

Influencing Factors of Sellers' Entrepreneurial Intentions in Cross-Border E-Commerce

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Abstract:

The expansion of cross-border e-commerce (CBEC) platforms has created fresh opportunities for entrepreneurs, with numerous startups utilizing these platforms to drive business growth. Despite this, academic research on CBEC entrepreneurship remains scarce. This study explores the development of entrepreneurial intention by integrating the Entrepreneurial Event Model (EEM), Cost-Benefit Analysis (CBA), and Resource Dependence Theory (RDT) into a comprehensive framework. Employing Structural Equation Modeling (SEM) on a non-student sample, the findings indicate that perceived desirability, willingness to act, and perceived feasibility are key determinants of entrepreneurial intention. Perceived benefits and feasibility strongly contribute to desirability, while perceived costs exhibit no notable impact. Platform service quality, security, and system compatibility shape feasibility, whereas platform reputation appears insignificant. The results suggest that CBEC entrepreneurship is predominantly profit-oriented, with startups emphasizing platform attributes essential for operational success, embodying a “passionate pursuer” mindset. This study enriches the CBEC literature by offering theoretical advancements and actionable insights for optimizing platform design and guiding entrepreneurial choices.

Keywords:

Cross-border e-commerce; Entrepreneurial intention; Entrepreneurial activity framework; Cost-benefit evaluation; Resource dependence perspective; Small and medium enterprises; E-commerce platform selection.