



# Research on Marketing Strategies and Challenges in the Cross-Border E-commerce Sector within the Digital Economy: A Chinese Perspective

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## Abstract

*The cyber economy has propelled cross-border e-commerce to the forefront of international business dynamics. With its role as the world's leading exporter, China has effectively leveraged digital platforms to significantly expand its global market presence. Understanding the marketing strategies and challenges within this sector is critical for businesses seeking to develop effective strategies and mitigate risks. This study utilizes primary data collected from 73 Chinese companies participating in global e-commerce by means of structured questionnaires and semi-structured interviews. Additionally, secondary data from previous academic studies were incorporated to support the research. This research intends to examine the marketing strategies implemented by Chinese companies active in transnational e-commerce and identify the challenges hindering their growth. Through an extensive investigation, four critical impediments to e-commerce adoption for Chinese enterprises were identified: Legal Regulations and Policy Restrictions (37%), Cultural Differences and Language Barriers (28%), Logistics Distribution and Supply Chain Management (23%), Payment Settlement and Financial Risks (12%). Finally, this study proposes actionable recommendations to address the previously mentioned challenges, offering insightful and valuable guidance that enhances practical applications.*

**Keywords:** International E-commerce Business, Digital Economy, China, Contemporary Marketing Practices, Main Challenges, Future Recommendations.

## Introduction

The digital economy refers to economic activities that fundamentally depend on digital technology as a core production factor, leverage data as a critical resource, and rely on the information and communication infrastructure as essential enablers (Chen and Wang, 2019). As the digital economy accelerates, cross-border e-commerce (CBEC) has witnessed rapid expansion, emerging as a pivotal force in worldwide business. The convergence of digital economy and CBEC has facilitated the seamless flow of information and capital, thereby increasing consumer demand for international goods. CBEC has transcended traditional market boundaries, enabling buyers to easily access international products anytime and anywhere via the Internet and allowing businesses to operate on a worldwide stage. The development of CBEC accelerates the circulation of products, thereby fostering international economic cooperation and exchange. Additionally, it creates new avenues for countries to achieve mutual economic benefits (Chen et al., 2022).

## Research Questions

This research evaluates the current situation of Chinese CBEC sector, emphasizing its significance for consumers, enterprises, and the economy. The research is guided by the following key questions.

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- What marketing strategies are implemented by Chinese enterprises in the cross-border e-commerce sector?
- What are the primary challenges that hinder the growth and development of these enterprises?
- What practical recommendations can be proposed to address these challenges and enhance business performance?

## Research Objectives

In alignment with the research questions, this study aims to achieve the following objectives.

- To investigate the marketing strategies adopted by Chinese CBEC enterprises to facilitate global market expansion.
- To identify and analyze the major barriers impeding the growth of these enterprises.
- To propose actionable recommendations to address these challenges and enhance their operational efficiency and market performance.

## Research Hypotheses

- H1: CBEC enterprises mainly use product customization and multi-channel marketing strategies to expand their global presence
- H2: Key obstacles to their growth include regulatory compliance challenges and cultural differences, all of which constrain profitability.
- H3: Addressing these challenges requires the adoption of integrated compliance frameworks and the implementation of AI-powered localization tools to enhance operational efficiency and market adaptability.

## Literature Review

### *Overview of the Cross-Border E-commerce Sector*

The CBEC sector offers an extensive array of products across multiple categories, including clothing, electronics, food, and daily necessities, thereby catering to diverse consumer preferences and needs. Due to its global nature, the CBEC sector exhibits highly heterogeneous demand patterns, reflecting the varied cultural backgrounds, consumption habits, and customer expenditure potential across diverse geographic locations (Niu et al., 2022).

Over the past few years, the scale of China's CBEC sector has expanded at an unprecedented rate, significantly outpacing the overall pace of international commerce development. Customs statistics reveal that China's CBEC import and export volumes have increased almost ten times in the last five years. By 2023, Chinese CBEC market had achieved a Gross Merchandise Volume of 1.4 trillion US dollars, representing a compound annual growth rate (CAGR) of 18.5% since 2019. This figure constitutes roughly 33% of China's overall e-commerce market size. Projections indicate that by 2028, China's CBEC industry is expected to sustain a CAGR of 11.3% (Yang, 2024).

### *Marketing Strategies in the CBEC Sector*

#### 1- Market Positioning Strategy

In the CBEC market, an effective market positioning strategy is crucial for successful business operations. Successful market positioning relies on a company's ability to understand market demand, analyze competition, and gain comprehensive insights into the target customer. This understanding enables companies to select appropriate target markets and develop positioning strategies that align with their core competencies. During the process of market positioning, companies must comprehensively evaluate factors such as product characteristics, competitive advantages, resource capabilities, and market competition to formulate strategic plans that achieve precise marketing and optimal resource allocation (Al-Fawwaz, 2022).

Selecting the target market is one of the primary steps in market positioning. Companies should choose suitable target markets based on their product features, competitive strengths, and resource availability. The international scope of the CBEC sector enables companies to strategically prioritize markets by evaluating factors such as market size, consumer demand, and cultural diversity in various nations (Abudurehman and Nilupaer, 2021). For instance, high-end luxury brands may focus on affluent consumer groups in developed countries and regions, while fast-moving consumer goods brands may target populous emerging markets.

Customer segmentation is a cornerstone of market positioning strategy, as it categorizes the market based on varying consumer needs and preferences to determine target audiences. The diverse nature of consumers in the CBEC market allows companies to develop differentiated marketing strategies for various consumer groups through customer segmentation, thereby improving market precision and competitive advantage (Goldman et al., 2021). For example, companies can offer fashionable and personalized products for younger consumers, while providing health and safety-focused products for older consumers.

Competitive positioning is a key aspect of market positioning strategy. In a highly competitive market environment, companies need to differentiate themselves by highlighting unique product characteristics and advantages, thereby creating a competitive edge over rivals. The competitive dynamics of the CBEC market are largely defined by product quality, pricing standard, service performance and brand reputation (Ma et al., 2018). For instance, by investing in product quality and after-sales service, companies can differentiate their offerings and stand out in the market. Market positioning strategy is an ongoing process. In response to changing market conditions and evolving consumer demands, businesses need to promptly revise their market positioning strategies to remain relevant and competitive.

## **2- Product Customization and Innovation Strategy**

### **A- Product Customization**

Adapting products to fulfill the distinct demands and tastes of customers across multiple countries and regions is recognized as product customization. Within the CBEC sector, the customer base is diverse, with varying cultural backgrounds, consumption habits, and purchasing power (Elia et al., 2021). Therefore, companies can customize products to better suit local consumers, enhancing market adaptability and competitive advantage. For example, companies can offer a diverse range of designs, color options, and dimensions to align with the preferences of buyers in various areas. This approach not only satisfies their unique demands but also enhances product appeal and drives sales.

### **A- Innovative Design**

Innovative design aims to differentiate products and achieve a competitive advantage by enhancing their features and functionalities. In the CBEC marketplace, consumers are increasingly drawn to customized and personalized offerings (Anvari and Norouzi, 2016). Therefore, firms can consistently introduce distinctive products through design innovation and feature enhancements. For instance, leveraging new materials, methodologies, or design concepts enables firms to establish distinctive product identities. This not only attracts customers but also enhances both product value and market presence.

### **- Channel Selection**

The selection of an e-commerce platform is critical for formulating global sales strategies. Companies should align product attributes and brand identity with the specific needs of target customers. Major platforms such as Amazon, SHEIN, Alibaba, TikTok Shop, and eBay cater to distinct markets, each with unique strengths. Making a suitable choice enables companies to effectively engage with their ideal customers and achieve sales objectives. A comprehensive analysis of platforms is essential. Key factors to consider include market coverage, buyer demographics, and seller support programs. Platforms that offer robust technical capabilities and reliable customer support enhance business operations and improve customer satisfaction (Zhao, 2021).

## - Communication Strategy

Effective communication strategies are indispensable for achieving business success. Transnational e-commerce demands clear and tailored messaging across digital channels. Integrating social media engagement with region-specific campaigns can effectively resonate with local audiences. By utilizing this multi-platform approach, products stand out from competitors while enhancing market awareness and converting interest into sales. Consequently, effective communication strategies drive market growth (Cui et al., 2019).

These previous literatures have conducted a comprehensive analysis of marketing strategies, encompassing market positioning, product customization and innovation, as well as channel selection and communication strategy. Table 1 outlines an overview of the market strategy.

**Table 1: Overview of Marketing Strategies**

Strategy	Description
Market Positioning Strategy	Selecting the target market
Product Customization and Innovation Strategy	Tailoring products for different regions and using innovative designs to meet consumer demands
Channel Selection	Choosing suitable e-commerce platforms
Communication Strategy	Adopting a multi-channel communication approach

Source: Summarize from the Section of Marketing Strategies in the CBEC Sector.

## Research Methodology

This research selected a sample of 73 Chinese CBEC enterprises, representing a diverse range of industries (see Table 2). Specifically, the sample comprised 20 clothing enterprises (27.4% of the total sample), 15 home appliance enterprises (20.6% of the total sample), 13 smart wearables and electronic product enterprises (17.8% of the total sample), 11 beauty enterprises (15.1% of the total sample), 8 luggage and accessories enterprises (10.9% of the total sample), and 6 enterprises from other industries (8.2% of the total sample).

This study adopted a mixed-method approach, combining structured questionnaires and semi-structured interviews conducted from October 2024 to February 2025. A total of 73 Chinese CBEC enterprises were investigated, achieving an 81% valid response rate. Interviews were conducted with an enterprise representatives, including marketing managers, sales managers, and design managers, to obtain more in-depth understanding. The dual-method approach provided critical insights into marketing strategies and operational challenges in the CBEC sector.

## The Analysis of Research Findings

### Marketing Strategies Implemented by Chinese CBEC Enterprises

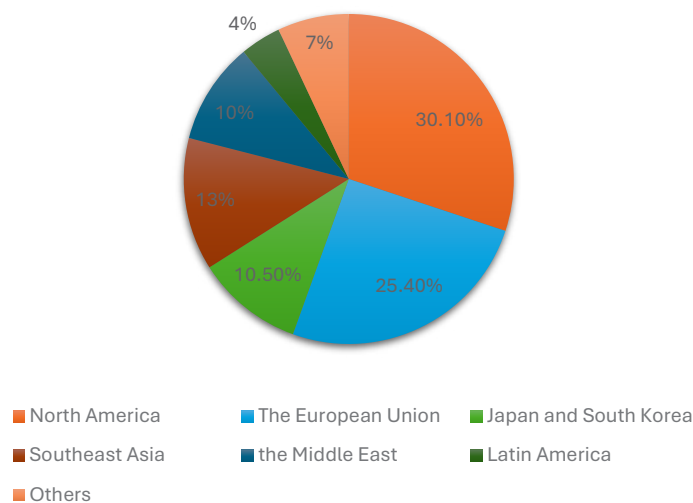
#### 1- Market Positioning

As illustrated by the Chart 1, North America remains the largest destination for China's CBEC enterprises, accounting for 30.1% of exports. The European Union ranks second with a 25.4% share, while established markets such as Japan and South Korea collectively hold a 10.5% share. Emerging markets are experiencing significant growth. Southeast Asia, the Middle East, and Latin America are gaining considerable traction. Key drivers include expanding internet access, improved logistics, and

**Table 2: The Background of Research Sample**

Industry Sector	Number of Enterprises	Percentage
Clothing	20	27.4%
Home appliance	15	20.6%
Smart wearables and electronic product	13	17.8%
Beauty	11	15.1%
Luggage and accessories	8	10.9%
Others	6	8.2%

Source: Summarization from 73 Chinese CBEC enterprises



Source: Summarization from 73 Chinese CBEC enterprises

**Chart 1: The Distribution of Key Regions in China's CBEC Export Market in 2024**

increased consumer spending power. Chinese CBEC enterprises have achieved substantial market penetration in these regions: 13% in Southeast Asia, 10% in the Middle East, and 4% in Latin America. An increasing number of Chinese cross-border sellers are increasingly focusing on these high-growth areas. They are tailoring their strategies to better align with local preferences, cultural norms, and regulatory requirements.

## 2- Product Customization and Innovation Strategy

Chinese CBEC enterprises meticulously design their products, packaging, and marketing strategies to respond to the distinct cultural characteristics of their target markets. To achieve a thorough understanding of local customer preferences, approximately 85% of these enterprises conduct comprehensive market research. For instance, in European and North American markets, nearly 70% of products feature a minimalist design aesthetic. This reflects a consumer preference for clean, simple, and elegant designs. In contrast, in Southeast Asian markets, around 60% of products incorporate bright colors and intricate patterns, indicating a regional inclination toward bold and eye-catching designs that meet with local cultural styles.

Chinese CBEC enterprises have been successful in using traditional Chinese cultural elements in product design, especially in the cosmetics industry. They add unique Chinese aesthetics to their products, making them highly appealing to international consumers seeking culturally inspired designs. It's worth noting that about 40% of cosmetic products with Chinese cultural elements have seen a big increase in sales in global markets. This indicates a growing consumer interest in artistic-based innovations.

To better match product functionality with local environments and buyer needs, Chinese CBEC enterprises make specific product changes. For example, in humid areas, around 70% of household appliances have moisture-resistant features to keep them durable and reliable. In the smart wearables industry, around 60% of manufacturers have integrated health monitoring functionalities such as heart rate tracking and sleep analysis, addressing the rising requirements for health-conscious wearables. Similarly, nearly 30% of luggage manufacturers have incorporated smart locks and GPS tracking into their products, catering to modern travelers' needs for security and convenience.

Chinese CBEC enterprises are aware of the varying sizing preferences across different markets. For instance, the demand for larger clothing sizes is notably higher in Europe and North America compared to Asia. All investigated clothing enterprises conduct comprehensive research on size and fit to customize their products accordingly.

## 3- Channel Selection

Chinese CBEC enterprises carefully evaluate critical factors such as platform traffic, user demographics, and service quality to select the most suitable sales platforms. By conducting a thorough assessment of these aspects, companies can strategically choose platforms that align with their business objectives and enhance their sales performance. For Chinese CBEC sellers targeting markets in North America, Europe, Japan and South Korea, Amazon remains the top choice. Approximately 40% of these sellers utilize the platform. Following Amazon, around 20% of sellers prefer Alibaba International Station. TEMU accounts for approximately 15%, TikTok Shop for 10%, eBay for 8%, and Wish for 7%.

In the Southeast Asian market, Shopee and Lazada are the leading platforms. Approximately 60% of sellers targeting this region choose Shopee, while 35% opt for Lazada. The remaining 5% of sellers distribute their business across other platforms.

For the Middle Eastern market, Chinese CBEC enterprises mainly rely on Amazon, NOON, and HARAJ. Half of sellers in this region prefer Amazon, over 30% choose NOON, and around 15% opt for HARAJ.

It is worth noting that among Chinese CBEC companies specializing in the clothing industry, as many as 70% select SHEIN as their preferred platform. This underscores SHEIN's dominance in the global fast-fashion e-commerce sector.

#### 4- **Communication Strategy**

Chinese CBEC enterprises actively engage with consumers through a range of social media platforms. Instagram, Facebook, TikTok, YouTube, and LINE (primarily for the Southeast Asian market) serve as key channels for brand promotion, customer interaction, and product marketing. Approximately 60% of Chinese CBEC brands consider Instagram and Facebook essential for reaching international customers, leveraging their large user bases and diverse demographics. TikTok has become a favorite among around 40% of these enterprises. Its highly engaging and viral features are great for targeting younger consumers. About 30% of CBEC firms utilize YouTube for in-depth product demonstrations and brand storytelling through longer video content. LINE, mainly used in the Southeast Asian market, is relied on by around 20% of enterprises targeting that area to communicate directly with local consumers.

These platforms enable companies to establish connections with diverse audiences. Brands can achieve this by creating visually appealing content, collaborating with influencers, and launching interactive marketing campaigns.

In recent years, short-form videos and live-streaming commerce have emerged as predominant trends in digital marketing for China's CBEC. Roughly 70% of Chinese CBEC firms have added short-form videos to their marketing plans. They know these videos can quickly draw consumers' attention. Live-streaming commerce is also widely used. About 60% of enterprises are actively using platforms such as TikTok Shop and Alibaba's Taobao Live.

These formats offer dynamic and engaging methods for enterprises to show their products and communicate with consumers in real-time. Platforms such as TikTok Shop and Alibaba's Taobao Live integrate entertainment with e-commerce, enabling firms to conduct live product presentations that create immersive shopping experiences. Enterprises can promptly address consumer inquiries, encourage real-time participation, and enhance brand credibility. Among the companies utilizing TikTok Shop, nearly 80% have reported increased brand awareness and higher conversion rates. Meanwhile, approximately 75% of enterprises leveraging Taobao Live have observed a significant increase in sales during live-streaming events.

#### ***Main Challenges Faced by the CBEC Sector***

The CBEC market is experiencing rapid growth, presenting significant opportunities for enterprises seeking to expand globally. However, this expansion also brings many challenges. The findings of this research highlight four key obstacles impeding the growth of CBEC (as illustrated in Chart 2):

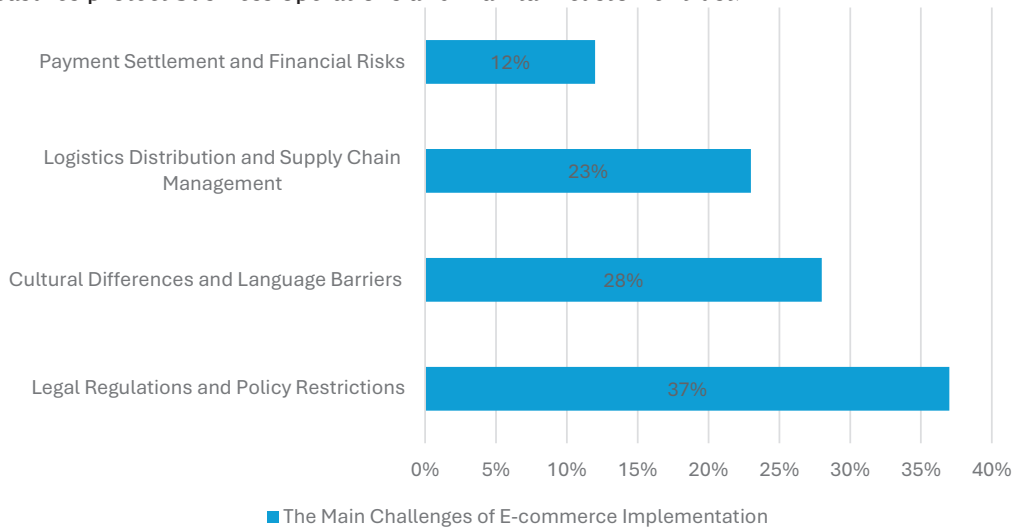
- Legal Regulations and Policy Restrictions
- Cultural Differences and Language Barriers
- Logistics Distribution and Supply Chain Management
- Payment Settlement and Financial Risks

Chart 2 reveals that 37% of Chinese CBEC enterprises identify legal and regulatory constraints as their most pressing challenge. For instance, businesses operating in the European Union must comply with stringent product safety standards, data protection laws, and complex customs clearance procedures. In the Middle East, companies also face difficulties adhering to local tax regulations and business licensing requirements. These regional regulatory differences significantly impact operational efficiency and cost structures. This underscores the necessity of robust legal compliance strategies and thorough regulatory research to reduce risks and ensure a smooth market entry.

28% of investigated companies consider cultural differences and linguistic barriers as a major challenge. Language barriers frequently impede clear brand and product communication on social media platforms. This makes it difficult to build trust and loyalty in overseas markets. 23% of surveyed firms struggle with logistics and supply chain issues. In growing markets like Southeast Asia and Latin America, inadequate infrastructure and complex networks contribute to delays and increased costs. 12% of Chinese CBEC



enterprises identify payment settlement and financial risks as key concerns. Fluctuations in exchange rates impact profitability, while local payment preferences necessitate tailored solutions. For instance, European buyers frequently choose local digital payment methods, requiring adjustments to ensure smooth transactions. Payment security and fraud risks in global transactions stress the need for strong financial safeguards. Such measures protect business operations and maintain customer trust.



Source: Summarization from 73 Chinese CBEC enterprises

**Chart 2: The Main Challenges of E-commerce Implementation**

## The Discussion of Research Findings

### *The Discussions of Implemented Strategies*

Chinese CBEC firms possess several significant advantages. They effectively adapt to diverse markets, catering to both developed and emerging regions by addressing varied consumer needs in terms of culture, functionality, and market size. These companies strategically optimize their platforms, selecting sales and communication channels based on data analysis and market characteristics to enhance marketing effectiveness. Moreover, these firms excel in innovative marketing strategies. Short videos and live streams enable them to attract customers, increase engagement and strengthen brand loyalty.

However, Chinese CBEC enterprises also has its own limitations. A heavy reliance on major platforms such as Amazon in key markets poses significant risks. Changes in platform policies can have substantial impacts. Furthermore, an excessive reliance on data-driven decision-making may lead companies to prioritize short-term gains. This approach could result in overlooking long-term market trends and neglecting strategies essential for brand development.

### *The Discussion of Main Challenges*

The Chinese CBEC market has been expanding rapidly. However, this fast growth also brings a lot of challenges that require meticulous planning and management. These challenges span legal, cultural, financial, and logistical domains, each presenting distinct obstacles. To thrive in the international market, businesses must effectively tackle these difficulties.

#### **1- Legal Regulations and Policy Restrictions**

CBEC operations confront a complicated and ever-evolving landscape of legal regulations and policies, which vary significantly from one country or region to another. Key areas of concern include customs supervision, tax policies, and intellectual property protection. The lack of consistency in regulatory frameworks across different jurisdictions introduces substantial uncertainty and operational risks for businesses

(Wang and Xie, 2020). For example, high tariffs and import taxes on cross-border goods can significantly escalate cost pressures on companies. Moreover, stringent regulations concerning electronic payments, cybersecurity, and data protection in certain regions further heighten compliance risks and complicate management with additional layers of requirements.

To effectively navigate this dynamic regulatory landscape, enterprises must remain vigilant and possess the capability to adapt swiftly. This is because policies can change rapidly in response to political, economic, or social developments. Ignoring these regulations can bring about serious penalties for enterprises. Such consequences may include substantial fines, product seizures, or even market exclusion. All these outcomes complicate business operations and jeopardize market access.

## **2- Cultural Differences and Language Barriers**

The CBEC sector serve to a diverse customer base characterized by varying cultural backgrounds, consumption habits, and language preferences. Achieving success in the CBEC sector, a profound comprehension of local culture and purchasing patterns is crucial. This knowledge is essential for tailoring products and services to effectively connect with target audiences.

Missteps such as misinterpreting cultural symbols, executing marketing campaigns ineffectively, or failing to adhere to local customs can damage a brand's reputation and weaken consumer trust. In addition, language barriers reinforce these shortcomings by low-quality customer service and a less satisfying shopping experience. To deal with these problems, companies need to put in place effective localization strategies. This includes accurate translation and adaptation to the local culture. As Fan articulates, "localization is the process of selecting the most appropriate words within the optimal context and timeframe to effectively communicate with a target audience in a culturally sensitive manner" (Fan, 2019). However, these initiatives typically require substantial resources, including significant investment in market research and the engagement of local experts. For small and medium-sized enterprises with limited resources, overcoming these obstacles can be particularly challenging.

## **3- Payment Settlement and Financial Risks**

CBEC transactions involve complex payment and settlement procedures that span various regions. This exposes businesses to different financial risks. Take exchange rate changes as an example. They can have a big influence on profit margins. When currency values move unfavorably, it can reduce the earnings of a business. Also, because there is no unified standard for payment systems among countries, it usually causes inefficiencies and makes transaction costs higher (Qian, 2020).

Payment security is another concern. Since cross-border transactions are more likely to be targeted by fraudsters and cyber attackers, businesses need to give top priority to using secure payment gateways. They must also make sure they comply with international financial regulations, which makes the payment process even more complicated. Moreover, navigating the complexities of cross-border taxation systems presents a significant challenge. Systems like value-added tax (VAT) and goods and services tax (GST) differ greatly from one region to another. This poses many difficulties in terms of financial planning and reporting information (Adewole and Bhadauria, 2020).

## **4- Logistics Distribution and Supply Chain Management**

For CBEC products to be delivered and transported efficiently, well-coordinated international logistics networks are essential. However, companies face numerous challenges in this area, including tariffs, factors can cause delays and increase costs. It is important to address issues such as lost, damaged, or customs clearance procedures, and varying documentation requirements. These late shipments. Resolving these problems enhances logistics efficiency, meets customer expectations, and improves the overall shopping experience.



Supply chain disruptions occur for many reasons from geopolitics to natural disasters to global pandemics, thereby intensifying existing challenges. To mitigate risks and ensure timely delivery of products, companies should implement robust supply chain strategies. For instance, they can diversify their supplier base and leverage advanced technologies for real-time shipment tracking and inventory management.

Furthermore, as sustainability becomes increasingly important, the ecological footprint of international shipping has become a critical consideration. Companies are under increasing pressure to balance logistics efficiency with eco-friendly practices. This additional requirement adds another layer of complexity to supply chain management (Giuffrida et al., 2020).

## **Recommendations for Future Development**

The CBEC sector is dynamic and rapidly evolving. Forward-thinking strategies are essential to deal with challenges and take full advantage of opportunities. Businesses that proactively adapt in legal, cultural, financial, and technological domains will be better positioned for sustainable growth. The following recommendations aim to assist companies in navigating this complex environment and achieving success in the international market.

### ***Addressing Legal and Policy Challenges***

CBEC enterprises operate in a regulatory environment that is highly fragmented. There are substantial differences in legal frameworks among various countries and regions. These frameworks cover aspects like customs supervision, tax policies, protection of intellectual property, and requirements regarding data privacy. To handle these challenges effectively, companies need to put in place a comprehensive and multi-faceted strategy. By collaborating with local legal experts, companies can ensure that they keep up with the constantly changing regulations. In addition, actively participating in global trade organizations can help in promoting standardized practices and reducing uncertainties. Utilizing advanced technologies such as blockchain can increase the transparency of transactions. Tools powered by AI can automate the process of monitoring compliance. Regular compliance audits are of great importance as they help in decreasing risks and ensuring that the business adheres to both local and international regulations. It is necessary to continuously update compliance measures. This enables the enterprises to better navigate the changing regulatory landscapes and minimize the risk of potential disruptions.

### ***Overcoming Cultural and Language Barriers***

Cultural diversity and language differences are major hurdles in CBEC, while they also provide great chances for businesses to create tailored local experiences. To successfully enter a market, it's necessary to customize product designs, marketing campaigns, and user interfaces to match local cultural tastes and linguistic nuances. Offering multilingual customer support, especially via AI-powered chatbots, improves the shopping experience and builds trust. Regular market research allows businesses to understand local consumer behavior better, which helps in providing relevant products and services. Cross-cultural training for employees ensures smooth customer interactions and reduces communication obstacles. By developing a deep understanding of local cultures, companies can come up with more efficient marketing strategies.

### ***Resolving Payment and Financial Risks***

Cross-border transactions involve dealing with multiple currencies, different payment systems, and are vulnerable to financial risks like the instability of exchange rates and payment fraud. To overcome these difficulties, companies should offer a broad range of payment choices. This includes options such as credit cards, digital wallets, and buy-now-pay-later arrangements. At the same time, they can collaborate with reliable payment service providers to guarantee the security of transactions. Using financial tools such as forward contracts to protect against exchange rate fluctuations can decrease the uncertainties in managing cash flow. Putting in place strong fraud detection systems and secure payment gateways can improve the security of transactions. Regular audits and compliance inspections are useful for spotting and fixing any

potential weaknesses in the payment process. Effective risk management practices, such as hedging strategies and diversifying payment methods, can safeguard the financial stability of the company and ensure that customers have smooth transactions.

### ***Optimizing Logistics and Supply Chain Management***

International logistics and supply chain management constitute significant challenges within the CBEC sector. To tackle these problems, companies need to build strong cross-border logistics networks and team up with reputable logistics providers. This cooperation helps to make sure that products are delivered on time. By making use of IoT (Internet of Things) and blockchain technologies for real-time tracking, companies can enhance the transparency of their supply chains and improve operational effectiveness. Optimizing customs clearance procedures is also crucial. By preparing all required documentation in advance, companies can minimize the risk of delays and streamline the overall process. Setting up regional fulfillment centers can further streamline operations and cut down on the time it takes for products to reach customers. In addition, taking proactive measures is essential to ensure business continuity. This includes creating contingency plans to deal with unexpected situations, keeping buffer stocks to meet demand during disruptions, and diversifying supplier bases. These steps can help companies weather disruptions caused by natural disasters or geopolitical tensions.

### ***Strengthening Brand Building and Consumer Trust***

Within the intensely competitive CBEC sector, establishing a strong brand is of vital importance. Companies can earn consumer trust by offering high-quality products and delivering consistent services. Leveraging social media platforms and collaborating with local influencers for brand promotion can significantly enhance brand awareness. Providing exceptional customer service, characterized by prompt responses and personalized support, can bolster consumer loyalty. Actively engaging consumers through interactive campaigns and feedback mechanisms can cultivate a positive brand image. Consistent and transparent communication with consumers is essential for establishing long-term trust and fostering enduring loyalty.

### ***Promoting Technological Innovation and Application***

Technology innovation is crucial for the future growth of CBEC. Companies need to actively use advanced technologies, including artificial intelligence (AI), big data analytics, and blockchain. It facilitates companies to a better position in the market, customize products, and manage the supply chain. For example, AI and big data analytics help with personalized product suggestions, better pricing plans, and improved inventory management. Blockchain technology makes payments and logistics more transparent and secure. Augmented reality (AR) applications like virtual try-ons can enhance the shopping experience and lower return rates. Constant investment in R&D ensures that businesses stay at the forefront of technology.

### ***Focusing on Sustainability and Social Responsibility***

Consumers are placing more and more importance on sustainability and ethical practices. Therefore, enterprises need to embrace eco-conscious initiatives to meet corporate social responsibilities. Using green logistics and eco-friendly packaging can significantly reduce carbon footprints. Ensuring transparency and sustainability in the supply chain guarantees that products meet environmental standards. Engaging in community development and environmental projects can cultivate a positive social image and enhance consumer support. Incorporating sustainability into corporate strategy can drive long-term business success. Sustainable actions not only benefit the environment but also establish a company's reputation and consumer loyalty.

### ***Exploring the Potential of Emerging Markets***

Emerging markets provide plenty of opportunities for the expansion of CBEC. Businesses should conduct comprehensive market analysis to gain insights into consumer behavior, purchasing power, and com-

petitive dynamics. Collaborating with local partners can facilitate compliance with regulatory requirements and address cultural nuances. Adjusting pricing strategies and offering flexible payment options, such as installation plans, can better suit the purchasing power of consumers in these markets. Tailored marketing campaigns can enhance brand awareness and market penetration. Customizing strategies to the distinct features of each market is essential for improving brand recognition and market penetration.

### ***Enhancing Personalized Customization and Consumer Experience***

The demand for personalized products and services is on the rise. Enterprises can utilize data analysis to offer tailored recommendations and customized services. Membership and rewards programs help drive repeat purchases and build customer relationships. Enhancing website design, including faster load-ing speeds and mobile-friendly features, significantly improves user experience. A seamless omnichannel experience further enhance customer satisfaction and loyalty. Personalization not only meets individual needs but also strengthens customer connections.

### **Conclusion**

CBEC represents an innovative trade model that significantly expands market access and enables flexible transactions, thereby driving the growth of international trade. It not only facilitates goods and services exchange but also promotes technology and capital flow, achieving deeper economic integration and development.

This study investigates four key challenges within the CBEC sector in China, including Legal Regulations and Policy Restrictions (37%), Cultural Differences and Language Barriers (28%), Logistics Distribution and Supply Chain Management (23%), Payment Settlement and Financial Risks (12%). By adopting effective strategies and cutting-edge technologies while addressing legal, cultural, and logistical challenges, Chinese CBEC enterprises can strengthen their competitiveness and attain long-term growth. Future developments in this sector will be driven by technological advancements, sustainability initiatives, and an intensified focus on personalized consumer experiences. These insights offer valuable guidance for practical applications.

### **Research Limitations**

While this study provides valuable insights into the marketing strategies and challenges faced by Chi-nese CBEC enterprises, several research limitations must be acknowledged.

- Scope of Variables: This research mainly focuses on marketing strategies, regulatory challenges, cultural barriers, logistics and financial risks. Other influential factors, such as technological inno-vation, consumer behavior dynamics, and geopolitical influences, were not extensively examined.
- Self-Reported Data Bias: The reliance on self-reported data from enterprise representatives intro-duces potential biases, such as overemphasis on externally imposed challenges (e.g., policies) while underreporting internal operational weaknesses (e.g., poor strategic planning or technological gaps).
- Dynamic Nature of E-Commerce: Driven by technological advancements, changing regulations, and shifting consumer preferences, the CBEC sector is in a state of continuous transformation. The findings of this research reflect conditions at a specific temporal context and may require ongoing updates to remain relevant.

Acknowledging these limitations enables a more nuanced interpretation of this research results and highlights potential areas for future studies.

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