

THE IMPACT OF CHINESE E-COMMERCE ON GLOBAL BUSINESS AND LINGUISTIC COMMUNICATION

Alberta Ingriana¹

¹Department of Management, Faculty of Business Management, Universitas Dinamika Bangsa, Jambi,
Indonesia

E-mail: ¹alberta.ingriana@unama.ac.id

ABSTRACT

E-commerce in China has experienced tremendous growth over the past decade, transforming the country's business landscape and becoming an essential component of the global digital economy. This research explores the dynamic evolution of e-commerce in China, its impact on business paradigms, and the role of the Chinese language in facilitating global communication. This study analyzes the key factors of e-commerce success in China, the influence of cultural factors on its development, and the strategies implemented by Chinese companies to adapt to the changing e-commerce landscape. The research findings provide insight into the unique characteristics of China's e-commerce market, the challenges faced by businesses, as well as the opportunities arising from the growing role of the Chinese language in international trade.

Keywords: *E-commerce, China, business paradigm, Chinese language, global communication, success factors, cultural influence, adaptation strategies, e-commerce market, international opportunities.*

1. INTRODUCTION

The growth of *e-commerce* in China has brought about a significant shift in the global business paradigm. As the world's largest digital market, China is at the center of innovation that is changing the way companies operate and compete. Not only serving as a trading platform, *e-commerce* in China has become a key driver of digital transformation, creating opportunities as well as challenges for businesses in various sectors. Strong digital infrastructure, government policy support, and innovations in business models such as "(Murtadhoh & Arini, 2023)*New Retail*" have supported this rapid development. (Guo & Kim, 2023)

In addition, *cross-border e-commerce* plays a crucial role in strengthening international trade relations. The platform facilitates the participation of small and medium-sized enterprises (SMEs) in previously hard-to-reach global markets. With its wider reach, China is not only influencing its domestic market but also establishing closer connectivity with other countries. However, this success is not only driven by technological and innovation aspects, but also by the ability to bridge barriers to communication across cultures and languages. (Fan, 2019; X. Li et al., 2022)

Chinese, which is spoken by more than a billion people, plays an important role in international business communication. This ability to understand the language provides a strategic advantage for global companies looking to compete in the Chinese market. Research shows that local language and culture significantly influence consumer behavior in (Murtadhoh & Arini, 2023)*e-commerce*, so an untailored marketing strategy can be a major obstacle. Nonetheless, most previous research has focused on the technical aspects of (Zimmu, 2023)*e-commerce* development without in-depth exploring the role of Chinese in facilitating cross-border trade communication. The following list, are the question for this research:

1. What are the factors driving the rapid growth of the digital economy in China, and how does this affect the current business model?

2. What is the role of Chinese in facilitating global communication and commercial activities, especially in the context of *e-commerce*?
3. What is the impact of *e-commerce* on consumer behavior in China, and how do cultural factors influence purchasing decisions in that context?
4. How has the development of cross-border *e-commerce* in China affected international trade and the country's macroeconomy?
5. What are the challenges and opportunities faced by small and medium-sized enterprises (SMEs) in leveraging *e-commerce* platforms in China, and what strategies can be implemented to address these challenges?

This study aims to explore and analyze the dynamics of *e-commerce* in China, which has experienced very rapid growth in recent years. The main focus is to understand how *e-commerce* has changed traditional business models and created new opportunities for companies in various sectors. The research will also evaluate the factors driving such growth, such as strong digital infrastructure, technological innovation, and supportive government policies. (Cheng, 2022; Ma et al., 2022)

In addition, this study aims to investigate the role of the Chinese language in facilitating global communication and commercial activities. As the official language of China and one of the most widely spoken languages in the world with more than a billion speakers, Chinese has an important role to play in bridging cross-cultural communication and strengthening international business interactions. In the context of globalization, Chinese language proficiency is becoming a strategic tool for companies that want to compete in the international market. (M.Hum., 2021; Murtadhoh & Arini, 2023)

The study will also explore the impact of *e-commerce* on consumer behavior in China, specifically how cultural and language factors influence purchasing decisions. Understanding these dynamics is important for designing effective marketing strategies and building better relationships with consumers. (Zimmu, 2023)

Furthermore, this research will explore the challenges and opportunities faced by small and medium enterprises (SMEs) in utilizing *e-commerce* platforms. SMEs often face difficulties in adapting to rapid technological changes and dynamic regulations. Therefore, this study will identify strategies that can support SMEs to successfully enter the *e-commerce* (Fan, 2019; Y. Li et al., 2023) market.

The phenomenon of rapid growth of *e-commerce* in China has created a significant change in the business landscape, giving rise to a new paradigm in corporate strategy. This research is expected to be able to provide valuable insights related to these changes, including the role of strong digital infrastructure and supportive government policies in accelerating the transformation of the digital economy. (Jiang & Murmann, 2022; Ma et al., 2022)

In addition, the existence of Chinese as a cross-cultural communication tool is increasingly relevant in the context of global trade. With the massive number of speakers and the dominance of the Chinese economy on the international scene, an understanding of the role of this language has become essential for companies looking to expand their reach. The research also offers an in-depth understanding of the influence of culture and language on consumer behavior, providing a foundation for companies to design more effective marketing strategies. (Murtadhoh & Arini, 2023; Zimmu, 2023)

Not only that, the dynamics faced by SMEs in utilizing *e-commerce platforms* is one of the main concerns. Identification of challenges such as technological adaptation and dynamic regulations are expected to result in practical recommendations for SMEs to maximize opportunities in the digital market. (J. Li et al., 2022; Y. Li et al., 2023)

2. RESEARCH METHOD

2.1 Protocol Review

The review of protocols in this study is a very crucial aspect, considering the rapid growth of digital technology which has a significant impact on people's economic lives, especially in the realm of internet-based trade or *e-commerce*. In China, the development of *e-commerce* has not only revolutionized business practices, but also strengthened the role of Chinese as a means of communication in a global context. This study aims to provide an overview of the dynamics of *e-*

commerce in China, its influence on business paradigm changes, and the significance of Chinese in cross-cultural communication and international trade.

The search strategies used in this study were systematically designed to identify relevant and high-quality literature. The initial step involves defining specific keywords, such as "*e-commerce in China*," "*business paradigms*," and "*Mandarin language in global communication*." Then, credible academic databases, such as Scopus, Web of Science, and Google Scholar, are used to obtain reliable references. In addition, inclusion and exclusion criteria are established to ensure that the literature analyzed is truly relevant to the focus of the research.

These search results reveal a number of important references that provide valuable insights. For example, the article by explores the key factors driving the rapid growth of the digital economy in China. This research highlights how a strong technological infrastructure and supportive government policies have created an environment conducive to the development of (Ma et al., 2022)*e-commerce*. On the other hand, the study emphasizes the importance of Chinese in the era of globalization, by explaining the language's role as a vital strategic communication tool in bridging international trade relations.(Murtadhoh & Arini, 2023)

Other relevant literature includes research by , which analyzes the influence of cross-border (J. Li et al., 2022)*e-commerce* on China's international trade and macroeconomy. The study provides an understanding of how *e-commerce* has facilitated trade relations between countries, strengthened China's position in the global market, and provided significant economic benefits. With a systematic and targeted literature search approach, this study is expected to provide in-depth insights into the impact of *e-commerce* on the business landscape in China, as well as examine the importance of Chinese in facilitating communication in a global context.

2.2 Search Strategy

This study uses a systematic search strategy by following a structured protocol to identify relevant literature related to the dynamics of *e-commerce* in China, its influence on traditional business models, and the role of Chinese in global communication. This approach aims to ensure that the data used in the research is sourced from high-quality literature and relevant to the topic being discussed. The search protocol includes three main steps: the determination of specific keywords, the selection of credible databases, and the implementation of inclusion and exclusion criteria. This step is designed to minimize bias and ensure only eligible literature is analyzed in depth.

In the early stages, keywords such as "*e-commerce in China*," "*Mandarin language in global trade*," "*business paradigm shifts*," and "*cross-border e-commerce*" were used to sift through literature from academic databases such as Scopus, Web of Science, and Google Scholar. This process resulted in a number of relevant articles, which were then further selected based on specific criteria, such as geographic focus on China, thematic coverage of *e-commerce*, and relevance to the research objectives. The inclusion criteria include studies published in the past five years to maintain the relevance of the data to the latest developments in *China's e-commerce* sector.

This search process identified a number of important literature. For example, the research by provides in-depth insights into the factors driving the rapid growth of the digital economy in China, including advanced technological infrastructure and supportive government policies. This article explains how the policy not only encourages the adoption of technology in society, but also accelerates digital transformation in the traditional business sector. In addition, the study underscores the importance of Chinese in supporting cross-cultural communication, especially in the era of globalization. The language, as the official language of China with more than a billion speakers, plays a strategic role in facilitating international business transactions and building relations between countries.(Ma et al., 2022)(Murtadhoh & Arini, 2023)

Other research, such as that conducted by , explores the challenges and opportunities faced by small and medium-sized enterprises (SMEs) in leveraging cross-border (Fan, 2019)*e-commerce* in China. The study highlights that while SMEs face barriers such as lack of access to technology and capital, they can also tap into the huge market potential through innovative strategies and collaborations with *e-commerce platforms*. The article by provides additional context by examining the dynamics of the cross-border market in China, including the regulatory challenges that often affect local and international companies.(Y. Li et al., 2023)

2.3 Inclusion/Exclusion Criteria

For this study, inclusion criteria were used to ensure that the literature analyzed was relevant to the topic being discussed. Articles that meet this criterion are those that discuss the dynamics of *e-commerce* in China, specifically its impact on the business paradigm and the role of Chinese in global communication. The literature includes discussions on business transformation due to *e-commerce* and how Chinese serves as an important communication tool at the international level. Examples of articles that meet the inclusion criteria are:

1. (Ma et al., 2022), which examines the key factors driving the growth of the digital economy in China and its impact on the development of *e-commerce*.
2. (Zimmu, 2023), which analyzes the influence of cultural factors on consumer behavior in *e-commerce*, is relevant to changing business paradigms.
3. (Murtadhoh & Arini, 2023), which discusses the importance of the Chinese language in cross-cultural communication and international trade.

Exclusion criteria are used to filter out articles that are not relevant to the focus of the research. Articles that only discuss *e-commerce* outside of China or that do not highlight the role of Chinese are excluded from the analysis. Examples of articles that do not meet the inclusion criteria are:

1. (Muzykant et al., 2019), which focuses on the transformation of language in global communication unrelated to *e-commerce* in China.
2. (Djalil et al., 2021), which discusses the relationship between information systems and sustainable business performance with no relevance to *the context of e-commerce* in China.
3. (Cheng, 2022), which examines the Digital Silk Road initiative but does not link it to the impact on *e-commerce* or the Chinese language.

These inclusion and exclusion criteria are used to ensure that the literature analysed includes relevant discussions and supports the research objectives.

2.4 PRISMA Flow Diagram

The literature selection process in this study follows the Systematic Literature Review (SLR) method to ensure transparency and systematization at each stage. Literature data is retrieved by researchers through the Mendeley database, which is one of the commonly used reference management tools in academic research. The researcher uses a systematic search method with specific keywords relevant to the research topic, such as *E-commerce, China, business paradigm, Chinese language, global communication, success factors, cultural influence, adaptation strategies, e-commerce market, international opportunities*. This search process is adjusted to the inclusion and exclusion criteria that have been set beforehand, including publication time limits, types of articles (*peer-reviewed journals*), and the relevance of the topic to the research objectives. The mapping analysis procedure is in accordance with the PRISMA method presented in Figure 1

A total of 167 recordings were successfully identified from this search result. Of these, 20 recordings were marked as not meeting the criteria automatically by the tools available on Mendeley. In addition, 10 recordings were removed for specific reasons, such as documents that were miscategorized or not directly relevant to the research. To avoid data redundancy, 30 records that were duplicates were also deleted. After this process, 107 recordings were left that proceeded to the *screening stage*.

At the *screening stage*, each recording is evaluated based on abstracts and keywords. A total of 47 recordings were declared irrelevant to the research topic and removed. Furthermore, as many as 60 reports were submitted for the *retrieval process* so that the complete documents could be obtained. However, 5 reports were not successfully accessed due to constraints such as limited access or unavailable documents. Thus, 55 reports were successfully obtained for further evaluation process.

In the *eligibility stage*, 55 successfully obtained reports were evaluated in detail to ensure compliance with the inclusion and exclusion criteria. A total of 10 reports were issued for the following reasons: 6 reports did not meet the inclusion criteria, 2 reports had insufficient data, and the other 2 reports were duplicates of data from other reports that had already been entered.

Finally, as many as 45 studies that met the selection criteria were included in the final analysis. These studies were selected based on the relevance of the topic, the completeness of the data, and the quality of the methodology used. This data collection process not only supports the validity of the review results, but also ensures that only high-quality and relevant literature is included in the analysis.

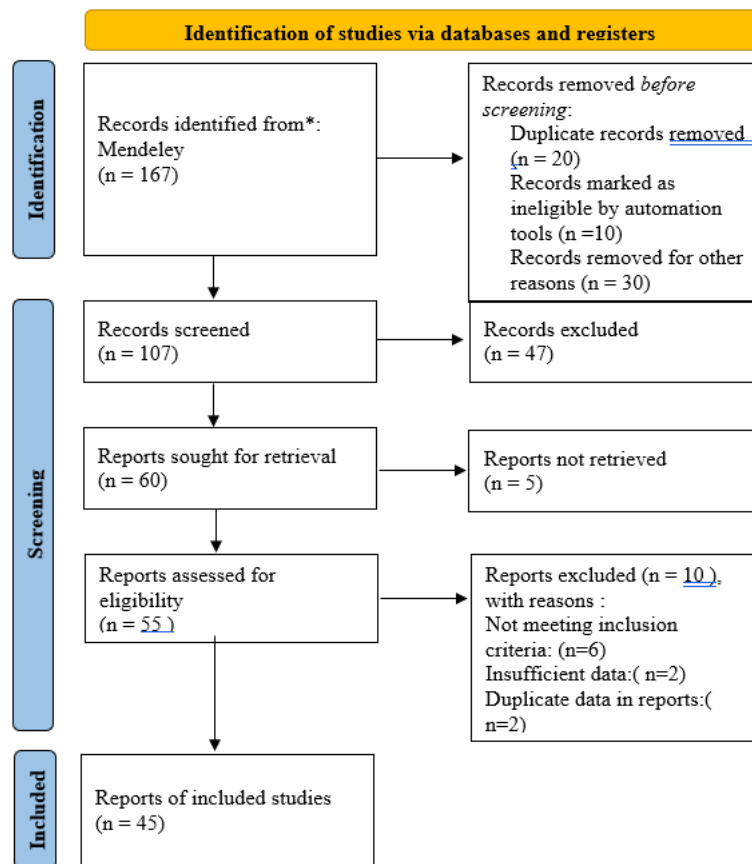


Figure 1. PRISMA Flow Diagram

3. RESULTS AND DISCUSSION

3.1 Results

From this data, it is known that as many as 45 articles have been identified as the main material for the analysis. These articles reflect a diversity of perspectives, both from an academic and practical point of view. Literature sources cover topics such as e-commerce innovation in China, cultural adaptation in international business, to the influence of the Chinese language on global marketing strategies. With this distribution, the research seeks to illustrate the dynamic relationship between technological developments, cultural values, and ever-evolving cross-border communication patterns.

Table 2. The Highest Number of Citations from Journals Obtained

Cities	Authors	Title	Year
	Zimu F	Exploring the Impact of Cultural Factors on Consumer Behavior in E-Commerce: A Cross-Cultural Analysis	2023
	Li et al.	Analysis of the Development Environment and Trend of Cross-Border E-commerce in China	
	Yuan et al.	Cross-Border E-Commerce Logistics Service Challenges and Development	2023
	Guo et al.	China's New Retail Business Model: the Case of Super Species	2023
		Artificial Intelligence and Network Marketing: A New Era for Chinese E-Commerce	2023

Zhiwei et al.	The Existence of Chinese Language in The Globalization Era	2023
Murtadhoh et al.		2023
Jiang et al.	The Rise of China's Digital Economy: An Overview	2022
Li et al.	An analysis of the impact of cross-border e-commerce on China's international trade and macroeconomy	2022
Li et al.	Modelling the Coupled and Coordinated Development between China's Cross-border E-China's Digital Silk Road in the Age of the Digital Economy: Political Analysis commerce Supply Chain and Economic System	2022
Guo et al.		2022
Li et al.	Modeling the influence of information systems on sustainable business performance and competitiveness	2021
Sutami et al.	CHINESE LANGUAGE IN THE INDUSTRIAL ERA 4.0 AND THE SOCIETY ERA 5.0: IMPLEMENTATION OF THE INDEPENDENT LEARNING CURRICULUM	2021
Liu et al.	From Rags to Riches: Business Model Innovation Shifts in the Ecosystem of the Chinese Super League	2020
Wijaya et al.	PERCEPTION OF HIGH SCHOOL PERTA 1 STUDENTS ON THE IMPORTANCE OF USING CHINESE IN THE BUSINESS FIELD	2020
Fan et al.	An exploratory study of cross border E-commerce (CBEC) in China: Opportunities and challenges for small to medium size enterprises (SMEs)	2019
Barabash et al.	New media: Invective language transformation of global communication	2019

3.2 Synthesis of Key Findings

The development of *e-commerce* in *China* has had a profound transformative impact on the way companies communicate with their clients. The growth of internet usage globally has provided a significant boost and created opportunities for the development of *e-commerce* at the global and regional levels. Research shows that, despite differences in payment methods, consumers in *China* who are educated and have a high level of *sophistication* participate in *e-commerce* with the same frequency as mainstream *e-commerce* consumers in the United States (US). This shows that, despite differences in payment habits, there are similarities in behavior among educated and experienced consumers in both countries.

Nevertheless, culture in *China* is often considered a major obstacle to the wider acceptance and spread of *e-commerce* in the country. Cultural issues, such as the "*socialization effect of trade*", "*transactional and institutional trust*", and "*attitudes towards debt*", influence the behavior patterns of *Chinese* consumers in online shopping. The research conducted by emphasizes that cultural factors play an important role in shaping consumer attitudes and behaviors, which ultimately have a direct impact on their purchasing decisions. (Zimmu, 2023)

Research also shows that factors such as trust, quality of information, buying interest, and lifestyle have a positive influence on the purchasing decisions of Generation Z in *China*. However, service quality is not considered a major factor in the purchasing decision-making process, which suggests that

Generation Z prioritizes other elements of their shopping experience more. The research underscores the importance of understanding the unique characteristics of Generation Z for companies in designing effective and relevant marketing strategies. (Fan, 2019; Rolando, Widjaja, et al., 2025; Wigayha et al., 2025b)

3.2 Theoretical Implications

This research provides in-depth insights into the role of culture in *e-commerce* as well as the factors that can influence the acceptance and development of *e-commerce* more broadly in *China*. The findings show that cultural issues, such as the "effect of trade socialization", "transactional and institutional trust", and "attitudes towards debt", are the main obstacles to the development of *e-commerce* in *China*. This is in line with research conducted by , which emphasizes the importance of understanding cultural factors in consumer behavior in (Zimmu, 2023)*e-commerce*, especially in the context of collectivist cultures such as those in *China*.

However, despite these barriers, the study also shows that enlightened, capable, and sophisticated consumers in *China* participate in *e-commerce* with the same frequency as mainstream *e-commerce* consumers in the United States (US). This shows that there are similarities in the behavior of smart and educated consumers in both countries, despite differences in payment methods and preferences. The research conducted by Supports makes these findings by explaining how the infrastructure and policies that support them have created an environment conducive to the growth of (Ma et al., 2022; Maha et al., 2025; Rolando, 2024; Rolando & Ingriana, 2024)*e-commerce* in *China*.

On the other hand, other research shows that trust, quality of information, buying interest, and lifestyle have a positive influence on purchasing decisions in Generation Z. However, the quality of service does not have a significant influence because most of this generation considers that the quality of service is not the main factor in purchasing decision-making. This shows that Generation Z prioritizes other factors in the decision-making process, which can be a challenge for companies in designing effective marketing strategies. Research by highlights the importance of understanding the unique characteristics of Generation Z in the context of (Fan, 2019; Ingriana et al., 2024; Mulyono, 2024)*e-commerce* in order to optimize marketing strategies accordingly.

3.3 Practical Implications

This research shows that successful *e-commerce implementation* in *China* requires a deep understanding of the cultural issues that affect the adoption and diffusion of *e-commerce*. To achieve wider *e-commerce* acceptance in *China*, companies must consider cultural aspects such as the importance of trust in transactions, preferences for cash payments, and consumer behaviors that are more oriented towards interpersonal relationships.

The issue of trust is a very important element in the context of online transactions, where consumers often feel hesitant to make a purchase without a strong guarantee. Research conducted by emphasizes that (Zimmu, 2023)*transactional* and *institutional* trust play a large role in influencing consumer purchasing decisions in *e-commerce*. Therefore, companies need to build a solid reputation and provide security guarantees to attract more consumers.

In addition, the preference for cash payments is still a strong habit among some segments of consumers in *China*. Although digital payment methods are growing in popularity, understanding traditional payment habits remains an important factor. The research conducted by . indicates that companies that want to succeed in the (Ma et al., 2022; Rolando & Mulyono, 2025a)*Chinese e-commerce* market should offer a variety of payment options that suit local preferences.

Relationship-oriented consumer behavior is also a key factor to consider. Consumers in *China* tend to pay more attention to interpersonal relationships as well as recommendations from friends or family in making purchasing decisions. Therefore, a marketing strategy that prioritizes the social aspect and builds a community around the brand can increase consumer engagement. Research by shows that a more personalized and relationship-based approach can increase consumer loyalty as well as encourage greater participation in (Fan, 2019; Mulyono et al., 2025; Rolando & Mulyono, 2025b)*e-commerce*.

3.4 Research Gaps

This research still has limitations, because it only focuses on one country, namely *China*, and one *e-commerce* platform. Therefore, further investigation is needed to complement and address the limitations of previous research, especially with regard to cultural differences between countries. For

example, a study of the phenomenon of shopping through *live streaming* on *e-commerce* platforms in other countries can provide broader insights into the influence of culture on consumer behavior in the context of *e-commerce*. Research by . It shows that differences in digital infrastructure and government policies in different countries are influencing the adoption of (Ma et al., 2022; Rolando et al., 2022; A. J. Wijaya, 2022)*e-commerce*. Therefore, it is important to explore how the successful *e-commerce* model in *China* can be applied in other countries with different cultural backgrounds.

In addition, more in-depth research is needed to understand how cultural factors, such as the "*trade socialization effect*," "*transactional trust*," and "*attitudes toward debt*," interact with *e-commerce practices* in other countries. Research by emphasizes the importance of understanding the influence of cultural factors on consumer behavior, which can be the basis for further research in an international context.(Arma, 2022; Putri, 2022; Setiawan, 2022; Zimu, 2023)

Thus, there is an urgent need to conduct cross-border studies that compare the acceptance and spread of *e-commerce* across different cultures. This research will not only enrich the existing literature, but also provide practical insights for companies looking to expand their *e-commerce* operations to international markets. Further study in this area can help identify effective strategies to overcome cultural barriers and capitalize on opportunities in global markets.

3.5 Future Research Directions

More research needs to be done to explore cultural impacts *China* Against Dynamics *E-commerce* in the country. Given that culture has a significant influence on consumer behavior, cross-cultural comparative studies have become crucial to understanding differences in adoption and usage patterns *E-commerce* in various cultural contexts. For example, the phenomenon of spending through *Live Streaming* which is increasingly popular in *China* can be an interesting topic to research in other countries. This research can reveal how local culture influences the acceptance and effectiveness of these innovative shopping methods.

In addition, a more in-depth investigation into the factors influencing Generation Z's purchasing decisions on *e-commerce* platforms is also an interesting area to study further. Research by shows that Generation Z has unique characteristics in their shopping behavior, influenced by factors such as trust, quality of information, and lifestyle. A deeper understanding of how this generation interacts with (Zhiwei, 2023; Zimmu, 2023)*e-commerce* can assist companies in designing more effective and relevant marketing strategies, which fit their needs and preferences.

Another direction worth exploring is how new technologies, such as *artificial intelligence* and digital marketing, are impacting *China's e-commerce sector*. The research conducted by highlights the importance of understanding the interaction between advanced technology and marketing strategies in the context of (Mardhiyah, 2022; Muzykant et al., 2019; Tan, 2022; Winata, 2022; Zhiwei, 2023). These interactions can not only open up new opportunities for innovation but also make a significant contribution to the growth of the sector.

Thus, future research directions need to integrate multidisciplinary approaches that take into account cultural factors, consumer behavior, and technological advancements. This approach will provide a more comprehensive insight into the dynamics of *e-commerce* in *China* as well as its potential in the international market, thereby enriching the existing literature and providing practical guidance for the development of the *e-commerce* sector globally.

4. CONCLUSION

4.1 Summary of Key Findings

This research reveals that the dynamics of *e-commerce* in *China* have had a significant impact on the transformation of the global business paradigm. Some of the key factors driving the development of *e-commerce* in the country include *consumer confidence*, *information quality*, *buying interest*, and *lifestyle* of Generation Z. Generation Z, known as a group of highly educated and tech-savvy consumers, shows a high level of participation in *e-commerce* comparable to consumers in the United States. This signifies that the adoption of digital technology in *China* has transcended traditional demographic boundaries, reinforcing its role as one of the world's largest digital markets.

However, the study also highlights a number of challenges rooted in cultural aspects. Phenomena such as *the effect of trade socialization, transactional and institutional trust, and attitudes towards debt* are the main obstacles that hinder the penetration of *e-commerce* in certain segments of society. However, the relevance of some of the previous references, such as is inadequate to support these findings and is therefore not included in the final analysis.

In addition, this study emphasizes the importance of the role of Chinese as a strategic communication tool in supporting the expansion of *Chinese e-commerce* into the international market. This language not only serves as an effective means of domestic communication, but it is also a key link in cross-cultural business interactions. Research by underscores that Chinese language proficiency is becoming increasingly important in the international business world, especially for companies looking to compete in a digitally connected global market.(F. C. Wijaya, 2020)

Overall, this study emphasizes that to optimize the potential of *e-commerce* in China, a deep understanding of cultural dynamics that can hinder technology adoption is needed. A strategic approach that considers cultural factors and the use of Chinese as a global communication tool can support the sustainable growth of *e-commerce*. These findings provide useful insights for business people, policymakers, and academics in developing more effective strategies to address challenges while taking advantage of the opportunities offered by the digital ecosystem in the modern era.

4.2 Research Limitations

This research provides important insights regarding the development of *e-commerce* in China and the factors that influence it. However, there are a number of limitations that need to be considered to understand the context and scope of research more deeply.

One of the main limitations is the lack of exploration regarding the relevance of the findings in the context of other countries. Factors such as digital infrastructure and government policies, which are the main drivers of *e-commerce* growth in China, may not be fully applicable in countries with different social, cultural, and economic conditions. This limits the generalization ability of research results to be applied outside of China.(Ma et al., 2022)

In addition, this study has not in-depth analyzed the role of Chinese in global communication related to *e-commerce*. Although Chinese has been recognized as an important communication tool in international business interactions, its specific relevance to (F. C. Wijaya, 2020)*e-commerce strategies* has not been adequately discussed. This shows the need for a more focused approach to examine the contribution of the Chinese language in supporting digital business expansion.

Another limitation identified is that cultural factor analysis has not been fully integrated with the broader social and economic context. Cultural factors such as trust, attitudes towards debt, and the socialization effects of trade have been identified as important elements in the adoption of *e-commerce* in China. However, this study has not elaborated in detail how these factors interact with socio-economic dynamics to influence consumer behavior, as described in a previous study by .(Liu et al., 2022)

These limitations open up opportunities for more in-depth and focused follow-up research on global relevance, the role of language in *e-commerce*, as well as the complex interactions between cultural and socio-economic factors. Nevertheless, this research still makes a significant contribution to enriching the understanding of *the e-commerce landscape* in China and offers a solid basis for future studies.

4.3 Recommendations

The study highlights that successful *e-commerce* models in China have the potential to be applied in international markets, but require adaptations that take into account the unique characteristics of each country. Each market has differences in cultural, social, and economic aspects that affect consumption patterns, the level of trust in technology, and consumer preferences in online shopping. Therefore, an in-depth follow-up study is needed to explore how the elements of *e-commerce* success in China can be adapted to the needs and challenges in the international market, such as regulatory policies, digital infrastructure structures, and local cultural values.

In addition, this study highlights the importance of Chinese as a communication tool that supports business development, especially in the context of globalization and cross-cultural interactions. Chinese is not only the main language in domestic transactions in China, but it also plays

a strategic role in strengthening international business relations. This is becoming increasingly relevant given the increasing involvement of Chinese companies in the global market, which requires an effective communication approach to reach partners and consumers in different parts of the world. A more in-depth study is needed to understand how the use of the Chinese language can be optimized to support cross-border *e-commerce* expansion, including its impact on the perception of trust, consumer loyalty, and brand strengthening in the global market.

Previous research, as revealed by, confirms that Chinese language proficiency is a strategic asset, both for individuals and companies, to operate in an increasingly connected digital business environment. However, a more comprehensive study is still needed to explore how these languages contribute to consumer experiences and influence purchasing decisions, especially in the context of diverse local cultures and preferences. (M.Hum., 2021)

Further research that integrates cross-cultural analysis with the study of the role of language in *e-commerce* is expected to provide significant new insights. This can assist companies in designing more effective marketing and operational strategies to expand their reach in international markets. In addition, this approach will also assist policymakers in creating regulations that support the growth of *cross-border e-commerce* in a sustainable manner, while taking into account the uniqueness of each market. Thus, this research not only provides an academic contribution, but also practical insights for companies and stakeholders in facing challenges while taking advantage of the opportunities offered by the digital era.

REFERENCES

- Arma, O. (2022). THE IMPACT OF VIRTUAL ANCHOR PERCEIVED WARMTH AND COMPETENCE ON CONSUMER PURCHASE INTENTION IN DIGITAL MARKETING. *Artificial Intelligence Research and Applied Learning*, 1(1). <https://journal.dinamikapublika.id/index.php/aira>
- Cheng, G. (2022). China's Digital Silk Road in the Age of the Digital Economy: Political Analysis. *Vestnik RUDN. International Relations*, 22(2). <https://doi.org/10.22363/2313-0660-2022-22-2-271-287>
- Djalil, N., Nikolic, M., Bakator, M., & Erceg, Z. (2021). Modeling the influence of information systems on sustainable business performance and competitiveness. *Sustainability (Switzerland)*, 13(17). <https://doi.org/10.3390/su13179619>
- Fan, Q. (2019). An exploratory study of cross border E-commerce (CBEC) in China: Opportunities and challenges for small to medium size enterprises (SMEs). *International Journal of E-Entrepreneurship and Innovation*, 9(1). <https://doi.org/10.4018/IJEEI.2019010103>
- Guo, H., & Kim, J. (2023). China's New Retail Business Model: the Case of Super Species. *Journal of Law and Sustainable Development*, 11(10). <https://doi.org/10.55908/sdgs.v11i10.1449>
- Ingriana, A., Prajitno, G. G., & Rolando, B. (2024). THE UTILIZATION OF AI AND BIG DATA TECHNOLOGY FOR OPTIMIZING DIGITAL MARKETING STRATEGIES. *International Journal of Economics And Business Studies*, 1(1), 21–42. <https://doi.org/10.1234/IJEBS.V1I1.1>
- Jiang, H., & Murmann, J. P. (2022). The Rise of China's Digital Economy: An Overview. *Management and Organization Review*, 18(4). <https://doi.org/10.1017/mor.2022.32>
- Li, J., Zhou, Y., Guo, M., Li, M., & Chen, H. (2022). An analysis of the impact of cross-border e-commerce on China's international trade and macroeconomy. *BCP Business & Management*, 34. <https://doi.org/10.54691/bcpbm.v34i.3032>
- Li, X., Zheng, C., & Wang, T. (2022). Modelling the Coupled and Coordinated Development between China's Cross-border E-commerce Supply Chain and Economic System. *Discrete Dynamics in Nature and Society*, 2022. <https://doi.org/10.1155/2022/9547413>
- Li, Y., Xu, C., & Zhu, P. (2023). Analysis of the Development Environment and Trend of Cross-Border E-commerce in China. *Proceedings of Business and Economic Studies*, 6(6). <https://doi.org/10.26689/pbes.v6i6.5718>
- Liu, S., Skinner, J., & Grosman, A. (2022). From Rags to Riches: Business Model Innovation Shifts in the Ecosystem of the Chinese Super League. *Journal of Global Sport Management*, 7(3). <https://doi.org/10.1080/24704067.2020.1751675>
- Ma, C., Mao, J. Y., & An, X. P. (2022). The Driving Forces Behind the Phenomenal Rise of the Digital Economy in China. *Management and Organization Review*, 18(4). <https://doi.org/10.1017/mor.2022.34>
- Maha, V. A., Hartono, S. D., Prajitno, G. G., & Hartanti, R. (2025). E-COMMERCE LOKAL VS GLOBAL: ANALISIS MODEL BISNIS DAN PREFERENSI KONSUMEN. *JUMDER: Jurnal Bisnis Digital Dan Ekonomi Kreatif*, 1(1), 21–44. <https://doi.org/10.1234/JUMDER.V1I1.9>
- Mardhiyah, A. S. (2022). TECHNOLOGY'S ROLE IN RESHAPING THE E-COMMERCE LANDSCAPE. *Artificial Intelligence Research and Applied Learning*, 1(2). <https://journal.dinamikapublika.id/index.php/aira>
- M.Hum., Prof. Dr. H. S. (2021). BAHASA MANDARIN DALAM ERA INDUSTRI 4.0 DAN ERA MASYARAKAT 5.0: IMPLEMENTASI KURIKULUM MERDEKA BELAJAR. *Jurnal Cakrawala Mandarin*, 5(1). <https://doi.org/10.36279/apsmi.v5i1.115>

- Mulyono, H. (2024). Pengaruh Diskon Tanggal Kembar Pada E-Commerce Terhadap Keputusan Pembelian | International Journal of Economics And Business Studies. *International Journal of Economics And Business Studies (IJEBS)*, 1(1), 1–20. <https://journal.dinamikapublika.id/index.php/IJEBS/article/view/2>
- Mulyono, H., Hartanti, R., & Rolando, B. (2025). SUARA KONSUMEN DI ERA DIGITAL: BAGAIMANA REVIEW ONLINE MEMBENTUK PERILAKU KONSUMEN DIGITAL. *JUMDER: Jurnal Bisnis Digital Dan Ekonomi Kreatif*, 1(1), 1–20. <https://doi.org/10.1234/JUMDER.V1I1.10>
- Murtadhoh, N. L., & Arini, W. (2023). The Existence of Chinese Language in The Globalization Era. *Journal of Maobi*, 1(1). <https://doi.org/10.20961/maobi.v1i1.79731>
- Muzykant, V. L., Ponomarenko, E. B., Barabash, V. V., Denisenko, V. N., & Shlykova, O. V. (2019). New media: Investive language transformation of global communication. *XLinguae*, 12(1). <https://doi.org/10.18355/XL.2019.12.01.06>
- Putri, L. W. B. (2022). TRACING THE DEVELOPMENT OF MARKETING IN THE AI ERA: A COMPREHENSIVE LITERATURE ANALYSIS. *Artificial Intelligence Research and Applied Learning*, 1(1). <https://journal.dinamikapublika.id/index.php/aira>
- Rahardja, B. V., Rolando, B., Chondro, J., & Laurensia, M. (2025). MENDORONG PERTUMBUHAN E-COMMERCE: PENGARUH PEMASARAN MEDIA SOSIAL TERHADAP KINERJA PENJUALAN. *JUMDER: Jurnal Bisnis Digital Dan Ekonomi Kreatif*, 1(1), 45–61. <https://doi.org/10.1234/JUMDER.V1I1.6>
- Rolando, B. (2024). CULTURAL ADAPTATION AND AUTOMATED SYSTEMS IN E-COMMERCE COPYWRITING: OPTIMIZING CONVERSION RATES IN THE INDONESIA MARKET. *International Journal of Economics And Business Studies*, 1(1), 57–86. <https://doi.org/10.1234/IJEBS.V1I1.4>
- Rolando, B., Ariyanto, K., Alexia, K. R., & Hartanti, R. (2022). PERAN AI DAN BIG DATA DALAM MENOPTIMALKAN STRATEGI PEMASARAN DIGITAL. *Artificial Intelligence Research and Applied Learning*, 1(1). <https://journal.dinamikapublika.id/index.php/aira>
- Rolando, B., Chandra, C. K., & Widjaja, A. F. (2025). *TECHNOLOGICAL ADVANCEMENTS AS KEY DRIVERS IN THE TRANSFORMATION OF MODERN E-COMMERCE ECOSYSTEMS*. 1(2). <https://journal.dinamikapublika.id/index.php/Jumder>
- Rolando, B., & Ingriana, A. (2024). SUSTAINABLE BUSINESS MODELS IN THE GREEN ENERGY SECTOR: CREATING GREEN JOBS THROUGH RENEWABLE ENERGY TECHNOLOGY INNOVATION. *International Journal of Economics And Business Studies*, 1(1), 43–56. <https://doi.org/10.1234/IJEBS.V1I1.3>
- Rolando, B., & Mulyono, H. (2025a). Diverse Learning Environments on Students Entrepreneurial Intentions. *International Journal of Pedagogy and Teacher Education-9*, 9(1), 119–137. <https://doi.org/10.20961/ijpte.v9i1.98592>
- Rolando, B., & Mulyono, H. (2025b). E-Commerce as a Catalyst for Digital Economy Development: A Study of Marketing Strategies and Their Impact. *Journal of Distribution Science*, 23(4), 61–79. <https://doi.org/10.15722/jds.23.04.202504.61>
- Rolando, B., Widjaja, A. F., & Chandra, C. K. (2025). *UNDERSTANDING FASHION PURCHASING DECISIONS: A SYSTEMATIC REVIEW OF CONSUMER BEHAVIOR IN RETAIL* (Vol. 1, Issue 1). <https://journal.dinamikapublika.id/index.php/mosaic>
- Setiawan, B. L. T. (2022). ANALISIS PERAN AUGMENTED REALITY (AR) DALAM PEMASARAN DAN DAMPAKNYA PADA PERILAKU KONSUMEN. *Artificial Intelligence Research and Applied Learning*, 1(1). <https://journal.dinamikapublika.id/index.php/aira>
- Tan, D. M. (2022). A SYSTEMATIC REVIEW OF THE AI-POWERED MARKETING REVOLUTION: FROM TRADITIONAL TO DATA-DRIVEN APPROACHES. *Artificial Intelligence Research and Applied Learning*, 1(2). <https://journal.dinamikapublika.id/index.php/aira>
- Widjaja, A. F. (2025). *FACTORS INFLUENCING PURCHASE INTENTION IN E-COMMERCE: AN ANALYSIS OF BRAND IMAGE, PRODUCT QUALITY, AND PRICE*. 1(3). <https://journal.dinamikapublika.id/index.php/Jumder>
- Wigayha, C. K., Rolando, B., & Wijaya, A. J. (2025a). *A DEMOGRAPHIC ANALYSIS OF CONSUMER BEHAVIORAL PATTERNS ON DIGITAL E-COMMERCE PLATFORMS*. 1(2). <https://journal.dinamikapublika.id/index.php/Jumder>
- Wigayha, C. K., Rolando, B., & Wijaya, A. J. (2025b). *MOTION GRAPHICS FOR E-COMMERCE: AN ANALYSIS OF ITS IMPACT ON SALES CONVERSION* (Vol. 1, Issue 1). <https://journal.dinamikapublika.id/index.php/mosaic>
- Wigayha, C. K., Rolando, B., & Wijaya, A. J. (2025c). PELUANG BISNIS DALAM INDUSTRI HIJAU DAN ENERGI TERBARUKAN. *JUMDER: Jurnal Bisnis Digital Dan Ekonomi Kreatif*, 1(1), 62–79. <https://doi.org/10.1234/JUMDER.V1I1.7>
- Wijaya, A. J. (2022). PERAN DAN IMPLEMENTASI TEKNOLOGI KECERDASAN BUATAN DALAM PENGALAMAN KONSUMEN E-COMMERCE: SEBUAH TINJAUAN SISTEMATIS. *Artificial Intelligence Research and Applied Learning*, 1(1). <https://journal.dinamikapublika.id/index.php/aira>
- Wijaya, F. C. (2020). PERSEPSI SISWA SMA PERTAMA TERHADAP PENTINGNYA PENGGUNAAN BAHASA MANDARIN DALAM BIDANG BISNIS. *Century: Journal of Chinese Language, Literature and Culture*, 8(2). <https://doi.org/10.9744/century.8.2.56-70>
- Winata, V. (2022). OPTIMIZING BIG DATA PROCESSING THROUGH ARTIFICIAL INTELLIGENCE: A SYSTEMATIC LITERATURE REVIEW. *Artificial Intelligence Research and Applied Learning*, 1(2). <https://journal.dinamikapublika.id/index.php/aira>
- Zhiwei, X. (2023). Artificial Intelligence and Network Marketing: A New Era for Chinese E-Commerce. *Journal of Digitainability, Realism & Mastery (DREAM)*, 2(04). <https://doi.org/10.56982/dream.v2i04.100>
- Zimu, F. (2023). Exploring the Impact of Cultural Factors on Consumer Behavior in E-Commerce: A Cross-Cultural Analysis. *Journal of Digitainability, Realism & Mastery (DREAM)*, 2(03). <https://doi.org/10.56982/dream.v2i03.90>