

Study on the Development Path of Private Courier Enterprises under Government Regulation

--Taking Dangtu County as an Example

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Abstract

In recent years, the rapid development of the logistics industry, the private courier industry has been inseparable from people's lives. However, nowadays, e-commerce explosion, the rapid development of the national economy, the rapid development of the private courier industry is also facing a series of challenges, such as: poor service quality, lack of industry standardisation. The existence of these problems is closely related to government regulation, and in the face of these problems, postal regulators have adopted a number of measures to solve them, but these measures are not enough to deal with the emerging new situation. This paper will investigate the future development of private courier enterprises under government supervision, taking Dangtu County, Maanshan City as an example, aiming to objectively and impartially understand the challenges faced by private courier enterprises in recent years as well as the path of future development. In this paper, through the collection and collation of all kinds of related survey reports in the existing data, while taking the questionnaire survey method, reasonable analysis and judgement of the government in the supervision of private courier enterprises in a variety of problems, and at the same time to analyse the problem, and on this basis, put forward the optimization path of the future development of private courier enterprises and feasible solutions and measures.

Keywords

Private Courier; Government Regulation; Service Quality; Questionnaire Survey.

1. Introductory

1.1. Research Background

With the continuous improvement of the social and economic level, the courier industry in people's work and life plays an increasingly important role, the number of private courier enterprises is also as fast as the rapid growth of the spring. From the initial state-owned enterprises dominate the world, the development of today's private courier industry, foreign enterprises, state-owned courier industry, the situation of three worlds. From the postal industry operation in 2020 announced by the State Post Bureau on 14 January 2021, the postal industry business income (excluding the direct business income of postal savings banks) in 2020 completed a total of 1103.78 billion yuan, an increase of 14.5% year-on-year; the total amount of business completed a total of 2105.32 billion yuan, an increase of 29.7% year-on-year [1]. We can easily see that China's express delivery business is still in a sustained high period. However, from the point of view of the year-on-year growth of China's total express business and business income in 2020 alone, both of them have slowed down.

Undoubtedly, nowadays private courier enterprises have become the mainstay of China's express delivery industry, state-owned and foreign-funded express delivery enterprises and

private courier enterprises, compared with the same day. Based on this, the future of private courier enterprises should be more widespread attention from all walks of life.

The development of the private courier industry is inseparable from the rapid development of China's e-commerce system. In today's private courier industry, there are problems such as poor service quality, courier loss or damage. These problems seriously affect the development of the private courier industry. There are two reasons for these problems. The first is the problems of the industry itself, and the second is the deficiencies in supervision by the relevant government agencies, which are inextricably linked to their supervisory methods. In order to study the service quality problems of private courier enterprises under government supervision, the author launched a series of surveys, the location of which was selected in Dangtu County, Maanshan City, Anhui Province. The survey mainly used the questionnaire survey method, the questionnaire data obtained to analyse and put forward some of their own comments and suggestions.

In 2010, the total number of transactions of express delivery companies above the national scale was 2.34 billion pieces, an increase of 25.9 per cent over the previous year; the operating income was 57.46 billion yuan, an increase of 20 per cent over the previous year. The business income of different places, same city, international and Hong Kong, Macao and Taiwan accounted for 7.2%, 54.7% and 31.1% of the total income respectively, and the volume of express delivery business accounted for 22.9%, 71.5% and 5.6% of the total volume respectively. At present, the national postal express, foreign express, Chinese and foreign joint express, state-owned non-postal express, private courier presents the situation of the dragon fight. The rapid development of the express delivery industry has greatly promoted economic development and brought a large number of employment opportunities to society. At the beginning of reform and opening up, the state strongly advocate market economy, based on the transition to a market economy environment, urban private enterprises began to emerge in large numbers. The so-called reform spring breeze blowing all over the ground, no doubt such a spring breeze accelerated the rise of China's private courier enterprises. 2003, Taobao was established, online shopping into the public's field of vision, e-commerce rapid development, which undoubtedly vigorously promote the development of China's courier industry. 2005, China's private courier enterprises Yuantong Express became the first logistics company signed a contract of co-operation with Taobao, online shopping has also become the main source of the business of the enterprise. In 2005, China's private courier company Yuantong Express became the first logistics company to sign a contract with Taobao, and online shopping became the company's main source of business. Not long after, the major private courier companies followed suit, have signed an agreement with Taobao e-commerce, at present, we are familiar with a few courier is no more than China, Shentong, Yuantong, Best, Rhymer and SF Express.

The development of private courier enterprises so far, in terms of service quality has produced a number of problems. The first is the uncontrolled competition between private courier enterprises. As the domestic express delivery industry management mechanism is not perfect, the construction of relevant laws and regulations to be down to the quality of service, malicious competition leads to the survival of enterprises facing research challenges, it is difficult to put the business centre to improve the quality of service. Secondly, the private courier enterprise capital investment is small, small scale, low degree of information technology, resulting in the inability to understand the needs of consumers in a timely manner, thus seriously affecting the quality of its services. If you want to develop, should be supported by advanced information systems and support tools, and all of these require capital investment, the lack of funds for private courier enterprises seriously limits its development. Finally, the staff quality is low, the service level is low, the enterprise management level is not high. Private courier enterprises, the initial capital investment is small, low entry threshold, resulting in small-scale enterprises, the number and excessive, weak competitiveness, staff mobility is also very high. Most private

courier enterprises have not yet established business and skills training systems, and lack high proficiency as well as management, operational and technical expertise. In addition, the low quality of employees has led to frequent violations of consumer rights and interests.

1.2. Research Significance

Based on the results of the questionnaire survey, this paper analyses and researches the government regulatory problems of private express delivery enterprises by combining the relevant knowledge of management and economics, such as the theory of national economic function and the theory of market failure, which provides a solid theoretical foundation for this research. Firstly, it enriches the theoretical knowledge of management and economics and broadens the research field. Private courier industry as part of the market, in the process of its development, there are many problems, which belongs to the market failure, market regulation can not be separated from the government intervention, therefore, the theory of government intervention applied to this study is conducive to regulating the market, promote the healthy and sustainable development of the industry; In addition, this study combined with the questionnaire survey, innovative research methodology of this topic. Secondly, it provides experience for the government to manage the emerging industry. This paper discusses and analyses the government management problems of private courier enterprises under the guidance of relevant theories, and the conclusions drawn have certain reference significance for the future government management of emerging industries, which is conducive to the growth and development of emerging industries, and at the same time promotes the upgrading and optimization of government functions.

Institutional construction is an important way to enhance the industry's regulatory capacity. At present, China's express delivery industry regulatory system is not perfect enough, the legal provisions of the study is insufficient, at the same time, the express delivery industry can maintain the current rapid development situation is unpredictable, strengthen the government's supervision of the express delivery industry is to promote the development of the express delivery industry is an effective measure. Therefore, this paper will cut from the perspective of government regulation, the current situation of the courier industry in Dangtu County, Maanshan City, Anhui Province, a more in-depth analysis of the development of the courier industry, government regulation in the development of the existence and emergence of problems in the cause of the investigation. Combining advanced foreign experience and the reality of Dangtu County, from the regulatory subject, object, system, means, etc., to explore the method of express industry regulation. The study contributes to the enrichment of theoretical data on the development of the private courier industry, and also enriches the academic research results in the field of China's courier industry regulation, and contributes to the improvement of China's courier industry regulatory system construction.

2. -Dangtu County Government's Regulation of Private Courier Enterprises Situation Analysis

2.1. Status of Development of the Courier Industry

2.1.1. The Development of Express Delivery Industry in Maanshan City

In 2020, the growth rate of express delivery business in Maanshan City remained stable, with express delivery enterprises completing 25,931,700 operations, an increase of 36.94 per cent over the previous year, and business revenue increasing by 310 million yuan, an increase of 22.77 per cent over the previous year. The proportion of courier revenue in the sector is increasing.

The city's courier business is growing rapidly. The annual volume of same-city business was 1,848,200 pieces, up 110.75 per cent year-on-year, and the same-city business revenue was

14,921,000 yuan, up 151.16 per cent year-on-year. The volume of off-site courier business continued to grow, and the growth rate of business income slowed down. The total volume of off-site business for the year was 23,861,700 pieces, an increase of 32.69 per cent over the previous year; the cumulative income from off-site business was 163 million yuan, an increase of 9.65 per cent over the previous year. International and Hong Kong, Macao and Taiwan express business compared with the previous year grew more significantly. International and Hong Kong, Macao and Taiwan cumulative total of 221,800 pieces, an increase of 188.86 per cent; business cumulative income of 10,948,900 yuan, an increase of 88.91 per cent over the previous year. The cumulative income from other businesses reached RMB 120,908,700, an increase of 31.53% over the previous year. The proportion of business volume of same-city, off-site, international and Hong Kong, Macao and Taiwan express delivery in the total business volume was 7.13%, 92.02% and 0.86% respectively, and the business income accounted for 4.82%, 52.63% and 3.53% of the total income respectively. The city's postal industry has 262 cars, 4 fewer than at the end of the previous year, including 147 express service cars, 12 fewer than at the end of the previous year.

In addition, there was an increase in the market share of private courier enterprises in Maanshan in 2020. The annual transaction volume of private courier enterprises was 18,527,500 units, and the operating income was 270 million yuan. The market share of private courier enterprises was 92.2 per cent in terms of transaction volume and 85.6 per cent in terms of operating income. Private courier enterprises have become the backbone of the express delivery industry in Maanshan City.

2.1.2. Analysis of the Situation of Express Delivery Consumers in Dangtu County

In order to understand the Dangtu County courier consumers on the private courier service quality evaluation, as well as the government, the courier industry's supervision of the views and attitudes, the author to Dangtu County, part of the public questionnaire issued by the content is divided into the consumer's basic situation, the consumer's evaluation of the service of the private courier, the consumer's satisfaction with the government's supervision and other aspects. A total of 200 paper questionnaires were distributed, and 188 valid data were retrieved, with a retrieval rate of 94%. This report summarises the opinions and evaluations of private courier companies through questionnaire surveys of some courier consumers in Dangtu County, combined with the information accessed and the government's published data, and then categorised and organised to integrate the relevant information in a timely manner. From the perspective of industry regulators, the current express delivery industry and the government's supervision of the status quo, problems and reasons for the analysis, so as to provide some of the current situation in line with the views and ideas.

In the sample of the survey, the proportion of men is 31.58%, and the proportion of women is 68.42%, with more women. Because there are more women than men in the number of express delivery consumers, a greater number of women in the sample capacity will be conducive to the research and investigation of consumers' experience with private express delivery and improve the accuracy of the results.

The age distribution of this survey mainly focuses on those under 50 years of age, with those aged 21-30 accounting for 59.21 per cent. Because this age group has more contact with online shopping and most of them already have independent financial resources, they are the main express consumers. Next is the consumer group under 20 years old, the proportion of 35.53%, while the number of consumers over 30 years old is relatively small, only 5.26%, because the consumer channel of express delivery is mainly online shopping, the younger will be more dependent on the Internet life, so the data is expected. In the surveyed population, the majority of people with a monthly income of less than 3,000 yuan, accounting for 82.59%, between 3,000-6,000 yuan in the proportion of the second, 11.84%. It can be seen that among the

surveyed people, the monthly income level is on the low side as a whole. This is related to the fact that the age group of the surveyed population is small, and most of the population are undergraduate freshmen or graduates with low salary levels. However, we can still conclude that there is no obvious positive correlation between monthly income and courier consumption, but the author predicts that there may be a certain linear relationship in a certain age range.

I analyse the results of the questionnaire survey through the Dangtu County part of the courier consumers to see, although most of the consumers on the use of the courier business is generally satisfied, but some of the problems in the courier service is still worried. The author will be when the private courier business development in Dangtu County problems are summarised below:

(1) private courier enterprise competition mode to price competition . China's private courier organisational model is mainly used in the franchise model, therefore, do not need a very high threshold will be able to enter the courier market, China's private courier market is also rapidly developing and expanding, but with the rapid increase in the market share of private courier enterprises, this franchise model but also become an important factor restricting the development of private courier enterprises. Franchise shops throughout the industry is fierce competition between the most common means is low price competition. The use of low price strategy to win customers, so that most customers are accustomed to a similar level of express service. Consumers are particularly price-sensitive and usually choose couriers with lower prices. Most customers are accustomed to using low prices as a measure of their use of courier business standards. As a result, in order to win customers, various private courier firms engaged in a price war and prices continued to fall, which minimised industry profits.

(2) Lack of staff training, insufficient talent . The threshold and low technical content of the private courier industry. Most private courier enterprises do not pay attention to staff induction and on-the-job training, the overall professionalism and proficiency of the staff is poor; secondly, the labour intensity of courier enterprises is high. This environment is difficult to meet the demands of skilled personnel, in addition, some enterprises do not pay attention to the introduction of talent, so the talent turnover rate of private courier enterprises is much higher than the normal talent turnover rate, which also directly weakened the competitiveness of the enterprise, restricting the sustainable development of the enterprise.

(3) The management level of the enterprise is not high, backward equipment . Private courier enterprises lack of effective management mechanism, lack of talent, low management level, resulting in the business carried out by the enterprise has many problems. In addition, most of the private courier enterprises are using the franchise system. In order to pursue short-term interests, most of the franchisees are unwilling to invest in basic equipment. In addition, it is difficult to establish a unified customer settlement system and a global cargo tracking and enquiry system. Commodity management and circulation technology is backward, thus leading to inefficient business operations.

(4) The operation mode of the enterprises is monotonous, and the profits are low . At present, the main income of private courier enterprises in Dangtu County comes from receiving and sending courier. Delivery service is mainly done by manpower, with little technical content, and the network used by private courier enterprises nationwide serves only one enterprise, which is obviously a waste of many resources. In addition, most of the business of China's private courier enterprises rely on e-commerce platforms such as Taobao, Jingdong and Jinduoduo, etc. The small sellers of these e-commerce platforms basically find it difficult to earn the difference in the price of the products, but only earn the freight costs, and most of the products are sold at the purchase price, while the merchants earn income from logistics. In this case, the profits of some private courier companies are even negligible.

(5) Security and service problems are prominent. Firstly, the receiving and sending staff lack specialised training and relevant knowledge, lack strict control over the receiving and sending process, and are vulnerable to exploitation by unscrupulous elements. Secondly, the sites lack security equipment and facilities. There are security risks in sorting and storing mail and express mail. Lastly, the actual collection and despatch process does not strictly check the real name of the customer. In addition, the number of third-party outlets in towns and cities continues to increase, and the phenomenon of picking up and charging per piece on their own occurs frequently. All these have seriously affected the service quality of private courier enterprises.

2.2. Current Status of Government Regulation

2.2.1. The General State of Regulation of the Express Delivery Industry

The dual management between the central and local authorities, with the central authorities taking the lead, is the postal management system in place in China. The Postal Law is the main law regulating the private courier industry in China. The rapid development of the express delivery industry is accompanied by the emergence of service quality problems, the security status quo of the express delivery channel is grim, the express delivery industry staff mobility and other issues are becoming increasingly prominent, the development of the entire industry is therefore constrained, and the industry's supply system quality is unstable, low revenue, unbalanced development, the internationalisation of the level is low, the mid-range and high-end supply of a serious lack of and other "quality gaps". The contradictions are becoming more and more prominent. Contradictions are becoming more and more prominent, China's postal administration must focus on improving the quality of supply, compared with the world's advanced level, China's private courier enterprises supply is insufficient, the ability to serve the advanced manufacturing industry is weak; contrary to the requirements of green development, there are problems such as wasteful express packaging; contrary to the requirements of sustainable development, the private courier industry's value is not evenly distributed, and the rights and interests of the employees are not adequately protected; in addition, governance methods are relatively simple, intelligent regulation needs to be strengthened, and new business forms and new models still need to be explored.

These circumstances require the industry to actively change its development model and adjust its industrial structure to improve the quality and efficiency of development. The focus is on promoting the development of green, low-carbon and other areas of the industry, and endeavouring to extend the industrial value chain and increase the added value of products. In order for the express delivery industry to develop in an innovative, standardised, sustainable and healthy way, it is necessary to formulate more standardised and scientific policies. The government leadership should strengthen the regulation of the express delivery market and unleash the vitality of market participants to a greater extent. Government supervision of the courier industry is the most solid reliance on ensuring the safety of the courier channel. As the volume of business continues to grow, the problem of courier companies delivering dangerous explosives, guns, drugs and other items that may endanger public safety has become more and more serious. 2013, the "life-threatening courier" in Weifang City, Shandong Province, led to the deaths of one person and the poisoning of eight others; 2015's "9.30" courier parcel in Liuzhou City, Guangxi Province, led to the deaths of one person and the poisoning of eight others. In 2015, the "9.30" courier parcel explosion in Liucheng, Guangxi Province, caused 751 casualties.

The above situation reflects the seriousness of the situation with regard to the safety regulation of express delivery channels, and the need to establish a rapid link between the regulatory authorities and the public security authorities, to jointly strengthen regulation and formulate safety regulations, and to guide enterprises in establishing a safety and security system to guard

against risks, while at the same time strictly enforcing real-name systems for the receipt and delivery of goods.

2.3. Analysis of Dangtu County Government's Regulatory Situation

This questionnaire survey set up part of the problem about express delivery complaints, the author through the understanding of consumer participation in express delivery complaints and then analyse the government in regulating the private courier enterprises in the problem.

2.3.1. Basic Information on Consumer Complaints

The vast majority of courier consumers are unaware of the inaction measures in case of loss of their rights and interests in courier services, which clearly shows that the Postal Administration's publicity measures are not in place and the means of publicity are limited. Express consumers for the lack of awareness of the postal administration to complain to the lack of awareness of the postal administration, to Maanshan City, Wuxi Town, for example, the author in a number of local private courier points have failed to find the postal administration of the hotline, which is the work of the postal administration of a larger omission. In the private courier enterprises and consumers in the conflict between the conflict, most consumers have not been able to find a weapon to defend their rights and interests, to a large extent, consumers caused by the economic loss of consumers themselves and the private courier industry under the line and the postal administration to increase the difficulty of the supervision of the postal administration.

Nearly 45 per cent of consumers in the use of courier services, when their own interests are damaged will choose to tolerate, may be these consumers are in line with the "more than one thing is better than one thing less" idea, it is secretly suffered. Only one-tenth of the consumers will choose to go to the postal administration to complain, and resolutely defend their own interests are not violated. One-third of consumers will choose to use the courier enterprise customer service negotiation, but the effect is very little, resolutely to the postal administration to complain, is the most important weapon to protect their own interests, most consumers of this awareness is still very lacking.

2.3.2. Consumer Satisfaction with Government Regulation

Consumers who participated in the survey were not very satisfied with the city government's supervision of the quality of private courier services, with only one-fifth of them being satisfied. The reasons for this may be as follows: Firstly, there are still a lot of problems encountered by consumers in the process of receiving and sending courier services, and these problems are always there, with no sign of being solved at all. Secondly, the government has less publicity in the express delivery points, basically rarely seen consumer hotline and other measures to protect the rights and interests of consumers. Thus let consumers think that in the control of the quality of private courier services, the government has not assumed the due responsibility. Based on the above investigation and analysis, the author summarises the problems of the Dangtu County government in regulating private courier enterprises as follows:

(1) Lack of diversity in supervision methods. Postal administrations usually use law enforcement inspections and on-site inspections to supervise courier companies, but distribution centres and business outlets provide relatively few courier services, so on-site inspections are not as effective in supervising, and it is impractical to monitor service personnel throughout the process. Some interviewees felt that there was a lack of specialised complaint staff. Dangtu County Post Office does not have a special hotline and answering staff, and the ability to deal with complaint incidents is limited, although many consumers understand the courier industry's complaint channels, but are not willing to actually go to the complaint, so there is still a need to expand publicity.

(2) The quality inspection is not comprehensive. In the process of service quality supervision, the focus is often on the express inspection system, during which video data is collected and on-site inspections are conducted. According to data from the Postal Service in 2019, more than one-third of the total number of law enforcement officers undergoing special inspections each year are directly related to service quality issues, while revealing the inefficiency of their enforcement. In addition, the regulator conducts special checks on video surveillance equipment and the professional qualifications of staff. According to the State Post Bureau, the relevant authorities conduct relatively low frequency inspections of intermediate transshipment links, such as the sorting and transport of express shipments.

(3) Poor implementation of regulatory measures. In the process of service quality supervision of express delivery enterprises, the unsatisfactory effect of the acceptance inspection system is the most serious problem. Most enterprises are difficult to truly implement the acceptance inspection system. In the actual operation process, the courier often casually ask, rarely open the courier for inspection. Some courier companies often ignore or even exempt from inspection of long-term cooperation partners. 2013 Yuantong Express "life-threatening courier" incident is typical due to the implementation of acceptance inspection system is not in place to lead to.

(4) Inadequate sectoral coordination mechanisms. Postal administration and local governments are not closely linked, local governments are not proactive and active in vertically managed operations, and support for the work of the vertical management department is also lacking. The safety supervision of the express delivery industry requires the coordinated help of several departments, including safety supervision, public security and national security. Some respondents believe that the links between departments are not close enough and the division of responsibilities is not clear enough, leading to a lack of initiative and positivity in supervisory issues and a lack of strong enforcement tools such as joint inspections.

3. -Problems of Dangtu County Government's Regulation of Private Courier Enterprises and Causes Analysis

3.1. The Industry's Regulatory System is Inadequate

Supervision and management of the private courier industry requires the co-operation of many departments. At present, many government departments are involved in the supervision and management of the private courier industry, such as customs, national security and so on. According to the regulations, the administrative department is the core agency responsible for the supervision and management of the express delivery industry, the national security department is mainly responsible for its security management, the transport department is mainly responsible for the transport management of the transport industry, and the customs is mainly responsible for the inspection and verification of the import and export business of the transport industry. On the surface of the departments in their respective duties, but in practice, the departments still exist between the functions of the definition of unclear patten, the phenomenon of cooperation is not tacit understanding, leading to the departments in the occurrence of safety supervision accidents to evade responsibility, exacerbating the interdepartmental interaction and even institutional conflict. In addition, this "multi-departmental management" can be used for a variety of purposes. The management model also makes each department only responsible for its own affairs, which makes the courier industry management of each department's poor degree of coordination, resulting in poor courier safety management. The lack of a coordination mechanism causes each department to work alone and is not good at sharing resources, resulting in a waste of regulatory resources and a reduction in the efficiency of courier industry management. In addition, due to the existence of the city's performance evaluation system, when faced with regulatory tasks that can improve

departmental performance, there is competition for resources, while in the face of tricky management work, departments shirk their responsibilities, resulting in the effectiveness of the regulation of the express industry falling short of the expected goals.

3.2. Market Access Mechanisms Inadequate

I interviewed the person in charge of the rookie station in Dangtu County and concluded that the access mechanism of the private courier market in Maanshan City is not sound. Specifically as follows: 1 the access mechanism does not define the total courier enterprise and the major outlets, so for large courier enterprises for the express delivery industry access threshold is too low; for small outlets for the threshold is too high, which reduces the grassroots level of express delivery service, more caused by the chaos of the express delivery market. Secondly, rural courier outlets to obtain a courier business licence, must be more than 500,000 yuan of registered capital and more than 15 employees. However, due to the limited economic conditions in rural areas, to achieve this condition is more difficult, so it directly leads to a large number of rural irregularities. 2, the express delivery industry for licensing procedures for a long time. According to incomplete statistics, in order to obtain a business licence, before and after the need to submit more than 20 materials to the municipal government and the Municipal Bureau of Industry and Commerce, more importantly, after the registration in the Municipal Bureau of Industry and Commerce, the courier enterprises to be qualified to obtain the business qualification also need to submit to the department of the capital verification report and other paper materials.

3.3. Stakeholder Engagement Not High

Consumers are direct stakeholders. However, consumers only have direct contact with logistics companies in the process of sending and collecting parcels, and are unable to participate in the supervision of other links. According to the survey on the willingness to complain about the quality of courier services, it can be seen that safety is the most concerned issue for consumers. In addition, 86.6 per cent of consumers would complain about the accuracy of the time limit of express service. 48.5 per cent would complain about the timeliness of express service. When their own courier delays, consumers always uphold the principle of "one more thing is better than one less thing", often choose to forgive and tolerate. The majority of consumers can accept the courier to arrive within a week. If it takes too long, they are willing to appeal. However, in the actual process of consumer demand, there are very few ways to defend their rights, and due to the imperfection of the relevant regulatory complaint mechanism, which also greatly reduces the degree of consumer participation.

3.4. Relative Lag in Relevant Legislative Policies

In recent years, with the development of science and technology and the growing needs of the people, Tmall, Jingdong, Taobao, Pinduoduo and other e-commerce platforms continue to emerge, along with the people's lives and online shopping is closely related to, and even to the degree of interdependence, private courier enterprises have also been rapid development, all over the streets and lanes. However, due to the development of the private courier industry is not very long, the relevant legislation and policies have not kept pace with its rapid development. The whole industry is full of evil, often appear irregular or even illegal phenomenon, the 2013 "life-threatening courier" incident is even more appalling. The emergence of these phenomena and the relevant government departments of the legislative work can not be blamed. In the face of such a situation in the courier industry, China has introduced a number of policies and laws and regulations, such as the 2009 publication of the Postal Law, the introduction of the "Express Business Licensing Regulations," etc., although to a certain extent played a normative role, but the level of legislation is relatively low, the content of the legislation is also relatively single, not enough to play a role in regulating the industry as

a whole. In addition, the policies and laws and regulations that have been issued by the punitive force is small, for those large-scale development of good express delivery enterprises, the penalties are completely deterred. Finally, some legal provisions have lagged behind. The development of the private courier industry is advancing day by day, accordingly, the legal provisions should be constantly revised and adjusted to adapt to the development of the industry, to avoid problems can not find the appropriate provisions to deal with.

4. Countermeasures to Strengthen the Dangtu County Government's Regulation of Private Courier Enterprises and Suggestions

4.1. Improvement of Synergistic Regulatory Mechanisms

With the rapid development of the courier industry, the main body of the enterprise is also increasingly diversified, and with it the difficulty of safety supervision. Various departments should fully co-operate to establish and improve the effective working mechanism of coordinated supervision. Relevant departments should maximise the advantages of departmental collaboration, break the "information silo", and work through the sharing of supervisory information to improve the efficiency of supervision. Administrative departments can cooperate with market supervision departments and other departments to crack down on the following offences: unlicensed operation, false filing or non-declaration. Strictly enforce the price supervision mechanism, seek to establish an industry-led pricing system for the regional express delivery industry, avoid and reduce the spread of "price wars" and other malicious competitive behaviours, strengthen the communication with the integrated management, public safety, and with other departments and local governments, and strengthen the cooperation, set up a collaborative coordination mechanism, report the situation and exchange opinions regularly, and conduct joint inspections on a regular basis in order to play a role in the development of the industry. We will strengthen communication and co-operation with integrated management, public security and other departments and local governments, and establish a co-ordination mechanism to regularly report on the situation and exchange opinions, and carry out joint inspections on a regular basis in order to supervise the co-ordination. At the same time, we will strengthen the contact with local finance, transport and commerce departments, and do a good job in policy research and planning, financial subsidies, land use, vehicle transport, taxation and other policies to promote industrial coordination.

4.2. Improving Consumer Complaint Mechanisms

According to the analysis of the results of the questionnaire, the vast majority of the express delivery consumer population is not clear what the express delivery complaint process, let alone talk about their own to complain about the situation. Consumers play the most active role and are the most important stakeholders in the process of improving the regulatory quality of the express delivery industry. The subjective feeling of consumers is the most important indicator of service satisfaction. The question of whether there will be problems with personal safety, waste of money and extra time in the process of purchasing courier services is the main factor that reduces the satisfaction with the service. Therefore, incentives and other methods can be used to promote stakeholder participation in monitoring. Firstly, postal consumer complaints need to be handled in accordance with newly enacted laws and regulations, as the means of assessing and evaluating consumer complaints have been revised and improved. Secondly, social media and other platforms should be used to increase the publicity of complaint channels and to expose some typical cases and appeal hotspots. Thirdly, the modern complaint handling system is being optimised in order to further improve the informatisation and intelligence of complaint handling. Complaint data is analysed to create a more detailed, higher quality and more effective mechanism for handling consumer complaints.

4.3. Establishment of a Monitoring System for the Quality of Courier Services

With the frequency of online shopping "blowout" rise, the business volume of the private courier industry has also been exponential growth in the daily explosive growth of business, all kinds of problems emerge, according to the results of the survey, the current private courier business in Dangtu County, the most prominent problem is the quality of service, the Government should start with the quality of service, the Government should take the quality of service as a starting point, to establish a set of courier service quality monitoring system and clear monitoring indicators. Establish a set of courier service quality monitoring system, and clear monitoring indicators. The establishment of the tracking and monitoring system needs to include consumer satisfaction with the quality of courier services, consumer participation in the complaint situation and the responsible departments of the quality of service supervision and other indicators, and regularly dispatched personnel in the private courier outlets to carry out daily inspections of the quality of service to ensure that the monitoring system is really implemented. At the same time, the county government can be in accordance with industry standards, consumer complaints and grievances and other indicators of the private courier business service quality assessment, and will monitor the results of the public, and often appear illegal courier companies to be publicised, reducing its goodwill in the hearts of consumers, the use of public opinion to enhance the binding force on the private courier business.

4.4. Promoting the Development of Laws Governing Private Couriers

In recent years, China has introduced a number of laws related to the development of private courier enterprises, for example: "Express Market Management Measures", etc., our province in 2015 also introduced the "Postal Regulations of Anhui Province", although these laws and regulations of the express delivery enterprises and their services put forward some requirements and constraints, but due to the development of the time has been a long time ago, has not been applicable to the governance and supervision of the express delivery industry at the moment. In addition, China has not introduced a law specifically aimed at improving the quality of service of express delivery enterprises. Therefore, it is necessary to raise the supervision and management of express delivery to the legislative level, make full use of the people's representatives of the bill to promote the development of the Express Delivery Management Law. At the same time, the legislative level to clearly define the express access mechanism and express service standard system. From the legislative level to improve the level of penalties for serious damage to the rights and interests of express consumers. At the same time, based on the present, look to the future, combined with the actual development of the private courier industry in Dangtu County, to promote the improvement of the industry management law and development.

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