

Research on the Development Status and Countermeasures of Cross-border E-commerce in China

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Abstract: With the all-round development of electronic information technology and economic globalization, the status and role of cross-border e-commerce in international trade has become more and more important, and has become an important trend in China's foreign trade development. Promoting the healthy and rapid development of cross-border e-commerce is of strategic importance for accelerating the pace of China's economic globalization and building a new advantage for China's manufacturing.

1. Introduction

Cross-border e-commerce refers to an international business activity that is divided into transaction entities of different customs, through transactions through e-commerce platforms, payment settlement, and delivery of goods through cross-border logistics. [1] This foreign trade model is subverting the traditional import and export model and will become a new growth point for China's foreign trade in the future. Transactional entities of cross-border e-commerce belong to different national borders or regions. They are an international commercial activity that conducts transactions and settles settlements through Internet platforms, and delivers goods and completes transactions through cross-border logistics. Since China joined the World Trade Organization, the e-commerce industry has achieved leap-forward development, and new e-commerce formats are accelerating. The cross-border e-commerce extension field has been broadened and gradually developed into a leading industry that leads the industry transformation and upgrading.

2. The Development Status of Cross-Border E-Commerce

In stark contrast to the slowdown in traditional import and export trade in recent years, cross-border e-commerce has entered the fast track of development. In 2013, the global cross-border e-commerce transaction volume reached US\$105 billion. The most active countries were Germany, the United States, the United Kingdom, China and Hong Kong. It is expected that the global cross-border e-commerce transaction volume is expected to reach US\$307 billion within five years. [2] In terms of the development of countries, cross-border e-commerce in the United States is very developed, and its largest e-commerce platform, Amazon's 2012 sales, 43% from outside North America. By 2012, cross-border online shopping in Europe has grown rapidly, accounting for 10% of total online retail sales, which is expected to double by 2015. Russian statistics show that in 2012, the number of postal parcels from overseas increased by a factor of two, 70% of which came from cross-border online shopping. [3] In addition, the development of cross-border e-commerce in Germany, Spain, Austria and other countries also has a good performance.

As an emerging country in e-commerce, China's cross-border e-commerce is full of vitality and performance. The scale of cross-border e-commerce transactions has reached 0.9 trillion yuan in 2009, with an average annual growth rate of 31% to reach 3.3 trillion yuan in 2013. This speed makes traditional foreign trade far behind. The proportion of cross-border e-commerce in China's import and export trade has also increased from 4.4% in 2008 to 8.2% in 2012, and is expected to reach 18.9% by 2016. By 2013, there were more than 200,000 foreign trade enterprises engaged in cross-border e-commerce in China, and more than 5,000 cross-border e-commerce platform

enterprises. These companies have built a new model of commercial circulation for ESSC (e-commerce-supplier-service-consumer). From the perspective of the export flow of cross-border e-commerce in China, the United States accounted for 17.2% in 2012 and 16.3% in the EU, ranking first and second respectively. The remaining exports flowed to the Asian region around China. Based on the market performance of cross-border e-commerce, 2013 was regarded as the first year of cross-border e-commerce in China. A large number of local brands and traditional foreign trade enterprises are ready to enter the cross-border e-commerce field.

3. China's Cross-Border E-Commerce Problems and Bottlenecks

Due to differences in national cultures and ideologies between countries, consumers' trust in transnational merchandise trade is significantly lower than domestic merchandise trade. According to a global survey conducted by foreign institutions in 2014 on investors, commercial service providers, independent sales organizers, payment service providers and online merchants, EU respondents trust cross-border e-commerce and are willing to shop in other countries via the Internet. At 35%, much lower than the 59% trust in domestic sellers; payment service providers and companies have chosen cross-border e-commerce from the outset more than 44%. It can be seen that cross-border e-commerce is more recognized by production and sales parties, and the key to restricting the development of cross-border e-commerce lies in winning the trust of consumers.

At present, the global cross-border e-commerce market has exceeded US\$1 trillion and is growing at a rate higher than 20%. The rapid development of cross-border e-commerce in the world will inevitably involve cultural differences between countries or regions. From a regional perspective, Europe and North America are the main expenditure areas for global e-commerce, accounting for 35.1% and 33.1% of the global e-commerce market respectively; Asia-Pacific is the world's fastest-growing third-largest e-commerce market, with total transaction volume. It accounts for 25.7% of the world; Latin America, the Middle East and North Africa are emerging markets for e-commerce, with a relatively small transaction volume. Relevant research shows that cross-border e-commerce enterprises often give priority to expanding neighboring markets or regions with common languages. About 70% of enterprises believe that having a common language is an important factor for the smooth development of cross-border e-commerce. Doing business in countries and regions of the same language is conducive to understanding local culture and gaining more profits. The proximity of geography can effectively improve the flow of people and goods. Therefore, cracking the constraints of language, geographical environment and other factors is an important link to achieve sustainable development of cross-border e-commerce.

With the continuous improvement of the e-commerce service system, its service trade in China has continued to expand, and its share and world ranking have steadily increased. In the future, cross-border e-commerce must focus on business model environment construction, risk control, promotion of applications, improvement of e-commerce service system, and international exchange and cooperation. At present, there are still some problems in the aspects such as customs clearance process, logistics construction, legal system differences, regulatory obstacles, and brand image lag. This restricts the development of cross-border e-commerce in China, and the cross-border e-commerce service system needs to be continuously improved.

Although the flow of Internet-based information is unimpeded, the free flow of goods is still limited by national borders. This is also the biggest barrier to the development of cross-border e-commerce. The customs regulations on the quantity of import and export goods and the cumbersome procedures and expenses incurred between them have created an additional economic burden on both parties to the trade. The phenomenon of customs detention of goods due to unqualified declarations has also occurred from time to time. At present, most countries still fail to realize the systematic management of personal small-scale import tax system. Even the customs clearance of the same country will have different scales due to the different business capabilities of on-site customs clearance personnel. How to establish and improve a new small-scale import tax system, and in an international framework, truly realize the convenient trading and shopping of small-scale cross-border e-commerce traders and consumers, which is one of the development of

small-scale cross-border foreign trade e-commerce. There is no need to solve the problem.

Due to the virtual nature of cross-border e-commerce and the popularity of online payment, the traditional payment model has been unable to meet the needs of cross-border e-commerce trade. Third-party payment is well suited to the development of cross-border e-commerce with its zero transaction cost, but there are certain problems. First, it is prone to false trading phenomena. When dealing with overseas business, third-party payment companies only exist as an intermediary. They cannot audit the source of funds and transaction background of cross-border transactions. There are regulatory loopholes. Third-party payment platforms are easily used by criminals to conduct cross-border money laundering activities. Or through the false buying and selling behavior to achieve the purpose of foreign exchange, or transfer hot money, thereby increasing the risk of illegal arbitrage and even international crime. Second, there is a gap in legal supervision. At present, China's regulatory agencies are still unable to effectively supervise overseas payment institutions. Third, it is difficult to pay more than a certain amount. Third-party payment is still in the early stage of development. The State Administration of Foreign Exchange, the State Administration of Taxation, the People's Bank of China, etc. have not yet provided supporting systems. There is no systematic management method and implementation rules to regulate cross-border e-commerce payment services.

First, the logistics system and infrastructure need to be improved. Convenient and fast cross-border e-commerce must have advanced and complete logistics facilities. The warehousing, taxation and transportation involved are cross-border. At present, most of the cross-border e-commerce, especially the small-scale trade, is transported through international parcels (long transport time) and international express delivery (high cost), which makes the e-commerce fast and convenient, which is not conducive to cross-border. The comprehensive development of e-commerce. Second, the electronic level of logistics information and the level of integration are not high. Compared with developed countries in the West, there is still a gap in the ability of third-party logistics companies in China to handle information. Most courier companies use the original manual sorting method, and the timeliness and security of cross-border e-commerce transaction logistics distribution cannot be guaranteed. The inefficiency of logistics and transportation and the low level of customer service all restrict the formation of cross-border services by Chinese logistics companies.

First, the non-uniformity of credit standards. The trading environment of multinational e-commerce is complex, and the laws of different countries are different and the regional differences are so obvious that the development of existing credit systems and cross-border e-commerce in various countries is not at the same level. The credit management systems of various countries are still not well applied. To the field of cross-border e-commerce. At present, the credit system construction of the United States and the European Union countries is relatively complete, and there is a certain gap in China. Second, the counterfeiting and inferior behavior of domestic suppliers has become an obstacle to the development of cross-border foreign trade e-commerce.

4. The Development Countermeasures of Cross-Border E-Commerce

From the national level, we will do a good job in the overall planning and deployment of third-party logistics, re-shuffle the third-party logistics industry, integrate logistics resources through mergers and acquisitions, etc., and form some scale effects, high level of informationization, scientific management, and professional services. Large-scale logistics companies provide fast, secure and low-cost logistics services for cross-border e-commerce. These large-scale logistics companies can also expand overseas through mergers and acquisitions, etc., in order to pursue the low cost of cross-border logistics. In addition, at this stage, we can coordinate all resources to build more overseas warehousing bases, and set up third-party warehousing facilities in the main flow of foreign trade exports to the country, which is beneficial to improve distribution efficiency, reduce logistics costs, and is easy for local Accepted by consumers [4].

On the one hand, it is necessary to strengthen the research and development and application of information security technology, ensure the stability of payment systems, prevent network security

incidents, and circumvent the risks brought by technical problems to cross-border e-commerce payments; on the other hand, we must vigorously support third-party payment institutions. Conduct cross-border payment services and expand its share of the cross-border payment market. At the same time, it is necessary to improve the regulatory mechanism and related legal systems for cross-border e-commerce payments. For example, the management statistics system for cross-border payment, third-party payment regularly reports the cross-border capital exchanges between RMB and foreign currencies to relevant departments, and accurately provides transaction information; multi-department (business, commerce, customs, central bank, etc.) jointly establish cross-border e-commerce information. The platform realizes information sharing between departments and strengthens monitoring and auditing of abnormal transactions.

Build a third-party credit intermediary system, strengthen the merchant qualification review, institutional evaluation, transaction evaluation feedback, verify the credit status of the buyer (especially individual buyers), prevent malicious orders, credit card payment, withdraw funds after receiving the goods, maliciously refuse to accept the goods. Waiting for the situation. From the perspective of the seller, it is necessary to strengthen self-discipline and establish a brand in overseas markets with high-quality goods and honest management. From the perspective of cross-border e-commerce platform, it is necessary to take measures to ensure the quality of goods traded on the platform and prevent "Fake and shoddy" destroy the reputation of the platform and the image of other exporters. In addition, the competent government departments also need to actively participate in international negotiations, establish a dispute settlement mechanism, and clarify which laws and regulations and procedures are applicable in the event of a dispute [5].

The Customs should innovate the supervision mode, and rely on the electronic port to explore ways to declare, check, collect, write off, refund, and settle foreign exchange e-commerce on the premise of effectively performing supervision and inspection of physical objects, and explore paperless customs clearance. And convenient measures such as paperless taxation to achieve fast customs clearance. In terms of law, relevant laws and regulations on cross-border e-commerce identity verification and management, cross-border electronic payment, cross-border e-commerce taxation, user privacy protection, electronic data legal validity, and intellectual property protection should be improved. Strengthen international consultation and cooperation among government departments, explore countermeasures for cross-border e-commerce regulatory cooperation, establish coordination mechanisms between countries on cross-border e-commerce tariff preferences, dispute resolution, and prevent computer crimes, and jointly promote cross-border e-commerce Healthy development.

Differences in cultural differences, consumption habits, and legal systems between different countries have always existed. Enterprises should conduct in-depth and meticulous research on the target market before conducting cross-border e-commerce. In particular, the above differences should be well understood and follow the customs. In addition, cross-border e-commerce makes it possible for foreign trade companies to directly contact individual consumers outside the country. They tend to be individualized and need personalized products or services. If foreign trade companies can serve a small number of large customers, then under the cross-border e-commerce model, foreign trade companies also need to provide personalized and considerate services for small customers, so that all customers can get a satisfactory trading experience. This process is inseparable from big data mining. Therefore, successful cross-border e-commerce enterprises in the future must be those that are familiar with the target market, understand customer characteristics through big data mining, and can provide satisfactory products and services.

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