

Problems and Countermeasures of Cross-Border e-Commerce from the Perspective of New Retail

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Abstract: In recent years, cross-border e-commerce has developed rapidly to promote global trade. With the emergence of the word "new retail", the traditional cross-border e-commerce has been unable to meet the needs of consumers, so it is necessary to transform to new retail e-commerce. At present, there are some problems in cross-border e-commerce, such as high logistics cost, scarcity of professional counterparts, imperfect third-party cross-border payment system, difficulty in commodity quality identification and so on, which can be made up for in the new retail era. Therefore, this paper will analyze the defects of cross-border e-commerce from the perspective of new retail, and put forward the relevant countermeasures between countries as a reference.

Keywords: New Retail; Cross-Border E-Commerce; Countermeasures

1. Introduction

With the rapid development of times, technology and information technology, the traditional retail method has been unable to meet the growing demand of consumers, and then the word "new retail" has been pushed to the stage of history. Ma Yun put forward the term at the Yunqi Conference in October 2016 and aroused widespread public concern and discussion. He adopted the "online + offline" integrated approach and consumer-centered promotion, so that cross-border e-commerce platforms and physical stores can realize the transformation from price to value, but this does not mean that there is no problem, because there are some problems in cross-border e-commerce itself. Even in the new retail era, it will restrict its development. Based on this, this paper will explain the background of new retail and cross-border e-commerce, and then analyze the problems existing in the perspective of new retail, and put forward reasonable suggestions to promote the development of cross-border e-commerce.

2. Overview and present situation of new retail

The new retail came into being in the 1990s. In order to conform to the development of Internet e-commerce, the commercial dimension of e-commerce platform has been further upgraded through the mode of "online + offline". Due to the problems of traditional e-commerce, such as security and imperfect legal system, the user dividend is gradually lost. According to the data of the National Bureau of Statistics:

Table 1 Retail sales over the years

Year / month	Retail sales (\$100 million)	Year-on-year growth (%)
January-September 2014	18238	49.9
January-September 2015	25914	36.2
January-September 2016	34651	26.1

As a result, the replacement of traditional e-commerce is the general trend of the times, only to make changes in order to open up a new road, and now most of the e-commerce platform rely on the new retail era, that is, "online and offline integration".

By May 2022, the retail volume of the platform had reached 49604 trillion yuan, an increase of 2.9 percent over the same period

last year, while consumer goods had fallen 1.5 percent from the same period last year. In this regard, the heat of online consumption has been significantly improved, it has gradually become an important part of contemporary social and economic development, promoted the sales of real shops, and made the national economy take a big step forward.

3. Background of cross-border e-commerce

Cross-border e-commerce is a commercial behavior that takes the trading object between countries as the main body and carries on the trade through the e-commerce platform. Since 1999 to 2013, cross-border e-commerce has gone through three stages, from Internet-free trading to the ability to promote a global trade boom, thanks to its boom. The global economic crisis broke out in 2008, the foreign economy plummeted, resulting in a sharp appreciation of the RMB, the closure of enterprises, the foreign trade industry suffered an unprecedented blow, at the same time, cross-border e-commerce with its low price, high profits and other advantages to develop, now the cross-border e-commerce industry is in a stage of rapid development, the state vigorously supports the industry, attaches great importance to it, and through "Belt and Road Initiative" to push China to the world.

4. Problems existing in cross-border e-commerce from the perspective of new retail

"Recently, the third special conference of UPU adopted the reform plan of international small package terminal fee. Recently, the third special meeting of UPU adopted the reform plan of international small package terminal fee. The State Post Office said at a recent press conference that between 2020 and 2025, the export international package terminal fee will increase by 164% over 2019."^[1] The development of cross-border e-commerce in China cannot be separated from low logistics costs, and now the high cost has undoubtedly brought difficulties to cross-border enterprises.

The cross-border e-commerce industry is developing rapidly, but the demand for professionals is insufficient. According to the China Electronic Commerce report (2018), according to the data:

Table 2 Statistics of talent gap

Total transaction-s (\$100million)	Year-on-year growth (%)	Increase in e-commerce-transactio-ns for exports (%)	Talent gap in cross-border e-commerce in China (10,000)	Annual growth rate (%)
1347	50	67	450	30

Due to the new development of cross-border e-commerce, most of the existing cross-border e-commerce talents are excavated and transformed by the original foreign trade practitioners. There are no very matching majors in colleges and universities in our country before, which needs to be greater than demand, so the talent gap is further expanded.

The third-party payment system lacks the support of law and technology, which leads to the disclosure of user information, such as transaction records, user authentication and so on, which undoubtedly makes the user experience decline. In addition, due to the lack of regulatory credit mechanism constraints, enterprises cannot grasp the credit situation of the other side, resulting in barriers to transactions between the two sides, fraud, infringement and other acts are not uncommon. Because cross-border e-commerce is a domestic and foreign transaction, each other's credit data cannot be shared, resulting in mutual distrust between buyers and sellers, but also increased the difficulty of cross-border payment.

Cross-border e-commerce has been sought after by countless consumers at home and abroad because of its low price, but it has been revealed that there are many "fake products", which has dealt a serious blow to the cross-border e-commerce industry. In November 2018, Ms. Yang bought underwear at "Haitao 1". After receiving the goods, she found that the goods had serious quality problems, did not conform to the pictures seen on the platform, and forged the brand, so she claimed a claim. From this case, we can clearly feel that cross-border e-commerce is shown to consumers in the form of virtual products, consumers cannot intuitively contact the quality of goods, which not only brings inconvenience to consumers, but also causes losses to enterprises, and then prone to this phenomenon: the quality of goods has become more and more obvious with the development of cross-border e-commerce.

5. Countermeasures for the problems existing in cross-border e-commerce

"the regulatory model for the direct export of cross-border e-commerce enterprises to enterprises (B2B) and the export of overseas positions of cross-border e-commerce enterprises should be applied throughout the country, and the supporting policies should be improved. Facilitate cross-border e-commerce import and export return and exchange management. Optimize the list of cross-border e-commerce retail imports. We will steadily carry out pilot work on cross-border e-commerce retail imports of drugs. To guide enterprises to make good use of value-added tax on retail exports of cross-border e-commerce, consumption tax exemption policies and measures for the examination and collection of income tax. We will study and formulate guidelines for the protection of cross-border e-commerce intellectual property rights and guide cross-border e-commerce platforms to prevent intellectual property risks. By 2025, the policy system of cross-border e-commerce will be further improved, the development environment will be further optimized, and the level of development will be further improved, he said."^[2] This helps the e-commerce industry to make profits and improve the market.

Through shared platforms such as commodity inspection agencies and customs foreign trade settlement and balance of payments become more standard, which is conducive to improving the efficiency of all departments of the enterprise and reducing unnecessary links, so as to achieve no offside position and no dislocation. At the same time, blockchain technology can make the security rise, and the digital has the function of encryption and decryption. The effective integration of information resources and the low cost also improve the social value, ensure the quality of goods and improve the user experience.

Countries should increase their support for cross-border e-commerce talent funds and policies, so as to promote the e-commerce industry to have a set of perfect systems to explore the human resources needed by the times. The school sets up a corresponding major, through "theory + practice" to exercise students' practical ability. The exchange and cooperation between schools and enterprises, so that experienced elders can impart experience and cultivate comprehensive talents, for graduates of cooperative colleges and universities can be admitted as a matter of priority, which also improves the enthusiasm of enterprises and alleviates the problem of shortage of talents.

At present, because there is no common international regulation that may make the rapid development of cross-border e-commerce, countries need to work together to promote the establishment of new rules, combined with small transactions, private retail and other ways to find a new management model. To this end, countries should jointly build an international monitoring platform and deepen cooperation, so as to promote the development of cross-border e-commerce in the world.

6. Concluding remarks

Based on the above mentioned, in the new retail era, the traditional e-commerce is gradually replaced by the new retail, the use of big data technology to the traditional industry structure transformation is the current need, and the new retail unique services and technology is the key to solve this problem, only by seizing the opportunity, positive changes, will not be eliminated by the society, under the leadership of the new retail, cross-border e-commerce will also eliminate the old and prosper. At the same time, countries and countries should cooperate with each other and formulate various policies, so as to reduce the resistance to cross-border e-commerce progress, promote its development, and contribute to the growth of the world economy.

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