

# Introduction to the Development of China's E-Commerce Industry

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**Abstract:** *In recent years, with the popularity of the Internet and the upgrading of technology, China's e-commerce industry has experienced explosive growth. E-commerce is becoming an inseparable part of people's life. With the development of the e-commerce industry, behind the prosperity of Internet e-commerce, it is also bound to face the problems of industry development, such as the scarcity of talents, imperfect construction of the rule of law, logistics services do not match. This paper analyzes and discusses the difficulties of e-commerce development from the characteristics of the current situation of e-commerce development in China, and puts forward corresponding countermeasures. E-commerce may encounter different problems and difficulties in the process of development, but it is believed that through the joint efforts of the government and all parties, it will be continuously improved and eventually provide more convenient services for people's lives.*

**Keywords:** *e-commerce; development; insight; outlook*

## 1. Introduction

As the e-commerce industry continues to grow by leaps and bounds, e-commerce has become an indispensable part of people's lives. E-commerce economy has become a new center of gravity for our economy. For the harmonious development of the e-commerce industry and the steady growth of the economy. E-commerce as a new industry, after a short period of development, gradually exposed many problems, how to improve the development of e-commerce raised by the problem is a key to the development of e-commerce.

## 2. Analysis of the development of China's e-commerce industry

### 2.1. The current situation of China's e-commerce industry

E-commerce is mainly a global wide range of business trade activities, in the broad context of the Internet, based on the browser/server operation, so that the trade parties do not meet but can carry out a variety of trade methods, to carry out online shopping, inquiry transactions and other business activities. In a way, e-commerce is also an effective exploration between new industries and modern logistics development, and is the result of the mutual integration of technology and cultural innovation.<sup>[1]</sup> However, with the popularity of the Internet and technological upgrading, more and more people are using electronic tools to engage in related business activities. E-commerce has shown a rapid growth momentum. E-commerce is becoming an inseparable part of people in life.

#### 2.1.1. Fast development of consumer groups

China's e-commerce market scale has led the world, the industrial structure continues to optimize, social and economic benefits continue to improve, the role of promoting economic development further reflected. With the promotion of small and medium-sized enterprises on e-commerce, the country's attention to the development of e-commerce and the network has begun to influence people's concept of life, and because the product services and scope of e-commerce is constantly expanding, profoundly changing the lives of the country's people, which will change the country's consumption patterns. E-commerce is gradually becoming the main channel of residents' consumption and the key driver of economic growth.

#### 2.1.2. E-commerce involves the expansion of the industry

E-commerce is not only developing in electronic products, clothing, snack and department stores and

other supplies, but also in financial trade and manufacturing industries are showing the momentum of booming development. Online procurement, bidding, etc. is very convenient, through the network for simple information dissemination, online communication can reach a deal. At present, more and more enterprises have been involved, but also become a new area of e-commerce development.

### ***2.1.3. E-commerce model innovation is increasingly active***

New online consumption patterns are emerging; healthy consumption and green consumption have become hot spots, and words such as "Double 11" and "June 18" are constantly on the screen. The combination of e-commerce and festivals has created a new and unique model that is loved by consumers. Online education, telecommuting and other models also played an active role in resuming work and school, promoting the development of the economy.

## ***2.2. The history of China's e-commerce industry***

E-commerce was first developed in the mid-1990s, with the development of computer technology, people began to use computers to deal with business documents and engage in business activities.<sup>[2]</sup> In China's e-commerce development so far, there are the following stages.

### ***2.2.1. Exploration period (2009-2011)***

In 2009, along with the official commercialization of 3G in China, the number of online shopping in China broke 100 million, and the intensification of market competition prompted sellers to have new demands for their own operations. After Alibaba Merchant Services Marketplace was created, the first e-commerce service providers were introduced. With the increase of Taobao sellers, a large number of companies were attracted to enter the e-commerce marketplace. Due to the large number and the relatively similar types offered, some of the smaller and less competitive companies withdrew from the market in a price war.

### ***2.2.2. Market Launch Period (2012-2013)***

With the development of mobile Internet and the popularity of smart phones, as well as the development of the logistics industry, e-tailing joined the era of mobile. The vast majority of people began to be familiar with e-commerce, online shopping. At the same time, the needs of the majority of sellers have unfolded from simple store decoration and product shelving to operational management, traffic promotion, brand building and other content. E-commerce platform also developed new products and business. For the future high-speed development of the market has laid a solid foundation.

### ***2.2.3. High-speed development period (2014-2017)***

Back in 2014, the listing of Alibaba marked a new stage in the development of China's e-commerce industry. The situation of e-commerce services has become more diversified, and the division of labor in the industry is clear. With the continuous expansion of third-party e-commerce platforms, the market scale has been gradually expanded and standardized, leading to the vigorous development of the market.

### ***2.2.4. Market maturity (2018-)***

After a period of rapid growth, the traffic pattern of e-commerce platforms has been determined. E-commerce is also marching towards the offline industry, relative to the e-commerce industry's own operating model has been relatively formed, and the market pattern is also basically formed. After entering the maturity period, the growth rate of market scale slows down and enters the stable growth stage.

## ***2.3. The main platforms of China's e-commerce industry***

E-commerce platform as a business or individual to provide online trading negotiation platform, to provide network resources and security between business and consumers, providing a more standardized market development environment.

### ***2.3.1. Taobao (C2C)***

Taobao is an e-commerce platform for consumer-to-consumer transactions. Individual consumers can open stores on Taobao to sell or buy between themselves.

The advantage of this model for the merchant is the low cost, no need to rent a store, sell a piece to earn a piece. The disadvantage of this is that for individuals, promotion is difficult, slow, competitive and

high shipping costs.

For consumers, the benefits are various types of styles, a variety of ways to choose, a wide market. For some small businesses, some goods do not get after-sales protection, false propaganda, late delivery and other issues are still for the solution.

The development of Taobao has enriched the expansion of the market, introduced many novelties, and greatly attracted consumers' enthusiasm for e-commerce.

### **2.3.2. 1688 wholesale platform (B2B)**

1688 wholesale platform worldwide is a famous B2B enterprise. It is geared towards the exchange of products, services as well as information between businesses through the Internet. Enterprises are closely integrated with each other through the platform to better serve their customers.

For this business model, it can reduce the cost of enterprise procurement and realize online automatic procurement, which can reduce the human and material resources and financial resources invested by buyers and sellers for the transaction. <sup>[3]</sup>By establishing business systems through suppliers, enterprises can also realize sales-based production and production-based supply, realize efficient operation and unification of logistics, effectively control inventory and save turnaround time. By establishing online business relationships with customers, enterprises can quickly and easily release a variety of rich information and increase market opportunities.

### **2.3.3. Jingdong Mall (B2C)**

As one of the largest shopping sites in the domestic B2C market, Jingdong is a large professional online shopping platform for consumers. With the B2C model, it cooperates with brand-side companies and provides convenient logistics and after-sales service through self-management. Provide a good shopping experience for consumers.

For consumers, they can experience the different special services of Jingdong Mall, and the establishment of Jingdong Logistics has gained a good reputation for Jingdong.

### **2.3.4. VWAP (O2O)**

VW is a web-based information service company. It provides offline merchant information, consumer reviews and discount services from online, and also provides O2O transaction services such as group purchase and electronic membership card.

As a local life service platform, it provides real-time offline merchant services to consumers, providing information on merchants in the fields of dining, shopping, leisure and entertainment and lifestyle services anytime, anywhere. By merging with Meituan, the personalized consumer demand has become a new hot spot on the Internet by providing consumers with portable services in the areas of life such as take-out, drug delivery and taxi service.

## **3. The main features of China's e-commerce development**

### **3.1. Online e-commerce differentiation**

In the current situation of differentiation of e-commerce platforms, people want to buy 3C digital will associate to Jingdong, things

The beauty and low price will be associated with Jindo; Amoy will think of Netease Kaola; buy department store will think of Taobao; dinner will think of Meituan; clothing will think of Vipshop, books will think of Dangdang.com, etc.

This shows that behind the prosperity of Internet e-commerce, it is also bound to face the problem of model convergence that the industry is bound to face at the beginning of its development. With the in-depth development of e-commerce, join the e-commerce more and more people, countless similar items of products, homogenization phenomenon is becoming more and more obvious. In this context, subdivided into various areas. Such as product differentiation, brand differentiation, service differentiation, etc. The strategy to achieve differentiation can cultivate user loyalty to the brand, can be an alternative way for companies to compete, can stand out in one fell swoop and become the first choice of consumers.

### **3.1.1. Product differentiation**

With the continuous improvement of Internet technology and the rapid development of e-commerce economy, there are more and more enterprises choose to adopt the sales mode of e-commerce and use the Internet platform to find consumers in order to win a larger market of users.<sup>[4]</sup>

In the face of fierce price competition in the market, consumers often prefer good value for money, so the price setting strategy is particularly important. But as long as there is a distinctive product characteristics and ornamental effects, so that the product has a personality that can not be completely replaced, to meet the diversity and personalized needs of consumers, thereby enhancing the competitiveness of enterprise products and brand value, and thus gain more benefit value.

### **3.1.2. Brand differentiation**

As the saying goes, a differentiated launch can bring enough benefits, and how to stand out among many enterprises is what many companies think about. Therefore, enterprises often create differentiated products and services through various ways and means to achieve industry innovation, so as to further build a differentiated brand image and achieve effective differentiation in the industry.

Find the uniqueness of the brand, is the only, not the first; is different, not better. Differentiation is different, but also matching the needs, can solve the pain or itch of consumers, the essence is still to solve the specific needs for consumers, so that the differentiation is meaningful, in order to bring the market to improve.

### **3.1.3. Service differentiation**

In the case of similar products and fierce competition, instead of persuading consumers to come and buy goods, consumers should associate themselves with service to come. Quality service is the main idea of business operation and the establishment of a good image. At this stage, customer service is becoming more and more important to consumers, and maintaining a good brand image requires quality service.

Through the increasing market competition, quality service can not only exchange for good reputation, improve customer satisfaction, retain old customers, but also attract new customers to consume through good reputation, gain a broad market and considerable profits, and play an extremely important role in establishing corporate image and establishing product reputation.

## **3.2. Iterative innovation and industrial integration to promote consumption growth**

Continuous iterative innovation is the key factor for the development of e-commerce to remain robust, and new technology applications as well as new things arising from industrial integration are constantly leading innovation. With the east wind of the Internet, all kinds of industries are blossoming, production efficiency has increased significantly, and economic growth is showing a prosperous scene.

### **3.2.1. Iterative innovation for consumer growth**

Innovation is the first driving force leading development, the rise of e-commerce has brought many new things that drive the upgrading of the consumer experience: live e-commerce, social e-commerce, offline integration supply chain, cross-border e-commerce overseas warehouse and other new models emerge to better meet the diversification of consumer choice and the demand for personalized consumer categories.

Live-streaming with goods has expanded the space of online consumption. With the development of mobile communication technology, the scale of Chinese webcast users has gradually expanded, and e-commerce companies have also leveraged the dividends of live streaming, which has innovated ways to stimulate consumption online, deeply explored consumption potential, improved purchase conversion rate and user experience, and become a new channel to obtain traffic and increase users.

Small program e-tailing is gradually maturing. Now more and more users choose to buy goods through WeChat social platform. E-commerce platforms have expanded online sales and acquired traffic through WeChat's small programs that penetrate into users' social lives as well as their circle of contacts; brand companies have integrated their online platforms with offline stores through small programs to create a multi-level market, strengthen various services, and expand online sales channels.

With the development of cross-border e-commerce, more and more users buy goods at home and abroad, which cannot reach users as fast as domestic goods due to logistics and other factors. Various e-commerce platforms have established overseas warehouses to shorten logistics time and improve

efficiency by attracting overseas sellers to them, with a global service coverage.

E-commerce has also changed the development of rural areas, and rural e-commerce has achieved new results in poverty alleviation. Relevant policies on rural e-commerce related to the introduction of many companies have cooperated with agricultural merchants, actively participating in poverty alleviation, greatly promoting the standardization, scale and branding of industries with special characteristics in poor areas, helping them to achieve product growth and premium prices and establish a sustainable development model.

Rural e-commerce models are also constantly innovating to provide continuous support for "rural revitalization". For example, Pindo has built an agricultural products uplink platform and an Internet agricultural data platform in rural areas, constructed an integrated industrial chain of cultivation, processing and sales of special agricultural products, and explored a new model of rural Internet.<sup>[5]</sup>

### ***3.2.2. Deep industrial integration to show new progress***

E-commerce is integrating with the manufacturing industry, the upstream and downstream of the industry chain through the Internet synergy, efficiency has been substantially improved, the potential of the manufacturing industry has been released, and a new customized consumption model is accelerating.

The current e-commerce platform obtains consumers' needs and preferences through big data analysis, operational strategies, traffic detection and other means, thereby guiding manufacturing enterprises through research and development and production of products demanded by the market. On the other hand, personalized customization needs will be distributed by enterprises to production factories through the network to complete the personalized needs of consumers.

E-commerce platforms and parties in the chain create digital connections. Real-time understanding of consumer demand. Improve production efficiency by integrating supply chain, logistics, processing and other resources. On the other hand, companies can rely on intelligent digital production and service capabilities to establish a new model for providing online services to customer companies.

### ***3.2.3. New developments in the field of e-commerce services***

In recent years, Chinese companies have accelerated the pace of digital transformation. Relying on big data, they can intelligently match relevant scene services to precisely meet consumers' individual needs. With the popularity of 5G, AI and other technologies, intelligent scene services will probably become an emerging field with greater market development potential.

The development of e-commerce has led to new growth in the field of e-commerce application services. The emergence of cloud computing, payment services, Internet marketing services, software services and other content requires companies to obtain more refined traffic. Therefore, the field of e-commerce services will become a new focus of development.

## **4. The development of China's e-commerce doubts**

### ***4.1. Lack of professional e-commerce talents***

The lack of professional talent has always been a key factor affecting the development of many companies. Enterprises have a strong demand for talents. Traditional small and medium-sized enterprises to transform and upgrade, emerging e-commerce business enterprises need a large number of relevant talents, a single professional talent can not meet the needs of enterprises on the "generalist", making it difficult to recruit satisfactory talent, which to a certain extent limit the development of enterprises.

At present, e-commerce has become a global hot thing, but most small and medium-sized enterprises have not attracted attention. Among them, small and medium-sized enterprises are faced with the problem of lack of funds for technical transformation and investment in software and hardware equipment, which discourages many enterprises. Although they have a high level of enthusiasm, the lack of attention to talents has led many enterprises to be in the primary stage of exploration in the development of e-commerce. At the same time, in the face of the lack of composite talents who master business management, procurement and sales and information technology, it is also a common problem faced by the society to continue to strengthen the training of professional talents.

#### ***4.2. E-commerce technology is not fully mature***

To some extent, the development process of e-commerce covers many security issues. For example, capital security issues, information security issues, commodity security issues, after-sales service compensation problems, as well as brush fraud and other issues. If security issues are not resolved, the development of e-commerce is tantamount to paper talk. The current proliferation of the Internet, the network itself is an open platform, then will certainly face the problem of network security .

##### ***4.2.1. Financial security issues***

The booming development of e-commerce has made online payment systems more and more convenient. Traditional banks have also released online banking, which provides new ideas for the construction of payment systems. For online payment, buyers and sellers are connected through the network, and the security of both sides is not guaranteed due to the limitation of distance, moreover, the security and reliability of online payment is especially important due to malicious attacks by unscrupulous elements.

##### ***4.2.2. Information security issues***

With the rapid development of digital economy, incidents of citizens' rights and interests being infringed due to personal information being improperly collected, misused and leaked by unscrupulous elements occur from time to time.<sup>[6]</sup> In the current era of big data, personal information has a high commercial value. It is a scarce commercial resource in the market, and enterprises can collect and analyze personal information data to determine the production of the enterprise. Driven by market competition and interests, there is no shortage of unscrupulous elements to sell and exploit or even disseminate users' private information, resulting in the leakage and theft of personal information.

##### ***4.2.3. Commodity security issues***

The rapid rise of e-commerce this year, for the online shopping situation, due to consumers in the payment did not see the physical goods, resulting in the quality of goods can not be guaranteed. There are also consumers receive the goods do not match the picture. Due to the low threshold of e-commerce, the platform for quality inspection departments did not form a close link between the merchant qualification does not have high requirements, so the reputation of enterprises vary, often the situation of consumer complaints. In addition, the source of many goods complex, so most of the individual store goods, are no certificate of conformity and other documents. And because of the many links in the flow of goods, long time, transport and storage factors exist, the quality and safety of goods will also have an impact. The platform attracts a large number of companies to reside in, but does not pay enough attention to this. The majority of consumers can only say more caution when facing these safety and quality problems products.

#### ***4.3. The legal system of electronic commerce is not perfect***

With the enhancement of information technology and the popularity of the Internet, China's e-commerce is developing rapidly, and e-commerce will become an indispensable and important transaction situation in modern economic and commercial activities. The development of the network has made our lives change radically. In this era of rapid development of information, we enjoy the convenience and speed brought by e-commerce at the same time, the problems in e-commerce can also be exposed. At this stage, there is no shortage of network fraud, unfair competition, false advertising, ownership disputes and other problems in the process of e-commerce operations, and the lack of legal provisions for the restraint, which has led to many unscrupulous enterprises and traders to exploit the loopholes of the law to enrich themselves, which seriously affects the normal market economic activities.

##### ***4.3.1. Credit governance challenges***

With the innovation of digital technology and the popularity of smart devices, new ways of online marketing are emerging, but because of the virtual nature and highly open nature of online information, this leads to the possibility of online information not being lost. Due to the low entry threshold of e-commerce, the number of merchants and small scale, it is very easy to mix with shoddy products, and it is difficult to get protection after the sale. Due to the difficulty of regulation and did not have a special regulatory body, resulting in a lack of credibility. Some live, short video platform with goods there is a brush, poor product quality, malicious fry bombing problem. Compared with the traditional e-commerce breach of trust, the impact is greater, once there is a serious breach of trust, will endanger more consumers, resulting in more serious social consequences.<sup>[7]</sup>

#### ***4.3.2. Intellectual property protection***

E-commerce is based on the Internet platform and has an open nature, in which some merchants sell counterfeit imitation pirated products under the banner of genuine official products, which seriously endangers the rights and interests of consumers, and due to the varying quality of pirated products, problems such as safety and quality are very likely to occur, leading to more serious consequences. The rights and interests of legitimate merchants' merchandise writings fail to be protected and are susceptible to counterfeit abuse. Counterfeit imitation intellectual property disputes have become common in recent years, and the production and sale of counterfeits has become an industry windfall, making illegal enterprises desperate to take risks. The act of counterfeiting patents directly endangers the rights and interests of the patentee, also deceives consumers, and disrupts the management order and social and economic order.

#### ***4.3.3. Consumer privacy protection and information security***

In recent years, with the rapid development of the digital economy. Due to improper collection, misuse and leakage of personal information, resulting in the citizens' rights and interests received infringement of the incident occurred from time to time. Illegal elements through the collection of information means, theft, fraudulent use of personal information such as names, photos, etc. for profit, to do some illegal hooks, a serious threat to the privacy and security of consumers.<sup>[8]</sup> And personal information contains phone numbers, bank card numbers, etc.. It poses a threat to the safety of consumers' property. For example, in micro-business shopping, privacy security is very difficult to be guaranteed, without the consent of the collector can be collected through the social platform to analyze personal traces, and leakage of privacy traces are more hidden, it is difficult to collect evidence, which creates obstacles to the protection of consumer privacy.

#### ***4.3.4. Poor logistics capacity has become a factor limiting the development of e-commerce***

With the rapid development of e-commerce, logistics plays an increasingly important role in the development of e-commerce, and logistics is regarded as the cornerstone of e-commerce. If the development of logistics is unbalanced, the advantages of e-commerce, such as portability and speed, will no longer exist. With the continuous development of network technology, the relationship between e-commerce and logistics is getting closer and closer, but in rural areas, the "last mile" is still a weak link. From the report given by the National Bureau of Statistics, in rural areas, there are still 74.9% of villages without rural e-commerce distribution sites. Rural residents send and receive courier is not convenient, remote areas of high courier costs, can not meet the home delivery service. Distribution problems hinder the development of e-commerce, many stores are due to the high cost of courier in remote areas refused to take orders, resulting in serious imbalance in the development of e-commerce. Due to poor traffic conditions, transport difficulties, logistics costs and other factors. Rural courier costs are generally higher, the development of rural e-commerce is still a long way to go.

### **5. In the face of the problems of the e-commerce industry inspiration**

#### ***5.1. Cultivation of e-commerce technical personnel***

Facing the shortage of e-commerce technical talents, the country should continuously increase the training of e-commerce talents and improve the talent training mechanism, which can increase the investment in the fields of academic education, continuing education and skills training related to the field of e-commerce, develop e-commerce special training, competitions and other activities to promote the training of e-commerce talents and continuously stimulate the vitality of e-commerce entrepreneurship and innovation.

E-commerce platform can cooperate with school enterprises, integrate the advantages of school enterprise disciplines, and deliver high-quality talents for enterprises. Support students to carry out "innovation, entrepreneurship" practice, encourage college students to start their own business, and further strengthen the training of e-commerce talents.

#### ***5.2. Strengthen policy support and accelerate the construction of diversified information infrastructure***

In order to optimize the development environment of e-commerce, in the industry to promote, cross-border e-commerce, rural e-commerce, supporting services, innovation and entrepreneurship have issued

relevant policies and measures to protect the effective development of e-commerce, in order to guide the high-quality development of e-commerce industry, in-depth implementation of e-commerce laws and regulations, to carry out e-commerce propaganda, training, seminars and other activities, so that all kinds of e-commerce-related subjects self-strengthening management, consciously abide by the law, and Promote the orderly development of e-commerce.

### ***5.3. Improve the construction of e-commerce legal system to effectively protect consumer rights and interests***

E-commerce, as a new type of business activity, has developed rapidly, bringing new impetus to economic development and, at the same time, bringing a series of problems to the maintenance of market order and protection of the rights and interests of consumers and operators.

In order to maintain market order and protect the rights and interests of consumers and operators, the rule of law is needed to respond to and protect the sustainable development of the e-commerce industry.

With the introduction of e-commerce law, marking China is gradually improving the laws that are compatible with the Internet economy. It is of great significance to regulate the operation of e-commerce and protect the rights and interests of consumers and operators. Promote the steady development of e-commerce.

In the field of law enforcement, law enforcement departments should also strengthen and optimize law enforcement based on their statutory duties, make comprehensive use of publicity and guidance, administrative interviews, administrative guidance, administrative penalties and other means, and focus on regulating the main body.<sup>[9]</sup>

### ***5.4. Increasingly improve the logistics and distribution system***

Logistics is the heavy weight of the development of e-commerce, nowadays logistics development is steadily carried out, however, some remote areas due to inconvenient transportation, higher prices make logistics development is very unbalanced. In order to improve the warehousing, distribution, distribution, express mail distribution and other express logistics infrastructure set up construction system, promote the construction of logistics and enhance the logistics service guarantee capacity.

Rural countryside express logistics still exist inability to home delivery and other problems, resulting in many inconveniences, in order to provide good service protection, some provinces and cities to integrate and optimize the common distribution system of rural logistics, grasp the reality of express logistics distribution standardization, intelligence, facilitation, promote the province's e-commerce and express logistics deep integration, synergistic development; to provide integrated services of products, transportation, distribution.

## **6. Outlook for the future of e-commerce in China**

Relative to the traditional Internet e-commerce, the current era of e-commerce has entered a new stage, the introduction of big data, small programs and other technologies, live e-commerce, cross-border e-commerce and other models of innovation and optimization, providing consumers with a comfortable experience of consumer demand. E-commerce driven offline integration development trend is more obvious, in the restaurant companies, retail stores to take the initiative to expand the online market space, the traditional real economy in the digital transformation to make new exploration and attempts to become a stable economic growth and high-quality development of an important driving force.

In this context, we actively promote the integration of online and offline and the digitalization of traditional industries, promote the high-speed and high-quality development of e-commerce, and make greater contributions to the overall building of a well-off society. Industry e-commerce will become the mainstream of the next generation of e-commerce development. The first generation of e-commerce focuses on content, the second generation focuses on comprehensive e-commerce, while the next generation of industry e-commerce will closely integrate value-added content and business platforms, giving full play to the advantages of the Internet in information services and making e-commerce truly enter the practical stage.<sup>[10]</sup> We believe that the research and analysis of China's e-commerce development will enable China's e-commerce business to enter a better future.



## 7. Conclusion

E-commerce is becoming a new focus of our economy, the development of e-commerce has brought a lot of convenience to people, and the e-commerce economy plays an important role in the development of our country. E-commerce may encounter different problems and difficulties in the process of development. But I believe that through the joint efforts of the government and all parties will continue to improve it, and eventually provide more convenient life services for people's lives.

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