

Consumer And Commercial Practices in International Business from An Economic Perspective

Nurul Syafiqah Azman¹, Nasib², Affendy Abu Hassim³, Said Nasser Al-Amrani⁴,
Muhammad Fathoni⁵

nurul.syafiqah@t.unikl.edu.my¹, nasibwibowo02@gmail.com², affendy.hassim@unikl.edu.my³,
salamrani@su.edu.om⁴, mhd.fathoni@gmail.com⁵

^{1,3}Universiti Kuala Lumpur, Kuala Lumpur, Malaysia

²Institut Bisnis Informasi Teknologi dan Bisnis, Medan, Indonesia

⁴Sohar University, Oman

⁵Politeknik Ganesha Medan, Medan, Indonesia

Corresponding Email: nurul.syafiqah@t.unikl.edu.my

Abstract

The intersection of consumer behaviour and commercial practices in international business contexts represents a critical area of economic research. As international ties become more robust, the awareness of the economic effects stemming from multinational cooperation between organizations and their clientele is elevating. This systematic literature review seeks to amalgamate contemporary scholarship on consumer and commercial practices within the realm of international business from an economic standpoint, with the aim of elucidating critical themes, theoretical frameworks, methodological approaches, and existing research deficiencies. A comprehensive search was conducted across main databases including Scopus and Pro Quest. The primary emphasis of the search strategy was on peer-reviewed publications that scrutinized consumer behaviour, corporate practices, and their economic ramifications within the framework of international business, specifically those released between the years 2019 and 2025. 57 pertinent studies from a variety of databases were found during the review. A detailed compilation of observed facts reveals that investigations into promotional approaches, shopper habits, and governance models show a considerable variation. Significant notions involve a range of consumer patterns influenced by cultural diversity, the shift in business operations due to the digital revolution globally, and the strategies devised for consumer protection. Contemporary analyses indicate that important cultural dynamics significantly influence purchasing behaviours, in addition to noticeable differences in legal systems about consumer support. The current literature shows limited comprehensive economic analysis of consumer and commercial practices in international business. Understanding cross-cultural commercial practices and their economic ramifications, especially with regard to policy recommendations and economic impact assessments, is severely lacking.

Keywords: Consumer Behavior, Commercial Practices, International Business, Systematic Literature Review, Global Trade, Behavioural Economics

Introduction

The globalization of markets has fundamentally transformed the landscape of international business, creating new opportunities and challenges for understanding consumer and commercial practices from an economic perspective. As enterprises progressively engage in cross-border operations, the nexus among consumer behaviour, commercial strategies, and economic outcomes has emerged as a significant domain of scholarly exploration and practical relevance (Cheng et al., 2020). When considering international commerce, the economic effects stemming from consumer and corporate actions reach far past basic market dealings to include multifaceted relationships that engage institutional contexts, cultural disparities, and regulatory structures. At the firm and national levels, these interactions ultimately determine economic outcomes by influencing business strategies and shaping market dynamics (F. Dalimunthe et al., 2022).

This systematic literature examination seeks to furnish an in-depth review of present research on consumer and business conduct in the context of global commerce from an economic angle. This research integrates current scholarship, elucidates essential theoretical dimensions, explores various methodological approaches, and underscores significant constraints within the literature that necessitate further scrutiny.



This critique is essential since it may direct both intellectual investigations and pragmatic corporate methods. The formulation of effective business strategies and policy recommendations necessitates an in-depth comprehension of the economic dimensions of consumer and commercial practices, particularly as international business evolves in response to technological innovations, transforming consumer preferences, and fluctuating regulatory environments.

Theoretical Review

2.1 Behavioural Economics Approaches

In order to comprehend consumer choices in global contexts, behavioural economics frameworks have been used more and more in recent literature. (Kolieb, 2022) elucidated the synthesis of legal and economic frameworks in comprehending transnational consumption behaviour by innovatively employing experimental research methodologies to investigate the ramifications of corporate transgressions against international humanitarian law on consumer purchasing patterns. This method acknowledges that social identity, ethical factors, and cognitive biases play a significant role in how consumers make choices, alongside a foundation in logical reasoning (Kormakova et al., 2023).

The viewpoint of behaviour has notably helped in explaining situations that standard economic models fail to address, like the ways in which consumers react when international companies disregard ethical principles and the role of ethical factors on consumer purchases (Fletcher, 2004). This transformation in cognition denotes a divergence from systems that are entirely reliant on pricing methodologies and advances towards a more intricate comprehension of consumer needs in international markets. This crucial shift denotes a change from approaches that mainly highlight pricing variables and advances towards a more sophisticated grasp of consumer incentives across the world's markets.

2.2 Identity-Based Consumer Theories

The study of how consumers behave internationally can see significant improvement by incorporating the concept of consumer ethnocentrism. (S.-A. Abdul-Latif et al., 2023) investigate the attitudes of Malaysian consumers regarding products from China, revealing the connections between consumer ethnocentrism, internationalism, and cosmopolitanism that affect their perspectives on foreign merchandise. The discourse presented herein highlights the significant impact that consumer identity and cultural affiliations have on the inclination to purchase international brands.

Country-of-origin (COO) effects remain a central theoretical construct, with recent research by (R. Gao, 2022) revealing how different types of product failures (competence versus ethical) interact with COO perceptions across cultures. These identity-based theories provide crucial insights into how cultural and national identity influence economic behaviour in international markets.

2.3 Ethics and Global Governance Frameworks

(Karimova et al., 2025) introduce normative philosophical frameworks (deontology, consequentialism, political cosmopolitanism) to evaluate consumers' roles in governing global value chains. This theoretical leap illustrates a considerable evolution in our grasp of how consumer preferences can shape global market trends through their purchases and the way ethical considerations arise in economic conduct.

The integration of ethical frameworks with economic analysis provides a more comprehensive understanding of consumer behaviour in international contexts, particularly regarding sustainable consumption and responsible purchasing decisions (Shah et al., 2024).

2.4 Research Gaps

Several specific and actionable research gaps can be identified based on a review of past literature and institutional practices. These gaps justify the need for your research and guide future scholarly investigation. These include:

1. The literature lacks substantial longitudinal research evaluating how consumer-business connections evolve over time in foreign environments. Future scholarly inquiries ought to utilize panel data methodologies to enhance the examination of causal relationships and temporal variations (He et al., 2024).
2. The integration among economic, legal, and behavioural theories is notably restricted. Future research should establish more extensive theoretical frameworks that bridge various fields (Merín-Rodríguez et al., 2024).
3. Substantial deficiencies are evident in the representation of specific geographical regions (notably the African continent and certain areas within Asia) as well as in particular sectors (most prominently services and digital commodities). Subsequent investigations ought to address and rectify these inequalities (Esmerova, 2023).
4. A select number of inquiries assess the financial consequences of various business pursuits on consumer interests and market performance. Subsequent inquiries ought to develop more refined metrics for the evaluation of these impacts (Ott & Iskhakova, 2019).
5. The accelerated advancement of technological innovations engenders novel forms of consumer-business engagement that have not been sufficiently examined. It is imperative to conduct research on artificial intelligence, blockchain, and various other nascent technologies within the framework of international business environments (Du et al., 2022).

To guide this systematic review, this research came up with research question of “What economic perspectives have shaped the understanding of consumer and commercial practices in international business from 2019 to 2025, and what are the major themes, drivers, and policy implications discussed in the literature?”

To answer this research question, the systematic review has specific objectives as follows:

1. To examine the current trends of consumer and commercial practices in international business from 2019 to 2025.
2. To identify the main opportunities that could influence consumer and commercial practices in global business environments.
3. To analyze the major challenges faced by businesses and consumers in implementing or adapting to evolving commercial practices in international contexts.

The results of this comprehensive literature evaluation offer both theoretical and practical contributions to the study of consumer and commercial practices within international commerce from an economic perspective. Hypothetically, this assessment improves the educational insight into the mechanisms by which consumer and enterprise activities are represented, activated, and impacted within the domain of worldwide trade. It presents critical economic components that involve pricing behaviour, consumer optimism, methods for market penetration, trends in digital buying, and the adaptability of supply chains as significant influences on the achievements in international commerce.

By bringing together principles from behavioural economics, transaction cost theory, and institutional economics, this evaluation bolsters the academic discussion, devising a well-rounded model that links economic functions with corporate success in different worldwide scenarios. It brings to light the connections that tie together consumer selection methods, business competitiveness, and market dynamics, all of which are swayed and adjusted by large-scale economic trends, cultural habits, and progress in digital advancements.

Practically, the review provides valuable guidance for international businesses, policymakers, and trade regulators by identifying the most pressing challenges including regulatory fragmentation, cross-border consumer protection gaps, and economic asymmetries in emerging markets. Furthermore, the synthesis of proposed interventions such as better consumer data governance, localized pricing models, and collaborative international standards creates a basis for enhancing commercial efficiency and customer participation in global marketplaces.

Methodology

The purpose of conducting this systematic review, guided by the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines, is to synthesize the existing body of knowledge on consumer and commercial practices within the particularly within the context

of international business, viewed through an economic lens. To ensure methodological rigor and transparency, the process of data extraction and analysis followed the SPAR-4-SLR (Systematic Protocol for Academic Research – Stepwise Literature Review) framework, as proposed by (Paul et al., 2021). This approach offered an organized and replicable review procedure linked with the specified study question.

The review began by carefully scanning and choosing peer-reviewed journal articles from Scopus and Pro Quest databases, focused on publications between 2019 and 2025. Abstracts were initially reviewed to determine relevance, followed by full-text evaluations to find recurring themes and sub-themes linked to consumer and commercial activities within the framework of international commerce. The flow diagram aligned with PRISMA was leveraged to depict the four significant phases of the review process: Identification, Screening, Eligibility, and Inclusion. This systematic methodology guaranteed that the ultimate selection of studies conformed to quality standards and effectively facilitated the pursuit of the study's objectives.

Through this approach, the review offers a comprehensive and evidence-based understanding of the consumer and commercial practices.

1. Identification

The beginning stage is to identify relevant papers by conducting complete searches across databases and several other sources, following which the total count of detected records should be accurately stated for transparency and consistency purposes (Mehrotra et al., 2018).

2. Screening

In this stage, the focus was to remove of duplicates and the subsequent screening of the remaining records based on their titles and abstracts to ensure that the number of data records that have been excluded is correct as well as those included are for further evaluation (Abdul Razak et al., 2022).

3. Eligibility

To ensure that the researcher have the significant collected data, by excluded and included based on the chosen criteria, researcher need to conducted using analyse through assessment of full-text articles from the remaining data. After the removing the duplicate data, the remaining data will continue to extract using the specific assessment. The data selection for example to sorting out the data that meet the criteria of exclusion and included has been conducted through this stage. The specific reason will be stated if the data is excluded to ensure that transparency of selection process meet the requirement (Page et al., 2021).

4. Included

In this phase, the data that have been successfully met the eligibility criteria and are deemed suitable for inclusion. It is crucial to disclose the total number of studies that have been included in both the qualitative and quantitative analysis, particularly in the context of meta-analysis, to offer a comprehensive overview of the research findings (Page et al., 2021).

5. The methodological approach included defining eligibility criteria, deriving a search strategy for article identification, performing data extraction systematically and synthesizing findings in research and assessing the quality of systematic review methodology. In this systematic review, the selection criteria are established to incorporate pertinent studies that are directly related to address the research issue. Another inclusion requirements include research had to be published in English language throughout the last 7 years (2019-2025)

Search Strategy

At this step of the keyword research process, all relevant synonyms, related terms, and conceptual versions of the major keywords were rigorously researched. A structured search technique, as stated in Table 1, was implemented across two major academic databases: Scopus and Pro Quest. The literature search for this systematic review utilized a combination of controlled vocabulary and keyword-based search strings, including terms such as “consumer behaviour,” “commercial practices,” “international business,” “economic perspective,” “market strategies,” and “cross-border commerce.” This strategic approach ensured a comprehensive and focused retrieval of scholarly publications relevant to the review’s objectives (Santamaria-Granados et al., 2021). To

enhance the depth and breadth of the review, supplementary search techniques were applied. These included manual filtering of reference lists from major articles, citation chaining, and consultations with domain experts in international business, trade economics, and consumer market behaviour. This multi-pronged strategy followed recommendations by (Siddaway et al., 2019) to ensure the inclusion of both key works and new ideas, giving a firm framework for synthesis.

Table 1. Keywords used in this study

Databases	Keywords Used
Scopus	1. Consumer Behaviour in International Business
Pro Quest	2. Global Commercial Practices
	3. Cross-Border Trade and Consumption
	4. Market Entry Strategies
	5. International Consumer Preferences
	6. Behavioural Economics in Trade
	7. Digital Commerce and Consumer Engagement
	8. Economic Perspectives on Global Markets

In this study, the authors were able to extend existing keywords and develop a broad search string using Boolean operators, phrase searching, truncation, wild cards, and field code functions in the two main databases accessed: Scopus and Pro Quest whose search strings are shown in Table 2.

Table 2. Search string used in this study

Database	Search String
Scopus	ALL ("consumer behavior" OR "consumer preferences" OR "commercial practices" OR "international business strategy" OR "cross-border trade") AND ("economic perspective" OR "behavioral economics" OR "market entry strategies")
ProQuest	("consumer engagement" OR "global commercial practices" OR "international consumer trends") AND ("economic analysis" OR "trade strategy" OR "market efficiency") AND ("international business" OR "cross-border commerce")

Screening

The second stage involved screening the articles. The goal of the first screening stage was to eliminate duplicate articles. In this process, 4 duplicate articles were removed, leaving 282 articles to be evaluated using specific inclusion and exclusion criteria:

1. Only journal research articles were included because they provide related article topics. Excluded articles included book series, books, book chapters, meta-analyses, systematic reviews, and conference proceedings.
2. Only English-language publications were considered.

In order to satisfy the goals of the review, the emphasis was on studies undertaken in the field of research study. These criteria allowed for the elimination of 282 manuscripts (see Table 3), leaving 57 articles appropriate for review.

Eligibility

The whole articles were examined at the third step, which was the eligibility check. At this point, the writers went through the remaining pieces by hand to make sure they fulfilled the requirements. Reading the abstracts and titles was required for this stage. Because this study will concentrate on consumer behaviour, commercial practices, or economic implications in international business context 282 articles were consequently eliminated. In the end, a mere 57 articles fulfilled the requirements and were chosen for additional examination as per shown in Figure 1: PRISMA.

Study Selection

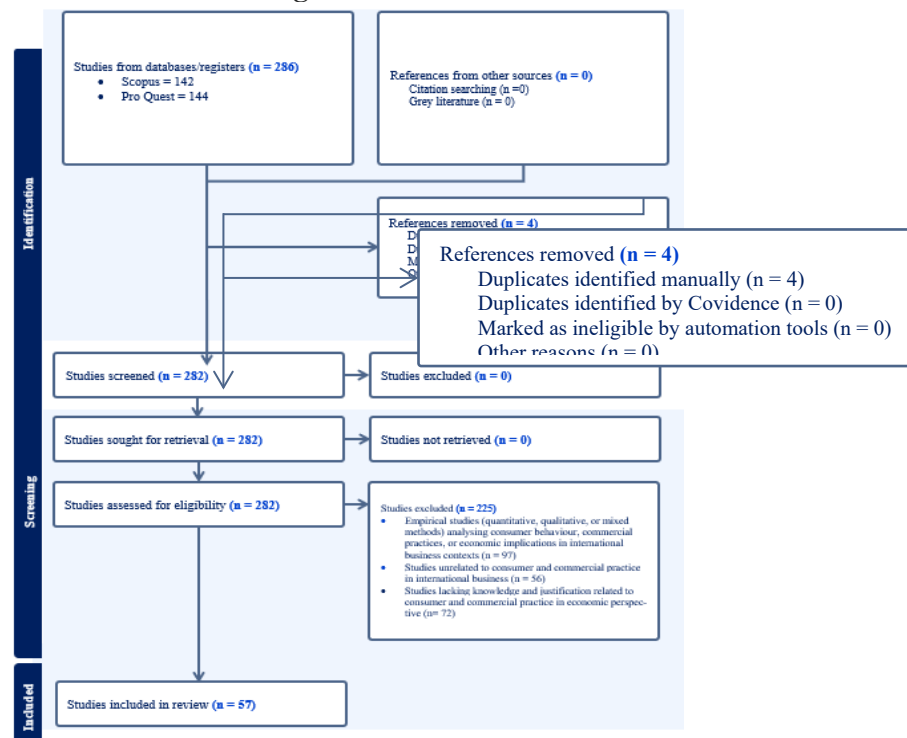
The study selection method indicated in Table 3, was undertaken in four stages: Identification, Screening, Eligibility, and Included. Initial screening via titles and abstracts and full-text evaluation

against the eligibility criteria Screening and full-text review were performed independently by two reviewers, and the disagreements were resolved by consensus or consultation of the third reviewer (Mehrotra et al., 2018; Page et al., 2021). The exclusion criteria included (1) Duplicated articles. (2) Articles not published in journals. (3) Articles published under 2019. (4) Articles in languages other than English. (5) Journal articles with selected empirical data which means that review articles, book series, books, chapters in books and conference proceedings all are excluded. (5) Articles which not in consumer behaviour, commercial practices, or economic implications in international business contexts are not included.

Table 3. Inclusion and exclusion Criteria

Criteria	Inclusion	Exclusion
Nature of Study	Empirical studies (quantitative, qualitative, or mixed methods) analysing consumer behaviour, commercial practices, or economic implications in international business contexts	Theoretical/editorial papers without empirical evidence, studies focused solely on domestic markets without international perspective
Document Type	Peer-reviewed journal articles, full-text academic studies, and case studies	Conference abstracts without full papers, blog posts, opinion pieces, commentaries, unpublished theses/dissertations, and grey literature
Language	Studies published in English	Studies published in non-English languages
Timeline	Publications from 2019 to 2025 (to capture the most recent and relevant literature)	Publications before 2019

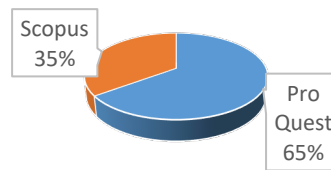
Figure 1. PRISMA



A PRISMA flow diagram illustrated in Figure 1, the selection process, documenting numbers at each stage (Arden et al., 2022). Initially, 286 articles were obtained from two databases illustrate thru pie chart in Figure 2, (Scopus: 142) and (Pro Quest: 144 articles. After following the exclusion

criteria, only 57 articles remained. Most of the items were discarded because the filter was applied last seven years (2019–2025), only articles in English and duplicate articles.

Figure 2. Source of Database



Results and Discussions

Data extraction in Table 4, utilized a standardized form to capture key study details:

1. Study Characteristics: Author(s), publication year, country or region of study, journal or publication outlet, and business/industry sector focus.
2. Contextual Focus: Area or market environment (developed vs emerging nations), type of foreign business activity (trade, investment, e-commerce), and whether research is focused on B2B or B2C interactions.
3. Consumer and Commercial Focus Areas: Aspects studied such as consumer decision-making, cross-border purchasing behaviour, digital consumption trends, commercial strategies, pricing and product adaptation, branding, and channel management in international contexts.
4. Economic Perspective and Measured Outcomes: Inclusion of economic frameworks (behavioural economics, transaction cost theory), and outcomes such as consumer trust, market efficiency, firm performance, consumer surplus, or regulatory impact.
5. • Research Design and Methodology: Research type (qualitative, quantitative, mixed methods), data collection methods (surveys, case studies, econometric models), and analytical approaches (regression analysis, structural equation modeling, thematic coding).

To guarantee accuracy and consistency two reviewers separately extracted data and any inconsistencies were resolved by conversation or by engaging a third reviewer (Regona et al., 2022).

Table 4. Data extraction details

Study Details	Items
Study Characteristics	Author(s), year of publication, title, and journal
Population	Sample size, demographic/cultural context (e.g., region, country, consumer group), business/market setting (international scope)
Intervention	Type of consumer or commercial practice investigated (e.g., consumer protection, cross-cultural consumer behavior, marketing strategies, digital transformation, economic analysis)
Comparator	Comparison across different countries, legal frameworks, cultural settings, or international business models
Outcomes	Economic implications (e.g., consumer protection mechanisms, cross-cultural impacts, regulatory compliance, marketing effectiveness, business performance, digital adoption)
Key Findings	Summary of major findings, emerging themes, trends, and implications related to consumer and commercial practices in international business
Methodological Quality	Assessment of study design, data collection methods, analytical approach (quantitative, qualitative, mixed-methods, or comparative legal analysis), and potential biases

Analysis of publication by year

An analysis of publication trends over the review period (2019–2025) reveals a dynamic trajectory in scholarly attention toward the topic of consumer and commercial practices in international business from an economic perspective. As illustrated in Figure 3, the frequency of

publications was initially modest but displayed exponential growth in the later years of the study period.

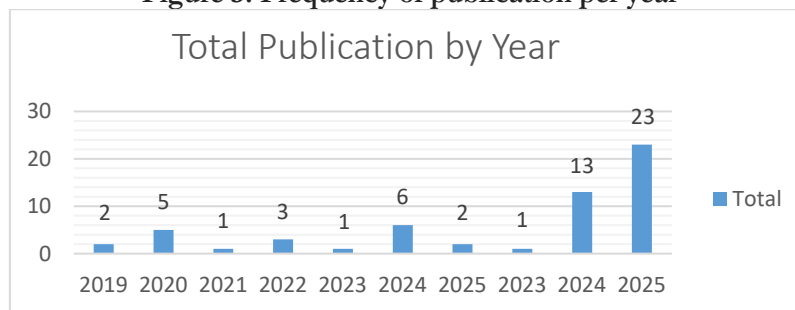
Between 2019 and 2022, publication activity remained relatively low, with only 2 publications in 2019, 5 in 2020, and a dip to 1 and 3 publications in 2021 and 2022, respectively. This early stage indicates an era in which the scientific area was still emerging. The topics relating to economic interpretations of consumer and commercial behaviour notably in the international business context were likely divided across disciplines such as marketing, economics, and trade policy, rather than being handled cohesively.

From 2024 onwards there was a large increase in academic output when it reached at least 13 publications; it was around 4 times higher than the previous year. As for 2025, it would have the largest number of academic papers published at least 23 papers were published. It is possible that the rapid growth in the number of publications indicates the increasing amount of academic attention related to multiple global issues, such as the enhancement and acceleration of the Global Network of Digital Economies; the increasing focus on globally consumer-oriented international business strategy; and the expanding level of engagement between the disciplines of Economics and the discipline of Behavioural Economics, especially when operating across international borders.

The steep incline in research production from 2024 onwards indicates that the field has gained legitimacy and traction, with researchers recognizing the need for a more structured understanding of consumer behaviour and commercial decision-making in international markets. This phenomenon may additionally signify the broader incorporation of interdisciplinary methodologies that amalgamate economics, strategic business considerations, and analyses of international markets.

To conclude, the analysis of time-varying publication distributions signifies a pivotal juncture for this discipline, evolving from an incipient research domain to one that has evolved into an increasingly integrated and extensively examined field. The escalating quantity of published investigations illustrates the persistently rising significance of this research area in formulating policies, catalysing business innovations, and establishing guidelines for international trade practices.

Figure 3. Frequency of publication per year



Analysis by Journal Distribution

An analysis of the publication outlets Table 5 reveals that research on consumer and commercial practices in international business has been disseminated across a wide range of journals, reflecting the interdisciplinary nature of the field. A cumulative total of 57 scholarly publications, encompassing more than 30 distinct academic journals, were discerned, with the temporal distribution of publication activity occurring between the years 2019 and 2025.

Among the most frequently represented journals, the Journal of Consumer Policy and the Journal of Theoretical and Applied Electronic Commerce Research emerged as the leading sources, each contributing 4 publications. These articles focus on e-commerce dynamics, customer behaviour, and policy consequences, all of which are strongly tied to the review's principal issue.

Other major contributors include Sustainability (Switzerland) and Future Business Journal, each with 2 pieces, demonstrating increased interest in sustainable economic practices and strategic consumer interaction within international markets. Additionally, PLOS One and the South African Journal of Industrial Engineering also demonstrated modest but noteworthy contributions, each publishing 2 articles within the selected timeframe.

In the recent past, and most notably in the years 2024 through 2025, there had been significant increases in the volume and diversity of published items in these same years. The reason for this increase is due to an increased awareness and acceptance of how relevant these topics are too many different areas of academics including marketing, economics, management, sustainability and technology. Several of the interdisciplinary journals published today such as Scientific Reports, Social Responsibility Journal, and Journal of Business Ethics show that many of these different areas of study are interconnected through economics, ethics and social issues when studying international commercial activities.

Interestingly, several articles were published in journals not traditionally associated with core business or economics, such as Dairy, Foods, and Complex and Intelligent Systems. This dispersion underscores the expanding applicability of consumer and commercial research in niche international trade sectors, including agri-food, digital systems, and industry-specific applications.

In conclusion, the journal distribution analysis indicates that the academic conversation surrounding consumer and commercial practices in international business is not only growing in volume but also expanding across a diverse range of scholarly outlets. This phenomenon indicates the growing importance of the subject in shaping international business policy, strategies for consumer engagement, and economic assessments in both advanced and developing markets.

Table 5. List of Journals by year

Name of Journal	2019	2020	2021	2022	2023	2024	2025	2023	2024	2025	Grand Total
Academy of Entrepreneurship Journal		1									1
Amfiteatru Economic										1	1
Asia Pacific Journal of Marketing and Logistics						1					1
Buildings										1	1
Cogent Business and Management						1					1
Complex and Intelligent Systems				1							1
Current Psychology									1		1
Current Research in Nutrition and Food Science									1		1
Dairy										1	1
Discover Food									1		1
European Law Open									1		1
Foods										2	2
Future Business Journal									2		2
Future Internet										1	1
Geographica Pannonica	1										1
Innovative Marketing					1						1
International Journal of Corporate Social Responsibility									1		1
International Journal of Energy Economics and Policy										1	1
International Journal of Retail and Distribution Management			1								1
Journal of Business Ethics										1	1
Journal of Commercial Biotechnology										1	1
Journal of Consumer Policy			2					1	4		7
Journal of East European Management Studies		1									1
Journal of Intelligent and Robotic Systems: Theory and Applications						1					1

Journal of Law, Market and Innovation						1						1			
Journal of Theoretical and Applied Electronic Commerce Research										4		4			
Kasetsart Journal of Social Sciences						1						1			
PLoS One									1	2		3			
Property Management					1							1			
Scientific Reports (Nature Publisher Group)										2		2			
Social Responsibility Journal					1							1			
Societies									1			1			
South African Journal of Industrial Engineering									1			1			
Statisztikai Szemle						1						1			
Sustainability										5		5			
Sustainability (Switzerland)					1	1	1					3			
Systems											1	1			
Grand Total					2	5	1	3	1	6	2	1	13	23	57

Thematic Analysis of the Included Literature

Content analysis was performed on the manifested contents of included literature to identify the themes. The objective of the analysis was to address the research inquiries and substantiate the findings. The subsequent phase of analysis employed the PRISMA quality checklist to evaluate the literature (Cortese et al., 2022). This phase focused on the introduction, methodology, results, and discussion sections of the literature.

To examine the current trends of consumer and commercial practices in international business from 2019 to 2025.

This table elucidates that between the years 2019 and 2025, the observed trends signify a pronounced international transition towards consumer empowerment, ethical business practices, and the formulation of inclusive, enforceable global regulatory frameworks. Such trends epitomize both institutional advocacy and the evolving expectations of consumers within the digital, globalized economy.

Table 6. Current Trends in International Consumer and Commercial Practices (2019–2025)

Trend Area	Trend Description
Evolution of International Consumer Protection	
Global Institutional Involvement	Growing participation of international actors (e.g., UN, OECD) in shaping global consumer protection, driven by economic integration and consumer movements. The 2015 amendment of the United Nations Guidelines represented a substantial advancement in the field.
Advancements in Legal Frameworks	Continuous efforts to establish a comprehensive international consumer law framework to address emerging global market risks and cross-border consumer issues.
Influence on National Policies	International measures increasingly influence national consumer laws, encouraging harmonization while respecting local legal systems.
Focus on Good Business Practices	
Emphasis on Responsible Conduct	UN Guidelines now stress ethical corporate behavior, encouraging businesses to avoid illegal, deceptive, and discriminatory practices, especially in global advertising and marketing contexts.
Promotion of Self-Regulation	Member States are advised to advocate for self-regulation in enterprises and to raise consumer awareness, thereby developing reciprocal accountability and trust within the field of international trade.
Consumer Education Initiatives	The expanding campaign for the promotion of international consumer understanding and education strives to enable savvy decision-making against the backdrop of more complicated global trade environments.

Strengthening Consumer Rights and Fair Markets	
Ethical Marketing and Inclusivity	Trends highlight the need for cross-border ethical marketing practices that consider cultural diversity and consumer vulnerabilities.
Fair Competition and Market Access	Ongoing study stresses fair competition and decreasing obstacles to market entrance, particularly in developing economies, providing inclusive access to goods and services for global consumers.
Assessment of Guideline Effectiveness	There is a global policy focus on evaluating whether current soft-law guidelines (e.g., UN Consumer Protection Guidelines) are sufficient to protect consumers and promote fair markets, with proposals for strengthening enforcement.
Behavioral Shifts in Consumers	
Evolving Consumption Patterns	There is increasing evidence that, although these factors cannot be measured numerically, they represent a fundamental shift in the way that consumers engage with companies in terms of their food, health and ecommerce needs.

To identify the main opportunities that could influence consumer and commercial practices in global business environments

The prospects for entities engaging in a worldwide marketplace are considerably amplified by the existence of autonomous buyers, the onset of digital modernization, and the increase of compliance structures. The innovative chances arising from these earlier described alterations will promote the development of more sustainable, interesting, and ethically competitive organizations managing the dynamic field of international business.

Table 7. Opportunities Influencing Global Consumer and Commercial Practices (2019–2025)

Opportunity Area	Key Opportunities	Description
Consumer Empowerment and Awareness	Collective Consumer Action	Consumers increasingly exercise their purchasing power for ethical and cultural causes, including global activism (e.g., brand boycotts), pressuring corporations to act with moral accountability and transparency.
	Mobility and Cultural Exchange	Global consumer mobility allows individuals to adopt and share diverse cultural consumption patterns, encouraging international firms to offer cross-culturally integrated products and foster sustainable development practices.
Technological Advancements and Digitalization	New Technologies and E-commerce	The decline of trade constraints and the arrival of technological breakthroughs, including e-commerce services, support more straightforward international transactions and market growth for both buyers and enterprises.
	Neuromarketing and Artificial Intelligence (AI)	The rise of groundbreaking technologies like artificial intelligence and neuromarketing offers deep insights into global consumer tendencies. Nevertheless, these methodologies necessitate meticulous implementation to guarantee ethical standards and prevent exploitation within diverse regulatory frameworks.
Regulatory Frameworks and Ethical Practices	International Consumer Protection Frameworks	Global bodies like the UN are developing guidelines (e.g., UNGCP) for e-commerce, financial services, and dispute resolution, supporting stronger cross-border consumer protection standards.

Ethical Marketing and Fair Markets	Research and policy development in ethical marketing support inclusive strategies and fair competition. The paramount importance is ascribed to ethical business practices and the dissemination of knowledge aimed at safeguarding consumer rights on a global scale.
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To analyze the major challenges faced by businesses and consumers in implementing or adapting to evolving commercial practices in international contexts

The data in this table clearly illustrates that over the long term, both consumers and businesses conducting international business activities are subject to various complex challenges, including issues relating to the legal and regulatory framework, cultural adaptation and compliance, and operational adaptation. The lack of an integrated global legal framework as well as the reliance on voluntary corporate standards has exacerbated the number and extent to which companies and consumers are challenged. As a result, there is a critical need for more structured global governance and cooperative enforcement mechanisms.

Table 8. Challenges in International Commercial Practices (2019–2025)

Category	Challenge	Description
Challenges for Businesses	Market Adaptation	Transnational firms are required to perpetually adjust their advertising, branding, and messaging tactics to be in harmony with the societal values, language intricacies, cultural frameworks, and economic climates that are applicable to the local landscapes they inhabit. The hurdles created by regional markets that display notable opposition to global corporate power make adapting these strategies much more difficult.
	Fulfilling Consumer Desires	Comprehending and fulfilling the heterogeneous demands and inclinations of consumers within global markets constitutes a significant challenge, especially in contexts where consumer anticipations are undergoing swift transformation.
Challenges for Consumers	Cross-Border Dispute Resolution	Consumers struggle with issues tied to vague legal boundaries, inconsistent rules, and restricted avenues for resolving disputes on a global scale. The soft-law frameworks we have today may lack sufficient enforceability.
	Brand Choice and Competition	People in affluent and less-developed nations regularly must decide between national and global brands, often struggling with insufficient clarity or awareness about brand principles, product quality, or business methods.
Broader Contextual Challenges	Legal Frameworks and Cooperation	There is still no comprehensive global consumer law. While cooperation exists among countries and institutions, legal harmonization remains limited, weakening cross-border consumer protection and regulatory enforcement.

Recommendation for future studies

The findings from this systematic literature review reveal several significant research gaps that future scholars should address to enhance theoretical understanding and practical application in international business contexts. These suggestions arise from a comprehensive analysis of the extant literature spanning the economic, behavioral, and commercial sectors:

1. Longitudinal and Temporal Studies

Future research should employ longitudinal data designs to capture how consumer and business relationships evolve over time in cross-border settings. Majority of contemporary research endeavors depend on cross-sectional analyses, which constrain the capacity for causal interpretation. Longitudinal datasets possess the capability to more effectively capture dynamic

interactions that are shaped by digital transformation, evolving geopolitical environments, and economic fluctuations.

2. Interdisciplinary Theoretical Integration

A substantial insufficiency exists in the formation of economic, legal, and behavioral science concepts. Researchers should pursue more comprehensive conceptual models that bridge these perspectives particularly those incorporating behavioral economics, institutional theory, and international marketing ethics to reflect the multidimensional nature of international consumer and commercial practices.

3. Geographic and Sectoral Diversity

The prevailing body of scholarly work is excessively concentrated on Western economic systems and conventional product-oriented industries. Future studies should emphasize underrepresented regions such as Africa, Southeast Asia, and Latin America, and expand the focus to services, digital goods, and informal trade networks, where consumer protection mechanisms and commercial behaviors are often less understood.

4. Quantification of Economic Impact

Empirical efforts to measure the economic implications of consumer and commercial practices remain limited. Subsequent research endeavors ought to formulate comprehensive metrics for the evaluation of consumer welfare, pricing efficacy, trust-oriented results, and the return on investment associated with ethical branding strategies within the realm of cross-border commerce.

5. Emerging Technologies in Global Trade

The fast-paced development of technological breakthroughs (including machine learning, blockchain applications, neuromarketing tactics, and international financial tech frameworks) is significantly altering the interplay of worldwide relations among enterprises and their consumers. However, there is a notable deficiency in academic studies that thoroughly examine the economic and ethical ramifications linked to these emerging technologies. Future academic investigations ought to center on the ways in which these tools impact global market accessibility, shape consumer decision-making processes, and redefine regulatory frameworks.

By methodically resolving these acknowledged shortcomings, later research projects will not merely deepen the academic discussion but also furnish essential understandings for decision-makers and professionals in shaping knowledgeable, principled, and successful tactics for global trade.

Conclusions

This systematic literature review examined 57 peer-reviewed studies published between 2019 and 2025 to explore how consumer and commercial practices in international business are shaped by economic perspectives. Using PRISMA and SPAR-4-SLR protocols, the review synthesized key trends, including rising consumer empowerment, ethical marketing, and evolving regulatory frameworks. The evidence points to a swelling interest in academic circles, mainly after 2023, and accentuates the need for collaborative methods that unify behavioral economics, institutional theory, and international trade. While the sector is on the rise, shortcomings remain regarding geographical inclusivity, conceptual amalgamation, and the scrutiny of developing technologies. This review contributes to a clearer understanding of how global consumer behavior and commercial strategies intersect with economic outcomes, providing a foundation for future research and informing policy and business practices in a rapidly globalizing world.

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