

-RESEARCH ARTICLE-

## THE VALUE, ROLE, AND ANALYSIS OF CROSS-BORDER E-COMMERCE DEVELOPMENT IN CHINA'S IMPORT AND EXPORT ECONOMY

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### —Abstract—

The proliferation of technology, advancements in logistics, and widespread availability of internet connectivity in recent times have significantly contributed to the heightened allure and expansion of cross-border electronic commerce. The utilisation of global connectivity enables companies to reach a diverse range of consumers worldwide, thereby expanding their customer base beyond their domestic market. In addition to domestic suppliers, customers can procure a broader assortment of goods and services from international vendors, often at reduced prices. The objective of this study is to analyse the significance and function of global e-commerce in facilitating China's import and export operations. This study examines the impact of market share on the expansion of cross-border e-commerce, considering the influence of the legislative framework and competitive advantage. Additionally, this study investigates the mediating and regulating roles of consumer behaviour and economic effects in the relationship. This study employs a rigorous methodology, including a comprehensive

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literature review and the utilisation of quantitative research methods. The data analysed in this study is derived from a sample of 300 employees working in cross-border trade companies in China. The data is analysed using structural equation modelling (SEM). This study is grounded in the utilisation of convenience sampling, which is a non-probability sampling technique. The research findings contribute to the existing scholarly literature by providing a comprehensive understanding of the significance, operational mechanisms, and dynamics of cross-border e-commerce within China's import and export sectors. The findings of this study offer valuable insights on various strategies that can be employed to enhance market share, effectively navigate regulatory frameworks, capitalise on competitive advantages, and effectively utilise consumer behaviour and economic impact in the context of cross-border e-commerce. These findings hold practical implications for businesses, policymakers, and practitioners involved in the field of international trade.

**Keywords:** Cross border e-commerce sales, Market share, Regulatory environment, Competitive advantage, Consumer behaviour, Economic impact.

## 1. INTRODUCTION

The rapid expansion of China's cross-border e-commerce can be attributed to the advancements in Internet technology, the improvement of trade facilitation measures, and the increasing diversification of international trade routes. According to [Ernawan, Wijaya, & Indriati \(2022\)](#), in the context of the internet model, the production environment plays a crucial role in enhancing supply chain efficiency, thereby accelerating domestic economic growth. In recent years, the nation has been actively promoting the development concept of "One Belt, One Road," increasing its support for the expansion of cross-border e-commerce, and strengthening comprehensive exchanges and coordination with countries involved in the "One Belt, One Road" initiative ([Jing & Yang, 2022](#)). This novel concept possesses unique and unparalleled benefits. However, like any new development, there are certain challenges and obstacles that need to be addressed ([Xue, Li, & Pei, 2016](#)). In each of these scenarios, the objective of the formulation is to incorporate a competitive effect into the model in a manner that achieves normalisation. In essence, a variable denoted "attraction" is established to exclusively encompass the marketing strategies and uncontrollable factors relevant to a specific selling entity ([Gomez-Herrera, Martens, & Turlea, 2014](#)). Next, the calculation of market share involves aggregating the attractions across vendors and utilising the resulting sum as the denominator ([Szymanski, Bharadwaj, & Varadarajan, 1993](#)). E-commerce provides many opportunities for business to reach markets that have never been possible to reach before the Internet age ([Varela et al., 2017](#)). A comprehensive comprehension of the interrelationships between consumer behaviour and the transient variations in a company's market share is imperative for the efficient functioning of any business that relies on consumer engagement. Market share fluctuations are influenced

by consumer buying choices, which are influenced by various economic and psychological factors (Bell, Keeney, & Little, 1975). Nevertheless, in the immediate future, the marketing manager possesses the ability to influence customer purchasing behaviour and the market share of their brand by manipulating four crucial elements: price, advertising expenses, retail accessibility, retail availability, and physical product qualities (Weiss, 1968). Regulation serves as the primary instrument for economic governance. The imperative to tackle market failures, a phenomenon prevalent in all economies but notably pervasive in low-income ones, forms the crux of the rationale behind advocating for economic regulation (Kirkpatrick, 2014). As a result of the proliferation of development obstacles, the regulatory framework at the local level has become exceedingly intricate, rendering it exceedingly challenging to fully comprehend or navigate. Consequently, we opted to include a set of inquiries in our survey that prioritised the examination of procedures and outcomes rather than focusing on the specific details of limitations (Gyourko, Saiz, & Summers, 2008).

## 2. LITERATURE REVIEW

### 2.1 Cross border e-commerce sales

The advent of computer network technology has brought about a significant transformation in various industries, including e-commerce payments, logistics systems, and others, thereby revolutionising their respective business models. Electronic payment plays a crucial role in contemporary cross-border e-commerce, attracting substantial sectors across different transaction and trade levels due to its inherent simplicity and enhanced security (Zhu, Liu, Han, & Lee, 2020). Cross-border electronic commerce necessitates the utilisation of technology platforms to facilitate online transactions between consumers across different nations, enabling them to access and engage with goods and services on a global scale. The recent growth of the digital economy has facilitated the development of services that effectively facilitate the meeting of user demands among trading parties (Ni, 2022). The advent of e-commerce, particularly in the international context, has significantly disrupted conventional retail sectors, resulting in substantial employment reductions across various industries. Nevertheless, the advent of technology has also presented the conventional corporate framework with a chance to foster innovation. With the increasing prevalence and popularity of the Internet, a novel approach to global commerce began to emerge (Zhu et al., 2022).

### 2.2 Market Share

It is generally observed that businesses that possess larger market shares tend to exhibit higher levels of profitability. Numerous researchers have reported this connection. Also, in the academic discussion of strategic management, the strategic importance of market share

and, more specifically, its effect on profitability has become a widely accepted truth. Market share is often considered to possess inherent value within the existing body of literature. Consequently, business strategists are advised to prioritise the pursuit of market share growth, even if it entails making immediate sacrifices in terms of profitability. Nevertheless, it would be unjust to draw such conclusions without a comprehensive comprehension of the causal structure that underlies the association between shares and profitability (Rumelt & Wensley, 1981). The term "market share" commonly denotes the aggregate sales within a given market or the proportion of revenue attributed to a specific company, brand, sector, or product within a particular market or industry segment. The determination of market share is contingent upon the scope and framework of the analysis, which vary depending on the specific sector and the nature of the product or service. Market share can be quantified through various indicators, such as the number of units sold, revenue generated, or other relevant metrics. The analysis of market share offers valuable insights into the competitive environment of a company, industry trends, and potential opportunities for growth. Market share and customer satisfaction are fundamental concepts in the field of marketing theory and practice, as they represent performance outcomes that are intricately linked to a firm's marketing endeavours. The interconnection between customer happiness and market share is commonly acknowledged, with managers often perceiving that enhancing customer satisfaction is an effective strategy for expanding market presence (Anderson, Fornell, & Lehmann, 1994). According to Rego, Morgan, and Fornell (2013), the widely referenced "service-profit chain" theory posits that enhancing customer satisfaction is expected to yield two outcomes: higher customer retention rates and improved reputation, which in turn attract new customers. Consequently, there should be a positive correlation between customer satisfaction and the future market share of firms. Effectively catering to consumer demands and desires in a profitable manner is ultimately crucial for successful marketing. The objective of segmentation is to identify and ultimately cater to distinct consumers who exhibit similar desires and behaviours while acknowledging the considerable variability of factors that influence consumer behaviour within and across cultures and situations. Given that each country is perceived as a distinct market entity, it becomes imperative to devise distinct marketing strategies that cater to and fulfil diverse domestic market segments (Cleveland, Papadopoulos, & Laroche, 2011).

### 2.3 Regulatory Environment

Governments aid businesses in a manner that is analogous to the support they offer. Governments can provide financial support to facilitate the advancement of the third sector while also ensuring that their other policies are aligned and do not impede its progress. The primary focus of this article pertains to the legal environment. However, it will be contended in the concluding remarks that a favourable legal environment alone is inadequate if other governmental policies and administrative frameworks are unfavourable (Lyons, 2003). To provide a hypothetical example, the establishment of a comprehensive and specific enumeration of data that qualifies as personal within legally binding regulations would significantly enhance

the formal assurance of legal principles governing social interactions centred around the collection and use of personal data (Arkhipov & Naumov, 2016). The increased utilisation of traditional energy resources for economic purposes has led to their higher consumption compared to previous periods. The process of globalisation is gaining momentum, leading to an increased level of integration between local economies and other economies worldwide. The phenomenon of globalisation is widely acknowledged to have a greater prevalence of positive outcomes as opposed to negative consequences, particularly with respect to its impact on poverty reduction and the mitigation of wealth disparities in developing nations. However, scholars persist in engaging in ongoing discourse regarding the ramifications of globalisation for the environment (Khan, Teng, Khan, & Khan, 2019).

## 2.4 Competitive advantage

The current landscape poses novel challenges for organisations and managers due to its intricate nature and disruptive tendencies. The transformation of the global economy and the increasing diversification of competition have significantly impacted the perspective of business in China. Many conventional industries, such as the footwear sector, viewed internationalisation as a viable strategy for addressing the formidable challenge of sustaining competitiveness. In order to meet the increasing demands and competition in the business environment, companies are required to assess all accessible information through the application of external filters and criteria, thereby ensuring compliance with their customers' expectations (Yingfei et al., 2022). On one side of the argument, the act of imitation is often perceived as an impulsive and unpremeditated behaviour that hinders the process of invention. Conversely, innovation is commonly regarded as an essential requirement for the continued existence and expansion of an organisation (Porter, 1985). However, a clear rationale has been presented based on the existing body of literature on innovation management. To the extent that imitation facilitates the acquisition of skills that align with the invention, it does not inherently contradict it; instead, it evidently encourages or supports it (Algarni, Ali, Leal-Rodríguez, & Albort-Morant, 2023).

## 2.5 Consumer Behaviour

Consumer behaviour refers to the systematic process by which individuals engage in the utilisation and evaluation of goods and services while also engaging in the collection and organisation of relevant information, with the goal of making informed purchasing decisions. In essence, individuals who go on vacation make an expenditure without expecting any tangible or monetary gains in return but rather seek an intangible sense of fulfilment (Brunt, 2001). The adoption of digital music formats by highly engaged consumers did not necessarily entail the complete replacement of tangible formats. Rather, digital music served to fulfil alternative demands, such as facilitating sampling and complementing existing collections, as opposed to the traditional practices of collecting and

presenting music. This essay contributes to our comprehension of the impact of intangibility on consumer behaviour, specifically in relation to the characteristics of the internet. The variable of intangibility was treated as a dichotomous rather than a continuous variable in the study conducted by [Laroche \(2010\)](#), potentially limiting the ability to capture more nuanced distinctions. A comprehensive understanding of the factors influencing consumer purchase decisions in cross-border e-commerce can be attained through an examination of consumer behaviour by researchers. The aspects encompass product preferences, price sensitivity, confidence in online platforms, hypothetical value, and ease. The utilisation of marketing strategies, platform design, and policy initiatives has the potential to enhance the cross-border procurement experience for various consumer groups. When participating in cross-border e-commerce, individuals who are tourists or travellers may possess specific objectives and engage in certain behaviours. However, for a comprehensive comprehension of phenomena and the development of efficacious strategies, it is imperative to embrace a more holistic approach that considers diverse consumer populations. In contrast, the impact of marketing on society is significant as it exerts influence on various aspects such as peer group dynamics, social goals, and celebrity culture. Marketing has the potential to enhance consumer propensity to spend, even in sectors of society where financial resources are limited ([Cleveland, Papadopoulos, & Laroche, 2011](#)). It is intriguing to note that consumers exhibit a preference for and engage in the purchase of luxury brands within consumer marketplaces, while the middle-class segment tends to opt for and consume bargain brands ([Sheth, 2021](#)).

## 2.6 Economic impact

The examination of how a country's investments in international trade can stimulate economic growth is a pivotal topic of interest for policymakers and individuals responsible for making decisions. Advocates of cross-border support often argue for financial resources and aid due to the substantial economic growth potential of e-commerce, which can be attributed to the establishment of novel product markets ([Du, 2016](#)). The sustained emphasis on the advancement of high-quality industries also contributes to enhancing the reputation of a nation or tourist destination. While the variables discussed are not directly related to the tourism sector, it is an established reality that economically advanced countries exhibit superior infrastructure, a larger tourism sector, and a more favourable global perception compared to poor nations. The level of global competitiveness, along with internal qualitative transformations within a country, are closely interconnected with overall economic advancement ([Kriščiūnas, 2007](#)). To ensure the maintenance of the rule of law as well as political and economic stability, a certain degree of governmental control is deemed necessary. Governments and economies characterised by instability may generate risk levels that exceed the tolerance thresholds of numerous business proprietors. The presence of rules can potentially lead to favourable outcomes, such as the implementation of reforms that enhance productivity ([Engle & Stone, 2013](#)). It is recognised that assessments regarding

the degree to which a particular local regulatory framework is excessively restrictive or permissive may differ among individuals with diverse political ideologies or economic interests. The objective of this study is to develop a novel metric for assessing the regulatory framework pertaining to land use and to analyse its variations across different regions (Gyourko, Saiz, & Summers, 2008). In recent years, there has been a tendency for the boundaries between national businesses to become less distinct. As a result of the increasing fascination with tourism, individuals and families are now able to embark on journeys to more distant destinations. The expansion of the tourism industry is contingent upon various factors, including the advancement of goods and services pertaining to tourism, enhancements in communication and transportation systems, the implementation of innovative marketing strategies, and other pertinent elements (Kriščiūnas, 2007).

## 2.7 Hypothesis development

Natural resources, climate, geography, and cultural legacies are just a few examples of the environmental factors that can affect a region's appeal as a tourist destination or as an arts hub. Tourists who are interested in cultural tourism and the arts may be drawn to a destination that possesses a dynamic artistic tradition and a significant cultural heritage. The issue of competitiveness remains a significant concern for every nation in relation to industry and economic policy. In order to attain a competitive advantage, it is imperative to formulate specialised strategies in conjunction with effective resource and capability management (Camisón & Forés, 2015). Managers and educational managers are required to effectively respond and adjust to significant and diverse transformations that influence various aspects such as technology, businesses, individuals, society, management, and advertising. The extensive array of requisite skills necessary for the uncharted planet is rather daunting. Examples of management competencies include information search, environmental scanning, conceptual flexibility, interpersonal search, managing interactions involving others, building teams, and developmental orientation. Managers and educational managers are required to effectively respond and adjust to significant and diverse transformations that influence various aspects such as technology, businesses, individuals, society, management, and advertising. The extensive array of requisite skills necessary for the uncharted planet is rather daunting. Examples of management competencies include information search, environmental scanning, conceptual flexibility, interpersonal search, managing interactions involving others, building teams, and developmental orientation (Bajunid, 1996).

**H1:** *There is a significant relationship among market share and cross border E-commerce sales.*

In order to optimise performance and maximise revenue, "onsite brokers" such as work guides and attraction personnel assume the responsibility of directing, coordinating, interpreting, instructing, managing, and supervising organisations on behalf of their

superiors. Scholars contend that individuals residing in a given locality, who do not possess a direct reliance on electronic commerce, possess the capacity to exert considerable influence over this domain by either endorsing or opposing its implementation or by "controlling the behavior of workers in subtle but effective ways," as opposed to being victims as many mainstream viewpoints would have it (Tom, 2017). The principle of technological neutrality can be logically derived as long as this objective is maintained. In circumstances where the primary focus of regulation is on safeguarding privacy, irrespective of the technological landscape, it is justifiable to ensure its protection (Arkhipov & Naumov, 2016).

**H2:** *There is a significant relationship among the regulatory environment and cross border E-commerce sales.*

The determination of comparative advantage is contingent upon the social opportunity costs associated with production variables and foreign pricing. It is important to note that policies solely focused on altering relative domestic prices and their impact on profitability do not affect these underlying factors. Porter's approach, which places significant emphasis on the firm-level perspective, tends to create confusion rather than provide clarity when discussing issues that require examination from a national perspective (Warr, 1994). The global market is characterised by intense competition. Developing nations often face a financial disadvantage in their efforts to influence tourist demand through advertising, particularly when they seek to enter the market or expand their market share (Jenkins, 1980). While the concept of competitive advantage is widely recognised in the business realm, the underlying factors that contribute to its emergence and impact on business performance remain inadequately comprehended (Rua & Santos, 2022).

**H3:** *There is a significant relationship among competitive advantage and cross border E-commerce sales.*

These environmentally responsible decisions are a direct outcome of complex decision-making processes that prioritise pro-environmental considerations. Individuals who engage in environmentally conscious consumption behaviours are able to reduce, and in some cases, completely eliminate, their detrimental impact on the environment (Han, 2021). Investment plays a pivotal role in facilitating environmental sustainability and fostering positive transformation. There is an increasing recognition among companies and investors of the significance of sustainable practices and the integration of environmental considerations into their decision-making processes. Nevertheless, the task of conducting a comprehensive analysis or critique is rendered challenging due to the dearth of specific details pertaining to the individual components of the issue at hand. It is imperative to consider the distinctive characteristics of the investment and any potential environmental ramifications in a comprehensive manner. Ethical and sustainable investment strategies have the potential to yield environmental benefits and contribute to the advancement of a sustainable economy. One perspective to consider is

that of the intended recipients of the communication. Concept testing assumes that all participants possess knowledge about the underlying concept of the product brand and will provide honest and accurate responses. Hence, the test results' validity may be compromised if concept testing is conducted on consumers who possess insufficient product knowledge (Kato, Kamei, Ootsubo, & Ichiki, 2023). The convenience and security offered by electronic payment have made it a crucial element in cross-border e-commerce, leading to its widespread adoption by businesses across different transaction and trade levels (Zhu, Liu, Han, & Lee, 2020).

**H4:** *There is a significant relationship among consumer behaviour and cross border e-commerce sales.*

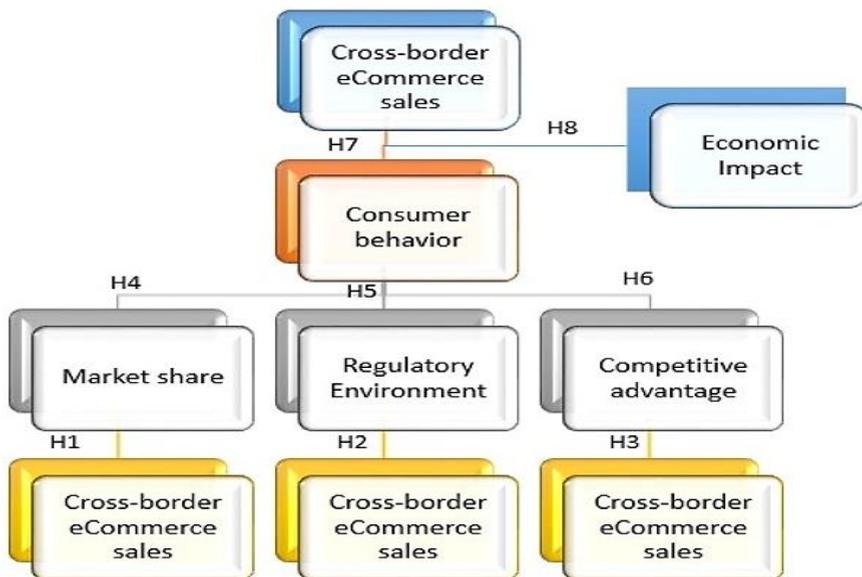
**H5:** *Consumer behaviour mediates the relationship among market share and cross border e-commerce sales.*

**H6:** *Consumer behaviour mediates the relationship among regulatory environment and cross border e-commerce sales.*

**H7:** *Consumer behaviour mediates the relationship among competitive advantage and cross border e-commerce sales.*

**H8:** *Economic impact moderates the relationship among consumer behavior and cross border e-commerce sales.*

As a result, the study's framework, which is depicted in [Figure 1](#), was constructed based on the literature analysis and discussion presented above.



**Figure 1.** Conceptual framework

### 3. METHODOLOGY

The PLS-SEM methodology, specifically employing Smart PLS 3.0 software, is utilised to investigate the potential impact of demographics and problems. The subsequent phase entails the examination of scale accuracy to ascertain the reliability and validity of a measurement model. Reliability is assessed through the utilisation of several measures, including average variance extracted (AVE), composite reliability, and Cronbach's alpha. Additionally, validity is evaluated by employing the HTMT ratio. Subsequently, a thorough analysis of a structural model is conducted to investigate the interrelationship between variables. The research employs a survey methodology to gather data from a sample of 300 Chinese cross-border trade enterprises. The process of data collection is conducted using a meticulously designed and organised questionnaire. Out of a total of 350 questionnaires, 300 were included in the statistical analysis due to the non-completion of 50 questionnaires. To assess the validity of our working hypothesis, a series of empirical tests were conducted utilising a structural equation model (SEM) incorporating the partial least squares (PLS) method.

#### 3.1 Measures

Data is collected by means of a meticulously designed questionnaire. The research has examined various factors including cross-border e-commerce sales (Yuwen, Guanxing, & Qiongwei, 2022), market share (Szymanski, Bharadwaj, & Varadarajan, 1993), regulatory environment (Mead, 1994), competitive advantage (Coyne, 1986), consumer behaviour (Trudel, 2019), and economic impact (de Oliveira Azevêdo et al., 2021).

### 4. DATA ANALYSIS

#### 4.1 Measurement model

The utilisation of a measurement model is employed for the purpose of estimating and analysing reliability and validity (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014). Composite reliability is employed to assess the internal consistency of variables, while outer loading is used to gauge the reliability of elements. The establishment or fulfilment of reliability and validity criteria indicates that a construct's connection with variables is considered normal (Peter & Churchill Jr, 1986). The completion of a PLS-SEM analysis for a measurement model was facilitated by the utilisation of Smart PLS 3.0 software (Avotra et al., 2021; Nawaz, Chen, & Su, 2023; Sandra Marcelline et al., 2022). Table 1 and Figure 2 present the outcomes of the validity, reliability, and factor loading assessments conducted on the items utilised in the construction of a partial least squares (PLS) measurement model. It is generally recommended that Cronbach's alpha, a measure of internal consistency for an item, should be equal to or greater than 0.70 (Xiaolong et al., 2021; Yingfei et al., 2022). The selected variables exhibited Cronbach's correlation

coefficient alpha and CR values that exceeded the threshold of 0.70. The acceptability of reliability was demonstrated, and convergent validity was established, as evidenced by the average variance extracted (AVE) values for discriminant validity exceeding 0.50 (Fornell & Larcker, 1981). The results of our study indicate that the values of 0.6, 0.7, and 0.5 for Cronbach's alpha, CR, and AVE, respectively, were deemed acceptable for all of the measures mentioned above (Hair, 2017).

**Table 1. Construct reliability and validity**

	Items	Outer loading	Cronbach's alpha	Rho_a	Composite reliability	Average
Consumer Behavior	CB1	0.826	0.769	0.829	0.845	0.538
	CB2	0.806				
	CB3	0.331				
	CB4	0.822				
	CB5	0.757				
Economic Impact	EF1	0.603	0.771	0.775	0.846	0.526
	EF2	0.708				
	EF3	0.779				
	EF4	0.757				
	EF5	0.763				
Market share	MS1	0.702	0.762	0.786	0.838	0.514
	MS2	0.802				
	MS3	0.779				
	MS4	0.754				
	MS5	0.508				
Regulatory environment	RE1	0.667	0.77	0.772	0.842	0.517
	RE2	0.687				
	RE3	0.746				
	RE4	0.751				
	RE5	0.741				
Competitive advantage	CA1	0.58	0.804	0.816	0.866	0.567
	CA2	0.779				
	CA3	0.781				
	CA4	0.836				
	CA5	0.764				
cross bordere-commerce sales	EC1	0.759	0.745259	0.813	0.8545	0.544
	EC2	0.774				
	EC3	0.821				
	EC4	0.748				
	EC5	0.743				

## 4.2 Discriminant validity

Discriminant validity was established through an examination of the correlation between a latent variable and the square root of the average. It is generally recommended to assess the discriminant validity by examining the average variance extracted, with a threshold of 0.50 or greater. In order to demonstrate discriminant validity, the square root of the average should exceed the value of the latent variables (Ab Hamid, Sami, & Sidek, 2017). When an HTMT value of 1 is obtained, it signifies the acceptance of the null hypothesis, indicating the absence of discriminant validity (Sarstedt et al., 2014). Following the establishment of criteria for the reliability and validity of all variables, a structural route analysis was conducted. The decision to undertake this action was based on our determination that the utilisation of structural path analysis was necessary. Furthermore, the HTMT values exhibited values below one, thereby providing evidence in favour of discriminant validity (Avotra et al., 2021).

**Table 2. Discriminant Validity (HTMT)**

	<b>Consumer Behavior</b>	<b>Economic impact</b>	<b>Regular environment</b>	<b>Competitive advantage</b>	<b>Market share</b>	<b>Cross border e-commerce sales</b>
Consumer Behavior	0.734					
Economic impact	0.422	0.725				
Regular environment	0.696	0.615	0.717			
Competitive advantage	0.491	0.955	0.656	0.719		
Market share	0.519	0.655	0.624	0.674	0.753	
Cross border e-commerce sales	0.519	0.863	0.387	0.498	0.536	0.717

The present study employed discriminant validity to establish the external consistency of a model. Specifically, latent variables were compared, as outlined in Table 2, to assess discriminant validity. In conclusion, the variables' average variance extracted (AVE) values are as follows: consumer behaviour (CB) with a value of 0.734, economic impact (EF) with a value of 0.725, regular environment (RE) with a value of 0.717, competitive advantage (CE) with a value of 0.719, market share (MS) with a value of 0.753, and cross-border e-commerce sales (EC) with a value of 0.717. Table 2 illustrates that the square root of AVE has consistently

exceeded the correlation between latent variables, indicating strong evidence of discriminant validity. This study elucidated a theoretical framework and established associations among various factors, building upon previous research findings.

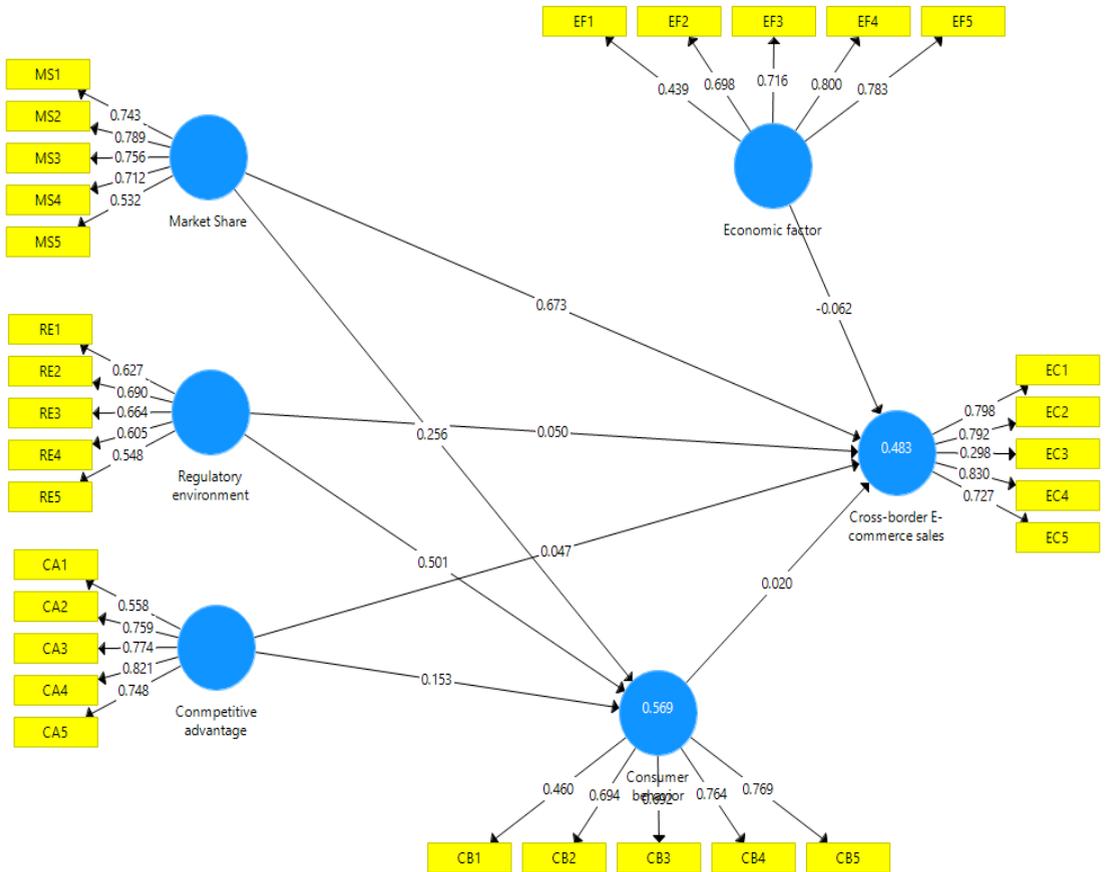


Figure 2. Measurement model

### 4.3 Structural equation model

The statistical significance of the hypothesised link between the structural model route coefficients was determined using a PLS-SEM bootstrapping technique. Based on empirical evidence, it can be observed that a PLS-SEM analysis of consumer behaviour serves as a robust indicator of psychological well-being. This assertion is supported by the findings presented in Table 3 and Picture 3, which illustrate the correlations between different paths and the testing options employed to assess the proposed hypotheses. The findings reached by the researchers are summarised in Table 3.

**Table 3. Tested hypothesis**

	Original sample	Sample mean	Standard deviation	T Statistics	P values	F square	R square
Competitive advantage -> Consumer behavior	-0.463	-0.473	0.106	4.374	0	0.039	0.383
Competitive advantage -> Cross border E-commerce sales	0.435	0.434	0.081	5.390	0	0.239	
Consumer behavior -> Cross border E-commerce sales	0.597	0.594	0.07	8.539	0	0.372	
Market Share -> Consumer behavior	0.357	0.36	0.075	4.774	0	0.161	
Market Share -> Cross border E-commerce sales	0.436	0.451	0.122	3.576	0	0.031	
Regulatory environment -> Consumer behavior	0.156	0.157	0.076	2.052	0	0.024	
Regulatory environment -> Cross border E-commerce sales	0.550	0.286	0.171	4.569	0	0.476	

Based on the research findings, the results of the hypothesis are presented in [Table 4](#). There is a significant statistical relationship between market share and international e-commerce sales ( $t = 3.576$ ,  $p = 0.000$ ). Therefore, it can be concluded that hypothesis one is deemed acceptable. The results of a Partial Least Squares Structural Equation Modelling (PLS-SEM) study indicate a significant association between cross-border e-commerce sales and the regulatory environment ( $t = 4.569$ ,  $p = 0.000$ ). The statistical analysis provided evidence in support of the second hypothesis in the study. There is a statistically significant correlation ( $t = 5.390$ ,  $p = 0.000$ ) between cross-border e-commerce sales and competitive advantage. Hence, the third hypothesis is deemed permissible. The research examined the relationship between market share and consumer behaviour ( $t = 4.774$ ,  $p = 0.000$ ), leading to the support of a fourth hypothesis. This hypothesis explored the significance of the connections between market share and

consumer behaviour. A statistically significant association has been observed between the regulatory environment and consumer behaviour ( $t = 2.052, p = 0.000$ ). Thus, the fifth hypothesis is deemed permissible. The research examined the relationship between competitive advantage and consumer behaviour ( $t = 4.374, p = 0.000$ ), leading to the support of the sixth hypothesis. A significant statistical relationship has been observed between consumer behaviour and cross-border e-commerce sales ( $t = 8.539, p = 0.000$ ). Hence, the seventh hypothesis is deemed permissible.

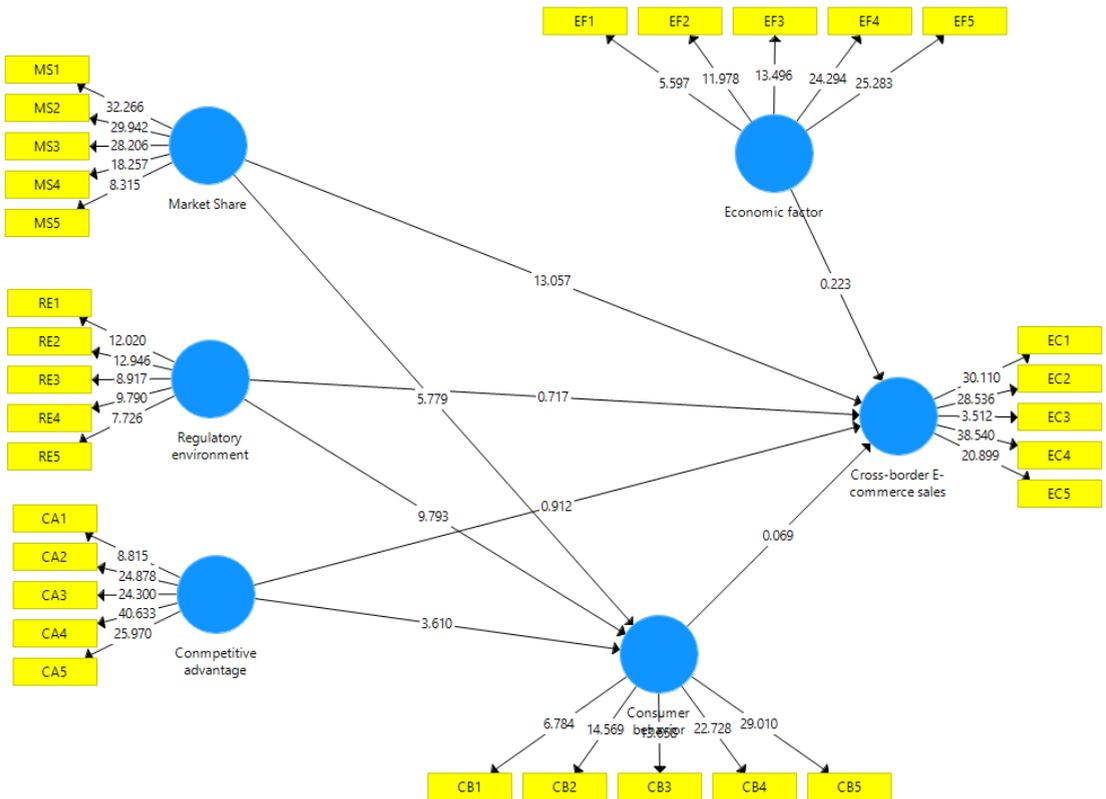


Figure 3. Structural model

#### 4.4 Mediation analysis

The mediation analysis successfully establishes the hypothesised indirect relationship between the variables, even when consumer behaviour is considered as a mediating factor in the link between market share, regulatory environment, competitive advantage, and cross-border e-commerce sales. The examination of the indirect impacts of potential factors is conducted using the technique of bootstrapping. Bootstrapping has emerged as a prominent and effective approach for assessing the mediation effect, garnering increased scholarly interest (Zhao, Lynch Jr, & Chen, 2010). The study conducted by Hair (2017)

provided empirical evidence supporting the presence of partial mediation of consumer behaviour in the relationship between market share and cross border e-commerce sales. This was substantiated by the calculated value of VAF, which amounted to 1.920. The study conducted by Hair (2017) found empirical evidence supporting the existence of a partial mediating effect of consumer behaviour in the relationship between the regulatory environment and cross border e-commerce sales. This finding was supported by a calculated value of VAF=1.809. Another study found empirical evidence supporting the presence of partial mediation of consumer behaviour in the relationship between competitive advantage and cross border e-commerce sales (Hair, 2017) . This was indicated by a calculated value of VAF=1.920. Consequently, the results of the study indicate that the mediating hypotheses (H5, H6, and H7) have been validated.

**Table 3. Mediation analysis**

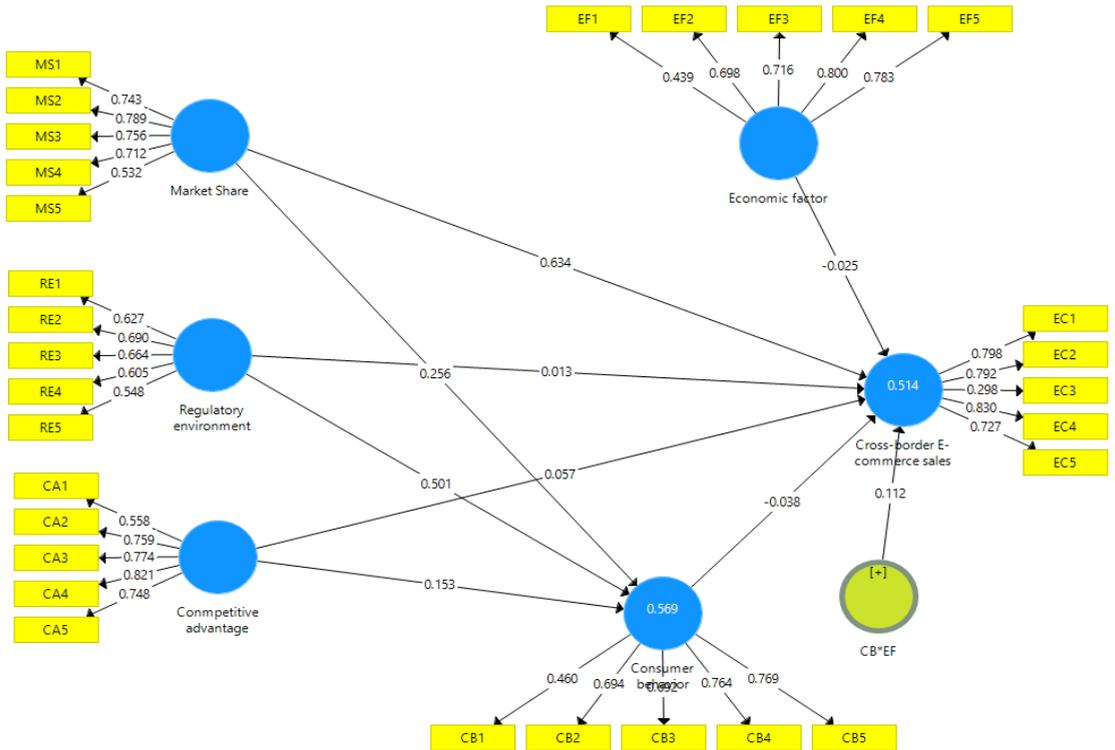
	<b>Original sample</b>	<b>P values</b>	<b>VAF</b>	<b>Type of mediation</b>
Market Share -> Consumer behavior -> Cross border E-commerce sales	0.068	0	1.92	Partial
Regulatory environment -> Consumer behavior -> Cross border E-commerce sales	0.056	0	1.809	Partial
Competitive advantage -> Consumer Behavior -> Cross border E-commerce sales	0.59	0	1.856	Partial

#### 4.5 Moderation analysis

Subsequently, an examination was conducted to assess the influence of economic impact on the direct path linkages within the central model. The moderators can be classified as either qualitative or quantitative variables (Fiedler & Sivo, 2015). The utilisation of an interaction effect is a widely employed technique for examining the moderating effect within structural models, although alternative methodologies exist. The moderating impact of a new structural relationship is also observed in the structural route model (Fiedler & Sivo, 2015). If there is a significant deviation from zero, indicating that the null hypothesis is not supported, it can be interpreted as reflecting moderation (Fiedler & Sivo, 2015). Table 5 presents the findings of the moderation analysis. The relationship between consumer behaviour and cross-border e-commerce sales is influenced by the moderating factor of economic impact ( $b = -0.048$ ,  $p = 0.014$ ).

**Table 5. Moderation hypothesis**

	Original sample	Sample mean	Standard deviation	T Statistics	P values
EF*CB ->Cross border e-commerce sales	0.048	0.047	0.038	1.267	0.014



**Figure 4:** Economic impact moderate the relationship among consumer behavior and cross border e-commerce sales.

The analysis examines the relationship between variables by utilising a range of statistical methods and instruments. The detailed analysis presented encompassed several key components, including the multicollinearity test utilising tolerance and VIF, composite reliability and validity assessment, discriminant validity evaluation through HTMT analysis, formulation and testing of hypotheses, construction of the measurement model, development of the structural model, examination of moderate effects, assessment of R-square, and determination of effective size using smart PLS. The subsequent section will encompass an examination of the limitations, implications for application, conclusion, and recommendations for future research based on the analysis and interpretation of the findings.

## 5. DISCUSSION

The initial hypothesis posited a statistically significant correlation between market share and cross-border e-commerce sales. Research findings indicate a significant correlation between market share and cross-border e-commerce sales. The findings of the analysis indicate that the process of financial globalisation has led to an augmented inflow of investment, thereby exerting detrimental effects on the environment, and contributing to environmental degradation. The author posited that globalisation has underscored the interconnectedness between developing and developed economies, thereby stimulating developed economies to engage in global investments in green technology (Khan, Teng, Khan, & Khan, 2019). The Comprehensive Pilot Area in China serves as the largest global hub for minor commodity wholesale, specialising in international e-commerce. The cross-border e-commerce industry in China has experienced rapid growth in recent years, exhibiting a continuously expanding industrial magnitude. The advantages for the industry are readily apparent, encompassing abundant commodity availability, streamlined logistics, a substantial presence of cross-border e-commerce enterprises, efficient trade facilitation, a favourable business environment, and additional benefits (Ni, 2022). Thus, H1 is accepted.

The second objective of this study was to examine the correlation between the regulatory environment and cross-border e-commerce sales. Indeed, a significant correlation exists between the regulatory framework and the magnitude of cross-border e-commerce transactions. Donor support in the development of the private sector primarily centres around the establishment of business-enabling environments. This involves prioritising infrastructure development, enhancing the education and health of workers, and implementing economic reform and governance measures. The primary focus within the government sector is to reduce bureaucratic and authoritative obstacles to business operations, enhance the effectiveness of public financial management, enhance the capacity of pertinent ministries, evaluate existing policies, and enhance tax collection mechanisms, legal frameworks, and regulatory systems (Kirkpatrick, 2014). Therefore, H2 is accepted.

The third objective of this study was to examine the correlation between competitive advantage and cross-border e-commerce sales. The presence of limited competition often constrains consumer choice, thereby diminishing the motivation for enterprises to adopt market-oriented strategies. The correlation between an organisation's product sustainability and the various competitive challenges it faces is noteworthy. These can subsequently be predicted by considering the segregating impacts of different categories of resources and talents that constitute the foundation of the organization's competitive advantage. When examined from this perspective, an organisation's strategy can be defined as the deliberate endeavour to identify and replicate approaches aimed at improving its capacities. The continuous endeavour to attain a competitive advantage

leads to a range of organisational behaviours and market conditions (Williams, 1992). The studies are consistent with the outcomes of our findings. Consequently, considering the preceding analysis, we accept hypothesis H3.

The fourth objective of the study was to examine the correlation between consumer behaviour and cross-border e-commerce sales. It is imperative to persist with the investigation of traveller vacationing behaviours to gain a comprehensive understanding of this phenomenon, particularly as these behaviours become increasingly sophisticated. In addition, it is imperative to examine the process of attitude formation, the factors that influence individuals' travel choices, and the impact of different social groups on travel behaviour (Brunt, 2001). To achieve widespread behaviour change and foster a sustainable future, it is imperative to develop a comprehensive understanding of the psychological factors that underlie environmental or sustainable behaviours. Nevertheless, the comprehension of sustainable behaviour and decision-making remains constrained and significantly falls behind other disciplines in consumer psychology, despite its undeniable significance and the substantial impact of research conducted in this area (Trudel, 2019). So, H4 is accepted.

The results of this study are consistent with the findings of previous research studies H5, H6, and H7 in relation to the analysis of mediation. The hypotheses proposed in this study posit that consumer behaviour serves as a mediating factor in the relationship between market share, regulatory environment, competitive advantage, and cross-border e-commerce sales. Empirical case studies conducted in various political and economic systems can enhance the robustness of the framework, offering valuable illustrations of its concepts, components, and interconnections. Another study aims to enhance comprehension of the empirical investigation on the application of e-commerce policy in China by providing relevant background information on the current understanding of tourism administration and cross-border policy-making and implementation in the country (Wang & Ap, 2013). According to the study's authors, conducting a rigorous, systematic analysis of indicators is necessary to assess the competitiveness of e-commerce. The analysis of the competitiveness of the cross-border business sector has incorporated various factors. Quantitatively measurable direct and indirect components, such as direct and indirect factors, constitute their composition. The initial stage in the process of rational decision-making involves analysing the various factors that contribute to competitiveness and assessing their impact (Kriščiūnas, 2007). These studies are consistent with the findings of our results, as indicated by the preceding discussion. The acceptance of H5, H6, and H7 is acknowledged.

This finding is consistent with prior research on moderation analysis (H8). The hypothesis posited that the presence of economic impact serves as a moderating factor in the relationship between consumer behaviour and cross-border e-commerce sales. According to the study's authors, conducting a rigorous, systematic analysis of

indicators is necessary to assess the competitiveness of e-commerce. The analysis of the competitiveness of the cross-border business sector has incorporated various factors. Quantitatively measurable direct and indirect components, including direct and indirect factors, constitute their composition. The initial phase in the process of rational decision-making involves the analysis of variables related to competitiveness and the assessment of their impact (Buliga, Scheiner, & Voigt, 2016).

**Table 6. Summary of hypotheses**

Hypotheses	Decision
There is a significant relationship among market share and tourism and cross border e-commerce sales.	Accepted
There is a significant relationship among the regulatory environment and tourism and cross border e-commerce sales.	Accepted
There is a significant relationship among competitive advantage and tourism and cross border e-commerce sales.	Accepted
There is a significant relationship among consumer behavior and tourism and cross border e-commerce sales.	Accepted
Consumer behavior mediates the relationship among market share and tourism and cross border e-commerce sales.	Accepted
Consumer behavior mediates the relationship among regulatory environment and tourism and cross border e-commerce sales.	Accepted
Consumer behavior mediates the relationship among competitive advantage and tourism and cross border e-commerce sales.	Accepted
Economic impact moderates the relationship among consumer behavior and cross border e-commerce sales.	Accepted

## 6. CONCLUSION

In conclusion, the scholarly investigation into the significance, role, and examination of cross-border electronic commerce growth within China's import and export economies, encompassing aspects such as market share, regulatory framework, competitive edge, consumer conduct, and economic elements, provides valuable insights into the complex dynamics of this rapidly expanding sector. The study's findings demonstrate the significant role that cross-border e-commerce plays in China's import and export industries. This phenomenon serves as a catalyst for expanding market penetration, facilitating connections between Chinese enterprises and foreign consumers, and optimising global trade procedures. The significance of market share in the realm of international e-commerce is now widely acknowledged as a crucial determinant of success. The regulatory environment exerts a significant influence on the advancement of cross-border e-commerce in China. To foster a conducive business environment and ensure the sustained viability of the sector, it is imperative for governments to implement

policies and regulations that promote equitable competition, protect consumer rights, and address concerns pertaining to data security. A significant factor that sets cross-border e-commerce companies in China apart is their possession of a competitive advantage. In the current highly competitive landscape, businesses are more inclined to achieve success by offering unique products, efficient logistics, exceptional customer service, and competitive pricing. Consumer behaviour serves as a mediating factor in the relationship between cross-border e-commerce and market outcomes. To establish successful cross-border e-commerce initiatives, a comprehensive understanding of Chinese consumers' preferences, motivations, and concerns is imperative. China plays a significant role in global trade, serving as a prominent participant in both export and import activities. Consequently, comprehending the preferences, motivations, and challenges associated with trust among Chinese consumers holds great importance. The dynamics of cross-border e-commerce have been notably impacted by the strength and preferences of significant expenses articulated by Chinese consumers. Consequently, their behavioural analysis yields valuable insights pertaining to market opportunities, product predilections, and consumer patterns. Nonetheless, a comprehensive examination of cross-border trade should not exclusively centre on the preferences of Chinese consumers. Additionally, it is imperative to consider the various flavours, stimuli, and concerns that influence the confidence levels of foreign consumers engaged in business transactions with China. By attaining a deeper comprehension of the various factors and circumstances influencing cross-border transactions, it becomes possible to formulate more efficient strategies and policies that cater to the interests of all stakeholders. Economic factors play a moderating role in shaping the performance and outcomes of cross-border e-commerce. Income levels, inflation rates, and exchange rates are just a few variables that have an impact on the effectiveness of cross-border e-commerce businesses. These variables also affect customer purchasing power, price dynamics, and general economic conditions.

## **6.1 Theoretical significance**

The present study elucidates the theoretical significance of cross-border e-commerce development in China's import and export economies, specifically in terms of its value, role, and analysis. This research contributes to the existing academic knowledge and frameworks by examining various factors such as market share, regulatory environment, competitive advantage, consumer behaviour, and economic factors. The study incorporates various theoretical constructs, such as market share, regulatory environment, competitive advantage, consumer behaviour, and economic considerations, within the framework of cross-border e-commerce in China. This study offers a comprehensive understanding of the intricate dynamics associated with the expansion of cross-border e-commerce through an examination of the interactions and connections between these factors. The inclusion of consumer behaviour as a mediating component enhances the comprehension of the impact of consumer preferences, attitudes, and motivations on the correlation between cross-border e-commerce and

market outcomes. The study's theoretical discoveries possess practical implications for organisations and decision-makers involved in cross-border electronic commerce within China. An examination of market share, the regulatory landscape, competitive advantage, consumer behaviour, and economic factors can yield valuable insights that can inform strategic decision-making, policy formulation, and the development of efficient frameworks aimed at facilitating and promoting cross-border e-commerce. The theoretical significance of this study lies in its comprehensive analysis of the various factors that impact the expansion of cross-border e-commerce within China's import and export sectors. This study enhances our understanding of the complexities and dynamics of this rapidly evolving field by integrating multiple theoretical frameworks and situating the analysis within its relevant context.

## **6.2 Practical implications**

The research highlights the importance of understanding and adhering to the legal regulations that govern cross-border e-commerce activities in China. To maintain adherence and cultivate consumer confidence, it is imperative for policymakers and businesses to remain up to date with evolving legislation, data security protocols, and the safeguarding of intellectual property rights. Adhering to legal obligations can effectively mitigate legal liabilities for enterprises and facilitate the growth of global electronic commerce. Business enterprises can prioritise the cultivation of consumer trust through the effective resolution of concerns related to product quality, authenticity, and customer service. This can be achieved by acknowledging the influential role played by consumer behaviour in mediating these issues. Business enterprises have the potential to cultivate customer confidence, enhance active involvement, and foster customer loyalty through the provision of a user experience that is both seamless and secure, the implementation of personalised recommendations, and the utilisation of social proof. The study highlights the significant influence of economic circumstances on moderating factors. It is imperative for businesses to closely monitor the condition of the economy, fluctuations in currency rates, and income levels to make necessary adjustments to pricing policies, enhance supply chain management, and align their product offerings with the evolving purchasing power of customers. Business enterprises can demonstrate astute decision-making abilities and effectively respond to fluctuations in the market by comprehending the ramifications of economic factors. The study's findings can inform policymakers in the formulation of regulations aimed at fostering and facilitating cross-border e-commerce activities within China. Policymakers can foster an environment conducive to innovation, safeguard consumer rights, and encourage equitable competition by acquiring comprehensive knowledge of market dynamics, regulatory concerns, and consumer behaviour. This may involve facilitating international financial transactions, streamlining customs processes, and fostering collaboration between governmental entities and commercial stakeholders. In general, the practical implications of this study provide valuable guidance for

entrepreneurs and policymakers in effectively addressing the complexities associated with cross-border e-commerce in China. Stakeholders can unlock the latent potential of cross-border electronic commerce and facilitate the growth of China's import and export industry through the strategic alignment of market share, regulatory framework, competitive advantage, consumer behaviour, and economic factors.

### **6.3 Limitations of the study**

When examining the significance, role, and progression of cross-border e-commerce in China's import and export industry, it is important to acknowledge various constraints. These constraints encompass market share, the regulatory framework, competitive advantage, consumer behaviour, and economic factors. The generalizability of the findings from this study may be limited to the specific context of China, and caution should be exercised when applying these results to other countries or regions. The generalizability of the study's findings is limited by the unique characteristics of China's market, regulatory framework, and consumer behaviour tendencies. The study's conclusions are significantly influenced by the availability and reliability of the data sources. The precision, uniformity, and comprehensiveness of cross-border e-commerce data, market share data, and economic indicators may encounter limitations. The imposition of these restrictions has the potential to introduce biases or constrain the scope of the analysis. The study incorporates significant factors such as market share, the regulatory environment, competitive advantage, consumer behaviour, and economic issues. The growth of cross-border e-commerce may be influenced by various factors, including advancements in technology, the development of logistics infrastructure, and cultural considerations. However, these specific elements are not explicitly considered in the current analysis. The inclusion of these additional components may potentially contribute to a more comprehensive understanding of the phenomenon at hand. The study's methodology does not establish causation or directionality between variables. Although the investigation examines the roles of mediating and moderating functions, establishing definitive causal relationships requires the implementation of rigorous experimental or long-term research designs, which may exceed the scope of this investigation. The rapid evolution of the cross-border e-commerce industry renders the findings of this study susceptible to swift obsolescence. The study's conclusions and implications may evolve over time because of the dynamic nature of the market, changes in legislation, and advancements in technology. The study's reliance on specific samples, such as those obtained from geographic regions, business sizes, or industries, may introduce potential bias into the sample selection process. The findings may possess limitations in their ability to comprehensively depict the cross-border e-commerce landscape in China, thereby constraining the generalizability of their implications. Consumer behaviour is a multifaceted phenomenon that is shaped by a multitude of internal and external factors. Consumer behaviour is acknowledged as a mediating factor in this study; however, the level of understanding regarding consumer

decision-making processes, cultural idiosyncrasies, and individual differences may be limited. While price competition is a fundamental aspect of competition in the realm of e-commerce, it does not encompass the entirety of competition in this domain. E-commerce encompasses various facets that enhance the competitive advantage of the platform or organisation. In future research, it would be advantageous to place greater emphasis on the diverse factors that influence the competitiveness of e-commerce. The elements that contribute to the success of e-commerce encompass various aspects such as product selection and offerings, user experience and interfaces, and customer service and support. However, it is important to note that these elements are not exhaustive in determining the success of e-commerce. It is imperative to establish trust in the domains of logistics, completion, marketing, and promotion. Including a dedicated chapter on prices within the context of e-commerce will afford readers a comprehensive comprehension of the intricacies, ramifications, and influences associated with this facet. This will offer various pricing strategies and tools for comparing prices. The effects of variables such as currency rates and supply chain costs, as well as their impact on consumer decision-making processes, can be determined. A comprehensive understanding of the various factors contributing to success in the e-commerce industry can be attained by prioritising the examination of diverse aspects of e-commerce competition. Notwithstanding these limitations, the research provides valuable insights into the significance, role, and examination of the expansion of cross-border electronic commerce in China's import and export sectors. The statement serves to encourage further examination of the intricate relationships between market dynamics, regulatory environments, competitive advantages, consumer behaviour, and economic concerns within the realm of cross-border e-commerce. Moreover, it provides a foundation for future scholarly investigations in this field.

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