

Research on International Trade and its Influence Path based on QCA Law

Kai Wu

International Business School, Yunnan university of finance and economics, 650032, China

Abstract

This article first expounds the overview of the current import Cross-border E-commerce policy, analyzes the industry background of the policy introduction, the main content of the policy for the division of the issuer, and the evolution of the core policy, and constructs the current policy. frame diagram, so as to clarify the basic governance logic of the country for Cross-border E-commerce; then use the theory of policy tools to analyze the role of imported Cross-border E-commerce policies from goals to results, and then based on this theoretical analysis, the seven major Taking the comprehensive pilot area as an example, the content analysis method is used to decompose the policy texts of each city, and then combined with the development of the import business in each city, the fuzzy set qualitative comparison analysis method is used to explore the impact path of the policy, and the analysis is carried out in combination with individual cases. On this basis, this paper provides some suggestions for the improvement direction of the central policy in the next step and the policy focus of the local government to develop imported Cross-border E-commerce.

Keywords

Import Cross-border E-commerce; Policy Research; Policy Tool; Content Analysis Method; Qualitative Comparative Analysis.

1. Introduction

1.1. Research Background

At present, the world economy is undergoing digital transformation, and the development of my country's digital economy has entered a new stage. E-commerce is the most active and concentrated form of digital economy, and Cross-border E-commerce is its specific manifestation in the field of foreign trade, which will play an important role in promoting the transformation of my country's foreign trade development mode from quantity to quality[1].

Cross-border E-commerce usually includes a variety of business models from B2B to B2C, B2B2C, C2C, etc. However, B2B Cross-border E-commerce and its supervision methods are similar to general trade. The current customs statistics are mainly the retail import and export of Cross-border E-commerce. . Since the essence of Cross-border E-commerce in the long run is the demand for global commodities generated by consumption upgrades, the growing market demand in recent years is bringing unprecedented development opportunities to my country's Cross-border E-commerce. According to customs statistics, my country's Cross-border E-commerce retail import and export volume will reach 134.7 billion yuan in 2021[2].

Cross-border E-commerce is generally divided into export and import, and there are also distinctions in relevant policies. In terms of exports, problems such as unclear export tax rebate policies for Cross-border E-commerce have not been well resolved. However, in terms of imports, from the "48 New Deal" to November 2021, it is determined to continue and improve the previous import Cross-border E-commerce related policies. The policy has been extended and the scope of application has been expanded, and the relevant policies for importing Cross-

border E-commerce have basically taken shape. Taking the import Cross-border E-commerce policy as an example, we sort out the background, overall logic, and evolution of the policy, and analyze how the policy affects the development of the industry. Existing problems and the way of further improvement [3].

1.2. Research Significance

Zhang pointed out in their research that the country's policy system must be able to continuously promote the development of productive forces and be able to effectively utilize the new energy generated in the new economy. After several years of accumulation, policies to promote the healthy development of Cross-border E-commerce and regulate the order of the Cross-border E-commerce industry have become small in scale. How do these policies affect the development of urban Cross-border E-commerce? What are their effects and room for improvement? The research on the problem will help to deepen the research on Cross-border E-commerce policy, and has certain theoretical value and practical significance for guiding the development of urban Cross-border E-commerce[4]. This paper aims to study the relevant policies of imported Cross-border E-commerce through text analysis and qualitative comparative research methods, so as to try to build a research framework for Cross-border E-commerce policies. On the one hand, it can enrich the research perspectives of Cross-border E-commerce. On the other hand, it will also help to clarify the existing policy layout and existing deficiencies, and also provide a way for enterprises to understand the government's overall attitude and intention to the industry, which has great practical significance[5].

1.3. Overview of Domestic and Foreign Research

Foreign scholars' research on Cross-border E-commerce mainly focuses on their own development and other aspects. For example, Estrella et al. studied the relationship between cost accounting of Cross-border E-commerce, logistics mode and payment efficiency. Based on the localized structural model, Asosheh et al. studied the infrastructure of Cross-border E-commerce from three aspects: the message layer, the business process layer and the content layer, and explored the solutions needed for the construction of a single window. Stylianou starts from the disputes over online payment of Cross-border E-commerce, and proposes that to reduce risks, third-party constraints on transactions can be established by establishing international organizations [6].

Since 2013, China has entered a period of rapid development of Cross-border E-commerce. Since then, many scholars have begun to pay attention to the development of Cross-border E-commerce[7]. The research on the current situation of Cross-border E-commerce in the existing literature mainly includes business model, logistics and warehousing, third-party payment, customs supervision, credit supervision, supply chain, industrial chain, intellectual property rights, etc. For example, Mu Chenggang compared four small Cross-border E-commerce development models and pointed out that its future development trend should be the comprehensive service provider model. Zhang provides three types and operation modes of E-commerce based on different aspects such as the attributes of transaction entities, the categories of commodities operated by the platform, and the direction of commodity flow. Sun and others put forward countermeasures from the aspects of logistics warehousing, third-party payment, third-party credit system, customs supervision innovation, and international government cooperation based on the current development situation. Wang Lei (Based on the influence of the 48th New Deal, he proposed a "bonded import + direct mail" composite import Cross-border E-commerce model based on big data.

2. Overview of Import Cross-border E-commerce Policies

2.1. Industry Background of Import Cross-border E-commerce Policy

The embryonic form of imported Cross-border E-commerce is personal overseas purchasing, but the initial market is relatively chaotic, there are many gray areas, and the rights and interests of consumers cannot be guaranteed. Later, with the expansion of the market, the government began to gradually face up to the development of this industry, and continuously introduced relevant policies to support and regulate the development of this industry. The development of the industry is one of the backgrounds for the government to issue relevant policies. The current development characteristics of the imported Cross-border E-commerce industry are as follows.

2.1.1. The Market Transaction Scale and User Scale of Imported Cross-border E-commerce Continue to Expand

The market transaction scale of China's imported Cross-border E-commerce is expanding rapidly[8]. According to the data of Analysys Consulting, as shown in Figure 1, the transaction scale has expanded by nearly 10 times from 2012 to 2017. From 2012 to 2016, the annual growth rate was around 60,070-70%, and after 2016 Entering the inflection point of growth rate, the growth rate has slowed down, but the total scale is still considerable. In 2017, the transaction scale of retail imports reached 360.35 billion yuan, and it is expected to reach 547.72 billion yuan in 2020[9].

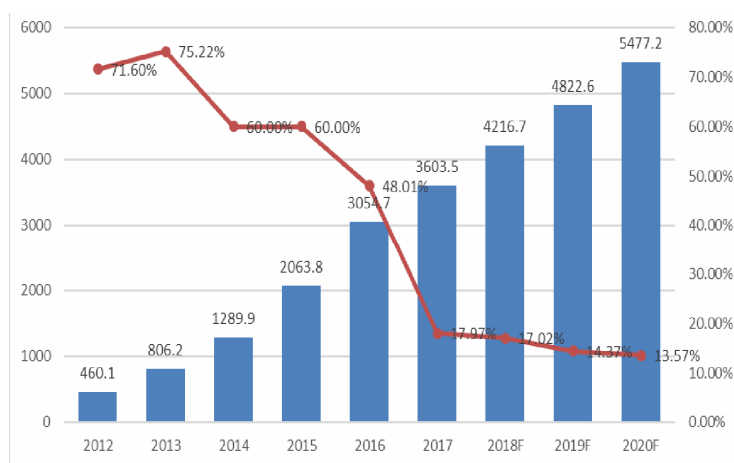


Figure 1. The scale of China's import Cross-border E-commerce transactions (2012-2020)

In terms of user scale, as shown in Figure 2, China's Cross-border online shopping users reached 60-50 million in 2017, a year-on-year increase of 58.5%. It is estimated that in 2020, the number of Cross-border online shoppers will reach 211 million. At present, more and more Chinese consumers choose to buy goods globally through Cross-border E-commerce platforms, and the penetration rate of imported Cross-border E-commerce (referring to the ratio of the number of people who purchase imported goods through Cross-border E-commerce to the number of online shoppers) Rapidly increasing, penetration increased from 1.6% in 2014 to 10.2% in 2017, according to Ali Research (Figure 3) [10].

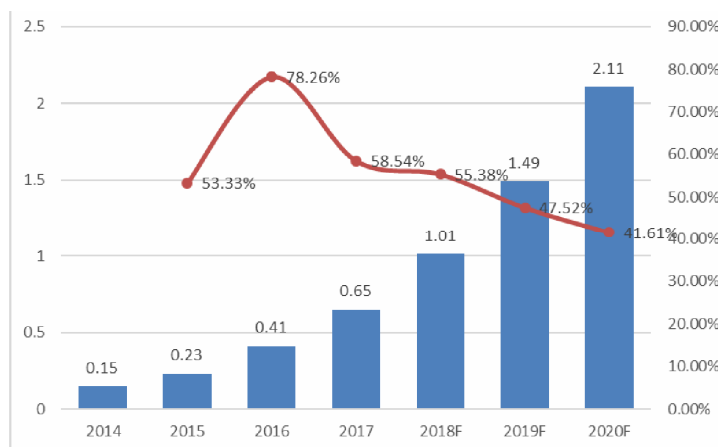


Figure 2. Scale of Chinese overseas shopping users (2014-2020)

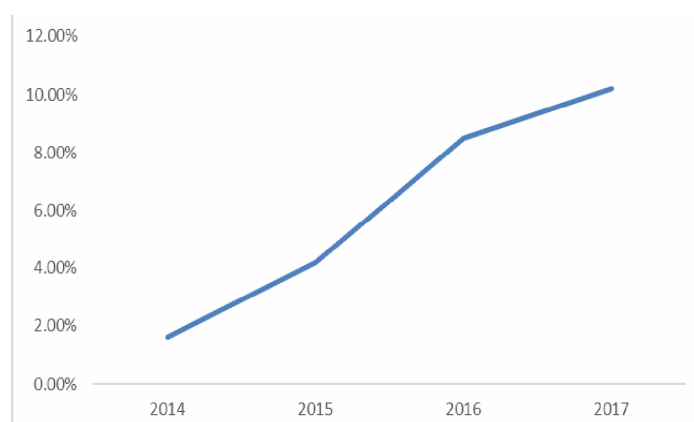


Figure 3. Penetration rate of imported Cross-border E-commerce (2014-2017)

2.1.2. The Categories and Countries of Imported Cross-border E-commerce are more Diversified

The diversification of imported Cross-border E-commerce consumption is mainly reflected in the variety of commodity categories and importing countries. Facing the personalized demand of consumers, the major import Cross-border E-commerce platforms are constantly deepening the depth and breadth of global procurement[11]. For example, according to relevant data, Tmall Global has introduced more than 3,700 categories of overseas products, covering 68 countries; NetEase Kaola has sold more than 5,000 brands from 80 countries and regions. From the perspective of imported categories, China's imported Cross-border E-commerce is mainly driven by three categories: beauty care, food and health products, and maternal and child products. From the point of view of the distribution of importing countries, consumers have a more diverse choice of countries for imported products. In 2017, the sales of imported products from other countries other than the top three (Japan, the United States, and Australia) on Tmall Global accounted for more than 50%. On the whole, in this round of consumption upgrade, the product quality that Chinese consumers focus on include but not limited to health, safety, green[12]. And due to the limited offline purchase channels and high prices of domestic high-quality imported goods, Imported E-commerce platforms have become a new and important channel for purchasing these products [13].

2.2. The Main Content of the Import Cross-border E-commerce Policy

With the rapid development of imported Cross-border E-commerce, the relevant government policies are also being gradually followed up and improved in the process of exploration. Since the establishment of the first batch of pilot cities for Cross-border E-commerce services in 2012, the top-level design for the development and regulation of imported Cross-border E-commerce

has been gradually launched. On the whole, the relevant policies issued by my country for imported Cross-border E-commerce are divided into the following aspects according to the issuing subjects:

2.2.1. Policy of the State Council

The State Council is the maker of the guiding opinions on policies related to Cross-border E-commerce. Before the formal laws related to Cross-border E-commerce are promulgated, it is the highest top-level designer. Since 2016, the State Council has clearly promoted the development of imported Cross-border E-commerce[14]. From the approval of the establishment of a Cross-border E-commerce comprehensive pilot zone to the issuance of relevant guidance, it mainly requires all departments to implement the construction of Cross-border E-commerce infrastructure, supervision facilities, and requirements for optimization. Improve customs clearance, quality inspection, tax remittance and other processes. These policies usually aim to create a better institutional environment for the development of Cross-border E-commerce, but in addition to reducing import tariff rates, other policies are equally applicable to imports and exports, and there are basically no policies specifically for imports. The State Council's guiding opinions focus on the formulation of various policy objectives and the work direction of various departments [15].

2.2.2. Pilot City Policy

China adopts a low-cost trial-and-error approach to explore the specific implementation of guiding policies. At present, the pilot cities for the implementation of Cross-border E-commerce policies include "Cross-border E-commerce pilot cities" (responsible for the General Administration of Customs) and "Cross-border E-commerce comprehensive pilot areas" (responsible for the State Council). The latter is more stringent than the former in terms of work focus and specification requirements.

Since its launch in December 2012, the pilot cities for Cross-border E-commerce led by the General Administration of Customs have expanded to more than 30 cities. The pilot cities include export pilots and import pilots. Relatively speaking, the country is more open to export business, but more cautious about import business, especially in September 2015, the General Administration of Customs issued an expedited document "On Strengthening Cross-border E-commerce Online Shopping." Bonded Import Supervision Letter, requiring pilot cities to strictly follow existing rules and not to expand normal to combat irregularities in the pilot. With the rapid development of Cross-border E-commerce, new demands have also been put forward for platforms, logistics, payment, customs clearance and other links[16]. Whether it is a "pilot city" or a "comprehensive pilot area", the two pilot modes are still in the exploratory period. The bottom-up exploration of each local government shows its own characteristics. The core purpose of the policy is to regulate the industry and improve the administrative Efficiency and the impact path of its policy effect will be analyzed in detail in Chapter 4. In the future, the increase of pilot cities and the accumulation of economic and data will help the regulatory authorities to grasp more accurate statistical data, so as to formulate more accurate supporting policies and further promote the development of the industry. In the future, Cross-border E-commerce will be fully promoted in my country [17].

2.3. The Evolution of the Core Policy of Import Cross-border E-commerce

From a vertical perspective, the evolution of the core policy of imported Cross-border E-commerce has basically gone through three stages: early exploration, the 48th New Deal, and gradual clarification. The most important evolution is the change in supervision and taxation methods.

2.3.1. Early Exploration Stage (2012.12-2016.03)

On December 19, 2012, the pilot work of Cross-border trade E-commerce services was launched. Initially, 5 cities (Zhengzhou/Hangzhou/Ningbo/Shanghai/Chongqing) were selected, mainly because these 5 cities have a good economic and foreign trade foundation, and hope to pass the The launch of the pilot work in the city will be carried out first, relying on the construction of electronic ports to focus on tackling key issues of customs clearance in the development of Cross-border E-commerce [18].

In the early pilot cities, the work plan basically focused on both import and export, with more emphasis on export. However, in fact, the export is more difficult and the progress is slow. Relatively speaking, in the import, due to the promotion of a large number of rigid domestic demands and the drive of the interests of all parties, there has been substantial progress in the regulatory rules. After exploration in 2013, The General Administration of Customs has basically determined two customs clearance methods through three announcements -- 1210 (bonded import) and 9610 (direct purchase import), and one supervision principle - order, payment order, and logistics order [19].

2.3.2. "The 48th New Deal" and its Extension Stage (2016.4-2017.12)

After three years of preliminary exploration from 2013 to 2015, in 2016, the state issued a series of policies in response to some of the problems existing in the previous pilot, and proposed significant changes in the way of taxation and supervision.

In terms of tax collection methods, the Ministry of Finance, the General Administration of Customs, and the State Administration of Taxation jointly issued the "Notice on the Tax Policies on Cross-border E-commerce Retail Imports". model. This tax method is aimed at the Cross-border E-commerce retail imported goods under the two customs supervision methods (ie 1210 online shopping bonded and 9610 overseas direct mail). In terms of specific tax limits and tax rates, the single transaction limit is raised to 2000 However, it is proposed that the annual transaction volume of individuals is 20,000 yuan, and the tax payment method is the same as that of general trade if it exceeds the limit. In essence, the comprehensive tax model for Cross-border E-commerce is actually formulated according to the general trade import taxation, which includes customs duties, value-added tax, and consumption tax, but the tax rate is slightly lower [20].

2.3.3. Gradual Clarity Stage (2018-Present)

In September 2018, the Ministry of Commerce clearly pointed out that the post-transition supervision plan will continue the general principle of "temporary supervision of personal items" and the principle of "encouraging innovation, tolerance and prudence". After the end of the last round of extension at the end of the year, the current regulatory policy on Cross-border E-commerce retail imports will continue to be implemented, and it is clearly stated that "supervision of imported goods for personal use". Subsequently, various ministries and commissions issued a series of policies to implement this decision. Through a series of documents, it is clarified that the products imported by Cross-border E-commerce retail are "personal use items".

3. The Role of Import Cross-border E-commerce Policy: From the Perspective of Policy Tools

It can be seen from the above analysis that the current government has issued a series of policies for the healthy and rapid development of imported Cross-border E-commerce, and these policies have interfered with imported Cross-border E-commerce activities in terms of support and regulation. From the perspective of public policy, the bridge between policy goals and results is the policy tool. By definition, policy tools generally refer to the ways and

mechanisms by which governments translate goals into concrete actions[21]. Therefore, starting with policy tools is an effective perspective to study the mechanism of import Cross-border E-commerce policies.

There are many standards for the division of policy tools, but many current researches related to industrial policy use Rothwell C's idea of policy tools, which divides policy tools into supply-type, environment-type and demand-type. This analytical framework is also applicable to the current Chinese import Cross-border E-commerce policy.

3.1. Supply-oriented Policy Tools

3.1.1. Cultivation of the Main Body of the Whole Industry Chain

The main body of the whole industry chain refers to the enterprises in each link. The enterprise is the most basic unit of the market[22]. Only with the vitality of the enterprise can the entire industry achieve considerable development. From the perspective of the entire industry chain of imported Cross-border E-commerce, the core business chain includes brand owners, middlemen, and retailers. The peripheral industry chain includes the shopping guide and rebate generation operation and system integration. The service support chain includes transportation and distribution, financial services, and customs clearance. Services - data analysis - parks/associations.

A good industrial ecology requires the participation of more diverse industrial entities. The government can improve local enterprises from E-commerce platforms to logistics and warehousing, financial payment, foreign trade services and other links through investment promotion and active introduction of leading enterprises related to the industrial chain to create an ecological environment. A good industrial park; it can encourage the transformation of traditional business entities, "trade the old for the new", and become a member of the new business model and new industry; it can also start from the perspective of encouraging entrepreneurship and innovation, and actively incubate local related enterprises, etc. These policies promote the development of the entire imported Cross-border E-commerce industry by cultivating dynamic corporate entities and improving the industrial ecology[23].

3.1.2. Capital Investment

In economics, capital/capital and talent are the two most basic input elements. Funds are the most basic material conditions for carrying out economic activities and a necessary condition for enterprises to maintain daily operations and carry out innovation activities. A large number of studies have confirmed that the availability of capital affects the development level of the industry to a certain extent[24]. In the early stage of the development of the industry, enterprises often do not have sufficient sources of funds, so in addition to self-financing by enterprises, the government also needs to increase capital investment.

The traditional way of government's capital investment is generally shown as subsidies and rewards. Through the introduction of special fund plans, it supports the construction of major parks and projects, and encourages or attracts relevant enterprises or parks to develop Cross-border E-commerce; mobilize social venture capital, support related enterprises to start their own business, meet the capital needs of enterprises, and so on. These policies provide basic elements of production for parks and enterprises through capital investment, so that they can better expand operations or increase R&D. However, the government's capital investment is also constrained by the fiscal budget. Governments with rich financial resources often have the ability to make large-scale investment, while governments with limited financial resources will correspondingly reduce subsidies or incentives [25].

3.1.3. Talent Training

Talent is the bearer of the development of the Cross-border E-commerce industry, and usually needs to have certain knowledge, technology and ability. Since Cross-border E-commerce

belongs to the new economy and new business format, it has a strong cross-industry. It requires not only talents from technology to operation in the Internet industry, but also talents who understand general international trade; not only a group of practical talents, but also talents are needed. Talents with international vision, strategic vision and high theoretical literacy. However, there is a large shortage of talents needed for the development of the current industry, and compound talents with corresponding innovation capabilities are relatively scarce resources, and the government also needs to promote the cultivation of talents through certain policies [26].

3.2. Environmental Policy Tools

As far as environmental tools are concerned, it is mainly manifested as an indirect influence on the development of Cross-border E-commerce, which usually includes both soft environments such as policies and institutions, and hard environments such as infrastructure. This article will consider environmental policy tools in terms of infrastructure, regulatory environment, and legal governance.

3.2.1. Infrastructure Optimization

For the development of imported Cross-border E-commerce, the infrastructure mainly involves information infrastructure, transportation infrastructure, logistics and warehousing infrastructure, and industrial park infrastructure. Cross-border E-commerce is a typical "Internet +" industry, and electronic informatization is the most typical and basic feature of this industry. The improvement of information infrastructure will directly affect the efficiency improvement of the entire industry. Big data, cloud computing, artificial intelligence, blockchain, 5G and other new-generation information technologies can be applied to all aspects of the entire industry, and the construction of corresponding infrastructure, such as big data centers, signal base stations, etc.; transportation is also an important part of importing Cross-border E-commerce, Transportation efficiency involves not only the turnover of goods of enterprises but also the user experience of consumers. Improving transportation efficiency requires a developed transportation network, including multimodal transportation of roads, railways, waterways, and air; Overseas E-commerce also has high demand for bonded warehouses, etc.; and industrial parks are also the main carriers for the development of the industry[27].

Optimizing infrastructure usually requires the government to rationally plan and upgrade the transportation network, improve the construction of electronic ports, strengthen the construction of logistics informatization, enhance the coordination ability of logistics services, and promote the construction of industrial parks based on the local foundation and advantages. These policies will help create a better environment for the development of imported Cross-border E-commerce, thereby attracting more business entities to land.

3.2.2. Standardization of Supervision Facilitation

Regulatory policy is a core content of import Cross-border E-commerce related policies, involving a lot of content. The construction of a single window for international trade is the foundation, and it also includes information exchange and data management, statistical monitoring, risk prevention and control, taxation, inspection and quarantine, foreign exchange. Supervision, operation system, commodity traceability and many other aspects. On the one hand, the facilitation and standardization of regulatory policies involves optimizing the business environment and promoting trade facilitation, which is a manifestation of the improvement of government administrative efficiency and an inevitable requirement for the development of contemporary international trade, which can provide great convenience for market players[28]. On the other hand It also involves regulating the development of the industry, clarifying the behavioral boundaries of market players, so that the development of

imported Cross-border E-commerce can go out of the gray area and develop in the sunshine, which will also help stabilize the expectations of market players[29].

3.2.3. Legal Governance

The law has the highest binding effect and is also an important basis for resolving conflicts. The key areas of legal governance required by imported Cross-border E-commerce involve intellectual property protection, consumer rights protection, dispute resolution, etc[30]. Due to the foreign-related nature of their trade, it is also necessary to consider the Cross-border dispute resolution mechanism, explore international general rules and adapt to new trade methods system of laws and regulations. Good legal governance helps to clarify legal relationships, identify responsible entities, and restrain market behaviors to safeguard the rights and interests of all parties. It is a necessary environmental support condition for the development of the industry.

3.3. Demand-based Policy Tools

The main role of demand-based policy tools is to increase market demand, and usually include policy tools such as government procurement, service outsourcing, and setting up overseas institutions. In terms of tools, it is mainly to remove the institutional barriers that restrict consumption, create a better consumption environment, and enhance the purchasing power of residents, thereby promoting consumption[31].

The demand side of imported Cross-border E-commerce is directly facing consumers. From the perspective of demand, consumers' pursuit of consumption upgrades has directly spawned the need for foreign high-quality and diversified consumer goods. However, the current consumer groups of imported goods are still relatively regional, and the consumer groups still have the potential for further expansion. In addition, consumption represents the final demand of society, and promoting consumption is of great significance to the improvement of overall social welfare, but there are still institutional obstacles that restrict residents' consumption. As far as imported Cross-border E-commerce is concerned, the types of commodities that can be admitted, the degree of tax and fee burden, and after-sales guarantees will directly affect consumer demand. These are the possible focus points of relevant policies. On the one hand, starting from market demand, explore the negative list system for commodity access, and gradually relax market access; on the other hand, promote the standard construction of products and services, and improve the quality assurance system.

4. The Impact Path of Policies on the Development of Imported Cross-border E-commerce: Based on the QCA

The above first sorted out the policy overview of my country's imported Cross-border E-commerce. On the whole, the country's policy layout for Cross-border E-commerce is mainly divided into normative and supportive types. The central-level policy for imported retail E-commerce mainly focuses on supervision methods. The specific supportive policies are mainly reflected in the specific implementation plans of the cities in the comprehensive pilot zones. Then, it also theoretically analyzes the mechanism of the policy on the development of Cross-border E-commerce. Based on the above, this chapter will use the qualitative comparative analysis (QCA) method for further empirical analysis in combination with specific urban cases.

4.1. Case Selection and Introduction

From the official approval of the State Council in 2015 for the establishment of the China (Hangzhou) Cross-border E-commerce comprehensive test area, then Zhengzhou, Ningbo, Shanghai, Chongqing, Guangzhou, Shenzhen and other cities with good E-commerce foundations have successively established comprehensive test areas, the first batch of

comprehensive test areas. The development of the pilot area has gradually matured. This chapter will also take these seven cities as case study objects. For the city government, the investment in the construction of the comprehensive pilot zone is the Cross-border E-commerce policy, and the output is the development of the city's Cross-border E-commerce import business.

Therefore, this chapter will analyze the policies of each city's comprehensive pilot area construction implementation plan and Cross-border E-commerce development guidelines, divide the relevant policies of each city into multiple dimensions, and then quantify the policies of each dimension, and quantify the Cross-border E-commerce of each dimension. The development policy of Cross-border E-commerce is the antecedent condition of the development of Cross-border E-commerce import business in cities, and the use of fuzzy set qualitative comparative analysis to explore the impact path of policies on the development of Cross-border E-commerce import business in cities.

4.2. Variable Description

4.2.1. Decomposition of Policy Texts based on the Perspective of Policy Instruments

The decomposition of policy texts in this section will be based on the perspective of policy tools, using the analytical framework proposed in Chapter 3, to divide policy texts into supply, environmental, and demand types. However, considering that the specific policy texts examined in this paper hardly involve market demand, only supply-type and environmental-type policy tools are included in the research framework of this paper.

4.2.2. Variable Measurement and Data Calibration

According to the requirements of the fuzzy set qualitative comparative study (fsQCA) adopted in this paper, it is first necessary to clarify the outcome variable and the condition variable. The condition variables are the 7 dimensions of the Cross-border E-commerce import policy. According to the analysis framework of the previous section, text analysis is used to analyze the implementation plan/development plan of each city's "Cross-border E-commerce Comprehensive Pilot Zone". and "Opinions/Measures to Accelerate the Development of Cross-border E-commerce" and other core policy texts for keyword extraction and dimension classification, and then perform semantic word frequency statistics on related keywords, and thus convert the texts into policies of various dimensions. put in.

4.3. Analysis of Results

This paper uses the fmqca software released by the Complex Role Research Center of Fudan University in 2014 for calculation. The analysis results are as follows:

4.3.1. Truth Table Construction

Table 1. Truth table

funds	talents	indus -trial	infrastr -ucture	super -vise	law
0	0	0	0	0	0
0	0	1	1	0	0
0	1	0	0	1	0
1	0	0	1	1	0
1	1	0	0	0	1

There are two analysis steps for constructing the truth table. First, construct the truth form based on the fuzzy set data, and determine the output result and the corresponding combination of condition variables. The second step needs to compare the data in the truth table to determine the frequency threshold and consistency threshold. This paper uses 1 as the

frequency threshold and 0.80 as the consistency threshold. The truth table is obtained as follows:

4.3.2. Analysis of Necessary Conditions

According to the steps of fuzzy set analysis, before analyzing the combination of conditions, it is first necessary to test whether a single variable is a necessary condition of the outcome variable. The necessary condition analysis mainly depends on the consistency score of the variable relative to the result. The score is generally understood as the coefficient significance in regression statistical analysis. Condition variables with a consistency score above 0.9 are considered as necessary conditions for the result.

The concordance scores for each individual variable against the outcome variable obtained by running a concordance analysis in the software are as follows:

Table 2. Concordance score of each individual variable to the outcome variable

variable name	consistency	coverage
funds	0.76905	0.76728
talents	0.84526	0.84526
industrial	0.76905	0.90983
infrastructure	0.92378	0.92378
supervise	1.0	0.92719
law	0.45189	0.65836

In the table, condition variables with a consistency score above 0.9 have "infrastructure and "supervise", while "talents", "funds" and "industrial (the cultivation of the main body of the whole industry chain)" did not reach 0.9 and could not constitute a necessary condition, but they were still relatively close. This result shows that a city's Cross-border E-commerce imports The development of business is closely related to the standardization of infrastructure construction and regulatory facilitation in the input of environmental policy tools in the region. At the same time, the promotion policy of various elements of production in the input of supply-type policy tools also plays a certain role.

4.3.3. Condition Combination Analysis

Table 3. Condition combination analysis results

Condition combination	consistency	coverage
[infrastructure]*[supervise]	0.92378	1.0
[industrial]*[supervise]	1.0	0.92378
[industrial]*[infrastructure]	0.90983	0.76905
[industrial]*[infrastructure]*[supervise]	1.0	0.76905
[talents]*[supervise]	0.915	0.84526
[talents]*[infrastructure]	1.0	0.76905
[talents]*[industrial]	1.0	0.69053
[talents]*[infrastructure]*[supervise]	1.0	0.76905
[talents]*[industrial]*[supervise]	1.0	0.69053
[talents]*[industrial]*[infrastructure]	1.0	0.69053
[funds]*[supervise]	1.0	0.76905
[funds]*[infrastructure]	1.0	0.76905
[funds]*[talents]	0.9009	0.69284
[funds]*[infrastructure]*[supervise]	1.0	0.76905
[funds]*[talents] *[infrastructure]	1.0	0.69284
[funds]*[talents] *[supervise]	1.0	0.69284

In the conditional combination analysis, in order to avoid the influence of the necessary conditions on the result variables, the "law" with low consistency in the analysis in the previous section was eliminated, and the remaining _5 variables were combined for analysis, and the

screening consistency was not less than 0.9, The coverage rate is not less than 0.6_5 and the number of factor combinations is 2-3 conditional analysis combinations, the results shown in Table 3.

4.4. Case Analysis

From the above analysis, we can know that if the import volume of Cross-border E-commerce is used to measure the development degree of the imported E-commerce industry in each city, Guangzhou and Zhengzhou belong to the first echelon among the seven major cities, and Ningbo and Hangzhou belong to the second echelon. In the echelon, Shanghai, Shenzhen and Chongqing are relatively weak. The more detailed the management measures and the clearer the way, the better the development of Cross-border E-commerce and the more impressive the development of imports. For example, Guangzhou and Zhengzhou have more detailed and comprehensive supervision ideas and policies in their "Implementation Plans". The text language tends to be more specific rather than vague; while Shanghai and Chongqing have good waterway transportation conditions and a strong informatization foundation, while the latter have better land transportation conditions through the Yu-Xinjiang-Europe trunk line, but in terms of policy layout, they have early influence on imported E-commerce. Compared with other cities, the regulatory measures are weakened, and its business development is relatively weak, but despite the improvement of the latest policies, it has developed rapidly in the past two years. In addition, in the past two years, many cities have also made great efforts in the construction of transportation infrastructure and informatization, such as Guangzhou's "Three-Year Action Plan for International Shipping Center", Chongqing's Air Economy Demonstration Zone Construction Overall Plan and Thirteenth Five-Year Plan for Informatization, Shanghai's "Thirteenth Five-Year Plan for Comprehensive Transportation", Shenzhen's "Thirteenth Five-Year Plan for Informatization Development" and "Modern Logistics Industry "Thirteenth Five-Year Plan" ", etc. The improvement of these infrastructures will surely provide a good environment for the further development of Cross-border E-commerce.

5. Conclusion

This paper first expounds the overview of the current import Cross-border E-commerce policy, analyzes the industry background of the policy, the main content of the policy and its evolution, and uses the system analysis method to construct the current policy's goal-investment-implementation-effect frame diagram. In this way, the governance logic of the state's treatment of new economic and new formats such as Cross-border E-commerce is clarified; then, the policy tool theory is used to analyze the mechanism of action of imported Cross-border E-commerce policies from goals to results.

On this basis, taking the seven comprehensive pilot areas as examples, the content analysis method is used to decompose the policy texts of each city, and then combined with the import business development of each city, the fuzzy set qualitative comparison analysis method is used to explore the impact path of the policy, and Analyze case by case. Through the research, this paper mainly draws the following conclusions:

(1) On the whole, my country's import Cross-border E-commerce policy has the following characteristics: One is the combination of top-level design and bottom-up design. There are not only the guiding opinions issued by the State Council and various ministries and commissions involving all aspects of the import Cross-border E-commerce industry, but also the implementation plans of each pilot city, and the mature policy experience in the pilot will be replicated and promoted nationwide, or raised to the relevant central departments to form Standard rules, this policy formulation method leaves more room for policy trial and error and adjustment, but it will also bring strong uncertainty to the market due to large policy changes;

(2) Horizontally, policies can be divided into normative and supportive. Normative policies are mainly to regulate the behavior of various market entities by improving supervision, taxation and other links, thereby promoting market fairness; supportive policies improve the level of public services and trade facilitation, optimize infrastructure, provide Fiscal and financial support, improving talent cultivation, strengthening national cooperation, etc. to provide elements and environmental support for the development of the industry;

(3) Vertically, policy evolution and industry development have an obvious interactive relationship. The current growing import Cross-border E-commerce market is precisely because social demand is increasing in reality, and the country needs to create a good policy environment for the increase in supply. At present, consumers' demand for overseas commodities has increased, and the corresponding countries will expand the "positive list" commodity tax items according to their needs when adjusting relevant tax policies, and also adjust the single commodity limit and annual limit to meet consumption. Consumers' better material pursuit; quality and safety problems encountered by consumers in purchasing activities also prompt the state to further improve relevant regulatory rules.

References

- [1] The influence of government behavior and business environment on the development of Cross-border E-commerce--Based on the fuzzy set detection of QCA in Zhejiang Province [J]. Liang Hanyue, Yang Lihua. *Special Economic Zone*. 2018(10).
- [2] Analysis and Research on the Development of Zhengzhou Cross-border E-commerce Comprehensive Pilot Zone [J]. Zhang Juntao. *Finance and Economics*. 2018(07).
- [3] Multiple Attributes and Collaborative Methods of Cross-border E-commerce Policy [J]. Zhang Hao. *China Circulation Economy*. 2018(05).
- [4] The Influence Path of Entrepreneurial Policies on Urban Entrepreneurship: A Qualitative Comparative Analysis Based on Fuzzy Sets [J]. Gao Wei, Gao Jian, Li Jizhen. *Technological Economy*. 2018(04).
- [5] Research on the development strategy of Cross-border E-commerce in the context of the free trade zone - taking Zhejiang free trade zone as an example [J]. Wang Guibin, He Wei. *Price Monthly*. 2018(02).
- [6] What factors affect industrial upgrading?--A research based on qualitative comparative analysis method [J]. Zhang Wenguang, Wang Yaohui. *Journal of Beijing Normal University (Social Science Edition)*. 2018(01).
- [7] Challenges and Countermeasures Facing China's Cross-border E-commerce Retail Import Supervision - Qualitative Analysis Based on the Perspective of Customs and Consumers [J]. Yu Ti. *Customs and Economics Research*. 2018(01).
- [8] Challenges and path improvement of my country's Cross-border E-commerce customs supervision mechanism under the background of system export [J]. Huangpu Customs Research Group. *Customs and Economics and Trade Research*. 2018(01).
- [9] Influence propagation model of new policies and regulations in the process of Cross-border E-commerce trade [J]. Yang Yunpeng, Yang Jianzheng, Zhang Xuan. *China Circulation Economy*. 2018(01).
- [10] my country's Cross-border import E-commerce model under the new customs tax policy [J]. Wang Lei. *China Circulation Economy*. 2017(12).
- [11] Analysis of the development status of Cross-border E-commerce transactions and foreign exchange management policies--taking the development of Cross-border E-commerce in Chengdu as an example [J]. Tang Liwei. *Southwest Finance*. 2017(12).
- [12] Research on the development policy of Cross-border E-commerce in industrial clusters - taking Yiwu, Zhejiang as an example [J]. Xu Jinbo. *Business Economics Research*. 2017(21).

- [13] Quantitative research on regional agricultural product E-commerce policy texts--taking Gansu Province as an example [J]. Hou Zhenxing, Lu Yan. China Circulation Economy. 2017(11).
- [14] Intellectual property governance in Cross-border E-commerce: Dilemma, causes and solutions [J]. Zheng Luying. China Circulation Economy. 2017(10).
- [15] A preliminary study on the development of Cross-border E-commerce policies in my country [J]. Zhang Mingfei, Yang Jianzheng. E-commerce. 2017(09).
- [16] Research on the development of Cross-border E-commerce in my country: Retrospect and Prospect [J]. He Jiang, Qian Huimin. Science and Technology Management Research. 2017(17).
- [17] Efficacy evaluation of the new customs supervision policy for Cross-border import E-commerce [J]. Li Xiangyang. Shanghai Economic Research. 2017(07).
- [18] New thinking on the development of Cross-border E-commerce in my country [J]. Liu Yu. China Circulation Economy. 2017(07).
- [19] Problems and countermeasures facing the development of Cross-border E-commerce in China's manufacturing industry [J]. He Zhengchu, Pan Hongyu. Seeking. 2017(06).
- [20] Problems existing in my country's Cross-border E-commerce supervision system and improvement paths [J]. Yang Chunmei, Hu Liming. Foreign Economic and Trade Practice. 2017(06).
- [21] The New Economy and the Old System: Research on the Innovation of my country's Government Supervision and Fiscal and Taxation Governance Mechanisms--Taking the New Policy of Cross-border E-commerce as the Analysis Object [J]. Feng Qiaobin. Journal of Yangzhou University (Humanities and Social Sciences Edition). 2017(03).
- [22] Cross-border E-commerce legal reference and risk prevention research [J]. Zhang Xiaheng. Contemporary Economic Management. 2017(03).
- [23] Tax reform, where will Cross-border E-commerce go? [J]. Wang Wencheng, Yan An, Chang Nannan. Taxation and Economy. 2017(01).
- [24] Types and operation modes of Cross-border E-commerce [J]. Zhang Xiaheng. China Circulation Economy. 2017(01).
- [25] Analysis of the relationship between supply chain dependence and enterprise innovation based on the qualitative comparison method of fuzzy sets [J]. Ren Shengce, Fan Qianwen. Business Economics Research. 2016 (22).
- [26] Research on the effectiveness of government supportive policies in promoting the development of Cross-border E-commerce--Based on the perspective of complex networks [J]. Chen Nan. Zhejiang Social Sciences. 2016(10).
- [27] Analysis of the government's new Cross-border E-commerce policy based on new institutional economics [J]. Fan Yu. Modern Economic Information. 2016(19).
- [28] Promoting the Development of New Economy with New Thinking and New Management--Thinking and Suggestions on the Current Development of Cross-border E-commerce in my country [J]. Zhang Dawei, Chen Wenling. Globalization. 2016(09).
- [29] The impact of the new tax system on the future development of Cross-border E-commerce--taking Yiwu as an example of "China's top 100 E-commerce counties" [J]. Li Jinlong. China Circulation Economy. 2016(09).
- [30] Quantitative Research on Chinese Rural E-commerce Policy Texts - Content Analysis Based on Policy Tools and Business Ecosystem [J]. Niu Qin. Economic System Reform. 2016(04).
- [31] A Model of a Localized Cross-border E-commerce [J]. Abbas Asosheh, Hadi Shahidi-Nejad, Hourieh Khodkari. iBusiness. 2012 (02).