

Research on the Development of Cross-Border e-Commerce Strategy in Jilin Province under the Background of Big Data

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Abstract: Conduct normative analysis and empirical analysis of the cross-border e-commerce model in the era of big data, and use models and charts to analyze the cross-border e-commerce model. Using actual data to illustrate the important role of the era of big data in the formation of cross-border e-commerce, increase employment and expand exports. Finally, based on the current development situation, we studied the development model of cross-border e-commerce in the era of big data.

1. Introduction

In the process of my country's foreign trade development, before cross-border e-commerce development, the growth rate of foreign trade is relatively low, which has a certain obstacle to my country's economic development. However, with the development and application of cross-border e-commerce in my country, in terms of foreign trade, cross-border e-commerce has achieved the circulation of domestic and foreign commodities, and my country's cross-border e-commerce has developed more rapidly. In order to ensure that more companies apply big data to the development of their own cross-border e-commerce, to realize the full use of big data inside and outside the enterprise and between leadership, to study the influencing factors of the development of cross-border e-commerce under big data Imperative.

2. Influencing Factors of Cross-Border e-Commerce Development under Big Data

Internal operational factors of the enterprise. To a certain extent, cross-border e-commerce is a product of the combination of foreign trade and information technology, so this determines that the development of cross-border e-commerce must have the internal information infrastructure of the enterprise as support and guarantee. In the internal operation process of an enterprise, not only the information base of the enterprise itself has an impact on the development of e-commerce, but also the technology and quality of employees within the enterprise and the ability of the enterprise to design and maintain e-commerce systems also determine the cross-border e-commerce of the enterprise. development of. For cross-border e-commerce, it plays different roles in different stages of international trade development, so the indicators of e-commerce website performance factors are different in different stages of the international trade process.

External marketing factors. In the process of formulating an e-commerce marketing strategy, an enterprise can further accept foreign customers by establishing its own business website based on the specific needs and habits of foreign customers. Especially in the current stage of increasingly fierce competition, if an enterprise wants to achieve its own sustainable development, then in the process of product display, it must choose scientific and reasonable marketing methods to manage its products, so as to ensure that its products can Gain a favorable position in the fiercely competitive international market, and the development of cross-border e-commerce can effectively achieve this goal. In addition, for any enterprise, customers are always the source of enterprise development, so enterprises must always pay attention to the specific needs of customers in the development process. Some foreign trade enterprises must contact some countries with a relatively high degree of e-commerce development during their operations. In this case, customers are more inclined to conduct transactions and cooperation between enterprises through e-commerce platforms.

For effective communication and communication, enterprises themselves must accelerate their own development of cross-border e-commerce and realize their own e-commerce.

Leadership decision-making factors. For the development of enterprises' cross-border e-commerce, the decision-making of the enterprise leadership has a crucial influence. It can be said without exaggeration that the decision-making of the enterprise leadership is an important guarantee for the normal development of its own cross-border e-commerce. Especially for some small and medium-sized foreign trade enterprises, in a complex and ever-changing international environment, the ability of small and medium-sized foreign trade enterprises to bear risks is low in price. Therefore, in the process of developing cross-border e-commerce, a clear development strategy is needed. Guidance, for example, when building an e-commerce platform, you must familiarize customers in your target market with the entire domestic platform, and then choose the best e-commerce platform to promote your products according to specific conditions. The influence of corporate leadership decision-making on the development of cross-border e-commerce is not only reflected in the attitude of the leadership, but also requires the corporate leaders to participate in the development of e-commerce with practical actions.

3. Application of Big Data in the Development of Cross-Border e-Commerce

The application of big data in the internal operations of enterprises. The application of big data in the internal operation of the enterprise is conducive to improving the management of the internal information of the enterprise, ensuring that the enterprise collects more perfect market information, and then conducts market analysis based on the market information, and ultimately improves the operation efficiency of the enterprise itself. In this process, companies can fully integrate with big data when optimizing their own websites, to ensure that the content of web pages is more detailed and substantial, and consumers can have a more detailed understanding of products when choosing products. In addition, the application of big data in the internal operation of the enterprise can also promote the operation in the store, which is mainly reflected in the enterprise's understanding of customer reviews to grasp the actual needs of customers, and clarify various problems or shortcomings in their own development. In the future development and operation, improve marketing concepts and improve marketing strategies. Finally, the application of big data marketing can also distinguish to a certain extent whether the customer is a long-term customer or a potential customer, which is conducive to the company's targeted adoption of different marketing strategies to establish cooperative relations with customers, thereby promoting more business and customer Good cooperation to achieve a win-win situation for both parties.

The application of big data in external marketing of enterprises. Compared with ordinary marketing methods, big data marketing can establish online and offline databases while obtaining more product content, and then conduct targeted data analysis in the process of external marketing to ensure that consumers are Have a more detailed understanding of the product when shopping. In the era of big data, the development of cross-border e-commerce can ensure that foreign trade companies can further optimize the operation channels in the process of external marketing, and clarify the consumer's preference for products based on customer behavior. In this process, companies can also tap more potential customers to formulate more effective marketing strategies. Finally, the application of big data in external marketing of enterprises can realize the precision of data push, and provide more accurate data support for analyzing consumer preferences.

4. Transformation of the Operating Model of Cross-Border e-Commerce Platforms under the Background of Big Data

In the era of e-commerce 1.0, Alibaba B2B website as an information platform has helped many foreign trade companies solve the problem of information display and access. As e-commerce enters the 2.0 era, it is difficult to meet the new requirements of foreign trade enterprises simply as an information channel B2B website. In the 2.0 era, the definition of a B2B website is a trading platform. This platform should be transformed from a previous information display platform to a

platform to undertake transactions.” In 2015, Alibaba’s SINOPRO products were a manifestation of its transformation results. SINOPAC relies on Alibaba The big data accumulated by the platform provides enterprises with equity guarantees on transactions, which are mainly reflected in two aspects of safety and performance. Alibaba endorses and makes transactions between buyers and sellers more assured. Today, Alibaba International Station is in the process of information The ramp-up period of the display platform to the trading platform. This transformation includes the adjustment of the top-level design and organizational structure, as well as the change of market strategy.

Achieving the function of an online trading platform is not the ultimate goal of Alibaba's transformation. Alibaba's next step is big data mining. According to Ma Yun, the founder of Alibaba, big data will be another important energy source besides oil in the future, and it will be a revolutionary thing. In the previous traditional offline transaction mode, data cannot be accumulated, but online transactions can completely achieve data accumulation. At present, Alibaba has put the accumulation of data to an unprecedented level. “Because data can reflect the credit of enterprises, and credit can eventually be converted into wealth.” “For enterprises, data will be the largest gold mine.” The value of this gold mine is manifested in: on the one hand, merchants can obtain through data More business opportunities, and scientifically and effectively maintain their own customer system; on the other hand, the data can also be converted into comprehensive support for other hierarchical and hierarchical value-added services such as logistics and finance, helping companies to better and more smoothly develop cross-border trade . “Big data to feed back buyers, sellers and third parties on the website will be a development trend of B2B websites in the next five to ten years, which can be called the 3.0 era of e-commerce.” In the era of e-commerce 3.0, the core value of Alibaba International Station to customers will be reflected in three aspects: “fast, accurate, and provincial”. With the upgrade of the platform's trading model, Alibaba.com has planned to promote SINOSURE products and Yidatong's comprehensive foreign trade service platform on a global scale, and use the power, experience, and resources of the Alibaba platform to endorse global sellers. The core issue of trust in online transactions, on the other hand, also removes barriers to export, tax rebates and foreign exchange settlement for enterprises. As a professional comprehensive service platform, Yidatong can continue to help companies solve the problems of export, tax refund and foreign exchange settlement, improve efficiency and reduce costs, while helping companies accumulate data and precipitate data. “For suppliers, our transformation and upgrading and our use of data accumulation will bring great value to suppliers in the future.” When the e-commerce 3.0 era comes, transparency in the transaction process is undoubtedly the trend. When the trade process and cost control are no longer the pain points for merchants, information security may become a concern for many merchants. “First of all, Alibaba.com operates on the principles of openness, transparency and fairness. From a technical perspective, Alibaba is fully capable of ensuring the security of transaction data.” Any new changes require time to adapt and take the lead in embracing Changing businesses must soon enjoy the dividend of information and data, because the Alibaba trading platform system is actually opening a door to the original suppliers and buyers to show their strength and credit. The loss of business opportunities is the presentation of more high-quality business opportunities. From the perspective of the definition and attributes of the platform, the international station itself does not do its own business. The essence of the transformation and upgrading of the Alibaba International Station is to build an infrastructure for the Internet + foreign trade, build a foreign trade ecosystem + transaction big data, so as to provide small and medium-sized foreign trade enterprises Empowerment.

The value chain of cross-border e-commerce includes not only the physical value chain, but also the virtual value chain. In this era of increasingly frequent information usage, the status of the virtual value chain will become more and more important, and foreign trade will gradually shift from physical to virtual. The combination of foreign trade entities and cross-border e-commerce has achieved the combination of online and offline. For different stages, the combination between the two is also different, and finally will bring different effects. In the first stage, social software, mobile terminals and cross-border e-commerce platforms are combined to achieve preliminary

online and offline integration; in the second stage, consumers' consumption habits are migrated to achieve deep integration of online and offline. At this stage, consumers have fully adapted to online shopping; in the third stage, online and offline resources are fully integrated. This model affects consumers' living habits, and cross-border e-commerce companies can use fragmented time to manage their businesses to meet consumers' needs. For cross-border e-commerce, improving the user experience of the cross-border e-commerce platform is the core of the service. Which enterprise can occupy a good reputation from users, and which enterprise can occupy the market. Enhancing the user experience of cross-border e-commerce platforms also requires the support of big data. When the cross-border e-commerce industry already has the huge wealth brought by big data, it means that data services will definitely become the development trend of the cross-border e-commerce industry, and the sale of data and related services has become a hot spot in the industry. This combination has produced many companies that handle big data.

5. Conclusion

The arrival of the era of big data marks a new era of trade sales. In the past, people often used the experience of seniors and their own opinions to make corporate decisions, but that was often not enough. Now that we have all aspects of big data, we can consider all aspects to achieve a perfect decision-making policy. The era of big data is the era of rapid development of e-commerce. In the future, big data will become the main resource of e-commerce in the world. When the online consumption behavior occurs, the effect of service time becomes one of the main evaluation bases of the online service object, not just the monetary value of the product as the measurement standard. It should be noted that the online consumer's cognitive production comes from the use of time for information processing, and the time distance has a certain stimulating effect on the "attention" of the online service object, resulting in a positive or negative development of emotions. It should be pointed out that the research only stays on the literature review and analysis of online consumers' quality of service time. In addition, the commonality of products in online retail is that the functions and effects of products of the same type are similar or similar, but their brand names are different, that is, different brands and packaging of products of the same type. Because the products in online retail are divided into physical and non-physical products, the cognitive evaluation of the online service time quality of specific products in online retail still needs further research and analysis.

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