

## Analysis on the Influence of Cross-border E-commerce on Fujian Tea Trade

JunliZhou<sup>1</sup>, TingFu<sup>2</sup>, Gang Chen<sup>\*3</sup>

*School of International business, Zhejiang Yuexiu University, Shaoxing, 312000, Zhejiang Province, China. Corresponding author: Gang Chen*

**ABSTRACT:** With the rapid development of network technology and the rapid growth of international trade in the world, e-commerce has attracted much attention with its unique superiority and profound influence. With the rapid development of the e-commerce industry, more and more foreign trade enterprises have begun to use the e-commerce platform for foreign trade. The position of the e-commerce in international trade is also increasing. China's cross-border e-commerce is on the track of rapid development and is taking it as a new economic growthpoint. Tea is a special product of our country and occupies a very important position in our international trade products. Tea in Fujian has a long history and is also one of the main producing areas of Chinese tea. Cross-border e-commerce can effectively solve the problem of tea import and export in Fujian and improve the export rate and economic benefits. This paper analyzes Fujian tea trade under the environment of cross-border e-commerce and puts forward some countermeasures for its development.

**KEY WORDS:** *Cross-border e-commerce; Electronic commerce; Tea trade*

### I. INTRODUCTION

With the rapid development of network technology, cross-border e-commerce platforms have become an important channel for many foreign trade enterprises and industries to conduct international trade. In international trade, the influence of cross-border e-commerce is increasing day by day. Under the strong policy support of the country and the strong demand space of consumers, the development of cross-border e-commerce in China is steadily advancing. The Chinese government has also successively introduced a series of policies to support the development of cross-border e-commerce industry. Cross border e-commerce has been the fastest growing industry in the past decade and has become a new driving force for improving the quality and efficiency of international trade. Due to the openness and convenience of cross-border e-commerce, it can help improve the efficiency of commercial activities and strengthen the competitiveness of enterprises, so people pay more attention to it. With the increasing competition in the international market for tea trade, the strengthening of international trade barriers, and the increasing demand from consumers for tea quality, there have also been some problems in the import and export of Fujian tea. In this context, the driving effect of cross-border e-commerce on the import and export of Fujian tea is increasing. Can Fujian tea fully leverage its advantages and enhance its international competitiveness in the context of cross-border e-commerce? Therefore, starting from the current situation and existing problems of Fujian tea trade, this article has practical significance and can also promote the development of Fujian tea trade. At the same time, in China, tea is a major economic crop, and conducting research from this perspective is of great significance for improving the relevant theoretical system. By analyzing the impact of cross-border e-commerce on Fujian's tea trade, we propose strategies for the development of Fujian's tea trade and provide some new ideas for the transformation and upgrading of Fujian's tea industry.

### II. THE CHARACTERISTICS AND DEVELOPMENT STATUS OF CROSS-BORDER E-COMMERCE IN CHINA

#### 2.1 The Characteristics of Cross-border E-commerce

The cross-border e-commerce, also known as "cross-border e-commerce," is an international commercial activity in which enterprises conduct cross-border transactions on e-commerce platforms, settle transactions through electronic means, and deliver goods to consumers through e-commerce logistics and remote warehousing. The cross-border e-commerce transaction model can greatly expand the channels for cross-border e-commerce export enterprises to enter the international market, enabling them to integrate into the

international market more quickly. It can also optimize the allocation of resources in the international market and play a positive role in resource complementarity between countries. For consumers from different countries, cross-border e-commerce provides them with a variety of products, enabling them to purchase better products at lower prices.

## 2.2 The Development Status of Cross border E-commerce in China

The application of Internet technology in the global consumer market has brought huge development space to cross-border e-commerce. It has created a superior, open, free and universal global trade platform, making the global trading markets interconnected. Cross border e-commerce has become an important driving force for the transformation of traditional industries, modernization, and the transformation of old and new drivers. In recent years, the scale of cross-border e-commerce in China's foreign trade has been increasing, and it has become a significant highlight in the development of China's foreign trade. The emergence of the "Internet Silk Road" has provided a good institutional environment for the development of cross-border e-commerce, thereby promoting the rapid development of China's cross-border e-commerce. Affected by Chinese policies and development environment, the scale of cross-border e-commerce market continues to expand, and the total export volume tends to stabilize, gradually replacing traditional trade and showing a good growth trend. In July 2021, the General Office of the State Council of China issued a notice on accelerating the development of new forms and models of foreign trade, which clearly pointed out the need to promote the construction of "cross-border e-commerce internationalization", which is an important direction for China's foreign trade internationalization. Currently, China's cross-border e-commerce comprehensive experimental zone has become a model of land sea linkage, mutual promotion, and mutual promotion between the east and west. Since the establishment of the first batch of cross-border e-commerce pilot projects in 2015, the scale of China's cross-border e-commerce pilot projects has reached 105 in the past five years, with more than 10 pilot projects.

With the rapid development of the three major cross-border e-commerce platforms, Tmall Global, Amazon, and Sotheby's, the application of cross-border e-commerce technology and transaction models is becoming increasingly widespread, and their proportion in China's foreign trade imports and exports is also increasing. Now, cross-border e-commerce has fully integrated with the traditional real economy and entered an explosive period of growth and development, bringing increasingly significant impacts to people's consumption behavior and economic life. According to data from China Customs, the total import and export volume of cross-border e-commerce has maintained a continuous upward trend for five consecutive years. The market size (growth rate) from 2018 to 2021 were 9 trillion yuan (11.66%), 10.5 trillion yuan (16.66%), 12.5 trillion yuan (19.04%), and 14.2 trillion yuan (13.6%), respectively. Cross border e-commerce maintains steady growth, and the development of cross-border e-commerce has driven changes in the entire industry chain, which will have a profound impact on traditional foreign trade and industries. According to statistics from the China Academy of Commerce and Industry, despite the impact of the global pandemic, the scale of cross-border e-commerce in China reached 15.7 trillion yuan in 2022. In the context of increasingly deepening trade globalization, the development of cross-border e-commerce is inevitable. Cross border e-commerce is gradually becoming an important component of international trade, and the explosive growth of cross-border e-commerce has become a new growth point in international trade. At present, the transaction volume of cross-border e-commerce in China is steadily increasing, and the market area is constantly expanding, with more and more countries participating in the online market. Cross border e-commerce is a huge and rapidly developing market, but in its development process, some problems have also emerged. Many small and medium-sized enterprises do not have a thorough understanding of cross-border e-commerce. They simply follow the trend and establish a cross-border e-commerce platform. However, they lack marketing experience and cannot shape their corporate image in the later stage, thus ignoring the construction of their own brand. The long shipping distance of cross-border e-commerce has brought great impact to small and medium-sized enterprises without independent shipping channels. Many global logistics companies are unable to reduce operating costs in the short term, resulting in delayed delivery of goods. In some countries, due to customs control and verification of goods, the transportation time of goods is longer, which small and medium-sized enterprises cannot afford. The development of China's cross-border logistics system is slow, with incomplete infrastructure and low logistics service efficiency, which cannot meet the constantly increasing logistics needs of cross-border e-commerce enterprises. Damage to packages in cross-border e-commerce is difficult to avoid. The impact of damage may be minimal for large companies, but more severe for small and medium-sized enterprises. Frequent damage increases the operating costs of the company and undermines its survival and development. In addition, there are still many problems in the overall development model of cross-border e-commerce in China, such as outdated information technology, lack of credit guarantee system, shortage of cross-border trade services and talents, which are the main reasons limiting the further development of cross-border e-commerce in China.

### III. THE DEVELOPMENT STATUS OF TEA TRADE OF FUJIAN

China is the origin of the tea industry, and the export volume of tea products is much higher than the import volume. Its export and export volume rank second in the world, only behind Kenya. At present, the main product categories for tea exports in China are green tea, black tea, and specialty tea, with green tea having the highest export volume. The tea in Zhejiang Province is mainly green tea, so compared to the export volume, the export volume of Fujian tea is still slightly lower than that of Zhejiang. However, Fujian is also one of the three major tea producing areas in China, and the main types of tea products exported are jasmine tea and oolong tea. Nowadays, most tea enterprises in Fujian adopt the production form of small workshops, which leads to their low development ability in the international market and relatively backward tea processing technology, resulting in low profit margins and low added value. At the same time, there are few famous tea brands in the world, and most of the exported tea products are loose raw tea. These factors have led to many tea products adopting a low-price strategy to occupy the market during export trade. Although the export volume is large, the profit margin is relatively low. In addition, some countries such as Indonesia, India, Sri Lanka, and Kenya are vigorously developing the tea industry, which has a great impact on the status of China's tea products in the world. In recent years, the tea industry in Fujian has actively integrated and served the construction of the new economic pattern and maintained steady development through continuous innovation. In addition to traditional products and formats continuing to play a role, new tracks such as new tea drinks, new bag brewing, floral tea, and mixed flavored tea have also emerged. Online and offline consumption has also flourished, and a series of economic indicators such as total tea production, total output value, domestic sales, export volume, and export volume have all made historic breakthroughs. In 2013, with the implementation of the "the Belt and Road" strategy, China's exchanges with the international community have become increasingly close. And as a region along the Belt and Road, Fujian's tea import and export trade volume has been constantly increasing. Although in recent years, the world tea trade has been impacted to a certain extent in a complex and severe international environment. Moreover, affected by the COVID-19, the economies of all countries in the world have suffered fromTrauma. The tea industry in our country has also been affected to a certain extent during the production period, but overall, although the total export volume has slightly declined, the impact is not significant. Despite facing multiple pressures, Fujian's tea foreign trade has still achieved excellent results in total exports. According to data from China Customs, in 2022, the total export volume of tea in China reached 375200 tons, with an export value of 2.082 billion US dollars. The export value of tea in Fujian Province also exceeded 500 million US dollars, a year-on-year increase of 6.9%. Therefore, tea companies should combine with cross-border e-commerce platforms because there are a wide variety of tea products, and it also has high requirements for transaction time and export procedures are very cumbersome. But after using cross-border e-commerce platforms, these problems can be effectively avoided, making export procedures more convenient and improving the timeliness of transactions. Combine Internet technology with tea products to enhance the competitiveness of China's tea in the international market.

#### **IV. THE IMPACT OF CROSSBORDER E-COMMERCE ON FUJIAN TEA TRADE**

##### **4.1 The Relationship Between Cross-border E-commerce and China's Tea Trade**

The Cross border e-commerce has transformed the marketing methods of tea from traditional popularization and standardization to personalization and customization, continuously increasing the value of tea products and bringing about a transformation in their marketing methods. In terms of sales channels and profits, as China's tea trade continues to expand, the traditional trade model can no longer meet China's needs for the development of tea trade. The cross-border e-commerce based on the Internet emerged at the historic moment. It organically combines logistics, trade, capital, information, etc. around the world, and builds a platform for producers and consumers around the world to connect with each other. Cross border electronics

The development of commerce is closely related to the development of tea trade in China. The changes in the import and export trade mode of tea in our country are not only driven by current policies, but also the development of enterprises themselves. The emergence of cross-border e-commerce platforms has provided broad development space and new development opportunities for Fujian's tea trade.

##### **4.2 SWOT Analysis of the Influencing Factors on Fujian's Tea Trade**

###### **4.2.1. Advantages**

Fujian Province has a mild and humid climate with sufficient sunlight, coupled with its emphasis on ecological protection and low industrial pollution, making it a major tea producing province in the world. Because of the special geographical location of Fujian Province, many teas are unique to Fujian, such as Wuyi Rock, which is only available near Mount Wuyi, so many teas are unique to Fujian. In order to help enterprises cope with the objective adverse effects of foreign trade barriers and the epidemic on the exports of tea industry enterprises. Fujian Customs is working together to overcome difficulties. Fuzhou Customs has gained a deep understanding of tea export enterprises and bases, as well as the current quality status of exported tea,

Understand the quality issues of exported tea and provide targeted guidance on the quality issues of exported tea. In the face of the downturn in international trade brought about by the COVID-19 and the severe

situation of the continuous improvement of tea importing countries, Fujian Customs conscientiously implemented the instructions of its superiors, carried out strict inspection of the origin of tea, carried out comprehensive registration of tea, and formulated corresponding risk prevention and control measures to encourage enterprises to provide more high-quality tea for customers, making contributions to Fujian tea's going abroad and going global.

#### 4.2.2. Disadvantages

In the Internet era, international trade exchanges are more convenient and frequent, but the competition is also more intense, and the tea industry has many "choke points". The competitiveness of Fujian's tea industry in the international market has declined. The bottleneck problem is mainly manifested in the inadequate order and management of the tea industry, substandard product quality, inability to meet the diversified needs of consumers, lack of motivation to explore new markets, lack of international competitiveness of independent brands, and insufficient promotion of tea culture. Although Fujian is the largest tea producing region in China, its export volume to the world's largest tea producing region is negligible, indicating that Fujian's development efforts in overseas markets are not enough. At the same time, most tea trees in Fujian are harvested during the summer and autumn seasons when pests and diseases are frequent. The frequency of pesticide use on tea trees is high, so it is highly likely that the pesticides on tea trees will remain on them, posing potential hazards to tea trees. At the same time, the tea industry chain in Fujian Province is relatively simple, with a low level of deep processing, which cannot meet the world's demand for diversified and diversified tea products. To ensure that Fujian Province's tea enters the international market, the government and tea enterprises must improve and solve the bottleneck problem in a targeted manner. To expand exports and enhance international competitiveness, tea enterprises in Fujian Province must work together with the industry to explore the path of development.

#### 4.3.3. Opportunities

Under the influence of the COVID-19 and the international environment, China has entered a new development pattern promoted by both domestic and international circulation. At the same time, on the demand side of the tea industry, people's consumption concepts have also changed, and people are paying more and more attention to healthy consumption concepts. This is of great help to enhance the international competitiveness of Fujian's tea industry, go abroad, and go global. The signing of the Regional Comprehensive Economic Partnership Agreement and the China Europe Geographical Indication Agreement has built a "bridge" for our province's tea to go abroad. Fujian Province is an important hub of the "Maritime Silk Road" in the 21st century and should seize the opportunities for economic and trade cooperation with countries and regions around the world. This will bring a once-in-a-lifetime opportunity for Fujian Province's tea to go global, and bring great confidence to the export of Fujian tea. In addition, with more and more people paying attention to health and wellness in recent years, green consumption and healthy living have become a new trend. The impact of tea on human health and immune system has also received more attention, which has led to the continuous expansion of the global tea market and a bright development prospect for the industry. In addition, the popularity of the Internet has also promoted the development of cross-border e-commerce, which has met the diversified and multi-functional needs of the world and has also increased the construction of independent brands in the tea industry. Fujian tea enterprises can use the policy advantages of the "the Belt and Road" to promote and promote Fujian tea culture to countries along the "the Belt and Road", realize the collision and integration of different cultures, and form a local brand with distinctive new era characteristics.

#### 4.4.4. Threats

Under the trend of economic globalization, trade facilitation, and liberalization, some countries have set up many clever and imperceptible trade barriers to protect the development of their own enterprises, as well as certain political factors. These trade barriers are different from direct tariff policies, which may not seem significant, but they pose a great threat to the foreign trade of the tea industry in Fujian Province. In addition, world-renowned brands like Lipton can also pose a threat to them. Meanwhile, the tea quality in other provinces of China is also very good. In recent years, Mount Huangshan Maofeng in Anhui, Taiping Houkui and Qimen, one of the three famous teas in the world, have all shared the share of the international market with Fujian tea. Fujian tea needs further research if it wants to break through technical trade barriers and improve its tea quality.

### 4.3 The Positive Impact of Cross-border E-commerce on Fujian Tea Trade

#### 4.3.1. Reduce trade costs

Cross border e-commerce can reduce the cost of online communication. E-commerce platforms have brought great convenience to communication between both parties in transactions. Both parties can communicate and negotiate online at any time, thus breaking free from time and geographical limitations. This has a good effect on reducing transaction costs for both parties, improving the efficiency of commodity transactions, and expanding the scope of business activities and sales. In addition, in-depth communication

through cross-border e-commerce platforms, including clarification of pre-sales ambiguity and after-sales service, can better ensure smooth transactions. In addition, big data can help businesses reduce the cost of information collection. The platform established by cross-border e-commerce has resource and technological advantages, which can effectively provide information to foreign trade enterprises. Compared to traditional media such as newspapers and television, the Internet provides more information. With the changes in the international market situation, Chinese tea enterprises are able to make timely responses and strategic adjustments, thereby making their business decisions more scientific and efficient. Through statistical analysis of big data, large e-commerce platforms can gain a deeper understanding of the consumption habits and trends of different consumers, allowing tea companies to have a more detailed understanding of the consumption needs of different groups of people. This enables them to timely grasp market trends, actively respond to market demands, develop and design more targeted products for consumers, promote product marketing and sales, and enable market mechanisms to operate effectively on a global scale. Market mechanisms have been fully and effectively utilized around the world. The "whole process" reduces trade costs, transaction costs in traditional tea import and export trade, shortens the transaction process, and benefits enterprises in obtaining more profits, thereby promoting social and economic development.

Traditional tea products must go through certain procedures when exporting, and each procedure requires payment of a certain commission, which will increase transaction costs significantly. Due to the unchanged profits of tea suppliers, consumers have to pay additional transaction fees, which can cause customers to lose interest in purchasing. On the cross-border e-commerce platform, the Internet can be used to realize the corresponding transaction content, and its transaction cost is much lower than that of offline transactions. In addition, during the process of product retail on cross-border e-commerce platforms, it will directly connect with consumers. This can not only improve the economic benefits of tea product suppliers, but also reduce consumer purchase prices and provide consumers and suppliers with a safe and reliable transaction channel. This not only promotes the expansion of transaction scale, but also reduces the cost investment of both parties.

#### **4.3.2. Expand the international market**

Nowadays, the rapid development of network technology has changed traditional shopping methods and concepts. Cross border e-commerce companies can provide their users with an inclusive, free, open, and universal international trading platform. Not only in developed countries in Europe and America, but also in Asia, South America, and even South Africa, significant progress has been made in this area. At present, the concentration of Fujian's tea export market is high, with Asia and Africa being the main consumption targets, and European and American countries accounting for a small proportion. However, the world's tea importing countries are mainly European and American countries. In addition, the development level of cross-border e-commerce in developed countries such as Europe and America is very high, and its scale currently accounts for about half of the total global cross-border e-commerce volume; Asia is the third largest cross-border e-commerce market in the world, and its scale is also growing rapidly. Through cross-border e-commerce platforms, the export of tea products can not only strengthen the markets in Asia and Africa, but also expand their market share in countries such as Europe and America. In this process, tea enterprises can find their own position in the international market based on their development experience, help each other, timely understand and grasp market demand, find target markets, make appropriate use of local resources in each region, find their own development focus, and greatly enhance the competitiveness of Fujian tea in the international market.

#### **4.3.3. Improve the comprehensive strength of Fujian tea**

Suppliers of tea products can use third-party platforms or establish their own cross-border e-commerce platforms to increase their profits, thereby expanding their production scale and conducting research and development on industrial content, achieving economies of scale. While reducing tea production costs, they can also increase their own profits and product added value. The application of cross-border e-commerce platform can adopt online operation to reduce energy and time costs. Through improving and optimizing the interface of tea commodity portal website, relevant staff can master Internet technology and relevant knowledge, and provide high-quality people for online marketing of tea commodities

Talent. Secondly, utilizing big data technology to analyze and mine transaction information, providing data basis for tea enterprises to formulate market and product strategies. Under the information age and the national strategy of "the Belt and Road", the use of cross-border e-commerce platforms can effectively enhance the core competitiveness of Fujian tea, and can use various channels of cross-border e-commerce platforms to improve the popularity of tea products, create a well-known online tea brand, and then extend its influence offline, ultimately achieving the goal of comprehensively improving the brand awareness of tea products and tea enterprises.

#### 4.3.4. Reduce trade friction

Tea products are a very important type of agricultural product, and the main factor affecting their export trade is trade barriers, including technical trade barriers and green trade barriers. In recent years, with the impact of the international financial crisis on the global economy, there has been a rise in trade protectionism internationally. For example, in Japan, the Food Safety Law passed in May 2009 increased the pesticide residues in tea from 83 to 144, and controlled the content of other pesticide residues within 0.01 ppm. This has had a significant impact on the export of Fujian tea, resulting in a decrease in export volume. However, by utilizing cross-border e-commerce platforms, convenience can be provided for the retail export of tea products, transforming them from a large-scale export model using containers to a fragmented export model using small packages. In addition, because the regulatory systems for retail product imports in various countries are not yet sound enough, it can help tea enterprises effectively avoid trade barriers and reduce trade frictions.

### 4.4 The Challenges Encountered in Fujian Tea Trade in the Cross-border E-commerce Environment

#### 4.4.1. Lack of cross-border e-commerce talents in the tea industry

The entire process of tea cultivation and production involves many manufacturing and technical processes. Fujian's tea also has a deep cultural background. Therefore, for sales personnel in cross-border tea e-commerce, they not only need to master knowledge of foreign trade, but also familiarize themselves with the operating rules of cross-border e-commerce platforms, as well as the cultural and professional knowledge related to tea. However, from the current situation, Fujian's cross-border tea e-commerce still lacks such professional talents, and the lack of talents is also the main factor restricting the development of Fujian's cross-border tea e-commerce at this stage. Although traditional foreign trade business personnel have a certain understanding of tea planting knowledge and tea culture, their technical level has not kept up with the development trend of cross-border e-commerce in the context of the rapid development of the Internet. So, currently, Fujian tea enterprises lack talents who are familiar with the operating rules of cross-border e-commerce platforms and have a rich understanding of tea culture.

#### 4.4.2. Tea products lack brand awareness

For small and medium-sized tea enterprises, expanding their foreign trade channels through cross-border e-commerce platforms is the most important, but this also exposes the long-standing shortcomings of Chinese tea enterprises, among which the most prominent problem is the lack of brand awareness. The popularity of Fujian tea brands still needs to be further improved, and there are two reasons for this problem: firstly, due to the lack of a unified standard system for tea quality at home and abroad, and the lack of corresponding quality measurement standards by the country, the quality of tea is usually measured by the price of tea, which leads to uneven quality of tea. On the other hand, many enterprises have not effectively managed tea, let alone utilized the advantages of Fujian tea products to enhance their brand competitiveness, which will inevitably lead to resource waste.

#### 4.4.3. Quality issues with tea products

Fujian's tea is deeply loved by people for its healthy and green image. With the rapid development of the social economy, some economically advanced countries in the world have also put forward higher requirements for the quality of imported tea in terms of pesticide residue rate and detection standards. However, many major tea gardens in Fujian rely mainly on chemical insecticides and fertilizers. The environmental hygiene issues in some personalized tea gardens have not been effectively controlled, resulting in excessive use of pesticides and a lack of advanced technology. So, only a small portion of the tea produced can meet international quality standards. In addition, the quality and hygiene level of tea in China currently vary greatly, there is still a significant gap compared to developed countries. In recent years, although more than 100 restrictions on pesticide residues have been added to the quality inspection standards released, and the quality inspection indicators of tea have been improved, many tea exporters in Fujian lack awareness of food hygiene, which is also the main reason why the quality of exported products in Fujian's tea industry is difficult to pass and the development is difficult.

## V. SUGGESTIONSON FUJIAN TEA TRADEIN THE CONTEXTOF CROSS-BORDER E-COMMERCE

### 5.1 Adhering to the Concept of Green Development and Ensuring the Quality of Tea

Consumers are increasingly valuing the safety and health of tea in today's world of increasing awareness of green environmental protection. There are many high-end types of tea in Fujian, such as Dahongpao, Tie Guanyin, and white tea. If there are pesticide residues on tea leaves, it will have a significant impact on the export of tea products. Local relevant departments should actively guide tea farmers to improve the quality of tea, assist in the development and cultivation of tea varieties with good drug and insect resistance,

and supervise the harvesting and processing of tea, rectify low-end tea, comprehensively enhance the green development concept of tea practitioners, and enable Fujian's tea to win with quality. Given that Chinese tea is often affected by foreign non-tariff barriers during the export process, both the government and the industry need to strengthen the testing standards for tea. By improving the testing standards for tea, while dealing with foreign trade barriers, the quality of products should also be improved. On the one hand, our government and relevant departments need to continuously improve according to international common practices, especially paying close attention to the strict testing standards continuously introduced by the European Union. The second is to strengthen the supervision of tea product quality and safety and impose strict penalties on unqualified tea. To ensure the quality of the exported goods is up to standard. In addition, communication should be strengthened to achieve unified inspection standards, so as not to affect the export of products due to conflicting inspection standards. Strictly controlling product quality can not only improve the quality of tea, but also promote the growth of tea exports and trade volume.

### **5.2 Building Independent Brands and Enhancing Product Competitiveness**

Fujian's tea has a long history and cultural heritage, which is of great benefit to Fujian's tea trade and production. However, the global awareness of Fujian tea brands still needs to be further enhanced. Cross border e-commerce platforms face the international market, and on the big stage of the international market, various industries will have their own brands. In order to grasp the development opportunities of tea under the background of the "the Belt and Road", we must improve the international competitiveness of tea, continue to carry out independent research and development of tea, and improve the brand value of tea. Only quality assurance can lay a solid foundation for tea brand. Fujian tea also has its own brand, such as Fujian's Min tea, but some brands are not well-known worldwide, and this competitiveness is insufficient to defeat other tea companies. For example, Dahongpao, which is very famous in the tea industry, has succeeded because it has accurately positioned its own brand and made reasonable combinations, while also possessing impressive communication methods. In addition, it has received strong support from government policies for its brand. Although Fujian has begun to attach increasing importance to the development of tea brands, its brand influence is also constantly improving. However, in the international market, Fujian tea still has a long way to go to build an influential brand. Therefore, it is more important to strengthen brand promotion on cross-border e-commerce platforms in order to increase the added value of Chinese tea and effectively increase the profit of tea sales.

### **5.3 Enhance International Marketing Concepts and Cater to the Needs of International Consumers**

To establish a brand's popularity, it is necessary to have cultural promotion. Different countries have different marketing methods, combine their own brand with the local environment, and appropriately integrate their unique flavors into it. This can not only attract consumers but also bring a new experience to them. In the context of cross-border e-commerce, traditional tea marketing models and pricing methods are no longer applicable. Promoting Fujian tea can be approached from another perspective. To spread Fujian tea culture, culture should be the priority. Only by letting more people know and be interested can we attract more consumers. Cross border e-commerce faces the world, and every country has its own culture. For example, the United States is dominated by Coca Cola, while Europe is dominated by coffee. To make Fujian tea popular in the international market, it must meet the requirements of customers. From this point of view, tea companies should strengthen their understanding of the international market and promote their products in a better way. A large number of wholesale style advertisements cannot meet the needs of customers and may have the opposite effect. Only by elevating the concept of international marketing can we correspondingly meet the needs of customers in the international market.

## **VI. CONCLUSION**

The Cross-border e-commerce integrates information, capital, and logistics, which has had a huge impact on the world's economic landscape and trade system. It helps simplify the data processing process, change the traditional tea trade model, break the limitations of time and space, and achieve market fairness and efficiency. With the implementation of the "the Belt and Road" and other policies, the development of cross-border e-commerce has given Fujian tea trade a great advantage. Cross border e-commerce, as a link connecting goods and services from various countries, plays an undeniable role in promoting tea trade in Fujian. In short, unlike traditional sales models, cross-border e-commerce can allow tea companies to have better direct contact with consumers. Through data analysis on cross-border e-commerce platforms, Fujian tea companies or cross-border tea product sellers can use the data analysis methods of cross-border e-commerce platforms to timely understand the international market demand of tea products, master different consumption regions and consumer habits, and flexibly adjust them. Based on this, strengthen the training of international marketing talents for tea, fully integrate high-quality resources, fully leverage the advantages of tea culture, and create a world-renowned tea brand. At the same time, in order to enhance the competitiveness of Fujian's tea industry in foreign trade, relevant departments of the Fujian government should actively promote the construction of logistics, payment, platform and other supporting facilities for cross-border e-commerce, so as to better play the role of cross-border

e-commerce and promote the export of tea industry. Only in this way can we promote the better development of Fujian tea trade.

#### REFERENCES

- [1] Zhang Hui, Yu Xingna. Empirical Analysis of the Impact of Cross border E-commerce on International Trade: A Study Based on Data from Four Provinces and Cities: Shanghai, Guangdong, Zhejiang, and Fujian [J]. Northern Economic and Trade Journal, 2020 (05): 11-15
- [2] Han Qi, Current Situation, Existing Problems, and Development Suggestions of Cross border E-commerce - Taking the Yangtze River Delta Region as an Example [J]. Northern Economic and Trade, 2022 (07): 31-33
- [3] Ma Wenjuan, Opportunities and Challenges of China's Tea Trade in the Cross-border E-commerce Environment [J]. Fujian Tea, 2021, 43 (02): 49-50
- [4] Tang Jieyu, Qian Jiamei, Wan Yuqing, Wei Zhen, The Current Situation and Development Strategies of Chinese Enterprises Carrying out Cross border E-commerce in the Context of New Media[J] International Business Accounting, 2022 (10): 88-90
- [5] Li Mengqing. How does e-commerce revolutionize traditional international trade? [J] Chinese Foreign Investment, 2021 (08): 12-13
- [6] Dai Qingling, Empirical Analysis of the Impact of Cross border E-commerce on China's Import and Export Trade [J]. E-commerce, 2019 (02): 28-29. D
- [7] Yao Keqin, Research on Strategies for Enhancing China's Tea Export under Cross border E-commerce Platforms [J]. Fujian Tea, 2018,40 (05): 37-38
- [8] Li Yunxin, Analysis of the Impact of Internet E-commerce on Traditional International Trade and Countermeasures [J]. Chinese and Foreign Entrepreneurs, 2020 (03): 89-90
- [9] Zhou Jing, Analysis of International Trade Innovation under E-commerce [J]. Chinese Market, 2020 (26): 72-73
- [10] Liu Ana, Liu Fangjing. Research on the Impact of Cross border E-commerce Development on China's Agricultural Product Export Trade [J]. Business Economics Research, 2020 (21): 154-157
- [11] LiWang, The Impact of Cross-Border E-Commerce Development on China's International Trade and Economic Development[J]. International Journal of New Developments in Education, 2020, 2(6).
- [12] Haidong Zhong, Shaozhong Zhang, Wenlan Song, Zuopeng (Justin) Zhang. Impact of international trade on cross-border e-commerce development: an empirical study based on the evidence from Ningbo city in China[J]. International Journal of Technology, Policy and Management, 2021, 21(2).
- [13] Wang Yang. Research on the Impact of Cross border E-commerce Development on International Trade [D]. Overseas Chinese University, 2020
- [14] Song Dongjie. Research on the Impact of Cross border E-commerce Development Level on China's Export Trade [D] Zhejiang University, 2022
- [15] Chen Zidong, Theoretical and Empirical Study on the Impact of Cross border E-commerce on China's Foreign Trade [D] Southeast University, 2020 [16] Xi Yang. The Impact of Cross-Border E-Commerce Development on China's Traditional International Trade Under the New Normal of Economy[P]. 2020 5th International Conference on Economics Development, Business & Management, 2020.
- [16] Xiu-Dan Huang, The Study of International Trade Specialized Curriculum System Based on Cross-Border E-Commerce[P]. Proceedings of the 2016 International Conference on Management Science and Management Innovation, 2016.