

Research on the Development Countermeasures of Cross-border E-commerce in Zhejiang Province

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Abstract. With the rapid popularization of the Internet and the mature development of the e-commerce industry, cross-border e-commerce has become a new economic growth point in Zhejiang Province. In recent years, Zhejiang Province has vigorously promoted the development of cross-border e-commerce, and with its unique geographical advantages and excellent policy support, cross-border e-commerce has developed rapidly, and the development level of cross-border e-commerce ranks among the top in the country. Based on the existing problems in the development of cross-border e-commerce in Zhejiang Province, this paper puts forward targeted suggestions to promote the further development of cross-border e-commerce in Zhejiang Province.

Keywords: Cross-border e-commerce; Development status; Problems existing; Countermeasures and suggestions.

1. Development Status of Cross-border E-commerce in Zhejiang Province

Under the background of the new economic normal, my country's trade development has entered a new era, and cross-border e-commerce has become an irreplaceable transaction method for more and better Chinese products to go out. Zhejiang Province has unique advantages due to its unique advantages. With its characteristics, cross-border e-commerce has developed very rapidly, promoting Zhejiang Province to become the frontier province of my country's foreign trade.

1.1 Zhejiang Province Internet Consumption Data

The high-speed Internet is fully popularized, and online consumption has become the main body of the economy, which is accepted and loved by more and more consumers. As can be seen from Table 1, from 2016 to 2020, Zhejiang Province achieved a continuous increase in online retail sales, residents' online consumption and online retail surplus. The growth rate is 24.6%; the online consumption of residents has increased from 525.16 billion yuan in 2016 to 1,107.17 billion yuan in 2020, with an average growth rate of 22.8%. It can be seen that in recent years, Zhejiang Province's online retail and residents' online consumption have maintained rapid growth year by year. , and the consumption surplus continues to expand, and online consumption has been mainstreamed.

Table 1 Basic situation of online retail and residents' online consumption in Zhejiang Province from 2016 to 2020

YEAR	ONLINE RETAIL (MILLION)	YEAR-ON-YEAR GROWTH	RESIDENTS' INTERNET CONSUMPTION	YEAR-ON-YEAR GROWTH	ONLINE RETAIL SURPLUS
2016	10306.7	35.4%	5251.6	30.8%	5055.0
2017	13336.7	29.4%	6777.0	29.0%	6559.7
2018	16718.8	25.4%	8470.5	25.0%	8248.3
2019	19773.0	18.4%	9984.4	18.5%	9788.6
2020	22608.1	14.3%	11071.7	10.9%	11536.4

1.2 The development level of cross-border e-commerce in Zhejiang Province is uneven

From 2016 to 2020, the export value of cross-border online retail sales in Zhejiang Province continued to increase, and Jinhua City, Hangzhou City, and Ningbo City have always ranked among

the top three in the province. The total proportion of cross-border online retail sales in these three regions is as high as More than 80%, it plays a particularly important role in promoting the economic and trade development of Zhejiang Province. The development of cross-border e-commerce in Zhejiang Province for many years is represented by three regions: Jinhua City, Hangzhou City, and Ningbo City. The strong are strong, the weak are weak^[1].

1.3 Strong development of cross-border e-commerce industry in Zhejiang Province

As a major province of foreign trade and e-commerce in the country, Zhejiang Province has achieved rapid development with strong comprehensive strength. The strength of enterprises in Zhejiang Province is strong, and agglomeration effect has appeared. A large number of excellent e-commerce trading platforms have emerged. The province has the world's leading B2B e-commerce platform - Alibaba, the country's leading commodity spot trading platform - Xinhua Bulk and other companies, and China's leading online payment platform - Alipay^[2]. There are also well-known e-commerce platforms Taobao and Tmall, Amazon. A group of large and well-known cross-border e-commerce companies AliExpress, Huace Film and Television, Quanmai, etc. The successful development of these platform companies has provided Zhejiang Province with many advanced e-commerce technologies and mature industrial chain development experience.

1.4 The main mode of cross-border e-commerce in Zhejiang Province

From the perspective of business models, according to the data compiled by the Zhejiang Provincial Department of Commerce, from 2016 to 2020, B2B and B2C transaction models will play a key role in the development of cross-border e-commerce in Zhejiang. The cross-border e-commerce transaction model in Zhejiang Province is dominated by B2B, accounting for more than 80%. In recent years, although the scale of B2B transactions has declined, it is still the main transaction mode. With the rise of smart phones, online shopping consumption, and the improvement of logistics and payment systems, the transaction structure is gradually changing from enterprise to consumer direct sales. Cross-border e-commerce retail B2C has a strong growth momentum. familiar. . From the perspective of channel distribution, third-party cross-border e-commerce platform sales are the main channel for cross-border e-commerce sales in Zhejiang Province, accounting for about 95% of total sales. Fastsell, eBay, Amazon, wish and Dunhuang are the top five third-party cross-border e-commerce platforms, and Zhejiang sellers all rank in the top three in terms of sales contribution rate on these five platforms^[3].

2. Problems existing in the development of cross-border e-commerce in Zhejiang Province

2.1 The logistics model restricts the development of cross-border e-commerce

Behind the vigorous development of cross-border e-commerce in Zhejiang Province, cross-border logistics has been unable to keep up with the pace of the industry. There are many contradictions between the rapid development of cross-border e-commerce in Zhejiang Province and the slow development of cross-border logistics. The backward logistics model hinders the development of cross-border e-commerce in Zhejiang Province^[4]. The cross-border logistics model in Zhejiang Province is still dominated by traditional international postal parcels, international express delivery, and overseas warehousing. There are problems such as long cycle, high cost, inability to quickly track logistics information in real time, and high security risks in cargo transportation.

2.2 Payment system penetration rate is low

Cross-border payment is a payment method for cross-border e-commerce in Zhejiang Province. There are many types of cross-border payment, but cross-border electronic payment is currently a

method generally accepted by both parties of the transaction and is widely used. In cross-border payment, direct payment through credit card and domestic and foreign third-party payment is unfair to buyers and sellers, and even has certain risks, and there are differences in the maturity of domestic and foreign payment methods, which makes more and more consumers and E-commerce businesses choose to use third-party payment platforms. Although Alipay can support more than 10 kinds of foreign exchange transactions such as ruble, pound, euro, etc., it has a very low international reputation, insufficient service capabilities, lower utilization rate and acceptance rate, and has not been generally accepted by overseas corporate buyers, which greatly hinders The development of cross-border e-commerce in Zhejiang Province^[5].

2.3 Difficulty in customs clearance

Whether it is customs clearance or customs clearance policy, it is a key issue for cross-border e-commerce enterprises in Zhejiang Province. On the one hand, cross-border e-commerce customs clearance is characterized by small batches and multiple batches, and most of the goods are declared by post or express mail. In addition, the venues for cross-border e-commerce transactions are very flexible, making it difficult to comprehensively track transaction information, which increases the difficulty of customs supervision. On the other hand, if there is a problem with the goods during transportation, or if the customer is not satisfied and needs to be returned, it needs to go through the customs clearance procedure again. Cross-border e-commerce customs clearance efficiency is low, which greatly affects the shopping experience of consumers.

2.4 Weak brand competitiveness

The cross-border e-commerce enterprises in Zhejiang Province have low innovation ability of independent brands, lack of core products, and no competitive advantage in the industry market. Most of the products rely on low profits to obtain market opportunities, but the development is not long-term, and there is no consumption bright spot. With the continuous improvement of people's economic level, people begin to care about the quality of life. Consumers no longer pay attention to benefits, but pursue product quality and satisfactory user experience, and even start to pay attention to brand characteristics. At present, among the many brands in Zhejiang and even China, there are not many brands with high international reputation. Most products have the defects of low added value, strong substitutability, and insufficient brand competitiveness, so they cannot gain a foothold in the international market. While improving product quality and user experience, Zhejiang Province should focus on establishing brand marketing awareness and promoting product branding and internationalization.

2.5 Lack of professional compound talents

With the successive transformation and upgrading of traditional foreign trade enterprises, emerging cross-border e-commerce enterprises are in urgent need of a large number of cross-border e-commerce talents. However, cross-border e-commerce is an emerging industry in recent years. Because the industry has not existed for a long time, there is a shortage of compound talents in the industry. In addition to professional knowledge to pass the border, cross-border talents also need to be proficient in at least one foreign language, familiar with the operation of various e-commerce platforms, cross-cultural exchanges and related laws and regulations. At present, the training of cross-border e-commerce talents by universities and social training institutions is not scientific, theory is greater than practice, and there is a certain lag and disconnection with the actual needs and standards of social talents, which is not conducive to the rapid development of cross-border e-commerce in Zhejiang Province. developing.

3. Countermeasures and suggestions for optimizing the development model of cross-border e-commerce in Zhejiang Province

3.1 At the government level

3.1.1 Strengthen the supervision of cross-border e-commerce

The government's laws and regulations have a certain binding force on the development of cross-border e-commerce in Zhejiang Province, such as customs supervision, product inspection and quarantine, etc., which greatly affect its development. For customs import and export management, the Zhejiang provincial government should formulate scientific supervision policies, strengthen supervision and management, continuously improve the supervision system, simplify transaction procedures, ensure the smooth flow of funds, and promote the smooth development of commodity import and export. For the General Administration of Inspection and Quarantine, the Zhejiang provincial government should improve the legal system of inspection and quarantine of imported and exported products, strictly supervise product quality, and urge further improvement of product quality, so as to promote the rapid and healthy development of cross-border e-commerce in Zhejiang. The government should also focus on supporting developing cross-border e-commerce enterprises and formulate practical policies to help enterprises transform^[6].

3.1.2 Create a secure payment environment and promote electronic payment system

Cross-border payment is an important part of cross-border e-commerce transactions, and a safe transaction environment is an important guarantee for transactions. The Zhejiang provincial government should cooperate with enterprises and banks to vigorously promote the knowledge of network security transactions, improve the electronic payment system, and strictly prevent information leakage. Various measures are taken to improve consumers' risk awareness, protect the safety of both parties, avoid property losses, and work together to create a safe payment environment. In the case of ensuring payment security, the Zhejiang provincial government should strive to enhance its international influence, cooperate with international banks to develop better electronic payment platforms and payment technologies, and promote more recognition and use of the electronic payment system, thereby improving payment efficiency.

3.2 At the corporate level

3.2.1 Strengthen innovation ability and build own brand

Cross-border e-commerce enterprises in Zhejiang Province should firstly combine the market environment, fully understand themselves, know how to promote strengths and avoid weaknesses, strive to create their own brands, and win the recognition of consumers with high-quality product quality and service quality. For example, cross-border e-commerce enterprises in Zhejiang Province can join forces with excellent manufacturing enterprises to jointly develop internationalization. Cross-border e-commerce enterprises in Zhejiang Province are mainly responsible for the external market, while production enterprises focus on product innovation and quality. Through efficient division of labor and cooperation, give full play to their respective advantages. Continue to expand overseas markets, seek business opportunities for cooperation, and at the same time maintain good online and offline contacts, constantly improve after-sales and service work, obtain and respond to customer feedback in a timely manner, and improve service quality^[7].

3.2.2 Actively introduce outstanding talents

Talent is a strategic resource, more important than financial capital. Cross-border e-commerce enterprises in Zhejiang Province need to continuously explore outstanding talents, introduce new knowledge and skills, and increase the continuous vitality and competitiveness of enterprises. Cross-border e-commerce enterprises in Zhejiang Province can establish cooperative relations with major colleges and universities, jointly organize school-enterprise training bases, activate cross-border compound talent training mechanisms, and cultivate industry professionals that

schools are proud of and recognized by social enterprises. At the same time, we should also pay attention to material incentives and spiritual incentives, prevent the loss of excellent cross-border e-commerce talents, put excellent talents in a suitable position, and exert their greatest personal value, so as to realize corporate value and better help enterprises to obtain long-term stable development.

3.3 At the school level

3.3.1 Strengthen the training of comprehensive talents

Cross-border e-commerce enterprises require employees to have strong market insight, quickly grasp the changes in the trade market, be familiar with the operation of major e-commerce platforms, continuously optimize service awareness, understand foreign customs and habits, and conduct all aspects for different countries and customers. Analyze, meet their demand preferences, and respect the consumption habits of consumers in various countries. Therefore, colleges and universities in Zhejiang Province must constantly change their talent training models, keep up with the needs of social industries, and continue to provide high-quality compound talents for cross-border e-commerce enterprises in Zhejiang Province.

3.3.2 Strengthen school-enterprise cooperation and improve the talent training model

Practice brings true knowledge, and most of the school's learning is biased towards theoretical learning, but lacks practical operation. Students will eventually enter the society, and major universities in Zhejiang Province, as important places for talent training, should speed up the reform of the talent training model, so that the training model matches the actual needs of the society, and increase the development of cross-border e-commerce in Zhejiang Province. Continuous talent reserve, thereby increasing the employment rate of students. Universities in Zhejiang Province should actively cooperate with local cross-border e-commerce enterprises, which can not only reduce the cost of employment, but also help students understand and apply the knowledge they have learned in the process of practical exercises, clarify the employment direction, and promote school-enterprise Win-win.

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