

# The problems existed and countermeasures research about China's third party electronic commerce platform

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**Abstract.** Electronic commerce as the target of productivity growth for ancestors of our grandparents, contributed to the capital accumulation and configuration optimization, accelerated the economic globalization. But as a way of new business activities, in the process of exploring and promoting e-commerce growth, our country has produced a very important issue of integrity, and it also has become a huge obstacle to limit the development of e-commerce, more or less had a profound impact on our social economic activity. How to summarize, prevent and correct this problem, so far there is no perfect method.

## 1. The concept of third-party e-commerce platform

Third-party e-commerce platform can also be referred to as the third party electronic commerce enterprise. Mainly refers to providers and demanders who are independent of product or service, through this platform of network, according to the certain model of sale and service, supply the corresponding services for both parties to the transaction. Service contents can include but are not limited to "supply and demand information search, the establishment of transactions, payment and logistics".

## 2. The present situation of the third-party e-commerce platform

The number of Chinese Internet users will exceed 400 million, and the annual growth rate has increased quickly. Can be expected that the number of Internet users in China has gradually added, people who shop online will gradually expand like a snowball, at the same time, network infrastructure is more and more perfect, varieties of Internet services constantly highlight its exuberant vitality. According to the survey, forty percent of Internet users in shopping on the Internet. Can be seen the momentum of China's e-commerce development is strong, in particular, C2C type of business to business and B2C type of business to customer. Especially in recent years, the growth of e-commerce in our country ignores the strategic help of our country.

The core of electronic commerce is online trading, credit problems are more and more prominent, such as the "product quality, after-sales service and manufacturers credit can not be guaranteed", "security can not be guaranteed", "information provided on the Internet is not reliable", etc., the proportion not only failed to reduce, but had a increasing trend. Therefore, the most important problem of the electronic commerce is credit, only accelerate the establishment of credit mechanism, in order to allow the growth of e-commerce and more durable.

A large number of population scale of e-commerce platform for small and medium-sized enterprises is continuously expanded, make the service function, service ability and service level of electronic commerce greatly improved, the e-commerce service system of the third-party small and medium enterprises as the main body of e-commerce platform has become increasingly mature and constantly expanding, innovated and introduced some new type of services.

## 3. The existing problems of third-party e-commerce platform in China

### 3.1 The problem of online transaction security

The key to the development of electronic commerce is the network transaction security. Online

trading is usually on the Internet, and in the process of trading, often hit our personal information, including our name, place of residence, contact information, etc., when it comes to personal information leakage can cause very serious consequences. By investigating, when mentioned that why the consumers don't want the online shopping, the answer of most people is afraid of his own information was leaking without knowing it. If do not have a guaranteed application environment, unable to protect the safety of online transactions, personal information confidential, consumer is difficult to lay down their guard and go shopping online.

The safety of online trading is still unable to guarantee, this also is still a big problem in the development of electronic commerce. First, on the identity authentication, there exist some illegal users who fabricated and pretended the e-commerce sites and the users online, it brought troubles for users who use e-commerce application system, because there is no way to confirm whether the website they used is regular, whether their own rights and interests can be got good protection. In contrast, e-commerce sites also have no way to know whether the user is credible and legitimate users who use their systems. The second is whether the news released is complete, some special news and business statistics may be wanton tampering in transmission. The third is the non-repudiation of information, as long as one side of the online transaction denies the transaction, the other party can not provide the signature of the record as evidence. Many unsafe factors make many enterprises in the choice of electronic business in the following.

### **3.2 The problem of logistics distribution**

A perfect electronic commerce is the unification of the information flow, capital flow and logistics. E-commerce in order to sustainable development, can not be separated from the efficient logistics distribution system. The logistics system in China is not perfect, on the one hand, the basic cost is larger, on the other hand, distribution is in a long time. This is mainly due to the logistics enterprise acted, caused the waste of resources.

Distribution of the goods haven't keep pace with the development of the online shopping, there is a certain lag, and logistics systems also need to be improved. Efficient logistics distribution system has not been created, inefficient management, the level of development has not reached the standard of modern logistics distribution, distribution strength has not developed to the country.

### **3.3 The problem of immature market environment**

Relative to the European and American countries, China's e-commerce development relatively late, it is not yet mature. For example, China's e-commerce laws and regulations are lagged, although the relevant laws contain electronic contracts and data signatures, but still not enough perfect, its update speed is far less than ever-changing e-commerce. The current market is not mature enough, the social credit system is not sound, lack the necessary self-discipline and strict social supervision. The growth of electronic commerce is not suitable for customer consumption.

Electronic commerce legislation and safety standards are lagged. Expanding the trade in highly transparent Internet, in the form of online payment and electronic documents to settle is electronic commerce. But the «negotiable instrument law» used now is not recognized this paperless electronic documents for payment and invoicing, the sale and purchase of e-commerce must have a high security environment, but also equip with unified market rules to act as the basis. But, our country has not yet officially issued and implemented e-commerce laws and regulations, in the existing laws and regulations, for the various conditions of online transactions, there are a lot of laws that cannot be applied or have no basis, which hindered the development of electronic commerce.

### **3.4 The problem of e-commerce enterprises**

The level of enterprise management to a certain extent determines the development of e-commerce, however, now most of the enterprises in the management of conformism, no innovation consciousness, don't have a more comprehensive understanding to the powerful network function, the degree of mastery for informatization office management is low, have not reached the internal management of the enterprise informatization and electronization. At present, the present situation of small and medium-sized enterprises informatization is not ideal in our country, although there are up to 80% of the small and medium-sized enterprises have the ability to access the Internet, but for the business accounts only 44.2%, only 16.7% of companies have their own website, 14% of

the enterprises establish the enterprise portal website, 52.3% of the enterprises with different degree of informatization technology application, the application of its core business is less than 10%, so have to promote the small and medium-sized enterprises to establish informatization, this is the top priority.

#### 4. Countermeasures to the problems of the third party e-commerce platform in China

##### 4.1 Build a safe trading environment

Transaction security is always the crucial problems in the electronic commerce development, create a series of complete security system is indispensable. It is important to promote the use of a variety of encryption technology, authentication technology, anti-virus technology, prevent hackers and other network security technology, ensure the confidentiality and integrity of information in e-commerce, complete the identity authentication, the transaction can't be forged and non-repudiation. At the same time, the problems of "payment" or "cash on delivery" mentioned in the online payment service can be solved from the third party payment platform. The alipay of third party payment system also have been launched with the emergence of taobao.com. In the alipay, buyers have the right of "cash on delivery", and sellers can "delivery after received the payment, and let the rights and interests of both the buyers and the sellers have been protected.

##### 4.2 Improve the logistics distribution system

Logistics is an integral part of the e-commerce industry. Establishing informatization, modernization and efficient logistics distribution system is to break through the logistics problems in e-commerce, this matter without delay. The rapid development of e-commerce is to put forward higher demands of logistics market in China, in order to meet the demand of different levels of e-commerce transactions, in addition, to encourage the postal sector to play its own advantages, to sign an agreement with engaged in e-commerce department, actively carry out all kinds of new services, the government should also through policy to guide and encourage the development of the third party logistics enterprises, gradually open the market, welcome the overseas Courier companies to participate in competition, through the competition, to make the logistics distribution system in our country is continually being improved.

##### 4.3 Improve the market environment for the development of electronic commerce

The development of electronic commerce is the undisputed responsibility of the government departments, need to strengthen the macroeconomic regulation and control. Government departments should increase financial support, improve the network infrastructure construction, strengthen the interact supervision and control of the Internet and e-commerce, greatly support e-commerce. As soon as possible to create social credit environment and logistics system, build a secure transaction pay economic atmosphere, according to the development of electronic commerce, formulate the corresponding legal, let the transaction in the electronic commerce can according to the law, have legal support. At the same time, the use of incentive mechanism for the government is also to encourage enterprises to develop e-commerce, strengthen the propaganda dynamics. Relevant government departments still need to guide related consumption concept and buying habits of online shopping. Only more specifications, complete and safe online trading environment can promote the development of electronic commerce.

##### 4.4 Improve enterprise management level

Enterprises need to continuously update the management idea, learn new electricity suppliers knowledge, recruit the talented staff, promote the electronization and informatization of internal and external enterprise, this is the fundamental way for e-commerce enterprises. Enterprises should establish their own websites to show their unique characteristics, strengthen the promotion and optimization of self website, except link some famous industry and portal websites. For example, chemical companies may wish to China Chemical Network portal to register, become their members, and then publish their own product information on its website, to promote their own businesses.

## 5. Conclusion

Third-party e-commerce platform play a crucial role in the development of electronic commerce, we should develop it well. But now the third party e-commerce platform has many problems in our country, including the problems existed of platform itself and the problems existed of the platform users, online trading has a certain risk, unable to achieve full security, to let consumer can use it safely. Logistics distribution providers exists the problems to delay the receipt of goods, can not achieve the requirements of modern logistic, and some problems that market environment is also very immature, etc.

Because there are so many problems in the third party e-commerce platform, I put forward four suggestions: establish a safe trading environment, to ensure the security of the capital. Improve the logistics distribution system, to speed up the momentum of electronic commerce development. Improve the development environment of e-commerce market. Improve enterprise management level, to promote the informatization process.

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