



Analyzing the Impact of Shenzhen's Cross-Border E-commerce Platform on Consumers' Willingness to Purchase

Jiao Yang^{1*}, Nisit Pantamit², Chukiatt Chaiboonsri³

¹⁻³Master of Economics, Chiang Mai University, Thailand

*Corresponding Author: yangjiao0711@gmail.com (J.Y)

ABSTRACT

In the era of economic globalization and rapid advancements in Internet technology, e-commerce is emerging as the dominant force reshaping international trade landscapes. While China's international trade growth has experienced a notable slowdown in recent years, the rise of cross-border digital commerce has signified a transformative shift. Since its inception in 2011, cross-border digital commerce in China has gained significant momentum, with Shenzhen emerging as a pioneering city in this domain. By 2013, Shenzhen had established itself as a leader in e-commerce exports, and by 2017, it began to excel in imports as well. The city boasts a rich tapestry of resources, exceptional innovation capabilities, and highly efficient logistics networks, all of which bolster its position in the realm of international digital commerce. This dynamic environment not only offers consumers a wide array of shopping opportunities but also plays a pivotal role in enhancing Shenzhen's GDP, thereby underscoring the critical impact of digital commerce on the economy and positioning China as a key player in the global marketplace.

Keywords: Multiple Logistic Regression Model, SOR Theoretical model, Shenzhen's cross-border E-commerce platform