

## **Research on the Impact of Electronic Commerce on International Trade under the New Normal Background**

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**Abstract:** Under the new normal background, electronic commerce is more and more used in international trade. This paper analyses the development of e-commerce in China's international trade, the loopholes of negligence and the prospects for its later development, and explores the various impacts of e-commerce in international trade.

### **1. Analysis of the Development of Electronic Commerce in China in International Trade**

#### **1.1 The development of e-commerce in the world**

1) Generally speaking, traditional transactions are achieved through the release of sales information, but it also delays the time and efficiency, and has no significant target consumption. And electronic commerce is through the network as a carrier to achieve transactions, very convenient and fast.

2) Compared with traditional transactions, e-commerce eliminates the drawbacks of paper receipts and complicated processes. In the 1990s, people began to transform information storage, digitize paper receipts in the process of transactions, and use the network to process them. This way is called EDI. It makes work and transactions convenient and fast.

3) Through the network to achieve transactions, e-commerce saves transaction costs in the service industry and enhances the speed of work. With the development of technology, electronic commerce has replaced traditional transactions, which can not be stopped.

#### **1.2 Several situations that E-commerce is prone to occur in international trade**

1) Many enterprises have narrow perspectives and can not see the future development prospects of e-commerce. Most of them lack this kind of business awareness. In China, the distribution of the central and western regions is quite different from that of the eastern regions. There are few e-commerce enterprises in the former, while the latter is like cow hair.

2) Formal e-commerce activities have not yet developed in China, and other situations such as security, privacy protection, and relevant regulations can not be guaranteed to be improved. Compared with developed countries, China lags behind for a long time.

3) The development of e-commerce is limited by too many conditions. Compared with developed countries, China's e-commerce development still has a lot of shortcomings. There are many places in our country where many people do not have internet, especially in rural areas where the development conditions are backward; there are also security and privacy protection, which also restrict the development of e-commerce.

4) To achieve better development of e-commerce, we need to improve relevant laws and regulations, which should be in line with domestic development and international development, so as to enable both sides to reap benefits.

#### **1.3 The Late Development of Electronic Commerce in International Trade**

1) This kind of transaction mode is better able to be more humane, convenient for enterprises and consumers. Like the online lending industry that has emerged in recent years, it can make businesses no longer afraid of capital problems, but also save many steps and procedures of offline bank loans.

2) Here, there are two websites, B2C and C2C. The former is a kind of vertical marketing, that is, the seller sells to the buyer through the network platform, and the buyer completes the commodity delivery through the network platform. The latter tends to be more private, and buyers can also become sellers to sell their own goods. This model is developing more and more widely.

3) People are constantly innovating the trading mode, creating a C2B mode. It mainly through the buyer as the main body, so that the buyer has more and more interests, can buy the most cost-effective things. C2B has not been fully applied in our country, and customized marketing is the mainstream.

## **2. Does the New Normal Economy Affect the Development of E-commerce in International Trade**

### **2.1 What is the prominence of e-commerce in international trade?**

1) Traditional transaction is not convenient and fast enough, which restricts the development of international trade, but the emergence of e-commerce has effectively solved this problem. Digital information also makes the hidden development of international trade faster and faster.

2) With the rapid development of e-commerce, regions, time zones and national boundaries are no longer a problem, and the development of international trade is also growing, and e-commerce has the characteristics of low cost, which further promotes the development.

3) E-commerce avoids the problems of capital and supervision in traditional transactions and will not damage the interests of both parties. It weakens the problems of capital and regulation and brings this model closer to a fully competitive market.

4) Compared with traditional transactions, e-commerce informationizes insurance transportation, transaction disputes, import and export tax issues, reducing the complexity of the work. Buyers and sellers can communicate through the internet, and finally pay with online banking. Among them, the improvement of security and privacy protection technology can make people more reassured.

### **2.2 The benefits of e-commerce in international trade**

1) Under the new normal background, e-commerce promotes the cross-border trade of goods, weakens the information gap between import and export, and makes the factors of production flow better across the border. At last, they accelerate the integration of economic and trade development and gradually form a large international market.

2) When e-commerce develops better and better in international trade, more and more enterprises, large and small, will join in. This will expand the main body of international trade, enhance trading strength, release trading objectives, and allow better circulation of goods, funds and information. The development of EDI has laid a solid foundation for this development trend, and greatly saved the transaction costs of all parties.

3) By reducing the cost of information transmission, enterprise economic activities and enterprise bargaining, the development of e-commerce in international trade will be more unimpeded.

4) The new trade barrier is a big problem. It develops two major barriers, social and green, from the technical barrier. Both are our considerations for the development of international trade in society, nature and humanities. Some countries create electronic trade barriers to online transactions through financial regulation and customs clearance, which will hinder the later growth of international trade.

### **2.3 The disadvantages of e-commerce development in international trade**

1) In the marketing of e-commerce, both businesses and consumers can conclude transactions through the Internet. The two sides can not judge each other's credibility and ability, which leads to the failure of e-commerce to develop better. At the same time, more and more network fraud also hinders the development of e-commerce in international trade, which makes the public more demanding the credibility and ability of both sides in the transaction process.

2) The development of online payment is more and more widespread and popular, which also makes online transactions faster. However, the corresponding loopholes make the security of online payment not to be ignored, which limits the development of e-commerce in international trade.

3) With the development of the new normal economy, it is more urgent to improve the regulatory system, which is a problem we have to face in international trade. As e-commerce develops more and more in international trade, relevant rules and regulations should be improved accordingly.

#### **2.4 In international trade, the development of e-commerce is good or bad**

Under the new normal economic situation, the development of e-commerce in international trade has both advantages and disadvantages. E-commerce can make more and more people participate in international trade, without so many threshold requirements, increase the number of participating enterprises; expand transaction boundaries, improve operational efficiency; promote transaction efficiency, save costs; break new trade barriers, let factors of production flow better; high efficiency, low cost. It has also changed the traditional form of trade and promoted the development of economic and trade integration. At the same time, e-commerce has affected the credibility of both sides of the transaction; there are great loopholes in the transaction; development needs more perfect rules and regulations to operate; security and privacy protection issues are becoming more and more prominent; and the form of globalization of economic interests remains to be studied.

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