

Research on the New Retail Scenarios of Digital Application in Cross Border E-Commerce——Taking Jiangmen City as an Example

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Abstract: In the highly developed process of "Internet plus", foreign trade transformation and upgrading, cross-border new retail rapid development has become the trend of the times, cross-border e-commerce new retail digitalization, and improving operational efficiency brings new opportunities. Reshaping the structure of new retail formats, the integration of cross-border e-commerce and new retail formats is an inevitable trend. Smart upgrading and digital transformation are important measures to achieve leapfrog development. The format structure presents business models such as "smart retail, digital cross-border e-commerce, new cross-border e-commerce, new retail, and new retail logistics". The main research objective of this project is to explore and research the new retail scenarios of digital applications in cross-border e-commerce. Based on the current development trend of digital cross-border e-commerce and new retail upgrading, as well as the economic characteristics of the Wuyi area in Jiangmen City, this project aims to use the smart new retail scenario of digital cross-border e-commerce as the foothold, with a focus on upgrading and transforming the product flow chain with the "application scenario" as the central point, form a closed-loop loop of free circulation of products, new retail logistics, cross-border e-commerce, new retail, new sales experience scenarios, and consumers.

Keywords: Cross-border E-commerce Digitization; Upgrade of New Retail Applications; Commodity Flow Link

1. Research background

In recent years, the global economy has slowed down as a whole, and international trade has shown diversified and cross development. In response to the development trend of cross-border e-commerce and new retail, the government has introduced corresponding policies to vigorously support the development of new forms of cross-border e-commerce and retail. Against the backdrop of the continuous upgrading of trade between China and the United States, the drawbacks of relying on one of the three carriages of foreign trade to drive the economy are undoubtedly evident. In order to achieve further transformation and upgrading of the business structure and adapt to the current context, the country is exploring the establishment of a batch of cross-border e-commerce comprehensive pilot zones. In May 2020, on the basis of the 59 cross-border e-commerce comprehensive pilot zones, 46 new cross-border e-commerce comprehensive pilot zones were established, with a total of 109, comprehensively promoting the high-quality development of cross-border e-commerce and forming a comprehensive regional coverage pattern. Jiangmen City, Guangdong Province has officially become one of them. In order to promote the rapid upgrading and transformation of foreign trade economy, Guangdong Province supports the planning and construction of cross-border e-commerce parks, further supports and enhances the strength of cross-border e-commerce industry, and proposes targeted measures for the slow speed and low quality of customs clearance services for import and export goods, which is enough to show that Guangdong Province and even the whole country attach great importance to the development of cross-border e-commerce. In the process of high development of "Internet plus", reshape the structure of new retail formats, upgrade the intelligence of new retail, and create new business opportunities through the digital transformation of cross-border e-commerce. Therefore, studying the new retail scenarios of cross-border e-commerce digital applications has profound significance.

2. Current status and trends of cross border e-commerce development

2.1 Market Status

From 2013 to 2019, the scale of cross-border e-commerce transactions showed a rapid growth trend year by year, reaching a breakthrough of 10 trillion yuan from the original 2.7 trillion yuan, with an annual growth rate of 20.63%. Affected by the COVID-19, China, as the world's factory and the most complete industrial chain in the world, it will have an astonishing scale of cross-border e-commerce transactions of 12.7 trillion yuan in 2020, up 17.9% year on year. It can be seen that new cross-border e-commerce retail will be a new industry trend in the future, with huge market space for development.

2.2 Development trends

With the continuous improvement of living conditions, consumer groups will pay more attention to the quality of products and services. Although the current coverage of new offline retail models in cross-border e-commerce is not high, considering that consumer users will focus on product quality and genuine product protection, the combination of cross-border e-commerce and new retail formats is an inevitable trend. The combination of online and offline sales methods will be a new trend and a new format. The offline store guidance and drainage will promote the transformation and service of online platforms, and the development trend of combining online and offline platforms will undoubtedly be more widely reflected and realized in the new retail concept. The new retail model of cross-border e-commerce will lead the development of the cross-border e-commerce industry and become a new trend of foreign trade transformation and development. How to combine new development trends and concepts to become a new direction and approach for major cross-border e-commerce platforms and major merchants to actively explore.

3. Research on the application of cross-border e-commerce digitization in intelligent new retail scenarios

3.1 Application of customer-oriented digital scenarios for new retail value

We can sort out the advantages of the company's own products and target user groups, find corresponding new retail channels, face consumers, and integrate massive data through all channels, drive thinking through data to interact with user perception. The current new retail channels are divided into online and offline, targeting the consumer community, expanding new retail channel resources and services, so as to explore the digital scenario application of "enterprise consumer" interaction, co creation and integration in the new cross-border e-commerce retail model.

3.2 Innovative application of digital empowerment of cross border e-commerce value

The traditional three element sales concept of traditional foreign trade and ordinary cross-border e-commerce, which is oriented towards the high-quality demand of "goods customers", and driven by experience, will further transform the traditional retail model. The new cross-border e-commerce new retail utilizes the digital value of business data to empower new retail, and grasps the personalized needs of digital consumers through new scenarios, new consumption propositions, and user profiles. We should gather user consumption habits, improve the business situation of the store, as well as overall efficiency and experience upgrading through innovative products, omnichannel holographic sales scenarios, and high-quality services, in order to meet the creative needs of consumers with high quality, and further improve the supply chain system.

4. Conclusion

4.1 Accurately graspin the new formats and models of cross-border e-commerce and retail industry development

Under the premise of iterative upgrading of new generation technologies and changes in new consumption, accurately grasping the development of new formats and models in the cross-border e-commerce and new retail industry is the key to smart upgrading and digitization. To achieve the demand for empowering new retail, it is necessary to have a naturally generated internet celebrity and a marketing ability to continuously generate content and attract attention in the later stage. Traditional single digital technology can no

longer keep up with the pace of optimizing and upgrading cross-border e-commerce new retail. It is necessary for business owners and marketing leaders to clearly see this change and actively transform in order to be more favored by new consumer groups. Actively utilizing the integration of cross-border e-commerce and new retail online and offline, utilizing massive digital and intelligent data, and improving the efficiency of smart upgrade operations is the key to transformation and upgrading.

4.2 Exploring the application of 5G scenarios in cross-border e-commerce new retail, focusing on digital and intelligent new retail economy, and focusing on solving bottleneck problems

With the further maturity of 5G technology and the widespread application of VR real-time video and artificial intelligence to identify products, shopping through 5G+VR real-time video allows consumers to immerse themselves in the real situation of the displayed products in the scene offline, and can remotely tour the store to select their favorite products or conduct VR scene shopping. Through the new cross-border e-commerce and new retail, products can be placed in shopping carts, purchased, and other functions can be achieved. New cross-border e-commerce and new retail achieve real-time and direct visualization management of store products, new product sales inventory, and remote store inspection and online management. Combining the advantages of Jiangmen's location with the new cross-border e-commerce, new retail models, and new formats, we aim to export high-quality "Jiangpin Overseas Chinese Goods", which will be the future direction of Jiangmen's cross-border e-commerce development.

References

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Fund Project: The Office of the Guangdong Provincial Education Science Planning Leading Group Announced the 2021 Education Science Planning Project "Practical Research on the Construction of Cross border E-commerce Gold Courses in Higher Vocational Colleges Serving the Guangdong Hong Kong Macao Greater Bay Area Chain Leader System" (Project No.: 2021GXJK117) The 2021 Education and Teaching Reform Project of the Guangdong Provincial Commission for Commerce and Trade, Titled "Practical Research on the Teaching Model of Cross Border E-commerce Courses with the Same Frequency Resonance between Schools and Enterprises" (Project No. SM202102), "Research on the Upgrading Mechanism of Digital Cross Border E-commerce Empowering the New Retail Supply Chain Value" in Jiangmen City " The 2020 School Level Teaching Reform Project of Jiangmen Vocational and Technical College, Titled "Practical Research on the Cross Border E-commerce Course Teaching Model of the Same Frequency Resonance between Schools and Enterprises" (Project No. J20XYG022), Has Achieved Significant Results/Milestones.