

Discussion on the Difficulties and Countermeasures of Cross-border E-commerce Development in China

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Abstract: Cross-border e-commerce is the basis for promoting foreign trade. Cross-border e-commerce has important development significance as the technological foundation for e-commerce globalization and promoting economic integration. This paper mainly studies the development process of cross-border e-commerce in China and the obstacles in the development process. It makes a concrete analysis of the advantages and disadvantages of cross-border e-commerce development, as well as the opportunities and threats facing it. The development strategies and recommendations of the business enable cross-border e-commerce to develop steadily.

1. The History and Current Situation of Cross-Border E-Commerce Development in China

1.1. The History of Cross-Border E-Commerce Development History

Cross-border e-commerce is also called cross-border e-commerce, which means that the transaction entities are in different customs, trading and paying through each other through the same e-commerce platform, and the goods being traded through cross-border logistics to complete the transaction. A multinational business activity. "The advantage of the Internet information platform is that through the collection of big data and big data processing, the transaction cost is low."^[1] The Internet entered China's foreign trade for the first time, due to the establishment of Alibaba in 1999. Alibaba has linked Chinese traders to foreign buyers, and the rudiment of cross-border e-commerce in China has also taken shape.

Since 1999, cross-border e-commerce has experienced three stages of development, from the first stage of information integration to the second stage of online transactions, to the current factory trading company becoming the mainstream new model. Due to the time, space and cost advantages of cross-border e-commerce, cross-border e-commerce, and its amazing speed expansion. Although China's cross-border e-commerce has just begun to develop in recent years, it has fundamentally subverted people's thinking about traditional trade. However, in the face of competition from large international companies, China's emerging cross-border e-commerce companies are struggling. Cross-border e-commerce accounts for a relatively high proportion of China's foreign trade. The development of cross-border e-commerce is also the development of China's foreign trade, as well as economic development. The development of cross-border e-commerce not only meets people's needs but also is a new way to solve the problem of overcapacity in China. However, in the face of the bottleneck encountered in the development of cross-border e-commerce in China, more theoretical foundations and countermeasures are needed to get out of the predicament.

1.2. Development Status of Cross-Border E-Commerce

The proportion of cross-border e-commerce in China's trade has become higher and higher. In order to achieve balanced regional development and give full play to its economic complementarity, China is further implementing its foreign trade policy. At present, foreign economic and trade zones have been established in Fujian, Tianjin, Guangdong, and Shanghai. From 2012 to the beginning of 2016, the proportion of cross-border e-commerce in China's total trade increased by 24% year-on-year, and it is expected to maintain a growth rate of more than 15% per year in the future.

Second, the trade volume of cross-border e-commerce in China has grown very rapidly. In 2011-2016, China's cross-border e-commerce trade volume increased from less than 500 million yuan to nearly 1.6 billion yuan, and the growth rate was very significant. At this time, China's total import and export volume decreased, resulting in a year-on-year decline in China's GDP. The domestic economy needs a cross-border e-commerce industry to stabilize the situation.

2. The Dilemma Faced by Cross-Border E-Commerce in China

2.1. The Management Mechanism is not Sound

Since cross-border e-commerce has a low barrier to entry, it can be started with a simple registration. This makes the cross-border e-commerce market a mixed market. There are many counterfeit products and defective products on the market, which will destroy the market atmosphere. This requires a The department manages these issues. The solution of such problems depends on the help of government departments involving inspection, customs, foreign exchange, tax rates, and other departments. If each order is reviewed and docked through these departments, the task is extremely heavy^[2]. And between these government departments, there is also a need for an integrated department that can bridge the functions of the departments. Nowadays, with the rapid development of cross-border e-commerce, various departments have paid more and more attention to cross-border e-commerce. Various departments will also introduce relevant policies to expand their rights. At this time, a coordinated department is needed to prevent enterprises from conflicting with policies. Loss.

2.2. Logistics Services Need to be Improved

First, cross-border logistics plays an important role in cross-border e-commerce because of the cross-border logistics that allows goods to be traded across cross-border e-commerce. The traditional logistics system is characterized by high prices and low logistics timeliness, which cannot keep up with the pace of China's current cross-border development. Cross-border logistics does not have a perfect logistics system. The infrastructure in the logistics system is weak. When it serves cross-border e-commerce, it does not play effectively. For the transportation, storage, taxation, and delivery across borders, the traditional logistics services are not on. General logistics is transported by container, which takes a long time and has a lot of turnovers. When cross-border, the procedures and processes are cumbersome, so cross-border logistics is not suitable for container transportation, and the transportation price can only be chosen to be more expensive. The cost of air transportation has increased a lot. Therefore, without a standard logistics system, the cost of cross-border e-commerce becomes high, the efficiency is low, and the profit is reduced, which hinders the development of cross-border e-commerce.

2.3. The Inconvenient Sales of Retail Goods

Cross-border e-commerce has two characteristics in the products currently sold: fragmentation and fragmentation. At present, consumers generally purchase foreign goods separately, but it is also because of this feature brings some hidden dangers. First of all, for these scattered goods, the general logistics route is postal parcels. In 2018, the number of export parcels in China reached 1 billion, which greatly exceeded China's transport capacity and storage capacity, and some countries need to last for a package to arrive in China. For a few months, this is the embodiment of the excess of goods. Moreover, postal parcels generally do not need to pay taxes or a small amount of taxes and fees, which also causes work pressure on the import customs, resulting in the loss of taxes and fees, and also has a huge impact on the economy of countries with imports and exports^[3].

2.4. Lack of Relevant Adjudication Agencies

At present, the operation of cross-border e-commerce is based on B2C, but because of this model, its management is mainly solved privately by enterprises and consumers. The contradiction is mainly divided into the following two points: First, the burden of freight is unclear. At present, there is no clear regulation on freight rates on the market, and for the high cost of freight for cross-border

logistics, both buyers and sellers are not willing to bear. In particular, in the case of products that are returned or exchanged, the seller and the buyer will each hold a single word, and there is a lack of detailed rules for the return of products in the customs regulations. There is no standard and ruling department for return and exchange, which may damage the interests of the buyer or the seller and hinder the transaction^[4]; second, the communication between the buyer and the seller is not smooth. The most obvious among cross-border e-commerce is the inconsistent communication language. The understanding of the product will produce errors. For such things, no relevant department can determine responsibility.

2.5. Lack of E-Commerce Talents

China's cross-border e-commerce is currently developing at a high speed, and the demand for relevant technical personnel is also huge, and there is a serious talent gap. For new practitioners, theoretical knowledge is sufficient but lacks practical operation, and delays and mistakes occur in the business process. For professional talents of cross-border e-commerce, such as law, marketing, design, etc., such talents are even less. There are few; for the old staff of the workplace, the experience is very rich, and the market demand is large, which leads to a sharp increase in the number of job-hopping personnel. In particular, the mobility of important positions is very large, which seriously affects the stability of cross-border e-commerce enterprises.

3. Basic Measures to Promote the Healthy Development of Cross-Border E-Commerce in China

3.1. Give Full Play to the Advantages of Cross-Border E-Commerce Development

Cross-border e-commerce companies should strengthen their ability to adapt to the world market, explore a path suitable for their own development, and find relatively stable consumer groups and target customers as well as real-time consumption hotspots, which can provide deeper levels for different enterprises and products. E-commerce service. When choosing a platform for cross-border e-commerce, small and medium-sized enterprises must look at the inherent value^[5].

In recent years, the development of cross-border e-commerce has also been supported by the government. The successive policies and regulations are promoting and promoting the development of cross-border e-commerce. The country has increasingly shifted from a quantitative production-oriented development model to a governance-focused model. However, because the cross-border e-commerce main body is complex and the policy implementation has not met expectations, the government should maintain a supportive attitude and increase the operability of the policy and departmental coordination to accelerate the cross-border e-commerce out of the predicament.

3.2. Reversing the Disadvantages of Cross-Border E-Commerce Development

In view of the high cost and low timeliness of cross-border logistics, it is necessary to change the way of logistics service construction. For example, a powerful cross-border enterprise can establish its own overseas warehouse, which can greatly reduce logistics costs and time costs. At the same time, it can build consumer trust in brands and facilitate the establishment of cross-border brands. For companies with relatively weak strength, It can be combined with each other to establish an overseas logistics center. Small enterprises rely on large warehouses as the background, which not only enhances the efficiency of enterprise logistics but also strengthens cooperation among enterprises and promotes the rapid development of small cross-border enterprises. At the same time, the cross-border e-commerce online shopping platform should carry out strategic cooperation with domestic logistics enterprises, entrust logistics distribution to professional third-party logistics companies to complete, through strategic cooperation and mutual win, reduce the distribution cost of goods, and build flexible and Flexible supply chain, facing market demand, reducing logistics costs caused by inventory backlog^[6].

Strengthen supervision of online payments. While consumers enjoy cross-border shopping

convenience, there are also hidden risks. At present, the establishment of self-discipline mechanism by third-party payment agencies will ensure the security of transactions. Therefore, the identity of consumers should be determined at the time of registration to avoid information uncertainty. At the same time, the customer's information, such as business scope, credit transactions, historical records, etc., can be updated in time to help the government determine the amount of foreign exchange purchased by the customer.

In order to meet the needs of cross-border e-commerce development, cross-border e-commerce education should be strengthened to enable more students to learn and possess cross-border e-commerce knowledge and skills, and more cross-border e-commerce should be established in the society. Training institutions, while increasing employment opportunities, will deliver relevant talents to cross-border e-commerce companies. E-commerce companies also need to sign training strategies with universities and give relevant staff a reasonable salary system to prevent brain drain.

3.3. Seize the Opportunities for Cross-Border E-Commerce Development

The development of the Internet is accompanied by the development of e-commerce. Cross-border e-commerce can make it easier for SMEs to reach the threshold of international trade, greatly reduce the cost of import and export, and promote the rapid growth of SMEs. Through the help of the cross-border power company platform, the Internet will bring together large and small enterprises to compete with each other. Enterprises can find overseas partners and cooperate with overseas logistics companies to achieve a win-win situation and improve efficiency. At the same time, foreign companies can adopt mergers and acquisitions to introduce their advanced technology and adapt to local conditions to build innovative multinational enterprises, thus promoting the better and faster development of cross-border e-commerce in China^[7].

In this new era, our main goal should be to improve the demand structure, improve industrial planning, promote harmonious and stable regional development, promote urbanization, and strive to manage the healthy and stable development of the restrictive economy. Therefore, it is necessary to accelerate the implementation of innovative development strategies. The development of science, technology, and innovation must be the core of China's development and an important measure to improve social productivity and national strength.

3.4. Resolve the Threat of Cross-Border E-Commerce Development

Strengthen product innovation. The development of a company must be long-term. To gain recognition and preference from external buyers, it is necessary to strengthen the confidence of external consumers in product brands. Stimulate foreign trade enterprises to innovate their own brands. Therefore, if we continue to promote the rapid growth of enterprises in the future, we must change their development methods and structure. Encourage and support companies to increase scientific research and innovation and development, effectively improve high-quality products, technologies, and services, and make every effort to improve the competitiveness of new enterprises. Create product features and improve product quality. Cross-border e-commerce is a big stage for companies to show their self. Through this platform, their own enterprises will be promoted, domestic products will be displayed, Chinese brands will be transmitted to the world, and Chinese brands will become world brands.

Improve the credit level of both sides of the trade. Establish a system for assessing the credit line of cross-border e-commerce enterprises, so that the international influence of enterprises will be enhanced, and cross-border e-commerce enterprises will be encouraged to act in good faith, and guide cross-border e-commerce enterprises to produce high-quality products and develop their own brands. Using Internet technology to improve the technology credit system, strengthen the links between the government, the financial industry, and logistics companies, can analyze the accepted business, and analyze whether the business is feasible. Combining self-owned brands of high-quality small and medium-sized enterprises, the premise of improving credit is first of all high-quality products, which will satisfy consumers by improving product quality, thereby enhancing credit levels.

4. Conclusion

In short, we are currently in the era of the Internet. With the improvement of people's living standards and consumption levels, the focus has shifted from traditional close-range trade to cross-border trade. The development of cross-border e-commerce not only makes consumers diversified in shopping and expands business operations, but also an important way to drive the national economy. However, while cross-border e-commerce is developing rapidly, despite its huge advantages, there are more and more problems. In order to enable the rapid and stable development of cross-border e-commerce, it is necessary to rationally analyze the problems encountered by them, so as to formulate reasonable policies and strategies to help cross-border e-commerce out of the predicament.

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