

The Credit Problems of Cross-Border e-Commerce Enterprises

--Based on the Investigation of Zhengzhou Cross-border E-commerce Comprehensive Pilot Zone

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Abstract: This article to cross-border electricity business enterprise as the research object, according to the cross-border electronic commerce development of comprehensive experimental zone of Zhengzhou, use big data and cloud computing technology to clarify the structural relationships between data, using principal component analysis to a third party data, electric business platform trading data, network, summarized the trajectory data sorting, filtering criterion; Then, the required data are statistically analyzed to find the credit problems of cross-border e-commerce enterprises, and the credit system of cross-border e-commerce enterprises is constructed. Finally, corresponding Suggestions are put forward for the credit management of cross-border e-commerce enterprises, which is conducive to the improvement of credit attention of cross-border e-commerce enterprises and the creation of a good reputation for the development of enterprises.

1. Introduction

With the concept of “a community of Shared future for mankind” proposed by general secretary xi gaining global recognition, the G20 summit in Hangzhou and the One Belt And One Road summit for international cooperation held by BBS, China's cross-border e-commerce has achieved rapid growth, and more and more Chinese enterprises choose to conduct foreign trade through this platform. According to the monitoring report on China's e-commerce market data in 2018 (the first year) released by China e-commerce research center, in 2017, China's cross-border e-commerce transaction scale was 8.06 trillion yuan, with a year-on-year growth of 20.3 percent. In the first half of 2018, China's cross-border e-commerce transaction scale was 4.5 trillion yuan, of which the import cross-border e-commerce transaction scale was 1.03 trillion yuan, accounting for only 22.9% [1]. Although the import transaction scale is relatively low, the cross-border e-commerce of China's import retail grows significantly and has huge potential. According to the research report on China's cross-border e-commerce market 2018-2019 released by research, overseas online shopping users who buy once a month accounted for 41.0% in 2018. Such rapid development has attracted extensive attention and research from domestic scholars.

The above data show that in China, cross-border e-commerce is overturning the traditional import and export mode and showing a trend of increasing year by year. Under the dual role of “cross-border transaction” and “e-commerce”, cross-border e-commerce has become a new growth point of China's foreign trade. However, with the rapid development of cross-border e-commerce enterprises, some credit problems inevitably exist. Among them, Peng Hui and Wang Yongrui have proposed that, compared with traditional markets, e-commerce market has a higher degree of information asymmetry, which leads to more dishonest behaviors in e-commerce market [2]. For example, the overall distribution of sellers' credit rating in taobao is convex origin. Users with low credit rating account for a large proportion, while users with high credit rating account for a small proportion, and the number of users decreases with the improvement of credit rating. Faced with this problem, most e-commerce platforms adopt credit evaluation system to solve it, but the

implementation effect is not satisfactory. Other Song Guangxing and Yang Deli[3], Xiong Yuning[4] compared e-commerce with the traditional commerce to the analysis of the particularity of e-commerce trust, trust establishment difficult, think be trusted party's credibility and trading experience, trust of personality, culture background are the main factors influencing the trust of e-commerce transactions, think e-commerce transactions features such as anonymity, virtual sex makes difficult to build trust in e-commerce environment, only from the aspects of legal, technical, social, and other joint efforts, trust can be established for the healthy development of electronic commerce environment. Based on this, this paper starts from cross-border e-commerce enterprises, explores their credit problems, and puts forward corresponding Suggestions to provide reference for the development of cross-border e-commerce enterprises.

2. Literature review

According to the literature review and analysis in recent years, although cross-border e-commerce has seen explosive development in practice, there are few research results that combine it with enterprise credit. "One Belt And One Road" has stimulated the vitality of the world economy. The emergence of cross-border e-commerce has broken the geographical restrictions of traditional trade and realized the globalization of product sales channels in a country. On the other hand, it greatly reduces the foreign trade chain and reduces the trade cost to drive the growth of foreign trade [5]. At present, most researches related to e-commerce focus on logistics operation and platform management. Some scholars focused on the construction of cross-border logistics network, analyzed the problems and risks of cross-border e-commerce in logistics operation [6] and the advantages and disadvantages of different international logistics operation modes, and established an international logistics service capability evaluation system [7]. Some scholars classified the operation mode of cross-border e-commerce platforms and proposed the problems they faced in their development [8]. There are also studies on the model of cross-border e-commerce service platform [9]. The study found that there is a mismatch between traditional commercial supervision measures and innovative business models in cross-border e-commerce. Some small and medium-sized enterprises' disordered product positioning and lack of brand effect lead to the damage of their industry image, thus increasing the resistance of other enterprises to enter the field of cross-border e-commerce [10]. However, there are a series of problems in shopping through e-commerce, which have been summarized by some scholars. For example, in the sales process of e-commerce platform, goods delivery is not timely, goods on the platform are not in conformity with the real goods, and the sold goods have potential quality and safety problems. There are some problems in online transaction, such as additional amount, imperfect and low after-sales service, and arbitrary cancellation of transaction orders. These problems will lead to enterprises in the hearts of consumers credit decline, resulting in loss of customers, further causing economic losses. Therefore, it is necessary to study the credit problems of cross-border e-commerce enterprises to help them establish a good credit management system.

3. Status quo of zhengzhou cross-border e-commerce comprehensive pilot zone

Zhengzhou cross-border e-commerce is a highland in the development of China's cross-border e-commerce. In terms of industrial foundation and supporting policies, Zhengzhou ranks the first in China. Since the establishment of the comprehensive pilot zone for cross-border e-commerce in Zhengzhou in 2016, the government has formed a development model of "three platforms and seven systems" according to the overall layout of "one nuclear power, two zones and many parks" based on the comprehensive development situation of the province.

As one of the first cross-border e-commerce pilot cities, Zhengzhou took the lead in policy, business and technical reform and innovation, with remarkable results. It initiated the customs clearance supervision mode of "e-commerce + bonded center + postal supervision" (customs code 1210) in China, led the development of cross-border e-commerce bonded import mode, took the lead in realizing "three one" customs clearance services, simplified customs clearance process, and

improved customs clearance efficiency. At present, there are more than 1,100 enterprises registered in Henan bonded logistics center park, covering 63 countries with import sources and 185 countries with export destinations. Jumei, Vipshop and other famous domestic and foreign enterprises enter the park, Zhongdamen, WGWG, bonded international and other local e-commerce platforms continue to grow. Have sprung up to the door at the same time bonded straight purchase experience centre, bonded international O2O offline experiences of cross-border duty-free shops, airport, Zhengzhou Zhongyuanfu tower E trade experience the cross-border e-commerce represented by such as offline experience store, build the cross-border trading online and offline experiences O2O e-commerce, new to the central plains people is able to “buy” global times at home.

By 2020, Zhengzhou aims to achieve a cross-border e-commerce transaction of us \$10 billion, with exports accounting for no less than 60 percent. Cultivate 10 cross-border e-commerce industrial clusters, 10 cross-border e-commerce industrial parks, and focus on supporting the development of 200 cross-border e-commerce enterprises; Over 20,000 employees in cross-border e-commerce; The proportion of cross-border e-commerce in export enterprises reached 80%. According to the above development goals, we will push forward the construction of comprehensive pilot zones in two stages, namely, the priority period (2018-2019) and the comprehensive promotion period (2019-2020), so as to form a sound cross-border e-commerce industry chain and drive the development of cross-border e-commerce industry by demonstration.

4. Credit problems of cross-border e-commerce enterprises

4.1 Relevant data

In April 2018, forester consulting, on behalf of facebook, commissioned a survey of 2,825 customers from nine countries who had purchased goods from overseas suppliers online in the past 12 months. Two of the questions concerned the importance of integrity in cross-border e-commerce. The specific results are shown in figure 1.

As can be seen from figure 1, customers in Thailand, Malaysia and Singapore place the highest value on business integrity in online cross-border shopping decisions, followed by the United States, Vietnam and Indonesia. In recent years, China's exports, southeast Asian countries accounted for not low. In 2017, China exported 1, 594, 19864 million yuan to the association of southeast Asian nations, accounting for 12.3 percent of the total export volume.

Figure 2 is considered when consumer is buying Chinese products abroad, the product price, product quality and durability of online description and the actual product consistency, transportation and distribution costs, transparent displays full cost (including shipping and handling fee) and transaction information security around factors accounted for, can be seen from the figure 2 foreign consumers to see there are three of the six major factors related to business integrity significantly, and the product quality and durability and enterprise credit is also has a lot to do. Therefore, it is of great significance for the sustainable development of cross-border e-commerce for enterprises to have good credit.

4.2 Existing problems of cross-border e-commerce enterprise

4.2.1 Uneven quality and performance of commodities

From figure 2, we can draw the following conclusion: product performance and durability are the most important aspects for consumers to choose and buy Chinese products. Different from traditional tangible market products, products traded through B2C or B2B e-commerce have untouchability and uncertainty. These two characteristics determine that commodities themselves will generate a lot of credit risks. Owing to the negligence of link in quality control, for example, leads to a small part of incomplete mixed together in and out of the frontier in the classy article, or due to the customs of the regulatory system is not sound part of the counterfeit products inflow harm people's health, and for cross-border logistics industry legislation and industry non-standard eventually lead to some fake goods without brand party authorized by black factory production and brand quality goods sold on the Internet, etc., and other phenomena occur.

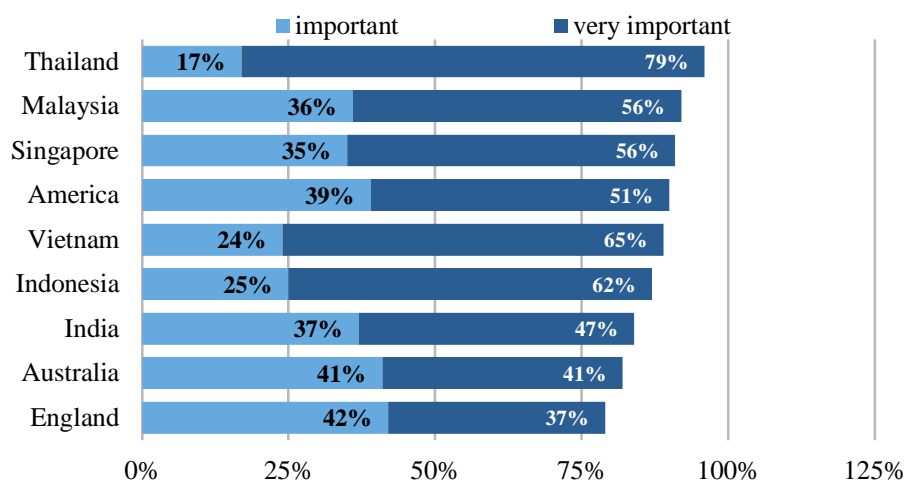


Figure.1 How Important is the Business Integrity of Sellers in Online Cross-border Shopping Decisions?

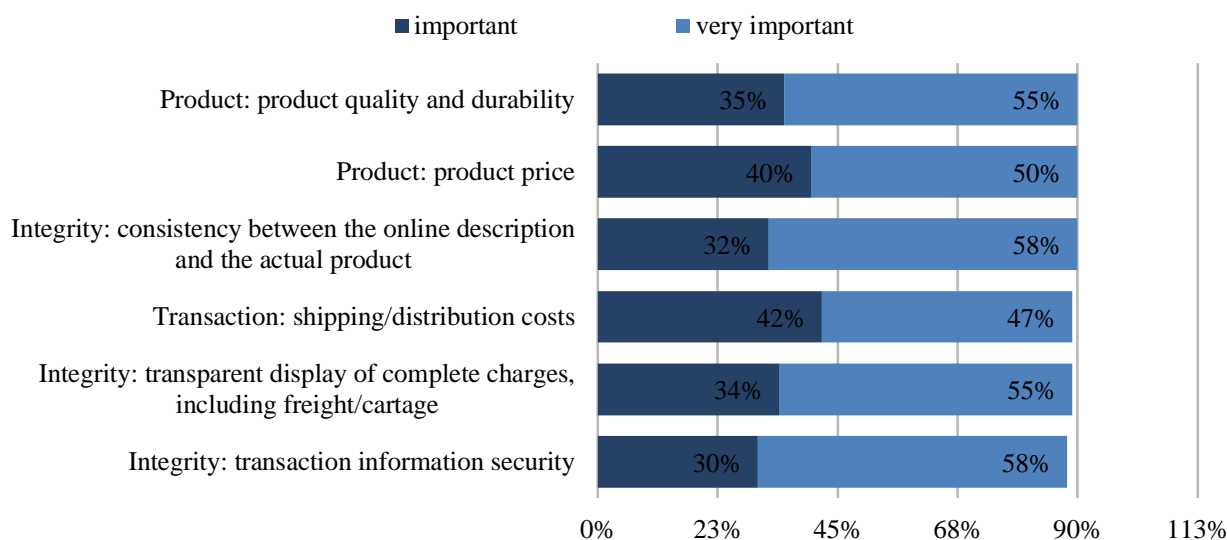


Fig.2 Please Evaluate the Importance of the Following Factors in Choosing Chinese Sellers Online Shopping According to Registration 1-5

4.2.2 False advertising and exaggerated propaganda

For B2C class of cross-border electronic business trade type, consumers are generally according to the businessman in electric business platform shows pictures and, assessment of advertisement, and buyers, and the descriptive phrase, to choose what you want to buy goods, but most of the existing electric business platform have relatively perfect regulation system specification on this part of the management. Therefore, there might be sellers exaggerated in the text language description, single description is inconsistent with physical reality of the phenomenon, or the display pictures exist excessive beautify decorate, or non-food filming, etc., moreover the seller after batch sold some products, the sales page background operation real-time update of text and images, make consumers have the right to d, this will directly affect the consumer shopping experience, that won't appear the phenomenon of secondary consumption, resulting in serious credit crisis.

4.2.3 The information of third-party logistics is not transparent

In figure 2, there is one aspect that traders pay more attention to when conducting cross-border BBBS. In the more mainstream of cross-border electricity trading, most of the third-party platform has logistics as an important index of electric business credit, but the breakage of the goods in the process of transportation, wrong to send, the problem such as leak, getting lost mail still happen, especially in the promotional efforts a great deal of time, the surge of third party logistics is more difficult to deal with the goods, such as double tenth a freight vehicle fire during the last two years, the news often appear. In addition, due to cross-border trade business processes involved in customs clearance, tax refund, etc, lead to the logistics for a long time, logistics information is not transparent, the buyer is difficult to get the real logistics status, so it is difficult to achieve real-time monitoring of commodity logistics, which may exist a small number of third party logistics are replaced with fake real situation, and the merchant's credit will also have a significant impact.

4.2.4 Cross-Border payment is risky

For the B2B model with large transaction amount, credit card payment is generally adopted. However, the B2C model with relatively small transaction volume mostly adopts the third-party platform for payment, such as Alipay and LianLian pay. But in recent years, with the rapid development of third party cross-border payment mechanism, C side payment is more convenient, but in view of the transaction is a relatively large amount of B side businesses tend to use traditional bank remittance or credit card payment, because this kind of way in the process of clearing security and protection is not enough, and timeliness is low, this will lead to lead to greater credit problems in the process of payment.

4.2.5 The regulatory system of cross-border e-commerce platforms is not sound

At present, China's "e-commerce law" has been promulgated on August 31, 2018 and put into effect on January 1, 2019. That is to say, there are relatively comprehensive laws and regulations to regulate the e-commerce trading market. However, to build a sound regulatory system for an industry, only the support of relevant laws and regulations is far from enough. It also needs the cooperation and support of rigorous evaluation mechanism, specialized regulatory departments and social parties. At present, China has not established relevant functional departments specialized in effective supervision of the online e-commerce market to carry out joint law enforcement, and cross-border e-commerce involves many departments, making joint law enforcement more difficult. In addition, there is no unified evaluation mechanism, and social consciousness has not been cultivated in place. Therefore, the regulation of credit problem is a long way to go, it will take a long time to solve.

5. Construction of credit system for cross-border e-commerce enterprises

Credit problem is related to the sound development of cross-border e-commerce model, but also related to the image of our country in foreign countries. Therefore, in today's highly developed communication, to ensure that China's cross-border e-commerce enterprises enter the international market with a good corporate image, we should focus on the credit problem of enterprises. And how to control the credit problem, especially in some unscrupulous business pursuit of low cost and high profit corporate values, this is another problem. Therefore, based on the research results, this paper found the credit problems existing in cross-border e-commerce enterprises, and constructed the following credit system for them, in order to provide theoretical Suggestions for solving the credit problems of cross-border e-commerce.

5.1 Sub-System I: quality supervision system

This paper argues that if you want to do a good job in product quality control requires the coordination and cooperation of many sided, at the national level, the first thing you need to set for cross-border electricity quality regulation related guidelines, policies and laws and regulations, and the second customs enforcement, should strengthen the quality inspection of import and export

products, and strictly guard against; At the enterprise level, product production rules and regulations can be formulated to strengthen the supervision of product production process; At the public level, if consumers find fake and inferior products, they should immediately report to the relevant part to protect their rights. So from the government, enterprises and the public three aspects of the construction of a multilevel, comprehensive regulatory system.

5.2 Sub-System Ii: logistics service upgrade system

Cross-border logistics services include the selection of routes and transportation tools, packaging, warehousing, loading, unloading and handling of goods transported, and processing of circulation information. Therefore, the construction of logistics service system mainly starts from these aspects. First of all, the company is responsible for sending and receiving express staff regular training and inspection, to ensure the good condition of the goods; Secondly, domestic and foreign logistics companies can achieve seamless connection of goods delivery through mutual cooperation. Thirdly, the logistics information system needs to be updated from time to time. The cooperative companies at home and abroad can jointly develop the public system to keep the update of goods delivery information at any time, so as to ensure that consumers can check the information at any time. Finally, cooperate with the customs to open up special channels to speed up customs clearance. Good logistic service needs cooperation from various aspects, and a joint service system of enterprise-enterprise-government should be established.

5.3 Sub-System Iii: platform supervision system

The transaction behavior of cross-border e-commerce enterprises is realized through a certain platform, so the security and stability of the platform are extremely important for cross-border e-commerce enterprises and consumers. However, with the continuous development of Internet technology, the issue of network security has become increasingly prominent. Therefore, the regulation of e-commerce platforms is increasingly important. The following measures can be taken to solve the problem of platform supervision: first, it can be compulsively controlled from the system level, that is, the national level can formulate policies related to it to provide major policies for the formulation of the enterprise's internal system; Secondly, enterprises can formulate internal systems according to national policies, strictly control internal staff, and conduct regular training and talks for relevant business staff, so as to double control from the legal and moral levels to ensure the safety of information and property of consumers.

6. Conclusions

6.1 Adhere to the dual quality and price monitoring indicators

Current cross-border electricity enterprises in terms of quality and price is generally not to two or more things, so need to cross-border electric business platform in the electrical business enterprises to regulate, cross-border electric business platform for enterprise credit rating can be, the rate and the number of bad review such as constraint condition, establish a credit rating is given priority to, both rate and the number of bad review regulation mechanism, one ticket is overruled make, and then according to the credit rating, set up different rate and bad review several barriers to entry and exit threshold, the strictest enter exit system, to ensure that in business provided the quality of the products and correct business use false advertising, with exaggerated propaganda.

6.2 Increase the monitoring of logistics

The logistics information monitoring of goods should be enhanced to make the logistics information transparent. For example, for the delivery of the last kilometer, the direct customers of the couriers in charge of this part are consumers. Therefore, they must ensure the integrity of the products and the appearance of the packaged products. Otherwise, the shopping experience of consumers will be affected and the credit of enterprises will be affected. In addition, it is necessary to further improve the logistics information system, such as the use of modern high and new technologies such as the Internet of things, real-time monitoring of the logistics status of products at

all times, strive to achieve “different every second”, in order to improve the transparency of third-party logistics information.

6.3 The third-party payment institutions shall be included in the scope of china's foreign exchange management

Aiming at the problems with payment, this paper provides Suggestions to third-party payment institutions into the scope of China's foreign exchange management, specific practices, such as third-party payment institutions in cross-border trade, must be in accordance with the laws and regulations has been issued by the state requirements, first for checking the identity information of the customer, and recorded properly kept; To the detailed transaction records and related information backup, and timely cooperate with the review of the relevant institutions, regularly submit the transaction report; In addition, regulatory authorities should also require third-party payment institutions to submit relevant data regularly and strengthen trade supervision on the basis of the original unified coding of cross-border business balance of payments and statistical transactions of foreign exchange settlement and sale.

6.4 The government improves its regulatory dimension

In recent years, the supporting policies of cross-border e-commerce have been constantly upgraded, and the regulatory mode has initially become a system. However, in order to achieve effective supervision, this paper proposes the following policy Suggestions: in terms of innovative supervision mode, we should accelerate the construction of a new cross-border e-commerce supervision service mode that is supported by information, driven by logistics, integrated with online and offline, coordinated and linked by multiple departments, and integrated with customs clearance. In terms of improving the supervision process, we can innovate from two aspects: improving the cross-border e-commerce B2C import supervision process and exploring the optimization of cross-border e-commerce B2B export supervision process. In enhancing information regulation, can establish cross-border e-commerce credit information database, establishing the regulatory credit certification and third party credit service evaluation with the combination of comprehensive evaluation system, implementing credit negative inventory management, etc., in addition can also through the establishment of enterprise credit information management system, to the related enterprise credit management, and require companies each year through the enterprise information management system within the time period required to submit the annual report on enterprise credit information to the government, and standardize the market, perfect the legislation, improve online transactions and trustworthy benefits and penalties and online, etc, in order to strengthen the government's regulation.

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