Construction and Optimization of Innovative Business Model of Cross-Border Agricultural Products E-Commerce Based on Sustainable Agricultural Development

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Abstract
Nowadays, with the rapid development of e-commerce in China, the degree and scale of e-commerce development in China are also among the best in the world. Extending the vigorous development of domestic e-commerce to cross-border e-commerce is the inevitability of the development of e-commerce, and embodies the international concept of global economic integration. This paper mainly describes the historical background and current status of cross-border e-commerce, and provides suggestions and conclusions on the shortcomings and innovations of cross-border e-commerce. As a relatively mature product of the highly developed Internet and logistics express business in the 21st century, cross-border e-commerce is a business model that is worthy of our research and study, and provides a reference for China's future economic development direction and development planning. With the rapid development of modern Internet economy, e-commerce platform has been widely used in the process of agricultural development. On this basis, new ideas and countermeasures are put forward to promote the development of agricultural e-commerce, including promoting the transformation and upgrading of agricultural e-commerce, increasing the transfer of high-quality talents, and establishing and improving the management system of agricultural e-commerce. Establish and improve the credit risk assessment system of agricultural e-commerce, and guide the financial institutions' fund supply channels. The development of e-commerce in agriculture is of great significance. For example, the integration of market information has great market potential and can promote the sustainable development of agriculture. Therefore, this article chooses "Internet +" background to study the current situation and trend of agricultural electric business.

Key words: Cross-border E-commerce; Innovation; Business model; Sustainable Development of Agriculture

1. Research Background and Current Situation of Cross-border Agricultural Electronic Commerce

1.1 Background of Cross-border Agricultural Electronic Commerce
According to the latest data from the 2018 Global Digital Report, the number of Internet users worldwide has exceeded the 4 billion mark, that is, half of the world's 7.6 billion people have access to the Internet. And research has shown that about two-thirds of the world's population already has mobile phones, and about half of them use smart phones. People can access the Internet anytime, anywhere, and enjoy the information experience brought by the Internet. At the same time, since 2004, China's first third-party electronic payment platform, “Alipay”, has emerged. In 2014, Apple launched its first e-wallet app, followed by Samsung and Android. By 2019, the total number of users of WeChat e-wallet has reached 600 million, ranking first among all mobile e-wallet users. The aggregate phenomenon indicates that mobile e-wallets are more and more popular among people, and the use of users shows a trend of continuous growth. The emergence of mobile payment e-wallets has changed people's payment methods and purchase methods, providing a prerequisite for the development of e-commerce. Moreover, from the 20th century, "UPS", "DHL" and "DedEx" and other foreign express logistics and transportation giants were born. Up to now, China's express industry such as Shunfeng, Santongyida, EMS and other logistics points have spread all over the country, blossomed everywhere, and even extended overseas. E-commerce is flourishing under these three premises. People can browse the information of the web page, choose and purchase goods without leaving home, and transport them to their own hands through logistics at home. Unconsciously, people's lives have changed, e-commerce has completely changed our daily life and shopping habits. Because of the convenience of e-commerce, we are more inclined to more convenient and diverse online shopping. It is also this reason that makes e-commerce develop rapidly and become a bright and prominent point in the 21st century. Cross-border e-commerce is the inevitable product of the extension of domestic e-commerce, and it is a form of international trade. At the same time, the emergence of cross-border e-commerce has also changed the conventional international trade form, generally from B2B to B2C mode, from...
Chinese enterprise sellers directly to foreign consumers, reducing the profit consumption of intermediate links. Buyers can spend less money and sellers can earn more money, which is of great benefit to both buyers and sellers. At the same time, the emergence and development of cross-border e-commerce has also enhanced the process of global economic integration [3].

1.2 Significance of Cross-border Agricultural Electronic Commerce

Simply put, cross-border e-commerce is an international trade behavior in which consumers in one country purchase products through the Internet and sellers in another country deliver goods to buyers through transnational express delivery or logistics transportation. Because of the borderless nature of the Internet, such transnational trade can occur at any time in any country. The occurrence of this trade behavior broke the limitations of time and space of traditional trade, injected new impetus into international trade, and promoted economic growth among trading countries [4]. In addition, cross-border e-commerce has the following benefits:

(1) Cross-border e-commerce provides an opportunity for companies to establish brand effects. The importance of the brand is self-evident. So many companies in China are struggling to manage and think about how to do their own brand well and get widespread recognition and recognition from the people, thus establishing their own corporate reputation and carrying forward. Cross-border e-commerce provides such opportunities for Chinese enterprises. Because the cost and threshold of registering stores on the website are relatively low, even small and medium-sized enterprises can open their own international station stores. Selling their products abroad, opening up their own overseas markets, so that foreign consumers can also know the private brand of China, and enhance the brand awareness of enterprises [5].

(2) Cross-border e-commerce promotes the upgrading of the internal structure of government departments

Cross-border e-commerce involves many departments of the Chinese government, including customs, inspection and quarantine, finance, taxation, quality supervision, finance and so on. At this time, more stringent requirements have been put forward for the ability of rapid response, rigorous and conscientious implementation, innovation and cooperation of government departments, as well as new challenges to the traditional system and mechanism of government. Cross-border e-commerce has promoted the ability of cooperation, service and work efficiency among various government departments. The cross-border e-commerce port has also promoted the process of China's opening up. "Internet +" refers to the diffusion and application process of Internet based information technology (including mobile Internet, cloud computing, big data technology) in various sectors of the economic and social life. It is a brand new form of economy, and it can enhance its economic strength through Internet + application in all walks of life. Through the establishment of ecological agricultural production base and the cultivation of leading enterprises in agricultural industrialization, forest areas form an industrial chain of seed, production, supply, marketing, processing, circulation and service. Farmers/professional cooperatives and leading enterprises play an increasingly important role in technology, production, purchase and sale. Because of the same main business in the same region, and the simplicity of the product processing process and the strong duplication, the market share of e-commerce is constantly eroded, which leads to vicious competition within the industry.

(3) Cross-border e-commerce promotes the upgrading of China's economic and industrial structure

The industrial service chains such as e-commerce and logistics, e-wallet and electronic information authentication complement each other and promote each other. Because of the emergence of cross-border e-commerce, the demand for logistics distribution supply chain has been driven. The distribution of logistics points is becoming wider and more dense, the service speed of logistics and distribution is getting faster and faster, the relevant systems of logistics companies are getting more and more perfect, the comprehensive quality of staff is getting higher and higher, and the service attitude is getting better and better. The buyer's buying experience is getting better and better. At the same time, on the basis of pursuing the desire of users to use experience better and safer and more convenient, e-wallet and e-information authentication services will think more from the perspective of customers. Continuously improve the performance of software programs to meet the needs of consumers and sellers in all aspects.

2. Innovation of Cross-border Agricultural Electronic Commerce

Cross-border e-commerce is divided into import and export. According to customs statistics, in 2018, the total retail import and export commodities through the cross-border e-commerce management platform of Customs increased by 50%, including 56.12 billion yuan in exports, an increase of 67%, 78.58 billion yuan in imports, an increase of 39.8% [1]. The above data shows that China's cross-border e-commerce has continued to grow regardless of imports or exports, and imports of cross-border e-commerce accounted for about 60%. Domestic consumers are also increasing their purchases of foreign products through cross-border e-commerce platforms. The sustained and steady growth of cross-border e-commerce is inseparable from its innovative
business model. The main business models of import and export cross-border e-commerce and their innovations are listed below.

2.1 Main Business Model and Innovation of Import Cross-border Agricultural Electronic Commerce

From the perspective of platform delivery methods, China's imports of cross-border e-commerce mainly include overseas direct mail mode and bonded area stocking mode. In recent years, the living standards of the Chinese people have been continuously improved, and the quality of life has become more and more demanding. People are increasingly willing to pay for foreign goods. With the emergence of such huge demand, more and more cross-border e-commerce platforms have emerged [8]. The major cross-border e-commerce enterprises have made different innovative business model adjustments according to their own market resources and different needs of consumers. The following are some typical examples of cross-border e-commerce enterprises:

(1) Overseas Direct Mail Model Taking "Jingdong Global Purchase" as an Example

In fact, the so-called overseas direct mail mode means that enterprises directly contact overseas commodity suppliers and display the commodities on cross-border e-commerce platform after obtaining the right of direct retail operation of the commodity overseas. After consumers browse the information and place orders on this platform, overseas suppliers send goods directly to consumers from abroad. This model requires the platform to have a large number of users and traffic as a prerequisite, and only overseas suppliers will approve the right to operate the enterprise. And in the late sales of goods, if there are quality problems, also need suppliers to provide perfect after-sales maintenance services. Only in this way can we ensure that our customers have a good shopping experience. Because it is an overseas direct mail, it needs to go through customs inspection and inspection procedures, so it also has the characteristics of relatively long mailing transactions. In addition to the Jingdong global purchase, Alibaba's Tmall International and Suning overseas purchases are also one of the business model companies [11].

(2) The overseas buyer model based on “Taobao Global Purchase”

The business model is similar to the overseas direct mail model above, but the difference is that the former is directly mailed to the consumer by overseas suppliers, and the latter is an overseas independent individual, that is, the buyer directly mails it to the consumer after purchasing it in an overseas store. The latter is more versatile and price-competitive than the former, but because it is an individual independent buyer who is not legally regulated and regulated. When consumers place an order, they need to have a high degree of trust in the buyer's trust, and their service experience will be different for different buyers. In the initial stage of importing cross-border e-commerce, the overseas buyer model developed rapidly. However, with the passage of time and the test of market demand, the buyer model showed some disadvantages, such as unregulated, and the consumers'rights and interests could not be effectively protected. In the latter stage, we should strengthen the effective control of the platform over the buyers and formulate reasonable and legal rules and regulations to ensure the legitimate rights and interests of consumers as the main innovation breakthrough.

(3) Bonded Area Stock Reserve Model Taking "What Is Worth Buying" and "Little Red Book" as Examples

The difference between the reserve mode in bonded area and the direct mail mode is that the former requires enterprises to buy goods and store them in advance, while the latter does not. Enterprises directly purchase large quantities of goods from overseas suppliers, and display commodity information on the platform. After users place orders, they deliver goods directly in the enterprise's warehouse. Because of the high pressure of hoarding goods and the relatively tight cash flow, the enterprise will often engage in some special sale discount activities to attract consumers, so as to alleviate the pressure of cash shortage in hoarding goods. Under this mode, enterprises have obvious advantages of fast logistics and low price, and users' experience is relatively good. Nowadays, the development trend of the market economy is to be a community economy, and cross-border e-commerce is no exception. Nowadays, the innovative mode of cross-border e-commerce companies is to build social circles by using user needs. Enterprises such as “Little Red Book”, “Netease Koala” and “Honey Bud” have also developed their own social areas on their own platform APP. Users can share their daily love items and experience, or browse other people's comments. In addition to the platform, this platform can be used to attract a large number of users. It can also analyze the items that users like to purchase, and rationally hoard products, flexible and dynamic changes, optimize business models, and so on.

2.2 Main Business Model and Innovation of Cross-border Agricultural E-commerce Export

According to the data from cross-border e-commerce in 2018, export cross-border e-commerce accounted for 40% of total cross-border e-commerce transactions, an increase of 67% compared to 2017. This amazing growth rate proves that Chinese goods are increasingly favored and recognized by foreign consumers, and Chinese manufacturing has gradually become a symbol of good quality [9]. China's international trade, cross-border e-
commerce plays an increasingly important role. The following will introduce several major innovative business models of China's export cross-border e-commerce.

(1) The Wholesale and Retail Model of Small and Medium-sized Enterprises Taking "Express Sales" as an Example

According to the survey and research data, in 2018, more than 85% of the estimated annual sales are below $2.5 million, while only 2.5% of the big sellers with sales of more than $10 million and more than 70% of the Sellers with sales of less than $100,000 per year are expected [2]. Thus, small and medium-sized sellers occupy the mainstream of the market and become the main force of cross-border e-commerce. Such cross-border e-commerce platforms as "Express" and "Dunhuang Net" are mainly based on B2C, which is different from the traditional way of international trade. The whole process of trade exchange, order establishment and payment mode is on the cross-border e-commerce platform, realizing the closed-loop of online transaction in the whole process [6]. In the rapid development of cloud computing and big data analysis, it is very important to organize, analyze and research transaction data on the platform. It is very advantageous to control the real-time dynamic change information of the market by analyzing these transaction data. This is also the reason why the B2C cross-border e-commerce model can always grasp the market change information and adjust it in time. At the same time, these big data can also derive value-added services such as sellers' business promotion marketing, data services, and credit line guarantee for the platform [7]. Agricultural e-commerce refers to the related transaction activities centered on the application of agricultural production, which mainly involves the sale of agricultural products, online payment and logistics distribution. With the introduction of the "Internet +" economic form, people from all walks of life have paid extensive attention to the agricultural electricity supplier.

(2) Comprehensive sales model with “Made in China” and “Alibaba International Station” as examples

This type of cross-border e-commerce platform is mainly based on B2B. At the beginning of the platform, there are some large or medium-sized enterprises. However, with the lower threshold of e-commerce platform and the national policy to encourage the development of small and medium-sized enterprises. Nowadays, such cross-border e-commerce platforms show a good situation in which large, medium and small enterprises are all in full bloom, competing with each other and seeking common development. This type of cross-border e-commerce export platform is also the main way for China's cross-border e-commerce exports today. Foreign buyers place orders through information display on the platform. In this process, some contracts are signed, the means of payment, logistics and transportation are carried out online and offline just like traditional cross-border trade. With the progress of science and technology in the future and the demand of platform for big data, the mode is gradually developing towards the whole network platform of trading means, and the main innovation focus is also in this area.

3. Problems in the Business Model of Cross-border Agricultural Electronic Commerce

3.1 Customs clearance and tax refund

Because of the characteristics of cross-border e-commerce, it needs to go through customs inspection and other necessary procedures, which will produce many uncertainties. If goods are hoarded at Shanghai Customs, the speed of inspection and release will be slow, or things like inspection and spot checking of seized goods will happen from time to time. In addition, because the transactions of cross-border e-commerce are basically carried out on the platform, the transaction amount is also uneven, and sometimes the difference is huge. China's relevant laws on tax payment and tax refund for Internet platforms are still not perfect. Buyers and sellers of cross-border e-commerce do not need to pay relevant taxes, and they cannot enjoy the dividend policy for cross-border trade tax rebates [13].

3.2 Cross-border logistics issues

The logistics problem is a link that all e-commerce places very much. The so-called Cheng Xiao Xiao, defeat also Xiao He. The rapid development of cross-border e-commerce is mainly dependent on the rapid development of the logistics industry. Without the logistics industry, e-commerce is impossible to talk about. At the same time, it is also the current problems in the logistics industry, which limits the progress of the e-commerce business. Cross-border e-commerce is particularly serious on this issue. The logistics of cross-border e-commerce is now characterized by long time, low efficiency and high transportation costs. Because transportation needs to span two different countries, and different systems and different international environments also have a great impact on logistics transportation. Sometimes the goods arrive in the buyer's country, which has poor infrastructure or inadequate supervision, and has problems such as damage to the goods or loss of the goods. The frequency of such disputes is not small, which makes cross-border e-commerce buyers and sellers feel more difficult. Agricultural e-commerce development uses many modes, including platform-
based business mode, combination mode of agricultural base and traditional B2C platform, combination mode of localization and O2O platform, and online bidding mode.

3.3 Security of Credit and Payment between Buyers and Buyers in Transaction

E-commerce has risen too fast in recent years, and the relevant laws and regulations and rules formulated by the platform can not keep up with the ever-changing development needs of e-commerce. At this time, there will be illegal elements, bad merchants or malicious buyers deliberately exploit the gaps in the platform system, the victims have no place to complain, can only confess their bad luck, silently endure. It is precisely because of these problems that the trust of buyers and sellers in each other's transactions is not high, and there is an urgent need to improve the system and standardize the trading behavior of buyers and sellers. Let cross-border e-commerce develop well. At the same time, the security of payment in transaction is also a serious problem. Except for some B2B platforms that use offline payment methods, the vast majority still use third-party electronic payment bundled on the platform. From ancient times to today, China is a big agricultural country. At present, there are about 800 million farmers in China. At the same time, we also find that there is a big gap between urban and rural development in China. Through the development of agricultural e-commerce, we can synthesize the comprehensive resources of agriculture and continuously improve the market competitiveness of our agriculture. China's cross-border e-commerce is developed from domestic e-commerce, and its payment methods are the same, so there will inevitably be places where upgrades are not well considered. Such as: different payment environments at home and abroad, real-time exchange rate differences between the two countries, exchange rate appreciation and other shortcomings. The construction of cross-border electronic payment methods is not perfect, and there are still many payment loopholes. It must be repaired and improved in time to avoid being used by lawless elements to pay for loopholes and disrupt the cross-border e-commerce transaction order.

4. Solutions and recommendations

4.1 Improve cross-border e-commerce related systems

No matter whether it is a government department or a cross-border e-commerce enterprise, it should not be satisfied with the status quo. It should look to the future and establish a more comprehensive law on cross-border e-commerce trade. Let law enforcement and business managers have laws to follow and act in accordance with the law. Protecting the legitimate rights and interests of buying and selling double transactions is not high, and there is an urgent need to improve the system and standardize the trading behavior of buyers and sellers. Let cross-border e-commerce develop well. At the same time, the security of payment in transaction is also a serious problem. Except for some B2B platforms that use offline payment methods, the vast majority still use third-party electronic payment bundled on the platform. From ancient times to today, China is a big agricultural country. At present, there are about 800 million farmers in China. At the same time, we also find that there is a big gap between urban and rural development in China. Through the development of agricultural e-commerce, we can synthesize the comprehensive resources of agriculture and continuously improve the market competitiveness of our agriculture. China's cross-border e-commerce is developed from domestic e-commerce, and its payment methods are the same, so there will inevitably be places where upgrades are not well considered. Such as: different payment environments at home and abroad, real-time exchange rate differences between the two countries, exchange rate appreciation and other shortcomings. The construction of cross-border electronic payment methods is not perfect, and there are still many payment loopholes. It must be repaired and improved in time to avoid being used by lawless elements to pay for loopholes and disrupt the cross-border e-commerce transaction order.

4.2 Establishment of Cross-border Warehousing System in Logistics Enterprises

In fact, the development of cross-border logistics enterprises can refer to the relatively mature "DHL" and "UPS" of logistics construction or other domestic logistics enterprises, such as "Shunfeng" and "EMS" [10]. The reason why these logistics can be transported quickly and customer experience is that they have established their own logistics warehousing system. Every place has its own station, the goods scan and transport speed is fast, and the problem of lost parts and damaged parts is well solved. Cross-border logistics enterprises can also establish their own warehousing systems abroad to solve the problem of slow and long-term cross-border logistics transportation. Of course, to establish a cross-border warehousing system requires not only strong financial support, but also good diplomatic relations, sufficient human resources and a sound management system. This has high requirements for enterprises. Logistics companies are considering whether their own conditions are met, and they can also seek cooperation with cross-border e-commerce companies to achieve a win-win situation [15].

4.3 Establish a sound regulatory system and electronic payment system

Encourage and support the online trading between buyers and sellers to achieve the whole process, so that each transaction data can be saved on the cross-border e-commerce platform, easy to monitor illegal activities, and provide data evidence information for the rights defense claims filed by the injured party. Establish a sound credit supervision system, and every transaction is regulated, so that both buyers and sellers can safely conduct good trade behaviors, so that criminals will not dare to commit crimes at will, create a good cooperative trade
atmosphere, and improve customer experience. Besides the third-party payment system and bank payment system, we should also develop more diversified payment methods. Such as: high credit amortization payment, platform loan prepayment payment, Mobile Smart Client rapid payment, etc. Improve the security performance of electronic payment and guarantee the security of customer funds.

5. Conclusions

Cross-border e-commerce plays an increasingly important role in cross-border trade of China and the world, and is also the main way of cross-border trade in the future. Its development potential and prospects are enormous. We need to take advantage of the opportunity of cross-border e-commerce to make efforts for the world's economic development and the process of promoting global economic integration. Through the analysis of this topic, we find that in the context of the rapid development of the Internet, the application of e-commerce mode in agriculture has a very critical position. Through the development of business, it can not only promote the development of agricultural informatization. At the same time, it can continuously expand the scale of production and operation related to agriculture, and constantly improve the market competitiveness of agriculture in China. Therefore, we should pay attention to the research of this topic.

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