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Research on the Evaluation of International Logistics Modes in Cross-Border E-Commerce

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Abstract: With the continuous development of the times, cross-border e-commerce has achieved sound development, and the development of the international logistics industry faces both opportunities and challenges. In this context, this article first analyzes the main international logistics modes of cross-border e-commerce, and then studies the evaluation of these modes from the aspects of basing on the reality, coordinating cross-border e-commerce with international logistics and government support, and perfecting the policies on international logistics development.

Keywords: International Logistics; Mode; Cross-Border E-Commerce

1. Introduction

People's demands on the quality of product consumption have gradually increased along with the improvement of living standards, and they attach importance to the consumption experience such as the speed of purchasing products. Cross-border e-commerce emerged in this context, which can better meet the shopping demands of customers. It is important for Chinese companies to actively cooperate with international logistics in order to better expand the market of their brands and achieve more effective and better development. Correspondingly, China should also pay attention to changes of the trade situation brought by cross-border e-commerce, and rationally adjust international logistics modes, thus advancing the development of China's import and export trade.

2. Main international logistics modes of cross-border e-commerce

2.1 Post

The mode of postal express has gained attention from all sectors of society, and has been in a favorable development state in China. It should be noted that only through the alliance with Kahala Post Group can postal express be effective. However, there is a problem that it is difficult to unify the goals, mainly because the organization consists of many countries whose policies are different. The disadvantages of postal express include long time, high packet loss rate and poor timeliness. In addition, the volume and shape of packages are subject to many restrictions, resulting in low efficiency and poor experience of logistics. Hence, it is difficult for cross-border e-commerce transactions in various countries to achieve the expect goal by using postal express.

2.2 Dedicated logistics lines

The logistics mode of cross-border dedicated lines mainly relies on some airlines to deliver products or commodities. Products of large transactions are delivered to foreign countries through airlines, and then delivered to customers by local cooperative companies. This mode has a certain unity, that is, many products can be gathered in a certain country or a certain region, and then distributed uniformly, thus reducing transportation costs. However, the effectiveness needs to be improved. At present, international cross-border dedicated logistics lines mainly cover the United States and the Middle East countries.

2.3 Domestic logistics modes

Among the main express companies like SF Express and EMS, those taking the lead in achieving the goal of overseas layout are YTO Express and STO Express, most of which are constantly expanding overseas logistics business. Under the background of cross-border e-commerce, EMS presents a good delivery mode with relatively low cost that is usually affordable by ordinary families. In terms of the delivery speed, SF Express is outstanding in China's express delivery industry with bright development prospect, and its business level is constantly improving and has been mature in developed countries such as North America.

2.4 International logistics modes

International logistics takes the four express delivery companies as its core, namely HDL, UPS, TNT and FedEx. IT platforms can provide relevant technical services and create distinctive network systems. After foreign customers order products, logistics companies should package and deliver them immediately, so as to enhance customers' shopping experience. It is worth mentioning that although international logistics provides wonderful service quality, the high transportation cost cannot be affordable by ordinary families. However, this express delivery mode is widely used in some developed countries.

3. Effective strategies of the evaluation of international logistics modes in cross-border e-commerce

3.1 Basing on realities and coordinating cross-border e-commerce and international logistics

To strengthen the efficiency of cross-border e-commerce international logistics. Firstly, it is necessary to strengthen the functional coordination and work coordination between cross-border e-commerce supervision departments and international logistics supervision institutions to ensure that cross-border e-commerce enterprises and international logistics enterprises can develop their businesses smoothly and stably. Secondly, the government should give financial support to integrated free trade zones to optimize the infrastructure construction of transportation lines such as sea, air and land transportation, and improve the old logistics links including warehousing, packaging, transportation and distribution to guarantee the integrity and fluency of the international logistics and transportation system. Thirdly, it is to speed up the construction of overseas warehouses. Overseas warehouses can simplify customs clearance procedures, reduce logistics costs, and improve logistics timeliness, thus promoting the localization of Chinese goods abroad.

To promote the coordinated development of cross-border e-commerce and international logistics. Firstly, it is necessary to accelerate the matching of modern logistics technology to cross-border e-commerce operation. Specifically, the most advanced logistics technology should be adopted to manage and integrate the links of warehousing, packaging, transportation, etc. in the logistics supply chain, and promote the close connection between cross-border e-commerce enterprises and international logistics enterprises in the whole supply chain. Secondly, active cooperation with professional third-party logistics enterprises should be carried out. The logistics distribution system of third-party logistics enterprises is complete and complementary, so cross-border e-commerce enterprises should cooperate with them and make full use of these advantages to achieve mutual benefit. Thirdly, training bases for cross-border e-commerce logistics compound talents should be built. The close connection between cross-border e-commerce enterprises and international logistics enterprises requires a large number of high-end research talents to logically reason and verify the logistics operation process, making it important to vigorously introduce and train e-commerce logistics talents.

3.2 Improving the policies of international logistics development with the government's support

At the meeting of the Political Bureau of the Central Committee, it was put forward that “a new situation should be formed with the macro-cycle as the core and international and domestic markets coordinating each other”. The outbreak of overseas epidemic has increased the demands of consumption and shifted it to online shopping. China issued a number of related policies to support cross-border e-commerce, which became the catalyst of the cross-border e-commerce industry. In 2019, China's cross-border e-commerce exports accounted for 78.9% of the entire e-commerce industry, with the transaction scale of 7.1 trillion yuan, showing its dominant position. The continuous increase of China's market demand promotes the development of the cross-border industry in China.

Firstly, to perfect the relevant legal details. It is necessary to speed up the simultaneous operation of the entrepot trade information registration and system filing process. After companies handles the entrepot trade goods or services business, the information such as the number, commodity details, the person in charge, and the date of issuance in the documents and vouchers should be entered into the information registration system, and the system will automatically record the contents and publish them on the homepage of the system, so that administrative departments and enterprises in the region, as well as banking institutions can check and inspect them. Moreover, it is necessary to strengthen the audit of enterprises' entrepot trade. A departmental cooperation mechanism should be established for strengthening information sharing. Relevant administrative departments in the region should strengthen exchanges with foreign exchange bureaus, public security bureaus and customs, and take full use of their own functional advantages to strengthen information sharing and joint verification management of new entrepot trade.

Secondly, to increase investment. The sustainable development of international logistics requires financial support to promote its advancement. However, there are still many problems in the operation of international logistics, mainly due to insufficient investment in this industry from the Chinese government. In order to effectively change this situation, the Chinese government needs to adjust financial support appropriately. On the other hand, it is also necessary to improve related transportation tools and modes, strengthen international connection and form a multimodal transport mode. At the same time, the number of cargo planes should be increased, and main transportation tools should be large-scale containers, so as to further expand the transportation capacity.

4. Conclusion

To sum up, the synergistical development of cross-border e-commerce and international logistics plays a very important role in effectively improving the consumer experience. However, because the development of international logistics can't solve the problems such as cost and timeliness, it further affects the development of cross-border e-commerce. Therefore, the innovation of international logistics modes is the primary task to promote the development of cross-border e-commerce.

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