

An Empirical Analysis on the Change of Commodity Circulation Channel Based on E-commerce in International Trade

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Abstract: With the development of the times and the progress of society, our country's international trade e-commerce has developed rapidly, and it also has a shadow on the development of our country's commodity circulation way. Therefore, the following will be based on international trade e-commerce, discuss the change and development of commodity circulation channels, briefly discuss the problems existing in our country's commodity circulation channels, and discuss the relevant change strategies.

1. Analysis on the Development of China's Commodity Circulation Channel Based on E-commerce Environment

With the development of the times and the progress of society, the Internet information technology of our country has been developed rapidly, so it has effectively accelerated the development of electronic commerce in our country. At the same time, the social economy of our country is also developing simultaneously, and the people's living standard is gradually increasing, so it is more convenient and rapid to purchase goods. At the same time, the scale of various processing industries is also increasing, the output of goods is also increasing, there will be inventory, and the emergence of e-commerce, can effectively increase the volume of goods, effectively enhance the profits related to production and operation. Based on the development of our country's e-commerce, this article discusses the change of relevant commodity circulation channel, and puts forward corresponding measures to perfect the construction of our country's commodity circulation channel.

1.1. Definition of Channels of Commodity Circulation

The circulation of goods has four basic links, namely, purchase, transportation, storage and sale, among which the purchase and sale have the main function, but also restrict the economic life in this process. With the development of e-commerce atmosphere, the circulation of goods into the international is its mature image. And the circulation of goods can not be separated from a certain circulation channels, circulation channels linked to the field of production and consumption, the exchange of goods in these two fields is the essence of commodity circulation.

1.2. The Influence of E-Commerce on the Development of Commodity Circulation Channel

With the development of the times and the progress of the society, our country's Internet information technology has developed rapidly, which plays an important role in the development of electronic commerce, and really affects the progress and development of our country's circulation channels. On the basis of e-commerce, the channel of commodity circulation has changed significantly, and the transaction links, transaction expenses and related processes in circulation have changed at the historic moment.

Table 1 Comparison of BTOB mode and BTOC mode

	B TOB	B TOC
Order size	Average \$75,000	Average \$75
Participants	A large number of companies	Customer direct contact with the merchant
Pricing	Negotiation, fixed contract terms, auction, catalogue purchase	Mainly by price list, fixed price
Policymakers	Need approval; regulation of business rules	Single customer
Public procurement	Direct and indirect supplementary procurement guided by the demand chain	To buy impulsively or occasionally; advertise; advertise.
Select an electronic market or portal	Value, partnership, or interest attraction	Brand attraction, verbal promotion, price or advertising
Implementation prospects	Adaptation and meticulous implementation are important	Broad areas of implementation
Credit	Starting with credit cards, the need for a more sophisticated banking credit management system	Consumer credit cards
Infrastructure	LAN, customized directory, process rules	Link to the Internet

1.3. The Structure of Commodity Circulation Channel in E-Commerce Environment

With the continuous progress of the society and the continuous improvement of the level of modernization, in this good situation, e-commerce has been given a good opportunity, and a good e-commerce environment is more conducive to the reform of the channel structure of commodity circulation. Among them, the role of the new middleman can not be ignored, the first can control the logistics, but also create a channel for direct online sales. Therefore, the efficient operation of commodity circulation channels can not be separated from the role of new middlemen.

2. Problems in China's Commodity Circulation Channel Based on E-commerce

2.1. Conflict of Channels of Commodity Circulation

With the continuous development of our society, we have entered the era of information, the Internet has also entered each of our families, in our social life has been widely used, greatly facilitated our life. But at the same time, there are some questions in the circulation of goods. The way of direct sales through the network is not conducive to the development of middlemen in the old market. In this kind of commodity circulation channel, the distance between the product producer and the consumer is shortened, and the middle circulation channel is also shortened. The main effect of this kind of commodity circulation mode on the middleman is that the middleman role of the producer and the consumer in the transaction process is gradually weakened, and the meaning of the existence of the middleman is gradually weakened, which can not effectively play the middleman's work. Secondly, the consumer's recognition of the direct selling mode makes the middleman have no relevant advantages, and the old way is difficult to adapt to the new circulation trend.

2.2. Efficiency of Commodity Circulation Channels

With the rapid development of our country's electronic commerce, but there are some shortcomings gradually revealed, the efficiency of commodity circulation channels have a great shadow. In the environment of e-commerce, the display of products in the circulation of goods is mainly through the channels on the network, but combined with the characteristics of the goods themselves, some goods are not actually suitable for the way of direct selling on the network, which

can not help the overall performance of the goods, and there will be some limitations and one-sided. According to the theory of retailing, commodities are classified into three categories: searching for goods, trusting goods and experiential goods. In the environment of e-commerce development, some consumers do not have a good sense of security, so the good operation of commodity circulation channels under the development of e-commerce will have many challenges.

Table 2 Comparative table

Popular marketing	One-on-one marketing
General consumers	Individual consumers
Unspecific customer base	Customers with personal knowledge
Standardized market development	Targeted market development
Mass production	Targeted production
Popular distribution	Personalized distribution
Popular publicity	Personalized information
Popular means of promotion	Personalized promotional activities
One-way communication	Two-way communication
Scaled economic benefits	Scope of economic benefits
Market share	Customer share
All customers	Valued customers
Attract customers	Keep customers

3. Analysis on Development Measures of Commodity Circulation Channel in 3. E-commerce Environment

3.1. Cultivate a New Type of Middleman and Create a Partnership Channel Relationship

With the gradual rise and development of the Internet, the effective development of e-commerce has been promoted, which makes the shopping channel richer than the traditional shopping channel. Our country's related enterprises in the process of development, according to their own development, combined with the overall analysis of various factors, continue to expand the circulation channel. Enterprises can establish more new middlemen, which is helpful to the effective development of middlemen, such as perfecting the relevant channels when direct selling on the Internet. Alibaba as a commodity circulation enterprise, after deciding to expand the channel of commodity circulation, then strengthen the role of e-commerce platform, improve circulation efficiency, expand circulation. About the development of commodity circulation channel, build partner channel, in the process of construction, the relevant data in commodity circulation channel, logistics, business flow will have certain changes, it is necessary to control the cost of construction and maintenance. It is necessary for the relevant personnel to analyze the asset information status and management level as a whole, after the comprehensive analysis and discussion, standardize the signing of the agreement to ensure that the interests of multiple parties can be effectively safeguarded.

3.2. Promoting E-Commerce and Strengthening Effective Construction of Circulation Channels

With the rapid development of electronic commerce in the new era, the further expansion of commodity circulation channels, it is necessary to further strengthen electronic commerce. Can work with middlemen and related departments to promote the development of e-commerce. Taking the government as the starting point, it is necessary for the government to complete all tasks, attach importance to the efficient sharing of information resources, construct a diversified atmosphere for the development of e-commerce, effectively promote the all-round development of e-commerce, and ensure the good luck of marketization. It is also necessary for relevant departments to build relevant certification bodies, improve relevant laws and regulations and relevant policies according to the basic needs of commodity circulation channels, and effectively promote the development of e-commerce. In the development of e-commerce, we should effectively highlight the role of

middlemen, through the form of cooperation to build a good electronic trading system to ensure that e-commerce related to efficient.

Table 3 Trends in total trade in zhejiang province, 2012-2017(in billions of yuan)

Year	2012	2013	2014
Total import/export trade	19720	20796	21575
Year	2015	2016	2017
Total import/export trade	22589	24567	28754

3.3. Vigorously Develop Third-Party Logistics to Promote the Coordinated Development of Direct Marketing Network

For the construction of third-party logistics, can be divided into three aspects of the development. First of all, we can perfect the modern enterprise related system and implement the large-scale transportation effectively. The maximum extent of the promotion of resources to achieve good performance, resources sharing, and can learn from each other, effectively enhance the competition of enterprises. It can also develop related logistics technology to help improve the management level, and in the process of logistics technology development, the resource collection skills of logistics information can also be raised accordingly. Furthermore, the construction of logistics standardization can create some positive effects, which can not only reduce the cost of logistics, but also help to reduce the damage caused by middle consumers withdrawing orders. However, it is necessary to pay attention to the preparation of relevant facilities in the construction of logistics standardization, and the relevant purchase standards should be in line with the international standards, conform to various standards and norms, and ultimately improve efficiency effectively.

4. Conclusion

With the rapid development of e-commerce, it is very important to change the channel of commodity circulation. The commodity circulation channel gradually moves towards the development direction of electronic commerce, which accords with the trend of the times, effectively improves the quality and efficiency of the commodity circulation channel development, and improves the needs of people's life well. In the whole environment of electronic commerce, it is necessary for enterprises to emphasize the advantages of electronic information, enhance their competitiveness, and effectively improve the quality and efficiency of the operation of commodity circulation channels.

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