

On the Development and Application of Electronic Commerce

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Abstract: E-commerce is a very popular industry at present. Its development speed is amazing. Especially at present, the development of E-commerce is flourishing, which has attracted many industries to join in one after another. The development of e-commerce brings convenience to people and promotes the development of local industries, but it also brings many problems, and the demand for e-commerce talents has increased sharply. However, there is still a certain gap between the graduates of e-commerce major and the social demand, and the management of e-commerce needs to be strengthened.

Keywords: E-commerce; Network; E-commerce platform; Application

1. Introduction

1990-1993, the era of electronic data interchange, has become the beginning of China's e-commerce [1]. From 1993 to 1997, the leading government organizations launched the "Three Golden Projects" stage, laying a solid foundation for the development of e-commerce. In 1993, the Joint Conference on National Economy Informationization and its office, chaired by Vice Premier of the State Council, were established, and "Three Gold Projects" such as Gold Pass, Gold Card and Gold Tax were organized successively, which made significant progress. In January 1996, the State Council Leading Group on Informatization was set up, headed by the Vice Premier and participated by more than 20 ministries and commissions, to unify leadership and organize China's informatization construction. In 1996, Full Bridge Network and Internet were officially opened. In 1997, the Information Office organized relevant departments to draft and compile China's informationization plan. In April 1997, the National Conference on Informationization was held in Shenzhen. The provinces, cities and regions successively set up Informationization leading groups and their offices, and the provinces began to formulate their informationization construction plans including e-commerce. In 1997, advertisers began to use online advertising. Since April 1997, China Commodity Order System (CGOS) has been in operation. From 1998 to 2000, the development stage of Internet e-commerce. In March 1998, China's first Internet online transaction was successful. In October 1998, the State Economic and Trade Commission and the Ministry of Information Industry jointly announced the launching of the "Gold Trade Project" with electronic trade as its main content. It is a large-scale pilot project to promote network application and develop electronic commerce in the field of economic and trade circulation. In March 1999, 8848 and

other B2C websites were officially launched, and online shopping entered the practical application stage [3-5]. In 1999, the government and enterprises began to use the Internet, e-government (government online project), online taxation, online education (Hunan University, Zhejiang University online university), remote diagnosis (large hospitals in Beijing and Shanghai). Broad-sense e-commerce, such as E-commerce, has begun to start, and pilot projects have been carried out, and has entered the practical trial stage. From 2000 to 2009, E-commerce gradually took B2B as the main body, which indicates that E-commerce has entered a stable period of sustainable development. The vigorous development of 3G promotes the formation of electronic commerce V5 era throughout the network.

Taobao was founded in 2003, and there is no Taobao site on the CISI popularity list of Internet Lab e-commerce website. However, since February 2004, Taobao has risen to the second place only after eBay eBay eBay at a rate of 768.00% per month, which has achieved a breakthrough growth. At the same time, it represents that Chinese e-commerce will begin to explode from then on. Explosive development; 1 year after its launch, Taobao has surpassed eBay eBay and ranked first. According to the report from Erie Market Consulting, the scale of China's online auction market increased by 217.8% in 2004, and the annual turnover increased from 1.07 billion yuan in 2003 to 3.4 billion yuan in 2004. At the same time, e-commerce platforms such as Jingdong, Suning Easy-to-buy and Jumei Goods have begun to grab this cake. Competition among companies has increasingly stimulated the development of e-commerce in China.

2. Benefits of E-commerce Platform

2.1. Make logistics industry grow steadily

According to statistics from the National Bureau of Statistics, from 2000 to 2014, the total volume of logistics in China increased 12 times, with an average annual growth rate of 19.75%. In 2014, the total value of logistics in China reached 213.5 trillion yuan, with an added value of 3.5 trillion yuan. In 2014, the total volume of freight transportation in China was 43.811 billion tons, an increase of nearly 15 times compared with 18.621 billion tons in 2005. The rapid development of logistics industry in China benefits from the rapid economic growth, the rapid development of e-commerce and the continuous progress of urbanization. If the logistics industry wants to develop rapidly, it cannot do without the continuous improvement and progress of the logistics infrastructure. According to the relevant statistics of the National Bureau of Statistics, as of December 31, 2014, the operating mileage of Railways and roads in China had exceeded 112,000 kilometers and 4,463,900 kilometers, respectively. The navigable mileage of inland waterways had reached 126,300 kilometers. There were more than 2100 berths of 10,000 tons and above in ports and more than 200 civil transport bases. The application of modern information technology such as Internet of Things and cloud computing in logistics enterprises has brought many employment opportunities.

2.2. Rural Taobao is becoming more and more common

Online trading can extend more agricultural products to farther and wider areas and promote local economic development. When people in rural areas have an economic base, they will have greater purchasing power, which in turn will improve the opportunities of online transactions, forming a virtuous circle.

2.3. Improve the service level of various offline business models.

In the past, buying all kinds of electronic products, household appliances and so on were usually bought in physical stores. The different service attitudes and prices of shop assistants led to various contradictions between customers and offline transactions. With the new online trading mode, people have more choices in shopping. The growing development of online transactions has led to the customers of offline physical stores. With the drastic reduction of sources, offline transactions must pay more attention to the level of transaction services, make prices transparent, and hold a series of pro-people activities to attract customers.

3. Problems Faced by E-commerce

Logistics: China has not yet established a strong logistics distribution system, the level of logistics management is low, the degree of development of modern logistics industry is insufficient, and the national or broader logistics

distribution capacity is still insufficient. Many express delivery systems in remote areas such as Ningxia, Xinjiang and Tibet do not support distribution, and the products in the process of transportation are liable to cause damage to transport, and the overall transport cost is relatively high, resulting in a huge gap between the retail price and the purchase price of agricultural specialty products, affecting the reputation and profits in the implementation of e-commerce.

Cognitive aspect: At this stage, most people lack the understanding of the business, are skeptical about the business platform, and are unwilling to shop online. Therefore, the financial investment world believes that the lack of understanding of the concept of business in rural areas is also a major obstacle to the development of e-commerce.

Talents: Due to the fact that China's e-commerce education system is still in the process of exploration, e-commerce development started relatively late, infrastructure is not perfect, poor salary and other factors, resulting in the lack of e-commerce talents. And the rapid development of e-commerce itself and other factors jointly affect the shortage of e-commerce talents in China.

Scale expansion: the development of the southeast coastal areas is far superior to that of the central and Western regions. Taking the regional structure of national e-commerce enterprises in 2011 as an example, the Yangtze River Delta region of the Pearl River Delta accounts for 70% of the country. Beijing area accounts for less than 10%, other areas account for about 20%, and the original consumption chain in rural areas, remote areas and a small part of the region has matured, business channels and profit models have been fixed, it is difficult to break this inherent relationship fundamentally, and the scale expansion is limited.

Business model: The proliferation of Internet information leads to serious homogeneity, poor innovation ability, low consumer attention to products, low conversion rate, and even product retention, no return of blood.

With the unexpected global financial tsunami and the rapid deterioration of the global economic environment, a considerable number of small and medium-sized enterprises in China are facing difficulties, especially foreign trade export enterprises. As the highest degree of connection with traditional industries in the Internet industry, e-commerce is unavoidably good for itself. Affected by the industrial chain, foreign trade online B2B takes the lead. Export-oriented e-commerce service providers such as Tuotuo, Wanguo Commercial Network, Huicong Ningbo Network and Alibaba have shut down or restructured their staff, or slowed down their growth. At the same time, under the guidance of foreign trade transferring to domestic market, expanding domestic demand and reducing sales cost, domestic online B2B and vertical subdivision B2C have gained a new round of rapid development.

Many B2C service providers have won a considerable number of VC capital favor, and traditional manufacturers have waded in succession. Therefore, B2C has achieved unprecedented development and prosperity. In the C2C area, with the entry of Baidu, the search engine giant, online shopping users have more choice space, and the industry competition is more intense.

4. Development Trend of E-commerce in China

The content of e-commerce will be more and more abundant and its function will be more and more perfect. Major e-commerce companies will have a variety of full reductions or promotional activities every year. For example, Tianmao's "Double Eleven" and "Double Twelve" have achieved tremendous success. In 2017, Tianmao Shuang11 completed its self-transcendence once again, with a daily turnover of 168.2 billion yuan. The birth of a new record has once again subverted people's imagination. 11 seconds, 28 seconds, 10 billion, 30 minutes, 01 seconds, 40 minutes, 12 seconds, 50 billion, 9 hours, 100 billion, to 13:09, 49 seconds, breaking through the 2016 double 11 day turnover of 12.7 billion... It took less than half the time it took last year to refresh each record, showing the strong growth momentum of Shuang11. 2018 coincides with the tenth anniversary of Twin 11 Global Carnival. It is a Thanksgiving moment for Twin 11 to give back consumers' support over the past ten years. It has been upgraded in terms of goods, play methods and benefits. From 10.20 to 11.11, all platforms, all hours, all industries and plenary venues will be released, with a total of 400 to 50 shopping allowances, full reductions across stores and no top cover, with a total amount of more than 10 billion yuan. During the pre-sale period in October, through the purchase and sale of time-limited coupons to kill seconds, every day the main branch of the industry, will recommend high-quality goods to users. 11.1-11.10 around the theme of the 10th anniversary Thanksgiving ceremony, customize different themes of play every day, November 11, will be issued on the same day, "buy back" no threshold red envelope, buy more and return more.

5. Conclusions

The operation mode of E-commerce will be diversified. At present, there are market mode, shopping mall mode, online shopping mode, group buying mode, etc. For example, group buying mode with multiple platforms has also achieved great success. The attribute of group buying mode with multiple platforms is C2B, which is regarded as the mode of future e-commerce by people. Its profit mode is mostly from transaction commission, advertising display, etc. Platform services, through-train

promotion and so on. According to the financial report, the latest number of active buyers reached 343.6 million in the first 12 months of June 30, 2018, less than three years after its establishment, which has surpassed that of Jingdong.

Search engines and e-commerce will become more and more obvious. E-commerce is inseparable from big data. By analyzing customers' preferences and prices they are willing to accept, we can get more loyal users. With the development and progress of the information age, data or big data will occupy an increasingly important position as the product of the information age. According to the analysis of relevant scholars, data competition will lead the future business competition, and the key to the success of enterprises will be measured by their mastery of data. Enterprises will pay more attention to data, and more and more data-related businesses will emerge accordingly, such as data analysis, visualization business and crowdsourcing model. Big data will develop into an industry in the near future, which will create more benefits for enterprises.

There will be more perfect laws and regulations to manage e-commerce. In the March 15 holiday party in 2016, Taobao once exposed the phenomenon of brushing bills. After this incident, Taobao began to crack down on these bad businesses, freezing, tidying up and dismantling the shops involved in the act of brushing bills. Major e-commerce platforms have done a lot for the convenience and safety of buyers, and the state has begun to formulate relevant laws and regulations to safeguard the rights and interests of all parties.

6. Thanks

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