

Research on the Protection of Consumers' Rights and Interests in Import Cross-border Electronic Commerce

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Abstract: following the progress of the times, the rapid development of science and technology and economy, and the implementation of the “Internet + trade” policy, import cross-border e-commerce transactions are also rising rapidly, but transaction disputes also follow. This paper starts from the protection of consumers' rights and interests in cross-border e-commerce, analyses the existing problems in the protection of consumers' rights and interests in cross-border e-commerce, and puts forward suggestions for consumers and businesses of cross-border e-commerce platform in order to protect consumers' rights and interests.

1. Basic Situation of Protection of Consumers' Rights and Interests in Import Cross-border Electronic Commerce

The volume of cross-border e-commerce transactions is rising, while at the same time, various transaction disputes are becoming more and more prominent. Among the many problems faced by domestic consumers, there are some typical problems, such as the return of goods, the delivery overtime, the loss of goods in the course of distribution, etc. However, consumers of cross-border e-commerce imported in China generally lack legal awareness, thus lacking the awareness of safeguarding their rights, even when facing counterfeit and inferior goods, they will only defend their rights through telephone or network means. And some consumers will give up the right protection because the time, energy and money spent on the right protection exceed all the value of the goods themselves. The imperfection of the legal system of import cross-border e-commerce also leads to the risk-taking of import cross-border e-commerce platform businessmen, which indirectly leads to the continuous occurrence of transaction disputes, and some consumers choose the non-formal import cross-border e-commerce platform for the consideration of money factors, thus improving the transaction disputes. Incidence.

2. Problems Existing in the Protection of Consumers' Rights and Interests in Import Cross-border Electronic Commerce

2.1 The concept of protecting consumers' rights and interests is weak

(1) Buyer. Different from the developed countries or regions such as North America, the concept of consumer protection in China is very weak. A large number of complaints from imported cross-border e-commerce platforms in recent years fully reflect the weak concept of consumer protection in China. But this idea is derived from the weak legal consciousness of the masses in our country. When shopping on shopping platforms, they encounter things that do not conform to the regulations. The first time is not to use legal weapons to safeguard their rights, but to complain through some network channels or by telephone.

(2) Seller. Because the sellers of imported cross-border e-commerce platform do not care much about the quality of goods in order to pursue greater interests, and even sell some counterfeit and inferior goods of famous foreign brands to unwitting consumers. There are three reasons. One is that selling such commodities can help sellers get more benefits. The other is that sellers have little legal awareness and know little about intellectual property rights. Moreover, some commodities can be fake and true, while sellers know little about the laws related to counterfeit and inferior

commodities. Third, the seller carries on the false propaganda, maliciously exaggerates the original value of the commodity and misleads the consumers, which not only infringes on the consumers' fair trading rights, but also infringes on the consumers' right to know.

2.2 Imperfect after-sales service of imported cross-border E-commerce

Unlike other types of e-commerce, imported cross-border e-commerce does not support seven-day return and exchange of goods due to the particularity of selling goods from abroad. Take Netease Koala as an example, not only most of the goods do not support seven days without reason to return and exchange, but even if the conditions for return and exchange are met, the buyer has to pay freight in advance, and sometimes also pay warehousing fees and other costs, and can not draw up domestic invoices. Tianmao International's return process is more complex. The seller will ask the buyer to issue a third-party authoritative inspection report on the quality of the goods, while the buyer usually does not have the time, energy or even money to test the quality of the goods.

2.3 High Cost of Protecting Rights in Import Cross-border Electronic Commerce

The characteristic of import cross-border e-commerce is to buy and sell goods abroad. Therefore, when there are trade disputes, due to the influence of countries, regions, languages, cultures, laws and other factors, the cost of safeguarding rights of consumers who want to defend rights will increase greatly. Secondly, the price of goods purchased by consumers may only be more than 100 yuan. Next, once safeguarding rights, the total cost of manpower, material resources, time and energy will far exceed the price of the commodity itself, which is also the reason why most consumers do not choose to safeguard rights or stick to the end of safeguarding rights.

Since the establishment of the second batch of comprehensive e-commerce pilot zones approved by the state, similar transaction disputes have also occurred. For example, Mr. Du of Ningbo purchased a can of milk powder on the platform of importing cross-border e-commerce, but ate foreign matter in the course of eating. After a month's coordination, he finally got compensation, but the result of compensation is still unsatisfactory to Mr. Du.

2.4 Lack of Specific Laws and Regulations on Import Cross-border Electronic Commerce

Since 2014, China's cross-border e-commerce transactions have developed rapidly, but the laws and regulations on cross-border e-commerce are still not perfect, which is why some businesses choose to take risks in order to obtain greater benefits, while the rights and interests of consumers are even less guaranteed. Compared with China, the United States has a more perfect legal system and credit system on e-commerce. Market system and so on. If we use the developed countries' e-commerce legal system for reference to improve China's e-commerce legal system on the basis of China's national conditions, it is bound that imported cross-border e-commerce will develop more steadily in China.

3. Suggestions on the Protection of Consumers' Rights and Interests in Import Cross-border Electronic Commerce

3.1 Suggestions for Buyers of Cross-border Networks

3.1.1 Learn the relevant laws and regulations of electronic commerce and raise the awareness of safeguarding rights

Nowadays, the weak awareness of protecting rights of domestic consumers is due to the weak awareness of law. When encountering transaction disputes, they do not know what means to use to safeguard rights. Once consumers learn the relevant laws and regulations of import cross-border e-commerce, they can effectively improve their awareness of rights protection.

3.1.2 Choosing a formal e-commerce platform to reduce the risk of online shopping

Because of the increase of import cross-border e-commerce platform, consumers have more choices when they buy overseas goods online. Some consumers will choose unreliable cross-border

e-commerce platform for consumption because of price considerations. However, if they want to reduce the risk of online shopping, they will choose more formal cross-border e-commerce platform for communication. Easy is better.

3.2 Suggestions for Business Entry of Cross-border Platforms

3.2.1 Focus on product quality

In order to obtain greater benefits, some businesses importing cross-border e-commerce platforms do not pay attention to the quality of goods. Nowadays, many imported cross-border e-commerce platforms have been complained about selling fake goods. The quality of goods is good or bad. The consumers importing cross-border e-commerce platforms themselves are better than those of other types of e-commerce platforms. More emphasis on quality. Therefore, merchants importing cross-border e-commerce platform should pay more attention to the quality of goods, in order to effectively reduce the occurrence of transaction disputes.

3.2.2 Establishing overseas warehousing to speed up logistics operation efficiency

Import of cross-border e-commerce goods is different from domestic e-commerce logistics distribution, not only can not reach the next day, even if shipped immediately, but also takes longer than domestic e-commerce orders. In order to save customers'waiting time, it is an inevitable trend to establish overseas warehouses and bonded warehouses. Overseas warehouse is the mainstream of cross-border e-commerce in the world, while bonded warehouse is the warehouse in the national bonded area, which greatly improves the logistics efficiency.

3.2.3 Seeking business cooperation and integrating high-quality commodity resources

When cross-border e-commerce platforms imported from China cooperate with more foreign commodities, consumers' online shopping time is effectively saved, and consumers' trouble of browsing foreign websites is reduced. Under the bonded warehouse and overseas warehouse mode, domestic merchants are responsible for sales promotion and transaction disputes, while overseas merchants are responsible for product quality and after-sales service. Domestic import cross-border e-commerce platform can enhance visibility, overseas merchants can improve the sales of goods, the combination of the two will maximize the benefits. For this reason, seeking overseas businesses and obtaining high-quality commodity resources can better solve a series of problems caused by language barrier.

4. Conclusion

This paper makes a series of analysis on the problems existing in the protection of consumers'rights and interests in imported cross-border e-commerce, and puts forward some suggestions on the improvement of the laws and regulations of imported cross-border e-commerce platform businessmen, consumers of imported cross-border e-commerce platform and related E. With the increasing platform of import cross-border e-commerce and the increasing transaction scale, there will be more and more violations of consumers'rights and interests. We should improve the relevant laws and regulations of import cross-border e-commerce consumers' rights and interests as soon as possible.

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