

Analysis of the development of cross border e-commerce in China under the "one belt and one way" strategy

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Abstract: After entering the 21st century, with the development trend of economic globalization becoming clearer and clearer, the regional scope of economic development has been constantly expanded, and at the same time, e-commerce has realized cross-border development. Taking the development of cross border e-commerce under the strategy of "one belt and one road" as the research object, this paper summarizes the current development of cross border e-commerce in China, and analyzes the reasons for the problems in the development, and puts forward corresponding solutions.

"One belt and one road" is the development strategy of our country in the 2013 by the president of China, comrade Xi Jinping, in summarizing the historical development experience and the wisdom of the whole party. Its goal is to establish an inter-state community with close political, economic and cultural ties through complementary advantages, covering a wide range of countries from Asia to Europe. With the continuous landing of the "one belt and one way" initiative, cross-border electricity providers are entering a new stage of development. In 2017, the total import and export volume of China's "one belt and one way" countries was 6 trillion and 250 billion yuan, accounting for 25.69% of the total import and export volume of our country in the current year, which means that cross-border electricity supplier business still has great potential for development along the "one belt and one road" line of the country.

1. The current development of cross border e-commerce in China.

After the "one belt and one way" strategy was put forward, cross-border e-commerce in China showed a blowout like development trend. At present, it shows the following characteristics.

(1) The trend of multilateral development.

"Multilateralization" refers to the information flow, business flow, logistics, capital flow related to cross-border e-commerce trade process has gradually evolved from the traditional bilateral to multilateral direction, showing a network structure. Cross-border e-commerce can achieve direct trade between other countries through the trading platform of country A, payment and settlement platform of country B, and logistics platform of country C.

(2) Direct development mode. "Direction" means that cross-border e-commerce can achieve direct transactions between multinational enterprises, enterprises and end-users through e-commerce transactions and service platforms. Compared with traditional international trade, import and export links are few, time is short, cost is low, and efficiency is high.

(3) Order small batch. Compared with traditional trade, cross-border orders are mostly small quantities or even single items. Chai Yueting pointed out that this is because cross-border e-commerce between individual enterprises or between a single enterprise and a single consumer transactions.

(4) Transaction anonymity. Due to the non-transaction centralization and global characteristics of cross-border e-commerce, it is difficult to identify the identity and geographical location of e-commerce users. Consumers of online transactions often do not show their true identity and geographic location, but it does not affect the transaction at all, and the anonymity of the network

allows consumers to do so. In fictitious society, the convenience of concealed identity leads to the asymmetry of freedom and responsibility.

2. Problems in the development of cross-border E-commerce

Although China's cross-border e-commerce has made rapid progress at this stage, but overall, there are still many problems to be solved as soon as possible, these problems have seriously restricted the further development of cross-border e-commerce in China.

(1) The supply channel is limited, so it is difficult to ensure the quantity and quality of the goods. At present, most of the imported cross-border e-commerce purchases are purchased by individual buyers or professional teams from foreign retailers, and then sold to domestic consumers. In addition to Tianmao International, Suning Easy Buy and other large-scale e-commerce and overseas direct negotiation docking, other cross-border e-commerce and overseas brand merchants failed to achieve docking, it is difficult to obtain authorization from foreign brand merchants or large retailers.

Cross-border e-commerce purchasing channels are narrow and not fixed, the control of overseas sources of goods is weak, the quality of the source of goods can not be guaranteed, resulting in delayed supply, and even become a platform for counterfeit sales.

(2) The bottleneck of logistics has become the real pain of cross-border e-commerce. Logistics is the core chain of cross-border e-commerce development, but also the main bottleneck restricting the development of cross-border e-commerce, mainly in two aspects: on the one hand, the gap between domestic logistics enterprises and international logistics companies, it is difficult to effectively meet the needs of e-commerce and consumers. On the other hand, overseas warehousing makes E-commerce bid farewell to the traditional express mode, remote control of the logistics supply chain, but also faces enormous challenges. Overseas warehouses focus more on improving inventory turnover, reducing operating costs and other issues, service system is imperfect, goods transfer information registration is not timely, goods lost, customer information leakage, warehouse and customer service information connection is not smooth.

(3) Electronic payment is facing system dilemma and technical risk. Cross border e-commerce payment involves international trade, foreign exchange management and other links, and the complexity is relatively high. The third party payment industry of cross-border electricity providers has developed rapidly. Alipay, Yi Bao payment, Qian Bao, Jingdong Internet Bank and other 22 third party payment companies have obtained the pilot qualification of cross-border electricity supplier foreign exchange payment business, and have cross-border payment licenses. They are allowed to provide cross-border Internet payment for small e-commerce transactions by the banks. Foreign exchange funds centralized collection and payment and related exchange settlement services. At present, there is a lack of unified laws and regulations to regulate cross-border payment. Credit security risk, cross-border consumer and business identity authentication technology risk is high, and cross-border transaction capital flow supervision is difficult.

(4) The proportion of tax burden has become one of the important obstacles to the development of cross-border electricity providers. Postal tax is a simplified import tax for luggage and postal articles. The Customs levies postal duties on luggage and import and export commodities of inbound tourists, including value-added tax and consumption tax on import links. Taxable objects include taxable articles carried by inbound tourists, means of transport and service personnel. In our country, postal tax is divided into four stalls: 10%, 20%, 30% and 50%. The gap between tax burden is very large. According to the regulations, personal postal items collected below 50 can be tax-free. Different commodities have different tax rates, for example, cosmetics tax rate up to 50%, that is, if you buy 101 yuan of cosmetics will be taxed, while other products generally have a tax rate of 10%, so the value of goods to more than 500 yuan to be taxed. In 2014, China's cross-border e-commerce market share ranked first is maternal and infant products, market share 32%, the second is cosmetics products, market share 25%, the third is health care and food products, market share of about 24%. The three category accounts for more than 80% of the cross-border electricity supplier share in China. The price of these three kinds of goods is basically less than 500 yuan,

which shows that many merchants are playing the margin of postage tax. On a number of cross-border e-commerce shopping websites, cosmetics and makeup are sold for nearly 300 items at less than 5% of the price of more than 100 yuan. And cross-border sales of luxury goods are small, or even zero, and the market accounts for less than 1%.

(5) The system of laws and regulations is not sound and the management mechanism is not perfect. With the rapid development of electronic commerce, China's laws and regulations system has been unable to keep up with the pace of the development of electronic commerce in China. Compared with domestic electronic commerce, transnational electronic commerce requires more laws and regulations. At present, there are no special laws and regulations on cross-border e-commerce in China, and there are no relevant provisions in the field of economic and trade to regulate, so the current legal system can not achieve effective regulation on cross-border e-commerce. Taking customs clearance as an example, the rapid development of cross-border e-commerce in China is mainly retail, that is, small transactions. However, China's laws and regulations have not yet clearly regulated the issue of small transactions customs clearance. Cross-border transactions relying on the Internet differ greatly from traditional transactions in that they do not have contract texts, shopping vouchers or service documents, so it is difficult to deal with disputes once they arise. If according to the traditional trading laws and regulations system, the laws of the two countries are also very different, which leads to the determination of the liability for disputes is very difficult. In addition to the protection of the rights and interests of market participants, customs inspection, tax refund, information protection and other issues need to be protected by laws and regulations. Traditional international trade is regulated by international laws and regulations, and there are no relevant international rules in cross-border e-commerce transactions. In the future, the international rules of cross-border e-commerce will inevitably be standardized, but whether they conflict with China's current legal and regulatory system, and whether international rules are conducive to the protection of China's market players, need to be addressed. Our government should strive for more leadership and discourse power. The scientific nature of government management will also affect the development of cross-border electricity providers. China's cross-border e-commerce involves industry and commerce, tax burden, customs, foreign trade commission, SAFE and other departments, in the scope of management there are multiple problems such as multi-head management, complex supervision procedures, inefficient. Each department can not coordinate the work of other departments, and can not be well docked with the work of other departments, which greatly reduces the efficiency of cross-border e-commerce. Government departments also lack an information management system for data collection, exchange and supervision. All departments can only be qualified to testify. When policies are issued, conflicts are easy to exist, resulting in enterprises unable to adapt.

(6) The market is not standardized and lacks significant competition. advantage. Although China's cross-border e-commerce scale continues to expand, the development speed is very fast, but there are serious shortcomings in the market order, more chaotic. Firstly, many enterprises evade tax by various means, which leads to unfair market competition of cross-border e-commerce. Some formal enterprises reduce their price competitiveness because of tax payment and inspection. Second, the market is flooded with fake and inferior products, but the protection of consumer rights and interests is very difficult, the rights and interests of consumers who have been damaged is difficult to safeguard their rights through formal channels. Three, there are a lot of unfair competition. In order to compete for market share, some enterprises fabricate bad news through the Internet, release bad information of competitors, and worsen their image in consumers. Some enterprises even directly infringe on the intellectual property rights of other market players. According to the survey, 61.5 degree% of cross border e-commerce enterprises have encountered disputes over infringement of intellectual property rights. Fourthly, the market management is not standardized, the enterprise behavior is irrational, the enterprise all kinds of promotion price war is frequent, some enterprises even hope to beat down competitors through price war. Competitive advantage has always been an important bottleneck of China's steady economic development, but also the bottleneck of cross-border e-commerce development. China's cross-border e-commerce

ranks 36th in the world in terms of economic environment, cultural environment, policies, consumer behavior and the level of business and innovation of enterprises. Credit, logistics, customs clearance, suggestion, payment and other links are significantly different from those in developed countries. Take logistics as an example, it usually takes 7 to 15 days for China to ship goods to other countries, and some of them need a month to reach consumers. The competitive advantage of the product itself is also a problem.

3. Foreign trade export enterprises to develop cross-border electricity supplier countermeasures and suggestions.

3.1 Establish and improve cross border e-commerce policy specification system

From the policy and management level, the administrative departments have formulated policies and regulations covering the main body, customs, inspection, foreign exchange, tax, payment, logistics, etc. They have established standard systems and interface norms covering a series of basic information, such as convenient customs clearance, inspection and quarantine, settlement of foreign exchange, tax refund, etc., which provide standards for cross-border e-commerce business processes and management services. Guiding and standardizing. At the same time, it is necessary to clarify the business scope and opening order of cross-border e-commerce transactions, establish the system of cross-border e-commerce subject qualification registration and foreign exchange settlement and sale market access for payment institutions, and timely introduce cross-border e-commerce and foreign exchange payment management measures.

3.2 Transform thinking and be good at borrowing development.

For foreign trade export enterprises, there are two points to take advantage of the situation: first, relying on the government's good policies, establish cross-border marketing channels, strengthen customer relations, and then build their own brand. From the Shanghai free trade zone to the Guangdong, Tianjin and Fujian free trade pilot area, from the "one belt and one road" national strategy to the China (Hangzhou) cross border e-commerce comprehensive pilot area, the government's support for cross-border electricity providers is constantly upgrading, and foreign trade export enterprises should actively integrate into the strategic planning of the government. Strategy to achieve rapid upgrading of enterprises. Second, we are good at using mature export cross-border e-commerce platform. Foreign trade export enterprises should actively change their thinking and strengthen their investigation. In addition to tracking the trade policy of the trading countries, they should further understand the shopping platforms in the target market, grasp the development of their e-commerce, and understand the main sales scope, development types, product types, scale, promotion strategies and matching clothes of the e-commerce platforms. Specific information such as charges, fees, and so on, so as to rationally choose cross-border e-commerce platform.

3.3 Scientific planning of electricity providers to strengthen the application of big data.

Firstly, according to the overall strategy and technological capabilities of the enterprises, the export enterprises should formulate a general plan for the development of cross-border e-commerce, covering a series of issues, such as business objectives, entry time, mode selection, business order, implementation plan, profit model, etc. For example, when choosing cross-border e-commerce platforms, should enterprises consider using cross-border e-commerce platforms to operate independently or joining the supplier team of cross-border e-commerce platforms? Secondly, foreign trade export enterprises should grasp the pulse of the big data era, relying on the massive data deposited on the e-commerce platform, learn to mine and use data information, improve operational efficiency. It applies large data to internal operation (optimize website, improve online store operation, enhance customer satisfaction, forecast demand, etc.), external marketing (channel optimization, accurate marketing information push) and high-level decision-making.

3.4 Pay attention to innovation and development and build regional brand.

At present, China's cross-border e-commerce service industry has begun to take shape, logistics, finance, marketing, agent operations and other supporting services are becoming increasingly perfect. Foreign trade export enterprises need to vigorously innovate, actively improve product quality, implement differential marketing, optimize product structure, enhance consumer experience, and create Chinese brands. Focusing on the quality of products and services, focusing on the core competitiveness of enterprises, rooted in brand management, is the only way for foreign trade export enterprises to transform and upgrade.

3.5 Strengthen the training of cross border e-commerce talents.

Competition in the new era has evolved into a contest between talents in the final analysis. At present, China's cross-border e-commerce enterprises have reached the stage of pursuing talents, but the huge demand does not mean that we can blindly carry out cross-border e-commerce personnel training, and jointly train cross-border e-commerce professionals to meet the needs of enterprises and society.

3.6 The cross-border electricity supplier transaction environment needs to be improved.

The development of China's cross-border e-commerce market trading environment mainly faces the following problems: website construction, promotion of products, brand building, cross-border payment, international logistics and warehousing. In addition, we should actively strive for the right to speak in the international market. Actively participate in international cooperation and dialogue and actively participate in the formulation of new rules for international trade. We should comprehensively enhance China's international trading status and transform China from an economic power to an economic power.

3.7 Banks and Payment institutions are encouraged to provide payment services for cross-border e-commerce, mainly to solve the problem of weak supporting links in payment services.

At present, the cooperation between our banking industry and international third-party payment institutions is insufficient, coupled with the low degree of internationalization of our payment enterprises, resulting in the weak cross-border settlement service capability of local payment enterprises, which has not been widely adopted by overseas buyers, and very few domestic payment service enterprises with international influence.

Finally, in 2017, the industry will usher in a large-scale shuffle, the development of small and medium-sized cross-border e-commerce platform and new entry platform will become more and more difficult; the competition between several large platforms will focus more on the mode and supply chain optimization, only by constantly improving the cross-border e-commerce transaction service system, and actively study e-commerce commodities. The establishment of the platform and other work can make cross-border e-commerce model to drive domestic enterprises around the world, to contribute to the promotion of domestic economic growth. With the deepening of economic globalization, technology and economic development, cross-border e-commerce industry ecology will be more perfect. Foreign trade export enterprises should seize the opportunity to expand the international market, actively apply cross-border e-commerce, enhance the international popularity of local brands, increase credit value, and realize enterprise transformation and upgrading.

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