

The Impact of Cross-Border E-Commerce Development on China's Traditional International Trade Under the New Normal of Economy

Xi Yang

College of Finance and Economics, Guangdong University of Science & Technology, Dongguan,
Guangdong, 523083, China

446128161@qq.com

Keywords: New Normal of Economy, Cross Border E-Commerce, Tradition, International Trade, Influence.

Abstract: With the popularization of Internet technology and the development of the new normal of economy, the development mode of cross-border e-commerce is born. Cross border e-commerce is an e-commerce shopping mode to break the gap of time, space and distance, so that residents of all countries can use Internet technology to buy things. Cross border e-commerce, on the one hand, is conducive to promoting exchanges between different countries, strengthening economic and trade cooperation and exchanges, and exchanging goods; on the other hand, it is conducive to optimizing the allocation of commodity resources, so that consumers in different regions can realize the freedom of purchase, purchase the goods they want, and promote the upgrading of consumption structure. The rapid development of cross-border e-commerce promotes the development of China's traditional international trade, promotes the innovation and development of products in China's traditional trade, develops the characteristic localized economy, and creates a new product economy. It also brings crisis to China's traditional international trade, affects the number of export products, and is forced to change the product structure and reduce economic returns. This paper briefly explains the current situation of the development of cross-border e-commerce under the new normal of economy, analyzes the impact of cross-border e-commerce on China's traditional international trade, and puts forward corresponding solutions and measures, hoping to effectively promote the long-term and healthy development of China's traditional international trade..

1. Introduction

At present, the world economy is developing towards the direction of integration, and the trend of international trade cooperation and exchange is becoming more and more hot. The development and innovation of cross-border e-commerce is an irreversible economic development trend. Under the new background of economic development, China needs to adapt to the changes of economic development of the times, use modern network technology, and develop international economic and trade. For China's traditional international trade, we need to adapt to the changes of the development of the times, innovate the development mode, change the development concept, promote product upgrading, innovate and develop featured, green and localized products, develop cultural effects, enhance our own development strength, realize the inflow of economic interests, speed up the exchanges between countries, and strengthen the exchanges between countries. Flow cooperation, learn from the consumption experience of different countries, and promote the development of international trade economy.

2. Meaning and Characteristics of Cross-Border E-commerce

Cross border e-commerce is a new type of e-commerce mode that uses modern network technology to break the distance between different countries and realize free trade between consumers and sellers. Cross border e-commerce is a continuous innovation of traditional international trade and a perfect development of traditional international trade. Only through the Internet technology, we can achieve cross-country and cross regional commodity trade, and quickly

complete electronic payment and settlement, shorten the purchase time of consumers, simplify the process of consumption and purchase, increase the purchase desire of consumers, facilitate many consumers, and promote the development of commodity trading. Compared with traditional international trade, cross-border e-commerce has the following characteristics:

2.1. Wide Range of Commodity Trade

The business characteristics of cross-border e-commerce are to break the constraints of time, space and distance, and to realize fast online transactions between consumers and sellers. Through the network, we can realize the settlement of goods purchase and payment. Consumers can fully understand the commodity information, timely grasp the commodity logistics status, and simplify the procedures of commodity purchase. This mode of trade can be applied to consumers all over the country.

2.2. Simplify Transaction Procedures

Under the trade mode of cross-border e-commerce, mainly through the Internet technology, the use of electronic payment means to achieve commodity transactions. This trade mode simplifies the purchase of goods between different countries, reduces the formalities of paper currency exchange, and greatly improves the efficiency of purchase [1].

2.3. Close Trade Links

Cross border e-commerce can break national boundaries, promote global economic exchanges, and promote the dissemination and exchange of economic information, which is conducive to promoting the close connection of the world economy, promoting the development of Global trade, and promoting the development of the global economy towards integration. As shown in Figure 1, cross-border e-commerce intensifies trade between countries and regions around the world, promotes commodity exchange between regions, and promotes rapid economic development.



Figure 1 Cross border e-commerce closely linked with global trade

3. Problems Encountered in the Development of Cross-Border E-Commerce in China

3.1. Lack of Sound Legal Norms

In terms of the current development of cross-border e-commerce in China, there is still a lack of sound legal provisions. In the early stage of the development of cross-border e-commerce, in order to promote the development of cross-border e-commerce, the government went out with corresponding laws and policies, standardized and restricted the trade and trade transactions, created a sound and healthy development background, and promoted the steady development of cross-border e-commerce. However, with the continuous development of cross-border e-commerce industry, Internet technology is gradually adopted to develop the economy, and it is developing towards the direction of invisibility and anonymity. In addition, due to the lack of relevant management rules and regulations, it is difficult to manage and regulate trade behavior, and to solve the problems in trade.

3.2. The Cost of Cross-Border Trade is Not Low

Low cost and lack of infrastructure affect the development of cross-border e-commerce. China's high cost of access to the Internet increases the price of goods and the cost of cross-border e-commerce development. In addition, the lack of perfect infrastructure construction and sound infrastructure specification system restricts the rapid development of cross-border e-commerce, which is not conducive to the overall development of cross-border e-commerce industry [2].

3.3. Lack of a Sound Tax System

With the rapid development of cross-border e-commerce, huge economic benefits have been achieved, which also caused the problem of regulating tax collection. Nowadays, China lacks a sound tax system, a standardized and scientific management of tax, a unified system of standards, which is not conducive to the reasonable protection of the legitimate rights of China's foreign trade enterprises, the reduction of economic friction in international trade and the restriction of the development of cross-border e-commerce. As shown in Figure 2, due to the lack of sound tax standards and norms, a series of problems arise, affecting the healthy development of the trade environment market.



Figure 2 Problems after tax

4. The Role of Cross-Border E-Commerce in China's Traditional International Trade

4.1. Change the Mode of Trade Management

The development of cross-border e-commerce is conducive to accelerating the transformation of China's traditional trade management mode. First of all, cross-border e-commerce is mainly based on Internet technology. It has developed and expanded the business exchange shopping platform, expanded the scope of trade, promoted the continuous improvement of the trade market, created a good business trade environment, and promoted the transformation of China's trade management mode. Secondly, with the continuous development of cross-border e-commerce, innovation has changed the scientific and standardized development pattern of China's traditional international trade, and promoted the development of traditional international trade towards diversification and enrichment. Finally, the cross-border e-commerce affects the development mode of traditional trade in China, which focuses on information flow and capital flow, optimizes foreign trade transaction services, omits tedious trade transaction resolution, saves trade exchange time, improves trade efficiency, and ensures the information security of consumer users [3].

4.2. Change the Marketing Mode of International Trade

The cross-border e-commerce mainly uses the Internet platform to launch the commodity trading mode of information communication and trade exchange, promotes and innovates the marketing

mode of China's traditional international trade, changes the traditional marketing concept, no longer only introduces product information and product services by means of telephone and face-to-face interviews, but gradually uses the Internet technology, pays attention to online communication and exchange, and saves the marketing Time, optimized the marketing service.

4.3. Restrict the Development of Traditional Trade Economy

The rapid development of cross-border e-commerce has a certain impact on China's traditional international trade and restricts the economic development. With fast and efficient services and convenient logistics, cross-border e-commerce has affected the development of traditional bulk cross-border trade, reduced the economic benefits of traditional trade and reduced the trade exchange market [4].

5. Countermeasures for Traditional International Trade in China

5.1. Change the Traditional Trade Mode and Focus on Online and Offline Integration

As far as the current economic development is concerned, it is imperative to change the concept of trade, combine modern network technology and promote the development mode of online and offline. China's traditional international trade should conform to the trend of the development of the times, actively promote the transformation of trade structure, upgrade the trade structure, with the help of Internet technology marketing products, give full play to the advantages of the development of the real economy, rely on the development platform and favorable background brought by cross-border e-commerce, and accelerate the transformation and upgrading of e-commerce.

5.2. Improve the Quality of Products and Give Full Play to the Advantages of Featured Services

In order to enhance the core competitiveness of China's traditional international trade, it is also a very important factor to improve the quality of products, give full play to characteristic and localized services [5]. In order to reduce the impact of defective products and unqualified products and reduce the unqualified rate of products as shown in Figure 3, China's traditional international trade can, based on its own development advantages, create a new product service chain, enhance the quality and quality of products, enrich the variety of products, pay attention to the optimization and upgrading of products, and develop featured and localized products and services in combination with the innovation and development of traditional Chinese culture We should enhance the core competitiveness of our products, enhance the trust and enthusiasm of consumers, recognize the brand of our products, and increase the number of consumers.



Figure 3 Unqualified products in cross-border E-commerce

5.3. Improve the Rules and Regulations and Standardize the Tax Collection Standards

In order to promote the development of traditional international trade, China should perfect the rules and regulations, formulate legal and unified rules and regulations, restrict the development of electronic trade industry, solve the problems in the development of electronic trade, avoid the risks

of economic and trade, strengthen the control and management of Taxation, standardize the standards of collection, reasonably avoid the risks of trade and promote the transmission of China Unify the standardized and scientific development of international trade [6].

6. Conclusion

Under the new normal background of economic development, the rapid development of cross-border e-commerce is conducive to promoting economic growth, optimizing the allocation of resource products, strengthening trade between countries, and promoting the development of economic integration. The development of cross-border e-commerce has brought great influence on China's traditional international trade and provided development opportunities and new challenges. This requires China's traditional trade to adapt to the development of the times, pay attention to the development mode of online and offline integration, improve its product quality, develop characteristic products and services, actively respond to the problems in development, and promote the development of China's traditional international trade.

References

- [1] Zhou, Yawen. Exploring the influence of cross-border e-commerce development on China's traditional international trade under the new normal of economy. *Business news*, no. 07, pp. 129-130, 2019.
- [2] Li, Bin. Research on the influence of cross-border e-commerce on international trade under the new normal of economy. *Science and technology economy guide*, vol. 27, no. 32, pp. 195 + 194, 2019.
- [3] Wang, Xiaozhen. The impact of cross-border e-commerce development on China's traditional international trade under the new normal of economy. *Financial circles (Academic Edition)*, no. 24, pp. 9, 2018.
- [4] Tong, Bing. The impact of cross-border e-commerce development on China's traditional international trade under the new normal of economy. *China market*, no. 28, pp. 187 + 189, 2018.
- [5] Hu, Qiuhua. The impact of cross-border e-commerce development on China's traditional international trade under the new normal of economy. *Business economy research*, no. 20, pp. 141-144, 2017.
- [6] Tong, Mingliang., Zeng, Dingxi., Li, Huiqin., Chi, Xue. Research on the influence of cross-border e-commerce on traditional international trade. *Shanxi Agricultural Economics*, no. 21, pp. 124, 2018.