

Research on the Development Path of China's Cross-border E-commerce Platform

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Abstract: China's cross-border e-commerce is developing rapidly, and the Internet and foreign trade are developing simultaneously. However, with the development of cross-border e-commerce, cross-border e-commerce has also exposed many problems, such as non-standard cross-border e-commerce, unsafe trading platforms and so on. As a result, consumers' trust in cross-border e-commerce enterprises is not high, even in the country, which has a worse impact. In the face of these problems, this paper optimizes the development path of the cross-border e-commerce platform from four aspects: establishing a unified cross-border e-commerce industry specification, strictly controlling the quality of cross-border e-commerce products, improving the comprehensive service capacity of cross-border e-commerce, and improving the efficiency of commodity logistics transportation.

1. Introduction

In the context of economic globalization, geography is an important issue limiting economic globalization. However, cross-border e-commerce can give play to the advantages of online marketing, online transactions, contactless delivery, and the speed of economic globalization will be accelerated. The speed of economic globalization will accelerate. According to the statistics of the 2021 annual import and export press conference held by the State Council Reform Office, China's cross-border e-commerce import and export in 2021 will be 1.98 trillion yuan, including 1.44 trillion yuan of export, an increase of 24.5% year on year. It can be seen from relevant data that China's cross-border e-commerce has a rapid growth rate and a broad market foundation. At the same time, cross-border e-commerce, as a new and effective force, has promoted the development of China's foreign trade economy.

2. Development status of China's cross-border e-commerce platform

2.1. The state supports the development of cross-border e-commerce

China's cross-border e-commerce has developed rapidly in the past few years due to the epidemic, and has gradually become an important part of China's economy. However, the epidemic also

triggered a series of impacts on cross-border e-commerce supply chains. To this end, the State Council issued the Opinions of the General Office of the State Council on Promoting the Stability and Quality of Foreign Trade on May 17, 2022, helping the development of China's cross-border e-commerce platform.[1]The State Council has put forward suggestions on strengthening the production and operation guarantee of foreign trade enterprises, promoting the smooth and smooth transportation of foreign trade goods, enhancing the function of maritime logistics services to stabilize foreign trade, and promoting the development of cross-border e-commerce to improve quality and efficiency, so as to ensure the normal operation of cross-border e-commerce production and operation, promote the stable cross-border transportation of products, enhance the transportation efficiency of maritime logistics services, and promote the rapid growth of cross-border e-commerce platforms.

2.2. The number of cross-border e-commerce platform users surged

With the development of cross-border e-commerce, the number of users of cross-border e-commerce platforms has increased. In recent years, affected by the epidemic, online trading has gradually replaced the traditional offline trading. In particular, more cross-border product transactions are conducted online, which has led to an increase in the number of users of China's cross-border e-commerce platforms. With the increase of users on cross-border e-commerce platforms, the market size of China's cross-border e-commerce platforms has also increased year by year. According to statistics, the market size of China's cross-border e-commerce platforms will be 12.5 trillion yuan in 2020 and 14.2 trillion yuan in 2021, an increase of 13.6% year on year. The increase of cross-border e-commerce platform users and market scale has made cross-border e-commerce an indispensable part of China's economic activities[2].

2.3. Collaborative development of cross-border e-commerce platforms B2B and B2C

The number of users of China's cross-border e-commerce platform has increased year by year, and the number of enterprise users and consumer users has increased year by year. B2B refers to the trading activities between enterprises, and B2C refers to the trading activities between enterprises and consumers. According to data statistics, in 2020, the proportion of B2B transactions on China's cross-border e-commerce platform will be 77.3%, and the proportion of B2C transactions will be 22.7%. In 2021, the proportion of B2B transactions on China's cross-border e-commerce platform will be 77.0%, and the proportion of B2C transactions will be 23.0%. This shows that the proportion of B2B and B2C transactions on China's cross-border e-commerce platforms has not changed much, showing a trend of coordinated development[3].

3. Problems in the development of China's cross-border e-commerce platform

3.1. Lack of unified industry norms

Cross border e-commerce trade is provided by cross-border e-commerce platforms. It is difficult to follow the same industry norms between different platforms, and problems such as regional differences and institutional differences often occur. Therefore, in such an environment, the problem of vicious competition often arises. At present, China's cross-border e-commerce platforms mainly rely on the policies formulated by China, which only determine the general direction of development, but have not established unified and accurate rules, which causes cross-border e-commerce platforms to be prone to transaction disputes in practical work. Therefore, China's cross-border e-commerce platforms need to formulate corresponding industry norms as soon as possible to ensure the vigorous development of cross-border e-commerce platforms.

3.2. Uneven commodity quality

In order to achieve long-term development, the quality of cross-border e-commerce platforms must be guaranteed. Commodity quality is the basis of commodity sales. Cross border e-commerce platforms with good and bad commodity quality are likely to cause consumers to lose trust in the platform, resulting in the loss of consumers on the platform, which will lead to a decline in the platform transaction volume and the decline of platform enterprise users. Therefore, product quality is an important factor in the sales volume of cross-border e-commerce platforms. Let consumers willingly pay, only to ensure that the quality of the goods sold meets the psychological expectations of consumers. This can increase the stickiness of consumers, ensure the brand effect of products, and also ensure the credibility of the platform.

3.3. Weak comprehensive service capacity

In the information age, service quality is the core indicator of modern enterprise competition. Good service quality can effectively reduce the loss rate of customers and promote the sales level of enterprises. As a product of the new era, the cross-border e-commerce platform is different from the traditional sales model. The platform needs to face both enterprises and consumers directly to provide a series of comprehensive services for both parties, including order information, logistics information, settlement mode, manual customer service, etc. However, many e-commerce platforms in China regard cross-border e-commerce as a "gold rush". As a result, the comprehensive service level of the platform is ignored, resulting in a large number of user losses. Therefore, the comprehensive service capacity of the cross-border e-commerce platform needs to be improved urgently, but China's cross-border e-commerce platform is currently in the growth stage, and it is difficult to effectively provide high-quality and high-level comprehensive services.

4. Countermeasures to promote the development of China's cross-border e-commerce platform

4.1. Establishing unified industry norms for cross-border e-commerce platforms

If the cross-border e-commerce platform wants to develop for a long time, it needs to formulate unified industry norms, avoid vicious competition, and guide and constrain enterprises and users on the cross-border e-commerce platform. Therefore, it is necessary for cross-border e-commerce platforms to formulate specifications for simple platform transactions.

Whether the industry of cross-border e-commerce platform is standardized affects the development of China's trade economy. Therefore, the business norms of cross-border e-commerce platforms can also be initiated by the relevant government departments to work together with many large-scale cross-border e-commerce platforms to formulate relevant industry norms. In this way, most electric commodity platforms and users can be standardized. For example, a department can take the lead to regulate the fraud of e-commerce platform products, and propose cross-border e-commerce platforms to optimize the complaint process of "one for three". If consumers buy counterfeit products, they can complain about product counterfeiting on the cross-border e-commerce platform, upload product problems and photos, and have professional manual customer service solve them. After the products are identified as fake, the counterfeiters will be warned. The enterprise's product quality and user rights and interests are guaranteed on the cross-border e-commerce platform.

4.2. Controlling the quality of cross-border e-commerce platform commodities

The trust of consumers in cross-border e-commerce platforms determines the scale of the platform.

If consumers trust the platform, they will have stickiness to the platform and often buy things on the platform. However, if consumers buy fake goods on this platform for many times, they will lose trust in this platform and choose other platforms, resulting in the loss of platform consumers. Therefore, in order to ensure the quality of products, the platform can increase the management of enterprises. For example, platform A is a cross-border e-commerce platform. Now, platform A has developed a certification specification for foreign merchants, requiring some foreign brand products to undergo brand certification and upload brand related license information, so as to ensure that the brand of products is authentic. After the brand identification, the store will be given the certification badge of "an official store of a brand on platform A". For some authorized stores of the brand, platform A can also require stores to upload the authorization letter of the brand. After the confirmation of the power of attorney, the store will be given the certification badge of "an official authorized store of a brand on platform A". This will solve the problem that it is difficult for consumers to find authentic products when browsing some brands of goods.

At present, many brands have their own anti-counterfeiting query system to prevent counterfeit products from damaging the brand image. Therefore, the cross-border e-commerce platform can use this to establish an anti-counterfeit query system to help consumers identify authentic products.

4.3. Improving the comprehensive service capacity of cross-border e-commerce platform

The comprehensive service capability of the cross-border e-commerce platform determines the number and trust of users on the platform. Therefore, improving the comprehensive service capacity of cross-border e-commerce platforms can effectively increase the number of enterprises and increase the trust of consumers.

Whether the goods can be sold is the most important issue for enterprises on the cross-border e-commerce platform. Therefore, the platform can accurately analyze consumers, help enterprises push related products, and arouse consumers' interest in buying. For example, consumers W fill in the information on the cross-border e-commerce platform as women. They usually like lipstick of brand M and eye shadow of brand N when browsing goods, and often purchase them. The information of consumer Q is also female, and they also like to buy lipstick of brand M and eye shadow of brand N. So consumers W and Q have some similarities, and the platform can recommend the products that both parties often browse to each other. The products pushed by each other will be greatly loved by consumers, thus stimulating consumers to purchase.

For consumers on cross-border e-commerce platforms, what they pay most attention to is whether the service can make them feel satisfied. The platform can greatly improve the service quality for consumers. For example, after a consumer purchases a commodity, the platform updates the information such as the place of shipment and the transit station of the commodity in real time. The platform can increase consumers' trust in the product like the price insurance and freight insurance of the products that consumers give away. The platform can set up customer service for consumer complaints. If consumers have disputes with enterprises after purchasing products, they can complain to the platform customer service. The platform customer service will solve the contradiction between the two. If it is an enterprise commodity problem, it can compensate consumers with coupons, so as to enhance consumers' trust in the platform.

4.4. Improving the logistics and transportation efficiency of cross-border e-commerce platforms

Improving the logistics efficiency of goods can shorten the time for consumers to receive goods, thus speeding up the commodity trading time of the platform and promoting the sales volume of the platform. Therefore, the platform should improve the transportation mode of goods.

The platform can establish overseas storage locations. The platform makes statistics on the sales goods and quantity of a country or region, and establishes an overseas storage base of a country or region according to the sales data. For example, people in country B like wigs and often buy them on platform A. According to the statistics of sales volume and sales volume of all products sent to B, platform A found that the number of wigs sent to B accounted for 30% and the sales volume accounted for 20%. Platform A can choose to establish a wig storage base in country B to transport the enterprise's wigs to country B in advance. Since then, when consumers in country B buy wigs, stores can ship goods from country B by virtue of platform A storage base, which greatly reduces the logistics time of goods and improves consumer satisfaction.

On the basis of establishing overseas storage locations, the platform analyzes consumers' consumption preferences. After establishing an overseas warehousing base in a country or region, the platform can analyze the consumer preferences of that country or region, so as to expand the commodity categories of the overseas warehousing base. For example, after platform A established an overseas storage base in country B and analyzed the products purchased by country B, it was found that people in country B liked to eat some foreign fruit. However, due to the slow logistics, the fruit often went bad after it arrived in country B, so few consumers bought it. Then platform A can store the fruit in the storage base of country B, vigorously publicize the delivery time of the fruit on the platform, and provide time guarantee to increase the sales of goods purchased by consumers in country B on platform A.

5. Conclusion

Cross border e-commerce has gradually become a new growth engine of China's foreign trade, which is a new development of China's foreign trade. Foreign trade companies have also carried out e-commerce transformation in succession, but in the process of transformation, they must clearly understand the problems arising in the development of e-commerce, standardize the sales model in cross-border e-commerce, formulate industry norms, and pay attention to the management of commodity quality, so as to improve the service quality of the platform for enterprises and consumers, promote the growth of the import and export economy, and promote the development of China's foreign trade economy. The cross-border e-commerce platform should also strengthen the control of platform resources, explore diversified development paths, improve the speed of logistics transportation at this stage, and work with cross-border e-commerce enterprises to create a new era of foreign trade economic model.

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