Independent station: A New Model of Cross-border E-commerce

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ABSTRACT

Currently most cross-border e-commerce sellers are engaged in cross-border e-commerce through mainstream third-party platforms. But increasingly fierce homogenization competition on third-party platforms, sharp decline of traffic dividends, constantly iterative rules and changing policies, compressed profit margins all make it more and more difficult for the sellers to secure a place in marketplace. As a result, many sellers have begun to look for new growth models and independent station is one of them. This paper introduces the overall development of China's cross-border e-commerce and background of the rise of independent station and its overall development over the last a few years. The paper explains how independent station works by making a contrast with third-party platforms, and exemplifies causes of the rise of independent station from several aspects through elaborating its benefits over that of third-party platforms and reasons why cross-border e-commerce sellers are turning to independent station. Based on the general introduction of the fundamental basics of independent station, the papers mainly elaborate the currently popular independent station operation models by explaining their characteristics, comparing their advantages and disadvantages of each of the models as well as giving examples of representative independent station companies. Since independent station is relatively a new mode of cross-border e-commerce and its development is immature thus the paper discusses some problems of independent station for the purpose of offering inspiration and enlightenment for cross-border e-commerce independent station sellers.

Keywords: Cross-border e-commerce, independent station, causes, operation models, problems.

INTRODUCTION

Despite repeated epidemic situation and complex challenges of international environment, China's foreign trades have developed rapidly. Benefiting from spillover effect of China's manufacturing capacity and comprehensive national strength China's cross-border e-commerce has maintained a high growth rate and ushered in the best period in history (E-commerce in China, 2020). In 2021, China's cross-border e-commerce import and export volume reached 1.98 trillion yuan, marking a 15% year-on-year increase. In 2022, in spite of the repeated epidemic, cross-border e-commerce has become a new battlefield for many Chinese enterprises. According to data from the General Administration of Customs, in the first five months of 2022, the total value of China's foreign trade imports and exports reached 16.04 trillion yuan, a year-on-year increase of 8.3%. Among them, exports were 8.94 trillion yuan, an year-on-year increase of 11.4%; Imports reached 7.1 trillion yuan, a year-on-year increase of 4.7%. In the light of the pandemic, it can be said that at present cross-border e-commerce development is in the golden period, and more and more Chinese enterprises have begun to develop cross-border e-commerce business (Peiyu Xu, 2022).

However, as a result of increasingly fierce homogenization competition of cross-border e-commerce third-party platforms, sharp decline of traffic dividends, constantly iterative rules and changing policies, compressed profit margins, it takes more and more time and costs for cross-border e-commerce sellers to secure a place in the marketplace, so many sellers have begun to look for new growth channels, cross-border e-commerce independent station has become one of the most popular options. A cross-border e-commerce independent station is an independent cross-border e-commerce website that has its own domain name. A cross-border e-commerce independent station supports independent modification and personalized setting of the website home page. For example, cross-border e-commerce sellers can independently design the web settings such as website theme, home page layout, banner image, product detail page, purchase interface and methods, social sharing and many other interactive features.

With independent domain names and servers or building self-operation external websites, transaction activities such as order-placing, payment, logistics, marketing are carried out within the station instead of traditional third-party shopping platforms such as Aliexpress, Amazon, eBay, just to name a few. Under independent station model sellers directly face consumers, therefore costs are reduced and transaction efficiency is improved, which is welcomed by many small and medium-sized enterprises. Using an independent station sellers can carry out more flexible network marketing, promotion in multiple channels and ways, and it is also conductive to increase traffic, improve brand impression and popularity and establish brand image. According to the 2021 Cross-border E-commerce Financial Services Report released by Ebang Think Tank, in 2021, 28.5% of cross-border e-commerce sellers built independent stations, and 8.6% of them said that the biggest sale channel was independent station (China Cross-border E-commerce Development Report, 2021).
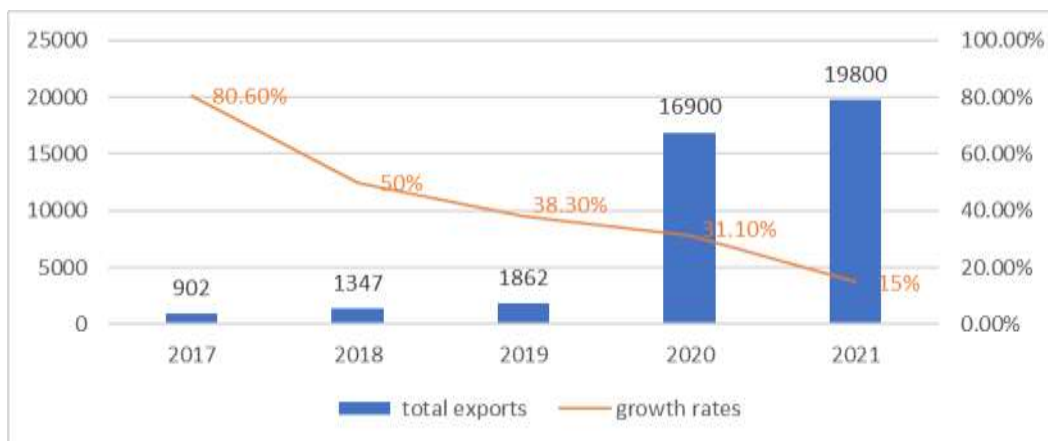
Figure 1: Cross-border E-commerce Exports From 2017-2021 in 100 million yuan
Source: General Administration of Customs of the People's Republic of China

CURRENT DEVELOPMENT OF INDEPENDENT STATION

Overview of Independent Station

At present, in terms of operation(operator) cross-border e-commerce platforms can be subdivided into third-party platforms and independent stations. Third-party platforms use public domain traffic as an endorsement and integrate supplying, marketing, logistics, payment, operation and other services to attract sellers to the platforms, whose profit model is mainly based on charging merchant commissions and other value-added service fees. The advantages of third-party platforms are that they have their own platform resources, sellers don't have to worry about traffic sources; But reduction of platforms traffic dividends, intensification of homogeneous competition, constantly iterative rules and changing policies, compressed profit margins have made it difficult to secure a position in the marketplace, so transformation becomes an irreversible trend. Compared to third-party platform the advantages of independent station lie in that independent station has certain operational flexibility, for example sellers can do personalized operations and they can effectively avoid compliance risks of third-party platforms. More importantly with its own accumulation of consumer's consumption it is easy to collect and analyze user data to operate private domain traffic, to achieve second marketing and second conversion and improve consumers' brand loyalty and brand premium conversion rate.

In 2006 China's cross-border e-commerce independent station market size was only about 200 billion yuan but it rose to 800 billion yuan in 2020. The total number of independent stations in 2021 reached 200,000. It is predicted that by 2025 the market share of independent station will rise to 41% from 25% in 2020. Independent station has become an important channel for cross-border e-commerce business. It is predicted that the number of independent station sellers over the next three years will exceed 500,000(China Cross-border E-commerce Development Report, 2021).
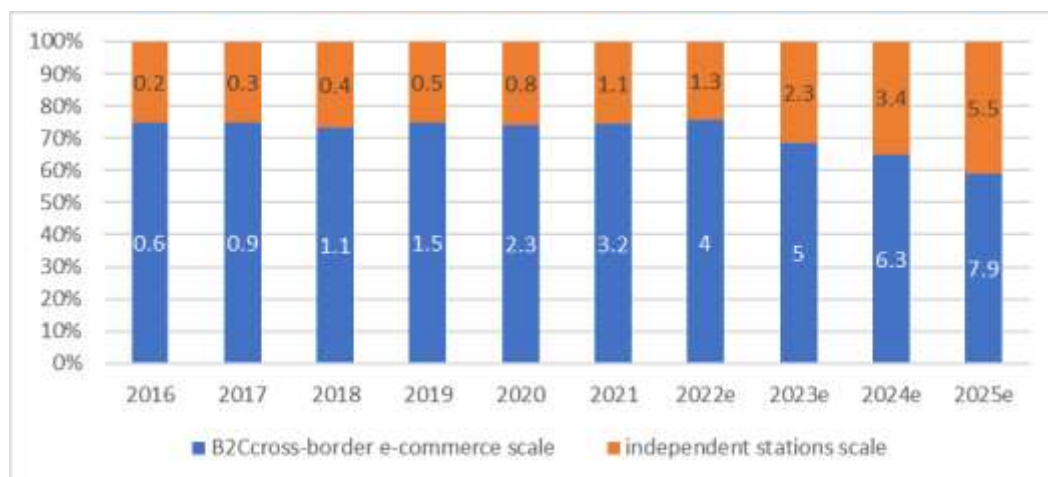
Figure 2: Other B2C cross-border e-commerce market scale VS independent station market scale
from 2016 to 2025(e)in trillion yuan
Source: Research Report on China Cross-border E-commerce Independent Station 2022

Development History of Independent Station

In early 1990s export-orientated sellers mainly relied on exhibitions for matching trade partners, however, due to language and information technology barriers there were a lot of restrictions in transactions. It was exactly the restrictions that spawned the

idea of establishing their own English websites to display seller's information demonstrate product information, but transactions were not carried out online and the websites didn't involve any transaction process, they were only used to match global partners.

Since 2002, cross-border e-commerce has gradually emerged, but there weren't many third-party platforms at that time. Platforms such eBay and Amazon weren't strong enough then for export sellers who want to expand their overseas business, what they could only choose was independent station, surprisingly it turned out that independent station's market was even bigger than that of third-party platforms. But operating independent station was no easy thing not only because the threshold for developing website codes was very high but also involved data, information security issues, as a result early users' experience was poor. During this period, Shopify, as one of the earliest independent station construction platforms and other independent stations were on the rise.

In 2009, Shopify introduced the App Programming Pickup (API) platform and App Store. Sellers could use tools from third-party developers to further develop and customize their own online store websites. During this stage head sellers began to lay out their stores in Yama, Suncloud, Google Cloud, Alibaba Cloud and other public cloud ends. Companies such as Apple, Gucci and other brands started their own official websites and e-commerce websites. However, the engagement of small and medium-sized businesses was quite limited.

In 2016 social media platforms brought new traffic to independent station, construction of independent stations led by Shopify entered a period of rapid growth. The outbreak of the COVID-19 has led to strong online consumption, the overall operation of independent station has grown rapidly. Meanwhile competition among sellers on third-party platforms was intensifying, profits were starting to fall, besides many third-party platforms were getting more aggressive with frequent fines and unpredictable policy changes, many Amazon sellers' accounts were closed for unconscious platform policy violation.
From 2017 to 2018, the development of social media platforms entered an explosive expansion period, which helped cross-border e-commerce sellers find a new marketing path and social media platforms brought a wave of new traffic to the independent stations (Independent Website of CBEC Industry Overview, 2021).

CAUSES OF THE RISE OF INDEPENDENT STATION

Third Party Platform Policy Variation

As mentioned above public third-party cross-border e-commerce platforms such as Amazon, AliExpress, eBay, Wish, have great advantages in getting traffics for platform sellers, however, platform sellers have to pay and comply with platform rules and regulations. At the same time with increasing popularity of cross-border e-commerce and the impact of worldwide pandemic, global offline consumption is shifting to online consumption, more cross-border e-commerce sellers are attracted to mainstream platforms. As a result, mainstream platforms are becoming more and more crowded, for instance Amazon has more than 8 million sellers worldwide (Sheng Yun, 2022). Correspondingly competition is intensifying, making public domain traffic more and more expensive and difficult, platform commissions and advertising costs are also increasing significantly.

Under such circumstances it is easy for sellers to touch the bottom lines of platform rules and regulations, such as scalping, infringement, and deleting reviews, etc., resulting in platform rule variations, many sellers are received severe punishment. For example, in May 2021 Amazon issued penalties to many Chinese sellers who violated its policies, for example fine, store closure, account suspension and product removal, etc. According to data from Shenzhen Cross-border E-commerce Association, nearly 50,000 Chinese sellers have been affected, of which many were big sellers who occupy the head of the industry, and the losses generated hence have exceeded 100 billion yuan (Pengzhi Cui, 2021).

Fierce Competition

Mainstream platforms are rich in similar products and their prices are transparent, sellers are inevitably caught in price wars, compressing profit margins. To cater to overseas consumers' demands for high-quality and cheap goods, cross-border e-commerce sellers will make efforts in product selection and pricing, supplemented by necessary marketing strategies. But with the increase of sellers, platform products are likely to be homogenized, and in order to attract customers grid competition becomes the norm. If sellers want to get rid of price war, they must form differentiated competitive advantages, then high-quality products operation seems inevitable. High-quality products operation not only means product innovation, but also brand building, brand stickiness and brand premium.

Independent station helps to promote sellers' private brands to overseas costumers. First of all, the independent domain name itself has a brand promotion effect, it is convenient for overseas users to better understand sellers and their products, it can also help them feel the strength and influence of the brand, enhancing their trust in the brand; Secondly sellers and their operations are not subject to constraints of third-party platforms. Contents such as store information, products, services, and reviews can be set up in a diversified manner, what's more product key words could be rationally designed in independent stations to improve stores' search engine ranking, building brand influence and transmission. Finally, a certain brand's official website is featured with authentic and original search traffic, the growth of user group means the recognition of the brand, thus achieving full price control and gaining brand premium (Xu Lu, Jiafu Xing, and Boyuan Qiao, 2021).

Data Security Concerns

In the era of big data, cross-border e-commerce sellers need overseas users' data for the analysis of consumers' consumption behaviors, marketing strategies, products selection, promotion strategies, etc., to offer personalized products and services. But currently, cross-border e-commerce sellers are only attached to third-party platforms and cannot control and use users' data. Most of the users' data is controlled by mainstream platforms, and the data only contains industry data and platform scores, it is impossible to specifically understand overseas users' consumption behavior and shopping experience and carry out effective customer relationship management. In addition, mainstream platforms are not merely third-party intermediaries independent of platform buyers and sellers, some mainstream platforms are also actively engaged in self-operated business, they are to some extent self-operated stores who control both sellers' and buyers' data, and on the other hand they are competitors to sellers on other platforms, which also triggers sellers' concern about data security.

Instead, independent stations are self-operated websites whose transaction data can be safely obtained and controlled by independent station operators, such as traffic sources, user behaviors, characteristics, user access, page visiting time length, etc. By collecting and sorting out data analysis operators can make more accurate sales forecasting and advertising and they can also set up mailbox communication on their official website and other online interactive channels, carry out targeted market research, collect users' feedback, provide after-sales service, develop and improve the series of products and services that meet consumers' needs.

Low Entry Barriers

Building and maintaining a website is a systematic engineering project that involves website construction, front-end design, back-end support, interaction structure, SEO and other architectures. Compared to simply uploading products, receiving orders, delivering products, offering customer services, advertising and other operations on third-party platforms, building and operating an independent station require more investments in human resources, financial resources and time. Fortunately, in recent years breakthrough in SaaS (Network to Provide Software Services) technology has been made, and many open-source independent station building service platforms emerged, for example Shopify, Bigcommerce, Prestashop, OpenCart, Magento, WordPress and many others. While in China, there are Shoptago, SHOPLINE, Ueeshop, Shopyy, XShoppy, Shoplazza, AllValue, 2Cshop, etc. Those independent station building providers offer professional services to cross-border e-commerce sellers, making the entry barrier low.

From the perspective of website operation, the website building service platforms can provide interfaces with other platforms, such as third-party e-commerce platforms, third-party logistics, third-party payment systems, social media platforms, etc. What's more they still offer numerous free or paid third-party application plug-ins, involving store design, product channels, logistics channels, marketing, customer maintenance, inventory management, user behavior analysis, etc., on top of the realization of basic shopping functions, cross-border e-commerce sellers only need to install the corresponding plug-in, then more advanced functions such as EDM(email marketing), CRM(Customer Relationship Management), ERP (Internal Resource Management) will be easily realized.
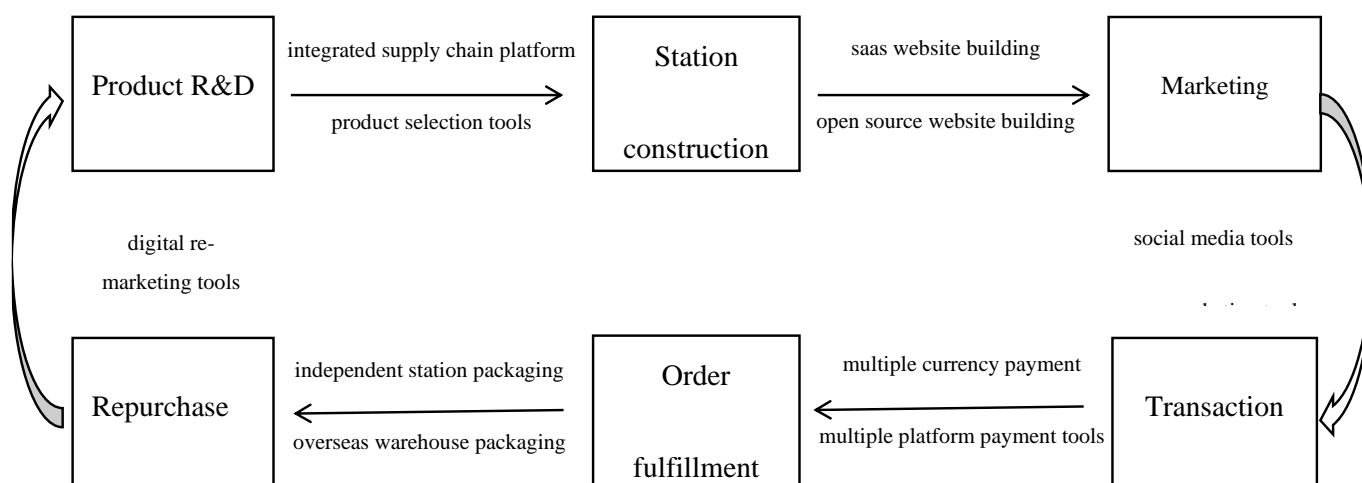
INDEPENDENT STATION OPERATION MODELS

Figure 3: General operation links of independent station

General Goods Distribution

General goods distribution means uploading a large number of products onto independent stations, through which fast large-scale orders and fast sales growth could be realized shortly. Most of the early independent stations were about distributing general goods, such as Chinavasion, Deal extreme and LightInTheBox. Internet benefits and competitive prices of made in China at that time laid a good foundation for early independent station sellers. According to the division of business models of

main cross-border e-commerce platforms, independent station can be categorized into B2B or (B2W) (Business to Wholesale) distribution and B2C distribution (Yao Xiao, 2020).

B2B or B2W distribution relies on domestic manufacturing resources, distributing general products to overseas small and medium-sized enterprises or retailers.Typical representatives of B2B or B2W distribution stations include DHgate, Osell and Okorder.com, just name a few. This type of independent stations has the following features. The first is high MOQ(Minimum Order Quantity). Some websites set the minimum order at $500 or more. The second is that independent station has high repurchase rate, since the target customers are small B-end sellers, they have a continuous procurement demand. The third is that the costs and requirements in marketing, operation and customer maintenance are relatively low compared to simple C-end users.

B2C distribution, simply could be called the distribution model B2C of independent station, targets consumer-end needs. Typical representatives include Chinaavasion, Deal extreme, LightInTheBox and dx.com. By using SEO, Google adwords and other B2C distribution channels of independent station attracted a large number of low-cost traffics and there were hundreds of thousands of SKUs on B2C platforms which means almost every product can be found. However, with rapid fading of traffic dividends in this period, and with Amazon global stores' standard product move, B2C distribution was caught in huge traffic costs, heavy supply chain and inventory pressure.

Vertical Boutique Store

Vertical boutique independent station appeared around 2010, its sellers are characterized by deep cultivation under a certain product category or a fixed industry. For example, Soufeel, a jewelry brand founded in 2009; Tidebuy, a surfer brand founded in 2010; Jollychic, a post-transformation mobile e-commerce platform found in 2012; Patpat, a mother and baby e-commerce company founded in 2014. As vertical boutique independent station focuses on vertical products in their own subdivision, the conversion rate will be higher than third-party public platforms. More importantly it is more convenient for vertical boutique segmentation station to establish a community for customer interaction which helps build good brand images. To some extend vertical boutique independent station is the mainstay of the current independent station model, and is the healthiest and the most promising.

But the problem with vertical boutique independent station is that it is difficult to obtain original traffics because it lacks trust and loyalty form a relatively niche customer group. Chances are that vertical boutique independent stations on the one hand should be deeply integrated in the supply chain. Some of the stations mentioned above have experienced gradual transition from simple imitations to original design and innovation. On the other hand, it is necessary to continuously optimize social media marketing (stations could still use SEO, email and other marketing means), and attach great importance to users' data. To achieve a steady user growth vertical boutique store could do large-scale advertising, which is an effective method to attract new customers and carry out second marketing to old customers.

COD

COD stands for Cash On Delivery, which means goods are delivered first, customers pay for the goods when they receive them to the delivery man. At present, many popular third-party logistics companies are still in this business model. Currently COD model is mainly concentrated in emerging markets such as Southeast Asia and the Middle East. Among them, Southeast Asian market is dominated by Thailand, Vietnam, Malaysia and Indonesia. COD services have a common feature, that is, the local communication network, payment methods and logistics and other basic infrastructures are relatively undeveloped. It is precisely because of these features that the cross-border e-commerce market in these regions has a strong demand for COD.

The biggest advantage of COD is that it avoids advance funds in accounting period and risks of generating bad debts. It is actually a reverse of the entire cash flow operation in which sellers' sales revenue and the cash flow are controlled by the freight forwarder. In spite of the advantages COD has bottlenecks. Data shows that about 20% of the goods delivered to customers are rejected and need to be returned to the warehouse due to various reasons. Among these returns the most common cases are discrepancies between product pictures and the actual products. This puts COD logistics companies in an awkward passive position since the logistics companies collect the payment on behalf of the sellers, as a result customers will directly return goods to logistics companies and ask for refunds rather than real sellers. What's more a large number of returns can also easily cause goods accumulation in the warehouse, causing a lot of pressure on the inventory management of logistics companies.

In viewing COD itself it caters to consumer needs in some overseas markets where online payment is immature or online payment trust base has not been fully established. In some established European countries, there is still a demand for cash on delivery. If the problems in logistics and customer service can be solved, this model may continue to be carried forward in some other markets.

DTC

DTC, abbreviation of Direct To Consumer, is a direct-to-consumer marketing model which includes any communication activities aimed at end consumers. Advantages of DTC are mainly reflected in closer relationship with consumers, more attention to consumers' consumption behavior, more attention to consumers' lifestyles.

In terms of development process of DTC, it first started from direct mail marketing (DM) which may be the most direct way to reach consumers; Then to membership marketing featuring product experience and advance consumption; And to the present accurate consumer-facing marketing to consumers relying on cross-border e-commerce independent stations. Due to strong social influence of the Internet, social media and the help of self-built independent websites, DTC greatly saves operating costs, removes middlemen and other intermediate links, and allows sellers to directly faces consumers, so DTC has greater control over consumer's personal information and consumption data (Qi Li, 2021). By using these information and data cross-border e-commerce seller could optimize their products, marketing strategies and supply chain systems in a more direct way, and gradually private traffics and customer groups are fostered.

Drop-shipping

Simply put, drop-shipping is a method of supply chain management. In its ideal state, independent station sellers are mainly engaged in attracting traffic, there is no need for them to manage inventory and shipping. Customers place orders from independent stations, then the orders are handed over to suppliers directly from factory or warehouse. After receiving the orders and customer's delivery address from independent stations, products are packaged and then sent directly to customers, customers receive the order from the supplier, and the drop-shipping process is completed.

One of the main reasons why drop-shipping is favored by many independent station sellers at home and abroad lies in its light operation. This light operation on the one hand is reflected in the fact that starting a drop-shipping project is very simple, the capital investment required is very small; On the other hand, it is reflected in the relatively small risks and high flexibility in the entire operation process. The biggest advantage of drop-shipping is the low start-up cost because you don't have inventory costs which means a fairly low risk in terms of potential financial loss. However, due to low entry barriers, drop-shipping sellers need to be prepared for a high level of competition in terms of product selection. Another shortcoming of drop-shipping is the low profit margins, perhaps the biggest drawback. Those shorting comings make it very difficult to survive in the paid advertising marketing, meaning you have to rely more on value-added services and better personalized contents in independent stations, what's more, low profit also means you have to sell a lot of goods to make a profit.

Independent Station Group

Independent station group refers to the construction of multiple websites like tens or even hundreds using station construction tools, each station has independent domain name, each station only sells vertical products within a certain industry, each station has detailed product display and company strength display, each station uses social media like Google Ads, Facebook advertising and EDM to do product testing so as to decide whether to increase SEO or and paid advertising. To put it simply, independent station group is about doing SEO through a large number of websites, putting on advertisements, testing products, creating hits, and then realizing conversion rates.

The reason for the success of station group operation lies in the linking mechanism of the search engines, which means search engines share links among themselves. Some station groups support mutual link sharing, some station groups only support one-way links. Since the aim of link sharing among search engines is about increasing relevance of target product keywords among different stations, no matter it is a mutual link sharing or one way link sharing, sharing itself ensures station relevance and content relevance, which is extremely important for search engines, because ensured station relevance and content relevance result in good SEO ranking. Another reason for the success of the station group is that search engine cannot identify all the station group models designed by experienced cross-border sellers, these models are almost no different from the real website links. In fact, the station group is a cheating method, it has been suppressed by search engines because independent station groups are not formal cross-border e-commerce stations but cheating traffics form formal stations.

Although independent station group are favored by many cross-border e-commerce sellers because it absolutely brings traffics, but they have to put in enormous time and money to its operation and maintenance. For example, the station group needs a lot of space, domain names, and in order not to be cracked down by search engines it also needs to use different IPs and VPs. What's more, building an independent station group requires each website to install a separate web program, and the daily maintenance of the website, domain name resolution, information filing and other issues all are needed to be dealt with.

INDEPENDENT STATION PROBLEMS

Uneven Operators

In recent years due to benefits that cross-border e-commerce independent stations bring, a great number of cross-border e-commerce sellers have begun to try to operate independent stations, and the surge has soared high. Many speculators have also sniffed the business opportunities, for example some have preemptively registered domain names of brands or stores that have not yet laid out in independent stations.These brands or stores often already have a certain influence and when they are going to be registered as independent stations, it turned out that relevant domain names have been registered already by speculators and they have to spend high prices to acquire them back from those speculators.

In addition to cybersquatting domain names, there are also some independent station operators who do not intend to operate a brand with long-term precipitation, they care more about short-term interests. These speculators build a large number of websites and batches of different categories of goods are listed on these websites, some of which are copycats of some high-

quality brands, and they followed in overseas media with massive promotion of these stations for the purpose of product testing. This not only causes troubles to those sellers whose brands are infringed, but also seriously harms a brand image, destroying trust of overseas customers have to Chinese products (Boling He, 2022).

Insufficient Understanding of Independent Station

Unlike traditional cross-border e-commerce platforms, the consumer conversion rate growth of independent stations is rather slow, and most cross-border e-commerce sellers are eager to see rapid growth of sales and prefer short-term high traffic returns. Lack of user experience optimization, lack of product upgrading, loose control of website data security, neglecting future developments, these are all the results of lacking of patience caused by insufficient understanding of independent stations. In addition to the lack of patience, lack of relevant experience and incomplete understanding about independent station operation models are also reasons why independent stations are difficult to succeed. For example, design of independent stations, initial budget, station promotion strategies, marketing tools and other operation issues are real problems needed to be well addressed for a large number of new entrants but their traditional business experience only work to a limited extend.

Market Uncertainties

Although independent station brings vast public domain traffic with more sources and higher conversion rates, it is difficult to obtain long-term stable high-quality traffic. The fact is that traffic sources are closely linked with the rise of social media platforms. That is to say traffic sources of independent stations are basically from major mainstream social media platforms, such as YouTube, Twitter, Facebook, Instagram, Pinterest, just to name a few. This type of traffic helps differentiated brands spread quickly in independent stations. But fast-paced online environment makes people always attracted to new contents, resulting in a marketing dilemma that is there are traffics but no sales.

The biggest advantage of the independent station is the high-quality natural traffic flow that precipitates after patient operation but the accumulation of traffic takes a lot of money and time. Promotion on different social media platforms requires a lot of funds, it can be said that the initial traffic of independent stations is through burning money on advertising. Due to unpredictable marketing effectiveness of social media platforms, and its effectiveness is difficult to evaluate, once sellers do not find high-quality traffic sources after burning rounds of money on advertising, the capital chain breaks and the station have to come to an end.

Talent Shortage

The operation of independent stations requires relevant high quality professional and compound talents. First of all, in terms of technology, construction of independent stations requires professionals who have expertise in both economics and digital knowledge. For example, when building an independent station, you need to know computer code writing to design a web page, at the same time you should also have a clear understanding of the characteristics of cross-border e-commerce sales for web page modification, optimization, maintenance and customer data analysis. In terms of operation, since cultural differences independent station originally does not have a relevant customer base and customer stickiness is weak, so it needs professional talents to push advertising and marketing so as to enhance seller's profitability, at the same time, the entire supply chain of an independent station involves product procurement, product selection, logistics management, after-sale services and many others operational matters (Jiahui Xiong, 2021). Therefore, there is a need for high quality compound talents, but the short-term development history has not been able to generate enough high-quality talents which is a real problem for many cross-border e-commerce in dependent station sellers face.

CONCLUSION

The continuous development of cross-border e-commerce has enabled Chinese manufacturing and Chinese brands to reach overseas consumers effectively, and has also provided a broader market for domestic sellers. Cross-border e-commerce is undergoing dramatic changes due to impacts of the pandemic, and one of the obvious changes is the transformation of "goods going abroad" to "brand going abroad". The construction and operation of independent station have become an important way for China's cross-border e-commerce sellers to further explore overseas markets in the fierce market competition. Known for its flexible operation, strong self-control and competitive brand-building in creating brand differentiation, independent station provides a better channel for Chinese sellers in cultivating brand and accelerating Chinese brands going abroad. Although the development of independent station has a lot of problems, yet independent station model is still the general mainstream trend of cross-border e-commerce. Cross-border e-commerce sellers should have a comprehensive understanding of independent station and should take into consideration their real condition & situation before operating an independent station so as to achieve the benefits that cross-border e-commerce independent station brings.

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