

Exploring the Development Trends of the International Consumer Market Based on Economic Globalization

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Abstract. It is well-known that international trade is crucial for a country's economic status on the global stage, prompting nations to focus on the development of their trade sectors. Various measures are employed to compete for shares in the international market. For example, some economies, in pursuit of national interests, resort to trade barriers, which impacts the liberalization of trade. Currently, the global economic development trend is unclear, and the international trade environment is becoming increasingly complex with the emergence of new technologies and demands, leading to new trends in international trade. In this context, international trade enterprises must actively engage in this trend, grasp the new development trends, and bravely face challenges. This paper mainly discusses the basic concepts of economic globalization and international trade, analyzes the development trends of international trade under economic globalization, and proposes the current status and strategies for international trade development under the backdrop of economic globalization.

Keywords: Economic Globalization; International Trade; Development Trends; Strategies.

1. Introduction

The deepening development of economic globalization has led to the gradual perfection of various national economic systems. International trade, which refers to the transactions and activities between countries, can contribute to the development of enterprises and GDP in various countries.[1]

Over decades of effort, the field of international trade has established long-term cooperative relationships with various countries, achieving a certain economic status. However, the current economic situation is unclear, affected by factors such as resource environment and trade friction, leading to obstacles in the development of the international trade sector, with some enterprises facing disputes and stagnation. Based on this, it is necessary to strengthen research on the trends, current status, and strategies for international trade development under economic globalization.

2. Overview of Economic Globalization and International Trade

2.1. Economic Globalization Overview

Economic globalization refers to the cross-border transactions of the world economy through various means, achieving the borderless flow of capital, technology, and other elements, forming interconnections and interactions within the global economy. In this process, elements such as technology, resources, personnel, and money can flow and exchange internationally, linking and associating economic bodies across industries. In the current era of big data, the continuous development of information technology and productivity has made economic globalization an inevitable trend, also promoting the liberalization of investment and international trade.[2] Many multinational corporations have carried out related activities, expanding globally and advancing the process of economic globalization. In the distribution of resources, rational planning and allocation should be made according to the current international situation. A rational distribution can integrate economic benefits, not only promoting economic development but also advancing the progress of the international situation and human civilization.

2.2. Overview of International Trade

The exchange of goods, technology, and services between different countries requires import and export trade methods. This form of trade can improve the utilization rate of domestic production factors, promote the supply and demand relationship internationally, and thereby drive the economic growth of various fields within a country. In international trade, all countries are bound by regulations managed and standardized by organizations like the WTO.[3]

2.3. The Necessity of International Economic and Trade Development

1.3.1 Promoting Economic Growth

Compared with Western developed countries, which are still in the development stage, there is great potential for economic growth. However, the current economic system and management still have some defects that need continuous improvement. In the process of international economic trade, involving multiple countries allows for multi-party exchanges, understanding, and learning from other countries' systems and management models. This, on one hand, allows for the improvement of other countries' systems, and on the other hand, the transformation of management models helps better integrate into economic globalization. For economic trade, it is necessary to grasp opportunities timely and adjust strategies according to needs, making them more forward-looking.[4] Overall, this plays a significant role in economic development and also aids in the economic construction of other countries.

1.3.2 Strengthening Competitive Advantage

In the international market, due to competition from many domestic and foreign excellent enterprises, the degree of competition is very intense. To gain a clear advantage in the competition, it is necessary to continuously improve product technology and leverage innovation. To achieve technological improvements, talent should be highly valued, with continuous introduction of advanced talent and ongoing training and research. This approach not only improves overall quality but also enhances research levels, constantly innovating and thus establishing a competitive consciousness.

1.3.3 Enhancing Technological Levels

In the long run, the development of national economic trade is inseparable from technology. In international trade, it is possible to learn advanced technology from other countries. Relevant enterprises should clarify their positioning, learn from similar enterprises, understand their technology, products, and other knowledge, and continuously research, learn, and reference, enhancing their competitive advantage and thereby improving innovation and research levels.[5] Meanwhile, enterprises should also appropriately increase research and development costs to enhance technological levels.

3. Analysis of International Trade Development Trends Under Economic Globalization

3.1. Trade Liberalization

Trade liberalization is the main direction of current international trade development. Despite increasing market competition and the impact of trade barriers, the overall trend of liberalization is significant, with international trade volume showing a continuous upward trend.[6] Trade frictions in certain regions and countries do not significantly affect the overall international trade situation, and the growth in international trade volume creates favorable conditions for economic stability and continuous development. The improvement in the degree of trade liberalization can also fully stimulate market potential, especially as the concept of a community with a shared future for humanity is built, the connections between countries will become increasingly close, and the implementation of open policies will continually enhance the level of trade liberalization.

3.2. Trade Product Upgrades

The international industrial structure will also undergo significant changes due to the application of advanced technological means, with products having higher added value compared to the past. As the technological content of products increases, product types tend to be high-end.[7] The proportion of high-tech products in international trade has increased, compared to the traditional homogenized product types, technological products are more diverse and have stronger value creation capabilities. In traditional development models, the proportion of agricultural and sideline products was high, but with the advancement of economic globalization, the development momentum of technology products is better, which also drives the development of the secondary and tertiary industries, and trade volume shows an annual increase.

3.3. Increase in Trade Entities

To occupy a favorable position under the background of economic globalization, countries actively promote their own international trade activities, making trade entities more diverse, with multinational groups being the main core. Enterprises target overseas markets in their expansion, requiring integration and utilization of overseas resources to improve profits based on cost control. Therefore, multinational groups play a crucial role in the development of current international trade. They control a large number of advantageous resources, achieving optimal allocation of various resources and elements, and creating reliable conditions for product circulation.

3.4. Trade Networking

Advanced science and technology have become the fundamental driving force for social development. E-commerce platforms based on big data technology, cloud computing technology, blockchain technology, etc., are gradually emerging, truly enhancing the communication and exchange between various countries and trade entities, achieving networked development of international trade. With the support of technology and platforms, the speed of international trade will be greatly increased, and many procedures can be implemented online, optimizing the entire value chain.[8] The networked development of international trade reduces the limitations of time and space factors, and trade channels become more diversified. The total trade volume on e-commerce platforms shows a continuous upward trend. In the era of rapid internet development, networking has become an irreversible trend and trend.

4. Measures for International Trade Development Under Economic Globalization

4.1. Government Increases Support for Product International Trade

As government departments, in the process of developing product trade, it is necessary to play the macro-control ability of the government, by issuing relevant laws, regulations, and support policies, to comprehensively enhance the national support for product international trade. In general, government departments need to take a series of effective measures to further enhance and strengthen the protection of product international trade, and strengthen the construction and management of product network trade platforms, by issuing various effective measures and management policies, to promote the effective implementation of various beneficial farming measures.[9]

Given the current international market development and the background of trade liberalization and economic globalization, to further respond to the ever-changing international market, countries need to introduce various beneficial farming and convenient farming policies, by promoting socialist economic development, accelerating the construction of new rural areas, etc., to help a large number of farmers seek new ways and vitality. Moreover, as government departments, in the process of macro-control, it is necessary to implement a series of targeted support measures for foreign trade enterprises, by opening various preferential policies and strong protection measures, to further

improve the protection and compensation mechanisms in product international trade, such as opening emergency checkpoints, increasing product clearance rates, reducing various costs and insurance rates for product exports, adding related protection types for product foreign trade exports, etc., to protect the fundamental interests of farmers from practical actions, and promote development.

4.2. Fully Utilize Resource Advantages

With the rapid development of network technology and the fast changes in shopping forms and life patterns, more and more people are accustomed to online communication and shopping. Leveraging the advantages of network resources, it's possible to break the limitations of time and space, access the needed information rapidly, and achieve swift dissemination of information. Compared to traditional shopping modes, online shopping is not only convenient and quick but also allows for comparison across multiple platforms, saving selection time. Furthermore, the development of the network economy also drives the growth of a large number of courier industries, providing a good employment platform and positions for the vast labor force.[10] Therefore, in promoting the development of the product national trade industry, it is essential to fully utilize the advantages of network platforms, through various effective measures, to strengthen the understanding and attention to the current international product market, timely adjust the types and ratios of export products based on market changes and demand ratios. Additionally, enhancing technology improvement and guidance efforts, introducing advanced foreign cultivation technologies, and comprehensively improving the speed and quality of product cultivation are important. Moreover, regular promotion, marketing communication exchanges, and various effective means should be employed to enhance product visibility, thereby increasing its added value. Finally, further strengthening the professional quality and capability training of product manufacturing and sales enterprises and related workers is crucial for achieving industrial upgrades and promoting strategic objectives.

4.3. Innovate Marketing Concepts, Change Traditional Marketing Models

Traditional marketing requires face-to-face interactions between buyers and sellers, but e-commerce does not, offering a variety of transaction forms and a broader range of products. Customers only need a computer or phone to explore product data on platforms, with customer service available for inquiries, making the process straightforward and direct. The existence of e-commerce simplifies the entire communication process, eliminates the need for price negotiations, and allows for clear pricing with electronic vouchers for cost settlement. If customers are dissatisfied with the products or services, they can complain promptly, and negotiations can be initiated to ensure the smooth resolution of issues. Additionally, leveraging the advantages of big data, enterprises can better collect information, understand customers' real needs, actively offer customized services, help customers make better choices, solve problems, and achieve effective communication.[11] The formulation and implementation of the entire marketing strategy should focus on customers' actual consumption habits and trends, allowing enterprises to develop products and conduct international trade activities, thereby enhancing service specificity, transforming marketing concepts and models, and improving sales efficiency. In traditional marketing, enterprise sales often depend on factors such as product costs, sales prices, market development, store locations, promotional methods, and sales models. Enterprises need to increase internet product services and promotional channels, not only leveraging offline capabilities but also enhancing online promotional efforts to reduce marketing costs.

4.4. Strengthen International Trade Financing, Promote Steady Industrial Development

3.4.1 Market Innovation

For enterprises to occupy a dominant position in international financing activities, it is necessary to innovate current international market financing models. Firstly, establishing new international market trade chains is essential. Commercial banks, as the main channels for international trade

financing and key points in linking trade chains, require attention to the cash flow of financed enterprises to ensure the stability and continuity of the financing chain. Secondly, financing can be achieved through bond issuance and asset securitization, broadening the channels for international trade financing.

3.4.2 Service Innovation

With the rapid development of the market economy, new requirements for service levels have emerged. Service innovation mainly involves actively transforming service concepts and adopting effective measures to change traditional service processes and modes, thereby improving the efficiency of service work. For example, when building a customer information management platform, it is necessary to choose appropriate technology and introduce certain intelligent means to effectively utilize data information. Additionally, promptly processing customer feedback, which should not be limited to customer groups but extended to their surrounding communities to collect more related information, benefits marketing. By comprehensively analyzing customer information and data, it is possible to significantly enhance the customer relationship management level of P2P platforms. The main tasks of the marketing work group include exploring new customers, serving as a major force in increasing production and sales for P2P platforms, conducting market surveys to understand customer needs and existing problems; the technical support team should provide technical support for customer marketing management work. In summary, the customer marketing management team comprises various aspects, capable of addressing consulting, technical, maintenance, and other issues, thereby continuously expanding the market scope based on this foundation.

3.4.3 Technology Innovation

In the financing process of international trade, it is crucial to focus on financing methods, directly improving financing ratios to break through existing limitations. Additionally, leveraging advanced technology to improve existing financing products is vital to better meet the financing needs of international financial trade.

3.4.4 Business Type Innovation

Currently, the business types offered by financial institutions are very limited. Under these circumstances, financial institutions should, according to actual situations, offer a diversified range of financing services, emphasize business innovation, better meet enterprises' financing needs, and provide more convenient conditions for the development of enterprises.

5. Conclusion

In summary, the development of international trade under the backdrop of economic globalization requires a comprehensive consideration of various factors, actively integrating it with e-commerce to make up for the shortcomings of traditional international trade, achieving the goal of promoting long-term development of international trade. By leveraging technological advancements, innovative financial models, and market strategies, alongside improving service and product quality, international trade can adapt to the changing global economic landscape. Governments play a crucial role in supporting and facilitating this development through policy-making and providing a conducive environment for trade and finance. Meanwhile, enterprises must remain agile, embracing innovation in technology, services, and marketing strategies to stay competitive in the global market.

Adapting to and leveraging the trends of economic globalization and trade liberalization require a strategic approach that considers the dynamic nature of international markets, the evolving needs of consumers, and the potential for technological and financial innovation. By focusing on these areas, stakeholders can ensure that international trade continues to be a powerful engine for global economic growth and development, benefiting nations and communities worldwide.

This comprehensive approach underscores the need for a multi-faceted strategy in international trade development, emphasizing the importance of continuous learning, adaptation, and collaboration

among countries, enterprises, and international organizations. The future of international trade lies in the ability to navigate the complexities of the global economy, leveraging the opportunities presented by economic globalization and technological advancements to foster sustainable growth and development.

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