
| RESEARCH ARTICLE

Consumers' Continuous Usage towards Improved Operations and Management of Cross-Border E-Commerce Websites in Jinjiang, Fujian Province, China

Tianfa Luo

Master in Business Administration, Adamson University, Philippines

Corresponding Author: Tianfa Luo, **E-mail:** 44902457@qq.com

| ABSTRACT

This research paper delves into the dynamics of cross-border e-commerce in Jinjiang, China, focusing on consumer behavior and platform preferences. The study aims to investigate the factors influencing consumers' continuous usage of cross-border e-commerce websites, such as perceived ease of use, perceived usefulness, perceived security, service quality, and customer satisfaction. Through a quantitative descriptive study, data was collected from 384 consumers using structured surveys and questionnaires. Statistical analyses, including multiple linear regression and Pearson correlation, revealed the significance of these factors in shaping consumer behavior. The findings highlight the importance of tailoring marketing strategies to meet diverse consumer needs and preferences in the competitive e-commerce landscape. By understanding these factors, businesses can enhance customer satisfaction, and loyalty, and ultimately drive long-term growth and sustainability. The implications derived from this study provide valuable insights for stakeholders to navigate the evolving online retail environment effectively.

| KEYWORDS

Cross-border e-commerce, Consumer behavior, Platform preferences, Perceived ease of use, Customer satisfaction, Marketing strategies.

| ARTICLE INFORMATION

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1. Introduction

1.1 Background of the Study

Cross-border e-commerce in China is experiencing rapid growth, making it crucial for companies to attract new customers and retain existing ones to maintain competitiveness. To achieve this, improving customer satisfaction and ensuring continued usage of cross-border e-commerce websites are essential. However, there is a lack of research on consumers' willingness to continue using these platforms. While existing studies have focused on various aspects of cross-border e-commerce, such as its status quo, development trends, legislation, supervision, taxation, logistics, and cost, there is a need to investigate the factors that influence consumers' continuous use intention.

As the Internet economy continues to evolve, cross-border e-commerce platforms have emerged as a novel foreign trade method and a significant driver of economic growth, offering substantial market potential by introducing high-quality imported products to capture the interest of domestic consumers. Using Little Red Book as a case study, this paper investigates the business model and competitive strategies employed by this platform within the context of the cross-border e-commerce industry. Furthermore, it provides a detailed analysis of the current marketing strategies employed by Little Red Book as a cross-border e-commerce platform. Ultimately, the article presents well-informed marketing recommendations aimed at enhancing the platform's competitive advantage, taking into consideration the unique characteristics of cross-border e-commerce development (Wang, L.,2022).

Recent research has started to address this gap by investigating the factors that influence Chinese consumers' continuous use intention for cross-border e-commerce (Lou, X. et al., 2018, Nguyen, M. H., & Khoa, B. T. (2019). These studies have utilized the technical acceptance and expectation confirmation models to analyze the factors affecting consumers' willingness to continue using cross-border e-commerce websites. The findings indicate that consumer satisfaction, trust, perceived usefulness, ease of use, and perceived risk are significant factors that influence consumers' continuous use intention.

To further explore the influencing factors of consumers' willingness to use cross-border e-commerce websites continuously, a theoretical model was constructed by combining technology acceptance theory and related models on continuous use. In addition to these studies, the literature provides further insights into consumer behavior in cross-border e-commerce and the perceived benefits of e-commerce from a mental viewpoint (Lou, X. et al., 2018, Zhanling Liu, et al., 2023, Chen, J., et al. 2023). These studies suggest that perceived usefulness, ease of use, security, information satisfaction, and relational benefit positively influence consumers' commitment to online shopping sites and their purchase intention.

Based on the findings from these studies, companies aiming to improve customer satisfaction and ensure continued usage of cross-border e-commerce websites should focus on the following factors: Perceived usefulness: Enhance the perception that using the website brings value and benefits to consumers. Ease of use: Improve the website's user interface and overall usability to make it more user-friendly and intuitive. Perceived enjoyment: Create an enjoyable and engaging online shopping experience for consumers. Trust: Establish trust through transparent and secure transactions, reliable product information, and excellent customer service. Security: Implement robust security measures to protect consumers' personal and financial information. Information satisfaction: Provide accurate and comprehensive product information, reviews, and ratings to help consumers make informed purchasing decisions. Relational benefit: Foster a sense of connection and loyalty by offering personalized recommendations, rewards programs, and excellent post-purchase support. By focusing on these factors, cross-border e-commerce companies can strengthen their operational capabilities and influence, leading to improved customer satisfaction and increased customer retention.

Furthermore, the findings from these studies can serve as a valuable reference for other companies preparing to participate in cross-border e-commerce. While the cited literature provides valuable insights into the factors influencing consumers' continuous use intention in cross-border e-commerce, it is important to stay updated with the latest research in this field. Consulting recent journals and academic publications related to cross-border e-commerce and consumer behavior can provide further insights and contribute to the development of a comprehensive understanding of this topic.

This paper focuses on consumers' continuous usage to use cross-border e-commerce websites. Combined with the characteristics of cross-border e-commerce, it is believed that the various factors before the initial use of consumers and the degree of recognition after use have a significant impact on consumers' continued use of cross-border e-commerce websites. Based on various literature and theoretical analysis, TAM and ECM are finally used as the important theoretical basis for studying the willingness of consumers to continue to use cross-border e-commerce websites.

This study seeks to analyze and investigate the factors affecting the continuous usage of consumers to purchase on cross-border e-commerce websites by paying attention to perceived ease of use, perceived usefulness, perceived security, and customer satisfaction.

1.2. Statement of the Problem

This study investigates the factors influencing consumers' continuous usage cross-border e-commerce websites for making purchases. Specifically, it aimed to answer the following questions:

1. What is the demographic profile of the respondents in terms of:
 - 1.1. Age;
 - 1.2. Gender;
 - 1.3. Educational Background;
 - 1.4. Monthly purchase amount on cross-border e-commerce platforms; and
 - 1.5. Categories of goods purchased
 - 1.5.1. Fashion and Apparel;
 - 1.5.2. Beauty and Personal Care;

- 1.5.3. Consumer Electronics;
 - 1.5.4. Home Goods and Furnishings;
 - 1.5.5. Food and Beverages;
 - 1.5.6. Health and Wellness;
 - 1.5.7. Toys and Games;
 - 1.5.8. Sports and Fitness;
 - 1.5.9. Luxury Goods; and
 - 1.5.10. Baby Products?
2. Which cross-border e-commerce platforms are continuously being used by Chinese consumers to make purchases on cross-border e-commerce websites as to:
 - 2.1. Alibaba;
 - 2.2. Net Ease Kaola;
 - 2.3. JD Worldwide
 - 2.4. Vishop Global; and
 - 2.5. Amazon Global?
 3. Is there a significant difference among Chinese consumers in the utilization of cross-border e-commerce platforms for continuous usage in making purchases on cross-border e-commerce websites when grouped according to profile?
 4. What is the level of agreement of Chinese consumers' regarding their continuous usage of cross-border e-commerce websites in terms of:
 - 4.1. Technology Acceptance Model
 - 4.1.1. Perceived Ease of Use;
 - 4.1.2. Perceived Usefulness;
 - 4.2. Perceived Security;
 - 4.3. Service Quality; and
 - 4.4. Customer Satisfaction?
 5. Is there a significant relationship between Chinese consumers' continuous usage of cross-border e-commerce websites and the following factors: technology acceptance model constructs, perceived security, service quality, and customer satisfaction?
 6. Based on the results of the study, what suggestions may be proposed for improving the operation and management of cross-border e-commerce websites?

1.3 Hypotheses

In this study, the researcher will test the following hypotheses:

H1: There is no significant difference among Chinese consumers in the utilization of cross-border e-commerce platforms for continuous usage in making purchases on cross-border e-commerce websites when grouped according to profile.

H2: There is no significant relationship between Chinese consumers' continuous usage of cross-border e-commerce websites and the following factors: technology acceptance model constructs, perceived security, service quality, and customer satisfaction.

1.4 Scope and Limitations

The present study endeavors to investigate the factors that influence consumers' continuous usage to purchase using cross-border e-commerce websites. The study will specifically focus on consumers who are purchasing products using e-commerce websites through different platforms namely: Alibaba: Owns several different platforms such as Taobao and Tmall Global: 37.4% market share. Net Ease Kaola: 26% market share (recently purchased by Alibaba Group) JD Worldwide: 17.8% market share. Vipshop Global: 8.8% market share. Amazon Global: 3.7% and Pinduoduo: Relatively new player but making waves.

The primary participants of this investigation are consumers from Jinjiang, Fujian Province. Thriving with economics in the private sector, Jinjiang has been ranked as the No.1 county with the highest GDP in Fujian for over 15 consecutive years. Also, it's been ranked as the top 10 richest county-level city in the whole country, as published by the National Bureau of Census. According to the website <https://populationstat.com/china/jinjiang>, Jinjiang has a total population of 533,000 and is expected to increase to 544,000 in 2024. Furthermore, the researcher aims to complete the data collection process within a timeframe of three (3) months from December 2023 to February 2024. The survey questionnaires were selected from the comprehensive literature review conducted for the study on perceived ease of use, perceived usefulness, perceived security, service quality, customer satisfaction,

and continuous usage and will be disseminated through personal surveys. The responses will then be collated by the researcher for data analysis.

1.5 Significance of the Study

The proposed research study can benefit various stakeholders in the cross-border e-commerce ecosystem and contribute to the sustainable growth of this industry and can benefit the following:

Consumers. The study can benefit consumers by improving their online shopping experience on cross-border e-commerce websites. By focusing on factors such as perceived ease of use, perceived usefulness, perceived quality, perceived cost, customer satisfaction, and willingness to continue using, companies can enhance the overall value proposition for consumers.

Cross-border e-commerce companies. The study can provide insights into the factors that influence consumers' willingness to use cross-border e-commerce websites continuously. By understanding these factors, companies can improve their operational capabilities and influence, leading to improved customer satisfaction and increased customer retention.

Policymakers and regulators. The study can provide valuable insights into the factors that impact cross-border e-commerce and inform policies and regulations related to this field particularly:

International Trade Regulators: Policymakers and regulatory bodies involved in international trade agreements and negotiations may use the study to gain insights into the dynamics of cross-border e-commerce and how it affects trade relations and cooperation between countries.

Consumer Protection Authorities: Agencies responsible for safeguarding consumer rights and ensuring the security of e-commerce transactions can use the research to inform policies related to consumer protection and cybersecurity in the context of cross-border e-commerce.

Telecommunications and Technology Regulatory Authorities: Regulators responsible for overseeing the telecommunications and technology sectors may find the research relevant to their work, especially in terms of ensuring that the necessary infrastructure and technology requirements for cross-border e-commerce are met.

Researchers and academics. The study can contribute to the development of a comprehensive understanding of consumer behavior in the context of cross-border e-commerce. The findings can inform future research and academic publications related to this topic.

1.6 Definition of Terms

The following terms would be operationally defined in the study:

Cross-Border E-Commerce. Refers to cross-border logistics transactions between multiple parties from different customs regions through e-commerce platforms.

Cross-Border E-Commerce Platform. A series of software technologies that are integrated into a business's website that allows a business to solicit products or services from their website to complete the online sales cycle.

Perceived Ease of Use. When a person feels confident working using a particular system will not be difficult and a system that is easier to use than other systems will be more acceptable to users.

Perceived Usefulness. Refers to an individual's subjective perception of whether the use of new technology can help improve work efficiency.

Perceived Security. Consumers' judgment or perception regarding whether it is secure enough for consumers to conduct a transaction using the system or services offered by a company.

Service Quality. Service Quality is defined as the difference between the customer's expected service and the actual service received. The service quality evaluation system framework of cross-border retail generally has the following characteristics: ease of use, reliability, safety, and response.

Satisfaction. Consumer satisfaction is defined as "consumers' perception or judgment regarding a company's ability to fulfill or exceed the expectations that consumers had toward the company.

Technology Acceptance Model. The Technology Acceptance Model (TAM) is defined as a theoretical framework for explaining the factors that influence the acceptance and adoption of new technologies by users.

Continuous usage. Continuous usage or willingness to continue using is defined synonymously as the intention of a user to continuously use a particular product or service that they have already been using.

1.7 Literature Review

This chapter presents informative materials that have relevance to the objectives of this study. It contains the researcher's view of relevant ideas related to the present study. Materials such as thesis and web articles have a direct bearing on the researcher's conceptual framework which provides direction to the present study.

1.7.1 Cross-Border E-Commerce

Cross-border electronic commerce, known as CBEC, refers to the execution of cross-border logistics transactions involving multiple entities from different customs regions through electronic commerce platforms. The primary participants in this process primarily consist of the major stakeholders, specifically buyers and sellers, along with the cross-border online platforms that represent e-commerce, and supplementary third-party service providers, such as cross-border logistics and payment companies. In this particular context, global purchasers employ online e-commerce platforms to place product orders, which are subsequently facilitated through cross-border transactions managed by third-party entities, like logistics and payment companies (Mou et al., 2019a). The consumption patterns and consumer demands have undergone significant transformations due to the advancements in electronic information technology and the deepening effects of economic globalization. Cross-border e-commerce has experienced robust growth in the global arena, thanks to the escalating demand and favorable policies, making it a pivotal channel for promoting international trade.

The phenomenon of cross-border e-commerce, which denotes the practice of selling products directly to foreign consumers via digital intermediaries, has drawn considerable attention and interest in recent decades, as emphasized by Giuffrida et al. (2020). It is estimated that by the year 2022, business-to-consumer (B2C) cross-border online sales will constitute a significant proportion, specifically 22%, of the overall global e-commerce landscape, as stated by Forrester Research (2019). This upward trend in CBEC's prominence is primarily attributed to its capacity to generate economic surplus and its remarkable rate of growth, thus establishing a widespread consensus among experts and researchers that it has emerged as one of the fundamental pillars propelling international trade forward, as emphasized by UNCTAD (2016).

However, the transportation times for cross-border e-commerce products are significantly lengthy, posing a challenge in achieving return services of high quality. Furthermore, the transportation expenses associated with cross-border e-commerce can be exorbitant. It has been noted that the progress of international online trade will persistently face diverse barriers, such as disparities in culture among nations, consumer conduct, legislative and regulatory frameworks, product and promotional concerns, payment terms, and limitations in logistics. Strzelecki (2019) conducted a study to examine the essential characteristics necessary for accurately identifying customer needs when e-tailers provide services to their customers. One of the crucial factors that can indicate customer satisfaction and loyalty is the inclination to make repeat purchases from the same store. Mou et al. (2019b) conducted a study to investigate the relationship between customers' intention to repurchase and their actual purchasing behavior in the future. This research aimed to explore whether customers who express the intention to repurchase from a store actually follow through with their intention or if it remains merely a subjective probability.

Having a strong intention to repurchase can serve as a potent catalyst in attracting a larger number of buyers for a specific company, thereby resulting in an augmentation of the market share of the store or enterprise. Despite the increasing popularity of electronic services on a global scale, there remains a significant level of certainty in this domain. Consequently, cultivating trust

in a specific enterprise or product assumes a paramount role in the minds of customers, thereby constituting a pivotal determinant in their decision-making process when it comes to embracing electronic services.

In the bygone era, there have been numerous deliberations and dialogues regarding the advantageous influence of cross-border e-commerce upon the economy, as well as its immense potential for growth and future advancement. These discussions have covered a narrow range of topics not including the challenges and opportunities faced by either the supply or demand sides of the market, the de-escalation of price competition, the worsening of retail efficiency, the negative effects on production in various other industries, the impact on individuals, and the lack of benefits experienced by households in terms of consumer behavior, labor productivity, and the overall contraction of the Gross Domestic Product (GDP). In addition, the quantity of investigation performed on vendors and consumers involved in international e-commerce has progressively risen over the years. For example, by conducting a thorough analysis of the e-commerce landscape, which ultimately determines consumers' intentions when making a purchase, we have been able to identify four distinct categories of clues that effectively encourage this specific type of consumer behavior. These clues consist of online promotion clues, content marketing clues, personalized recommendation clues, and social comment clues.

Furthermore, the evaluation of the effect of cross-border online shopping on consumers' purchase intention factors in the concept of brand familiarity. It can be deduced that these four contextual cues pertaining to cross-border online shopping exert a noteworthy positive influence on consumers' purchase intentions (Xiao et al., 2019). Undoubtedly, the selection of partnerships among enterprises is a crucial determinant in cross-border e-commerce. In line with a comprehensive analysis of the existing literature, Huang et al. (2021) determined that the absence of trust establishment, the negative reputation of businesses, and the lack of information exchange all hinder collaboration, rendering a theoretical framework for partner selection in cross-border e-commerce enterprises null and void. A thorough exploration concerning the selection of partners in cross-border e-commerce enterprises within the B2B model. According to pertinent reviews, the previous studies have not delved into the literature process associated with cross-border e-commerce.

1.7.2 Cross-Border E-Commerce Platforms

In China, many online platforms are operating in cross-border e-commerce but according to data, the key players in the China market are as follows: Alibaba: Owns several different platforms such as Taobao and Tmall Global: 37.4% market share. Net Ease Kaola: 26% market share (recently purchased by Alibaba Group) JD Worldwide: 17.8% market share. Vipshop Global: 8.8% market share. Amazon Global: 3.7% and Pinduoduo: Relatively new player but making waves. The biggest player in the market, Alibaba Group recorded sales revenue of RMB 205,555 million (US\$30,689 million) and remained stable year-over-year as of 30 June 2022. A big part of these sales is of course cross-border e-commerce purchases (Marketing to China. (2023, March 31).

Fan, Z., Wang, Y., & Ying, Z. (2023). explores the support provided by cross-border e-commerce platforms to small and medium-sized enterprises (SMEs) in the face of increased protectionist policies and the COVID-19 pandemic. It deconstructs the concept of strategic flexibility within value chain processes and finds that strategic flexibility partially mediates the relationship between e-commerce platform empowerment and SMEs' export performance, with delivery flexibility having the most significant impact. The paper offers practical guidance for collaborative innovation between cross-border e-commerce platforms and Chinese SMEs, emphasizing the importance of tailoring integration, utilizing platform resources, and enhancing responsiveness to export markets to address the challenges posed by protectionist policies and the pandemic.

The evolution of the digital trade ecosystem hinges on the expansion of cross-border e-commerce platforms. To ensure the sustained development of China's digital trade sector, it is imperative to take into account the service capabilities of digital platforms and the digital transformation capabilities of cross-border e-commerce companies. This research delves into how these factors influence the performance of cross-border e-commerce enterprises, with digital transformation capability serving as a mediator. Empirical findings demonstrate that the service capability of digital platforms comprises supply chain communication and cost control abilities, which partially mediate the connection between digital platform serviceability and the performance of cross-border e-commerce enterprises. Furthermore, both the service capabilities of digital platforms and the digital transformation capabilities of cross-border e-commerce companies exhibit a positive and significant impact on enterprise performance (Yang, Y., Chen, N., & Chen, H. (2023).

Despite the potential of cross-border e-commerce, attracting global consumers remains a significant challenge. Many cross-border e-commerce platforms have responded to these challenges by adopting innovative tools such as live streaming. However, there is

a limited understanding of the unique characteristics of live streaming and its practical impact. Through an affordance perspective, this study defines the affordances of live streaming as the capabilities it offers and investigates how these affordances influence consumer behavior in the context of cross-border e-commerce, particularly concerning information transparency. The results indicate that while live streaming may not directly influence consumers' intentions to make cross-border purchases, it can enhance these intentions by improving the perceived transparency of information. Furthermore, the affordances of live streaming can moderate the relationship between different forms of information transparency and consumers' intentions to engage in cross-border purchases. These findings offer valuable contributions to both academia and the business community (Xu et al., 2021).

1.7.3 Perceived Ease of Use

The perception of the level of simplicity in utilizing a specific system arises when an individual possesses a sense of confidence that the act of operating said system will not pose significant difficulty. Furthermore, it is contended that an arrangement that presents greater simplicity of use in connection to substitute arrangements will be perceived as more agreeable by users. The measure of time and effort expended by a person while engaging with technology will reduce in scenarios where the technology system presents a significant level of user-friendliness. This feeling of convenience suggests that one's tasks and responsibilities will be made easier to a greater degree through the use of technology rather than doing them manually or refraining from technological assistance. The defining attributes of ease of use encompass users' belief in the system's heightened adaptability, comprehensibility, and operational simplicity. Some proponents argue that the utilization of an information technology system will not entail any significant complications or necessitate a substantial amount of effort during operation (Yani et al., 2018). When customers are able to conveniently acquire a product, their intention to repurchase said product will correspondingly increase.

Perception can be defined as the cognitive process by which individuals comprehend and make sense of various entities, occurrences, and incidents through observation, personal encounters, and supervision, all of which are obtained through the interpretation process using the five sensory modalities. Consequently, perception is the cognitive process through which an individual is able to identify, compare, classify, and construe an object that is visually and tactually apprehended. The perceived ease of use signifies an individual's subjective assessment pertaining to the minimal level of exertion required for the operation of technological devices. Ease, in this context, denotes the absence of difficulty or the lack of necessity for significant exertion during the utilization of such technological devices. The perception regarding the ease of use of the aforementioned technology refers to the personal conviction maintained by individuals that information technology systems can effectively facilitate their activities without necessitating substantial effort.

Research conducted by Doshi (2018) shows that perceived ease of use has a positive correlation with e-commerce services because e-commerce services in the form of sites and applications are easy to use. Users feel easy so they become proficient at operating it. If they understand and master it, users will feel flexible to interact with it. It was also found that perceived ease of use has been widely used to help understand and explain user behavior in an information system. The ease of use of information systems influences users of the system. Perceived ease of use is defined as the degree to which someone believes that using a particular system can improve the performance of his/her work. In the organizational context, a system that is high in perceived ease of use is one that users believe will have a positive use. It was explained that it is the extent to which a development is considered a perception of ease of use.

Users have two main perceptions - perceived ease of use (PEOU) and perceived usefulness (PU) and while PEOU has a direct impact on PU (Sugihartono et al., 2020), it is primarily external variables, such as the design features of the system itself, that influence PEOU. These two perceptions also determine whether users have a positive or negative attitude toward the system. Perceived ease of use refers to "the degree to which a person believes that using a particular system would be free of effort" according to Davis in 1989. Another saying is that the perception of ease of use is the degree of trust that individuals can use technology to free them from physical and mental effort. The easier the system is for users to use and the more convenient it is to use, the more popular the system will be. If consumers perceive advantages in using an e-shopping platform, they are more likely to shop online. Online shoppers do not have to visit retail stores and compete with other shoppers during peak hours or struggle to find enough parking spaces for their cars. If you have a specific purchase in mind, you can find it straight away with a little searching in Shopee (Supriadi, 2019). On top of that, Shopee provides a variety of payment options, you can choose the most convenient for you to pay, all these advantages have greatly increased the desire of consumers to shop online.

1.7.4 Perceived Usefulness

The concept of perceived usefulness comes from the technology acceptance model, which refers to an individual's subjective perception of whether the use of new technology can help improve work efficiency. Specifically, it refers to the user's belief or expectation that the use of a system/IT will improve his efficiency or results in accomplishing a task. For the sellers in this study, the perceived usefulness refers to the evaluation of whether the use of third-party platforms can improve the efficiency and operating performance of cross-border transactions. Some studies have pointed out that perceived usefulness will affect consumers' purchase intention.

Moslehpour et al. (2018) propose that perceived usefulness is related to consumers' purchase intention. Different from previous studies, our research object is the perceived usefulness of third-party platforms for cross-border e-commerce sellers. Through small-scale interviews, we believe that sellers' perceived usefulness of the platform will influence the relationship between perceived benefits and willingness to retain. Because the completion of the seller's cross-border transaction needs to rely on the support of the platform, different people have different perceptions of the usefulness of the platform. In other words, people will have different perceived usefulness to the same platform.

In the case study of Charpin et al. (2021), restaurants have significantly different evaluations of the usefulness of mobile procurement platforms. The usefulness of the platform is critical to the availability of sellers to turn the perceived benefits into real benefits. Therefore, we believe that the level of perceived usefulness will have an interacting effect with the perceived benefits upon the sellers' willingness to retain. Specifically, when an individual perceives higher platform usefulness, he believes that the platform he relies on can turn the perceived benefits into the actual benefits of the enterprise and increase his confidence in cross-border e-commerce transactions. This will further strengthen the relationship between perceived benefits and sellers' willingness to retain. Conversely, the impact of perceived revenue on sellers' willingness to retain will be weakened.

Perceived usefulness refers to the degree to which a person subjectively perceives an increase in performance when using a particular system. This means that consumers will use Shopee if they perceive it to be useful to them, and vice versa. Perceived usefulness to consumers has a significant impact on Shopee's repurchase intention.

Perceived usefulness to consumers has a significant impact on Shopee's repurchase intention. Consumers who use Shopee e-commerce will have better-perceived usefulness than traditional shopping and the willingness to repurchase on Shopee will increase (Wafiyah & Kusumadewi, 2021). Perceived usefulness refers to the ability to complete activities more quickly, optimize service usage, and control the activities themselves (Purwaningdyah et al., 2021).

When shopping malls, supermarkets, and restaurants could not operate offline due to the epidemic, retailers preferred to display their products and services online while consumers chose to shop at Shopee. That is due to the wide range of products as well as its ease of use, simplicity, and timesaving. The higher the consumer demand for Shopee, the higher the perceived usefulness. Perceived usefulness therefore positively influences consumers' online purchasing behavior (Akram, Fülöp, Tiron-Tudor, Topor, & Căpușneanu, 2021).

1.7.5 Perceived Security

Perceived security is an expectation of safety and privacy of customers' personal funds, information, and other aspects of cross-border online transactions. Because of the virtual nature of cross-border online purchases, consumers have great concerns about the security of trading and information transmission through the internet. There are some determinants that can affect consumers' trust in cross-border online shopping, such as the credit card information during the transaction, the security of funds during the process of transaction, the protection of the user's personal information and privacy, etc. Moreover, there is a very significant factor in whether the products received are consistent with the commitment of the online seller after payment. Cyber security issues can cause customers to worry about the loss of their personal and financial information when they are compromised on cross-border e-commerce websites or apps, which can affect their decisions to purchase online. Previous technical acceptance model research has found that the impact of consumer-perceived security on cross-border online shopping intention has become an important factor in consumers' acceptance of cross-border online shopping (Qin, Z., Zhao L.W. & Ni, Y. (2019).

Perceived security could be defined or understood as consumers' judgment or perception regarding whether it is secure enough for consumers to conduct a transaction using the system or services offered by a company (Ha and Phan, 2018). In other words, perceived security deals with the fact that consumers will often judge the security or safety level of a system or technology

implemented by a company (Undale et al., 2020). In regard to the concept of perceived security, it should be noted that it would be crucially and significantly important for each and every e-commerce company to understand the concept of perceived security in a thorough manner, as consumers' judgment or perception regarding whether or not it is safe to conduct some business transactions on the e-commerce platform developed by a company could eventually affect their final decision regarding whether or not they will buy goods or services from the company. When consumers think or argue that the system, platform, or technology built and implemented by the company is secure and has a high level of security level on it, then consumers will think that it would be safe to conduct or do some business transactions on the website since no security issue will occur from such activities.

It is mainly because since both consumers and sellers are conducting their business virtually, then usually it requires both the consumers and the sellers to provide or input their personal data (such as credit card number, email, private home address, phone numbers, etc.) on the website or platform developed and built by the e-commerce companies. Therefore, when consumers or sellers are unsure regarding the security or the safety of the system developed by the company, it would hinder their intention to conduct some business activities with the company, thus increasing consumers' motivation to shift their preference to conduct the business activities on the other platform developed by another e-commerce companies.

Therefore, establishing a proper and secure e-commerce platform or system is truly essential to be conducted by an e-commerce company in enhancing consumers' level of belief and trust toward the safety of the system, such ability will not only increase their chance to conduct some business transactions with the company, but also could increase their intention to keep making additional transactional or buying activities on the company's e-commerce platform or website.

1.7.6 Service Quality

The efforts of many early scholars have resulted in a lot of research results in this area, that the difference between the customer's expected service and the actual service is the service quality. This model has laid a solid foundation for scholars who would later study the influencing factors of service quality in this field, and they have evolved on it step by step to make it more perfect, expanding the scope of exploration in this field and making subsequent exploration easier. Xie Min (2019) believed that to improve service quality, customers must first feel safe and shop with confidence. Parasuraman et al. in 1988 proposed the SERVQUAL model to measure service quality with the difference between customer expectations and actual perceived service.

The SERVQUAL model is the cornerstone for many researchers to further improve this field. However, this theory cannot meet the needs of all service industries because of the large differences between different fields of study. In this regard, scholars later improved the model to make it applicable to various fields according to the service characteristics of different industries.

Peng Runhua et al. (2018) used the SERVQUAL model as the corresponding theoretical basis, combined with the characteristics of third-party logistics, and divided the third-party logistics service quality into five dimensions, including convenience, timeliness, reliability, situational, and remedial, in the context of online shopping. The model in this environment is verified accordingly, proving its effectiveness (Peng Runhua et al., 2018). From the perspective of rural consumers, some scholars have established an evaluation index system for e-commerce logistics service quality in townships and villages, including six dimensions of convenience, reliability, safety, economy, timeliness, and care, based on the LSQ and SERVQUAL models (Zhai X.& Wu Q., 2019; Zheng & Yin, 2022).

With the growing maturity of the online shopping environment and e-commerce, most scholars at home and abroad take the SERVQUAL model as a theoretical basis for research and study of the service quality of cross-border import e-commerce platforms from the perspective of consumers. Different platforms, different products, and consumers have different requirements for the service quality of e-commerce platforms. The service quality evaluation system framework of cross-border retail generally has the following characteristics: ease of use, reliability, safety, and response. Cross-border e-commerce platforms communicate with cross-border merchants and buyers, and usually, the quality of service determines the inclination of customers.

1.7.7 Consumer Satisfaction

Customer satisfaction could be defined as consumers' perception or judgment regarding a company's ability to fulfill or exceed the expectations that consumers had toward the company (Wilson et al., 2019). In this case, consumers will only be satisfied if the company can fulfill or exceed all the expectations that consumers have regarding the performance, or the quality of the product or services offered by the company. Meanwhile, when the company was deemed as having "failed" to offer consumers the right or

appropriate products or services with the quality that the consumers expected, then it could be concluded that the company had failed to fulfill consumers' expectations toward the company, in which such scenario will cause consumers to be dissatisfied toward the effort shown by the company. Therefore, inducing or creating satisfactory feelings toward consumers' minds by offering products or services with quality that will exceed the expectations that consumers had was an important thing that each and every company should do which could increase the probability that consumers will become loyal to the company, thus enabling companies to fend off their competitors, either in the short run or in the long run (Keni et al, 2020).

Customer satisfaction has been widely accepted as a strong antecedent of behavioral variables, such as repurchase intention (Jain et al., 2021; Javed and Wu, 2020). In the context of online shopping, the concept of e-satisfaction emerges as a critical behavioral outcome. As a cumulative construct experienced by e-LSQ, customer satisfaction signifies repurchasing intention with a particular e-commerce platform.

Customer satisfaction is the comparison between perceived quality and expected quality. Researchers conducted studies on the connections between service quality and customer satisfaction and confirmed that customer satisfaction is an emotional response to a single or long-term cognitive service contact. In the context of e-commerce, consumer satisfaction was affected by the services customers encountered and the service process. Online consumer reviews are an effective approach to identifying product features affecting consumer satisfaction. The characteristics mentioned in online consumer reviews are relatively high in importance to customer satisfaction (Xu, 2020). Enterprises can incorporate customer suggestions from online reviews into their production or service processes, thereby improving service quality and increasing customer satisfaction.

1.7.8 Continuous Usage

Continuous usage in the context of cross-border e-commerce refers to the ongoing intention of users to use cross-border e-commerce platforms for their purchases. Factors influencing continuous usage include psychological distance, communication quality, customer satisfaction, trust, relationship commitment, and perceived value. Psychological distance, including spatial, temporal, and social factors, positively impacts consumers' trust in cross-border e-commerce platforms. Customer satisfaction, input cost, and relationship benefits also contribute to relationship commitment, which in turn affects continuous usage intention (Shi, J.,2022). Perceived ease of use, perceived usefulness, perceived quality, and perceived cost positively influence consumer satisfaction, which in turn affects their willingness to continue using cross-border e-commerce sites (Lou, X et al., 2018, July). Additionally, factors such as social presence, perceived crowdedness, susceptibility to informational influence, and trust in broadcasters influence perceived value, which in turn affects continuance intention in the context of live-streaming commerce (Chong, et al, 2023). The satisfaction of customers with websites also predicts their continuance intention in cross-border shopping (Ma, Y., and Chen, S. C., 2019).

Continuance intention refers to an individual's intention to continue taking part in an activity after having previously experienced it. It is an indication of customer satisfaction or loyalty. Scholars have stressed the importance of understanding continued intention and agreed that it is vital to the success of an information system. Therefore, it has been empirically utilized as the endogenous factor in the case of online auctions, online banking, e-Tax, and e-commerce (Ma, Y. and Chen, S.,2019).

A study conducted by Lou et al., (2018) as citing the works of Bhattacharjee, Liu Renjing, Chai Jing, Chen Meiling, Bai Xingrui, Zhao Peng, Zhang Jinchao, Sun Jianjun, Yu Lei, Liu Hong, and many other scholars have studied various fields such as the Internet, SNS social networks, mobile learning, online storage, and video networks. The user's satisfaction was confirmed to be used for its continuous use intention.

Continued use intention can be described as the intention of a user to continuously use a particular product or service that that user has already been using. Compared to a user's first-time usage of a product or service, long-term continued use is essential to promote the product or service of a company (Linardi and Anggono, 2019; Han et al., 2018; Hamari et al., 2020).

Zhang, Y., and Wang, Y, 2019, examine the impact of trust on the continuous usage intention of cross-border e-commerce platforms, focusing on the differences between Chinese and foreign users. The study investigates the dimensions of trust and their influence on continuous usage intention. The findings indicate that trust significantly affects continuous usage intention for both Chinese and foreign users. However, the study reveals that different dimensions of trust have varying levels of influence on each group. The research provides valuable insights into the role of trust in driving continuous usage intention in cross-border e-commerce platforms. The main conclusion of this paper is that trust is a significant factor influencing continuous usage intention

in cross-border e-commerce platforms. The study emphasizes the importance of considering the different dimensions of trust and their varying impact on Chinese and foreign users.

Chen, Y., and Xie, K. (2020), investigate the role of satisfaction in the continuous usage intention of cross-border e-commerce platforms through a comparative study. The study examines the differences in satisfaction levels and their impact on continuous usage intention between Chinese and foreign users. The findings reveal that satisfaction significantly influences continuous usage intention for both Chinese and foreign users. However, the study identifies variations in the dimensions of satisfaction that have a stronger impact on each group. The research provides valuable insights into the importance of satisfaction in driving continuous usage intention in cross-border e-commerce platforms. The main conclusion of this paper is that satisfaction plays a crucial role in influencing continuous usage intention in cross-border e-commerce platforms. The study highlights the significance of considering the different dimensions of satisfaction and their varying impact on Chinese and foreign users.

1.8 Synthesis

The mentioned studies collectively address various aspects of technology adoption and e-commerce, with a focus on perceived ease of use, perceived usefulness, perceived security, service quality, customer satisfaction, and continuous usage intention. Doshi (2018) and Supriadi (2019) both emphasize the importance of perceived ease of use in influencing users' attitudes and intentions toward technology adoption. Doshi (2018) focuses on mobile banking services, while Supriadi (2019) examines e-learning platforms. They apply the concept to different contexts.

Charpin et al. (2021), Wafiyah & Kusumadewi (2021), and Akram et al. (2021) all stress the significance of perceived usefulness in technology adoption. Charpin et al. (2021) look at digital platforms in the sharing economy, Wafiyah & Kusumadewi (2021) study e-commerce platforms in the context of online shopping, and Akram et al. (2021) investigate the Shopee platform. These studies apply perceived usefulness to different online contexts.

Qin, Zhao, and Ni (2019), Ha and Phan (2018), and Undale et al. (2020) all underscore the importance of perceived security in building trust and confidence in online platforms. Qin, Zhao, and Ni (2019) focus on mobile payment systems, Ha and Phan (2018) study e-commerce websites, and Undale et al. (2020) examine online banking services. These studies apply perceived security to various online service areas.

Xie Min (2019) and Peng Runhua et al. (2018) both highlight the significance of service quality in e-commerce and online shopping. Xie Min (2019) focuses on online retailer service quality, while Peng Runhua et al. (2018) analyze third-party logistics. Zhai X. and Wu Q. (2019) and Zheng and Yin (2022) also discuss e-commerce logistics service quality in different contexts, including townships and villages.

Keni et al. (2020), Jain et al. (2021), and Javed and Wu (2020) all recognize the importance of customer satisfaction in the context of e-commerce. Keni et al. (2020) focus on online food delivery platforms, Jain et al. (2021) examine online shopping, and Javed and Wu (2020) investigate online travel agencies. Lou et al. (2018), Zhang and Wang (2019), and Chen and Xie (2020) all discuss continuous usage intention within the context of cross-border e-commerce platforms. They differ in their specific focus, with Lou et al. (2018) emphasizing satisfaction, Zhang and Wang (2019) examining trust and differences between Chinese and foreign users, and Chen and Xie (2020) investigating satisfaction, trust, and differences between Chinese and foreign users. In summary, while the studies share a common theme of technology adoption and its related factors, they vary in their specific contexts and areas of emphasis, such as the type of technology, online platforms, or the focus on different aspects of user experience.

1.9 Theoretical Framework

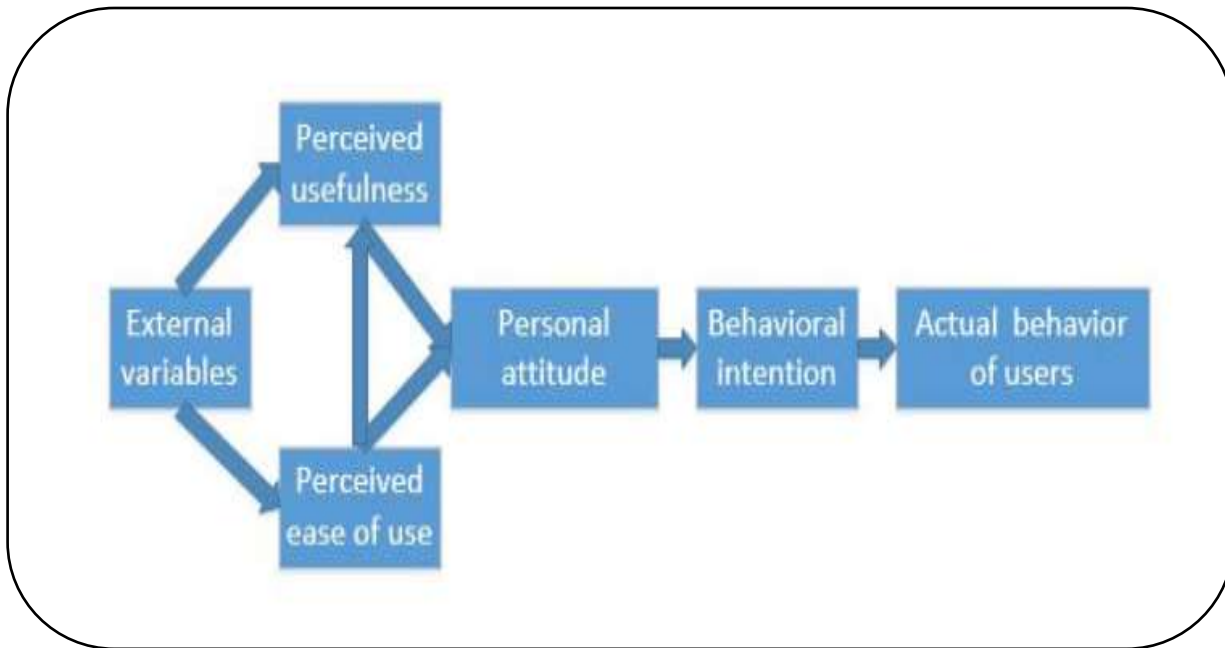
1.9.1 Technology Acceptance Model

The Technology Acceptance Model (TAM) was proposed by Davis (1989). He used rational behavior theory as a theoretical framework to construct a new model. The model was originally designed to explain the factors that influence users' wide acceptance of computers. The technology acceptance model believes that personal attitudes toward using technology determine behavioral intentions, and individual behavioral intentions determine the actual behavior of users.

Perceived usefulness and ease of use work together on personal attitudes. Perceived ease of use and external variables work together to perceived usefulness, and external variables also act on perceived ease of use, see Fig. 1. Among them, perceived

usefulness refers to the individual's sense of improvement in the level of performance after using the technology. Perceived ease of use refers to an individual's expectation of ease of use of the technology. External variables are factors that influence the behavior of individuals using the system, including user and system characteristics, the external environment, and other factors. Since the theory of technology acceptance is a model for users to accept information systems, the theory is highly targeted. Many scholars have studied the will and behavior of users using various information systems by adding different variables based on this theory. Some scholars also study the user's willingness and behavior of continuous use of various information systems by adding variables such as social cognitive theory, fluid theory, and expectation confirmation theory.

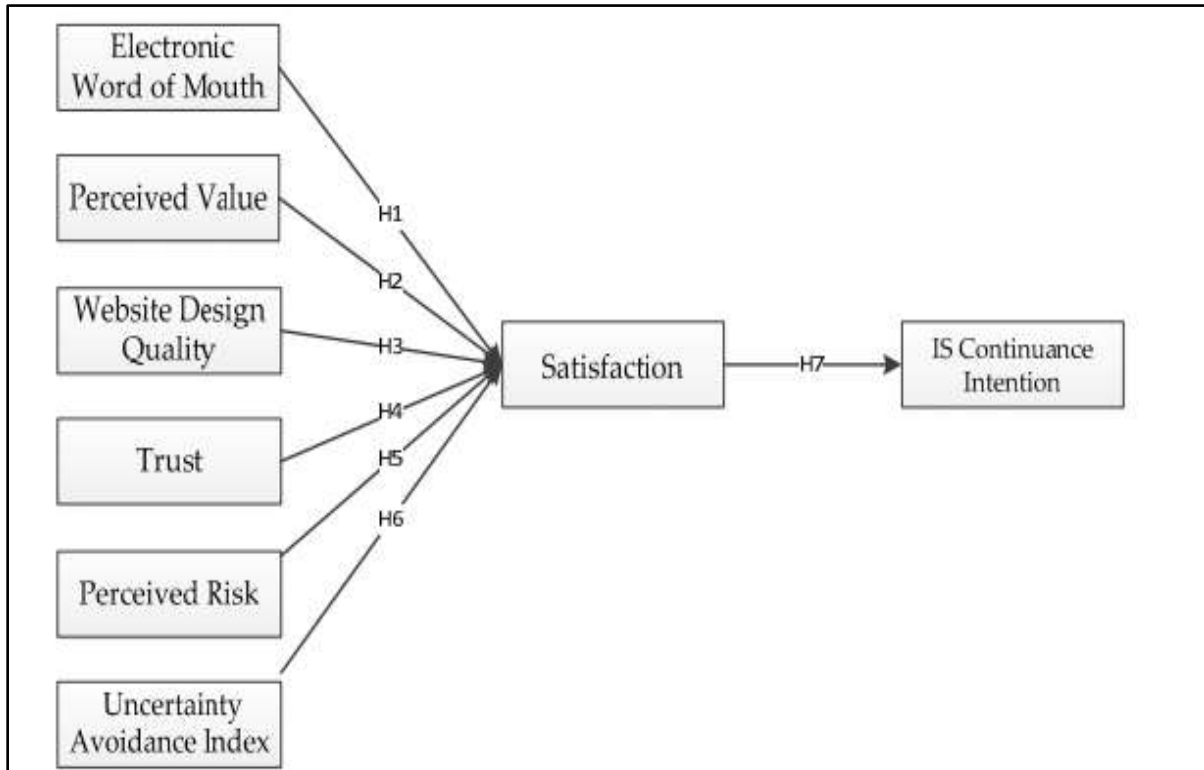
Figure 1
Technology Acceptance Model



Source: (Davis, 1989)

1.9.2 Continuous Usage

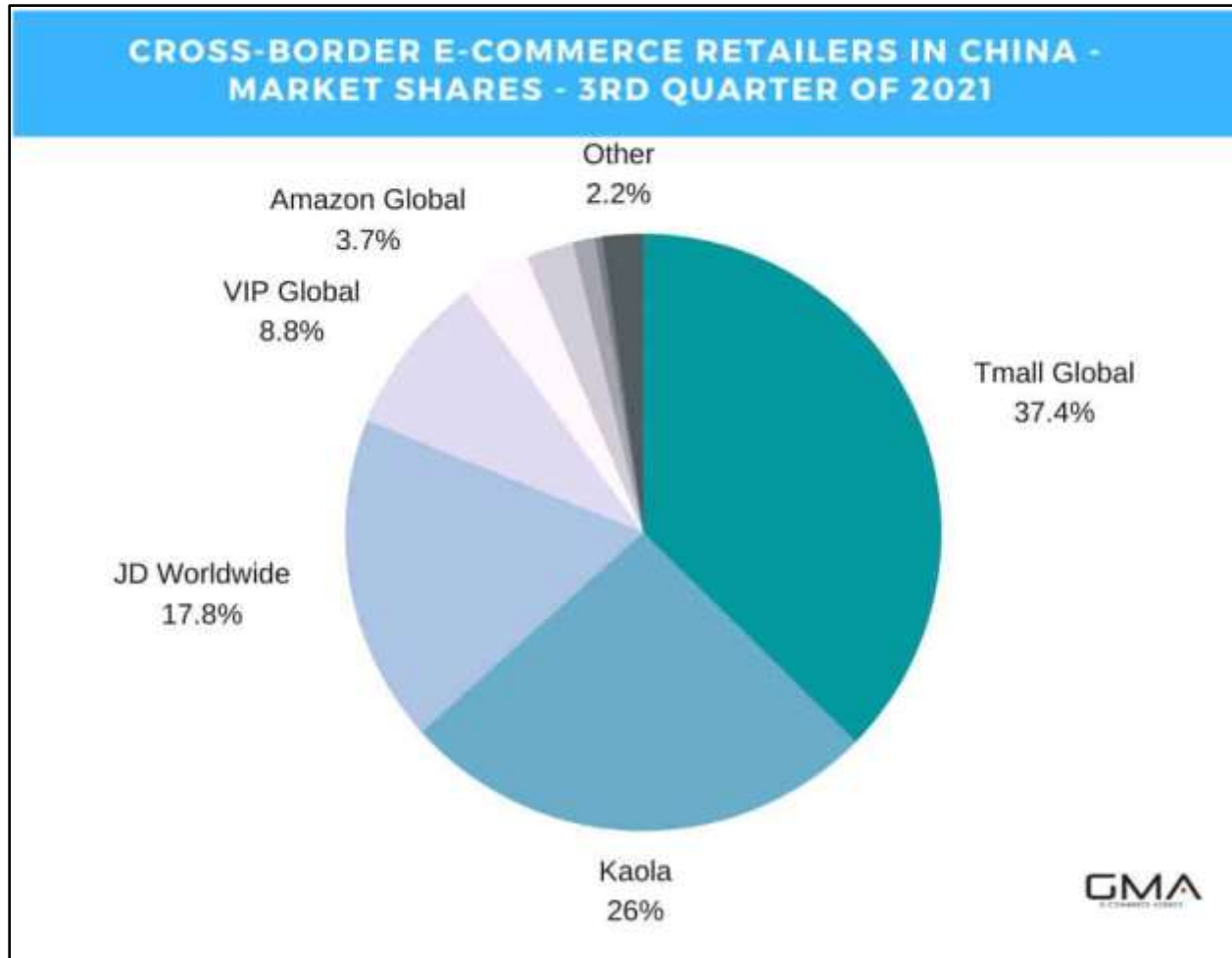
Figure 2
Authors Conceptual Framework



Source: Ma, Y., Ruangkanjanes, A., & Chen, S. C. (2019).

1.9.3. Cross-Border E-Commerce Platforms

Figure 3

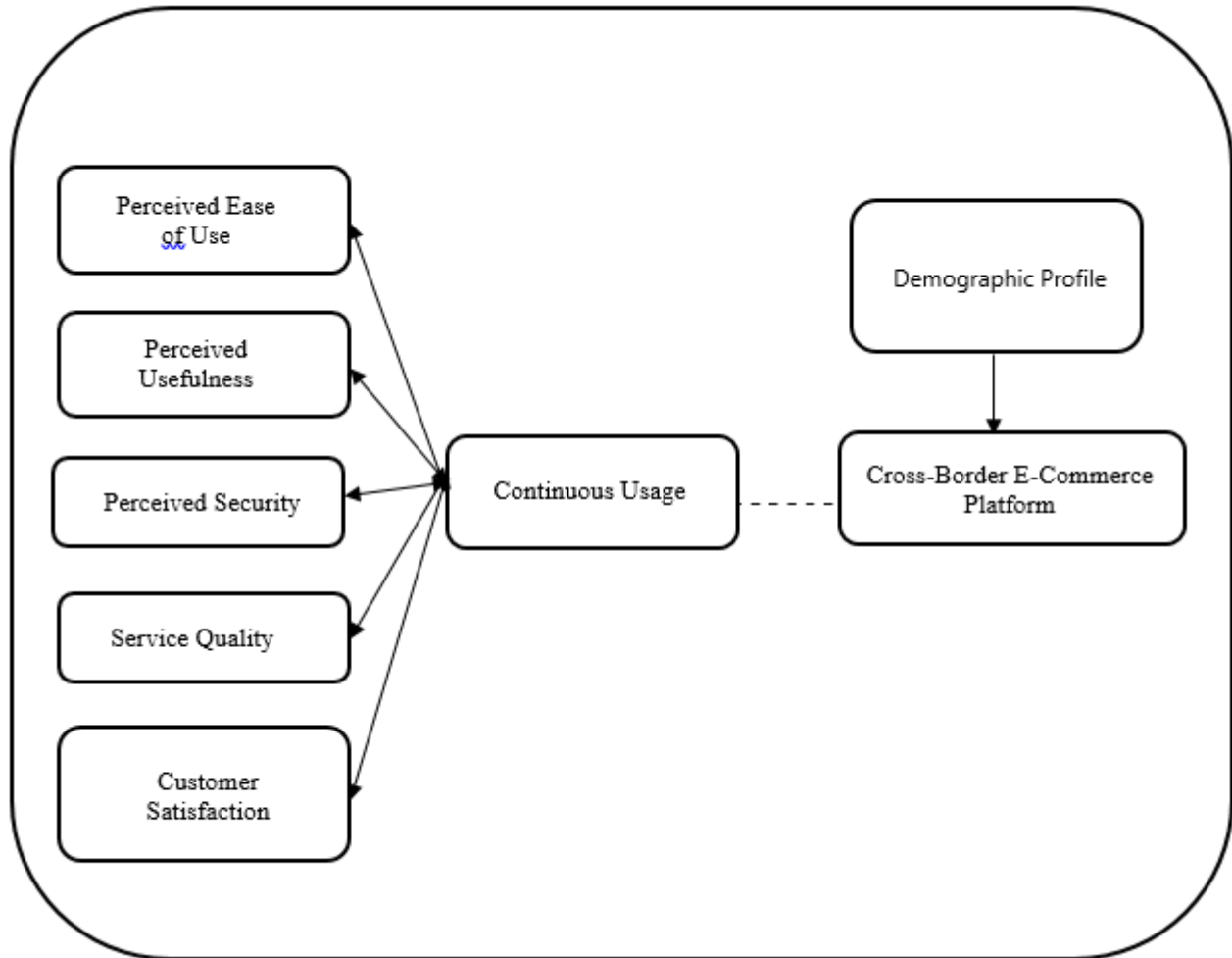


Source: Marketing to China, 2023, March 31

1.10 Conceptual Framework

The conceptual framework for this study includes several key constructs, including perceived ease of use, perceived usefulness, perceived security, service quality, customer satisfaction, and willingness to continue using. Perceived ease of use refers to an individual's subjective perception of how easy a new technology is to use. Perceived usefulness is the individual's perception of whether the use of new technology can help improve work efficiency. Perceived security is related to consumers' judgment or perception regarding whether it is secure enough for consumers to conduct a transaction. Service quality is related to the quality of service provided by the company. Customer satisfaction is the level of satisfaction that customers have with the service or product they receive, while willingness to continue using is the degree to which customers are willing to continue using the service or product offered by the company. These constructs will be used to develop a better understanding of cross-border e-commerce platforms and their impact on consumer behavior.

Figure 4
Author's Conceptual Framework



2. Methods

This chapter provides an overview of the methods that will be used in the study, including the research approach, data collection methods, sampling techniques, and data analysis methods. It also briefly explains why these methods are appropriate for addressing the research questions and testing the hypotheses of the study.

2.1. Research Design

This research design outlines a quantitative descriptive study that investigates the factors influencing consumers' willingness to purchase on cross-border e-commerce websites. Through the utilization of a convenience sampling method, data will be collected via structured surveys and questionnaires. The research focuses on understanding the experiences of consumers in Jinjiang regarding their willingness to purchase on cross-border e-commerce websites. The researcher will utilize purposive and convenience sampling, participants with experience in cross-border e-commerce websites will be identified. Structured surveys and questionnaires will collect quantitative data on perceived ease of use, perceived usefulness, perceived security, service quality, satisfaction, and willingness to continue using. Consumers from Jinjiang will participate. Quantitative data will be statistically analyzed using descriptive and inferential techniques, highlighting patterns and relationships.

2.2. Data Management

Data management is crucial in any research study, especially one that involves quantitative analysis. The study of consumers from Jinjiang, and data management will play a significant role in ensuring the accuracy and reliability of the results. In this study, it will involve several steps to ensure the accuracy and integrity of the collected data. These steps may include designing a data collection

template, setting up a data collection system, ensuring data security and privacy, cleaning and organizing the data, and performing quality checks to identify and address any data inconsistencies or errors. The study will use statistics to perform data analysis, enabling the researchers to identify relationships differences, patterns, and statistics that can provide insights into the consumers' perspectives. Data management will also facilitate the interpretation of the study's findings to stakeholders.

2.3. Sampling Design

2.3.1. Sampling Population

The sampling population for this quantitative study will consist of consumers from Jinjiang who are involved in the continuous usage of cross-border e-commerce websites. The study aims to collect data on their perspective and participants will be selected through a purposive and convenience method, and data will be collected through a survey. The study will also ensure the privacy and confidentiality of participants by securing their personal information and keeping them anonymous. The findings of this study will offer valuable insights to the consumers of Jinjiang.

The researcher will be using Raosoft, to determine the minimum sample size required for this study. The results based on multiple linear regression and Pearson correlation with four independent and dependent predictors which are perceived ease of use, perceived usefulness, perceived security, service quality, satisfaction, and willingness to continue using, respectively, indicate that this study needs a minimum sample size of 384.

2.3.2. Respondents

The respondents for this study will be selected from the sampling population through a purposive and convenience sampling approach. Purposive sampling is a non-probability sampling technique where units are selected because they have specific characteristics that the researcher needs in their sample. In other words, units are selected "on purpose" to fulfill the research objectives. Convenience sampling is a non-probability sampling technique in research where researchers select participants or elements for a study based on their ease of access and availability rather than through a random or systematic method. In other words, individuals or elements are chosen because they are convenient to reach or because they are readily available to the researcher. The number of respondents will depend on the desired sample size for statistical validity. The selection of respondents will aim to ensure diversity in terms of organization size, industry, and experience level to capture a broad range of perspectives.

2.3.3. Research Instrument

The research instrument used in this study will be a structured questionnaire that includes 30 items that have been selected from the comprehensive literature review conducted for the study on perceived ease of use, perceived usefulness, perceived security, service quality, customer satisfaction, and continuous usage. The questionnaire was structured into four parts. The first part contained questions that aimed to gather information about the respondents' demographic profiles. The second part contained questions that focused on the cross-border e-commerce platforms that are being utilized by Chinese consumers. The third part is on the level of agreement of Chinese consumers' continuous usage using cross-border e-commerce websites on perceived ease of use, perceived usefulness, perceived security, service quality, and customer satisfaction. The fourth part contained questions that focused on the continuous usage using cross-border e-commerce websites. The questions were formulated using a 4-point Likert scale ranging from strongly agree to strongly disagree with different verbal interpretations for each of the constructs. The questionnaire respondents were selected from a sample of 384 who had been involved in using cross-border e-commerce websites. The validity and reliability of the questionnaire were ensured through pretesting and piloting. Data collected from the questionnaire respondents were analyzed using descriptive statistics and analysis.

2.3.4. Control Procedure

To maintain control in the study, measures will be implemented to ensure consistency and minimize potential biases. These measures may include providing clear instructions to respondents, conducting pilot testing of the questionnaire, implementing standardized data collection procedures, and monitoring the data collection process to identify and address any deviations from the established protocol. To test the content validity and language comprehensibility of the questionnaire, the researcher distributed a pre-test questionnaire personally to answer the questions. The preliminary designed questionnaire is in Appendix A.

2.4. Statistical Treatment

The collected data will be analyzed using IBM SPSS Statistics to derive meaningful insights and draw conclusions. The specific statistical treatments will depend on the research questions and objectives of the study. The researcher used Cronbach's alpha to test the internal consistency of the survey items, when the alpha coefficient is 0.7 and above, the survey items would be accepted

by the researcher, if not accepted, the researcher would remove the individual item until an acceptable alpha coefficient. Statistical techniques that will be employed include descriptive statistics, multiple linear regression analysis, Pearson correlation, and analysis of variance (ANOVA) to determine relationships and differences in the data. The statistical treatment will help in interpreting the quantitative results and addressing the research objectives of the study.

2.5. Ethical Consideration

Throughout the entire duration of the study, the researcher will uphold the rights of all participants and adhere to the relevant requirements set forth by the UERC. The highest ethical standards will always be maintained to ensure the protection and well-being of all individuals involved in the study.

2.5.1. Conflict of interest.

This study is for academic purposes only and has no commercial purpose. The researcher is not sponsored by any organization or individual, and the researcher has no financial interest in the subjects or participants of the study.

2.5.2. Privacy and Confidentiality.

The researcher distributed paper questionnaires on the spot for the target respondents to fill in, and then the researcher collected the paper questionnaires. The data collected on the questionnaire were personally entered by the researcher and saved to an encrypted personal computer. These data would only be used for academic research. Once the research is completed, the researcher will permanently delete the data, and the collected paper questionnaires will also be destroyed through a shredder to prevent the disclosure of respondent information.

2.5.3. Informed Consent Process.

Before the questionnaire was given, the researcher briefly informed the respondent of the main research purpose and school. The questionnaire would be completed voluntarily by the respondents and did not contain any information unrelated to the survey, such as the name of the respondent. At the same time, the researcher also expressed respect and gratitude to those who did not participate.

2.5.4. Vulnerability.

The survey is used to obtain consumer opinions and does not have any inductive activities; however, to protect vulnerable groups, this study excluded them as respondents.

2.5.5. Recruitment.

The study relies on data from various consumers' continuous usage to purchase on cross-border e-commerce websites. These consumers have different profiles and preferences.

2.5.6. Assent.

The data collection for this study did not involve the opinions of minors.

2.5.7. Risk.

The collection and collation of the data were handled by the researcher himself, respecting the participants' answers, not tampering with any information, and not involving any conflicts of interest. Therefore, there is no foreseeable risk.

2.5.8. Benefits.

The participation of the respondents is of greatest help to the researcher's academics. To prevent participants from feeling threatened, the researcher expressed gratitude and promised to keep the information confidential and not disclose the original data.

2.5.9. Incentives or compensation.

The researcher expressed sincere gratitude to the participants, without giving the participants financial incentives or any compensation.

2.5.10. Community Considerations.

This study did not cause any problems or negative effects on participants and communities.

2.5.11. Collaborative Study of Reference.

The document primarily focuses on the research study on consumers' continuous usage of cross-border e-commerce websites in Jinjiang and does not delve into the specific terms of reference for collaborative research involving multiple countries or institutions.

3. Results

In this segment, the researcher outlines the methodology adopted for gathering and analyzing data after obtaining the initial approval certificate from UERC. The analytical methods employed include computing weighted means, conducting Multiple Analysis of Variance (MANOVA) analysis, and performing multiple linear regression analysis.

3.1. Demographic profile

Table 1.1

Demographic profile of the respondents in terms of Age

Age	Frequency	Percent
18-24 years old	21	5.5
25-33 years old	130	33.9
32-38 years old	191	49.7
39-45 years old	31	8.1
46-52 years old	8	2.1
53-60 years old	3	.8
Total	384	100.0

Table 1.1 illustrates the age distribution of respondents, providing valuable insights into the demographic composition of the sample. The majority of respondents fall within the 25–38-year-old range, with a notable peak in the 32–38-year-old category. This concentration within the young to middle-aged demographic could be indicative of the target audience or consumer base for the study or survey being conducted. Researchers might consider how this age distribution influences their findings and implications, especially in terms of consumer behavior, preferences, and market segmentation strategies.

Table 1.2

Demographic profile of the respondents in terms of Gender

Gender	Frequency	Percent
Male	192	50.0
Female	192	50.0
Total	384	100.0

Table 1.2 shows the gender distribution, revealing an equal representation of male and female respondents within the sample. Gender-balanced samples are crucial for ensuring the generalizability and validity of research findings, particularly in studies examining gender-specific behaviors, preferences, or experiences. This balance, suggests that any gender-related analyses or conclusions drawn from the data are less likely to be biased towards one gender over the other, contributing to the overall reliability of the study's outcomes.

Table 1.3

Demographic profile of the respondents in terms of Educational Background

Educational Background	Frequency	Percent
College Level	12	3.1
College Graduate	289	75.3
Graduate degree	83	21.6
Total	384	100.0

Table 1.3 presents the distribution of educational backgrounds among respondents, providing insights into the level of educational attainment within the sample. As shown the majority of respondents have at least a college degree, with a significant portion

holding graduate degrees. This educational background distribution suggests that the sample is well-educated, which could influence their decision-making processes, purchasing behaviors, and engagement with the study's subject matter. Researchers should consider the implications of this distribution on the interpretation of their findings, particularly in terms of potential differences in consumer preferences, attitudes, and socioeconomic factors associated with varying levels of education.

Table 1.4
Demographic profile of the respondents in terms of Monthly purchase amount

Monthly purchase amount	Frequency	Percent
500-1000 yuan	65	16.9
1001-1500 yuan	227	59.1
1501-2000 yuan	76	19.8
Over 2000 yuan	16	4.2
Total	384	100.0

Table 1.4 illustrates the distribution of monthly purchase amounts among respondents, offering valuable insights into their spending habits and consumption patterns. As seen in Table 1.4, most respondents fall within the 1001–1500-yuan monthly purchase range, indicating moderate spending behavior. Understanding this distribution can help researchers and businesses tailor their marketing strategies, product offerings, and pricing strategies to align with the preferences and purchasing power of their target audience. Additionally, this data can inform market segmentation and customer profiling efforts, allowing for more effective targeting of consumer segments based on their spending habits and budgetary constraints.

Table 1.5.1
Demographic profile of the respondents in terms of Fashion and Apparel.

Categories of Goods Purchased	Purchased (Yes)	Percent	Not Purchased (No)	Percent	Total	Percent
	Fashion and Apparel	102	26.6	282		

Table 1.5.1 provides information about the purchasing behavior of consumers concerning fashion and apparel. It categorizes consumers based on whether they have purchased fashion and apparel items or not and provides the corresponding percentages for each group. The data reveals that a larger portion of the surveyed consumers (73.4%) have not purchased fashion and apparel items compared to those who have (26.6%). This insight could be valuable for businesses and marketers in the fashion industry to better understand their market and develop strategies to increase their customer base.

Table 1.5.2
Demographic profile of the respondents in terms of Beauty and Personal Care.

Categories of Goods Purchased	Purchased (Yes)	Percent	Not Purchased (No)	Percent	Total	Percent
	Beauty and Personal Care	225	58.6	159		

Table 1.5.2 provides information about the purchasing behavior of consumers for beauty and personal care products. It categorizes consumers based on whether they have purchased these items or not and provides the corresponding percentages for each group. The data reveals that a larger portion of the surveyed consumers (58.6%) have purchased beauty and personal care items compared to those who have not (41.4%). This insight indicates a healthy demand and market for beauty and personal care products. Businesses in this sector can consider this information to understand consumer behavior and preferences, ensuring they continue to meet the needs and interests of a majority of their market. Additionally, there is an opportunity to target the 41.4% who have not made purchases, possibly by addressing barriers to entry or awareness.

Table 1.5.3*Demographic profile of the respondents in terms of Consumer Electronics*

Categories of Goods Purchased	Purchased (Yes)	Percent	Not Purchased (No)	Percent	Total	Percent
Consumer Electronics	287	74.7	97	25.3	384	100

Table 1.5.3 depicts that the majority of the surveyed consumers, 74.7%, have purchased consumer electronics. This suggests a strong market demand and interest in electronic products among the surveyed population, while the majority have made purchases, there is still a significant portion, 25.3%, who have not bought consumer electronics. Understanding the reasons behind this could help businesses target this segment more effectively. The data suggests a robust demand for consumer electronics among the surveyed population, with 74.7% having made purchases in this category. This insight is valuable for businesses operating in the consumer electronics sector, indicating a favorable market for their products. However, there is still a notable segment, 25.3%, who have not purchased consumer electronics. Understanding the preferences and behaviors of this segment could help businesses expand their customer base and tailor their marketing strategies to reach a wider audience.

Table 1.5.4*Demographic profile of the respondents in terms of Home Goods and Furnishings*

Categories of Goods Purchased	Purchased (Yes)	Percent	Not Purchased (No)	Percent	Total	Percent
Home Goods and Furnishings	199	51.8	185	48.2	384	100

The results in Table 1.5.4 show a somewhat even split in purchasing behavior regarding home goods and furnishings among the surveyed population. more than half of the respondents (51.8%) have purchased these items, and nearly half (48.2%) have not. This suggests a moderate level of demand for home goods and furnishings. This presents an opportunity for businesses to explore strategies to attract and convert non-purchasers, potentially expanding their customer base in this category.

Table 1.5.5*Demographic profile of the respondents in terms of Food and Beverages*

Categories of Goods Purchased	Purchased (Yes)	Percent	Not Purchased (No)	Percent	Total	Percent
Food and Beverages	101	26.3	283	73.7	384	100

The data in Table 1.5.5 reveals a notable disparity in purchasing behavior regarding food and beverages among the surveyed population. The data indicates that a significant majority, 73.7%, of the respondents have not purchased food and beverages. Conversely, only 26.3% of the respondents have purchased food and beverages. This indicates a smaller segment of the population that is actively purchasing these items. Understanding these factors can help businesses tailor their strategies to effectively target the segment of the population interested in purchasing food and beverages.

Table 1.5.6*Demographic profile of the respondents in terms of Health and Wellness*

Categories of Goods Purchased	Purchased (Yes)	Percent	Not Purchased (No)	Percent	Total	Percent
Health and Wellness	60	15.6	324	84.4	384	100

The demographic profile of the respondents in Table 1.5.6 reveals that a substantial majority, 84.4%, have not purchased health and wellness products, leaving only a small segment, 15.6%, that has engaged in purchasing these goods. This significant disparity suggests that health and wellness products are not a major focus or priority for most respondents. Several potential factors could explain this trend, including a lack of awareness about the benefits of health and wellness products, perceived high costs, limited accessibility, or simply a lower perceived need for such products among the population.

Table 1.5.7

Demographic profile of the respondents in terms of Toys and Games

Categories of Goods Purchased	Purchased (Yes)	Percent	Not Purchased (No)	Percent	Total	Percent
Toys and Games	50	13.0	334	87.0	384	100

Table 1.5.7 reveals a striking imbalance in the purchasing behavior regarding toys and games. A substantial majority, 87.0%, have not purchased toys and games, leaving a small segment, 13.0%, that has engaged in purchasing these goods. This significant disparity suggests that toys and games are not a major focus or priority for most respondents. Several potential factors might explain this trend. The age distribution of the respondents could play a significant role; if the majority are adults without young children, their need for toys and games might be minimal. Economic considerations could also influence purchasing behavior, as some may perceive toys and games as non-essential items. Additionally, the rise of digital entertainment and alternative leisure activities might reduce the demand for traditional toys and games.

Table 1.5.8

Demographic profile of the respondents in terms of Sports and Fitness

Categories of Goods Purchased	Purchased (Yes)	Percent	Not Purchased (No)	Percent	Total	Percent
Sports and Fitness	52	13.5	332	86.5	384	100

The demographic profile of the respondents as shown in Table 1.5.8 reveals a substantial disparity in purchasing behavior regarding sports and fitness products. A significant majority, 86.5%, have not purchased these items, while only 13.5% have engaged in purchasing them. The data indicates that there is significant potential to expand the market for sports and fitness products. By understanding and addressing the reasons behind the low purchasing rates, businesses can develop targeted strategies to increase consumer interest and engagement. This could involve educational campaigns, promotions, and the development of more accessible and affordable sports and fitness products, potentially converting non-purchasers into purchasers.

Table 1.5.9

Demographic profile of the respondents in terms of Toys and Games

Categories of Goods Purchased	Purchased (Yes)	Percent	Not Purchased (No)	Percent	Total	Percent
Luxury Goods	44	11.5	340	88.5	384	100

Table 1.5.9 reveals a pronounced disparity in the purchasing behavior concerning luxury goods. A substantial majority, 88.5%, have not purchased luxury items, leaving only a small segment, 11.5%, that has engaged in purchasing these goods. The data indicates that there is significant potential to expand the market for luxury goods by addressing the reasons behind the low purchasing rates. Businesses can develop strategies to attract new customers by highlighting the unique aspects of luxury goods, offering flexible payment options, and creating marketing campaigns that resonate with the aspirations and desires of potential consumers. By understanding the barriers to purchase, companies can better tailor their approaches to increase interest and engagement in the luxury goods market.

Table 1.5.10

Demographic profile of the respondents in terms of Toys and Games

Categories of Goods Purchased	Purchased (Yes)	Percent	Not Purchased (No)	Percent	Total	Percent
Baby Products	27	7.0	357	93.0	384	100

The combined table presents a comprehensive view of the purchasing behavior across different categories of goods among the respondents. Table 1.5 illustrates a wide range of demand across different product categories. While beauty and personal care products, as well as consumer electronics, show relatively high demand, categories like luxury goods and baby products exhibit

lower levels of consumer interest. Consumer preferences vary significantly. For instance, while a considerable portion of respondents purchased consumer electronics (74.7%) and beauty and personal care products (58.6%), only a small percentage invested in luxury goods (11.5%) and baby products (7.0%). Certain categories, such as health and wellness (15.6%), toys and games (13.0%), and sports and fitness (13.5%), cater to niche markets within the broader consumer landscape. This indicates specialized interests among specific consumer segments. The analysis of consumer behavior across various product categories provides valuable insights into the dynamics of the marketplace. By leveraging these insights, businesses can make informed decisions, adapt to changing consumer preferences, and ultimately drive growth and success in today's competitive landscape.

Table 2.1*Cross-border e-commerce platform – Amazon Global*

Platform	Used (Yes)	Percent	Not Used (No)	Percent	Total	Percent
Amazon Global	198	51.6	186	48.4	384	100

Table 2.1 suggests that Amazon Global has achieved considerable market penetration, with more than half of the respondents utilizing the platform. However, there is still a significant portion of the population that has not engaged with it. The data underscores Amazon Global's strong presence in the cross-border e-commerce market while also pointing to opportunities for further growth and increased market penetration. By understanding and addressing the reasons behind the non-usage, Amazon Global can develop targeted strategies to enhance its appeal and attract a broader audience.

Table 2.2*Cross-border e-commerce platform – Alibaba*

Platform	Used (Yes)	Percent	Not Used (No)	Percent	Total	Percent
Alibaba	261	68.0	123	32.0	384	100

The data in Table 2.2 suggests that Alibaba has achieved strong market penetration, with more than two-thirds of the respondents utilizing the platform. Alibaba's strong position in the cross-border e-commerce market while also pointing to opportunities for further growth and increased market penetration. By understanding and addressing the reasons behind the non-usage, Alibaba can develop targeted strategies to attract a broader audience and solidify its market leadership.

Table 2.3*Cross-border e-commerce platform – JD Worldwide*

Platform	Used (Yes)	Percent	Not Used (No)	Percent	Total	Percent
JD Worldwide	247	64.3	137	35.7	384	100

The demographic profile of respondents regarding the use of JD Worldwide, a cross-border e-commerce platform, reveals that a significant majority (64.3%) have utilized the platform for their shopping needs. This high usage rate demonstrates that JD Worldwide is a popular choice among respondents for cross-border e-commerce, reflecting its extensive reach and strong market presence. JD Worldwide's strong position in the cross-border e-commerce market while also pointing to opportunities for further growth and increased market penetration. By understanding and addressing the reasons behind the non-usage, JD Worldwide can develop targeted strategies to attract a broader audience and solidify its market leadership.

Table 2.4*Cross-border e-commerce platform – Vipshop Global*

Platform	Used (Yes)	Percent	Not Used (No)	Percent	Total	Percent
Vipshop Global	96	25.0	288	75.0	384	100

Table 2.4 shows a significant majority (75.0%) of respondents have not used Vipshop Global. This indicates that the platform faces substantial challenges in attracting users compared to its competitors. It underscores Vipshop Global's current position in the cross-border e-commerce market, with significant room for improvement in market penetration. By understanding and addressing

the reasons behind the high non-usage rate, Vipshop Global can develop targeted strategies to attract a broader audience and enhance its competitive edge in the market.

Table 2.5
Cross-border e-commerce platform – Net Ease Kaola

Platform	Used (Yes)	Percent	Not Used (No)	Percent	Total	Percent
Net Ease Kaola	138	35.9	246	64.1	384	100

Table 2.5 presents the use of Net Ease Kaola, a cross-border e-commerce platform, reveals that a moderate minority (35.9%) have utilized the platform for their shopping needs. This usage rate indicates that while Net Ease Kaola is somewhat popular, it has not achieved the same level of market penetration as some of its competitors. Net Ease Kaola's current position in the cross-border e-commerce market, with significant room for improvement in market penetration. By understanding and addressing the reasons behind the high non-usage rate, Net Ease Kaola can develop targeted strategies to attract a broader audience and enhance its competitive edge in the market.

Table 3
MANOVA results among Chinese consumers in the utilization of cross-border e-commerce platforms for continuous usage in making purchases on cross-border e-commerce websites when grouped according to profile.

Tests of Between-Subjects Effects							
Source	Dependent Variable	df	Mean Square	F	Sig.	Interpretation	Null Hypothesis Decision
Age	Amazon Global	5	.334	1.341	.246	Not Significant	Accept the Null Hypothesis
	Alibaba	5	.197	.900	.481	Not Significant	Accept the Null Hypothesis
	JD Worldwide	5	.285	1.241	.289	Not Significant	Accept the Null Hypothesis
	Vipshop Global	5	.955	5.372	.000	Significant	Reject the Null Hypothesis
	Net Ease Kaola	5	.058	.247	.941	Not Significant	Accept the Null Hypothesis
Gender	Amazon Global	1	4.594	19.218	.000	Significant	Reject the Null Hypothesis
	Alibaba	1	1.898	8.876	.003	Significant	Reject the Null Hypothesis
	JD Worldwide	1	.753	3.291	.070	Not Significant	Accept the Null Hypothesis
	Vipshop Global	1	1.260	6.806	.009	Significant	Reject the Null Hypothesis
	Net Ease Kaola	1	3.375	15.162	.000	Significant	Reject the Null Hypothesis
Educational Background	Amazon Global	2	.231	.920	.399	Not Significant	Accept the Null Hypothesis
	Alibaba	2	.648	2.999	.051	Not Significant	Accept the Null Hypothesis
	JD Worldwide	2	.253	1.0990	.344	Not Significant	Accept the Null Hypothesis

	<i>Vipshop Global</i>	2	2.850	16.379	.000	Significant	Reject the Null Hypothesis
	<i>Net Ease Kaola</i>	2	.474	2.067	.128	Not Significant	Accept the Null Hypothesis
Monthly Amount	Amazon Global	3	.644	2.605	.052	Not Significant	Accept the Null Hypothesis
	Alibaba	3	.218	.997	.394	Not Significant	Accept the Null Hypothesis
	JD Worldwide	3	.150	.649	.584	Not Significant	Accept the Null Hypothesis
	<i>Vipshop Global</i>	3	1.925	11.047	.000	Significant	Reject the Null Hypothesis
	<i>Net Ease Kaola</i>	3	.610	2.679	.047	Significant	Reject the Null Hypothesis
Fashion and apparel	Amazon Global	1	.418	1.671	.197	Not Significant	Accept the Null Hypothesis
	<i>Alibaba</i>	1	1.713	7.992	.005	Significant	Reject the Null Hypothesis
	<i>JD Worldwide</i>	1	2.849	12.764	.000	Significant	Reject the Null Hypothesis
	<i>Vipshop Global</i>	1	1.472	7.792	.005	Significant	Reject the Null Hypothesis
	<i>Net Ease Kaola</i>	1	.537	2.336	.127	Not Significant	Accept the Null Hypothesis
Beauty and personal care	Amazon Global	1	.042	.168	.682	Not Significant	Accept the Null Hypothesis
	Alibaba	1	.699	3.221	.073	Not Significant	Accept the Null Hypothesis
	JD Worldwide	1	.017	.075	.784	Not Significant	Accept the Null Hypothesis
	Vipshop Global	1	.054	.289	.591	Not Significant	Accept the Null Hypothesis
	Net Ease Kaola	1	.505	2.195	.139	Not Significant	Accept the Null Hypothesis
Consumer electronics	Amazon Global	1	.056	.223	.637	Not Significant	Accept the Null Hypothesis
	Alibaba	1	.485	2.229	.136	Not Significant	Accept the Null Hypothesis
	<i>JD Worldwide</i>	1	1.217	5.350	.021	Significant	Reject the Null Hypothesis
	Vipshop Global	1	.539	2.880	.090	Not Significant	Accept the Null Hypothesis
	Net Ease Kaola	1	.063	.273	.601	Not Significant	Accept the Null Hypothesis
Home goods and furnishings	<i>Amazon Global</i>	1	1.126	4.539	.034	Significant	Reject the Null Hypothesis
	<i>Alibaba</i>	1	5.880	28.898	.000	Significant	Reject the Null Hypothesis
	<i>JD Worldwide</i>	1	8.771	42.221	.000	Significant	Reject the Null Hypothesis

Consumers' Continuous Usage Towards Improved Operations and Management of Cross-Border E-Commerce Websites in Jinjiang, Fujian Province, China

	<i>Vipshop Global</i>	1	3.104	17.209	.000	Significant	Reject the Null Hypothesis
	<i>Net Ease Kaola</i>	1	3.973	17.973	.000	Significant	Reject the Null Hypothesis
Food and beverages	<i>Amazon Global</i>	1	1.603	6.492	.011	Significant	Reject the Null Hypothesis
	<i>Alibaba</i>	1	1.175	5.445	.020	Significant	Reject the Null Hypothesis
	<i>JD Worldwide</i>	1	6.522	30.534	.000	Significant	Reject the Null Hypothesis
	<i>Vipshop Global</i>	1	1.855	10.101	.002	Significant	Reject the Null Hypothesis
	<i>Net Ease Kaola</i>	1	1.161	5.084	.025	Significant	Reject the Null Hypothesis
Health and wellness	<i>Amazon Global</i>	1	.084	.335	.563	Not Significant	Accept the Null Hypothesis
	<i>Alibaba</i>	1	.538	2.474	.117	Not Significant	Accept the Null Hypothesis
	<i>JD Worldwide</i>	1	.577	2.519	.113	Not Significant	Accept the Null Hypothesis
	<i>Vipshop Global</i>	1	.494	2.638	.106	Not Significant	Accept the Null Hypothesis
	<i>Net Ease Kaola</i>	1	.851	3.712	.055	Not Significant	Accept the Null Hypothesis
Toys and games	<i>Amazon Global</i>	1	1.553	6.288	.013	Significant	Reject the Null Hypothesis
	<i>Alibaba</i>	1	.578	2.662	.104	Not Significant	Accept the Null Hypothesis
	<i>JD Worldwide</i>	1	2.226	9.898	.002	Significant	Reject the Null Hypothesis
	<i>Vipshop Global</i>	1	.144	.764	.383	Not Significant	Accept the Null Hypothesis
	<i>Net Ease Kaola</i>	1	2.285	10.136	.002	Significant	Reject the Null Hypothesis
Sports and Fitness	<i>Amazon Global</i>	1	1.149	4.632	.032	Significant	Reject the Null Hypothesis
	<i>Alibaba</i>	1	.157	.718	.397	Not Significant	Accept the Null Hypothesis
	<i>JD Worldwide</i>	1	.007	.029	.864	Not Significant	Accept the Null Hypothesis
	<i>Vipshop Global</i>	1	.000	.000	1.000	Not Significant	Accept the Null Hypothesis
	<i>Net Ease Kaola</i>	1	.995	4.347	.038	Significant	Reject the Null Hypothesis
Luxury goods	<i>Amazon Global</i>	1	.012	.048	.826	Not Significant	Accept the Null Hypothesis
	<i>Alibaba</i>	1	.392	1.798	.181	Not Significant	Accept the Null Hypothesis

	JD Worldwide	1	.136	.591	.443	Not Significant	Accept the Null Hypothesis
	Vipshop Global	1	.026	.136	.712	Not Significant	Accept the Null Hypothesis
	<i>Net Ease Kaola</i>	1	.983	4.294	.039	Significant	Reject the Null Hypothesis
Baby products	Amazon Global	1	.377	1.509	.220	Not Significant	Accept the Null Hypothesis
	Alibaba	1	.108	.495	.482	Not Significant	Accept the Null Hypothesis
	JD Worldwide	1	.276	1.201	.274	Not Significant	Accept the Null Hypothesis
	Vipshop Global	1	.720	3.856	.050	Not Significant	Accept the Null Hypothesis
	Net Ease Kaola	1	.067	.290	.591	Not Significant	Accept the Null Hypothesis

Table 3 shows a one-way MANOVA was calculated to examine the effect of the utilization of cross-border e-commerce platforms for continuous usage in making purchases on cross-border e-commerce websites when grouped according to profile among Chinese consumers. Based on the provided multivariate test results, it appears that there are significant effects for several independent variables on the dependent variables at a significance level of .05.

A one-way MANOVA was calculated to examine the effect of Age on cross-border e-commerce platforms. A significant effect was found ($\lambda(25,1390)$, $p = .855$). Follow-up univariate ANOVA indicated that VIPshop Global was significant ($F(5,378) = 5.372$, $p = .000$). Other cross-border e-commerce platforms were not significant. The significance of the results for Vipshop Global suggests that age demographics play an important role in determining the platform's user base. Marketing strategies for Vipshop Global should, therefore, consider age-specific preferences and behaviors to better target their audience. For instance, they might look into which age groups are more likely to use their platform and tailor their marketing campaigns accordingly to attract and retain those age groups.

A one-way MANOVA was calculated to examine the effect of Gender on cross-border e-commerce platforms. A significant effect was found ($\lambda(5,378)$, $p = .932$). Follow-up univariate ANOVA indicated that Amazon Global, Alibaba, VIPshop Global, and Net Ease Kaola were significant ($F(1,382) = 19.218$, $p = .000$), ($F(1,382) = 8.876$, $p = .003$), ($F(1,382) = 6.806$, $p = .009$), and ($F(1,382) = 15.162$, $p = .000$). Only JD Worldwide is not significant. For Amazon Global, Alibaba, Vipshop Global, and Net Ease Kaola, the significant relationship between gender and platform usage suggests that these platforms should consider gender-specific preferences and behaviors in their marketing strategies. By leveraging these insights, these platforms can develop more effective marketing campaigns and user engagement strategies, potentially increasing their market share and user satisfaction among different gender demographics.

A one-way MANOVA was calculated to examine the effect of Educational Background on cross-border e-commerce platforms. A significant effect was found ($\lambda(10,754)$, $p = .883$). Follow-up univariate ANOVA indicated that VIPshop Global was significant ($F(2,381) = 16.379$, $p = .000$). Other cross-border e-commerce platforms are not significant. The analysis reveals a significant relationship between educational background and the usage of Vipshop Global, suggesting targeted marketing, tailored product offerings, and personalized user experiences can effectively attract and retain users from diverse educational segments. In contrast, no significant relationship was found for Amazon Global, Alibaba, JD Worldwide, and Net Ease Kaola, indicating their usage does not vary significantly with educational background.

A one-way MANOVA was calculated to examine the effect of Monthly Purchases Amount on cross-border e-commerce platforms. A significant effect was found ($\lambda(15,1038)$, $p = .865$). Follow-up univariate ANOVA indicated that VIPshop Global and Net Ease Kaola were significant ($F(3,380) = 11.047$, $p = .000$), and ($F(3,380) = .610$, $p = .047$), respectively. Other cross-border e-commerce platforms were not significant. Vipshop Global should tailor marketing efforts and product assortments to different spending segments, and personalize user experiences based on spending habits to enhance engagement and satisfaction. Net Ease Kaola

should develop targeted campaigns, offer a diverse product range for various spending capacities and implement loyalty programs to resonate with different customer spending behaviors.

A one-way MANOVA was calculated to examine the effect of Fashion and Apparel on cross-border e-commerce platforms. A significant effect was found ($\lambda(5,378)$, $p = .950$). Follow-up univariate ANOVA indicated that Alibaba, JD Worldwide, and Vipshop Global were significant ($F(1,382) = 7.992$, $p = .005$), ($F(1,382) = 12.764$, $p = .000$), and ($F(1,382) = 7.972$, $p = .005$), respectively. Other cross-border e-commerce platforms were not significant. Overall, these findings highlight the importance of considering fashion and apparel purchases in the marketing and operational strategies of Alibaba, JD Worldwide, and Vipshop Global to better align with the preferences and behaviors of their users, thereby enhancing their competitive positioning in the market.

A one-way MANOVA was calculated to examine the effect of Beauty and Personal care on cross-border e-commerce platforms. No significant effect was found ($\lambda(5,378) = .984$, $p > .05$). None of the cross-border e-commerce platforms were significant.

A one-way MANOVA was calculated to examine the effect of Consumer electronics on cross-border e-commerce platforms. A significant effect was found ($\lambda(5,378)$, $p = .979$). Follow-up univariate ANOVA indicated that JD Worldwide was significant ($F(1,382) = 5.350$, $p = .021$). Other cross-border e-commerce platforms were not significant. JD Worldwide should tailor marketing efforts to highlight consumer electronics, expand product offerings in this category to meet diverse consumer demands and enhance user engagement through personalized recommendations, focusing on improving satisfaction among tech-savvy consumers.

A one-way MANOVA was calculated to examine the effect of Home Goods and Furnishings on cross-border e-commerce platforms. A significant effect was found ($\lambda(5,378)$, $p = .871$). All cross-border e-commerce platforms were significant. Amazon Global, Alibaba, JD Worldwide, Vipshop Global, and Net Ease Kaola should tailor their marketing strategies, product offerings, and user engagement efforts to align with the preferences of consumers interested in home goods and furnishings. Platforms can focus on promoting home goods and furnishings categories, expanding product ranges, and providing personalized recommendations to enhance user satisfaction and engagement in this product category.

A one-way MANOVA was calculated to examine the effect of Food and Beverages on cross-border e-commerce platforms. A significant effect was found ($\lambda(5,378)$, $p = .902$). All cross-border e-commerce platforms were significant. Amazon Global, Alibaba, JD Worldwide, Vipshop Global, and Net Ease Kaola should adapt their marketing strategies, product offerings, and user engagement efforts to cater to the preferences of consumers interested in food and beverages.

Platforms can focus on promoting food and beverages categories, expanding product ranges, and providing personalized recommendations to enhance user satisfaction and engagement in this product category.

A one-way MANOVA was calculated to examine the effect of Health and Wellness care on cross-border e-commerce platforms. No significant effect was found ($\lambda(5,378) = .984$, $p > .05$). None of the cross-border e-commerce platforms were significant.

A one-way MANOVA was calculated to examine the effect of Toys and Games on cross-border e-commerce platforms. A significant effect was found ($\lambda(5,378)$, $p = .952$). Follow-up univariate ANOVA indicated that Amazon Global, JD Worldwide, and Net Ease Kaola were significant ($F(1,382) = 6.288$, $p = .013$), ($F(1,382) = 9.898$, $p = .002$), and ($F(1,382) = 10.136$, $p = .002$). Other cross-border e-commerce platforms were not significant. The e-commerce platforms Amazon Global, JD Worldwide, and Net Ease Kaola should prioritize toys and games by tailoring marketing, expanding product ranges, and enhancing user engagement to meet diverse consumer needs and preferences. Implementing targeted campaigns, diversifying product offerings, and fostering engagement will help attract and retain customers interested in toys and games, thereby improving competitiveness in the market.

A one-way MANOVA was calculated to examine the effect of Sports and Fitness on cross-border e-commerce platforms. A significant effect was found ($\lambda(5,378)$, $p = .973$). Follow-up univariate ANOVA indicated that Amazon Global and Net Ease Kaola were significant ($F(1,382) = 4.632$, $p = .032$), and ($F(1,382) = 4.347$, $p = .038$). Other cross-border e-commerce platforms were not significant. Amazon Global and Net Ease Kaola should both focus their marketing efforts on promoting sports and fitness products to appeal to their respective user bases. By expanding their product offerings and providing personalized engagement strategies, they can effectively capture the interest of consumers looking for sports and fitness items, thereby enhancing user satisfaction and engagement on both platforms.

A one-way MANOVA was calculated to examine the effect of luxury Goods on cross-border e-commerce platforms. A significant effect was found ($\lambda(5,378), p = .984$). Follow-up univariate ANOVA indicated that Net Ease Kaola was significant ($F(1,382) = 4.294, p = .039$). Other cross-border e-commerce platforms were not significant.

A one-way MANOVA was calculated to examine the effect of Baby Products on cross-border e-commerce platforms. No significant effect was found ($\lambda(5,378) = .971, p > .05$). None of the cross-border e-commerce platforms were significant.

Table 4.1.1

Weighted Mean scores of Chinese consumers' regarding their continuous usage of cross-border e-commerce websites in terms of Perceived Ease of Use

Perceived Ease of Use	Mean	Interpretation
I find it easy to use this technology in cross-border e-commerce	3.88	Strongly Agree
The time and energy required to use this technology is minimal in cross-border e-commerce.	3.88	Strongly Agree
The system is flexible and adaptable to different users' needs in cross-border e-commerce	3.85	Strongly Agree
I feel confident in my ability to understand and operate this technology.	3.83	Strongly Agree
The process of using this technology is hassle-free and convenient in cross-border e-commerce.	3.84	Strongly Agree
Perceived Ease of Use Weighted Mean	3.86	Strongly Agree

The data from Table 4.1.1 elucidates a notably high level of perceived ease of use regarding the technology employed in cross-border e-commerce. Across all metrics, it is indicative of a prevalent consensus among participants. Furthermore, the weighted mean of 3.86 corroborates this sentiment, firmly positioning within the "Strongly Agree" category and affirming a collective acknowledgment of the technology's user-friendly nature. These findings underscore users' widespread recognition of the technology's innate intuitiveness, convenience, and adaptability within the realm of cross-border e-commerce. Users' acceptance of technology in cross-border e-commerce contexts is influenced by perceived ease of use and usefulness (Liu, Z., Zhong, Z., & Teo, B. S. X. (2023), Carvache-Franco, O. et al (2022). Factors like perceived security, trust, and ease of use positively impact users' purchase intentions, with security having the greatest influence (Goundar, S., Lal, K., Chand, A., & Vyas, P. (2021).

Table 4.1.2

Weighted Mean scores of Chinese consumers' regarding their continuous usage of cross-border e-commerce websites in terms of Perceived Usefulness

Perceived Usefulness	Mean	Interpretation
Using cross-border e-commerce platforms saves you time and effort compared to traditional shopping methods	3.81	Strongly Agree
Customer reviews and ratings provided on the cross-border e-commerce platform are useful	3.84	Strongly Agree
Using the cross-border e-commerce platform improves your work efficiency	3.82	Strongly Agree
Product recommendations provided by the cross-border e-commerce platform are useful	3.84	Strongly Agree
Using cross-border e-commerce platforms provides access to a wider range of products than traditional shopping methods	3.83	Strongly Agree
Perceived Usefulness Weighted Mean	3.83	Strongly Agree

The data presented in Table 4.1.2 reveals a robust perception of the utility of cross-border e-commerce platforms, as evidenced by consistently high scores across all metrics. Each item signals a strong consensus among respondents. Moreover, the weighted mean of 3.83 further underscores this sentiment, firmly situated within the "Strongly Agree" category and affirming a prevailing positive outlook regarding the platforms' efficacy. These findings imply that users perceive cross-border e-commerce platforms as instrumental tools facilitating various aspects of their online shopping experiences. Specifically, respondents attribute significant

value to the platforms' capacity to streamline transactions, enhance productivity, broaden product accessibility, and furnish indispensable features such as customer reviews, ratings, and personalized recommendations. Such perceptions underscore the platforms' pivotal role in optimizing users' shopping endeavors and bolstering operational efficiency. In essence, these platforms have been instrumental in promoting sustainable development in the cross-border e-commerce industry by positively influencing consumers' purchase intentions through factors like perceived usefulness, ease of use, security, and trust (Duan, C., Kotey, B., & Sandhu, K. (2021).

Table 4.2

Weighted Mean scores of Chinese consumers' regarding their continuous usage of cross-border e-commerce websites in terms of Perceived Security

Perceived Security	Mean	Interpretation
I believe that the online system or service offered by the company is secure enough for me to conduct a transaction.	3.86	Strongly Agree
The system or technology implemented by the company ensures the safety and security of my personal and financial information during online transactions.	3.85	Strongly Agree
I feel confident in the level of security provided by the company's online platform or website.	3.85	Strongly Agree
I am satisfied with the measures taken by the company to protect my personal and financial information during online transactions.	3.86	Strongly Agree
I believe that it is safe to conduct business transactions on the company's e-commerce platform or website.	3.85	Strongly Agree
Perceived Security Weighted Mean	3.85	Strongly Agree

The data extracted from Table 4.1.3 underscores a pronounced level of perceived security regarding the company's online platform or website. With a weighted mean of 3.85, falling distinctly within the "Strongly Agree" category, the findings substantiate a prevailing positive sentiment among users towards the platform's security protocols. These results illuminate users' robust confidence in the efficacy of the security measures instituted by the company to safeguard their personal and financial data during online transactions. This confidence is further underscored by users' unwavering belief in the platform's adequacy for conducting secure transactions, coupled with their satisfaction with the protective measures employed to fortify their information. In essence, the research findings suggest that security and privacy positively influence perceived value and trust in e-commerce applications (Anshori, M. Y., Karya, D. F., & Gita, M. N. (2022). Additionally, trust and security are crucial factors affecting the trust of Internet shoppers in e-commerce sites (Ginting, A., Ghuron, M., & Indrayanti, K. W. (2023).

Table 4.3

Weighted Mean scores of Chinese consumers' regarding their continuous usage of cross-border e-commerce websites in terms of Service Quality

Service Quality	Mean	Interpretation
The service provided by the company makes me feel safe and confident.	3.85	Strongly Agree
I am satisfied with the convenience of the service provided by the company.	3.84	Strongly Agree
I trust that the service provided by the company is reliable and consistent.	3.85	Strongly Agree
Any issues or problems with the service provided by the company are resolved quickly and effectively.	3.84	Strongly Agree
The service provided by the company meets my expectations in terms of timeliness.	3.85	Strongly Agree
Service Quality Weighted Mean	3.85	Strongly Agree

The data gleaned from Table 4.3 elucidates a notable elevation in the perceived service quality rendered by the company. With a weighted mean of 3.85, firmly situated within the "Strongly Agree" category, the findings affirm a pervasive positive appraisal among users regarding the service standards. These results underscore users' profound sense of assurance, confidence, and contentment with various facets of the service, including its reliability, consistency, timeliness, and convenience. Moreover, users perceive a swift and efficacious resolution of any encountered issues or challenges, augmenting their overall satisfaction with the service. In essence, the findings delineate a highly favorable perception of the company's service quality, indicative of a robust foundation of trust and contentment among users regarding the services provided.

Table 4.4

Weighted Mean scores of Chinese consumers' regarding their continuous usage of cross-border e-commerce websites in terms of Customer Satisfaction

Customer Satisfaction	Mean	Interpretation
I am satisfied with the quality of the products or services offered by the company.	3.85	Strongly Agree
The products or services offered by the company meet my expectations in terms of performance and quality.	3.86	Strongly Agree
I have a favorable opinion of the company overall.	3.85	Strongly Agree
I would be willing to purchase products or services from the company again in the future.	3.83	Strongly Agree
I would recommend the company's products or services to others.	3.82	Strongly Agree
Customer Satisfaction Weighted Mean	3.84	Strongly Agree

The data provided in Table 4.4 underscores a notably elevated level of customer satisfaction regarding the products and services provided by the company. With a weighted mean of 3.84, firmly situated within the "Strongly Agree" category, the findings affirm a pervasive positive sentiment among users regarding their satisfaction levels. These results indicate that users harbor a profound sense of contentment with the quality of the company's products or services, perceiving them to consistently meet or exceed their performance and quality expectations. Additionally, users exhibit a favorable overall opinion of the company, coupled with a demonstrated willingness to engage in future transactions with the company and recommend its offerings to others. In essence, the findings delineate a robust manifestation of customer satisfaction and loyalty towards the company, reflective of users' high levels of contentment with its products and services, as well as their positive perceptions of the company's overall standing and offerings.

Table 4.5

Weighted Mean scores of Chinese consumers' regarding their continuous usage of cross-border e-commerce websites in terms of Continue Usage

Continuous Usage	Mean	Interpretation
The customer service representatives of the company are knowledgeable and helpful in assisting me with my needs.	3.87	Strongly Agree
The company is responsive to my inquiries and concerns in a timely manner.	3.85	Strongly Agree
I feel valued as a customer of the company.	3.84	Strongly Agree
The company provides clear and transparent information about its products or services.	3.84	Strongly Agree
The company is committed to continuously improving the quality of its products or services.	3.84	Strongly Agree
Continuous Usage Weighted Mean	3.85	Strongly Agree

The data presented in Table 4.5 underscores a notably high propensity for continued utilization of the company's products or services. With a weighted mean of 3.85 firmly within the "Strongly Agree" category, the findings substantiate an overarching positive perception regarding the inclination for sustained engagement among users. These results intimate users' favorable appraisal of various aspects intrinsic to the company, which collectively contribute to their inclination to persist in using its products or services. Firstly, users perceive the company's customer service representatives as adept and supportive in addressing their

requirements, indicating a favorable experiential encounter. Secondly, users perceive the company to be responsive to their inquiries and concerns in a timely manner, thereby augmenting their satisfaction and confidence in the company's reliability. Moreover, users sense a degree of appreciation and value as patrons of the company, signifying gratifying and fulfilling interactions with the company. Additionally, users acknowledge the company's provision of clear and transparent information about its products or services, facilitating informed decision-making processes. Furthermore, users discern a commitment from the company towards ongoing refinement and enhancement of product or service quality, embodying a progressive ethos aligned with users' expectations for continual advancement and innovation. In essence, users articulate a strong propensity for sustained utilization of the company's offerings, underpinned by favorable encounters with customer service, responsiveness, perceived value, transparency, and a commitment to continual improvement.

Table 5

Multiple Linear Regression results between Chinese consumers' continuous usage of cross-border e-commerce websites and the following factors: technology acceptance model constructs, perceived security, service quality, and customer satisfaction.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477 ^a	.227	.217	.301
a. Predictors: (Constant), Customer Satisfaction Weighted Mean, Perceived Ease of Use Weighted Mean, Perceived Usefulness Weighted Mean, Service Quality Weighted Mean, Perceived Security Weighted Mean				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.058	5	2.012	22.254	.000 ^b
	Residual	34.168	378	.090		
	Total	44.227	383			
a. Dependent Variable: Continuous Usage Weighted Mean						
b. Predictors: (Constant), Customer Satisfaction Weighted Mean, Perceived Ease of Use Weighted Mean, Perceived Usefulness Weighted Mean, Service Quality Weighted Mean, Perceived Security Weighted Mean						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.119	.269		4.158	.000
	Perceived Ease of Use Weighted Mean	.140	.045	.144	3.079	.002
	Perceived Usefulness Weighted Mean	.080	.048	.085	1.668	.096
	Perceived Security Weighted Mean	.087	.053	.086	1.644	.101
	Service Quality Weighted Mean	.218	.052	.218	4.208	.000
	Customer Satisfaction Weighted Mean	.187	.051	.191	3.686	.000
a. Dependent Variable: Continuous Usage Weighted Mean						

Table 5 depicts a multiple linear regression that was calculated to predict consumers' continuous usage of cross-border e-commerce websites and the following factors: technology acceptance model constructs, perceived security, service quality, and customer satisfaction. A significant regression equation was found ($F(5,378) = 22.254, p < .001$). Perceived Ease of Use, Service Quality, and Customer Satisfaction were significant predictors, while Perceived Usefulness and Perceived Security were not significant.

4. Discussions

This chapter undertakes a comprehensive examination and synthesis of the primary research findings, condensing them for clarity. Furthermore, it furnishes practical guidance and delineates the implications derived from the study.

4.1 Conclusions

The research paper delves into the significance of factors such as perceived ease of use, perceived usefulness, perceived security, service quality, and customer satisfaction in influencing consumers' continuous usage behavior on cross-border e-commerce websites. By focusing on these key elements, the study aims to provide a comprehensive analysis of the factors that drive consumers to continue using these platforms for their online purchases. Through a detailed examination of the demographic profile of respondents, including age, gender, educational background, monthly purchase amount, and categories of goods purchased, the research sheds light on the diverse consumer base engaging in cross-border e-commerce activities. Understanding these demographic characteristics is crucial for tailoring marketing strategies and enhancing user experiences to meet the specific needs and preferences of different consumer segments.

The study investigates the cross-border e-commerce platforms preferred by Chinese consumers for making purchases, highlighting the platforms that have garnered significant market share and consumer loyalty. The research also examines whether there are significant differences among Chinese consumers in the utilization of cross-border e-commerce platforms based on their demographic profiles. The study assesses the level of agreement among Chinese consumers regarding their continuous usage of cross-border e-commerce websites in terms of various factors, including the Technology Acceptance Model constructs, perceived security, service quality, and customer satisfaction.

The research paper formulates hypotheses to test the significance of factors such as technology acceptance model constructs, perceived security, service quality, and customer satisfaction in influencing consumers' continuous usage behavior on cross-border e-commerce websites. By testing these hypotheses, the study aims to validate the relationships between these factors and consumers' willingness to continue using cross-border e-commerce platforms for their online purchases. The research paper provides valuable insights into the factors influencing consumers' continuous usage behavior on cross-border e-commerce websites in Jinjiang, Fujian Province, China. The findings and implications of this research can guide businesses in optimizing their operations and management strategies to enhance customer satisfaction, drive continued usage, and maintain competitiveness in the dynamic e-commerce landscape.

The research paper presents a comprehensive analysis of Chinese consumers' behavior and perceptions towards cross-border e-commerce platforms. The study highlights a strong level of customer satisfaction and loyalty, with users expressing a positive sentiment towards the quality of products and services offered by the company. Through the use of various statistical analyses such as ANOVA, t-tests, and multiple linear regression, the research identifies key factors influencing consumers' continuous usage of cross-border e-commerce websites, including customer service, perceived security, service quality, and customer satisfaction. The findings underscore the importance of factors such as responsiveness, value perception, transparency, and continuous quality improvement in driving consumer engagement and loyalty.

4.2 Recommendations

Chapter 3 analyzes how Chinese consumers use cross-border e-commerce platforms. It explains the methods used, including calculating averages and statistical tests, and discusses the demographics of respondents. The findings show a high level of consumer satisfaction and loyalty, highlighting factors influencing continued usage. Tailored recommendations are provided based on these insights to assist stakeholders effectively. Based on the provided results on various factors affecting cross-border e-commerce platforms, here are some recommendations for different stakeholders:

For Consumers: These recommendations address critical aspects of the consumer experience in cross-border e-commerce, from initial platform selection to ongoing usage and satisfaction.

- Cross-border e-commerce platforms prioritize user experience by offering ease of use and user-friendly interfaces. Critical factors such as service experience, website design, product information clarity, and page loading speed are pivotal in shaping customer satisfaction and loyalty. Additionally, attributes like perceived usefulness, ease of use, security, and trust are essential in positively influencing consumers' purchase intentions, thereby underscoring the importance of a seamless and secure online shopping experience. Enhancing user experience through personalization features and mobile

optimization can further elevate customer satisfaction and loyalty. Ultimately, focusing on user experience will enable platforms to improve competitiveness, retain customers, and achieve long-term success in the increasingly competitive cross-border e-commerce market.

- It is recommended to educate consumers about the distinctions among various cross-border e-commerce platforms to empower them to make informed decisions. Ensuring transparency in online platforms, including clear details on search results, contractual entities, and user reviews, significantly enhances consumer trust and influences choice behavior. Additionally, raising awareness of self-selection bias in user-generated data can improve decision-making satisfaction. Addressing concerns regarding personal information privacy through targeted awareness initiatives is essential to protect consumers from privacy violations and cybercrimes. By providing comprehensive information on platform features, reliability, and suitability for different product categories, consumers can better align their choices with their preferences, ultimately leading to more informed and beneficial decisions.

For Cross-border E-commerce Companies: These three recommendations address key aspects of running a successful cross-border e-commerce operation, from optimizing the user experience to providing high-quality service and staying responsive to market dynamics.

- It is recommended to enhance user experience by tailoring it to specific demographics, such as age groups and genders, to boost customer satisfaction and loyalty. The research underscores the importance of factors such as ease of navigation, visual design, and personalization features in influencing customer satisfaction. By focusing on these elements, platforms can positively impact consumer engagement and retention.
- Cross-border e-commerce companies conduct regular market research to understand consumer preferences and effectively tailor platform features. By adapting strategies based on consumer needs and emerging trends, companies can enhance customer satisfaction and retention.

For Policymakers and Regulators: These recommendations address critical regulatory and policy aspects that impact the operation and management of cross-border e-commerce websites. They contribute to creating an environment conducive to fair competition, consumer protection, and innovation, ultimately fostering the growth and development of the cross-border e-commerce sector.

- It is recommended to develop and enforce robust regulatory frameworks for cross-border e-commerce platforms. These regulations are essential for ensuring fair competition, protecting consumer rights, and fostering trust by establishing minimum standards for online transactions. While compliance with diverse regulations across countries poses challenges, particularly for small businesses, the absence of legislative guidance on pricing supervision and cross-border e-commerce rules in some regions underscores the need for comprehensive regulatory environments. Effective regulations, such as those implemented in the EU, can safeguard consumers in cross-border disputes and post-pandemic scenarios, thereby enhancing confidence in online transactions. Addressing platform governance challenges requires a multi-faceted approach involving self-regulation, cooperative regulation, and external regulation.
- It is recommended to implement measures that enhance data privacy and security standards to foster consumer trust in cross-border e-commerce transactions. The principle of 'data free flow with trust' underscores the importance of trust in facilitating data sharing across borders. By integrating privacy-enhancing technologies and adhering to comprehensive data protection frameworks, cross-border e-commerce platforms can thrive while ensuring consumer trust and data security.
- It is recommended to foster innovation in the cross-border e-commerce sector through supportive policies, as this is crucial for sustainable growth. Innovation drives competition, enhances efficiency, and improves the consumer experience, thereby fueling the expansion and adoption of cross-border e-commerce activities. The integration of advanced technologies, strategic policies, and increased demand has significantly contributed to the success of cross-border e-commerce, facilitating global sellers' participation in international trade. Furthermore, developing cross-border e-commerce ecosystems and optimizing business models and processes have substantially increased resource utilization and commercial value, thereby enhancing the competitive advantage of e-commerce enterprises. By embracing innovation and enacting supportive policies, the cross-border e-commerce sector can achieve sustained growth and meet the evolving needs of consumers and businesses alike.

For International Trade Regulators: These recommendations address critical regulatory and policy aspects that impact the operation and management of cross-border e-commerce websites on an international scale. They contribute to creating an

environment conducive to seamless cross-border transactions, consumer protection, and continuous improvement in service quality and customer satisfaction.

- **Facilitating Cross-border Transactions:** Streamlining customs procedures and trade regulations is imperative for enhancing cross-border e-commerce operations. The digitalization of customs processes, including the introduction of electronic document flow, is crucial for expediting customs clearance, reducing risks of smuggling, and boosting goods turnover. Countries have been reforming their procedures by implementing electronic documentation systems and enhancing customs procedures to improve efficiency (Hiraide, T., Hanaoka, S., & Matsuda, T. (2022)). Efforts to create a single digital space for international customs cooperation are underway to enhance the efficiency of interactions between customs authorities of different states. Simplified customs procedures and reduced bureaucratic hurdles can significantly lower barriers to international trade, making cross-border e-commerce operations more efficient and cost-effective, thereby fostering sector growth.
- **Harmonization of Standards:** Harmonizing regulatory standards in cross-border e-commerce is crucial for promoting efficiency and interoperability (Challapalli, S. (2023)). This alignment reduces compliance costs for businesses and fosters consumer trust through consistent product quality and safety standards (Xiao, Y., & Li, Y. (2023)). The rise of digital trade and the need for coordinated international rules emphasize the importance of common standards in cross-border data flow (Chang, K. C. (2022)). While regulatory measures like sanitary and phytosanitary requirements aim to balance health protection and trade facilitation, challenges arise with the growth of small-scale cross-border e-commerce activities. Market-driven standardization in contract and company law can also play a significant role in enhancing economic integration and cross-border business activities. Overall, consistent regulatory frameworks are essential for streamlining cross-border transactions and ensuring a reliable and uniform business environment.
- **Regular Feedback:** Regulators can indeed play a crucial role in enhancing service quality and customer satisfaction in cross-border e-commerce. By collecting and disseminating feedback from consumers, regulators can facilitate dialogue between businesses and consumers, promoting best practices in service provision and customer care (Li, Z. (2023, June)). Understanding cultural influences on consumer sentiment orientation and service quality perception is essential for regulators to guide companies in improving their services (Mei, G. (2023, January)).

For Consumer Protection Authorities: These recommendations address key aspects of consumer protection in cross-border e-commerce, from ensuring regulatory compliance to empowering consumers through education and feedback mechanisms. They contribute to enhancing consumer trust, confidence, and satisfaction in the cross-border e-commerce ecosystem.

- **Monitoring and Enforcement:** Strengthening monitoring and enforcement mechanisms for compliance with consumer protection laws is crucial (Bashir, S., Khan, A. S., & Khan, F. S. (2023)). These mechanisms cover various aspects like product quality, pricing transparency, and dispute resolution (Rodrigues, L. A. A. (2023)). Effective monitoring and enforcement by consumer protection authorities are vital to prevent fraudulent practices and maintain trust in cross-border e-commerce transactions. By actively monitoring and enforcing compliance, authorities can uphold consumer rights, promote fair business practices, and enhance the overall integrity of e-commerce transactions.
- **Education and Awareness:** Consumer education plays a pivotal role in enhancing consumer protection in cross-border e-commerce transactions. Educated consumers, as highlighted in (Bashir, S., Khan, A. S., & Khan, F. S. (2023)), are empowered to make informed decisions, identify risks, and safeguard themselves from fraudulent activities. By promoting awareness, as emphasized in Bashir, S., Khan, A. S., & Khan, F. S. (2023), consumer protection authorities enable consumers to navigate the cross-border e-commerce landscape confidently. The significance of online consumer protection laws, further underscores the importance of educating consumers about their rights and responsibilities in the digital realm. Therefore, launching consumer education campaigns is crucial to equip consumers with the knowledge and skills needed to engage safely and securely in cross-border e-commerce transactions, ultimately fostering a more trustworthy and efficient online marketplace.
- **Regular Feedback:** Consumer feedback plays a crucial role in enhancing service quality and customer satisfaction in cross-border e-commerce companies. By providing insights into consumer experiences, feedback aids in identifying areas for improvement and addressing concerns effectively (Joel, M. R. et al (2023)). This communication channel between consumers and businesses not only fosters accountability but also encourages continuous enhancement in service quality and customer satisfaction. Through mechanisms like customer reviews, surveys, and social media platforms like Twitter, companies can gain valuable insights into consumer preferences, enabling them to personalize experiences and stay ahead of competitors. Ultimately, consumer feedback serves as a vital tool for cross-border e-commerce companies to adapt, grow, and meet the evolving needs of their customers effectively.

For Telecommunications and Technology Regulatory Authorities: These recommendations address critical aspects of infrastructure development, regulatory support for innovation, and user experience enhancement, which are essential for the efficient operation and management of cross-border e-commerce websites. They contribute to creating an environment conducive to growth, innovation, and competitiveness in the cross-border e-commerce sector.

- Invest in robust telecommunications and digital infrastructure to support the increasing demand for cross-border e-commerce services. Developing reliable internet connectivity, secure payment gateways, and efficient logistics networks is essential for facilitating seamless cross-border transactions and enhancing the overall user experience. The rapid growth of cross-border e-commerce underscores the need to improve logistics infrastructure and services to meet the rising demand for imported goods. Additionally, the performance of cross-border e-commerce companies is positively influenced by the service capabilities of digital platforms and their digital transformation efforts, highlighting the critical role of digital infrastructure in driving enterprise success. Therefore, strategic investments in telecommunications and digital infrastructure are paramount for sustaining the growth and success of cross-border e-commerce operations.
- Prioritize regulatory support for technological innovation across various sectors, including digital payments, logistics, and data analytics, to enhance the efficiency and competitiveness of cross-border e-commerce platforms. Regulatory frameworks that foster innovation, encourage competition and ensure data privacy and security are crucial for creating an environment conducive to technological advancements benefiting both businesses and consumers. These frameworks leverage cutting-edge technologies such as big data analytics, artificial intelligence, and blockchain to streamline regulatory compliance activities and drive innovation forward. Furthermore, the synergistic interaction of institutional components within regulatory support systems has demonstrated the most significant effects, underscoring the importance of cohesive regulatory structures in promoting innovation. These efforts not only facilitate compliance but also pave the way for the seamless integration of digital tools in the financial and tax sectors, thereby contributing to overall economic development.
- Regulatory authorities actively promote user-centric design in cross-border e-commerce platforms to enhance consumer experiences. Factors such as perceived usefulness, ease of use, and security have a positive influence on purchase intentions. Quality aspects including platform information, system, and service quality significantly impact perceived value and purchase intentions. However, designing user-centered services faces challenges due to the diversity of languages, cultures, and processes across borders. Trust plays a crucial role in addressing trust issues within the industry, with platform factors exerting the most significant impact on consumer trust. By emphasizing user needs, regulatory bodies can ensure that platforms prioritize ease of use and user-friendly interfaces, ultimately improving the overall shopping experience and fostering trust among consumers.

For Researchers and Academics: These recommendations address critical aspects of research and analysis that can contribute to the improvement of the operation and management of cross-border e-commerce websites. They provide valuable insights into consumer behavior, industry trends, and the effectiveness of interventions, helping to inform decision-making and strategy development for cross-border e-commerce stakeholders.

- Conducting further research to explore the underlying factors driving consumer preferences for specific cross-border e-commerce platforms across different demographic segments is crucial. Understanding these factors can provide valuable insights into consumer behavior and preferences, enabling cross-border e-commerce companies to tailor their offerings and strategies to better meet consumer needs.
- Undertaking longitudinal studies to track the evolving trends and dynamics in the cross-border e-commerce landscape and assess the impact of various interventions and policy measures over time is essential. Longitudinal studies allow researchers to observe changes and trends over an extended period, providing valuable data for policymakers, regulators, and industry stakeholders to make informed decisions and strategies.
- Providing feedback to cross-border e-commerce companies regarding their experiences with service quality and customer satisfaction to encourage continuous improvement is valuable. Academic research can contribute to this process by conducting surveys, interviews, and analyses to gather feedback from consumers and identify areas for improvement in service quality and customer satisfaction.

4.3. Implications of the Study

The implications derived from the study on cross-border e-commerce platforms and consumer behavior offer a comprehensive roadmap for stakeholders to navigate the dynamic landscape of online retail. By delving deeper into these implications, businesses can develop strategies that not only meet consumer expectations but also provide a competitive edge in the market. The study's

insights provide a foundation for businesses to align their strategies with consumer preferences. By understanding the factors influencing continuous usage behavior, companies can tailor their offerings and services to enhance customer satisfaction and loyalty. This strategic alignment can drive business growth and sustainability in the long term.

Implementing the study's recommendations can differentiate businesses in the competitive e-commerce landscape. Prioritizing user experience, service quality, and innovation can set companies apart from competitors, attracting and retaining a loyal customer base. This competitive advantage can lead to increased market share and long-term success. By focusing on service quality, data security, and privacy based on the study's insights, businesses can build consumer trust and confidence. Prioritizing these aspects can establish a reputation for reliability and integrity, leading to higher customer retention and positive word-of-mouth referrals.

The study's implications can guide regulators in developing clear frameworks that protect consumer rights and promote fair competition in cross-border e-commerce. By enforcing ethical practices and data protection standards, regulators can create a trustworthy environment that benefits both businesses and consumers. The study's implications extend to the academic community by emphasizing the importance of ongoing research in understanding consumer behavior in e-commerce. Further studies and research can contribute to the evolution of best practices, benefiting businesses, consumers, and policymakers alike.

Embracing the implications of the study can empower stakeholders to navigate the complexities of cross-border e-commerce effectively. By leveraging these insights to inform business strategies, enhance competitiveness, build consumer trust, ensure regulatory compliance, and contribute to academic research, stakeholders can drive positive outcomes and foster sustainable growth in the ever-evolving e-commerce landscape.

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Appendix A

Survey Letter

Greetings!

Dear Respondents,

My name is Tianfa Luo, and I am a Master in Business Administration student at Adamson University. I am currently conducting a research study on the topic of "Consumers' Continuous Usage Toward an Improved Operations and Management of Cross-Border E-Commerce Websites in Jinjiang, Fujian Province, China" and I would be grateful if you could participate in my survey.

This study investigates the factors influencing consumers' continuous usage to purchase using cross-border e-commerce websites. Your participation in this survey will help me better understand the current state of consumers' continuous usage of cross-border e-commerce websites.

The survey should take approximately 10-15 minutes to complete, and there are no known or anticipated risks to contribute to this study. All information provided will be kept in the utmost confidentiality and will be used only for academic purposes. If you have any questions or concerns about how your data will be used, please do not hesitate to contact me. Thank you for considering my request and for your participation in this study.

Best regards,

Tianfa Luo
MBA Student,
Adamson University

Appendix B

Survey Questionnaire

“Consumers' Continuous Usage Toward an Improved Operations and Management of Cross-Border E-Commerce Websites in Jinjiang, Fujian Province, China”

Instruction: The following questions investigate the factors influencing consumers' continuous usage to purchase on cross-border e-commerce websites.

I authorize and consent to the general use, collection, and sharing of my information with the research for the study.

Part I. Profile of the Respondents

Please check (✓) the answer corresponds to your data.

Age	Gender	Educational Background
<input type="checkbox"/> 18-24 years old		
<input type="checkbox"/> 25-31 years old	<input type="checkbox"/> Male	<input type="checkbox"/> College level
<input type="checkbox"/> 32-38 years old	<input type="checkbox"/> Female	<input type="checkbox"/> College graduate
<input type="checkbox"/> 39-45 years old		<input type="checkbox"/> Graduate degree
<input type="checkbox"/> 46-52 years old		
<input type="checkbox"/> 53-60 years old		
	Categories of goods purchased	
Monthly purchase amount	<input type="checkbox"/> Fashion and apparel	<input type="checkbox"/> Toys and games
<input type="checkbox"/> 500 – 1,000 yuan	<input type="checkbox"/> Beauty and personal care	<input type="checkbox"/> Sports and fitness
<input type="checkbox"/> 1,001 – 1,500 yuan	<input type="checkbox"/> Consumer electronics	<input type="checkbox"/> Luxury goods
<input type="checkbox"/> 1,501 – 2,000 yuan	<input type="checkbox"/> Home goods and furnishings	<input type="checkbox"/> Baby products
<input type="checkbox"/> over 2,000 yuan	<input type="checkbox"/> Food and beverages	
	<input type="checkbox"/> Health and wellness	

Part II. Continuous usage of cross-border e-commerce platforms by Chinese consumers to make purchases on cross-border e-commerce websites.

Instruction: Kindly check (✓) below the cross-border e-commerce platforms you utilize to make purchases on cross-border e-commerce websites.

Cross-border e-commerce platforms

- Alibaba
 Net Ease Kaola
 JD Worldwide
 Vipshop Global
 Amazon Global

Part III. The perspective of the Chinese consumer towards TAM and other constructs on continuous usage to purchase using cross-border e-commerce websites.

Instruction: Kindly check (✓) the number opposite each item on your level of agreement towards the following constructs/variables on the continuous usage of cross-border e-commerce websites using a 4-point Likert-scale listed below:

Rating	Description	Verbal Interpretation
4	Strongly Agree	Very Favorable
3	Agree	Favorable
2	Disagree	Unfavorable
1	Strongly Disagree	Very Unfavorable

Perceived Ease of Use	4	3	2	1
I find it easy to use this technology in cross-border e-commerce				
The time and energy required to use this technology is minimal in cross-border e-commerce.				
The system is flexible and adaptable to different users' needs in cross-border e-commerce				
I feel confident in my ability to understand and operate this technology.				
The process of using this technology is hassle-free and convenient in cross-border e-commerce.				

Rating	Description	Verbal Interpretation
4	Strongly Agree	Highly Beneficial
3	Agree	Beneficial
2	Disagree	Not Beneficial
1	Strongly Disagree	Detrimental

Perceived Usefulness	4	3	2	1
Using cross-border e-commerce platforms saves you time and effort compared to traditional shopping methods				
Customer reviews and ratings provided on the cross-border e-commerce platform are useful				
Using the cross-border e-commerce platform improves your work efficiency				
Product recommendations provided by the cross-border e-commerce platform are useful				
Using cross-border e-commerce platforms provides access to a wider range of products than traditional shopping methods				

Rating	Description	Verbal Interpretation
4	Strongly Agree	Strongly Trust
3	Agree	Trust
2	Disagree	Distrust
1	Strongly Disagree	Strongly Distrust

Perceived Security	4	3	2	1
I believe that the online system or service offered by the company is secure enough for me to conduct a transaction.				
The system or technology implemented by the company ensures the safety and security of my personal and financial information during online transactions.				
I feel confident in the level of security provided by the company's online platform or website.				
I am satisfied with the measures taken by the company to protect my personal and financial information during online transactions.				
I believe that it is safe to conduct business transactions on the company's e-commerce platform or website.				

Rating	Description	Verbal Interpretation
4	Strongly Agree	Very Satisfied
3	Agree	Satisfied
2	Disagree	Dissatisfied
1	Strongly Disagree	Very Dissatisfied

Service Quality	4	3	2	1
The service provided by the company makes me feel safe and confident.				
I am satisfied with the convenience of the service provided by the company.				
I trust that the service provided by the company is reliable and consistent.				
Any issues or problems with the service provided by the company are resolved quickly and effectively.				
The service provided by the company meets my expectations in terms of timeliness.				

Rating	Description	Verbal Interpretation
4	Strongly Agree	Very Satisfied
3	Agree	Satisfied
2	Disagree	Dissatisfied
1	Strongly Disagree	Very Dissatisfied

Customer Satisfaction	4	3	2	1
I am satisfied with the quality of the products or services offered by the company.				
The products or services offered by the company meet my expectations in terms of performance and quality.				
I have a favorable opinion of the company overall.				
I would be willing to purchase products or services from the company again in the future.				
I would recommend the company's products or services to others.				

Part IV: The perspective of the Chinese consumer towards continuous usage of cross-border e-commerce websites.

Instruction: Kindly check (✓) the number opposite each item on your level of agreement towards the following constructs/variables on the continuous usage of cross-border e-commerce websites using a 4-point Likert-scale listed below:

Rating	Description	Verbal Interpretation
4	Strongly Agree	Highly Positive
3	Agree	Positive
2	Disagree	Negative
1	Strongly Disagree	Highly Negative

Continuous Usage	4	3	2	1
The customer service representatives of the company are knowledgeable and helpful in assisting me with my needs.				
The company is responsive to my inquiries and concerns in a timely manner.				
I feel valued as a customer of the company.				
The company provides clear and transparent information about its products or services.				
The company is committed to continuously improving the quality of its products or services.				

Appendix C
Questionnaire Matrix

Construct	Question Item	Author / Yr.
Perceived Ease of Use	I find it easy to use this technology in cross-border e-commerce	Yani et al., 2018
	The time and energy required to use this technology is minimal in cross-border e-commerce.	Doshi, 2018
	The system is flexible and adaptable to different users' needs in cross-border e-commerce	Supriadi, 2019
	I feel confident in my ability to understand and operate this technology.	Sugihartono et al., 2020
	The process of using this technology is hassle-free and convenient in cross-border e-commerce.	Davis, 1989 [cited in Yani et al., 2018]
Perceived Usefulness	Using cross-border e-commerce platforms saves you time and effort compared to traditional shopping methods	Moslehpour et al., 2018
	Customer reviews and ratings provided on the cross-border e-commerce platform are useful	Charpin et al., 2021
	Using the cross-border e-commerce platform improves your work efficiency	Wafiyah & Kusumadewi, 2021
	Product recommendations provided by the cross-border e-commerce platform are useful	Wafiyah & Kusumadewi, 2021
	Using cross-border e-commerce platforms provides access to a wider range of products than traditional shopping methods	Purwaningdyah et al., 2021
Perceived Security	I believe that the online system or service offered by the company is secure enough for me to conduct a transaction.	Qin, Z., Zhao L.W. & Ni, Y., 2019
	The system or technology implemented by the company ensures the safety and security of my personal and financial information during online transactions.	Ha and Phan, 2018
	I feel confident in the level of security provided by the company's online platform or website.	Undale et al., 2020
	I am satisfied with the measures taken by the company to protect my personal and financial information during online transactions.	Qin, Z., Zhao L.W. & Ni, Y., 2019
	I believe that it is safe to conduct business transactions on the company's e-commerce platform or website.	Ha and Phan, 2018

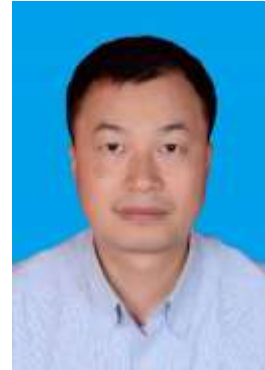
Service Quality	The service provided by the company makes me feel safe and confident.	Xie Min, 2019
	I am satisfied with the convenience of the service provided by the company.	Peng Runhua et al., 2018
	I trust that the service provided by the company is reliable and consistent.	Zhai X. & Wu Q., 2019; Zheng & Yin, 2022
	Any issues or problems with the service provided by the company are resolved quickly and effectively.	Peng Runhua et al., 2018
	The service provided by the company meets my expectations in terms of timeliness.	Zhai X. & Wu Q., 2019; Zheng & Yin, 2022
Customer Satisfaction	I am satisfied with the quality of the products or services offered by the company.	Wilson et al., 2019
	The products or services offered by the company meet my expectations in terms of performance and quality.	Keni et al., 2020
	I have a favorable opinion of the company overall.	Jain et al., 2021; Javed and Wu, 2020
	I would be willing to purchase products or services from the company again in the future.	Wilson et al., 2019
	I would recommend the company's products or services to others.	Xu, 2020
Continuous usage	The customer service representatives of the company are knowledgeable and helpful in assisting me with my needs.	Ma, Y. and Chen, S., 2019
	The company is responsive to my inquiries and concerns in a timely manner.	Lou et al., 2018
	I feel valued as a customer of the company.	Linardi and Anggono, 2019; Han et al., 2018; Hamari et al., 2020
	The company provides clear and transparent information about its products or services.	Ma, Y. and Chen, S., 2019
	The company is committed to continuously improving the quality of its products or services.	Lou et al., 2018

Appendix D
Curriculum Vitae

TIANFA LUO

Mobile#:09603682688

E-mail address:tianfa.luo@adamson.edu.ph



EDUCATION

Aug 2021-Present	Adsmson University	MBA	Master
Sep 2006-Jun 2009	Xiamen Institute of Education	Business English	Bachelor
Sep 1994-Jun 1997	Guanqian Middle School	General Education	

Research Projects

In order to further deepen the depth and breadth of my profession, on the basis of completing normal work tasks, I have also invested in scientific research work. During my tenure, I have published 10 research papers in academic journals, including the introduction of key research projects as follows:

1. Construction of WDI Company's Customer Relationship Management System - Starting from the perspective of big data.
2. Talking about water-saving technology in building water supply and drainage - same floor drainage system: a new drainage solution.
3. Based on the Internet of Things and 5G technology, build an intelligent ecosystem inside and outside the entire bathroom wall strategic research on.

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I want to extend my heartfelt appreciation to Adamson University for offering a robust academic program and an environment fostering intellectual growth. The university's commitment to excellence has inspired and motivated me throughout my studies.

To my dear classmates and friends, your unwavering support, camaraderie, and encouragement have been a source of strength and motivation. Thank you for the countless discussions, shared experiences, and moral support that helped me persevere.

Finally, I would like to express my gratitude to my parents and family, especially my wife, Ms. Hong Libin (洪丽斌) . We have been together for over 16 years since we met and got married. In terms of academic pursuits, she has always provided me with support and encouragement in my studies. There are also my two particularly creative and passionate sons, Luo Xinlai (罗鑫莱) and Luo Xinwei (罗鑫炜) , who are the source of progress in my academic career and the driving force behind my hard work. It was the continuous support from my family that allowed me to persist in my studies and research for three years, which led to the completion of my thesis today.

Dedication

This thesis is dedicated to Adamson University. Your support, inspiration, and commitment to excellence have been the driving force behind my pursuit of this academic endeavor. Without your unwavering belief in me, this achievement would not have been possible.