



Faculty of Legal Sciences

School of International Studies

**SYSTEMATIC REVIEW OF CROSS BORDER
E-COMMERCE: A PERSPECTIVE OF CHINA
AND LATIN AMERICA. 2010 – 2024**

**Project prior to obtaining a Bachelor's Degree in
International Studies**

Author:

Alaska Paulina Acosta Barrera

Advisor:

Alexandra Elizabeth Bermeo Arpi

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"The starry sky above me and the moral law within me are proof that there is a God above me and a God within me."

To my mother Elsa for being the fundamental pillar of my life, a source of stability and a constant guide, who has led me toward new horizons. For teaching me that the purpose of existence lies in cultivating good thoughts, good words and good deeds.

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Systematic Review of Cross Border E-Commerce: a perspective of China and Latin America. 2010-2024

ABSTRACT

This systematic literature review examines the development of cross-border e-commerce (CBEC) from a China and Latin America (LATAM) perspective. A systematic search was carried out in the Scopus and Web of Science databases, covering publications between 2010 and 2024, where the inclusion criteria selected studies focused on: (1) CBEC in China, (2) CBEC in Latin America and (3) the commercial relationship between China and LATAM in the context of the CBEC, prioritizing documents in English or Spanish. After analyzing 42 articles, a predominance of research focused on the implementation of CBEC in China was identified, highlighting features such as government support, strategic logistics and the challenges linked to uncertainty and consumer confidence in product cognition. However, no studies specifically addressing the interaction between China and Latin America in this area were found. This gap highlights the urgent need to explore CBEC in the region and its articulation with the Chinese commercial ecosystem, proposing future lines of research to close this theoretical and practical gap.

Keywords: cross border e-commerce, e-commerce, CBEC, China, Latin America

Revisión sistemática del comercio electrónico transfronterizo: una perspectiva desde China y América Latina. Período 2010 – 2024

RESUMEN

La presente revisión sistemática de literatura analiza el desarrollo del comercio electrónico transfronterizo (CBEC, por sus siglas en inglés) desde la perspectiva de China y América Latina (LATAM). Se realizó una búsqueda sistemática en las bases de datos Scopus y Web of Science, cubriendo publicaciones entre 2010 y 2024, en donde los criterios de inclusión seleccionaron estudios enfocados en: (1) CBEC en China, (2) CBEC en América Latina y (3) la relación comercial entre China y LATAM en el contexto del CBEC, priorizando documentos en inglés o español. Tras el análisis de 42 artículos, se identificó una predominancia de investigaciones centradas en la implementación del CBEC en China, destacando características como el apoyo gubernamental, la logística estratégica y los desafíos vinculados a la incertidumbre y confianza del consumidor frente a la cognición del producto. Sin embargo, no se encontraron estudios que aborden específicamente la interacción entre China y América Latina en este ámbito. Este vacío evidencia la necesidad de explorar el CBEC en la región y su articulación con el ecosistema comercial chino, proponiendo futuras líneas de investigación para cerrar esta brecha teórica y práctica.

Palabras Claves: comercio electrónico transfronterizo, comercio electrónico, CBEC, China, América Latina

SYSTEMATIC REVIEW OF CROSS BORDER E-COMMERCE: A PERSPECTIVE OF CHINA AND LATIN AMERICA. 2010-2024

1. INTRODUCTION

Over the past two decades, China has consolidated its position as a global leader not only in traditional trade (Navejas et al., 2008), but also in the dynamic and innovative field of cross-border e-commerce (CBEC) (Qi et al., 2020). CBEC refers to the practice of purchasing products online through platforms that connect buyers and sellers located in different countries (Kim et al., 2017, as cited in Wang et al., 2024). In the same way Qi et al. (Qi et al., 2020) mention that what began as a B2B model focused on large volumes, led by pioneering platforms such as Alibaba Group, has evolved into a "golden age" marked by the rise of international retail trade through B2C platforms such as TMall International, JD Worldwide, and Kaola. This growth has been driven by strategic government policies, the creation of pilot zones for cross-border e-commerce. Increasingly efficient logistics infrastructure and adequate product cognition. Key factors in overcoming linguistic and cultural barriers, which have been essential for the development of this sector.

CBEC not only represents a new frontier in global trade, but also a profound transformation in consumer habits, especially in a vast and technologically advanced market such as China's. However, despite the rapid development of the sector, significant gaps persist in academic research. Mou et al. (2019) highlight the scarcity of studies that deeply explore the logistical complexity behind CBEC, while Xu et al. (2018) warn about the lack of professionals trained in critical areas such as e-commerce management. Moreover, the importance of trust as a driver of international transactions is acknowledged, it remains underexplored from a multidimensional perspective (Zhu et al., 2019). Meanwhile, Latin America emerges as a market with significant potential in e-commerce with an annual B2C growth rate of 17.6% between 2014 and 2019, led by countries such as Brazil and Mexico. Nonetheless, there is still progress to be made in terms of digital adoption compared to regions such as Europe or Asia (Cordova et al., 2022).

In light of this context, the following research question arises: In what ways has cross-border e-commerce between China and Latin American countries developed and been implemented during the period 2010–2024? This main question was divided into three sub-questions: How has cross-border e-commerce developed in China over the period 2010–2024? What characteristics of cross-border e-commerce influence its implementation between China and Latin America? and What is the state of research in the area of cross-border e-commerce between China and Latin America? With the aim of systematizing and analyzing the available knowledge on cross-border e-commerce (CBEC). This systematic literature review conducted using the *Preferred Reporting Items for Systematic Reviews and Meta-Analyses* (PRISMA) methodology published in 2020 (Page et al., 2021), seeks to identify a conceptual and theoretical framework of the phenomenon, carry out an analysis of the level of development and implementation of CBEC between Latin American countries and China during the period 2010–2024 and synthesize relevant information emerging from this review. Particular emphasis will be placed on technological evolution, logistical challenges, dimensions of trust and uncertainty and emerging opportunities in the connection between global markets such as China and Latin America. This review aims not only to address current gaps, but also to provide a solid foundation for future research and business strategies in an increasingly digitized and connected world.

1.1 Objectives

1.1.1 General Objectives

Develop a systematic literature review on cross-border e-commerce from the perspective of China and Latin America.

1.1.2 Specific Objectives

1. Identify a conceptual and theoretical framework on cross-border e-commerce, its characteristics and applications.
2. Execute a systematic literature review oriented to the level of development and implementation of cross-border e-commerce between Latin American countries and China. 2010 – 2024.
3. Analyze and synthesize the information obtained in the development of systematic literature review.

1.2 Theoretical Framework

In the last ten years, China has positioned itself as a leader in the area of trade, making it a significant power (Navejas et al., 2008). This country, named the Asian giant, has built a network of links, resulting in a more significant presence in Latin America and the Caribbean. This is generating a loss of hegemony with the United States, an economic displacement with the European Union, and possible competition with Russia for its economic interests (Aróstica & Sánchez, 2019). China has become the world's largest exporter and importer, as well as the largest holder of foreign exchange reserves. Its main exports being electronic equipment, machinery, and textiles, is also characterized as the largest market for electronic components. On the other hand, the increase in imports is partly due to the increase in disposable income, becoming the world's largest consumer of gold, and natural resources (including crude oil, iron, steel, and coal) (Fairlie, 2015).

Electronic commerce has become a new direction of network technology development, so that a common vision has not yet been reached. According to the World Trade Organization, electronic commerce refers to the creation, promotion, sale and distribution of products through telecommunications networks (Organización Mundial Del Comercio, 2025). While the Ministerio de Telecomunicaciones y de la Sociedad de la Información of Ecuador mentions that this type of trade involves the buying and selling of products or services through computer networks and the internet. The definition highlights the use of Information and Communication Technologies (ICT), which enable greater interaction between sellers and users, thus dynamizing and diversifying the economy (Ministerio de Telecomunicaciones y de la Sociedad de la Información, 2025). International organizations and national governments highlight the importance of electronic commerce and encourage its use, as it contributes to the transformation of the productive matrix through the use of ICT, allow small and medium-sized enterprises (SMEs) to create and use new national and international sales platforms (Ministerio de Telecomunicaciones y de la Sociedad de la Información, 2025). With competitive advantages including differentiation, cost leadership, growth, innovation, and strategic alliances, the company is better positioned to sustain itself and prosper over the long term. It can effectively confront challenges and develop strategies to respond to the forces shaping the industry (Asociación Española de Comercio Electrónico y Marketing Relacional, 2009).

The main characteristics of e-commerce are global reach, interactivity, social technology, ubiquity, density, universal standards and wealth (Robayo, 2020). On the one hand, the global scope indicates that the electronic commerce market is global, as it has no borders as the traditional market does. On the other hand, interactivity and social technology refer to technological services which mainly cover the set of computer systems and tools as well as related media, including software development, data processing, transmission services and maintenance of computer systems and networks (T. Zhang, 2016). Ubiquity is the term indicating that e-commerce services are available anywhere and at any time of the day. Given the fact that it involves an electronic device. And finally richness, where it offers a wealth of information since it allows interactivity and adjusts the message according to the user's needs (Robayo, 2020).

Paipa (2021) mention the boom of e-commerce in China emerged in 1999. Due to the growth of Alibaba Group and its platform, which attracts local brands seeking to expand into international markets, the development of the internet has also fueled the rise of e-commerce. As a result, this country has developed its own electronic platforms. These were created in response to large American companies such as Amazon, Google, and Facebook, among others (Procolombia, 2020). Alibaba Group is the leading player in China's e-commerce market. As a result, its platforms Taobao and Tmall hold the first and second positions worldwide in terms of gross volume of goods sold, placing Amazon in third place. Given this dominance, the government has made efforts to improve the infrastructure of electronic commerce in rural areas. For example, it has expanded internet access and established e-commerce parks. These initiatives aim to promote economic equity and contribute to poverty reduction (Indahsari et al., 2024).

After the COVID-19 pandemic, digitization accelerated significantly in Latin America, redefining the structures and dynamics of international trade. This process not only boosted the growth of e-commerce but also modernized customs procedures, facilitating faster and more efficient operations. However, the region faces significant inequalities in terms of infrastructure, regulatory frameworks, and technological capabilities, which hurts its global competitiveness (Garay et al., 2025). That is why, Latin America is considered a growing e-commerce market, with a base of 300 million digital buyers and with internet penetration in the region of 78%, significantly increasing access to mobile broadband (Jurburg et al., 2023). This has led to more and more

types of households preferring to shop online, leaving aside visits to physical stores, changing consumer habits, and driving the development of a more diversified and efficient logistics network for direct deliveries to final consumers (Jurburg et al., 2023).

On the other hand, there is cross-border e-commerce (CBEC), which is a mode of import and export through digital platforms (T. Zhang, 2016). This type of e-commerce is growing as small foreign companies in developing countries improve and enhance their business strategies to be able to sell to global markets, considering that the demand in China for high-quality home products, luxury goods, and clothing from international brands is driving this trend (Mou et al., 2018). Also, CBEC is defined as an online transaction of buying and selling goods and services using (ICT). Where buyers and sellers are in different countries and jurisdictions, so the term is derived from the combination of cross-border shopping and e-commerce (Zhang, 2016). It is important to highlight that the report issued by the China Internet Network Information Center (CNNIC) estimated the number of internet users at 840 million. This figure exceeds the combined populations of Japan, Russia, Mexico, and the United States. Consequently, there is a strong domestic reception for this type of trade, as it allows access to nearly the entire national territory. In comparison, traditional importers or distributors typically serve only their specific areas of influence (Procolombia, 2020).

Consequently, advertising strategies in China tend to focus on collective audiences rather than isolated individuals. This is largely due to the impact of the Single Child Policy, which has significantly influenced family structure and consumption habits among the generations born under this regulation. The policy has also shaped their psychology and behavior. Especially regarding purchasing decisions and lifestyle choices. These individuals seek to enjoy a good quality of life while often being hesitant or reserved about spending on items such as education, luxury goods, travel, and consumer products (Mou et al., 2018). That is why online shopping has become a major trend in China. More specifically, there is a strong consumer preference for purchasing from international brands and retailers through cross-border e-commerce, also known as *haitao*. In this model, Chinese consumers make online purchases from retailers located abroad, which then ship the products from outside China's borders. These products are offered on digital commerce platforms such as Kaola, Alibaba (including Taobao and Tmall), JD.com, Vipshop.com, and Pinduoduo.com. Popular categories include food products, beauty and personal care items, clothing, footwear, handbags, home goods, and maternity products, among others (Fan, 2019).

In terms of cross-border e-commerce logistics, there are two main methods for importing products into China. The first method is the customs warehouse model. Under this approach, products are stored in a government designated pilot zone a special duty-free area established by the Chinese government. When a consumer purchases an item through a *haitao* platform, the product undergoes customs clearance and is then delivered directly to the buyer, typically within a few days. This method ensures compliance with all of China's customs regulations. As a result, companies using this model are required to maintain a larger inventory in advance to ensure faster delivery times. The second method is direct purchase import. In this case, the foreign supplier ships the product directly to the consumer after the order is placed. The item goes through customs in China before being forwarded to the customer. Unlike the customs warehouse model, this method does not require the company to hold inventory locally (Procolombia, 2020).

Today, there is a lack of research into the impact of product cognition on purchase intent within the CBEC environment so a model to assess product cognition and behavior based on product information in the effect hierarchy model (HOE) and the commitment-involvement theory. The purpose of this framework is to detail the stages that a consumer goes through before making a purchase decision from brand awareness to buying action, thereby serving as a guide for evaluating the effectiveness of advertising, while capturing the entire process through which consumers engage with and respond to digital platforms. Its objective is to detail the stages a consumer goes through before making a purchase decision from brand awareness to the actual purchasing action. Therefore, it serves as a guide for evaluating the effectiveness of advertising by capturing the entire process through which consumers process information and respond to these digital platforms (Zhu et al., 2019). Therefore, a good quality product description is necessary to generate trust and impact towards the consumer. Within cross-border e-commerce, several barriers exist between consumers and sellers, such as language and cultural differences. However, a high quality product description can enhance the perception of trust and help overcome these obstacles (Zhang et al., 2018).

Table 1 below details the six main cross-border Chinese e-commerce platforms with their main features:

Table 1
Cross-border e-commerce platforms

Name	Headquarters	Number of users	Type of products	Type of trade
Kaola	Alibaba	27 million	Beauty products, cosmetics, clothing and jewelry	B2C
Tmall Global	Alibaba	617 million	Beauty products, personal care, food, maternity and childhood products, clothing, shoes and everyday consumer goods (foreign products only).	B2C
Taobao	Alibaba	617 million	Clothing, technology, home, decoration, food, beauty, health, toys and entertainment products (new or used products).	C2C
Vipshop	Vip.com	330 million	Food products, maternity and childhood, beauty, cosmetics, skin care, household products and clothing.	B2C
JD Worlwide	JD.com	320 million	Clothing, textiles, watches, jewelry accessories, household products, children's products, beauty and nutritional supplements.	B2C
Pinduoduo.com	Pinduoduo	487.4 million	Maternity, fashion, childhood, agri-food, household appliances, skin care and cosmetics products (unbranded products).	B2C

Note: Adapted from "E-commerce in china 2020" por Procolombia 2020 (URL: https://procolombia.co/sites/default/files/2024-05/reporte_ecommerce.pdf).

1.3 State of art

According to Li (2023), cross-border e-commerce has grown rapidly in recent years, driven by technology and the COVID-19 pandemic. This is why Liu et al.(2021), mention the importance of the specific practice of cross-border Chinese e-commerce, due to its benefits that have been significant both in the social and commercial fields, such as increased employment, Entry into rural communities, increased participation of women and youth in digital commerce, and improved infrastructure and connectivity thanks to the Chinese government. Similarly, Giuffrida et al.(2017), highlight the importance of examining in detail how the phenomenon of cross-border e-commerce is addressed in literature. There are also positive implications in both theory and practice, as the CBEC's share of total Chinese import-export trade has grown annually since 2010 (Derindağ, 2022).

The main challenge is the lack of research that specifically examines the connection between logistics and e-commerce, For this reason, current research has a descriptive approach and does not offer a detailed analysis of the management of CBEC's logistical complexities in this region, despite being an aspect widely regarded as fundamental (Mou & Cui, 2021). Similarly, in traditional trading funds are managed by banks with appropriate credentials, which reduces risks. In cross-border e-commerce, buyers and sellers do not go through complex guarantee procedures. This increases the risk that goods will not be delivered, payments will not be made, or fluctuating exchange rates will make it difficult to use the RMB for international payments (Liu et al., 2021). Furthermore, there is the issue of returns, as consumers may wish to return products due to perceived risk, purchase dissatisfaction, or flexible return policies, which can generate consumer trust. However, it is also a risk to the company because of high logistics costs, regulations, and customs tariffs and even long distances and shipping time (Li, 2023).

Since cross-border electronic commerce is a form of international trade, it is present in both individual and corporate transactions, and its level of complexity far exceeds that of domestic electronic commerce given the involvement of customs, inspections, quarantine, and logistics, among others. In order that companies involved in cross-border e-commerce must face not only international logistics, exchange rate fluctuations, and other uncertainties but also surfing multiple networks, which increases both the financial costs and the time spent (Derindağ, 2022). China is considered the most attractive market in this type of trade, being qualified as a major investment opportunity by companies from all over the world since Chinese online buyers show a great preference for foreign products (Giuffrida et al., 2017).

According to Mou & Cui (2021), In Latin America, CBEC faces difficulties due to low credit card usage and a lack of solid infrastructure and efficient delivery systems. However, several factors are driving the growth of this type of trade. These include the increasing use of the internet and mobile devices, improvements in logistics and delivery services, growing acceptance and confidence in digital payments, and the boom in online shopping. As a result, CBEC has become an important area of growth in international trade. Despite these positive trends, challenges remain, particularly those stemming from the post-pandemic environment, such as increased returns, complex logistics, regulatory hurdles, and heightened consumer expectations. (Li, 2023). However, this phenomenon has increased the variety of choices available to consumers, facilitated the purchasing process, and provided companies with important opportunities to increase their profits. Enhance their competitiveness, and strengthen the reputation of their management systems, allowing many nations to participate in the global economy as both competitors and collaborators (Zhu et al., 2019).

Latin America represents a high potential e-commerce market due to the constant and accelerated development observed in nearly all of its countries. This makes the region particularly promising, as it accounts for 10.5% of the world's internet users a figure that projects a significant growth of 50% in the coming years. Furthermore, between 2014 and 2019, business-to-consumer (B2C) e-commerce recorded an annual growth rate of 17.6%, reaching a sales volume of 3,535 billion dollars (Cordova et al., 2022). However, despite this picture, e-commerce in Latin America continues to show a significantly lower rate of adoption and use compared with first world countries. For example, while Europe and Asia lead significant advances in this area, Latin America presents a very different scenario since in this region. E-commerce represents only 3% of the world sales, where Brazil leads the list with sales of 19 billion dollars, followed by Mexico with 17 billion and finally Chile and Peru (Cordova et al., 2022). This disparity highlights the need for more effective strategies to drive the adoption and consolidation of e-commerce in the region, given its positive impact on business sales. Therefore, its efficient use not only increases profits and reduces operating costs, but also extends the reach to more consumers, improves profitability and facilitates a better understanding of the needs of the target audience. In addition, it fosters strong links with potential customers, positioning itself as a key to business growth since the future will be marked by the combination of traditional and digital commerce, focused on optimizing the consumer experience, generating valuable data on tastes, preferences, and satisfaction to adapt to market demands. (Viu & Alvarez, 2020).

2. METHODOLOGY

In the present work, we seek to perform a systematic literature review, using qualitative and quantitative methods, by applying the methodology for the development of systematic literature reviews, PRISMA 2020 (Page et al., 2021). Systematic literature review is a method to collect and synthesize the findings of individual studies, focused on answering a clearly formulated research question. Systematic reviews of literature seek to be rigorous, informative, exhaustive, and explicit in order to be a useful tool and conclude with important final reflections (Vidal et al., 2014).

2.1 Application of the method

For the implementation of this systematic review, it is necessary to follow the following steps, with the aim of having a rigorous and precise application of the methodology:

2.1.1 Research question

Research question: How has cross-border e-commerce between China and Latin American countries developed and implemented in the period 2010-2024?

2.1.2 Sub-questions of research

RQ1. How has cross-border e-commerce developed in China over the period 2010-2024?

RQ2. What characteristics of cross-border e-commerce influence its implementation between China and Latin America?

RQ3. What is the state of research in the area of cross-border e-commerce between China and Latin America?

2.1.3 Information sources

The selected sources of information to develop this systematic literature review are the specialized digital libraries Scopus and Web of Science.

2.1.4 Search strategy

The following search string (cbec OR "cross-border e-commerce") AND (china OR latin*) was defined for the literature review. (cbec OR "cross-border e-commerce") AND (china OR latin*).

Table 2 presents the search string used in each digital library together with the results obtained when applying the time range from 2010 to 2024. This period was selected because during these years a significant growth of cross-border e-commerce (CBEC) in China was observed (Gong, 2016). Similarly, the criterion 'Latin' has been included in the search string to refer to Latin America. This region can be defined as the group of countries in the Americas where Romance languages those derived from Latin are predominantly spoken, primarily Spanish and Portuguese, and to a lesser extent, French. Geographically, it encompasses much of the American continent, stretching from the Tierra del Fuego archipelago in South America, up to the Rio Bravo, which marks the border between Mexico and the United States in North America. It also includes the Caribbean islands and the central regions of the continent (Parodi, 2019).

Table 2
Search string and results obtained in different databases

Source	String	Results
Scopus	(cbec OR "cross-border e-commerce") AND (china OR latin*)	384
Web of Science	(cbec OR "cross-border e-commerce") AND (china OR latin*)	315
Total		699

2.1.5 Eligibility criteria

- *Exclusion criteria*

Studies meeting at least one of the following criteria shall be excluded:

1. Introductory articles for special issues, books and workshops.
2. Duplicate reports from the same study in different sources.
3. Short documents of less than five pages.
4. Studies not written in English or Spanish

- *Inclusion criteria*

Studies meeting at least one of the following criteria shall be included:

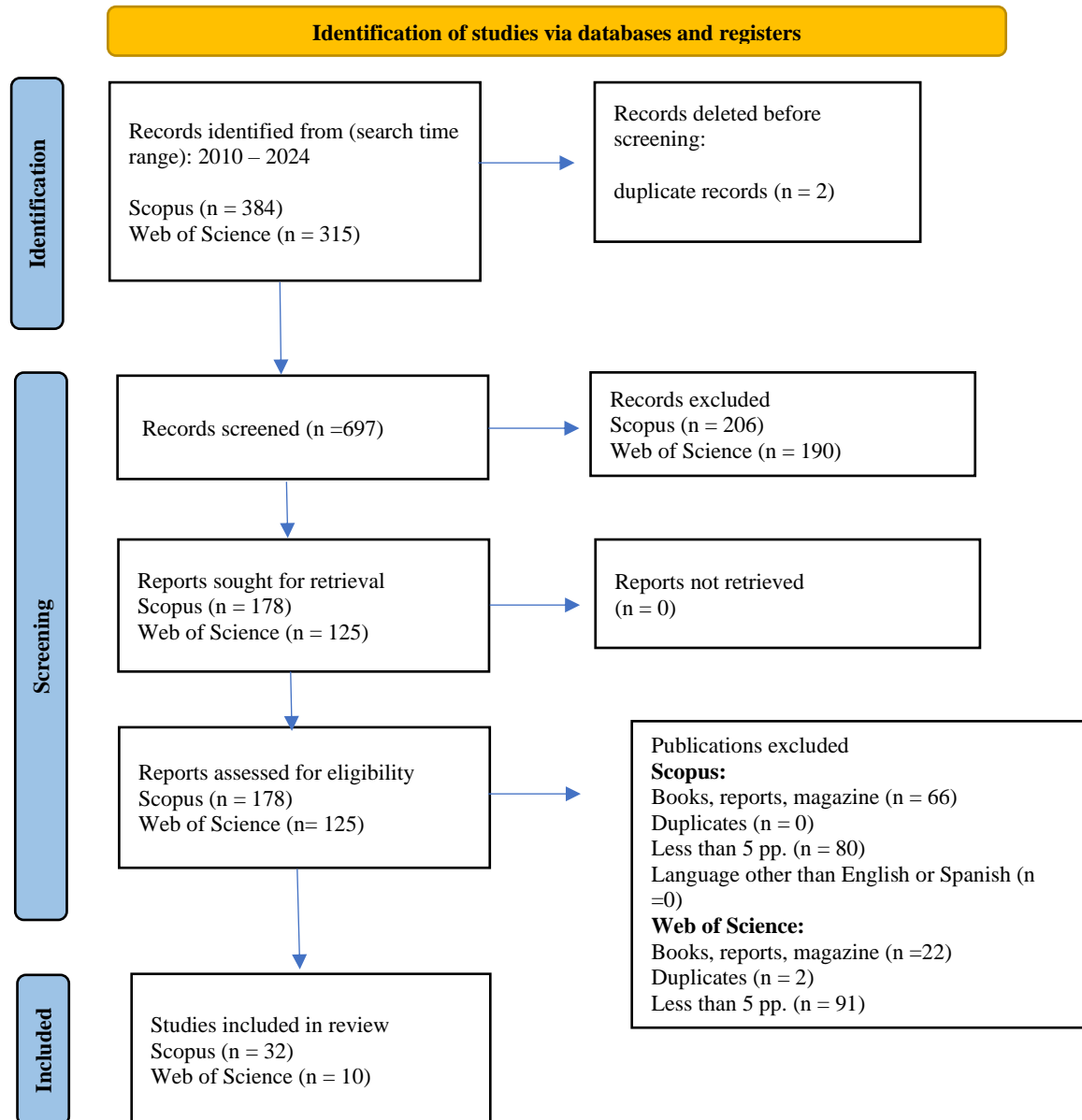
1. Studies presenting information on cross-border electronic commerce (CBEC) in China.
2. Studies presenting information on cross-border e-commerce (CBEC) in Latin America (LATAM).
3. Studies providing information on the relationship between China and Latin America in the use of cross-border e-commerce (CBEC).

2.1.6 Selection process of studies

Figure 1 shows the search in the Scopus and Web of Science databases, with a time range from 2008 to 2024. A total of 384 articles in Scopus and 315 in Web of Science, totaling 699 records. After a first analysis, two duplicate records were removed, leaving a total of 697 articles available for review. Subsequently, specific exclusion criteria were applied: in Scopus, 206 articles were excluded because they did not meet the established requirements. while in Web of Science, 190 articles were also discarded for the same reasons, this reduced the number of articles to 178 in Scopus and 125 in Web of Science, which were subjected to a more detailed review. During the next stage of evaluation, documents corresponding to books, reports, or journals, as well as duplicate articles, those with less than five pages in length, and those written in a language other than Spanish

or English were eliminated. Finally, after this rigorous selection process, 32 valid studies from Scopus and 10 articles from Web of Science were obtained, which met all the inclusion criteria to be considered in the systematic review.

Figure 1
Process of selection of article



2.1.7 Process of data extraction

For the extraction of information, specific extraction criteria were established for each research sub-question. These criteria were structured in the form of possible answers associated with each sub-question, which allowed the data collected to be organized and systematized. The criteria defined are as follows:

RQ1: Influencing factors (EC1), as possible responses were considered the following key factors: Chinese government support, including increased public policies in favor of Cross-border Electronic Commerce (CBEC). Growth margin refers to the period during which this type of trade has experienced a significant development. The logistic evolution, contemplating the support provided by integral pilot areas to improve infrastructure and operations, and consumer behavior, focused on how to gain their trust and

encourage their willingness to buy on these platforms. The option of "other" or "none" was also included to cover unanticipated alternatives or cases where relevant factors were not identified.

RQ2: Comprehensive pilot areas (EC2), the possible answers were dichotomous: "yes" or "no" depending on whether the study addressed the implementation of comprehensive pilot areas in the context of cross-border e-commerce. Product categories (EC3) the product categories were classified according to the trends observed in the studies. Options included: food and personal care, furniture and appliances, toys and hobbies, fashion and beauty. Business models (EC4), the possible answers focused on the predominant business models in cross-border e-commerce: B2B (business to business), C2C (consumer to consumer), and B2C (business to consumer). Type of Marketplace (EC5), three main types of Marketplaces were considered: multi-brand Marketplace, specialized Marketplace, and own online store, according to the characteristics described in the studies analyzed and Barriers identified (EC6), Among the most common barriers identified in the studies is consumer confidence, which refers to the assurance that the product will meet their expectations in terms of quality, functionality, and description. Cultural identity, including barriers related to cultural differences, languages, or customs that may complicate the cross-border shopping experience and uncertainty, is associated with concerns about whether the product will arrive in good condition and whether there are clear return or warranty policies. These barriers represent the main challenges faced by both consumers and businesses in cross-border e-commerce, directly impacting purchasing decisions and customer satisfaction.

RQ3: Year of publication (EC7), in order to contextualize the studies temporarily, the year of publication of each article was recorded, allowing trends and patterns over time to be identified. Country of origin (EC8) refers to the country of origin of the scientific article, since it is a key data that allows identifying the geographical context in which the research was carried out. Type of research (EC9), finally, the type of research was classified according to whether it represented a new study or a continuation of previous research, which makes it easier to understand the evolution of knowledge in the field.

This approach ensured that the extraction

n of information was systematic, consistent and aligned with the objectives of the study, allowing a clear and structured interpretation of the data obtained.

2.1.8 Assessment of the risk of bias in individual studies

Each article was reviewed independently according to predefined criteria. In cases of doubt, input from subject-area instructors was considered, and their expertise helped ensure objectivity in the selection process. Similarly, methodological quality tools were used and studies in Spanish and English were included, considering both positive and negative results. These strategies ensured transparency, precision, and representativeness in the selection of articles, strengthening the validity and reliability of the conclusions obtained.

2.1.9 Synthesis methods

Descriptive statistical methods and graphical techniques were applied to cross-reference variables in order to explore and synthesize information in a clear and structured manner. In addition, a detailed descriptive analysis of the results was carried out to identify patterns, trends, and key relationships within the data. This approach facilitated a better understanding of the context and provided a solid basis for interpreting the findings.

3. RESULTS

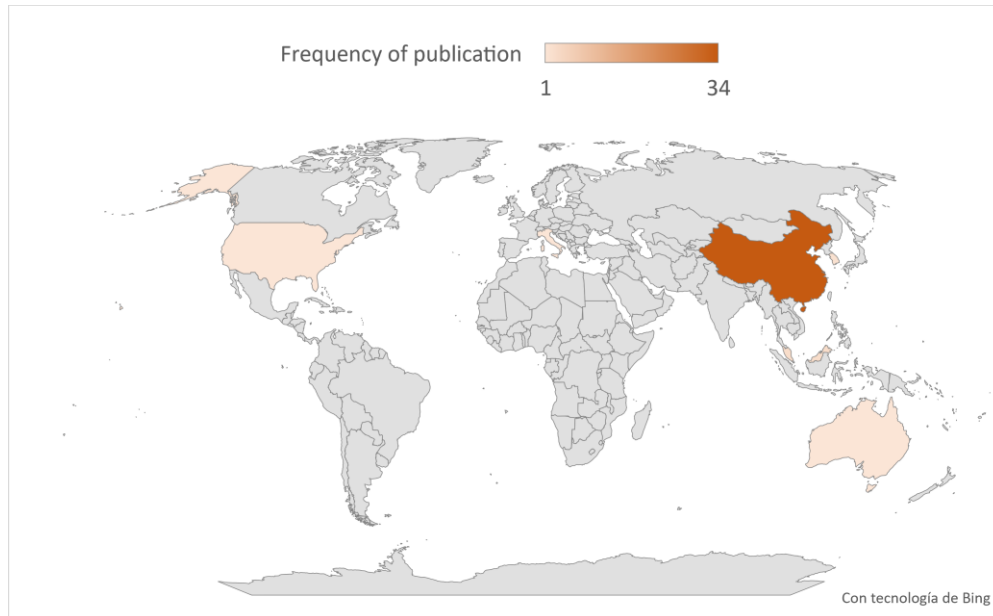
As a result, it is observed that the country with the most frequent publications on the subject is China, representing 81% of the total, as shown in Figure 2. This reflects the enormous importance that Cross-border Electronic Commerce (CBEC) has acquired in the country. Therefore, this phenomenon can be attributed to several key factors such as government support, evident in the development of public policies and regulatory frameworks that have fostered the growth of CBEC and even the rapid technological and logistic evolution that China has experienced in recent decades, consolidating it as a world leader in this field. Second, although far behind China, is Malaysia with 7% of publications, standing out as a relevant actor in the Asia-Pacific region due to its advanced infrastructure and active participation in international trade. It is followed by South Korea with 5%, a country recognized for its technological innovation and ability to adapt to global trends in digital commerce. Finally, the US, Italy and Australia show a smaller share, each representing only 2% of the total.

This could be explained by the diversified approach of these economies to other research subjects or to different modes of electronic commerce which are not directly focused on CBEC.

It is important to note that all works included in this systematic literature review are written in the English language. This is due, on the one hand, to the fact that English is the predominant language in global scientific research and, on the other, to the fact that articles of Spanish-speaking origin were not included.

Figure 2

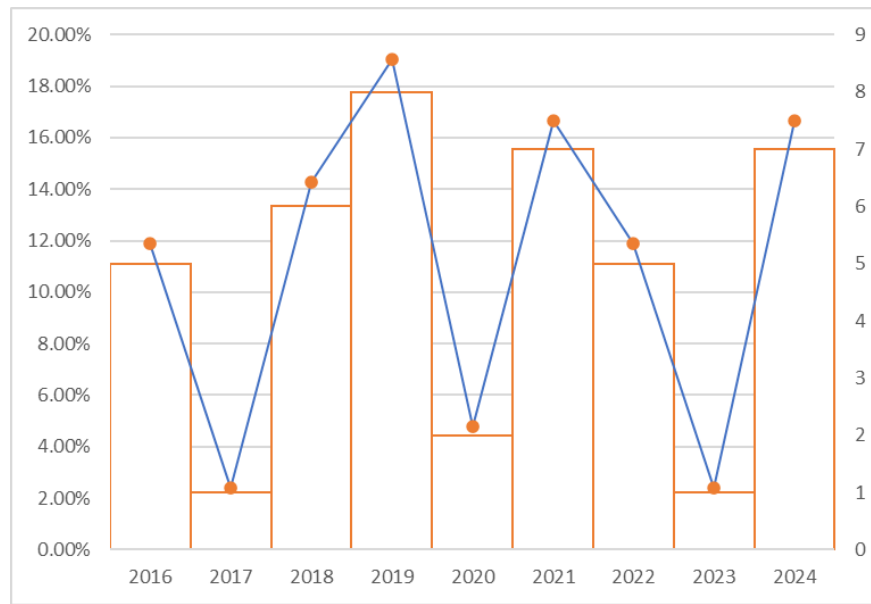
Countries with publications on the subject



As can be seen in Figure 3, 2019 was the year with the highest number of publications on the subject, accounting for 19.05% of the total. This peak can be attributed to the growing interest and concern for the subject during that period, as well as significant advances in previous research which laid the foundations for future studies. It is followed by the years 2021 and 2024, both with 16.67%, highlighting how interest in the subject has maintained some stability over the years, although with a slight variation depending on the social, economic, or political context. On the other hand, 2018 represents 14.29% of the total, showing a gradual decline from the peak reached in 2019, but still reflecting considerable academic output. As for the years 2022 and 2016, each has 11.90%, which suggests that these years have also been relevant in terms of contributions to the field, although to a lesser extent. The year 2020, marked by the global pandemic, shows a notable decline in the number of publications, accounting for only 4.76%. This was likely due to the scientific community's prioritization of research related to public health and its immediate implications. In contrast, the years 2017 and 2023 recorded the lowest percentages, with just 2.38% each. These figures could be interpreted as reflecting lower initial interest in the topic in 2017, and possibly an emerging yet inconsistent trend in 2023.

These fluctuations in the frequency of publications reflect not only the impact of external factors such as global crises or technological advances, but also the continuing interest in deepening this field of study. This stresses the need to further promote research addressing key aspects of the subject in the coming years.

Figure 3
Frequency of publications per year



In Figure 4, the relationship between criteria EC1: Influencing Factors (government support, growth margin, logistics evolution, consumer behavior, and others) and EC4: Business Model is analyzed, highlighting the three main e-commerce models: B2B (business-to-business), generally between brands or wholesalers; B2C (business-to-consumer), which connects retailers or brands with end consumers; and C2C (consumer-to-consumer), where two private individuals conduct transactions. It can be observed that in the B2B model, the factors "Other" and "Logistics Evolution" stand out with 23% each, followed by "Consumer Behavior" at 21%, while "Growth Margin" and "Government Support" are less relevant. In the C2C model, the factor "Other" leads at 27%, followed by "Consumer Behavior" and "Logistics Evolution" at 21%. Both "Growth Margin" and "Government Support" register a 15%. Finally, in the B2C model, again "Other" is most relevant at 25%, followed by "Consumer Behavior" at 22%. "Logistics Evolution" and "Growth Margin" tie at 19%, and "Government Support" has the lowest participation.

The growth of cross-border e-commerce (CBEC) has been identified by authors [S9, S18, S30, S36] as a key driver for small and medium-sized enterprises (SMEs) to access new opportunities in international markets. This phenomenon has been significantly boosted by the Chinese government's support through strategic policies that have accelerated its development. Among these, author [S1] highlights the Belt and Road Initiative, Free Trade Agreements (FTAs), the promotion of the yuan (RMB) in global markets, the "Made in China 2025" vision, and the "Internet Plus" program. In addition, specific legal protections for online purchases have been established, such as the "Civil Law," the "Contract Law," the "Consumer Protection Law," and the "Telecommunications Regulations." Therefore, it is clear that the development of CBEC in China is strongly influenced by policies and programs driven by the government. For this reason, SMEs seeking to operate on Chinese platforms must understand the existing regulations and recognize the advantages and challenges associated with these initiatives. For example, author [S9] emphasizes that the regulatory framework allows companies to store foreign products in bonded warehouses without paying taxes or completing customs procedures until the moment of sale. Thanks to this system, imported products that previously faced barriers in traditional channels such as B2B, retail trade, or those subject to higher taxes can now enter the Chinese market through digital channels. This is due to lower tax rates, simplified procedures, and the removal of requirements such as import permits or Chinese labeling, thereby facilitating access to this expanding market.

On the other hand, authors [S11, S15, S39, S41] highlight that the growth margin of cross-border e-commerce in China has been flourishing over the past two decades. This development has progressed through various stages, transforming not only the structure of cross-border e-commerce but also its impact on the global economy. Author [S11] confirms that during the first stage (1997–2007), cross-border e-commerce (CBEC) primarily focused on B2B platforms such as Alibaba.com and Made-in-China.com, facilitating exports for Chinese small and medium-sized enterprises (SMEs). In the second stage (2008–2013), advancements in payment systems and logistics boosted cross-border retail trade (B2C/C2C), expanding direct-to-consumer

sales opportunities. Finally, since 2014, the B2C model has experienced significant growth with the emergence of platforms like Tmall International, JD Worldwide, and Kaola, which currently lead the market. For example, in 2017, Kaola ranked first with a market share of 24.2%, followed by Tmall International at 20.3% and JD Worldwide at 12.5%. This growth has been particularly notable over the past five years, considered the "golden era" of CBEC in China. Meanwhile, author [S9] notes that during this period, both transaction volumes and the number of participants increased significantly, making cross-border e-commerce an indispensable part of China's foreign trade. In 2018, the total value of CBEC reached 9.1 trillion yuan, and it was estimated to exceed 10.8 trillion yuan in 2019. Likewise, the number of cross-border online buyers grew rapidly, projected to surpass 200 million by 2020. Although B2C platforms have gained prominence, their success largely depends on partnerships established under the B2B model. In this regard, B2C platforms are mainly led by brand owners, wholesalers, and distributors who pay for platform rental and marketing. For instance, Alibaba's Tmall leads the B2C segment with a 52% market share. However, despite the widespread adoption of CBEC, many Chinese SMEs still face limitations in terms of competitiveness and global market influence. Nevertheless, the development of the internet has revolutionized this landscape by significantly reducing information acquisition costs, thus facilitating product promotion and sales through models such as B2B. Similarly, authors [S1, S4, S9, S21, S23, S11] highlight that cross-border e-commerce encompasses a wide range of key aspects, such as payment settlement, invoicing, logistics, financing, taxation, and payment systems, among others. These elements are fundamental to closing successful international trade deals. For this reason, the Chinese government has played a crucial role in the development of this sector. For example, author [S4] mentions that in March 2015, China's State Council established the first Comprehensive Cross-Border E-Commerce Pilot Zone in Hangzhou. This project had a significant impact, as within just one year, the transaction volume in Hangzhou increased remarkably—from \$20 million in 2014 to \$3.464 billion in 2015. Inspired by this success, in January 2016, the State Council decided to expand the initiative by establishing new pilot zones in 12 cities, including Tianjin and Shanghai. However, author [S9] also mentions that e-commerce in China is characterized by the rapid development of both Consumer-to-Consumer (C2C) and Business-to-Consumer (B2C) platforms. Approximately 50% of e-commerce in China takes place on C2C platforms, where users can freely set up online stores after personal registration—which is available only to Chinese citizens. A clear example is Alibaba's Taobao, which dominates the C2C market with a 95% share. On the other hand, B2C platforms are mainly led by brand owners, wholesalers, and distributors who pay rental fees and marketing costs to operate their online stores. In this segment, Alibaba's Tmall is the undisputed leader, holding a 52% market share. Other major B2C platforms include JD.com, the second-largest, as well as Suning and Yixun. Furthermore, with the development of cross-border e-commerce, many of these platforms have begun offering specialized channels for foreign products through business models such as direct importation or bonded importation. In addition, various products enter the Chinese market via Haitao (direct purchases from foreign platforms) or through intermediaries on social networks or C2C platforms, known as Daigou. However, cross-border B2C models stand out due to their standardized logistics, simplified customs procedures, and ability to address challenges such as language barriers or return processes. Therefore, for small and medium-sized enterprises (SMEs), selecting the right platform and business model is essential to optimize sales and strengthen their presence in the competitive Chinese market.

Finally, the results from the reviewed articles [S17, S21, S24, S41] highlight that consumer trust, brand recognition, and service quality on cross-border B2B platforms have a positive influence on purchase intentions. Moreover, it was found that additional product comments on cross-border e-commerce websites positively impact the perception of usefulness, which in turn affects consumers' purchase intentions, while perceived risk acts as a mediator in this relationship. However, author [S12] also observes that few studies have focused on analyzing consumer purchase intentions on specific platforms. Therefore, a clear example is Tmall Global, which has consistently held the leading position in the cross-border B2C import e-commerce market in recent years. This highlights the importance of building consumer trust through a strong platform image, high quality products, and excellent services such as convenient payments, reliable logistics, and efficient after-sales support. In addition, strict mechanisms must be implemented to prevent counterfeit products and effectively manage reputation crises, thereby enhancing the consumer experience and increasing their willingness to purchase foreign products. Similarly, author [S10] mentions that the consumer response process in CBEC consists of three main stages: cognition, affect, and intention. During the *cognition* stage, consumers start with no prior knowledge of the product and discover it through clear descriptions or highlighted information. Here, they form a first impression and understand the product's features and benefits, which helps them decide whether it is worth paying attention to. In the *affect* stage, consumers develop emotions and

attitudes toward both the product and the platform where it is found. If they have a positive experience such as feeling comfortable or confident using the platform, they begin to form a preference, such as the desire to purchase or recommend the product. This stage reflects how positive feelings strengthen their interest. Finally, in the *intention* stage, consumers move to action, where their interest and preference translate into actual purchase intentions, leading to specific behaviors such as adding items to the cart, completing the purchase, or using the service. This process underscores how factors like product description, platform trustworthiness, and consumer involvement influence each step from initial unawareness to the final purchasing decision.

On the other hand, authors [S6 and S42] mention that cross-border e-commerce requires a combination of knowledge and skills from various fields, such as economics, business management, accounting, and e-commerce, among others. Despite this, there is still a significant shortage of professionals trained in these areas within the sector. Therefore, this challenge should be addressed by universities, particularly those offering programs related to this field, by developing new curricula adapted to the needs of cross-border e-commerce. Furthermore, this initiative will not only strengthen relevant academic programs within educational institutions, but also drive the evolution and progress of both universities and businesses within the framework of the “Internet Plus” strategy.

Figure 4
Comparison between EC1 and EC4

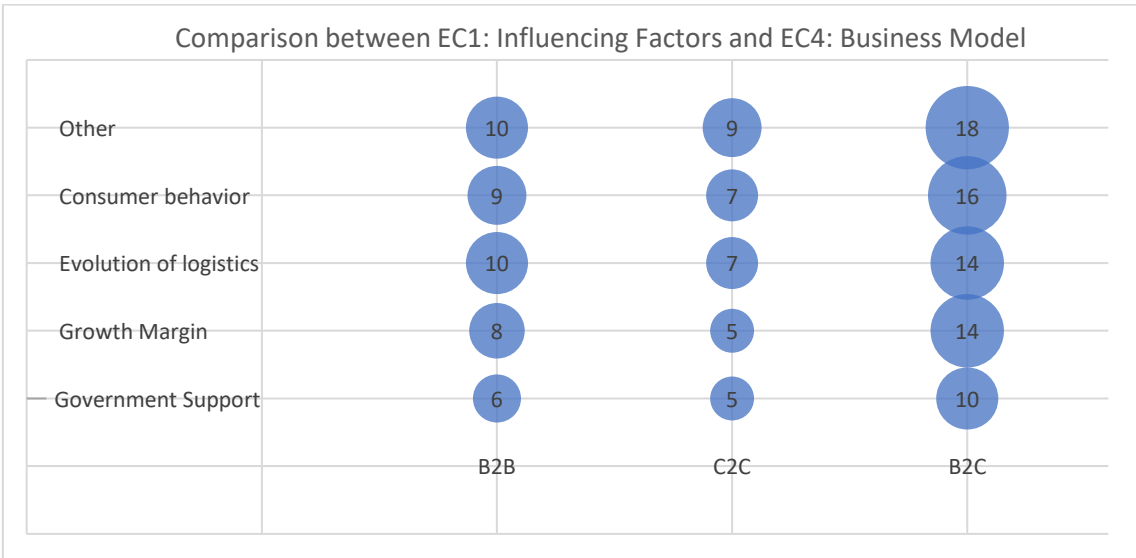


Figure 5 analyzes the relationship between the criteria EC1: Influencing Factors (government support, growth margin, logistics evolution, consumer behavior, and others) and EC2: Comprehensive Pilot Zones. It shows how these influencing factors relate to the articles referring to comprehensive pilot zones ("Yes") and non-pilot zones ("No"). These articles address various aspects that impact each category, highlighting key patterns. In the "Yes" zones (comprehensive pilot zones), the most relevant factor is Logistics Evolution (25%), followed by Growth Margin (23%) and Government Support (23%). The "Other" factor has a significant share of 21%, while Consumer Behavior records the lowest participation. In contrast, in the "No" zones (non-pilot zones), the "Other" factor stands out with 31%, followed by Consumer Behavior (26%) and Growth Margin (18%). This suggests that articles related to comprehensive pilot zones tend to emphasize aspects such as logistics evolution and growth margin, while those related to non-pilot zones highlight other factors, particularly consumer behavior.

Therefore, authors [S9, S23, S25, S30, S31] emphasize the importance of comprehensive pilot zones and how this type of commerce has been significantly driven by policies and programs from the Chinese government aimed at promoting its development. Author [S2] notes that in 2014, the General Administration of Customs marked a milestone by implementing national measures to streamline import procedures and reduce tax burdens on cross-border e-commerce. These initiatives have facilitated the participation of small and medium-sized enterprises (SMEs) in e-commerce platforms in China. However, it is crucial for these businesses to thoroughly understand current regulations, as well as the benefits and restrictions associated with them. The Chinese government has adopted a top-down approach to promote the growth of cross-border e-

commerce (CBEC) through the creation of comprehensive pilot zones. At the national level, general goals are set for the development of cities specialized in CBEC, while local governments define and implement specific strategies. Although the immediate objective is to foster international trade, the long-term vision is to stimulate economic growth and urban development in China. In addition, the government has issued a series of regulatory documents to oversee and promote the development of CBEC, implement pilot programs, and innovate in fiscal policies. For example, author [S25] points out that in 2019, 40 policies and regulations related to cross-border e-commerce were established, reinforcing its strategic role in the global economy and reflecting a positive growth trend.

Similarly, authors [S2, S4, S5, S6, S7, S9] highlight the development of comprehensive cross-border e-commerce pilot zones and note that competition among these zones has become inevitable. These zones not only exhibit distinct spatial characteristics but also display features typical of a two-sided market. A clear example mentioned by author [S2] is Tianjin and Dalian, two northern Chinese cities included in the second group of pilot zones at the beginning of 2016. Both cities are strategically located, Tianjin to the west and Dalian to the east illustrating how geographical location influences the configuration and competition of cross-border e-commerce (CBEC) in the country. Likewise, the Political Bureau of the Central Committee of the Communist Party of China approved a comprehensive plan to establish Free Trade Pilot Zones in Guangdong and Fujian, aiming to deepen the reforms initiated in the Shanghai Free Trade Pilot Zone. In addition, author [S7] emphasizes that these measures have played a decisive role in the growth of CBEC in China, driving its expansion and consolidation as a key driver of the national economy. As a result, the growth margin has been remarkable. According to the Research Report on the Cross-Border E-Commerce Market in China 2017–2018, in 2017, CBEC transactions exceeded 7.6 trillion yuan, with a user base reaching 65 million. This significant growth has been largely driven by stimulus policies implemented in recent years, which have encouraged interest in and the establishment of pilot cities specialized in CBEC services. These policies reinforce the strategic role of the Chinese government in promoting the development of this type of commerce, transforming it into a fundamental pillar for both international trade and domestic economic development.

Finally, authors [S2, S5, S36] also define cross-border e-commerce as international transactions conducted between countries or regions through digital platforms, where products or services are delivered to buyers via advanced logistics systems. This business model stands out for being faster and more convenient compared to traditional methods, significantly reducing time and space barriers between the product and the market. Moreover, it acts as a catalyst for modernizing global trade, facilitating its development and promoting the adoption of new technological tools. On the other hand, article [S2] mentions that cross-border payment services are essential for the functioning of CBEC, as they enable the transfer of capital between different countries through specific settlement instruments and payment systems. These services are mainly divided into three categories: cross-border online consumption, international transfers and remittances, and offline consumption abroad. Online consumption includes options such as third-party payment platforms, online banking, credit card payments, telegraphic transfers, and mobile payments; while offline consumption covers traditional methods such as debit or credit cards, foreign currency cash, or Chinese yuan (CNY). Cross-border payment systems are not only fundamental in facilitating these operations, but they also play a key role in expanding into both local and global consumer markets, becoming an indispensable element for the success of CBEC.

Figure 5
Comparison between EC1 and EC2

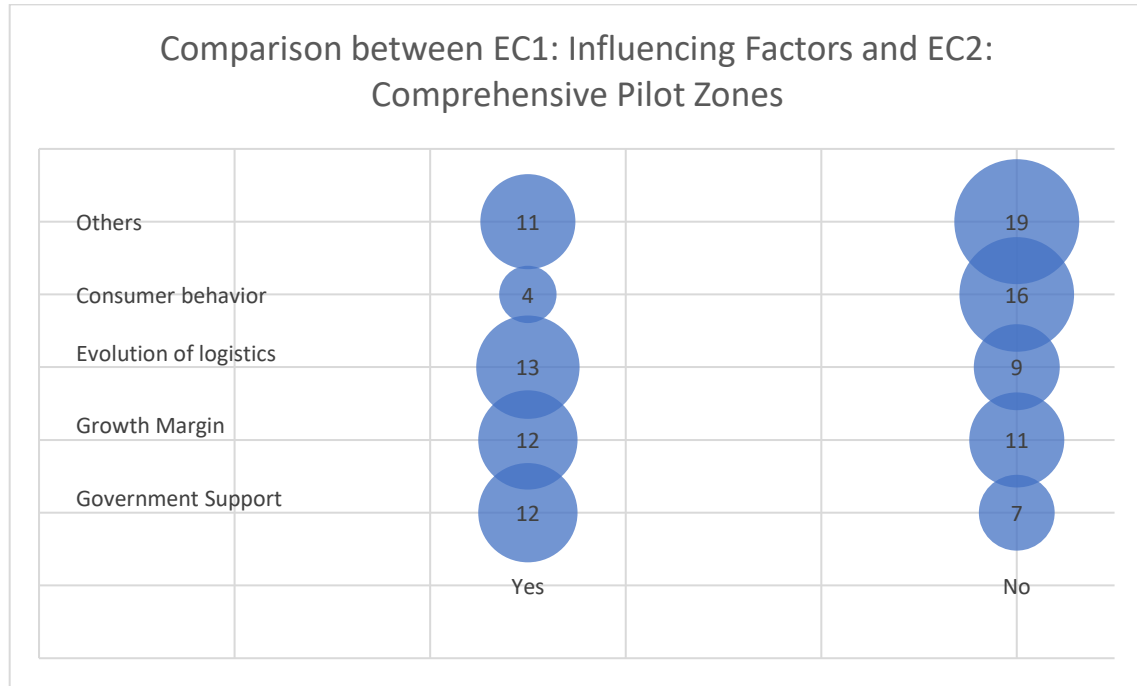


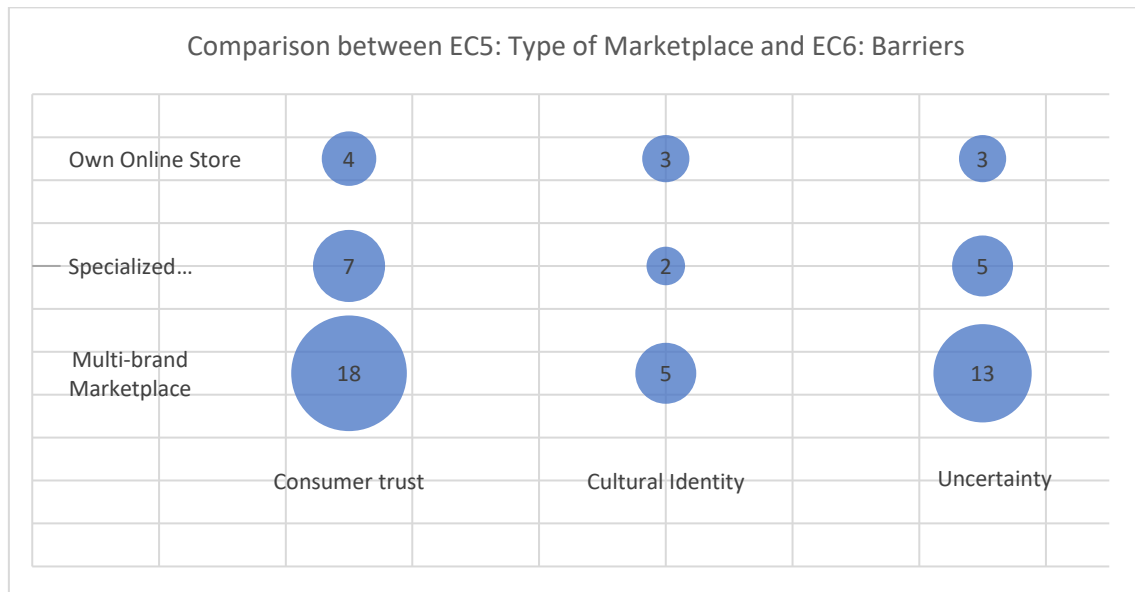
Figure 6 analyzes the relationship between the criteria EC5: Type of marketplace including Multi-brand Marketplace (a CBEC platform operated by an established company), Specialized Marketplace (a CBEC platform focused on specific products, which can be a branch of an established company or independent), and Own Online Store (an individual selling directly to consumers within a CBEC platform) and criterion EC6: Barriers, which includes consumer trust, cultural identity, and uncertainty. Therefore, in the category of Consumer Trust, the Multi-brand Marketplace is the most relevant, accounting for 62%, followed by the Specialized Marketplace with 24%, while the Own Online Store has the smallest share at 4%. Regarding Cultural Identity, the Multi-brand Marketplace again leads with 50%, followed by the Own Online Store with 30% and the Specialized Marketplace with 20%. Finally, in the Uncertainty category, the Multi-brand Marketplace maintains its dominance with 62%, followed by the Specialized Marketplace at 24% and the Own Online Store at 14%. These data are visually represented in the bubble sizes in the figure, where the Multi-brand Marketplace consistently shows the largest bubbles, indicating its greater impact across all barriers. In contrast, the Own Online Store displays the smallest bubbles, signaling lower relevance in these categories, with the Specialized Marketplace occupying an intermediate position. This suggests that the Multi-brand Marketplace faces greater challenges related to consumer trust, cultural identity, and uncertainty; while the Own Online Store is less exposed to these barriers, highlighting significant differences in how each business model manages these factors. Therefore, according to the articles [S9, S11, S12, S13, S34], consumers in China remain constantly updated on the latest trends and advertising campaigns through their smartphones. For this reason, it is essential that international brands and products have websites and mobile applications optimized for Chinese digital buyers. Thus, to better connect with this audience, small and medium-sized enterprises (SMEs) should incorporate Chinese social media platforms into their websites and online promotion strategies, highlighting the benefits of their products compared to those of their competitors. Article [S34] mentions that the most widely used social platforms in China include WeChat, Kaola (owned by Alibaba), JD Worldwide, Vipshop Global (also owned by Alibaba), among others. Meanwhile, author [S10] emphasizes the importance of product cognition in influencing purchase intentions within CBEC contexts, as consumers tend to pay different levels of attention to products, online stores, and advertisements on cross-border e-commerce platforms. Therefore, it is crucial for sellers to capture users' interest and motivate them to consider their products, thus boosting purchase intentions. Similarly, it is essential for sellers to improve product recognition and visibility among consumers, since when users are unfamiliar with a product, they are less likely to feel interest or desire to purchase it, preventing the transaction from being completed. In the long term, if sellers fail to attract more buyers or expand their market share, they will struggle to thrive in the CBEC environment.

Additionally, article [S9] states that China has become the world's largest trading country since 2013 and the largest online market globally, with 731 million internet users in 2016, of which 695 million accessed the internet via mobile phones. This led to exponential growth in CBEC, positioning China as the leading global cross-border market, with over 200 million online consumers making international purchases. In 2016, 25 million Chinese consumers purchased foreign products, representing 15% of national e-commerce transactions, with preferences concentrated in categories such as baby care, cosmetics, fashion, and food, primarily offered by platforms specializing in these specific product categories.

Authors [S10, S17, S27, S33, S39] highlight that during the online shopping process, consumers often face various uncertainties, which can be mitigated through perceived trust. In the context of cross-border e-commerce (CBEC), this trust plays a fundamental role in overcoming the uncertainty and lack of control inherent in online transactions. Author [S10] points out that perceived trust is based on three key dimensions: the ability, benevolence, and integrity of the product provider. These dimensions directly influence consumers' behavioral intentions toward the product. When consumers perceive these qualities in a provider, their level of perceived trust increases, motivating them to engage in purchasing behaviors. In this context, the uncertainty reduction theory is mentioned, which explains how initial interactions, as well as the length and depth of communication, can reduce uncertainty and strengthen trust between involved parties. Additionally, it notes that a key factor in this process is the quality of the product description, as it influences consumers' perception and understanding of the credibility and accuracy of the provided information. A high-quality description allows consumers to better evaluate the product's attributes, reducing uncertainty and enhancing their perceived trust in both the product and its provider. Consumers tend to view detailed and clear descriptions as a credible commitment from the provider, which reinforces their perception of reliability. If consumers consider a provider to be trustworthy to some extent, they are more likely to view the provider as reliable and be willing to make a purchase. In CBEC environments, there are additional barriers, such as language differences, cultural distinctions, and varying customs, which can further increase consumer uncertainty. However, high quality product descriptions continue to play a crucial role by helping to overcome these cultural barriers. Therefore, by providing accurate and detailed information, sellers can alleviate foreign customers' uncertainty about products and reduce their perceived risk. This not only enhances perceived trust but also facilitates the connection between consumers and sellers in a cross-border environment.

Authors [S10, S34, S41] show that offering high quality products and platform services fosters the perception of usefulness, which in turn promotes purchase intention. In addition, it is highlighted that platform image has a significant influence on consumer trust. This indicates that the platform's reputation plays a key role in building trust and in consumers' willingness to make purchases. However, the impact of cultural identity on trust is relatively minor. Therefore, consumers prioritize the practicality of products over the expression of their cultural identity when purchasing foreign goods. On the other hand, author [S14] notes that women lead these cross-border purchases, using platforms such as Haitao, Daigou, and other local B2C platforms. This behavior reflects a growing trend in cross-border e-commerce, driven by an expanding middle class. As a result, cross-border transactions were projected to grow from \$21 billion in 2014 to \$245 billion in 2020, supported by the rise of this middle class, which is expected to reach approximately 45% of the population by 2020. In the case of CBEC platforms, consumers face a wide variety of foreign products online and generally require more mental effort and cognitive capacity to identify these products compared to domestic ones. Finally, author [S10] comments that if a product successfully captures consumers' attention through attractive visuals such as colorful images, engaging animations, videos, or other visual resources consumers are likely to feel more impressed. This not only increases their positive emotions toward the product, but also strengthens their trust in the provider. Consequently, positive feelings toward the product and its creator translate into a greater willingness to make the purchase.

Figure 6
Comparison between EC5 and EC6



4. DISCUSSION

China has established itself as a global leader not only in traditional trade, as noted by Navejas et al. (2008), but also in cross-border e-commerce (CBEC) according to Qi et al. (2020). Over the past two decades, CBEC has evolved through several stages: initially focusing on the B2B model (platforms such as Alibaba.com), then promoting retail trade (B2C/C2C) thanks to advances in payment systems and logistics, and finally standing out with B2C platforms like Tmall International, JD Worldwide, and Kaola. This period has been referred to as "the golden age" of CBEC. The Chinese government has played a key role in this development by establishing e-commerce pilot zones, such as the one in Hangzhou in 2015, whose success led to its expansion in 2016. These zones aim to foster international trade in the short term and stimulate economic and urban growth in the long term. In addition, Garay et al. (2025) and Ma et al. (2021) agree that multiple policies and regulations have been issued to strengthen CBEC, reduce barriers, and promote the participation of small and medium-sized enterprises (SMEs). Platforms such as Taobao dominate the C2C segment, while Tmall leads the B2C market. Its success is largely attributed to partnerships established under the B2B model. Products such as baby care items, fashion, and cosmetics are among the most demanded categories. According to Chen et al. (2024), this type of commerce is characterized by its speed and convenience, surpassing traditional methods thanks to advanced logistics systems and cross-border payment services. However, Mou et al. (2018) point out that one of the main challenges is the lack of studies specifically exploring the relationship between logistics and e-commerce. Although this aspect is recognized as crucial, most existing research adopts a descriptive approach and does not delve into the detailed analysis of the logistical complexities of cross-border e-commerce in the region. Furthermore, Xu et al. (2018) highlight the shortage of professionals trained in key areas such as economics, business management, and e-commerce. This gap represents an opportunity for universities to take on a strategic role by developing educational programs tailored to the needs of CBEC. By doing so, they would not only drive the evolution of the business sector but also enhance education itself, aligning with innovative strategies such as "Internet Plus."

Trust plays a fundamental role in cross-border e-commerce, especially in overcoming uncertainties in international transactions. This trust is based on three main dimensions: the provider's ability, integrity, and benevolence. Additionally, it can be strengthened by elements such as clear product descriptions, attractive images, and effective communication, which help reduce cultural and language barriers. According to Zhu et al. (2019), product quality and platform reputation are key factors influencing consumers' purchasing decisions, as they tend to prioritize practicality over cultural considerations. This decision-making process is divided into three stages: cognition (product discovery), affect (formation of emotions and preferences), and intention (final purchase decision). Therefore, it is essential for businesses to focus on improving the user

experience, ensuring product authenticity, and preventing fraud in order to maximize sales. Similarly, Mou et al. (2018) highlight the importance of China's one-child policy, which has had a profound impact on family structure and consumption habits. As the center of attention for both parents and grandparents, only children and their parents have developed a lifestyle oriented toward personal enjoyment and spending. This mindset is clearly reflected in their purchasing decisions. These consumers prioritize quality of life through goods such as education, luxury products, travel, and other consumer items, resulting in online shopping in China becoming a major trend.

Finally, Cordova et al. (2022) mention that Latin America has great potential in e-commerce, thanks to the rapid growth of internet access and an annual B2C growth rate of 17.6% between 2014 and 2019. Although it accounts for only 3% of global sales, countries such as Brazil and Mexico lead the regional market. Despite its progress, the region still lags behind Europe and Asia in digital adoption. Implementing effective e-commerce strategies can increase sales, reduce costs, improve customer experience, and position companies for the future by combining traditional and digital approaches. However, so far, no specific studies have been found that explore or analyze the relationship between Latin America and China within the context of cross-border e-commerce (CBEC), making this an important area for future research.

5. CONCLUSION

In conclusion, China leads publications on this topic, accounting for 81% of the total. This dominance reflects the strategic importance that cross-border e-commerce (CBEC) has achieved in the country, driven by favorable public policies, technological advancements, and a highly developed logistics infrastructure. Following China are countries such as Malaysia (7%) and South Korea (5%), which stand out due to their active participation in international trade and strong technological base. On the other hand, nations like the United States, Italy, and Australia show a smaller proportion of studies, which may be related to a more diversified research focus in these regions.

It is important to note that all included publications are written in English, highlighting the linguistic dominance in global scientific communication and possibly indicating a gap in literature from Spanish-speaking regions. Regarding the temporal distribution, 2019 was the year with the highest number of publications on the subject (19.05%), followed by 2021 and 2024 (16.67% each), showing growing and sustained interest in the topic. Although a significant decline was observed in 2020, likely due to the impact of the global pandemic, the following years show a progressive recovery in research interest. The earlier years, such as 2017 and 2023, have lower publication rates, which could indicate less initial interest and an emerging trend at that time.

Overall, these findings highlight the importance of CBEC as a key area for economic and commercial development, especially in Asia, and emphasize the need to expand research in underrepresented regions and encourage the inclusion of studies from different geographical contexts. Furthermore, the absence of CBEC research in Latin America stands out; this lack of regional studies constitutes a significant gap in the global landscape of cross-border e-commerce. Exploring this field in the region would allow for a better understanding of its potential and enable the design of strategies tailored to its unique characteristics, opening new opportunities for economic development and strengthening its participation in the global market.

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7. APPENDICES

Appendix 1

Matrix of results obtained

Source type	Author	Source coding	Publication year	Country of origin	General theoretical content	Specific theoretical content	Database
Article	Gong C.	S1	2016	China	Analysis and Strategies	Strategies for E-Commerce business including CBEC	Scopus
Article	Chen C.; Xiao T.T.; Du R.	S2	2016	China	Logistics Issues	Challenges in CBEC payment systems	Scopus
Article	Pei Y.; Wu K.; Dai L.	S3	2016	China	Logistics	CBEC System Evaluation	Scopus
Article	Lu B.; Wang H.	S4	2016	China	Logistics	Competitiveness of comprehensive Pilot Zones	Scopus
Article	Zhang G.; Wang W.; Wang Q.	S5	2018	China	Logistics	Logistics system analysis	Scopus
Article	Xu A.; Tang S.; Gao Y.; Zhou Z.	S6	2018	China	Education to address professional gaps in the field	Development of business talents in universities	Scopus
Article	Jue Z.; Junbo L.; Zhiping H.; Mang C.	S7	2018	China	Analysis	Analysis of CBEC research	Scopus
Article	Jin F.; Yan-Ling C.; Xiao-Jun J.; Liang Z.	S8	2019	China	Logistics	Observation and analysis of comprehensive Pilot Zones	Scopus
Article	Fan Q.	S9	2019	Australia	CBEC Analysis in medium-sized enterprises	Challenges and opportunities of CBEC for medium-sized enterprises	Scopus
Article	Zhu W.; Mou J.; Benyoucef M.	S10	2019	China	Consumer behavior	Consumer purchase intention analysis	Scopus
Article	Qi X.; Chan J.H.; Hu J.; Li Y.	S11	2020	China	Analysis	Opportunities of CBEC for foreign markets	Scopus
Article	Deng F.; Chen J.; Liang X.	S12	2021	China	Consumer behavior	Consumer behavior factors when purchasing on CBEC platforms	Scopus
Article	Giuffrida M.; Jiang H.; Mangiaracina R.	S13	2021	Italy	Logistics	Common challenges in logistics	Scopus
Article	Mou J.; Ren G.; Qin C.; Kurcz K.	S14	2018	China	Consumer behavior	Cross-Border consumer reactions	Scopus

Article	Dong Y.; Zeng Y.	S15	2022	China	Analysis	New CBEC model	Scopus
Article	Bai W.; Zhang D.; Bai X.	S16	2021	China	Analysis and research	Practical methods of CBEC implementation	Scopus
Article	Luo L.; Ma X.; Wang Z.	S17	2022	China	Analysis and research	CBEC Reputation among businesses	Scopus
Article	Dong Y.; Zeng Y.	S18	2022	China	Analysis and research	New implementation model of CBEC	Scopus
Article	Xue W.; Chuan L.T.	S19	2024	Malaysia	Technological advancement in the field	Application of artificial intelligence in the CBEC field	Scopus
Article	Chen J.; Tournois N.; Fu Q.	S20	2020	China	Analysis and research	Advancement and forecast of CBEC	Scopus
Article	Li X.	S21	2019	China	Digital marketing analysis	Fiscal and customs policies of CBEC	Scopus
Article	Yang G.; Wang Y.; Lu F.; Yu L.; Ma S.	S22	2021	China	Analysis and research	CBEC patterns in global context	Scopus
Article	Zhong M.; Wang Z.; Ge X.	S23	2022	China	Analysis and research	Growth of comprehensive Pilot Zones	Scopus
Article	Jiao Z.-L.	S24	2016	China	Logistics	Development and evolution of CBEC logistics	Scopus
Article	Ma S.; Guo X.; Zhang H.	S25	2021	China	Analysis and research	CBEC Growth in imports	Scopus
Article	Wu Q.; Bi M.; Siddiqui F.; Tang Y.	S26	2023	China	Analysis and research	Competitiveness of CBEC	Scopus
Article	Du Z.; Yin N.	S27	2024	China	Digital marketing analysis	Digital marketing strategies and challenges in CBEC	Scopus
Article	Cao W.; Putit L.	S28	2024	Malaysia	Consumer behavior	Consumer expectations and purchase intentions in the CBEC market	Scopus
Article	Ni L.; Wen H.; Ding X.	S29	2024	China	Consumer behavior	Policy impact on digital marketing in CBEC	Scopus
Article	Su Q.; Shi Y.; Gao Y.; Arthanari T.; Wang M.	S30	2024	China	Logistics	Logistics risks and expectations in CBEC	Scopus
Article	Yang L.; Dong J.; Yang W.	S31	2024	China	Analysis and research	Regional competitiveness analysis of CBEC	Scopus
Article	Su W.; Wang Y.; Qian L.; Zeng S.; Baležentis T.; Streimikiene D.	S32	2019	China	Government policies	Creation of a sustainable policy framework for CBEC implementation	Scopus
Article	Yin, ZH; Choi, CH	S33	2021	China	Analysis and research	Effects of CBEC on export performance in China	WOS

Article	Wang, FY; Wei, MX; Abd Hafiz, K; Wang, SJ; Huang, L; Sun, B	S34	2024	Malaysia	Consumer behavior	CBEC consumer research	WOS
Article	Hazarika, BB; Mousavi, R	S35	2022	United States	Analysis and research	Review of CBEC and future recommendations	WOS
Article	Li, Q	S36	2021	China	Logistics	Research on Comprehensive Pilot Zones	WOS
Article	Mou, J; Zhu, WL; Benyoucef, M	S37	2019	South Korea	Consumer behavior	Impact of product description within CBEC	WOS
Article	Zhu, N	S38	2017	China	Analysis and research	CBEC Analysis and trade facilitation in China	WOS
Article	Li, WC; Wang, ZF; Xu, GY	S39	2018	China	Logistics	Development of CBEC logistics	WOS
Article	Li, JP; Yao, YH; Xu, YJ; Li, JY; Wei, L; Zhu, XQ	S40	2019	China	Consumer behavior	Risk perception in purchases on CBEC platforms	WOS
Article	Mou, J; Cohen, J; Dou, YX; Zhang, B	S41	2019	South Korea	Analysis and research	Analysis of CBEC platforms	WOS
Article	Yang, ZH; Shen, Q; Xie, L	S42	2018	China	Education to address professional gaps in the field	Training of students in Chinese universities for the CBEC field	WOS