

Research on the Coordinated Development of E-commerce and Campus Express Delivery

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Abstract: With the rapid development of the internet, e-commerce has gradually Developed into one of the major economic and trade modes in the world. It has changed people's consumption habits and behavior patterns, and has also driven the development of express delivery industry. Online shopping has become a normal phenomenon among college students. College express came into being. If e-commerce wants to further develop, it must develop in coordination with college express. To analyze the current development of e-commerce and college express delivery industry. and probe into the problems existing in the cooperative development of college express delivery and e-commerce, and finally put forward the strategies for the cooperative development of e-commerce and college express delivery in paper.

Introduction

Today, with the rapid development of e-commerce, consumers increasingly rely on the convenient shopping experience brought by e-commerce. For e-commerce, it will hardly be affected by any channel. Enterprises can expand their market scope and cut costs by this way, and thus produce logistics for transporting physical commodities.

Logistics generally includes transportation, warehousing, loading and unloading, distribution and other links, as far as possible in the shortest time, the exact number of goods are delivered to the exact location at the lowest cost, and finally reach the hands of consumers. From 8848 to Dangdang, the logistics has always been a very important step in the development of e-commerce. The collaborative technology level of the express industry determines the trend of the whole industry chain, and the development of e-commerce needs to cooperate with logistics. However, the development of logistics industry is relatively lagging behind at present, and the uncoordinated development of the two industries has restricted the development of e-commerce to a certain extent.

At present, compared with the rapid development of e-commerce, the development of college express industry is very slow. In particular, in recent years, the promotional activities such as goddess festival, double 12 and so on have been launched by Taobao and Jingdong. The teachers and students will go shopping online, and online shopping will increase correspondingly during various holidays. The shortcomings of the express delivery industry are gradually revealed. Many express delivery companies have also experienced warehouse explosion and stagnation of logistics due to too many goods. These not only caused great trauma to campus express delivery itself and affected the order of campus, but also slowed down the development of e-commerce to a certain extent.

The Current Situation and Development of E-commerce in China

The Scale of Netizens and the Penetration Rate of Internet Being Constantly Increasing.In recent years, China's internet is showing the trend of prosperity and development, the number of

netizens is growing, and the internet is more closely linked with the economy and society. According to the latest statistical report on China's internet development, as of the end of 2017, the number of internet users in China reached 772 million, and the penetration rate reached 55.8%, which was 4.1 percentage points above the global average and 9.1 percentage points above the average level in Asia. The huge number of users has pushed the online shopping volume to increase in a straight line.

Online Shopping Having Become one of the Core Retail Channels. The development of e-commerce industry has matured. All trades and industries have also begun to set foot in e-commerce business. Various traditional industries have followed the footsteps of the times and started the e-commerce mode. With the rapid development of e-commerce, the consumption patterns has changed quietly, and the means of mobile payment have been gradually improved, which has led to the consumer's habit of being happy to buy online.

With the new e-commerce mode, users will not be constrained by time and space when shopping, thus facilitating consumers to choose products and services at more distances, and e-commerce has rapidly penetrated into all fields of social life service. E-commerce model helps enterprises to effectively save the cost of intermediate circulation. It can also further study and meet the needs of users by analyzing the purchase data of consumers. It is expected that the online shopping market will reach 7.8 trillion RMB in 2019, the penetration rate in the total retail sales of social consumer goods will reach 19.20%, and the mobile terminal will reach 5.5 trillion RMB, accounting for 73.3% of the total.

Analysis on the Current Situation of Campus Express Delivery.

On January 13, 2018, the Post Office released the operation of the postal industry in 2017. The total revenue of the postal industry in 2017 totaled 66.26 billion yuan, an increase of 23.1% over the previous year, and the total business volume totaled 976.37 billion yuan, an increase of 32% over the previous year. Since May, 2017, the average daily express business volume of national express service enterprises has exceeded 100 million pieces, which indicates that China has normalized into the "100 million pieces era" of one-day express.

The development of China's express industry has the following characteristics: Firstly, the market concentration has been improved, e-commerce self-built logistics has become a trend. Secondly, The phenomenon of warehouse explosion is obviously relieved. Thirdly, the express delivery has become a new hot spot of investment, the information construction has been intensified, and the service capability has been enhanced. Finally, the trend of low profit and non-profit of express delivery has taken shape, price war still dominates and the proportion of online shopping has increased, and the express delivery is chaotic and exposes loopholes in the business model.

The campus express service is generally the operation mode of the franchise system except that Shunfeng and postal service are direct operation modes. The direct operation mode refers to that all the online stores of the company are self-operated, and they can be consistent in operating system, service standards and process control, which is conducive to standardized operation and has strong controllability for each link. First of all, because the outlets belong to the company, the enthusiasm of the outlet managers is not high. Secondly, the direct companies need to go through more reporting results when they want to convey information, and the speed of handling problems in a short time is very slow, which makes the whole process inflexible. When the information is transmitted to the terminal, the execution level is relatively low, and the rent for setting up outlets on campus is also relatively high.

The franchise system means that the network expansion of this system is in the form of joining. Therefore, the capital requirements for the company will not be as high as that of direct operation system. Subordinate network is owned by the network manager personally, which is related to his own vital interests. Therefore, the employees of joining points are usually highly motivated and flexible and timely in adjusting the operation mode. However, it is very difficult to integrate resources and control workflow because the affiliated outlets are very independent.

Existing Problems in the Coordinated Development of E-commerce and Campus Express Delivery

E-commerce and express delivery complement each other and play an increasingly important role in the development of consumer circulation. The development of campus express delivery can not only reduce the shopping trips of teachers and students as well as reduce the pressure of traffic, but also reduce the pressure of commodity inventory of merchants, and improve the public service image of campus. However, at present, the management of the social service system has not yet included the link of terminal logistics distribution management, including each express delivery company in the school doing its own thing, which is independent and exclusive, and has no joint function, which has also greatly affected the coordinated development of campus express delivery and e-commerce logistics.

Express Logistics and E-commerce Run Out of Time. At present, many e-commerce services will remain online 24 hours a day. Enterprises employ multiple customer service personnel to work at the same time or in shifts, greatly increasing sales volume and giving full play to the service capabilities of e-commerce. However, logistics enterprises usually only send and receive and handle express delivery within a fixed period of time. The energy and work intensity of an express delivery clerk are limited. Once the delivery is not timely, even if it is delayed for a short period of time, the express delivery logistics enterprises may lose a large number of orders and the loss is irreversible.

Talent is Scarce. Practice shows that a staff member's knowledge reserve and operating experience can have a great impact on the survival and development of the enterprise. Our country's logistics education system is not mature, and its professional ability is not as good as that of foreign advanced technologies. It lacks research and personnel training in logistics, which leads to the failure to fully promote the coordinated development of e-commerce and modern logistics.

E-commerce Enterprises Severely Squeeze the Profits of Express Logistics Enterprises. In recent years, the business volume of ordinary traditional express delivery is decreasing day by day, while the business volume brought by express delivery in online shopping is increasing year by year. E-commerce has indeed become an important part of the development of express delivery. Since private express delivery is mainly in the low-end market, the lower price is the core competitiveness, but the price war in the market makes many private express delivery logistics companies unable to bear it, and the lower price of e-commerce companies further reduces the profit space of express delivery logistics companies. Employees generally work overtime for a long time and their salary is not high, which leads to high turnover rate of employees and hinders the development of express delivery industry.

Express Delivery Companies and E-commerce Companies Lack the Concept of Supply Chain Coordination. In recent years, e-commerce websites have launched a series of promotional activities one after another, but the following is that the business volume of express delivery companies has doubled instantly, causing the problem of express delivery warehouse explosion. If they encounter the promotion activities of various e-commerce companies in the same period, it will seriously affect the back-end of the industrial chain of express delivery companies. Express delivery services generated by e-commerce are difficult to reach a balance in terms of time, flow and region. In the campus, teachers and students are confronted with a high online shopping rate. The online shopping volume of the promotion festival is huge, which will lead to a large number of goods piling up, slow delivery, strong dissatisfaction and other issues. Express delivery companies play an important supporting role in e-commerce, but at present most of them are small in scale, low in technical level and service level. What is more important is the lack of the concept of industrial chain coordination between express delivery companies and e-commerce, coupled with problems such as fuel shortage and bad weather, which will easily cause the work of express delivery companies to be paralyzed.

The Satisfaction of Express Logistics Service is Lower Than that of E-commerce. When customers make online shopping, although the main focus is on the goods themselves and the focus should be on the products they want to buy, they will also consider the problems of express logistics

in combination with the actual situation and their convenience. Online shopping is meant to save time, energy and money. The convenience of outlets and the needs of customers are reflected in logistics to a large extent. However, the synchronization between logistics and e-commerce is poor now. Most of them ignore the logistics link and the distribution efficiency is not high, and sometimes the delivery is delayed or even the information is wrong.

Countermeasures for Coordinated Development of E-commerce and Campus Express Delivery

E-commerce Enterprises and Express Delivery Enterprises Jointly Respond to Promotional Activities. First of all, e-commerce enterprises should not only focus on their immediate interests, but also consider the operation capability of the campus express company to avoid the congestion caused by the large number of express delivery, the large accumulation of goods and the queuing of students to receive express delivery. They should try to negotiate with express delivery enterprises in advance and plan the corresponding promotional activities according to regions and products.

Secondly, it is necessary to consider that many customers will return goods after placing orders. In order to relieve the pressure of logistics and to save their own logistics expenses, e-commerce companies actively discuss with logistics companies. Through price strategies, teachers and students can be encouraged to willingly and actively choose "delayed delivery". For example, some customers can be induced to wait for later price reduction or be given preferential subsidies by formulating price protection strategies.

After negotiating the promotion plan with the e-commerce company, the express delivery company should also immediately formulate the corresponding strategies and strictly implement them, such as increasing the staff of the campus express delivery station in advance, making a good work plan and temporarily adjusting the nearby transportation plan, staggering the delivery time, etc.

Use storage to relieve pressure. When the e-commerce express service arrives at each campus, it will adopt a multi-nuclear radiation mode, and will undergo long-time, long-distance and multiple transit transportation, thus increasing the workload of the whole work process. We can try to implement the warehouse system to cater to the development trend of e-commerce. E-commerce companies and campus express delivery companies have strengthened their cooperation by establishing a warehouse-based storage center near the campus, which is mainly aimed at the purchase demand of teachers and students. It can quickly respond to the purchase demand, improve the competitiveness of enterprises in the e-commerce industry, and also ease the distribution pressure and cost of logistics.

Strengthen Information Docking, and Use Modern Technology to Improve Coordination Efficiency. First of all, the two sides should improve the application level of science and technology. University express delivery companies should adopt advanced technologies and equipment to strengthen the automation of operations and improve work efficiency as well as facilitate the sorting, receiving and sending of express delivery processes. E-commerce companies should also strengthen the application of technologies such as big data and cloud computing to analyze and try to meet the purchase and service needs of teachers and students. Secondly, we should strengthen the data connection between e-commerce and express delivery logistics, build a comprehensive information service platform for school districts, and realize one-stop information service from e-commerce shopping to delivery for teachers and students, so as to exchange data, realize system interconnection and business linkage. We can also find a third-party technical service enterprise to extend the service chain and improve the supply chain coordination efficiency between e-commerce enterprises and express delivery logistics enterprises. In this way, the whole process of shopping between teachers and students can be directly completed through online operation, and can also be directly communicated with express companies online, so that express companies and customers can effectively monitor and control goods.

Pay Attention to the Training of Logistics Professionals. We should strengthen the training of talents in e-commerce and modern logistics, learn from foreign advanced logistics experience, and train innovative compound talents who understand IT, e-commerce and practical operation. Students

should also be encouraged to set up campus express delivery centers, which can not only cultivate their abilities, but also relieve employment pressure.

Set up Intelligent Express Cabinet. The "last kilometer" of low efficiency and low satisfaction service and the better express service level needed by teachers and students all urgently need to improve the service quality of campus express. Several intelligent express cabinets can be set up in the school. The intelligent express cabinets are Internet-based storage equipment that can independently identify, temporarily store and manage the delivery and receipt of express items. They can integrate campus express resources. For example, the "Fengchao" and "Fuli Shoubao" commonly used in the community have done a good job and can be said to solve the needs of some people for "the last 100 meters". The school is divided into more districts, and each district is equipped with several intelligent logistics cabinets for teachers and students to pick up goods at any time with the password of the small cabinet. Two buildings can be considered as a unit to set up intelligent logistics cabinets.

Conclusion

E-commerce companies and express logistics companies should further improve their core competitiveness. E-commerce companies should do a better job in their own products, build their own operating platforms and provide satisfactory services to customers. Express delivery companies must also strengthen internal management, establish a good distribution network in the campus, and improve the quality of their employees. This can make the online shopping experience of teachers and students more convenient and fast, and effectively improve their living standards. The coordinated development of e-commerce and express logistics can also enable both parties to expand their own markets, enhance the competitiveness of the industry, and thus obtain more economic benefits.

Strengthening the coordinated development of campus express delivery and e-commerce can further improve the development of campus express delivery, promote e-commerce to better introduce products and services for teachers and students, also can improve the satisfaction of teachers and students, and provide convenience for the majority of teachers and students.

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