu organized product no	11.MMOPN-Main menu organized product no	10.MMOPY-Main menu organized product yes	10.MMOPY-Main menu organized product yes	11.MMOPN-Main menu organized product no
13.OSBN-Outstanding search bar no	12.OSBY-Outstanding search bar yes	12.OSBY-Outstanding search bar yes	13.OSBN-Outstanding search bar no	13.OSBN-Outstanding search bar no	12.OSBY-Outstanding search bar yes
15.FWSN-Full width slider no	14.FWSY-Full width slider yes	14.FWSY-Full width slider yes	15.FWSN-Full width slider no	15.FWSN-Full width slider no	14.FWSY-Full width slider yes
16.MMTY-Main menu top yes	17.MMTN-Main menu top no	16.MMTY-Main menu top yes	17.MMTN-Main menu top no	16.MMTY-Main menu top yes	17.MMTN-Main menu top no
19.SBTN-Search bar top no	18.SBTY-Search bar top yes	18.SBTY-Search bar top yes	19.SBTN-Search bar top no	18.SBTY-Search bar top yes	19.SBTN-Search bar top no
21.AVCN-Always visible cart no	20.AVCY-Always visible cart yes	20.AVCY-Always visible cart yes	21.AVCN-Always visible cart no	20.AVCY-Always visible cart yes	21.AVCN-Always visible cart no

* *Red colour*: no significant or not enough contribution to the component formation

As you can see,

Table 47 shows us poor significant information about marketing tools used in the e-commerces analysed from the leading countries. Although in this group there are significant variables unlike in the partners' countries, none of the variables in the component 1 shows enough significance in terms of contribution to the axis formation. So we focus this analysis in components 2 & 3.

The crossing of components 2 and 3 gives us all 4 quadrants with independent variables associated to dependent variables. The below graphical representation includes just the variables having at least significance in one component:

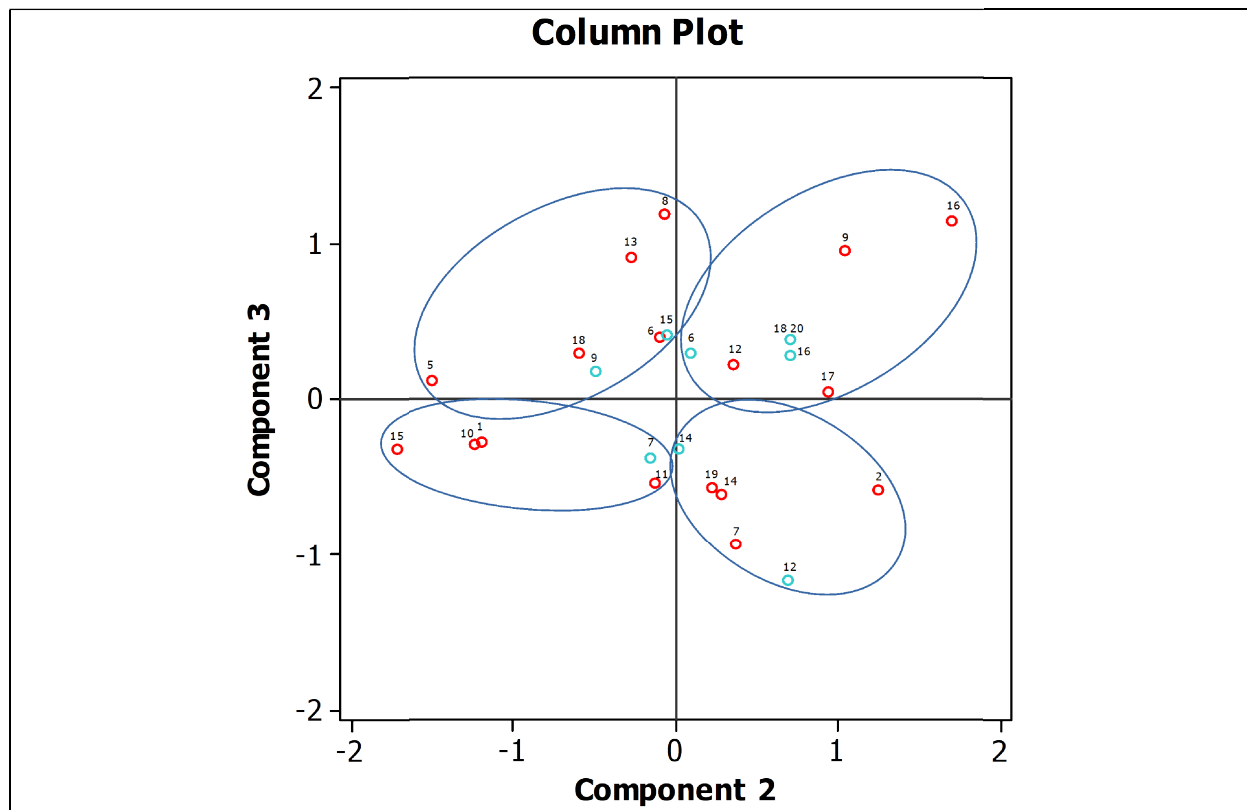


Figure 16 Components 2 and 3. MCA general infrastructure and site Information in leading countries

Interpretation:

- **1st quadrant:** Observations with lower and higher number of pages visited (9 & 12), higher bounce rates (16) and medium-low cross-border traffic (17) associated with:
 - Pure player (6)
 - Main menu always on top (16)
 - Search bar always on top (18)
 - Always visible shopping cart (20)
- **2nd quadrant:** Observations with lower, medium-low and higher visits duration (5) (6) (8), lower bounce rates (13) and medium-high cross-border traffic (18) associated with:
 - No main menu organized by room (9)
 - No full width slider (15)
- **3rd quadrant:** Observations with lower traffic (1), medium-low and medium-high pages visited (10) (11) and medium-high bounce rates (15), associated with:
 - Brick & click seller (7)

- **4th quadrant:** Observations with medium-low traffic (2), medium-high visit duration (7), medium-low bounce rates (14) and higher cross-border traffic (19) associated with:
 - Outstanding search bar (12)
 - Full width slider (14)

Conclusions of general infrastructure and site information in leading countries

The results show us the common characteristics of the e-commerce sites in the furniture industry, in the partners' countries, regarding the level of cross-border traffic. Crossing of components 2 and 3 for general infrastructure and site information, gives us more information because component 1 doesn't have independent variables with enough significance in the axis formation.

So in the analysis of these variables we can conclude that e-commerce retailers in leading countries with higher cross-border traffic configure their sites to facilitate higher visits duration and therefore lower bounce rates, although these sites have not higher traffic rates. These kind of infrastructure tools are outstanding search bars and full width sliders.

5.3.2 Analysis on marketing tools

We consider marketing tools, those that help the site to generate traffic and encourage users to make purchases. The variables considered in this group are related to questions in the section 3.5 in the questionnaire.

Table 48 E-commerce practices in leading countries. Independent Variables (marketing tools)

Independent variables	
Variable	Description
1.FS	Free shipping
2.NFS	Not free shipping
3.FSUCC	Free shipping under certain conditions
4.FLSY	Flash sales yes
5.FLSN	Flash sales no
6.FPMY	Featured products menu yes
7.FPMN	Featured products menu no
8.OSY	Outlet section yes
9.OSN	Outlet section no
10.CUPY	Coupons yes
11.CUPN	Coupons no
12.FRY	Friends reward yes
13.FRN	Friends reward no
14.VECFY	Visible email collecting form yes
15.VECFN	Visible email collecting form no
16.MGPY	Minimum guaranteed price yes
17.MGPN	Minimum guaranteed price no
18.NWSY	Newsletter yes
19.NWSN	Newsletter no
20.BY	Blog yes
21.BN	Blog no
22.MSSY	Mass yes
23.MSSN	Mass no

The multiple correspondences analysis for the active variables shows us the same results that in the section 5.3, so in this point we only will show the results in the illustrative variables.

Table 49 MCA e-commerce practices in leading countries (marketing tools) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT

Supplementary Columns

ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,336	0,025	0,062	0,570	0,046	0,016	1,383	0,273	0,104	-0,342	0,017	0,008
2	Supcol2	0,097	0,067	0,048	0,195	0,019	0,005	-0,197	0,019	0,006	-0,344	0,059	0,023
3	Supcol3	0,220	0,108	0,033	-0,251	0,075	0,013	-0,198	0,046	0,009	0,290	0,100	0,026
4	Supcol4	0,327	0,183	0,006	-0,166	0,305	0,010	0,041	0,018	0,001	-0,018	0,004	0,000
5	Supcol5	0,327	0,017	0,065	1,831	0,305	0,108	-0,449	0,018	0,007	0,200	0,004	0,002
6	Supcol6	0,399	0,150	0,018	-0,198	0,117	0,011	-0,305	0,280	0,030	-0,029	0,003	0,000
7	Supcol7	0,399	0,050	0,054	0,593	0,117	0,034	0,916	0,280	0,091	0,088	0,003	0,001
8	Supcol8	0,115	0,042	0,057	-0,203	0,011	0,003	-0,582	0,089	0,031	0,239	0,015	0,007
9	Supcol9	0,199	0,167	0,012	0,069	0,024	0,002	0,140	0,099	0,007	-0,124	0,077	0,007
10	Supcol10	0,267	0,058	0,051	-0,611	0,154	0,042	0,427	0,075	0,023	-0,306	0,039	0,016
11	Supcol11	0,267	0,142	0,021	0,252	0,154	0,017	-0,176	0,075	0,010	0,126	0,039	0,006
12	Supcol12	0,078	0,008	0,068	0,361	0,006	0,002	-0,102	0,000	0,000	-1,288	0,072	0,040
13	Supcol13	0,078	0,192	0,003	-0,016	0,006	0,000	0,004	0,000	0,000	0,056	0,072	0,002
14	Supcol14	0,119	0,183	0,006	0,073	0,059	0,002	-0,070	0,055	0,002	0,021	0,005	0,000
15	Supcol15	0,119	0,017	0,065	-0,808	0,059	0,021	0,774	0,055	0,022	-0,235	0,005	0,003
16	Supcol16	0,087	0,075	0,045	-0,343	0,070	0,017	-0,071	0,003	0,001	-0,149	0,013	0,005
17	Supcol17	0,087	0,125	0,027	0,206	0,070	0,010	0,043	0,003	0,000	0,089	0,013	0,003
18	Supcol18	0,057	0,125	0,027	0,018	0,001	0,000	0,175	0,051	0,008	-0,060	0,006	0,001
19	Supcol19	0,057	0,075	0,045	-0,029	0,001	0,000	-0,291	0,051	0,014	0,100	0,006	0,002
20	Supcol20	0,155	0,050	0,054	0,274	0,025	0,007	-0,500	0,083	0,027	0,374	0,047	0,020
21	Supcol21	0,155	0,150	0,018	-0,091	0,025	0,002	0,167	0,083	0,009	-0,125	0,047	0,007
22	Supcol22	0,162	0,125	0,027	0,080	0,011	0,002	0,224	0,084	0,014	0,201	0,068	0,015
23	Supcol23	0,162	0,075	0,045	-0,133	0,011	0,003	-0,374	0,084	0,023	-0,336	0,068	0,024

Table 50 MCA e-commerce practices in leading countries. Illustrative variables (marketing tools)

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
1.FS.Free shipping	3.FSUCC-Free shipping under certain conditions	1.FS.Free shipping	2.NFS-Not free shipping No	3.FSUCC-Free shipping under certain conditions	1.FS.Free shipping
2.NFS-Not free shipping No			3.FSUCC-Free shipping under certain conditions		2.NFS-Not free shipping No
5.FLSN-Flash sales no	4.FLSY-Flash sales yes	4.FLSY-Flash sales yes	5.FLSN-Flash sales no	5.FLSN-Flash sales no	4.FLSY-Flash sales yes
7.FPMN-Featured products menu no	6.FPMY-Featured products menu yes	7.FPMN-Featured products menu no	6.FPMY-Featured products menu yes	7.FPMN-Featured products menu no	6.FPMY-Featured products menu yes
9.OSN-Outlet section no	8.OSY-Outlet section yes	9.OSN-Outlet section no	8.OSY-Outlet section yes	8.OSY-Outlet section yes	9.OSN-Outlet section no
11.CUPN-Coupons no	10.CUPY-Coupons yes	10.CUPY-Coupons yes	11.CUPN-Coupons no	11.CUPN-Coupons no	10.CUPY-Coupons yes
12.FRY-Friends reward yes	13.FRN-Friends reward no	13.FRN-Friends reward no	12.FRY-Friends reward yes	13.FRN-Friends reward no	12.FRY-Friends reward yes
14.VECFY-Visible email collecting form yes	15.VECFN-Visible email collecting form no	15.VECFN-Visible email collecting form no	14.VECFY-Visible email collecting form yes	14.VECFY-Visible email collecting form yes	15.VECFN-Visible email collecting form no
17.MGPN-Minimum guaranteed price no	16.MGPY-Minimum guaranteed price yes	17.MGPN-Minimum guaranteed price no	16.MGPY-Minimum guaranteed price yes	17.MGPN-Minimum guaranteed price no	16.MGPY-Minimum guaranteed price yes
18.NWSY-Newsletter yes	19.NWSN-Newsletter no	18.NWSY-Newsletter yes	19.NWSN-Newsletter no	19.NWSN-Newsletter no	18.NWSY-Newsletter yes
20.BY-Blog yes	21.BN-Blog no	21.BN-Blog no	20.BY-Blog yes	20.BY-Blog yes	21.BN-Blog no
22.MSSY-Mass yes	23.MSSN-Mass no	22.MSSY-Mass yes	23.MSSN-Mass no	22.MSSY-Mass yes	23.MSSN-Mass no

* **Red colour:** no significant or not enough contribution to the component formation

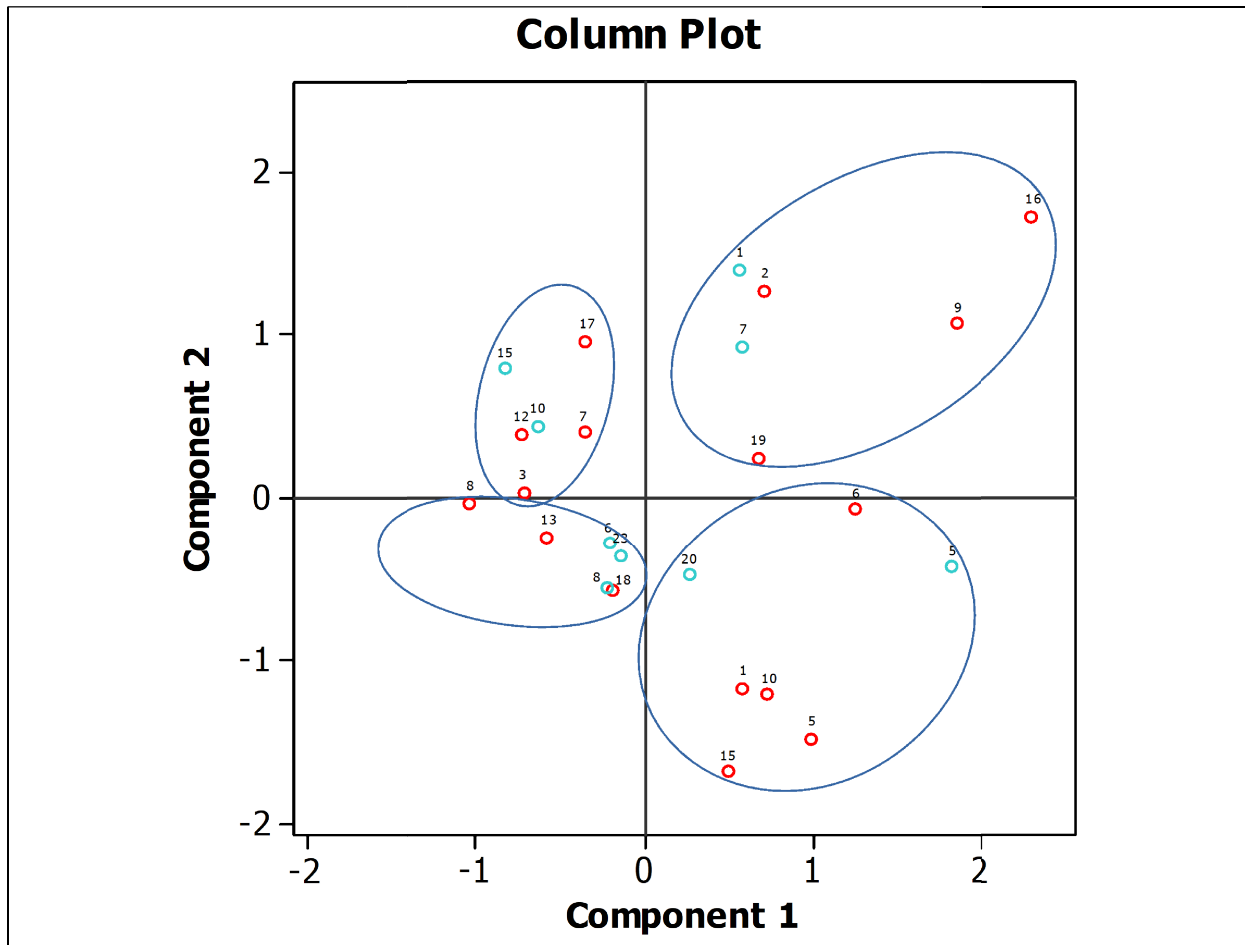


Figure 17 Components 2 and 3. MCA marketing tools in leading countries

Interpretation:

- **1st quadrant:** Observations with medium-low traffic (2), lower number of pages visited (9), higher bounce rates (16) and higher cross-border traffic (19) associated with:
 - Free shipping (1)
 - No featured products in menu (7)
- **2nd quadrant:** Observations with medium-high traffic (3), medium-high visits duration (7), higher number of pages visited (12) and lower cross-border traffic (17), associated with:
 - Coupons, yes (10)
 - Visible email collecting form (15)
- **3rd quadrant:** Observations with higher visits duration (8), lower bounce rates (13) and medium-high cross-border traffic (18), associated with:
 - Featured products in menu(6)
 - Outlet section (8)
 - Advertising in mass media (23)
- **4th quadrant:** Observations with lower traffic (1), lower visits duration (5 & 6), medium-low pages visited (10) and medium-high bounce rates (15), associated with:
 - No flash sales (5)
 - Have a blog (20)

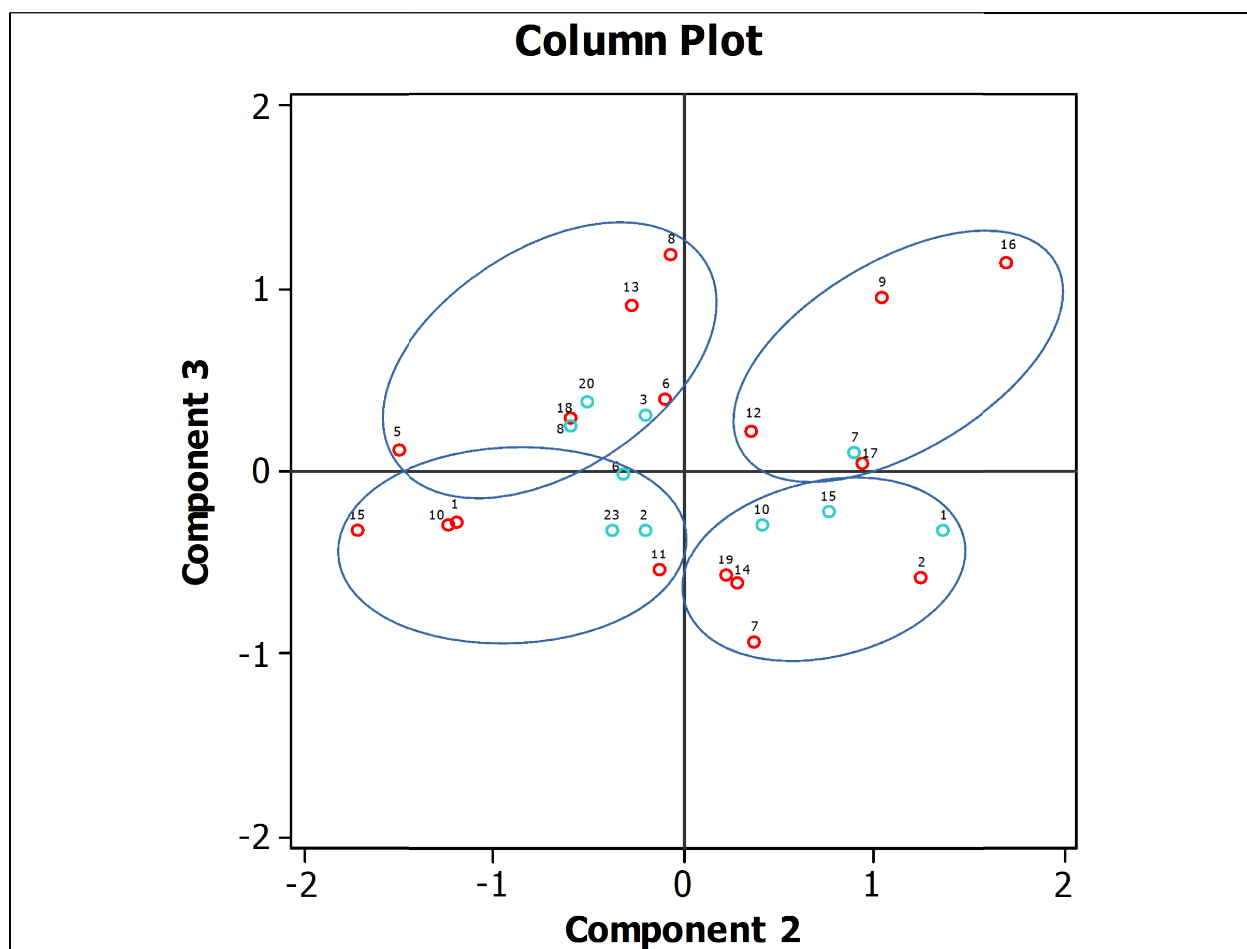


Figure 18 Component 2 and 3. MCA marketing tools in leading countries

Interpretation:

- **1st quadrant:** Observations with lower and higher number of pages visited (9 & 12), higher bounce rates (16) and medium-low cross-border traffic (17), associated with:
 - No featured products in menu (7)
- **2nd quadrant:** Observations with low and medium-low visit duration (5 & 6), higher visits duration (8), lower bounce rates (13) and medium-high cross-border traffic (18), associated with:
 - Free shipping under certain conditions (3)
 - Outlet section (8)
 - Have a blog (20)
- **3rd quadrant:** Observations with lower traffic (1), medium number of pages visited (10 & 11) and medium-high bounce rates (15), associated with:
 - No free shipping (2)
 - Featured products in menu (6)
 - No mass media advertising (23)
- **4th quadrant:** Observations with medium-low traffic (2), medium-high visits duration (7), medium-low bounce rate (14) and higher cross-border traffic (19), associated with:
 - Free shipping (1)
 - Coupons (10)
 - No visible email collection form (15)

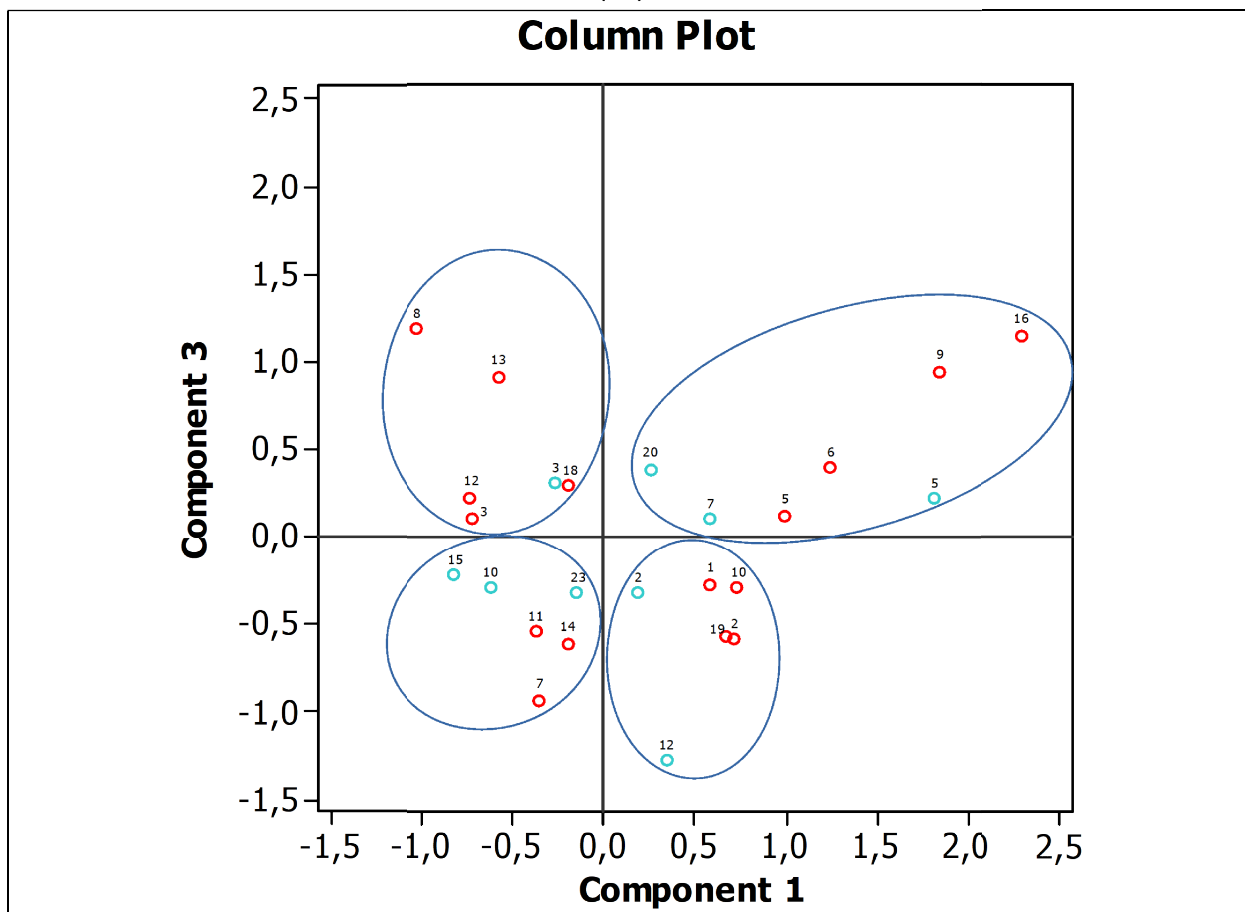


Figure 19 Component 1 and 3. MCA marketing tools in leading countries

Interpretation:

- **1st quadrant:** Observations with lower and medium-low visits duration (5 & 6), lower number of pages visited (9) and higher bounce rates (16), associated with:
 - No flash sales(5)
 - No featured products in menu (7)
 - Have a blog (20)
- **2nd quadrant:** Observations with medium-high traffic (3), higher visits duration (8), higher number of pages visited (12), lower bounce rates (13) and medium-high cross-border traffic (18), associated with:
 - Free shipping under certain conditions (3)
- **3rd quadrant:** Observations with medium-high visits duration (7), medium-high number of pages visited (11) and medium-low bounce rates (14), associated with:
 - Coupons (10)
 - No visible email collecting form (15)
 - No mass media advertising (23)
- **4th quadrant:** Observations with lower and medium-low (1 & 2), medium-low number of pages visited (10) and higher cross-border traffic (19), associated with:
 - No free shipping (2)
 - Friends reward (12)

Conclusions of marketing tools in leading countries

Sites with high and medium-high cross-border traffic have significant associations with free shipping or free shipping under certain conditions (i.e. from a certain purchasing amount). Other significant associations are with having outlet sections, offering coupons, doing advertising in mass media, giving rewards for referring to friends and having a blog.

That means the sites from leading countries **are actively using marketing tools** in order to generate cross-border traffic.

Surprisingly, there is association of medium-high and high cross-border traffic with no email collecting form and no featured products in menu. Due this incoherence, this must to be checked accessing once again to the raw data in order to find whether or not it is a mistake.

5.3.3 Analysis on helping tools

We consider helping tools, those that help the site to facilitate the products search and select processes, especially important in the case of furniture and home interiors. An inexperienced consumer usually assesses products by comparing them with other similar, gathering and studying available information in the product sheets and coming back to previously checked products in order to check again their characteristics and compare that with those of other products. Variables considered in this group are related to questions in the section 3.2 in the questionnaire.

Table 51 E-commerce practices in leading countries. Independent Variables (helping tools)

Independent variables	
Variable	Description
1.SFPY	Save favourite products yes
2.SFPN	Save favourite products no

Independent variables	
Variable	Description
3.MFY	Multiple filters yes
4.MFN	Multiple filters no
5.RPY	Related products yes
6.RPN	Related products no
7.PCSY	Products classified style yes
8.PCSN	Products classified style no
9.CPTY	Comparing products tool yes
10.CPTN	Comparing products tool no
11.PSHY	Products seen historical yes
12.PSHN	Products seen historical no

The multiple correspondences analysis for the active variables shows us the same results that in the section 5.3, so in this point we only will show the results in the illustrative variables.

Table 52 MCA e-commerce practices in leading countries (helping tools) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT														
Supplementary Columns														
ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3			
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr	
1	Supcol1	0,084	0,117	0,030	-0,091	0,012	0,002	-0,083	0,010	0,002	0,212	0,063	0,015	
2	Supcol2	0,084	0,083	0,042	0,128	0,012	0,003	0,117	0,010	0,002	-0,297	0,063	0,021	
3	Supcol3	0,328	0,050	0,054	0,877	0,256	0,074	0,359	0,043	0,014	-0,293	0,029	0,012	
4	Supcol4	0,328	0,150	0,018	-0,292	0,256	0,025	-0,120	0,043	0,005	0,098	0,029	0,004	
5	Supcol5	0,175	0,100	0,036	-0,307	0,094	0,018	-0,254	0,065	0,014	-0,128	0,017	0,005	
6	Supcol6	0,175	0,100	0,036	0,307	0,094	0,018	0,254	0,065	0,014	0,128	0,017	0,005	
7	Supcol7	0,203	0,025	0,063	1,122	0,180	0,061	-0,399	0,023	0,009	-0,017	0,000	0,000	
8	Supcol8	0,203	0,175	0,009	-0,160	0,180	0,009	0,057	0,023	0,001	0,002	0,000	0,000	
9	Supcol9	0,073	0,008	0,068	-0,413	0,007	0,003	-0,882	0,034	0,014	-0,848	0,031	0,017	
10	Supcol10	0,073	0,192	0,003	0,018	0,007	0,000	0,038	0,034	0,001	0,037	0,031	0,001	
11	Supcol11	0,073	0,008	0,068	-0,413	0,007	0,003	-0,882	0,034	0,014	-0,848	0,031	0,017	
12	Supcol12	0,073	0,192	0,003	0,018	0,007	0,000	0,038	0,034	0,001	0,037	0,031	0,001	

Table 53 MCA e-commerce practices in leading countries. Illustrative variables (helping tools)

Illustrative variables											
Component 1			Component 2				Component 3				
Positive area		Negative area	Positive area		Negative area	Positive area		Negative area			
2.SFPN-Save favourite products no	1.SFPY-Save favourite products yes	2.SFPN-Save favourite products no	1.SFPY-Save favourite products yes	1.SFPY-Save favourite products yes	2.SFPN-Save favourite products no	1.SFPY-Save favourite products yes	2.SFPN-Save favourite products no	1.SFPY-Save favourite products yes	2.SFPN-Save favourite products no	1.SFPY-Save favourite products yes	2.SFPN-Save favourite products no
3.MFY-Multiple filters yes	4.MFN-Multiple filters no	3.MFY-Multiple filters yes	4.MFN-Multiple filters no	3.MFY-Multiple filters yes	4.MFN-Multiple filters no	3.MFY-Multiple filters yes	4.MFN-Multiple filters no	3.MFY-Multiple filters yes	4.MFN-Multiple filters no	3.MFY-Multiple filters yes	4.MFN-Multiple filters no
6.RPN-Related products no	5.RPY-Related products yes	6.RPN-Related products no	5.RPY-Related products yes	6.RPN-Related products no	5.RPY-Related products yes	6.RPN-Related products no	5.RPY-Related products yes	6.RPN-Related products no	5.RPY-Related products yes	6.RPN-Related products no	5.RPY-Related products yes
7.PCSY-Products classified style yes	8.PCSN-Products classified style no	7.PCSY-Products classified style yes	8.PCSN-Products classified style no	7.PCSY-Products classified style yes	8.PCSN-Products classified style no	7.PCSY-Products classified style yes	8.PCSN-Products classified style no	7.PCSY-Products classified style yes	8.PCSN-Products classified style no	7.PCSY-Products classified style yes	8.PCSN-Products classified style no
10.CPTN-Comparing products tool no	9.CPTY-Comparing products tool yes	10.CPTN-Comparing products tool no	9.CPTY-Comparing products tool yes	10.CPTN-Comparing products tool no	9.CPTY-Comparing products tool yes	10.CPTN-Comparing products tool no	9.CPTY-Comparing products tool yes	10.CPTN-Comparing products tool no	9.CPTY-Comparing products tool yes	10.CPTN-Comparing products tool no	9.CPTY-Comparing products tool yes
12.PSHN-Products seen historical no	11.PSHY-Products seen historical yes	12.PSHN-Products seen historical no	11.PSHY-Products seen historical yes	12.PSHN-Products seen historical no	11.PSHY-Products seen historical yes	12.PSHN-Products seen historical no	11.PSHY-Products seen historical yes	12.PSHN-Products seen historical no	11.PSHY-Products seen historical yes	12.PSHN-Products seen historical no	11.PSHY-Products seen historical yes

* **Red colour:** no significant or not enough contribution to the component formation

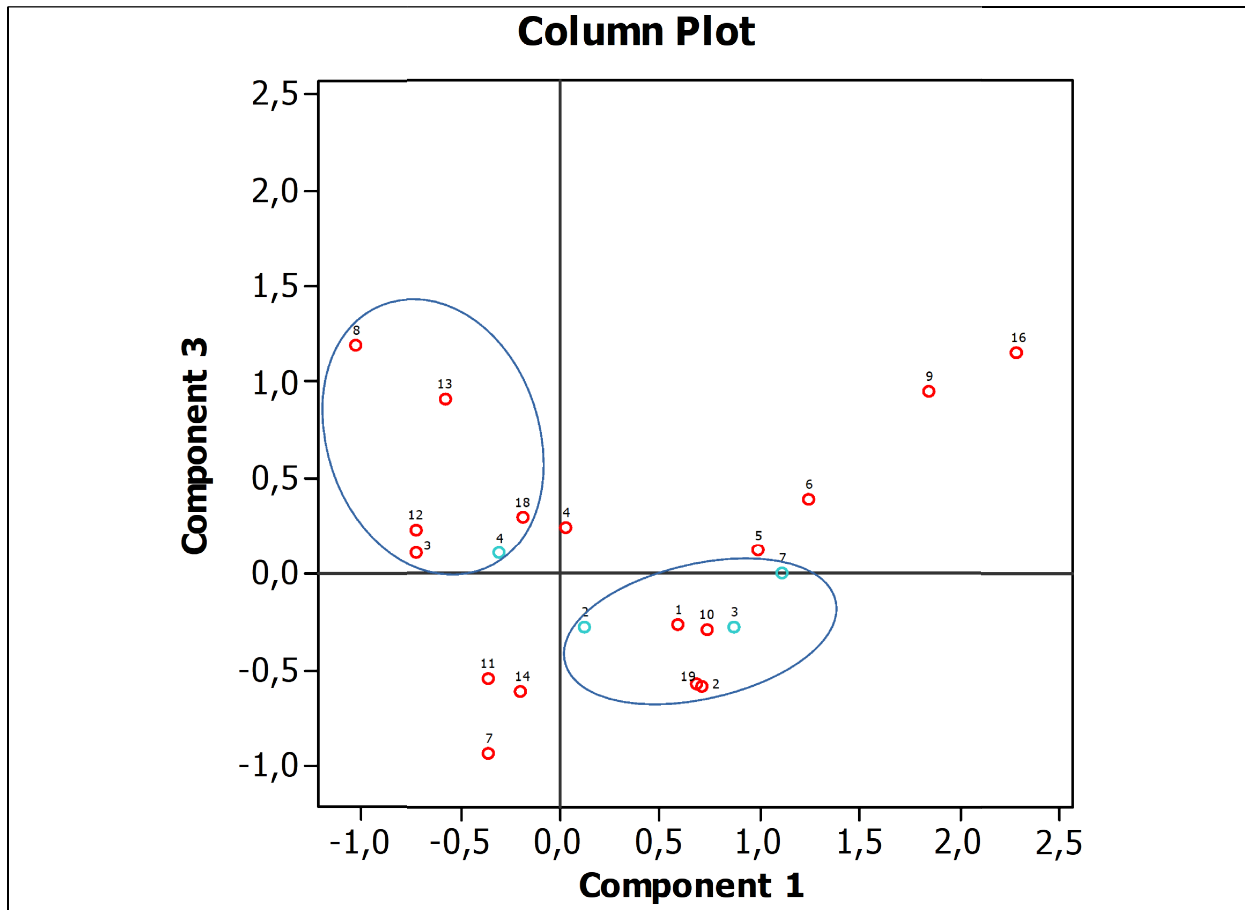


Figure 20 Component 1 and 3. MCA helping tools in leading countries

Interpretation:

- **2nd quadrant:** Observations with medium-high traffic (3), higher visits duration (8), higher number of pages visited (12), lower bounce rates (13) and medium-high cross-border traffic (18), associated with:
 - No multiple filters (4)
- **4th quadrant:** Observations with lower and medium-low traffic (1 & 2), medium-low number of pages visited (10) and higher cross-border traffic (19) associated with:
 - No save favourite products (2)
 - Multiple filters (3)

Conclusions of helping tools in leading countries

There is few conclusions in this analysis, only we can see association of high cross-border traffic with offering multiple filters in order to search products and do not offer a tool in order to user can save favourite products to see again later.

There also is an association with medium-high cross-border traffic with no multiple filters, that contradicts the previous paragraph.

5.3.4 Analysis on general information about the site

General information about the site is considered “basic risk reduction tools”, information about the brand, returning and complaining policy, guarantees, etc. help online consumers to make easier purchasing decisions. Risk reduction is an important topic especially in the case of furniture and home interiors because consumers are not able to touch, try and therefore assess the product before purchasing it. Variables considered in this group are related to questions in the section 3.3 in the questionnaire.

Table 54 E-commerce practices in leading countries. Independent Variables (general information about the site)

Independent variables	
Variable	Description
1.BIY	Brands info yes
2.BIN	Brands info no
3.CFY	Complain form yes
4.CFN	Complain form no
5.Q&ASY	Questions and answers section yes
6.Q&ASN	Questions and answers section no
7.ASY	Assembling service yes
8.ASN	Assembling service no
9.PAY	Personal advice yes
10.PAN	Personal advice no
11.FAQY	FAQ yes
12.FAQN	FAQ no

First of all, we have realized that all sites analysed have clear information about return policy. In addition, all sites analysed from the leading countries also declare that they offer guarantee in purchases of furniture. Finally no one of these sites offer product samples to the consumers.

The multiple correspondences analysis for the active variables shows us the same results that in the section 3.3, so in this point we only will show the results in the illustrative variables.

Table 55 MCA e-commerce practices in leading countries (general information about the site) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; FVQ1; FVQ2; FVQ3; FVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT													
Supplementary Columns													
ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,058	0,058	0,051	0,212	0,018	0,005	0,175	0,013	0,004	-0,257	0,027	0,011
2	Supcol2	0,058	0,142	0,021	-0,087	0,018	0,002	-0,072	0,013	0,002	0,106	0,027	0,005
3	Supcol3	0,266	0,025	0,062	0,351	0,018	0,006	1,317	0,248	0,095	-0,063	0,001	0,000
4	Supcol4	0,266	0,175	0,009	-0,050	0,018	0,001	-0,188	0,248	0,014	0,009	0,001	0,000
5	Supcol5	0,239	0,183	0,006	0,002	0,000	0,000	0,143	0,226	0,008	-0,035	0,013	0,001
6	Supcol6	0,239	0,017	0,065	-0,027	0,000	0,000	-1,577	0,226	0,090	0,382	0,013	0,007
7	Supcol7	0,203	0,083	0,042	-0,410	0,120	0,027	0,089	0,006	0,001	-0,329	0,077	0,026
8	Supcol8	0,203	0,117	0,030	0,293	0,120	0,019	-0,064	0,006	0,001	0,235	0,077	0,018
9	Supcol9	0,375	0,142	0,021	-0,313	0,237	0,027	-0,154	0,058	0,007	-0,181	0,080	0,013
10	Supcol10	0,375	0,058	0,051	0,759	0,237	0,065	0,375	0,058	0,018	0,439	0,080	0,032
11	Supcol11	0,089	0,133	0,024	0,125	0,031	0,004	0,168	0,057	0,008	0,016	0,001	0,000
12	Supcol12	0,089	0,067	0,048	-0,251	0,031	0,008	-0,336	0,057	0,016	-0,032	0,001	0,000

Table 56 MCA e-commerce practices in leading countries. Illustrative variables (general information about the site)

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
1.BIY-Brands info yes	2.BIN-Brands info no	1.BIY-Brands info yes	2.BIN-Brands info no	2.BIN-Brands info no	1.BIY-Brands info yes
3.CFY-Complain form yes	4.CFN-Complain form no	3.CFY-Complain form yes	4.CFN-Complain form no	4.CFN-Complain form no	3.CFY-Complain form yes
5.Q&ASY-Questions and answers section yes	6.Q&ASN-Questions and answers section no	5.Q&ASY-Questions and answers section yes	6.Q&ASN-Questions and answers section no	6.Q&ASN-Questions and answers section no	5.Q&ASY-Questions and answers section yes
8.ASN-Assembling service no	7.ASY-Assembling service yes	7.ASY-Assembling service yes	8.ASN-Assembling service no	8.ASN-Assembling service no	7.ASY-Assembling service yes
10.PAN-Personal advice no	9.PAY-Personal advice yes	10.PAN-Personal advice no	9.PAY-Personal advice yes	10.PAN-Personal advice no	9.PAY-Personal advice yes
11.FAQY-FAQ yes	12.FAQN-FAQ no	11.FAQY-FAQ yes	12.FAQN-FAQ no	11.FAQY-FAQ yes	12.FAQN-FAQ no

* Red colour: no significant or not enough contribution to the component formation

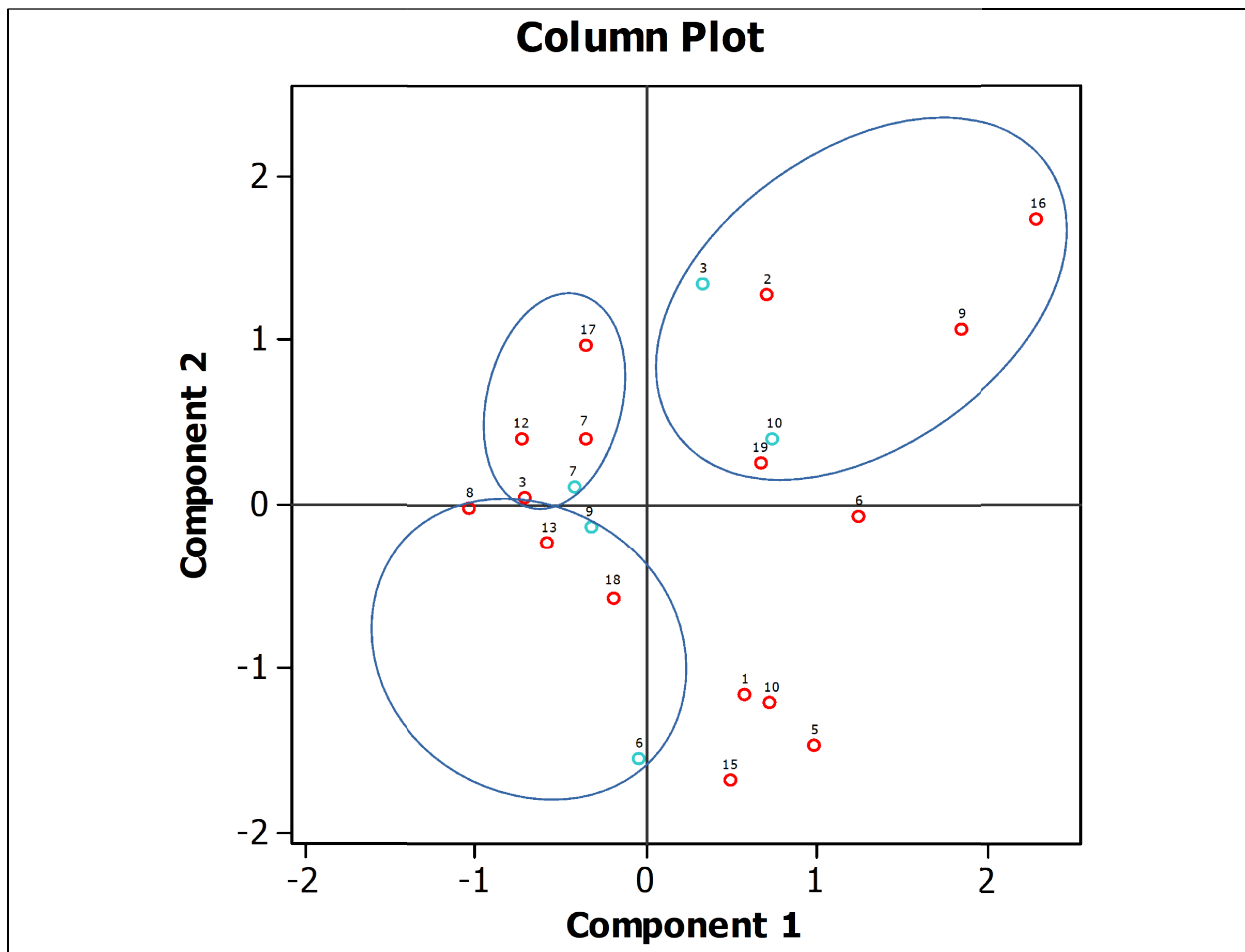


Figure 21 Components 2 and 3. MCA general information about the site in leading countries

Interpretation:

- **1st quadrant:** Observations with medium-low traffic (2), lower number of pages visited (9), higher bounce rates (16) and higher cross-border traffic (19), associated with:
 - Complain form (3)
 - No personal advice (10)
- **2nd quadrant:** Observations with medium-high traffic (3), medium-high visits duration (7), higher number of pages visited (12) and medium-low cross-border traffic (17), associated with:
 - Assembling service (7)
- **3rd quadrant:** Observations with higher visits duration (8), lower bounce rates (13) and medium-high cross-border traffic (18), associated with:
 - No questions & answers section (6)
 - Personal advice (9)

Conclusions of general infrastructure and site information in leading countries

The sites with high cross-border traffic are associated with having a complaining form and don't offer personal advice. But if we observe in detail, we can see that traffic generated associated have less quality because have higher bounce rates and lower number of pages visited.

On the other hand, sites with medium-high cross-border traffic and traffic with high quality (lower bounce rates and higher visits duration) are associated with personal advice and no questions & answers section. That means that are **associated more with personal services, less automated**.

As previously commented all sites analysed have **clear information about returning policy** and also **all of them declare that they offer guarantee** in purchases of furniture. Finally **no one of these sites offer product samples** to the consumers.

5.3.5 Analysis on payment methods

Some payment methods are considered "basic risk reduction tools", offering financial, cash on delivery (CoD) and secure payment, etc. help online consumers to reduce the perception of risk which is a relevant topic especially in the case of furniture and home interiors because consumers are not able to touch, try and therefore assess the product before purchasing. Variables considered in this group are related to questions in the section 3.3 in the questionnaire.

Table 57 E-commerce practices in leading countries. Independent Variables (payment methods)

Independent variables	
Variable	Description
1.CODY	Cash on delivery yes
2.CODN	Cash on delivery no
3.FY	Financing yes
4.FN	Financing no

We have realized that all sites analysed have secure payments methods. This is a remarkable basic risk reduction tool every website must take into account in order to generate a high level of confidence from potential consumers.

The multiple correspondences analysis for the active variables shows us the same results that in the section 3.3, so in this point we only will show the results in the illustrative variables.

Table 58 MCA e-commerce practices in leading countries (payment methods) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT													
Supplementary Columns													
ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,064	0,042	0,057	-0,474	0,059	0,018	0,089	0,002	0,001	0,107	0,003	0,001
2	Supcol2	0,064	0,158	0,015	0,125	0,059	0,005	-0,023	0,002	0,000	-0,028	0,003	0,000
3	Supcol3	0,133	0,083	0,042	-0,164	0,019	0,004	-0,399	0,113	0,029	-0,021	0,000	0,000
4	Supcol4	0,133	0,117	0,030	0,117	0,019	0,003	0,285	0,113	0,021	0,015	0,000	0,000

Table 59 MCA e-commerce practices in leading countries. Illustrative variables (payment methods)

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
2.CODN-Cash delivery no	on	1.CODY-Cash on delivery yes	1.CODY-Cash on delivery yes	2.CODN-Cash delivery no	on
4.FN-Financing no	3.FY-Financing yes	4.FN-Financing no	3.FY-Financing yes	4.FN-Financing no	3.FY-Financing yes

* **Red colour:** no significant or not enough contribution to the component formation

As you can see, Table 59 shows us also poor significant information about relations among active and illustrative variables related to payment methods in the e-commerces analysed from the leading countries. In fact, none of the variables in component 1 and component 3 shows enough significance in terms of contribution to the axis formation. So we focus this analysis in components 1 & 2 that represent more variability.

The crossing of components 1 and 2 gives us only 2 of 4 quadrants with independent variables associated to dependent variables. The below graphical representation includes just the variables having at least significance in one component:

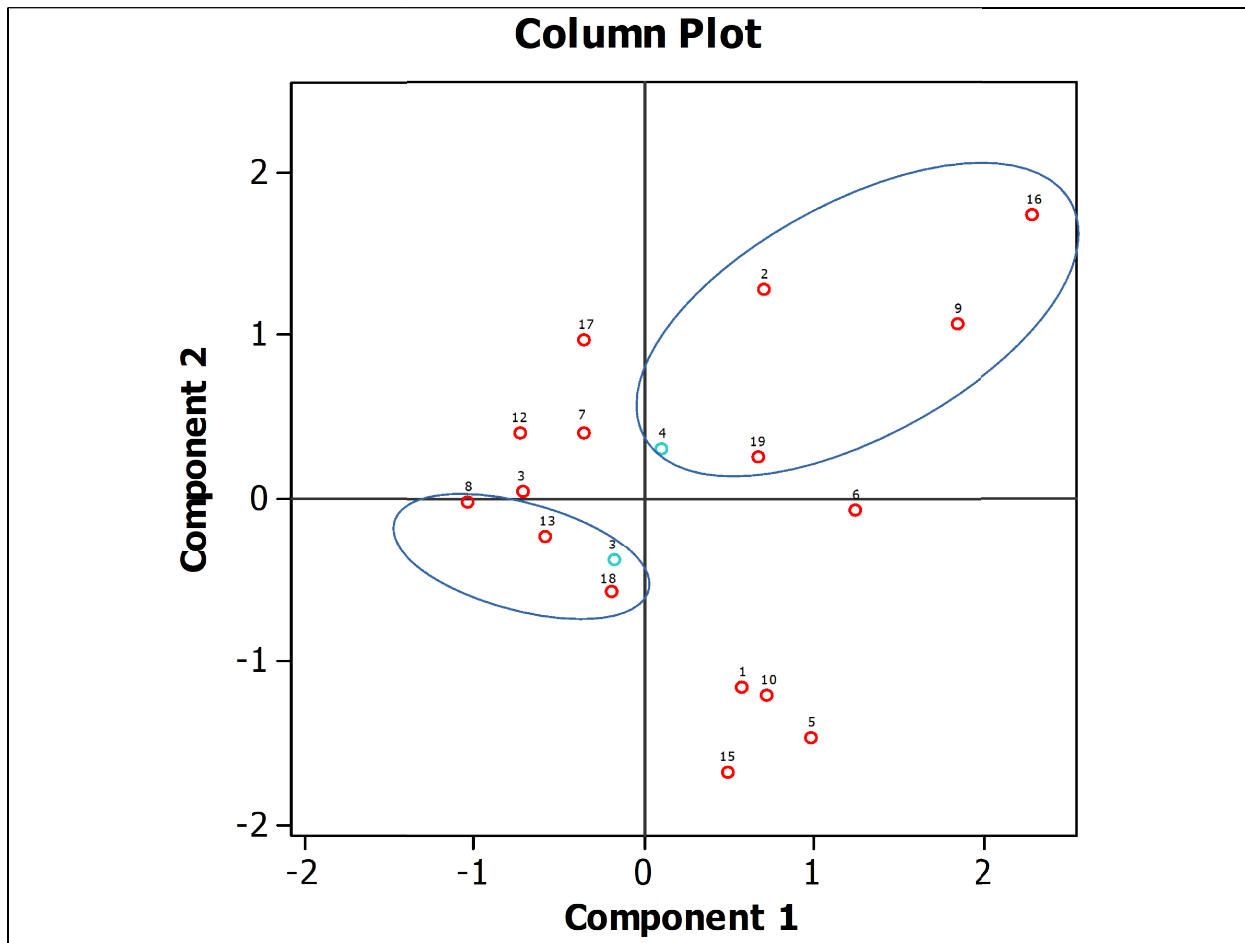


Figure 22 Components 2 and 3. MCA payment methods in leading countries

Interpretation:

- **1st quadrant:** Observations with medium-low traffic (2), lower number of pages visited (9), higher bounce rates (16) and higher cross-border traffic (19), associated with:
 - No financing (4)
- **3rd quadrant:** Observations with higher visits duration (8), lower bounce rates (13) and medium-high cross-border traffic (18), associated with:
 - Financing (3)

Conclusions of payment methods used in leading countries

Sites with higher cross-border traffic are associated with don't offer financing to purchases, but if we see on detail can realize that this traffic are less qualified because the high bounce rates and low number of pages visited.

Conversely, sites with medium-high cross-border traffic and more qualified traffic (lower bounce rates and higher visits duration) are **associated with offering financing to purchases**.

As commented, all sites offer **secure payment methods** in the purchasing process.

5.3.6 Analysis on product sheet

Product sheet information is considered “basic risk reduction tools” because information about products is an important risk reduction factor. As many information the consumer has, as better purchasing decisions they can make. Pictures, especially those that are in an environment (chairs in a dining room, a bed in a bedroom, etc), videos, technical information, other users comments, etc. help online consumers to reduce the perception of risk which is a relevant topic especially in the case of furniture and home interiors because consumers are not able to touch, try and therefore assess the product before purchasing. Variables considered in this group are related to questions in the section 3.3 in the questionnaire.

Table 60 E-commerce practices in leading countries. Independent Variables (product sheet)

Independent variables	
Variable	Description
1.EPPY	Applied product pictures yes
2.EPPN	Applied product pictures no
3.FWPPY	Full width product pictures yes
4.FWPPN	Full width product pictures no
5.MVPY,	Multiple views product yes
6.MVPN	Multiple views product no
7.SIY	Stock info yes
8.SIN	Stock info no
9.DIY	Delivery info yes
10.DIN	Delivery info no
11.EPIY	Enough product info yes
12.EPIN	Enough product info no
13.UCPY	Users comment products yes
14.UCPN	Users comment products no

We have realized that no one of these sites include videos in the product sheet.

The multiple correspondences analysis for the active variables shows us the same results that in the section 3.3, so in this point we only will show the results in the illustrative variables.

Table 61 MCA e-commerce practices in leading countries (product sheet) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT

Supplementary Columns

ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,197	0,133	0,024	0,101	0,021	0,003	-0,297	0,177	0,026	-0,007	0,000	0,000
2	Supcol2	0,197	0,067	0,048	-0,203	0,021	0,005	0,594	0,177	0,051	0,013	0,000	0,000
3	Supcol3	0,037	0,117	0,030	-0,153	0,033	0,005	-0,038	0,002	0,000	-0,043	0,003	0,001
4	Supcol4	0,037	0,083	0,042	0,214	0,033	0,007	0,053	0,002	0,001	0,060	0,003	0,001
5	Supcol5	0,141	0,150	0,018	0,204	0,125	0,012	0,019	0,001	0,000	-0,070	0,015	0,002
6	Supcol6	0,141	0,050	0,054	-0,612	0,125	0,036	-0,056	0,001	0,000	0,210	0,015	0,006
7	Supcol7	0,333	0,017	0,065	0,309	0,009	0,003	-1,798	0,294	0,117	-0,583	0,031	0,016
8	Supcol8	0,333	0,183	0,006	-0,028	0,009	0,000	0,163	0,294	0,011	0,053	0,031	0,001
9	Supcol9	0,121	0,175	0,009	-0,034	0,008	0,000	-0,100	0,071	0,004	-0,078	0,043	0,003
10	Supcol10	0,121	0,025	0,063	0,235	0,008	0,003	0,703	0,071	0,027	0,548	0,043	0,022
11	Supcol11	0,008	0,183	0,006	-0,006	0,000	0,000	0,025	0,007	0,000	0,004	0,000	0,000
12	Supcol12	0,008	0,017	0,065	0,062	0,000	0,000	-0,277	0,007	0,003	-0,042	0,000	0,000
13	Supcol13	0,222	0,075	0,045	0,471	0,133	0,032	0,047	0,001	0,000	0,383	0,088	0,032
14	Supcol14	0,222	0,125	0,027	-0,283	0,133	0,019	-0,028	0,001	0,000	-0,230	0,088	0,019

Table 62 MCA e-commerce practices in leading countries. Illustrative variables (product sheet)

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
1.EPPY-Applied product pictures yes	2.EPPN-Applied product pictures no	2.EPPN-Applied product pictures no	1.EPPY-Applied product pictures yes	2.EPPN-Applied product pictures no	1.EPPY-Applied product pictures yes
4.FWPPN-Full width product pictures no	3.FWPPY-Full width product pictures yes	4.FWPPN-Full width product pictures no	3.FWPPY-Full width product pictures yes	4.FWPPN-Full width product pictures no	3.FWPPY-Full width product pictures yes
6.MVPN-Multiple views product no	5.MVPY,-Multiple views product yes	6.MVPN-Multiple views product no	5.MVPY,-Multiple views product yes	5.MVPY,-Multiple views product yes	6.MVPN-Multiple views product no
7.SIY-Stock info yes	8.SIN-Stock info no	8.SIN-Stock info no	7.SIY-Stock info yes	8.SIN-Stock info no	7.SIY-Stock info yes
10.DIN-Delivery info no	9.DIY-Delivery info yes	10.DIN-Delivery info no	9.DIY-Delivery info yes	10.DIN-Delivery info no	9.DIY-Delivery info yes
12.EPIN-Enough product info no	11.EPIY-Enough product info yes	11.EPIY-Enough product info yes	12.EPIN-Enough product info no	11.EPIY-Enough product info yes	12.EPIN-Enough product info no
13.UCPY-Users comment products yes	14.UCPN-Users comment products no	13.UCPY-Users comment products yes	14.UCPN-Users comment products no	13.UCPY-Users comment products yes	14.UCPN-Users comment products no

* Red colour: no significant or not enough contribution to the component formation

As you can see, Table 62 shows poor significant information about relationships among active and illustrative variables related to information in the product sheet in the e-commerces analysed from the leading countries. In fact, with a few variables is enough, so we only will focus this analysis in components 1 & 2.

The crossing of components 1 and 2 gives us 4 quadrants with independent variables associated to dependent variables. The below graphical representation includes just the variables having at least significance in one component:

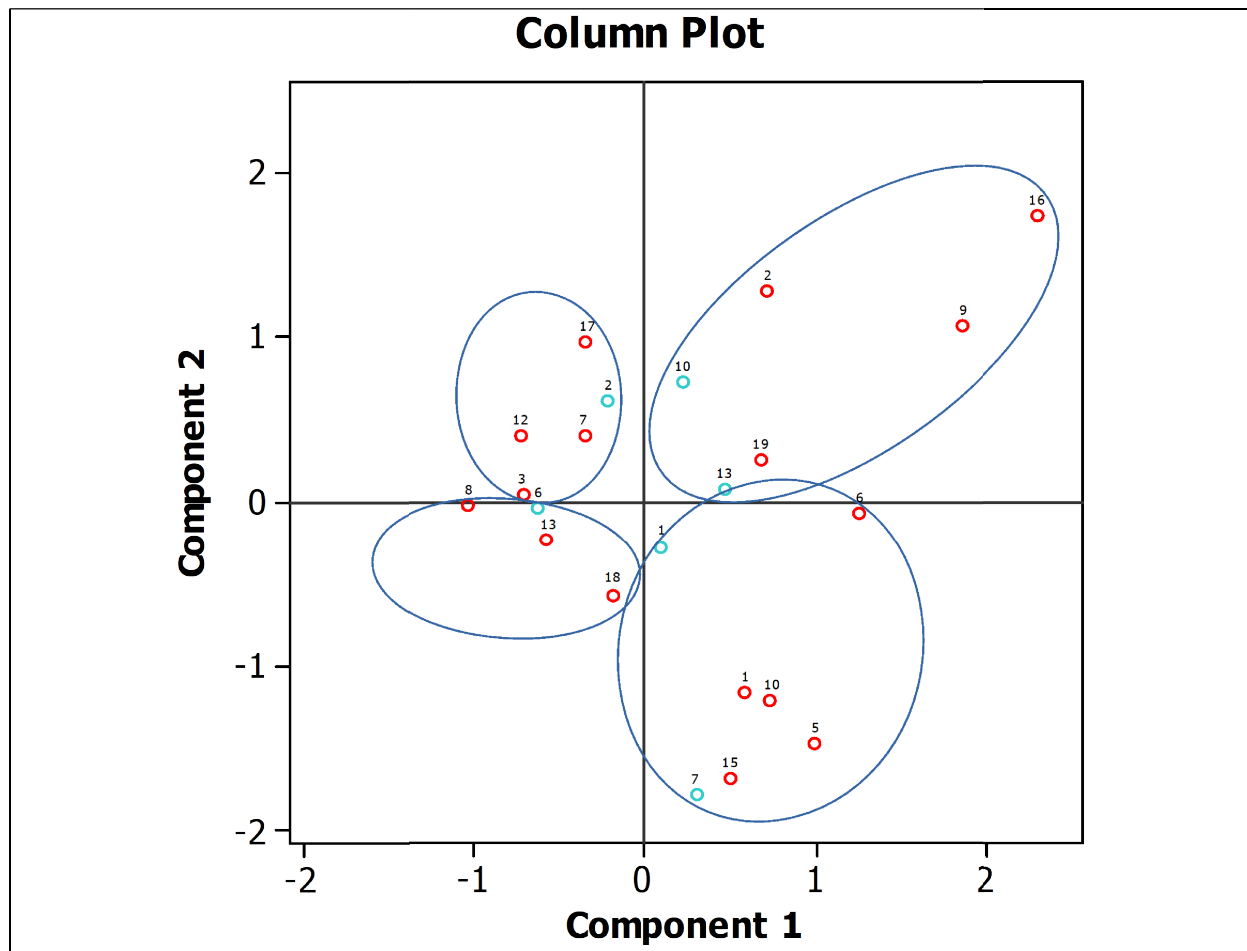


Figure 23 Component 1 and 2. MCA product sheet in leading countries

Interpretation:

- **1st quadrant:** Observations with medium-low traffic (2), lower number of pages visited (9), higher bounce rates (16) and higher cross-border traffic (19), associated with:
 - No information of delivery (10)
 - Users can comment products (13)
- **2nd quadrant:** Observations with medium-high traffic (3), medium-high visits duration (7), higher number of pages visited (12) and medium-low cross-border traffic (17), associated with:
 - No applied product pictures (2)
- **3rd quadrant:** Observations with higher visits duration (8), lower bounce rates (13) and medium-high cross-border traffic (18), associated with:
 - No multiple views of products (6)
- **4th quadrant:** Observations lower traffic (1), lower and medium-low visits duration (5 & 6), medium-low number of pages visited (10) and medium-high bounce rates (15) with associated with:
 - Pictures with product applied (1)
 - Information about stock (7)

Conclusions of product sheet in partners' countries

Sites with high cross-border traffic but less quality (higher bounce rates and lower number of pages visited) are associated with **no delivery information** and with **users can comment** products.

On the other hand, sites with medium-high cross-border traffic but best quality are associated with **no multiple views of products**.

As previously commented, **no one of these sites include videos** in the product sheet.

These conclusions have incoherencies because **none of them facilitate reduction of risk** to the consumer in the purchasing process.

5.3.7 Analysis on advanced risk reduction tools

Tools like augmented reality, virtual reality, 3D visualization, 360° videos, product configuration tools and home planers are considered “advanced risk reduction tools” because these tools allow the consumer to feel some kind of sense of telepresence. This feeling allows the user to improve their diagnosticity better than seeing pictures or reading texts. As much diagnosticity the consumer can experience as better purchasing decisions they can make. Like information about products, these advanced tools help online consumers to reduce the perception of risk which, as previously commented, this is a relevant topic especially in the case of furniture and home interiors because consumers are not able to touch, try and therefore assess the product before purchasing. Variables considered in this group are related to questions in the section 3.4 in the questionnaire.

Table 63 E-commerce practices in leading countries. Independent Variables (advanced risk reduction tools)

Independent variables	
Variable	Description
1.PCTY	Product configuration tool yes
2.PCTN	Product configuration tool no

Surprisingly, we realized that none of the sites analysed from leading countries includes advanced visualization of products (virtual reality, augmented reality, etc.). The same occurs with 3D visualization and 360 videos, none of them include them in their product sheets. In addition, none of these sites offer to their users home planers or other advanced tools in order to facilitate the customers to make better purchasing decisions.

The multiple correspondences analysis for the active variables shows us the same results that in the section 3.3, so in this point we only will show the results in the illustrative variables.

Table 64 MCA e-commerce practices in leading countries (advanced risk reduction tools) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT													
Supplementary Columns													
ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,110	0,008	0,068	-1,085	0,051	0,019	-0,440	0,008	0,004	1,081	0,051	0,028
2	Supcol2	0,110	0,192	0,003	0,047	0,051	0,001	0,019	0,008	0,000	-0,047	0,051	0,001

Table 65 MCA e-commerce practices in leading countries. Illustrative variables (advanced risk reduction tools)

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
2.PCTN-Product configuration tool no	1.PCTY-Product configuration tool yes	2.PCTN-Product configuration tool no	1.PCTY-Product configuration tool yes	1.PCTY-Product configuration tool yes	2.PCTN-Product configuration tool no

* Red colour: no significant or not enough contribution to the component formation

As we can see, Table 65 shows us also poor significant information about relations among active and illustrative variables related to advanced risk reduction tools in the e-commerce retailers analysed from the leading countries. In fact, none of the variables in components 1 and 2 have enough significance in terms of contribution to the axis formation. So we focus this analysis in components 1 & 3.

The crossing of components 1 and 3 gives us only 1 of 4 quadrants with independent variables associated to dependent variables. The below graphical representation include just the variables having at least significance in one component:

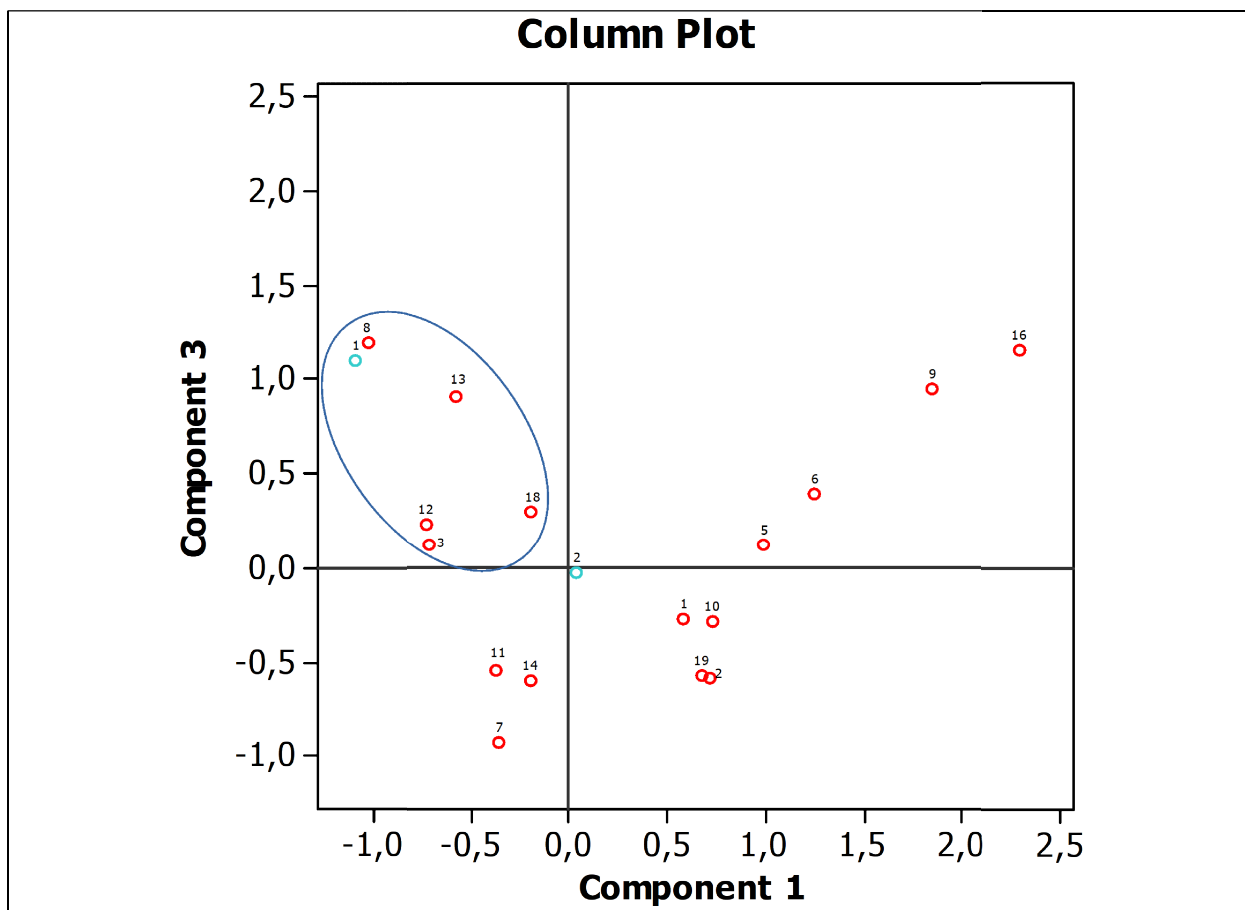


Figure 24 Component 1 and 3. MCA advanced risk reduction tools in leading countries

Interpretation:

- **2nd quadrant:** Observations with medium-high traffic (3), higher visits duration (8), higher number of pages visited (12), lower bounce rates (13) and medium-high cross-border traffic (18), associated with:
 - Product configuration tool (1)

Conclusions of advanced risk reduction tools used in leading countries

Sites with medium-high cross-border traffic and best quality (lower bounce rates, hither visits duration and higher number of pages visited), are associated with **having a configuration tool**.

As previously commented, none of the sites analysed neither offer advanced visualization of products (virtual reality, augmented reality, etc.), 3D visualization nor 360 videos in the product sheets. In addition, none of these sites offer to users tools like home planers or other advanced tools different of configuration tools, in order to facilitate the customers to make better purchasing decisions.

5.3.8 Analysis on cross-border tools

Tools like multilingual and multi locate platforms or actions that actively declare that the site is shipping abroad, are considered “cross-border tools” because these tools allow and make easy for the consumer from abroad to check products and make purchases. Variables considered in this group are related to questions in the section 3.6 in the questionnaire.

Table 66 E-commerce practices in leading countries. Independent Variables (cross-border tools)

Independent variables	
Variable	Description
1.SAY	Sell abroad yes
2.SAN	Sell abroad no
3.MLY	Multi lingual yes
4.MLN	Multi lingual no
5.MLCY	Multi locate yes
6.MLCN	Multi locate no

The multiple correspondences analysis for the active variables shows us the same results that in the section 3.3, so in this point we only will show the results in the illustrative variables.

Table 67 MCA e-commerce practices in leading countries (cross-border tools) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT													
Supplementary Columns													
ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,190	0,183	0,006	-0,081	0,071	0,002	-0,101	0,112	0,004	-0,025	0,007	0,000
2	Supcol2	0,190	0,017	0,065	0,887	0,071	0,025	1,109	0,112	0,045	0,280	0,007	0,004
3	Supcol3	0,319	0,017	0,065	0,828	0,062	0,022	-1,669	0,253	0,101	-0,208	0,004	0,002
4	Supcol4	0,319	0,183	0,006	-0,075	0,062	0,002	0,152	0,253	0,009	0,019	0,004	0,000
5	Supcol5	0,105	0,100	0,036	-0,140	0,020	0,004	-0,147	0,022	0,005	0,253	0,064	0,018
6	Supcol6	0,105	0,100	0,036	0,140	0,020	0,004	0,147	0,022	0,005	-0,253	0,064	0,018

Table 68 MCA e-commerce practices in leading countries. Illustrative variables (cross-border tools)

Illustrative variables					
Component 1		Component 2		Component 3	
Positive area	Negative area	Positive area	Negative area	Positive area	Negative area
2.SAN-Sell abroad no	1.SAY-Sell abroad yes	2.SAN-Sell abroad no	1.SAY-Sell abroad yes	2.SAN-Sell abroad no	1.SAY-Sell abroad yes
3.MLY-Multi lingual yes	4.MLN-Multi lingual no	4.MLN-Multi lingual no	3.MLY-Multi lingual yes	4.MLN-Multi lingual no	3.MLY-Multi lingual yes
6.MLCN-Multi locate no	5.MLCY-Multi locate yes	6.MLCN-Multi locate no	5.MLCY-Multi locate yes	5.MLCY-Multi locate yes	6.MLCN-Multi locate no

* **Red colour:** no significant or not enough contribution to the component formation

Table 68 shows us also poor significant information about relations among active and illustrative variables related to cross-border tools in the e-commerces analysed from the leading countries. In fact, none of the variables in the component 3 has any significance and only 2 of the variables in components 1 and 2 show some significance. So, we will focus this analysis in components 1 & 2.

The crossing of components 1 and 2 gives us only 2 of 4 quadrants with independent variables associated to dependent variables. The below graphical representation includes just the variables having at least significance in one component:

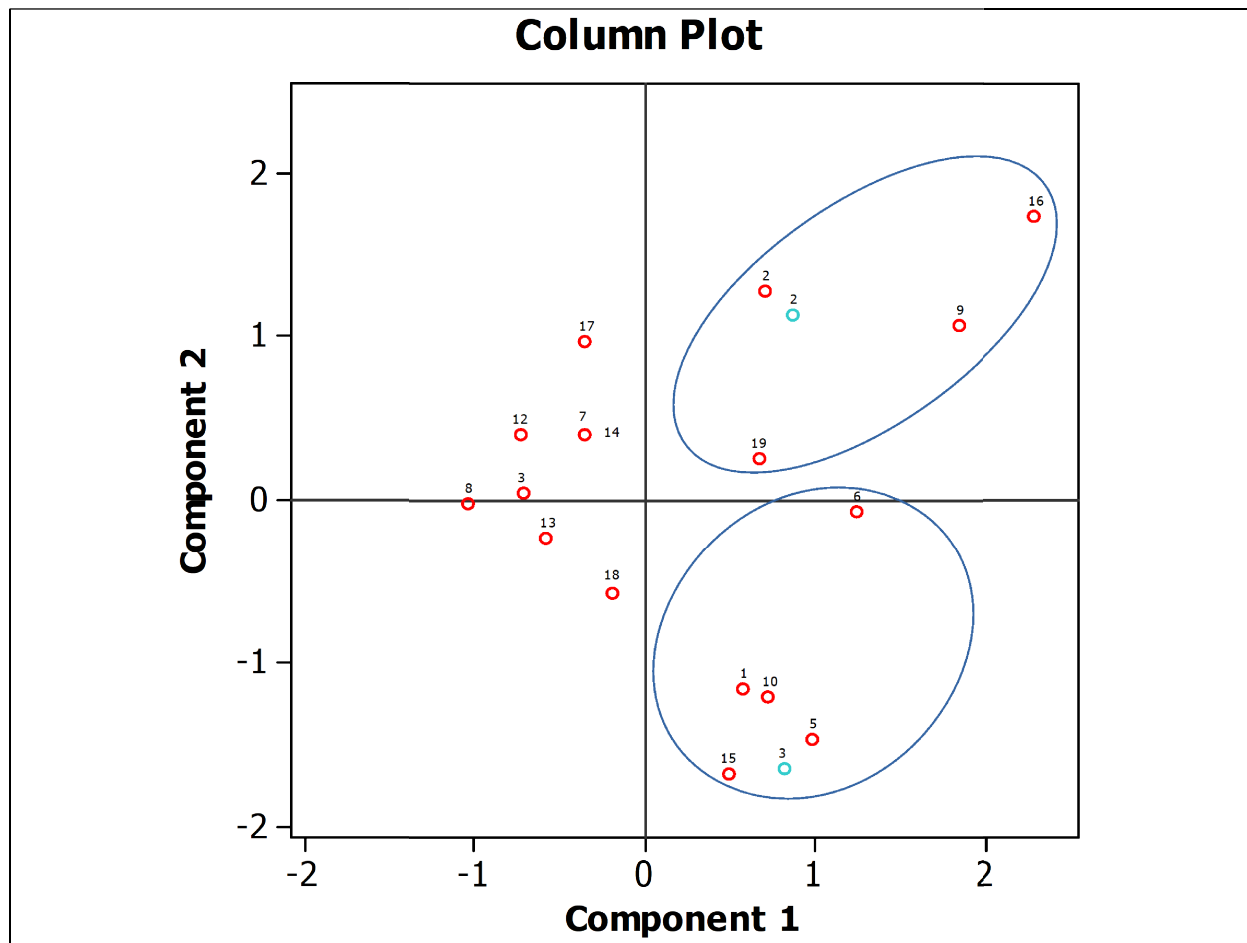


Figure 25 Component 1 and 2. MCA cross-border tools in leading countries

Interpretation:

- **1st quadrant:** Observations with medium-low traffic (2), lower number of pages visited (9), higher bounce rates (16) and higher cross-border traffic (19), associated with:
 - No sell abroad (2)
- **4th quadrant:** Observations with lower traffic (1), lower and medium-low visits duration (5 & 6), medium-low number of pages visited (10) and medium-high bounce rates (15), associated with:
 - Multi lingual (3)

Conclusions of cross-border tools used in leading countries

Sites with higher cross-border traffic but worst quality (higher bounce rates and lower number of pages visited), are associated with **no sell abroad** (no explicitly declared in the site).

No significant conclusions can be established in this analysis.

5.3.9 Analysis on traffic sources

Analyzing the traffic sources to a website we can deduce what practices they use in order to gather traffic, and putting this information in the analysis we can check whether or not are related to the dependent variables. Variables considered in this group are related to questions in the section 3.4 in the questionnaire.

Table 69 E-commerce practices in leading countries. Independent Variables (traffic sources)

Independent variables	
Variable	Description
1.DTQ1	Direct traffic quartile 1
2.DTQ2	Direct traffic quartile 2
3.DTQ3	Direct traffic quartile 3
4.DTQ4	Direct traffic quartile 4
5.REFQ1	Referrals quartile 1
6.REFQ2	Referrals quartile 2
7.REFQ3	Referrals quartile 3
8.REFQ4	Referrals quartile 4
9.SCLQ1	Social quartile 1
10.SCLQ2	Social quartile 2
11.SCLQ3	Social quartile 3
12.SCLQ4	Social quartile 4
13.MQ1	Mail quartile 1
14.MQ2	Mail quartile 2
15.MQ3	Mail quartile 3
16.MQ4	Mail quartile 4
17.DPLQ1	Display quartile 1
18.DPLQ2	Display quartile 2
19.DPLQ3	Display quartile 3
20.DPLQ4	Display quartile 4
21.OSCHQ1	Organic search quartile 1
22.OSCHQ2	Organic search quartile 2
23.OSCHQ3	Organic search quartile 3
24.OSCHQ4	Organic search quartile 4
25.PSCHQ1	Paid search quartile 1
26.PSCHQ2	Paid search quartile 2
27.PSCHQ3	Paid search quartile 3
28.PSCHQ4	Paid search quartile 4

The multiple correspondences analysis for the active variables shows us the same results that in the section 3.3, so in this point we only will show the results in the illustrative variables.

Table 70 MCA e-commerce practices in leading countries (traffic source) – Analysis results

Multiple Correspondence Analysis: VMQ1; VMQ2; VMQ3; VMQ4; VDQ1; VDQ2; VDQ3; VDQ4; PVQ1; PVQ2; PVQ3; PVQ4; BRQ1; BRQ2; BRQ3; BRQ4; TT

Supplementary Columns

ID	Name	Qual	Mass	Inert	Component 1			Component 2			Component 3		
					Coord	Corr	Contr	Coord	Corr	Contr	Coord	Corr	Contr
1	Supcol1	0,153	0,033	0,060	0,559	0,063	0,020	-0,113	0,003	0,001	0,663	0,088	0,042
2	Supcol2	0,189	0,042	0,057	-0,209	0,011	0,003	-0,120	0,004	0,001	-0,812	0,173	0,079
3	Supcol3	0,023	0,058	0,051	-0,180	0,013	0,004	-0,116	0,006	0,002	-0,098	0,004	0,002
4	Supcol4	0,061	0,067	0,048	0,009	0,000	0,000	0,233	0,027	0,008	0,261	0,034	0,013
5	Supcol5	0,085	0,050	0,054	-0,454	0,069	0,020	-0,093	0,003	0,001	-0,199	0,013	0,006
6	Supcol6	0,266	0,042	0,057	0,713	0,134	0,041	0,191	0,010	0,003	-0,681	0,122	0,056
7	Supcol7	0,065	0,067	0,048	-0,246	0,030	0,008	-0,078	0,003	0,001	0,253	0,032	0,012
8	Supcol8	0,084	0,042	0,057	0,226	0,013	0,004	0,047	0,001	0,000	0,516	0,070	0,032
9	Supcol9	0,107	0,025	0,063	0,453	0,029	0,010	-0,683	0,067	0,025	-0,280	0,011	0,006
10	Supcol10	0,049	0,050	0,054	-0,228	0,017	0,005	-0,308	0,032	0,010	-0,015	0,000	0,000
11	Supcol11	0,185	0,075	0,045	0,273	0,045	0,011	0,484	0,140	0,038	0,007	0,000	0,000
12	Supcol12	0,064	0,050	0,054	-0,407	0,055	0,016	-0,076	0,002	0,001	0,144	0,007	0,003
13	Supcol13	0,123	0,050	0,054	0,037	0,000	0,000	-0,361	0,044	0,014	-0,488	0,079	0,034
14	Supcol14	0,151	0,008	0,068	-0,938	0,038	0,014	-0,192	0,002	0,001	1,598	0,111	0,061
15	Supcol15	0,078	0,075	0,045	0,153	0,014	0,003	0,286	0,049	0,013	0,156	0,015	0,005
16	Supcol16	0,004	0,067	0,048	-0,083	0,003	0,001	-0,026	0,000	0,000	-0,009	0,000	0,000
17	Supcol17	0,053	0,033	0,060	0,070	0,001	0,000	-0,508	0,052	0,019	-0,048	0,000	0,000
18	Supcol18	0,064	0,008	0,068	-1,023	0,046	0,017	0,637	0,018	0,007	0,164	0,001	0,001
19	Supcol19	0,201	0,083	0,042	0,329	0,077	0,017	0,413	0,122	0,031	0,044	0,001	0,000
20	Supcol20	0,105	0,075	0,045	-0,283	0,048	0,012	-0,304	0,055	0,015	-0,045	0,001	0,000
21	Supcol21	0,069	0,067	0,048	0,146	0,011	0,003	-0,261	0,034	0,010	0,221	0,024	0,009
22	Supcol22	0,111	0,050	0,054	-0,453	0,068	0,020	0,241	0,019	0,006	-0,263	0,023	0,010
23	Supcol23	0,022	0,042	0,057	-0,283	0,021	0,006	0,048	0,001	0,000	-0,047	0,001	0,000

24	Supcol24	0,094	0,042	0,057	0,593	0,093	0,028	0,081	0,002	0,001	0,008	0,000	0,000
25	Supcol25	0,094	0,042	0,057	0,593	0,093	0,028	0,081	0,002	0,001	0,008	0,000	0,000
26	Supcol26	0,042	0,033	0,060	-0,272	0,015	0,005	-0,295	0,017	0,006	0,219	0,010	0,005
27	Supcol27	0,228	0,050	0,054	-0,375	0,047	0,014	0,469	0,073	0,024	-0,568	0,108	0,046
28	Supcol28	0,078	0,075	0,045	0,041	0,001	0,000	-0,227	0,031	0,008	0,277	0,046	0,017

Table 71 MCA e-commerce practices in leading countries. Illustrative variables (traffic source)

Illustrative variables											
Component 1				Component 2				Component 3			
Positive area		Negative area		Positive area		Negative area		Positive area		Negative area	
1.DTQ1-Direct traffic quartile 1	4.DTQ4-Direct traffic quartile 4	2.DTQ2-Direct traffic quartile 2	3.DTQ3-Direct traffic quartile 3	4.DTQ4-Direct traffic quartile 4	1.DTQ1-Direct traffic quartile 1	2.DTQ2-Direct traffic quartile 2	3.DTQ3-Direct traffic quartile 3	1.DTQ1-Direct traffic quartile 1	4.DTQ4-Direct traffic quartile 4	2.DTQ2-Direct traffic quartile 2	3.DTQ3-Direct traffic quartile 3
6.REFQ2-Referrals quartile 2	8.REFQ4-Referrals quartile 4	5.REFQ1-Referrals quartile 1	7.REFQ3-Referrals quartile 3	6.REFQ2-Referrals quartile 2	8.REFQ4-Referrals quartile 4	5.REFQ1-Referrals quartile 1	7.REFQ3-Referrals quartile 3	7.REFQ3-Referrals quartile 3	8.REFQ4-Referrals quartile 4	5.REFQ1-Referrals quartile 1	6.REFQ2-Referrals quartile 2
9.SCLQ1-Social quartile 1	11.SCLQ3-Social quartile 3	10.SCLQ2-Social quartile 2	12.SCLQ4-Social quartile 4	11.SCLQ3-Social quartile 3	9.SCLQ1-Social quartile 1	10.SCLQ2-Social quartile 2	12.SCLQ4-Social quartile 4	11.SCLQ3-Social quartile 3	12.SCLQ4-Social quartile 4	9.SCLQ1-Social quartile 1	10.SCLQ2-Social quartile 2
13.MQ1-Mail quartile 1	15.MQ3-Mail quartile 3	14.MQ2-Mail quartile 2	16.MQ4-Mail quartile 4	15.MQ3-Mail quartile 3	13.MQ1-Mail quartile 1	14.MQ2-Mail quartile 2	16.MQ4-Mail quartile 4	14.MQ2-Mail quartile 2	15.MQ3-Mail quartile 3	13.MQ1-Mail quartile 1	16.MQ4-Mail quartile 4
17.DPLQ1-Display quartile 1	19.DPLQ3-Display quartile 3	18.DPLQ2-Display quartile 2	20.DPLQ4-Display quartile 4	18.DPLQ2-Display quartile 2	17.DPLQ1-Display quartile 1	19.DPLQ3-Display quartile 3	20.DPLQ4-Display quartile 4	18.DPLQ2-Display quartile 2	19.DPLQ3-Display quartile 3	17.DPLQ1-Display quartile 1	20.DPLQ4-Display quartile 4
21.OSCHQ1-Organic search quartile 1	24.OSCHQ4-Organic search quartile 4	22.OSCHQ2-Organic search quartile 2	23.OSCHQ3-Organic search quartile 3	22.OSCHQ2-Organic search quartile 2	21.OSCHQ1-Organic search quartile 1	23.OSCHQ3-Organic search quartile 3	24.OSCHQ4-Organic search quartile 4	21.OSCHQ1-Organic search quartile 1	24.OSCHQ4-Organic search quartile 4	22.OSCHQ2-Organic search quartile 2	23.OSCHQ3-Organic search quartile 3
25.PSCHQ1-Paid search quartile 1	28.PSCHQ4-Paid search quartile 4	26.PSCHQ2-Paid search quartile 2	27.PSCHQ3-Paid search quartile 3	25.PSCHQ1-Paid search quartile 1	26.PSCHQ2-Paid search quartile 2	27.PSCHQ3-Paid search quartile 3	28.PSCHQ4-Paid search quartile 4	25.PSCHQ1-Paid search quartile 1	26.PSCHQ2-Paid search quartile 2	27.PSCHQ3-Paid search quartile 3	28.PSCHQ4-Paid search quartile 4

* Red colour: no significant or not enough contribution to the component formation

Table 71 shows us better significant information than the previous analysis, having valid information in all 7 variables related to cross-border tools in the e-commerces analysed from the partners' countries. Only direct traffic and email have no categories with significant values. We will focus only on the analysis of components 1 & 2.

The crossing of components 1 and 2 gives us 4 quadrants with independent variables associated to dependent variables. The below graphical representation includes just the variables having at least significance in one component:

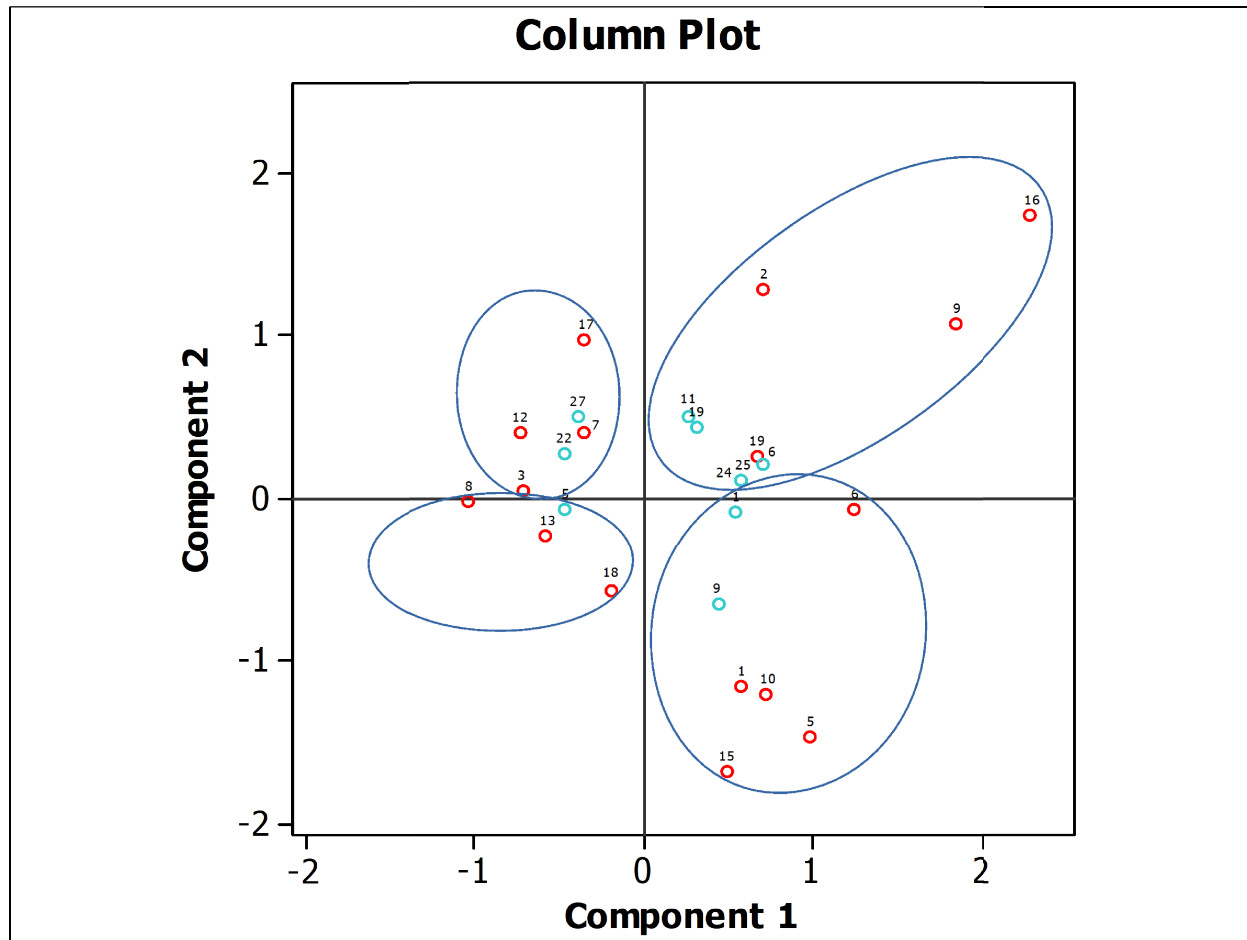


Figure 26 Components 1 and 2. MCA traffic sources in leading countries

Interpretation:

- **1st quadrant:** Observations with medium-low traffic (2), lower number of pages visited (9), higher bounce rates (16) and higher cross-border traffic (19), associated with:
 - Medium-low traffic from referrals (6)
 - Medium-high traffic from social media (11)
 - Medium-high traffic from display networks (19)
 - Lower traffic from paid search (25)
- **2nd quadrant:** Observations with medium-high traffic (3), medium-high visits duration (7), higher number of pages visited (12) and medium-low cross-border traffic (17), associated with:
 - Medium-low traffic from organic search (22)
 - Medium-high traffic from paid search (27)
- **3rd quadrant:** Observations with higher visits duration (8), lower bounce rates (13) and medium-high cross-border traffic (18), associated with:
 - Lower traffic from referrals (5)
- **4th quadrant:** Observations with lower traffic (1), lower and medium-low visits duration (5 & 6), medium-low number of pages visited (10) and medium-high bounce rates (15), associated with:
 - Lower direct traffic (1)

- Lower traffic from social media (9)

Conclusions of traffic sources in leading countries

Sites with higher cross-border traffic, but worst quality associated with medium-low traffic from referrals, medium-high traffic from social media, medium-high traffic from display networks and lower traffic from paid search. These sites are also associated with lower traffic.

On the other hand, sites with medium-high cross-border traffic but best quality associated with lower traffic from referrals.

6 GAP identification (O1/A1/3)

6.1 State of play in leading countries vs partners' countries

Comparing with the results of the same analysis in the partners' countries, we can see that in general the cross-border traffic in leading countries is in the websites analysed higher. The following table gives us an overview:

Table 72 Descriptive statistics comparison. Leading countries and Partners' countries

Dataset	Mean		Min.	Max.	StDev.	Q1		Q2		Q3
Leading countries	0,1880		0,0555	0,7426	0,1793	0,0822		0,1290		0,1785
Partners' countries	0,1172	+60,4%	0,0000	0,7801	0,1445	0,0360	+128,3%	0,0689	+87,2%	0,1648
										+8,3%

On the other hand, the graphical representations shown in sections 4.1 and 5.1 are not in the same scale. By converting both analyses, assigning each observation to its corresponding quartile, the graphical representation gives us more homogeneous information.

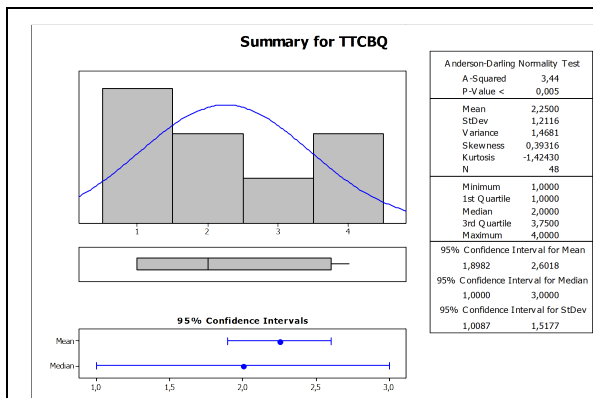


Figure 27 Summary for total traffic cross-border in partners' countries (quartiles)

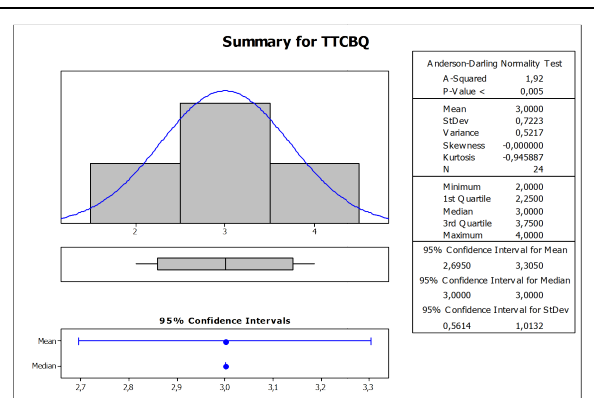


Figure 28 Summary for total traffic cross-border in leading countries (quartiles)

We can see summary of the differences between both graphics:

Table 73 Summary of differences in state of play (leading vs partners' countries)

	Leading countries	Partners' countries
Quartile 1	No observations in this quartile	Is the quartile with higher number of observations
Quartile 3	Is the quartile with higher number of observations	Is the quartile with lower number of observations
Quartile 2		Contains the mean
Confidence interval for mean	2,695 – 3,305	1,8982 – 2,6018

The previous tables and graphics show us clearly that there are significant differences in terms of cross-border traffic generated by e-commerce retailers in the furniture sector, between both set of countries: the considered “leading countries” and the “partners’ countries”.

So we can conclude that, for the observations from the “leading countries”, the cross-border traffic generated by the e-commerce retailers in the furniture sector is higher than in the partners’ countries and therefore, the estimated cross-border e-commerce in the furniture sector in the “leading countries” is higher than in the partners’ countries.

6.2 Drivers for cross-border traffic in leading countries vs partners’ countries

Comparing the drivers for the observations in this study, for cross-border traffic in e-commerce retailers in the furniture sector, as a result of the analysis in both datasets we can see there are some differences:

Table 74 Drivers for cross-border traffic comparative. Leading countries and partners' countries

Partners' countries	Leading countries
Only furniture seller or a department store Online pure player Advertising in mass media Sell abroad Having a multilingual website Having multi locate sites SEM strategy for traffic generation to the website	Furniture manufacturer Selling through marketplaces Having a blog Have a newsletter SEM strategy for traffic generation to the website

The main differences between the conclusions of both analyses are, 1) while in the partners’ countries the kind of e-commerce generating higher cross-border traffic is more associated to only furniture sellers or department stores, in leading countries furniture e-commerce retailers selling through marketplaces are those that are associated to which have higher cross-border traffic. 2) In partners’ countries, are those associated to online pure players which generate high cross-border traffic, but in leading countries it is not relevant whether the e-commerce is a pure player or brick & mortar. 3) In partners countries doing advertising in mass media is significantly better associated to high cross-border traffic, however in leading countries it is not relevant, but it is indeed relevant having a blog and a newsletter to work the marketing content. 4) In partners’ countries the websites that have higher cross-border traffic have better associations with having multilingual and multi locate sites, conversely in leading countries having multilingual or multi locate websites is not associated to the e-commerce retailers having higher cross-border traffic.

In both datasets we have found that doing a SEM strategy is relevant to gather cross-border traffic to the e-commerce because there is a strong association between both variables.

6.3 Cross-border e-commerce practices in leading countries vs partners' countries

Comparing the practices carried out by e-commerce retailers in the sector of furniture from leading countries and from the partners' countries, we realized that there are also significant differences. In fact, for the sites analysed from leading countries:

- None of them has cross-border traffic in the first quartile (low cross-border traffic)
- All of them show clear information about returning policy
- All of them offer guarantee in purchases of furniture
- None of them offer samples of the products

In addition, we have summarized the main significant differences obtained in the MCA analysis regarding of these 4 classifications:

1. High traffic (total and cross-border traffic)
2. Low traffic (total and cross-border traffic)
3. Best quality of traffic (visits duration, pages visited and bounce rate)
4. Worst quality of traffic (visits duration, pages visited and bounce rate)

The summary we will find in the following 4 tables:

Table 75 Best traffic

Analysis of traffic (BEST)	Partners' countries		Leading countries	
	Traffic (high & medium-high)	Cross-border (high & medium-high)	Traffic (high & medium-high)	Cross-border (high & medium-high)
General infrastructure and site information	-	-	-	- No main menu organized by room - No full width slider - Outstanding search bar - Full width slider
Marketing tools	- No newsletter - Mass media - No featured products in menu	- No newsletter - Mass media - No mass media	- Coupons - Visible email collecting form	- Free shipping - No featured products in menu - Featured products in menu - Outlet section - Mass media
Helping tools	-	- Comparing tools	- No multiple filters	- No multiple filters - No favourite products - Multiple filters
General information about the site	- No personal advice	-	- Assembling service	- Complain form - No personal advice - No Q&A section - Personal advice
Payment methods	- Cash on delivery - No cash on delivery	-	-	- No financing - Financing
Product sheet	-	-	- No applied products pictures	- No delivery info - Users can comment - No multiple views
Advanced risk reduction tools	- Advanced visualization - Configuration tool	-	- Configuration tool	- Configuration tool
Cross-border tools	- Multilingual	- Multilingual	-	- No sell abroad

Analysis of traffic (BEST)	Partners' countries		Leading countries	
	Traffic (high & medium-high)	Cross-border (high & medium-high)	Traffic (high & medium-high)	Cross-border (high & medium-high)
Traffic sources	<ul style="list-style-type: none"> - Medium-high from display - High from paid search - Medium-low from display 	-	<ul style="list-style-type: none"> - Medium-low from organic search - Medium-high from paid search 	<ul style="list-style-type: none"> - Medium-low from referrals - Medium-high from social - Medium-high from display - Low from paid search - Low from referrals

Table 76 Worst traffic

Analysis of traffic (WORST)	Partners' countries		Leading countries	
	Traffic (low & medium-low)	Cross-border (low & medium-low)	Traffic (low & medium-low)	Cross-border (low & medium-low)
General infrastructure and site information	-	-	<ul style="list-style-type: none"> - Brick & click - Outstanding search bar - Full width slider 	<ul style="list-style-type: none"> - Pure player - Main menu always on top - Search bar always on top - Shopping cart always visible
Marketing tools	<ul style="list-style-type: none"> - No featured products in menu - No mass media 	-	<ul style="list-style-type: none"> - Free shipping - No featured products in menu - No flash sales - Blog 	-
Helping tools	<ul style="list-style-type: none"> - Comparing tools 	-	<ul style="list-style-type: none"> - No favourite products - Multiple filters 	-
General information about the site	-	-	<ul style="list-style-type: none"> - Complain form - No personal advice 	<ul style="list-style-type: none"> - Assembling service
Payment methods	-	-	<ul style="list-style-type: none"> - No financing 	-
Product sheet	-	-	<ul style="list-style-type: none"> - No delivery info - Users can comment - Pictures with product applied - Stock info 	<ul style="list-style-type: none"> - No pictures with product applied
Advanced risk reduction tools	<ul style="list-style-type: none"> - Advanced visualization - Configuration tool 	-	-	-
Cross-border tools	-	-	<ul style="list-style-type: none"> - No sell abroad - Multi lingual 	-
Traffic sources	<ul style="list-style-type: none"> - High from referrals - Low from social - Low from display 	<ul style="list-style-type: none"> - Medium-low from referrals - Medium-high Social - Medium-high paid search - High from referrals - Low from social - Low from display 	<ul style="list-style-type: none"> - Medium-low from referrals - Medium-high from social - Medium-high from display - Low from paid search - Low from direct - Low from social 	<ul style="list-style-type: none"> - Medium-low from organic search - Medium-high from paid search

Significant differences related with having **best total and cross-border traffic** between sites from partners' countries and leading countries are the following:

- General infrastructure and site information:
 - o Having an outstanding search bar
- Marketing tools
 - o Free shipping
 - o Coupons
 - o Outlet section
 - o Visible email collecting form

- General information about the site
 - o Complain form
 - o No Q&A section
 - o Personal advice
 - o Assembling service
- Product sheet
 - o Users can comment
- Traffic sources
 - o Medium-low from organic search
 - o Medium-high from paid search
 - o Low from paid search
 - o Medium-low from referrals
 - o Low from referrals
 - o Medium-high from social

The following results have also been found, but there are **incoherencies** because these results are not logical:

- Helping tools:
 - o No favourite products
- Product sheet
 - o No delivery info
 - o No multiple views
 - o No applied products pictures

Table 77 Best quality of traffic

Analysis quality of traffic (BEST)	Partners' countries			Leading countries		
	Visits duration (high & medium-high)	Pages visited (high & medium-high)	Bounce rate (low & medium-low)	Visits duration (high & medium-high)	Pages visited (high & medium-high)	Bounce rate (low & medium-low)
General infrastructure and site information	-	-	-	- No main menu organized by room - No full width slider - Outstanding search bar - Full width slider	- Pure player - Main menu always on top - Search bar always on top - Shopping cart always visible - Brick & click	- No main menu organized by room - No full width slider - Outstanding search bar - Full width slider
Marketing tools	- No newsletter - Mass media	- No newsletter - Mass media	- No newsletter - Mass media	- Coupons - Visible email collecting form - Featured products in menu - Outlet section - Mass media	- Coupons - Visible email collecting form	- Coupons - Visible email collecting form - Featured products in menu - Outlet section - Mass media
Helping tools	-	-	-	- No multiple filters	- No multiple filters	- No multiple filters
General information about the site	- No personal advice	- No personal advice	- No personal advice	- Assembling service - No Q&A section - Personal advice	- Assembling service	- No Q&A section - Personal advice

Analysis quality of traffic (BEST)	Partners' countries			Leading countries		
	Visits duration (high & medium-high)	Pages visited (high & medium-high)	Bounce rate (low & medium-low)	Visits duration (high & medium-high)	Pages visited (high & medium-high)	Bounce rate (low & medium-low)
Payment methods	- No cash on delivery	- No cash on delivery	- No cash on delivery	- Financing	- No financing	- No financing - financing
Product sheet	- No applied product pictures	- No applied product pictures	- No applied product pictures	- No applied products pictures - No multiple views	- No applied products pictures	- No multiple views
Advanced risk reduction tools	-	-	-	- Configuration tool	- Configuration tool	- Configuration tool
Cross-border tools	- Multilingual - Multi locate	- Multilingual - Multi locate	- Multilingual - Multi locate	-	-	-
Traffic sources	- Medium-low traffic from referrals - Medium-high Social - Medium-high from paid search - Medium-low from display	- Medium-low from display	- Medium-low traffic from referrals - Medium-high Social - Medium-high from paid search - Medium-low from display	- Medium-low from organic search - Medium-high from paid search - Lower from referrals	- Medium-low from organic search - Medium-high from paid search	- Lower from referrals

Table 78 worst quality of traffic

Analysis quality of traffic (WORST)	Partners' countries			Leading countries		
	Visits duration (low & medium-low)	Pages visited (low & medium-low)	Bounce rate (high & medium-high)	Visits duration (low & medium-low)	Pages visited (low & medium-low)	Bounce rate (high & medium-high)
General infrastructure and site information	-	-	-	- No main menu organized by room - No full width slider	- Pure player - Main menu always on top - Search bar always on top - Shopping cart always visible - Brick & click	- Pure player - Main menu always on top - Search bar always on top - Shopping cart always visible - Brick & click
Marketing tools	- No featured products in menu	- No featured products in menu	- No featured products in menu	- No flash sales - Blog	- Free shipping - No featured products in menu - No flash sales - Blog	- No flash sales - Blog
Helping tools	-	-	-	-	- No favourite products - Multiple filters	-
General information about the site	- Cash on delivery	- Cash on delivery	- Cash on delivery	-	- Complain form - No personal advice	- Complain form - No personal advice
Payment methods	-	-	-	-	-	-
Product sheet	-	-	-	- Pictures with product applied - Stock info	- No delivery info - Users can comment - Pictures with product applied - Stock info	- No delivery info - Users can comment - Pictures with product applied - Stock info
Advanced risk reduction tools	- Advanced visualization - Configuration tool	- Advanced visualization - Configuration tool	- Advanced visualization - Configuration tool	-	-	-
Cross-border tools	-	-	-	- Multi lingual	- No sell abroad - Multi lingual	- No sell abroad - Multi lingual

Analysis quality of traffic (WORST)	Partners' countries			Leading countries		
	Visits duration (low & medium-low)	Pages visited (low & medium-low)	Bounce rate (high & medium-high)	Visits duration (low & medium-low)	Pages visited (low & medium-low)	Bounce rate (high & medium-high)
Traffic sources	<ul style="list-style-type: none"> - Medium-high from display - High from paid search - High from referrals - Low from social - Low from display 	<ul style="list-style-type: none"> - Medium-high from display - High from paid search - High from referrals - Low from social - Low from display 	<ul style="list-style-type: none"> - Medium-high from display - High from paid search 	<ul style="list-style-type: none"> - Low from direct - Low from social 	<ul style="list-style-type: none"> - Medium-low from referrals - Medium-high from social - Medium-high from display - Low from paid search - Low from direct - Low from social 	<ul style="list-style-type: none"> - Medium-low from referrals - Medium-high from social - Medium-high from display - Low from paid search - Low from direct - Low from social

Significant differences related with having **best quality of traffic** between sites from partners' countries and leading countries are following:

- General infrastructure and site information
 - o Outstanding search bar
 - o Full width slider
 - o Main menu always on top
 - o Search bar always on top
 - o Shopping cart always visible
- Marketing tools
 - o Coupons
 - o Visible email collecting form
 - o Featured products in menu
 - o Outlet section
- General information about the site
 - o Assembling service
 - o Personal advice
- Advanced risk reduction tools
 - o Configuration tool
- Traffic sources
 - o Medium-low from organic search
 - o Lower from referrals

The following results have also been found but there are **incoherencies** because the results are not logical:

- General infrastructure and site information
 - o No main menu organized by room
 - o No full width slider
- Helping tools
 - o No multiple filters
- General information about the site
 - o No Q&A section
- Product sheet
 - o No multiple views

6.4 Conclusions of GAP identification

Furniture and other home interiors products are part of so-called experience goods². They are those whose attributes like quality, materials, functionalities, etc. are difficult or impossible to observe in advance for a non-expert consumer, although these characteristics can be verified by consumption. Therefore, the consumer knows their characteristics, as well as the suitability of these, to satisfy their needs, through the experience acquired after the purchase process. Due to their uncertain suitability and the risk aversion of consumers, in general, there is less intention to buy these products through the Internet than other kinds of products.

Three levels of importance have been established in the key factors for success in an electronic commerce being levels A) and B) those directly linked to the furniture and home interiors sector.

Level A)

Due to the products class (experience goods), the following are keys in online shops of the furniture sector:

- Use of tools and practices aimed to the minimization of risk
- Generation of a trusting environment

We highlight the tools for risk reduction and trust generation, in relation to the corresponding variables of the questionnaire: “3.3 Basic risk reduction tools” and “3.4 advanced risk reduction tools”

- Product information:
 - Provides enough information
 - Facilitates the visualization of the product
 - Information about the expected delivery of the product
 - Facilitates sensations of tele-presence through a technically advanced visualization of the product (individually or in its environment)
- Build trust:
 - Additional information through various experiences or other users’ reviews
 - Use of brands recognized by the final consumer
 - Advice:
 - Not personalized (thorough explanation of purchase process and FAQ)
 - Personalized (chat or phone)
 - Payment system: multiplicity of systems and flexibility (due to the price of furnishing products, especially furniture)

Level B)

These are key practices, although to a lesser extent, necessary to facilitate the process of search and selection of products, especially important when it comes to furniture and home interiors products. A non-expert consumer usually evaluates products on a comparative process with other similar products, studying the available information in different product sheets, returning to previously checked products to check again their characteristics and compare them with other ones:

² Nelson, P. (1970). Information and consumer behavior. *Journal of Political Economy*, 78(2), 311–329.

- Facilities for product selection (“3.2 Helping tools”):
 - Essential: Facilitate the search on the basis of non-obvious criteria (i.e. based on aesthetics)
 - Convenient: Suggestion of complementary products

Level C)

These are necessary and expected practices in any type of online commerce. Hygienic factors are considered, because the use of none of these practices generates a failure of an online commerce project:

- Website usability (“3.1 General Infrastructure”)
 - Navigability through the web
 - Good organization of the catalogue and different hierarchies
 - Display (responsive, menu visibility, search bar...)
- Tools for generating traffic (“3.5 Marketing tools”):
 - Incentives to buy linked to campaigns (flash): bargains (great savings for great price) and / or seasonal (Christmas, summer), logistics costs included, coupons, rewards, etc.
 - Dissemination of specific contents of value (newsletter of decoration, blog ...)
- Internationalization (essential for cross-border e-commerce)
 - Multi language / multi location

The Table 79 summarizes the identified GAP, classified by level of importance regarding the previous classification. Depending of that, either looking at total and cross-border traffic or quality of traffic, the main differences are in level A) and C), being the first one directly related with the kind of product (furniture and home interiors) and the second one with basic and necessary in any type of electronic commerce.

On the other hand, there are not significant differences related with level B)

Table 79 GAP summary by level of importance

best total and cross-border traffic	best quality of traffic
Level A)	
<ul style="list-style-type: none"> - General information about the site <ul style="list-style-type: none"> ○ Complaining form ○ No Q&A section ○ Personal advice ○ Assembling service - Product sheet <ul style="list-style-type: none"> ○ Users can comment 	<ul style="list-style-type: none"> - General information about the site <ul style="list-style-type: none"> ○ Assembling service ○ Personal advice - Advanced risk reduction tools <ul style="list-style-type: none"> ○ Configuration tool
Level B)	
No significant differences	No significant differences
Level C)	
<ul style="list-style-type: none"> - General infrastructure and site information: <ul style="list-style-type: none"> ○ Outstanding search bar - Marketing tools <ul style="list-style-type: none"> ○ Free shipping 	<ul style="list-style-type: none"> - General infrastructure and site information <ul style="list-style-type: none"> ○ Outstanding search bar ○ Full width slider ○ Main menu always on top

<ul style="list-style-type: none"> ○ Coupons ○ Outlet section ○ Visible email collecting form 	<ul style="list-style-type: none"> ○ Search bar always on top ○ Shopping cart always visible - Marketing tools <ul style="list-style-type: none"> ○ Coupons ○ Visible email collecting form ○ Featured products in menu ○ Outlet section
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Finally, we have to take into account that some incoherencies have been found that could be originated by mistakes in the data gathering process. For example, results of variables in level A), related with the “product sheet” (basic risk reduction): no delivery info, no multiple views of product pictures and pictures with no product applied, would be related with best traffic, nevertheless, this is **not logical**. Moreover, in the same way, variables in level B), related with “helping tools”: no favourite products, would also be related with best traffic, which is also **not logical**.

Talking about best quality of traffic, there are also incoherencies because variables in level A), related with the product sheet (basic risk reduction): No multiple views, no Q&A section, would be related with best quality of traffic. In addition, variables in level B), related to “helping tools”: no multiple filters, and other ones in level C), related with “general infrastructure”: no main menu organized by room and no full width slider, would also be related with best quality of traffic, which is also **not logical**.

Table 80 shows the GAP in terms of traffic sources to the sites.

Table 80 GAP summary by traffic sources

best total and cross-border traffic	best quality of traffic
Traffic sources	
<ul style="list-style-type: none"> - Medium-low from organic search - Medium-high from paid search - Low from paid search - Medium-low from referrals - Low from referrals - Medium-high from social 	<ul style="list-style-type: none"> - Medium-low from organic search - Low from referrals

Significant differences have been found and classified in 4 types of sources:

- 1) Organic search: Medium-low traffic
- 2) Paid search: Sometimes is medium-high and sometimes low
- 3) Referrals: Medium-low and low
- 4) Social: Medium-high from

Online retailers should take actions to minimize the uncertainty experienced by online consumers of experience goods. Increasing the trustiness, offering a personal and less automated assessing, improving the brand awareness, extending the warranty, quality assurance through independent seals and assessment of products, offering the possibility to consumers to record opinions and rate the ones of others, integrating rich interfaces (AR, VR, 3D...), availability of product samples, etc. are

some of the practices that can be carried out to facilitate the online sale of these kinds of products among that furniture are included when it comes to the online environment.

7 Conclusions and limitations

The cross-border traffic in furniture and household goods e-commerce sites, in the partners' countries, is low and therefore, as online sales are directly related to the traffic, the cross-border e-commerce in this industry is also low in these countries. On the other hand, although we cannot consider the cross-border traffic is very high in the leading countries, the same analysis uncover cross-border traffic is quite higher (mean +60,4%; median +87,23%) than in partner's countries.

While the main drivers for having cross-border traffic in the partners' countries are to be an online pure player, selling only furniture or being a department store, having a SEM strategy and doing advertising in mass media, the drivers in the leading countries, although they also do SEM, are more related with content marketing (newsletter, blogs high quality of descriptions of products...) and taking advantage of using e-marketplaces to sell abroad. This probably means that, apart from having a good SEM strategy, in leading countries, the household goods e-commerce sites, have understood that the consumer need more information about this kind of products and also need trustiness environments (an e-marketplace like Amazon is an example) to make a purchase decision.

Comparing practices carried on by one and other set of sites analysed in this work, we realize that these ones drive to reach significant differences in terms of cross-border traffic. In fact, none of the sites analysed from the leading countries is included in the 1st quartile of the distribution and moreover, all of them have some cross-border traffic. Differently, in the partners' countries, the 1st quartile is the most populated and there are several sites without cross-border traffic. Another remarkable fact is that all sites in the set of leading countries, carry on risk reduction practices like clear returning policies or guarantee in purchases.

As previously stated, products like furniture and other household goods like lamps, home textiles, flooring or home decor, when they are sold online, are included in the group of experience goods. The consumer needs to know if a product fits with their needs before the purchase, but this suitability in this kind of products, in the online channel, only can be acquired after the purchase. This is because, in this environment, the consumer cannot try, touch or see in person and evaluate the product and have to guess if it will satisfy their needs. So it is more risky than in the case of other kind of online purchases. This risk probably explains the lower cross-border sales, of these kind of products, compared with others not included in the group of experience goods.

The conclusions of this study have established three levels of key factors for success in an e-commerce in the furniture and household goods sectors. The first level contains the more important key success factors, that are related with tools and practices to minimize the risk experimented by the online consumer in the purchasing process and with the generation of trusting environments. The second level is related with giving to the consumer tools, information and contents to facilitate the assessing process of the product they want to buy. Finally, the last level is considered as necessary for the success in any kind of e-commerce project for any kind of product sold online.

Due research scope of this work, it has not analysed in depth the marketing strategy of each site observed. We have also to take into account that probably, we would extract better conclusions of the GAP by making a comparative analysis between e-commerce practices carried out by sites with lower cross-border traffic and the e-commerce practices carried out by sites with higher cross-border traffic and best quality of traffic, regardless of their country.