

# Analysis on the Development Status of China's Overseas Purchasing Market during the Epidemic

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**Abstract.** Since the beginning of the COVID-19, many areas have been locked down. It means that you cannot go abroad to play or buy, but as time gradually increases, the stop of tourism means that everyone can only stay in their own country. Buying has also become a big problem. How to buy these products through the Internet? Overseas purchasing is the way that the purchasing agent help the customers buy the items that customers need and transport and collect the most suitable courier company for the customers. There will be international mailing in different regions, but not everyone will accept the cost of international mailing. To have the interests of both parties, it is necessary to find a more suitable shipping price. Transportation is also divided into different types, there are many different modes of transportation by air or sea. However, due to the epidemic, to allow everyone to get their packages more safely, all transportation will take about half a month to a month. Purchasing is not a job that can be done by one person, because he is not just buying. When the number of customers gradually increases, it is impossible for one person to complete everything. This paper mainly discusses the development status of China's overseas purchasing market during the epidemic. The study shows that due to the epidemic, many purchasing agent cannot fly freely to buy items, which leads to a major collapse of the purchasing agent market.

## 1. Introduction

Each country has its own culture and traditions, and they are all promoting their own national characteristics and cultural exports. In some countries, architecture is the propaganda theme, while in some countries the propaganda theme is delicious food and local characteristics. There are many things famous in Korea, such as: food, scenery, architecture, etc., but K-Pop is also loved by everyone. What some people don't know about K-Pop is that people think it's just a kind of music, but what it contains is that many big companies, including small companies, have selected a group of young people as their trainees through layer-by-layer screening and training. When the trainees are trained to the point where they can debut as stars, it proves that they can officially debut, but the process is very hard. Since appearance and talent will gain many fans and people who love them, the company cannot avoid using the peripheral model to sell and make money. Get these peripherals and items by overseas purchasing in lieu, but how to find the people who buy in lieu to ensure that they are not liars? In fact, there is no way to confirm whether the other party is a buyer from a distance, and the process of overseas purchasing on behalf of others is also very labor-intensive. Standing in line to buy or to buy limited items is a process. So, what kind of existence is an overseas purchasing, and what can he provide to customers?

The overseas purchasing market is not just a market for K-pop items nor is it just in Korea, the overseas

purchasing industry is all over the world. There is no way to know if the global economy is going up or down, "outlook dims, uncertainty rises" no one can guarantee that the level of the economy will remain stable. The economy will slowly recover after the epidemic in 2021, but the situation will gradually develop downward in 2022 [2]. Due to the epidemic, overseas purchasing has no way to fly around to purchase items as often as before, causing many overseas purchasing to lose their jobs and gradually find that overseas purchasing can no longer rely on purchasing as a source of economic income to maintain their lives. However, the overseas purchasing market has not completely disappeared. Due to the epidemic, the tourism industry was closed at the beginning, and there was no way for overseas purchasing to continue this job, so someone else would take its place. For example: some students or people who have lived overseas for a long time. "Compared with full-time overseas purchasing, overseas student purchasing family has a smaller transaction scale due to time reasons, but the group is quite large" [3].

## 2. Analysis of current status of overseas purchasing agency

### 2.1. The role of overseas purchasing

Overseas purchasing is when people have no way to go to the city to buy limited items, they can find an overseas

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purchasing agent to buy this item instead. Since people want to buy things in many different countries, but due to different policies, time and distance factors, they cannot go to buy the items in person, so they need the existence of overseas purchasing agents [4].

There are many types of purchased items, such as: celebrity accessories, limited-edition sneakers, items with different prices and limited-time limited items, etc.

It is a good example of celebrity entourage, Korean entertainment companies are well-known for people who like to chase stars. Each company will have their very good team and cultivate many trainees and idols with super ability and image. But for the company, these cultivated artists are formed into teams to market and promote with team interest. For the company, the surrounding area is a source of more income for the company and the artists.

## 2.2. How and where to buy

Each company will try to wear different websites and physical stores and divide it into online and offline ways to purchase. Items are divided into items related to idols' comeback albums and anniversaries, but they are limited to the rule that if sales increase, there will be limited purchases.

There are two core reasons for the overseas purchasing agent industry, one is the improvement of the economic level, and the other is the popularity of the Internet [5]. The existence of overseas purchasing has advantages and disadvantages because overseas purchasing in different regions will increase or decrease the economic level and so on. Because of the exchange rate, all items will have different prices, which is why some consumers choose Xuan to buy some items from overseas purchasing agents, because there is a price gap between them. Overseas purchasing agents are usually international students, tour guides or some housewives who have settled abroad. While the existence of overseas purchasing allows some buyers to save some exchange rate and tax differences. With more and more overseas purchasing items, the foreign customs have also become stricter. For these information gaps, most customers know little about the regulations for special items, so in order to safely and smoothly buy these items, the overseas purchasing is becoming more and more popular.

## 2.3. Item costs and overseas purchasing fees

**Commodity prices and exchange rates.** There is some difference between the cost of the item and the total price. Since the item is bought by someone instead, it needs to add an overseas purchasing fee and exchange rate.

(1) How to acquire the replacement fee and improve the market is a very important thing. Due to the different items and different weights, the overseas purchasing agent will set the price from different directions. However, since different currencies have exchange rates, the price will also be determined by different purchase methods and purchase quantities.

(2) During this process, it is necessary to investigate whether many market prices and comparative prices are reasonable. The most important thing is not to try to destroy the total market price. There is not only one store to buy and sell this item, so the market price is very important, and the final price needs to be released with caution and comparison.

Since each item has a different type and price, each pricing is different. The price of each overseas purchasing is different, and it will be high or low, but it will not completely affect the overseas overseas purchasing market. Because the overseas purchasing agent itself also needs to make money, it is essential to add profit. Generally, when setting the price, you need to look at the exchange rate, cost price, profit and postage to set a reasonable price [6].

**Shipping and after-sales service.** Not all products can be easily bought. It has been almost 3 years since the outbreak of the epidemic. With the outbreak of the epidemic, many factories cannot fully operate normally. Therefore, for the peripherals, it is generally a pre-sale mode and a limited-edition sale. Sometimes the need for online purchases is hand speed, not every time you can buy popular peripherals and limited-edition peripherals. For offline advantages, there is no way to ensure the existence of items, and it even needs to queue up overnight to arrange the surrounding.

Will overseas purchasing affect the market? In fact, this is a question for which there is no way to give a correct answer. Buying peripherals is not like buying luxury accessories and skin care products. Some surrounding areas plus tax are limited to around 80-100 yuan, and some are even lower than 40-50 yuan.

Shipping is a very important step because he needs to make sure that the items cannot have any damage or loss. Before the epidemic, many people would choose to go to human flesh and fly back to bring things back, but now due to the epidemic, there is no way to go to human flesh and bring things back. So, you can only choose the way of mailing, and there are several ways of mailing: air, sea and so on. But the time limit is not under our control, and the random inspection and sterilization by the customs will prolong the time [7].

## 2.4. The impact analysis of overseas purchasing

The behavior of overseas purchasing agents has indeed affected the economic level of the domestic market. Since most buyers choose overseas purchasing agents to purchase items, the domestic economic level cannot reach a high standard. Through the long-term domestic consumer goods market is not very good, "China's tariff reduction" means that not everyone needs to find overseas purchasing agents to buy all items [8]. The impact on the domestic economy is beneficial or detrimental. The reason is that it allows consumers to buy some products that cannot be bought in China and some restricted products. But the disadvantage is that because some overseas purchasing agents belong to third-party purchases, there will be many things that are not in

compliance with the law between transfers. Financial risks and trust issues, because there is no guarantee that the items are true or false, nor can they be mailed to their homes in good condition, including some consumers who find that the purchased items are fake or cannot find the other seller after transferring money. Customs is also a very strict checkpoint due to taxes. Because to make sure that the item is legal or whether it needs to pay taxes and so on [9]. But gradually Taobao has also started to introduce some foreign brands that were not available in China before. Haitao helps more people not be deceived into buying the consumer goods they want. Gradually, it is also reducing the economy of overseas purchasing, trying to shift the direction of purchase to give consumers more protection.

### **3. Brick-and-mortar purchases vs. online purchases**

#### **3.1. Method of purchase and limited product**

With the development of the Internet, we can see that there are many shops selling different items, and there is competition in the market.

Online shopping has caused many consumers to worry a lot, and they cannot ensure that they will get what they want to buy. Selling items on the Internet is more about reputation and credibility, service and price, after-sales service, and logistics, etc.

It is necessary to establish credibility and promotion in the market. There is no way for a business that starts from scratch to be very successful from the beginning. Everything depends on promotion and consumer evaluation.

#### **3.2. Promotion and Advocacy**

With the popularity of this industry, more people meet this industry and learn more about the market economy. But all industries that start from scratch need to start from scratch, but when there is no publicity and promotion, and no one will know this way and online store. Promotion is a very important part, but how to promote it.

Publish all relevant news about your store by yourself through different websites. Promotion made by yourself is the least expensive option, but the effect maybe not very good. But through publicity, more people know about your overseas purchasing store, and more consumers come to your store to buy products, and then your store may become more famous and popular.

With the development of the Internet, several softwares that are indispensable on everyone's mobile phones are: Weibo, WeChat or Xiaohongshu, apps that can share life with everyone. Through these apps, you can better promote your overseas purchasing market and win the trust of more people. Online publicity is a very important part because more people know about you through the Internet. If it is just a small overseas purchasing agent, there is no need to promote it, because if it is done well and there is no mistake, many people will

continue to choose to buy here. Often, some lottery activities are launched in the group and on some publicity platforms to promote it to the public [10].

Different industries have their own different economic markets, and each economic market requires a lot of practice and investigation. The market is a very fierce battle, and there are different shops and businesses, so it is extremely important to investigate the economic market.

## **4. Conclusion**

During the epidemic period, it is very difficult for K-Pop peripherals to buy. When people find a suitable and honest overseas purchasing agent, they can choose to buy in one place all the time. Because different teams and different peripherals will be released in different times, many people hope that they can choose a overseas purchasing agent to help them complete the purchase. But sometimes it is very hard for overseas purchasing agents to do so, because there are various kinds of problems that need to be solved. It is impossible for the agents to guarantee that there will be no mistakes in the process. When buying many products, people often encounter some situations of buying wrong. Communication and exchanges are needed to solve these problems, and the economy in the overseas purchasing market also fluctuates with the exchange rate. For the overseas purchasing agent industry, it is impossible to guarantee that there will always be income, and there may be losses. In this industry there is no way to secure one's own income, so it is also not guaranteed. The overseas purchasing market may become larger and larger, but it is also possible that with the opening of the country, many people will choose to buy and travel by themselves. So, this is an industry where there is no way to determine income and benefits, everything will change over time.

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