CHAPTER3
CHINA AND THAILAND E-COMMERCE DEVELOPMENT STATUS

3. 1 Analysis on the current situation of cross-border e-commerce in China

3.1.1 Status of cross-border e-commerce in China

Against the backdrop of the global financial crisis in 2008, the rise of RMB appreciation and labor cost continued to rise. China's traditional foreign trade industry suffered a great deal of blow, and the growth rate of imports and exports fell sharply. In contrast, cross-border e-commerce was less experienced because of the intermediate phase. The advantages of low price and profit margin have also presented a good momentum of development. With the rapid development of E-commerce and the globalization of E-commerce in China, the scale of cross-border e-commerce transactions in China will continue to grow, and the proportion of E-commerce in China's import and export trade will become more and more large.

In addition, my Government attaches great importance to the development of cross-border e-commerce. Currently, in addition to the first batch of cross-border e-commerce pilot cities, Shanghai, Chongqing, Hangzhou, Ningbo, Zhengzhou five cities, Guangzhou, Shenzhen and Qingdao have successively been granted pilot cities for cross-border e-commerce. The 2014 country's series of measures on cross-border e-commerce will gradually fall to the ground, with more favorable urban applications for cross-border e-commerce pilot projects this year.

Although China's cross-border e-commerce development presents a very good situation, even some people are bold to predict, the e-commerce giant of transnational trade may appear in China, but we must realize that the development of cross-border e-commerce in our country is still in the primary stage, and there are still many problems

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3.1.2 Main Mode of China Cross-Border Electronic Commerce Platform

There are three main modes of cross-border e-commerce platform in China, B2B (Business to Business), B2C (Business to Customer) and C2C (Customer to Customer).

B2B mode refers to the marketing relationship of enterprises to enterprises, which can be closely combined with customers through B2B websites to promote business development of enterprises. Its trading characteristics are large quantity, small batch, order concentration. In general, enterprises are issuing advertisements

and letters on the line, while on-line completion of transactions and customs clearance. B2B models represent websites such as Alibaba International Station and China Manufacturing Network.

B2C model refers to the marketing relation of the enterprise to consumers, and the enterprise provides consumers with a new shopping environment through the Internet, which is the online store. Consumers are shopping and paying online through the Internet. This model is mainly based on the network retail business, with the help of the Internet to carry out online sales activities, that is, on the net information flow, capital flow, commodity flow and partial logistics complete implementation of the connection. Its trading characteristics are 012, multi-batch, face to many customers, order scattered. B2C models represent websites such as Amazon and AliExpress

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C2C mode refers to the marketing relationship between consumers and consumers, as well as e-commerce between individuals and individuals. The seller may issue the goods to be sold on the platform by the electronic commerce platform, and the buyer may choose to buy it from it. At the same time, for the convenience of buyers and sellers, the platform also provides a series of ancillary services to exchange. The trading characteristics of this model are small business transactions, on behalf of websites such as Taobao and paipai nets.

3.2 Status, trends and problems of e-business in Thailand
3.2.1 Development Process and Status of Thailand Electronic Commerce

Thailand's e-commerce development has been traced back to the development of the Internet, but without the development of the Internet, there is no e-commerce today. The Internet process in Thailand started in 1987, which was founded by NETCEC. Computer Network between Universities The first e-mail in Thailand's history has been successfully sent, although it has not been transmitted to other countries abroad, but Thailand's Internet history is an important milestone.

Thailand's internet history has grown only 28 years now but keeps growing. NETCTEC has made a number of contributions to Thailand's Internet process, and the department is trying to make an increasingly good contribution to Thailand's Internet technology and information.

The number of Internet users in Thailand is growing rapidly and Internet users account for a growing share of the country's population, and the potential for rapid promotion in the future. At the outset, there were only 30 individuals in Thailand in

1991, with an increase of 3.5 million over the past 10 years, reaching over 39m people today, 60 per cent of the country's population and a growth rate of 1.616%t. Compared to last year, a year-on-year rise of 5.217%. The more people use the Internet, Thailand's e-commerce market will grow stronger and increase the likelihood of online shopping

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Although Thailand's e-commerce market is not big enough, it is developing very fast, and it is the fastest growing market in Southeast Asia. At the same time, Thailand's e-commerce market has huge potential, and has a lot of development space, with 4G network service and the expansion of smartphone penetration, Thailand's e-commerce market will usher in a more rapid development.

3.2.2 Issues relating to the development of e-commerce in Thailand

Although e-commerce in Thailand keeps developing, the market value of e-commerce is far from the market value of traditional retail formats, with less than 1% of retail sales. This means that Thailand's e-commerce development has a huge boost to air supply. Below are problems in the development of e-commerce in Thailand

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Payment: Thailand has more credit cards, and most people do not have confidence in online payments, leading to some people who dare not trade on the line

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Logistics problem: Thailand's logistics system is behind, although some private companies provide logistics services, but the cost is still very high.

Legal question: Thailand electronic commerce law is divided into four parts: first, the authentication electronic commerce transaction section. Second, security measures, crime or fraud. Third, protect the personal security privacy section. Fourth, protect the consumer part. At the same time, as the steps of change or legislation are numerous and slow, a law can be implemented almost two years to implement, and the change in e-commerce itself is strong, so the law can't keep pace with the rhythm and the like.

Talent problem: Thailand e-commerce talents seriously lack, while Thailand e-commerce itself is also in the preliminary development, the concept of electronic commerce is not clear, it is difficult to find out the Thai industry professionals.