

A Summary of Domestic E-commerce Development Research

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Abstract. E-commerce has developed rapidly in recent years. Relevant scholars in China have made relevant explanations on the development of e-commerce, the development opportunities of e-commerce in recent years and the problems encountered, and put forward relevant suggestions on how to better carry out e-commerce. . Through the analysis of current research on cross-border e-commerce development by different scholars, and the collation and summary of existing literature, this paper intends to conduct a deeper study on cross-border e-commerce in China and analyze cross-border e-commerce in China. Development status.

Introduction

In the 21st century, information has exploded, and the rapid development of Internet technology and computer technology has provided strong technical support for cross-border e-commerce. With the popularization and application of Internet of Things technology and mobile information technology, smartphones and tablets have become more and more popular, which facilitates the cross-border e-commerce platform to operate transactions on personal terminals, creating an easy and convenient shopping environment for consumers. At the same time, cross-border e-commerce companies use information technology, big data mining technology and cloud computing to analyze consumer consumption and consumer preferences, which is conducive to the production of products that consumers are satisfied with.

E-commerce concept

Most scholars believe that e-commerce is a business model that combines the Internet and traditional foreign trade. Transaction between different countries or regions through the Internet and its related information platform is to network traditional international trade. New electronic trading methods.

He Jiang and Qian Huimin (2017) [1] believe that e-commerce refers to the transaction subject belonging to different customs, through the e-commerce platform to conclude transactions, payment settlement, and through cross-border logistics delivery of goods, completion of trading platforms and online transactions platform. Wei Xiaolin, Wei Lanping, Hu Liqin (2017)[2] believe that e-commerce is a business model that combines the Internet with traditional foreign trade, extending domestic e-commerce, enabling transaction entities in different countries or regions to conduct online transaction settlement through e-commerce platforms. And the use of cross-border logistics to transport goods to buyers is a transnational transaction of goods and services. Ouyang Xiaobo (2014)[3] and Liu Zhangfa (2016)[4] Define e-commerce as a means of producing and trading enterprises or individuals through electronic commerce, digitize and electronically display, negotiate and deal with traditional trade, and deliver them through cross-border logistics. Commodity, an international business activity that completes transactions, is a new international trade method that links traditional international trade to a network and electronic. Zhang Jianqin and Jiang Fengjuan (2014) [5] pointed out that e-commerce has the characteristics of global, intangible, anonymity, immediacy, paperless and rapid evolution.

Classification of e-commerce models

Huang Yongjiang (2013)[6], Li Chi (2015)[7], Zhang Hui (2015)[8], Xu Yan and Yan Huaixu (2015)[9] classify the existing e-commerce models, which mainly include B2B (Business to Business) and B2C (Business to Customer) and C2C (Customer to Customer) three modes. Li Jinfang et al. (2015)[10] took the Hangzhou E-commerce Comprehensive Experimental Zone as an example and proposed M2B2C (Manufacturer to Business to Customer) that the first half of M2B is the traditional international trade process, and the second half of B2C is the combined trade mode of the domestic e-commerce process of the importing country. It is an effective way to transform China's "world factory" to "world store" by facilitating the growth of e-commerce transaction volume, improving the experience of overseas users, cracking the cross-border logistics dilemma and evading the risks of overseas legal policies. The current e-commerce models are classified as follows:

Table 1 The main mode of current e-commerce

mode	Participating subject	Trading characteristics	Representative website
B2B	Between business and business	Large quantities, small batches, Order concentration	Alibaba International Station, China Network
B2C	Between business and consumer	Small batches, multiple batches, Order fragmentation	Amazon, Dunhuang Net, Tmall International Lanting collection
C2C	Between consumers and consumers	Small transaction	eBay (personal item bidding)

The development status of China's e-commerce model

Internal economic structure imbalance

Affected by the financial crisis, import and export enterprises have shifted from large-value trade models to multi-batch, small-batch, and low-cost e-commerce transaction models. In response to the development trend of this new foreign trade model, the government has gradually implemented the implementation of e-commerce pilot cities, comprehensive bonded areas and free trade zones is being carried out. At the same time, industries related to e-commerce transactions, such as logistics, network information industry and modern financial industry, are also booming.

In recent years, China's total export volume has increased substantially. Afterwards, due to factors such as rising domestic labor costs, appreciation of the renminbi, and continued sluggish demand in the international market, trade costs have continued to rise and export growth has slowed markedly. In addition, anti-globalization, international trade protection conservative will have a certain impact on China's foreign trade exports, especially the Trump administration of the United States, and because trade frictions brought about by trade protection will become more obvious, these will bring to China's traditional foreign trade. Some pressure and shock. Enterprises that survive and develop on the basis of traditional foreign trade will become more and more difficult in the future, and the development of new foreign trade enterprises with new advantages, especially the new advantages of "Internet +" will be more rapid, stronger and stronger, and low-end accelerated elimination. The four major trends in China's export e-commerce development in 2018 are: emerging markets become a battleground; capitalization and branding are accelerating; "data + ecology" is drivingly driven; localized services are the general trend. The rapid development of Internet technology has provided technical support for e-commerce, and also provided a rapid breeding ground for e-commerce. The development of Internet technology has enabled people of all countries to communicate more conveniently and narrow the distance between netizens in various countries. The Global Village has become possible with the development of Internet technology. With the emergence of e-commerce in various countries, the consumers they face are not only limited to the domestic market, but also consumers from all over the world are more and more convenient to choose their favorite products from all over the world. Business brings tremendous development and opportunities. The application of big data and the continuous growth of global netizens will inevitably lead to unprecedented changes in business models. The new technology is expected to open up a new path of e-commerce under the digital economy. At the end of 2017, the term "blockchain" was heated up. Future blockchain technology and the use of new technologies such as cloud computing, big data, and supply chain finance are expected to change the individual behavior of consumers, change the ecological environment of our industry, and create a new business environment for e-commerce.

For the government, with the support of the state, all provinces and cities in China grasp the pulse of the times, respond to the national call to actively promote the development of e-commerce construction; build an e-commerce platform carrier, and encourage enterprises to independently build e-commerce trading platforms that meet their own needs, and create high-tech Industrial park or e-commerce service park. At the same time, the government has continuously improved various e-commerce policies, reduced taxes and fees, innovated e-commerce supervision services, increased government financial and financial services, and strengthened infrastructure construction, creating a good external environment for e-commerce. Take Shanxi Province as an example. In 2018, the Shanxi Provincial Government increased its support for e-commerce enterprises, such as leasing subsidies for office and leasing sites, transaction amount subsidies, platform incentives, and inspection and monitoring subsidies.

Regarding China's current cross-border e-commerce model, Liu Juan believes that the threshold for small-scale cross-border foreign trade e-commerce is not high, and cross-border small-scale foreign trade transactions can be completed online through an international e-commerce information platform, such as eBay China. Alibaba, "Global AliExpress", Dunhuang network, Global Sources Network and so on. Ren Zhixin and Li Yuxiang (2014) [11] believe that the cross-border network retail sales growth is rapid, cross-border retail e-commerce development momentum is rapid, and the retail export industry gradually shows the effectiveness of market diversification. It also pointed out that cross-border e-commerce has realized transactions between individual enterprises or between individual enterprises and individual consumers, and promoted the transformation of foreign trade enterprises into small orders and multiple production modes. Laiwei and Wang Kaiqian (2014)[12] believe that the cross-border network retail model can be divided into two categories: e-commerce companies to establish independent foreign trade websites and e-commerce

companies to enter third-party foreign trade transaction service platforms. Zhang Hui (2015) Using SWOT analysis, from the perspective of the scale of domestic e-commerce platform, it is pointed out that there are mainly three main business entities of cross-border e-commerce in China: export enterprises that build e-commerce platforms, and e-commerce platforms that provide trading services for export enterprises. And use third-party cross-border e-commerce platform to develop e-commerce export enterprises. Lin Yuxi (2015)[13] believes that with the continuous development of electronic information technology and the deepening of economic globalization, cross-border e-commerce has become an important channel for Chinese companies to expand overseas markets, enhance the brand's international image and enhance its core competitiveness. Cross-border e-commerce has changed the traditional way of operation of foreign trade enterprises, influenced the layout of China's foreign trade industrial chain, and initially formed a new ecological model in China. Wu Jianqin (2016) [14]analyzed B2C cross-border logistics and believed that professionalized and personalized logistics services should be provided, logistics alliances should be established, and overseas warehouses should be built. Li Xue et al. (2016) comprehensively applied the SCOR and CPFR supply chain ideas to establish a cross-border e-commerce logistics supply chain process model, and explained the collaborative operation mechanism of cross-border e-commerce logistics. Under the rapid development of the Internet, cross-border e-commerce and cross-border logistics will develop in synergy. Deng Linjia (2019)[15] believes that under the trend of economic globalization, the new forms of cross-border e-commerce and other forms of trade have been rapidly promoted and developed, and gradually become a new economic growth point. However, in the context of the new economic normal, China's cross-border e-commerce development still encounters economic barriers and development obstacles.

In general, China's cross-border e-commerce faces good opportunities. However, compared with the development trend of cross-border e-commerce in developed countries abroad, the overall scale of cross-border e-commerce in China accounts for a low proportion.

Suggestions for the development of e-commerce

Combine actual, present brand-new electronic commerce information content. The information system of e-commerce includes the system, measurement, business, electricity, charge management and other contents, as well as the bank data and the Internet real-time link and other functions. As described above, on the progress of Internet technology promote the development of cross-border electricity suppliers, and e-commerce from the form with trading fast, virtual, interactive and in a timely manner, in the face of the market is a global market, is because of e-commerce sellers and demanders is not face to face communication, so more requirement of improving the user experience from the commodity display, more should pay attention to the construction of data maintenance and statistics management and complete. For example, for consumers in different regions, according to the consumption habits, ethnic customs and religious beliefs of local people, the design of various functions of e-commerce experience platform and even the design of online display page will produce different experiences for consumers. Based on the concept of network service design e-commerce information system construction scheme. The e-commerce information management system includes marketing decision, marketing quality supervision, marketing business and customer service. When constructing the information system, it is necessary to make different solutions to the design of the information system according to different service objects, and make use of technical means to build and constantly improve each module. Strengthen the assessment and supervision of staff in all links of e-commerce to ensure effective work and accurate data, and enhance the overall efficient and rapid development of e-commerce enterprises

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