

**ONLINE CONSUMERISM, E-COMMERCE  
AND ITS POTENTIAL IN MEXICO****Ana Bertha Vidal Fócil<sup>1\*</sup>, Carlos Mario Flores Lázaro<sup>2</sup>, Armando Mayo Castro<sup>3</sup>  
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**Abstract:** E-commerce has grown exponentially in recent years, transforming the way people buy and consume products globally. The ease of internet access and the rise of digital platforms have allowed consumers to make purchases from home at any time, significantly impacting commerce. This study analyzes the evolution of online consumerism in Mexico, highlighting its effect on consumers and the opportunities that companies, large and small, can adopt to improve their competitiveness and growth. The research focuses on entrepreneurs and business owners using online platforms, highlighting the generation of economies of scale and competitive advantages. A descriptive and explanatory qualitative methodology is used, based on secondary sources of information from platforms such as the National Institute of Statistics and Geography (INEGI), Mexican Association of Online Sales (AMVO), Internet Association MX, and Deloitte. It is vital that companies, especially startups, take advantage of digital marketing and remote sales to improve their competitiveness.

**Keywords:** companies, consumers, e-commerce, online consumerism


**JEL Classification:** F1, F14, M1, M15

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## Introduction

The integration of technology into everyday life has become essential, offering various tools that improve aspects from communication to business expansion, meeting the demands of the current market. According to data from the National Institute of Statistics and Geography (INEGI) and the Federal Telecommunications Institute (IFT), Mexico has approximately 74.3 million users with internet access. Among these users, 68.9% over six years old have a smartphone, and 45% have a computer.

In recent years, online consumerism, also known as e-commerce, has experienced impressive growth, transforming the way people buy and consume products and services. The ease of internet access and the rise of digital platforms have generated a revolution in commerce, allowing consumers to purchase their products from the comfort of their homes at any time of the day. This evolution of e-commerce has had a significant impact worldwide, including in Mexico.

This transition to online consumption offers Mexican consumers a wide range of shopping options, from everyday products to luxury items. The convenience and speed of online transactions have increased internet sales, transforming the way Mexicans acquire their goods and services (Zaga & Arias, 2024).

This modality has allowed companies to expand their markets internationally by offering products and services online, which has been crucial for the growth of their businesses both within and outside their home countries. This fact is noteworthy as it reflects an evolution driven by societal needs and the incorporation of Information and Communications Technology (ICT), revolutionizing the way companies operate (Basantes, 2016). As internet sales continue to grow, telecommunications infrastructure has become indispensable for this process and forces companies to integrate their sale of goods and services through digital platforms to remain competitive in their respective markets.

It is important to highlight that during the COVID-19 pandemic, the Mexican government implemented various measures to counteract the spread of the virus, one of which was the temporary closure of businesses. This situation forced companies of all sizes to offer their products and services through digital platforms, accelerating their adaptability to digital commerce (e-commerce). After these measures were taken, the need arose to study how e-commerce has evolved in Mexico, identifying its characteristics, as well as the growth it entails for the adaptation of companies.

In today's ever-changing digital age, electronic commerce, or e-commerce, has emerged as a disruptive force in the global economy. The increase in online shopping and the integration of digital technologies give rise to new business models that take advantage of this valuable tool. Their influence on the creation of new business models is undeniable. In this world of technology and global connectivity, e-commerce has become a fundamental pillar for companies of all sizes, from emerging startups to large enterprises. This approach explores the world of e-commerce and its evolution in Mexico.

In this context, the objective of this research is to analyze the evolution of online consumerism (e-commerce) as a strategy for companies in Mexico, considering its effect on consumers and the economy to identify opportunities that large companies

and small businesses should adopt with the use of this tool in order to favor their growth and adaptability in a very competitive market. This theoretical research is aimed at entrepreneurs and business owners who make use of online platforms in their respective companies to generate economies of scale and competitive advantages to increase their position in the market and, therefore, increase their sales.

Ultimately, this research explores the prospects of e-commerce, which continues to break with established norms and chart new horizons in the business world. Through this analysis, we seek to offer a broad vision of how e-commerce is an opportunity for economic agents in the creation of innovative business models and how these trends are shaping the future of the business environment.

## **Methodology**

This research employs a qualitative method with a descriptive approach to analyze the growth and development of e-commerce over time in Mexico and how it has transformed consumers' purchasing practices. According to Escudero and Cortez (2018), descriptive research focuses on detailing the reality of certain events, objects, individuals, groups, or communities.

This approach seeks to illustrate the changes that e-commerce has brought to society through its evolution, as it has provided consumers with a more convenient way to purchase various kinds of products from the comfort of their homes. This methodology includes the analysis of data from secondary sources of information obtained from previous studies in specialized search engines such as Google Scholar, Redalyc, Scielo, and Research Gate, Internet pages, books, market reports, and relevant statistical data on e-commerce in electronic platforms such as the National Institute of Statistics and Geography (INEGI), Deloitte, Mexican Association of Online Sales (AMVO), Internet Association MX, among others. In this sense, it is necessary to show how e-commerce has evolved in Mexico, through specialized literature on the subject. This search favors the investigation of information necessary to develop a better analysis of the object of study.

Finally, the findings on the challenges and opportunities that e-commerce brings to new business models are presented within a comprehensive conceptual framework that allows a deeper understanding of how this tool drives innovation in companies and provides a solid foundation for future research in this dynamic and constantly evolving field.

## **Background**

E-commerce has undergone a notable evolution that can be divided into four key generations. According to Robleto (2013), the fourth generation began in 1995, marking the start of an era of exponential growth of the web. This period was characterized by the emergence of various websites, ranging from bookstores to financial firms, and established the foundations for e-commerce to solidify as a viable option soon.

In 1997, the proliferation of these websites facilitated the acceptance and expansion of online consumerism. Martínez (2012) argues that e-commerce has not only become a trusted channel for modern consumers but has also experienced accelerated and constant development. This evolution allowed e-commerce to position itself as an innovative and secure tool for the acquisition of goods and services, leading users to gain trust in it.

Additionally, additional and determining factors can be found in a country, such as cultural factors, adaptation to relationships with new technologies, in terms of proximity or knowledge, as well as the availability of these technologies. Information culture and the trust of consumers in the quality of the product or service and transactions. All of these are taken into account for its expansion. This situation helped to drive the entire process. Currently, e-commerce continues to thrive, and an even more promising future is anticipated for the online market in Mexico.

It is worth noting that e-commerce in Mexico began in the 1990s with the creation of the “.com.mx” domains. Initially, transactions were limited, but with the arrival of the Internet in homes and growing confidence in online shopping, e-commerce has flourished in every way. In 2020, online sales in Mexico reached 316 billion pesos, representing an increase driven by social distancing measures during the pandemic (Zaga & Arias, 2024).

## Literature review

In the literature review, works such as Rohm and Swaminathan (2004), Teo and Yu (2005), Tavera and Ledoño (2014), and Salazar et al., (2018) indicate the ability to purchase products and brands, convenience, cost, ease of use of platforms, product delivery time, availability of purchases 24/7, search for alternatives and compliance with their delivery policies and others, as the main factors that are manifested in the adoption of e-commerce, that is to say, the quality of the purchase from a single click from an app or digital platform, to the moment of product validation by the consumer once the parcel service has physically delivered the product.

Various studies analyze consumer habits and their preference for specific devices to access not only digital services but also a different shopping experience. A global study conducted by Deloitte in 2016 found that consumers in Mexico showed a clear preference for smartphones, with 85% of respondents indicating a preference for this device, followed by laptops with 74% and tablets with 57%. Other results revealed that the main activities performed with smartphones include checking social networks and instant messages, as expected, with more than 80% of users checking their devices within the first thirty minutes after waking up and before going to sleep (Ortiz, 2016).

Now, it is essential to define e-commerce. Stanton et al. (2007) conceive this practice as the buying and selling of tangible and intangible products using electronic networks. It is a process that involves the buying, selling, or exchanging of goods, services, and information through communication networks. It represents a variety of opportunities to acquire products or services offered by vendors in various parts of the world. Online purchases of goods or services are very attractive to consumers

due to their ease of execution. However, cyber consumers must take precautions to avoid falling victim to improper commercial practices.

A study conducted in 2017 by Comscore, in collaboration with the Mexican Online Sales Association (AMVO), the Internet Association MX, Prosoft, the Secretariat for Economic Affairs, Visa, and Vesta, indicated that the preferred devices for making purchases in Mexico are, in order of importance: laptops, smartphones, and tablets. The main activities of e-commerce include browsing websites, using shopping apps, conducting purchase tests, making reservations, and making payments for products and services. These activities have become increasingly common and routine for men and women of various ages.

E-commerce in Mexico has shown impressive growth, especially in recent years. The “Venta Online 2021” report by the Mexican Online Sales Association (AMVO) indicates that e-commerce reached a value of 316,000 billion pesos in 2020, representing an 81% increase compared to the previous year and accounting for 9% of retail sales (López, 2021).

Prior to 2020, companies already recognized the importance of offering online services to meet customer demands without the need to leave home or make phone calls. However, the pandemic accelerated this transition by forcing many businesses to quickly adapt to avoid permanent closure. Currently, mobile apps have replaced many of the activities that were previously done in person. Many apps such as Amazon, Shein, and Mercado Libre, among others, offer services with shipping costs that, in many cases, are lower compared to expenses for parking, gasoline, and tips, allowing users to optimize their time for other activities (Alfaro et al., 2021).

E-commerce has grown due to factors including the influence of trends from other countries, affordable prices, ease of placing orders or making payments through social networks or apps, as well as discounts, promotions, and various payment methods.

Companies are implementing various strategies to extend to mobile devices (Alfaro et al., 2021). Examples of this include:

1. Intensive use of mobile data for activities such as messaging and chatting.
2. Memberships or subscriptions to services such as Spotify, YouTube Premium, and Netflix.
3. E-commerce apps such as Mercado Libre, Amazon, and Shein.

These mobile strategies not only increase the accessibility of goods and services but also enhance consumer interaction and satisfaction. The ability to make purchases anytime and anywhere has become a crucial factor for the success of modern e-commerce. This evolution reflects how mobile technologies are redefining market dynamics and the relationship between businesses and their customers.

The increase in the frequency and regularity of online purchases reflects a shift towards digital commerce, driven by the accessibility and convenience offered by mobile devices and digital platforms. The trend towards greater use of mobile devices for e-commerce indicates a shift in consumption patterns that has implications for marketing strategies and e-commerce development. As more consumers adopt these devices for their daily purchases, companies are adapting their strategies to capitalize on this shift and provide better services to mobile device users.

Despite this upward trend in the adoption of e-commerce in the country, there are still challenges such as security and data protection, logistic problems, and consumer distrust, which can slow or even stop its growth. These obstacles underscore the need for adequate strategic planning to effectively address them. Therefore, the findings were synthesized into a comprehensive conceptual framework that highlights both the challenges and opportunities that e-commerce offers to new business models. This approach enables a deeper understanding of how this tool is driving business innovation, providing a solid foundation for future research in this dynamic and evolving field.

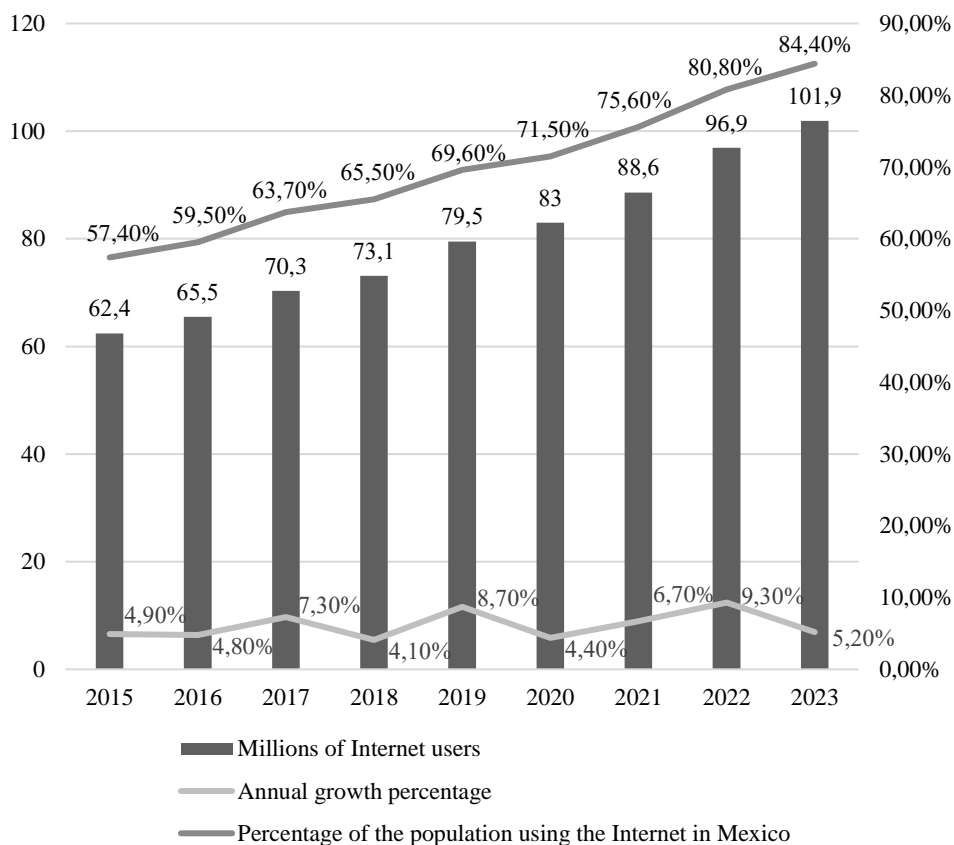
## Results

This section will take an in-depth look at the historical evolution of e-commerce, emphasizing the key factors that have driven its expansion. It also explores key milestones and trends that have marked the before and after of e-commerce, leaving a lasting mark on its development and changing the global landscape of online consumerism.

But first, it is necessary to underline that in 1995, the Mexican Association of Product Code (AMECOP) became the Mexican Association of Standards for Electronic Commerce (AMECE), which promoted the use of norms and standards such as the use of product code or bar code, electronic data interchange (EDI) and EAN location number, thereby boosting the growth of e-commerce in companies (GS1 México, 2024).

In 1999, the Mexican Association of the Advertising and Commercial Internet Industry (AMIPCI) was created, with the main objective of representing companies in their interests for the free, safe and responsible development of the Internet, with a positive impact on society; in 2016, due to its growth, it was renamed the Mexican Internet Association (Asociación de Internet MX, 2019). This association conducts several events and annual studies that describe the profiles, trends, and perceptions of Internet users. Its studies focus on topics related to e-commerce, the digital economy, Internet habits, job search, among others.

One such study is the 20th Study on Internet User Habits in Mexico, conducted by the Internet Association of Mexico in cooperation with Knowsy AI and the Council for Data and Emerging Technologies (CDETECH) which is responsible for analyzing how the integration of digital technologies transforms consumer behaviors. It addresses seven key areas of digital behavior in Mexico, as shown in Figure 1, in 2023, The results of the study show the percentage of Internet users population in Mexico, and indicate that there is an increase in the number of Internet users, with a growth of 5.3%, moving from 96.9 million Internet users to 101.9 million, representing 84% of people over 6 years (Asociación de Internet MX, 2024).



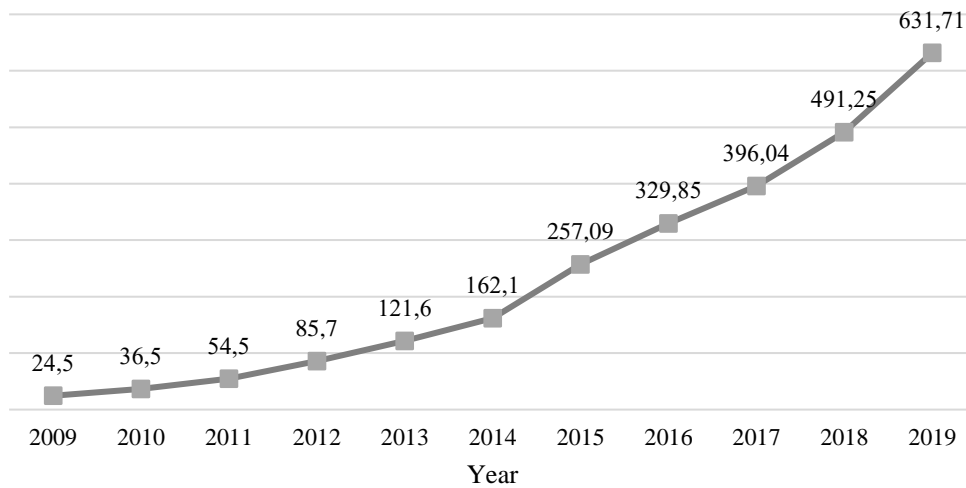
**Figure 1. Internet users in Mexico, 2015-2024 (Millions of Internet users, percentage of the Internet user population in Mexico and annual growth percentage)**

Source: Own elaboration based on data from (Asociación de Internet MX, 2024)

Esquivel (2018) indicates that in 2018 57.7 million Mexicans used the Internet for shopping and services, generating 96,305 million pesos in the second quarter of 2018. The most purchased products were electronics (17.1%), and clothing and accessories (11.4%).

In 2019, a study by the Asociación de Internet MX revealed that 8 out of 10 Mexicans shopped online, with 6% of the purchases made in the Southeast region of the country (Campeche, Quintana Roo, Tabasco, Yucatán). Additionally, 65% of online purchases included transportation services like Uber, Cabify, or Didi, and 75% of users preferred to pay with a credit card (Asociación de Internet MX, 2019). The profile of Mexican Internet users participating in e-commerce represents 49.5% and is over 50 years old (Piedras, 2019).

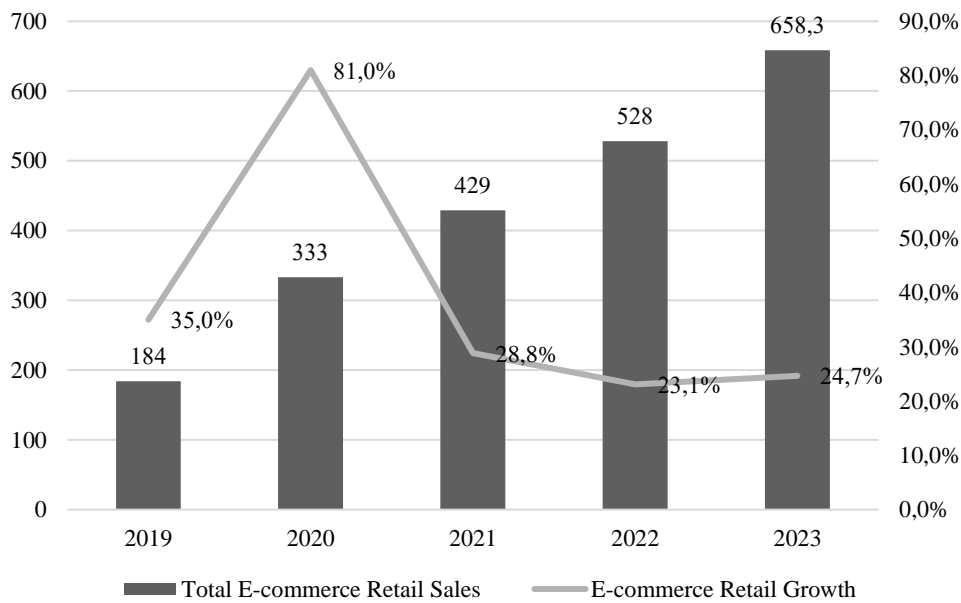
In Figure 2, the value of e-commerce in Mexico is presented in billions of pesos. Over the decade, it experienced significant growth, increasing from 24.5 billion pesos in 2009 to 631.71 billion pesos in 2019 – a market growth of more than 25 times (2,478.4%).



**Figure 2. Evolution of e-commerce in Mexico, 2009-2019 (billions of pesos)**

Source: Own elaboration based on data from (Asociación de Internet MX, 2020)

In turn, Figure 3 shows that during 2023 the value of the e-commerce retail market reached 658.3 billion pesos with an increase of 24.7% over the previous year (AMVO, 2024c).

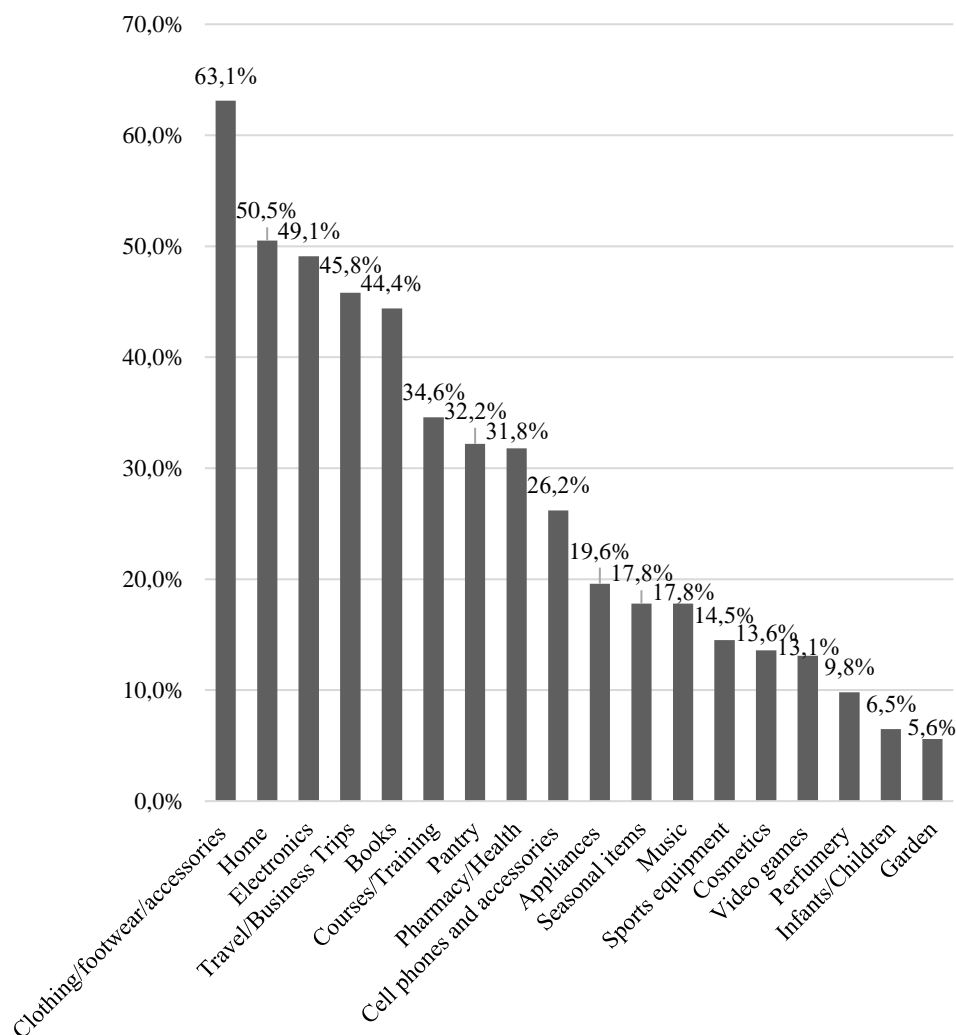


**Figure 3. Market value of Online Retail Sales, 2019-2023 (Billion pesos)**

Source: Prepared by the authors based on data from the Online Sales Study, prepared by the Mexican Online Sales Association (AMVO, 2024b, p. 19). Note: AMVO estimate includes figures from eCommerce NIQ, official sources, and secondary sources. \*Does not include VAT. Does not include Services, Travel, or B2B. DOF exchange rate



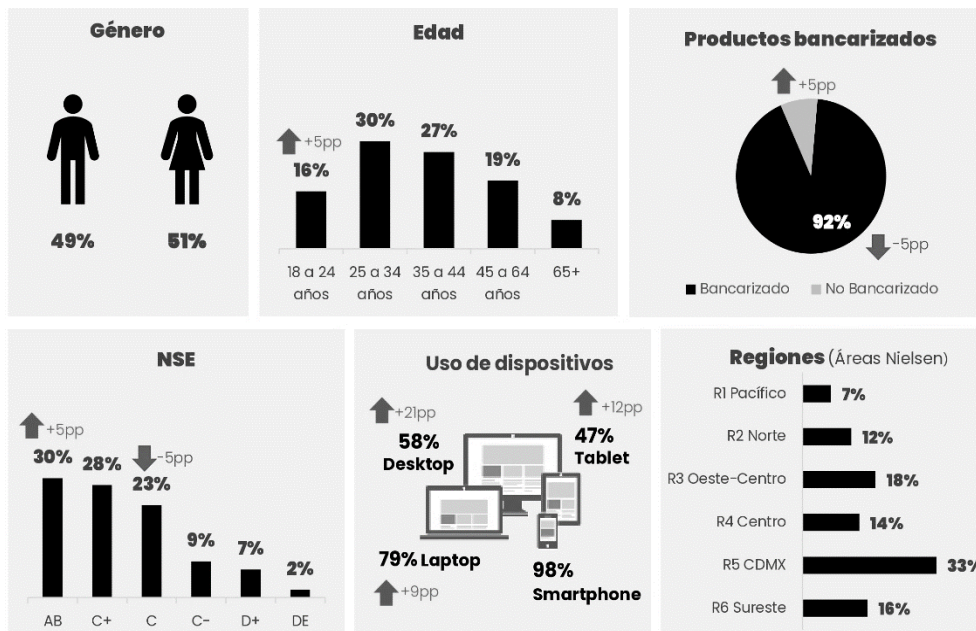
Figure 4 shows the items purchased online by Mexican consumers so far in 2024.



**Figure 4. Items purchased over the Internet by Mexican consumers**

Source: Own elaboration based on the 20th study on the habits of Internet users in Mexico 2024, prepared by Asociación de Internet MX (2024, p. 24)

Figure 5 shows the demographic profile of Mexican digital buyers in 2023, based on age, gender, socioeconomic level, region of the country in which they live, device use, and banking penetration. Women slightly outnumber men, and the highest number of registered consumers belong to the upper middle class. The low socioeconomic level increased its participation, as did the presence of the unbanked segment. Mexican buyers maintained their demographic trend, although this year the participation of lower SES and an increase in the participation of buyers from the western and northeastern regions of the country stood out.



**Figure 5. Mexican digital buyer demographic profile in 2023**

Source: Adapted from the Online Sales Study, prepared by the Mexican Online Sales Association (AMVO, 2024b, p. 38)

In 2022, Mexico saw growth in sales of products in sectors such as hardware, cosmetics, and video games. E-commerce sales in Mexico reached 528 billion pesos (US\$30.9 billion), an increase of 23% compared to 2021, according to the Mexican Association of Online Sales (AMVO). E-commerce stands out with a projected compound annual growth rate (CAGR) of 33% between 2023 and 2026, the second highest in Latin America after Peru, according to Payments and Commerce Market Intelligence (PCMI). On the other hand, a study by Worldpay reports that the most used payment methods by consumers for online purchases are credit cards (33%), digital wallets (27%), and debit cards (22%). It is also noted that the main motivators for online purchases include free shipping, coupons and discounts, and interest-free installments (Americas Market Intelligence, 2023).

According to Pierre Claude-Blaise, executive director of AMVO, the growth of e-commerce during the last year (2023) is not due to the surge experienced during the COVID-19 pandemic but rather to fundamental aspects of the Mexican market. In the same year, 69.5 million Mexicans (52% of the country's population) made at least one online purchase. Consumers are divided between men and women, with the majority between the ages of 25 and 44 (Riquelme, 2024).

These data highlight the importance of technology in transforming commerce and the need for businesses to adapt to this new reality to take advantage of opportunities in the digital market. Currently, e-commerce has gained significant relevance in society, as companies take advantage of the cost reduction and ease this channel offers to market their goods and services.

## Discussion

According to the results observed, it can be determined that the evolution of e-commerce is due to the increase in the use of mobile devices by consumers, which, together with the COVID-19 pandemic, has contributed to the transition to digitalization in the purchase process. The excessive use of social networks by individuals increases users' desire to buy, as products and services are presented in an appropriate environment, are offered in an attractive way, and sometimes reinforce consumers' personal values.

Users have become more demanding when purchasing products and services, and make their purchases based on recommendations through various forums, social networks, and online platforms. This whole process has succeeded in modifying the customs and habits of consumers, who need information and advice on any product or service they wish to purchase. Positive or negative opinions about products and services represent an opportunity for companies that need to enhance the reputation of their brands through a proper marketing plan.

Companies need to increase their use of e-commerce as a tool to attract, retain, and interact with customers in order to stay competitive in this new way of doing business. E-commerce has become a fundamental pillar for companies of all sizes. However, it is worth noting that for small and large companies (SMEs), joining the ranks of e-commerce has presented an invaluable opportunity to be visible in a highly competitive market, but their integration involves overcoming various challenges that allow them to leverage and consolidate the benefits that online commerce can provide. Table 1 shows the most common challenges faced by companies in Mexico, especially SMEs wishing to enter this type of commerce (AMVO, 2024a).

**Table 1. Challenges for companies in e-commerce**

<b>Data security and privacy</b>	Consumers are increasingly aware of the security of their personal data, requiring online platforms to adopt more rigorous cybersecurity measures. This covers both the protection of the databases under the company's control, as well as the role of the latter in validating the identity of its customers
<b>Logistics and delivery</b>	The increasing demand for fast and efficient deliveries makes the customer more aware and demanding. Expectations for same-day or time-definite delivery have become commonplace. Logistics challenges such as route optimization, freight sustainability, and real-time inventory management are opportunities that companies must address to stay competitive

<b>Artificial intelligence and automation</b>	The implementation of this type of technology is not only costly but also complex, especially for smaller companies. Investing in systems that improve efficiency, staff training, predictive analytics, and customer service is essential to overcome this challenge
<b>Global competition and localization</b>	Adapting marketing and sales strategies focused on different types of customers, as well as complying with regional regulations and cultural preferences has become a real challenge for companies seeking to internationalize
<b>Personalization and user experience in e-commerce</b>	Personalization is a must for online consumers (expectations are over a “Hello, customer”). Delivering highly individualized experiences such as product recommendations and exclusive offers is crucial to retaining and attracting customers. The challenges lie in collecting and analyzing large volumes of data effectively, as well as implementing artificial intelligence systems to adapt to users' preferences and anticipate their needs
<b>Online presence and visibility</b>	Companies are constantly struggling to establish and maintain a strong online presence. Competing with large e-commerce giants is a real challenge; therefore, it is necessary to enhance visibility in search engines, social media management and digital marketing strategies are key points for the success of companies
<b>Competition and differentiation</b>	In a saturated market, standing out among competitors is very challenging. There are several ways for companies to differentiate themselves from others, either through product quality, customer service, or innovative marketing strategies that also make a difference in their e-commerce
<b>Technology and constant updating</b>	The rapid growth of technology can be overwhelming for some companies. Keeping up with the latest trends, adopting new technologies, and ensuring compatibility with mobile devices are challenges for smaller companies

Source: Prepared by the authors based on OneMarket (2024), Mexican Online Sales Association (AMVO, 2024a)

The world of e-commerce presents a wide variety of challenges that reduce business growth expectations. Identifying these barriers is a must for them if they want to achieve success in their online stores (Bengochea, 2023). Therefore, creating strategies to address these challenges is crucial; having a solid e-commerce platform opens a huge portfolio of opportunities to benefit from all that commerce has to offer (AMVO, 2024a). Figure 6 shows the opportunities that e-commerce can offer companies.



**Figure 6. Opportunities for companies in e-commerce**

Source: Own elaboration based on Mexican Association of Online Sales (AMVO, 2024a)

One of the main opportunities for e-commerce companies is internationalization. Mejía and Asencio (2020) note that the Internet allows companies to reach global consumers and thus take advantage of cross-border trade. It is also important to note that advanced analytics and data-driven personalization allow companies to better understand their customers and thus provide more relevant experiences with tailored offers and personalized recommendations, driving both sales and customer loyalty (Benítez, 2023).

As e-commerce offers opportunities, its challenges are also highlighted as indicated by Heredia and Villarreal (2022). Cocciro (2021) argues that overcoming these challenges and taking advantage of opportunities requires a solid strategy, investment in technology, and a commitment to customer satisfaction.

Undoubtedly, e-commerce has revolutionized the business landscape, transforming traditional business models. While traditional models rely on physical stores and sometimes focus on local customers, e-commerce models operate online and leverage digital strategies to reach potential customers globally. The strategies on which the latter are based consist of marketing strategies that use digital tactics of various types (Rivas et al., 2024). Moreover, as mentioned above, unlike traditional commerce, e-commerce can reach not only national but also international audiences. The transition to the e-commerce model involves redefining how businesses operate and expand in today's digital age.

Despite the many challenges and opportunities of e-commerce, it encompasses international expansion and access to platforms that provide access to a global marketplace. It is worth mentioning that platforms such as Shopify allow companies to take their product or service to other countries. Customer loyalty and increased sales

are achieved through 24/7 availability and personalization based on data and algorithms (Rivas et al., 2024). Companies wishing to compete and evolve in this environment need to implement or continue this adaptation process, innovating to meet consumer demands and face the challenges related to digital commerce. Taking advantage of these opportunities requires solid strategies and a total commitment to customer satisfaction.

## Conclusions

Advances in ICT, combined with the habitual sedentary lifestyle of modern society, are key factors in the growth of e-commerce in Mexico. New technologies not only facilitate the buying and selling process but also transform the way businesses operate and adapt to the demands of an increasingly interconnected digital market. E-commerce in Mexico has proven to be a transformative force in the country's economy and society, continuing its unprecedented growth by refining its strategies.

As we move forward in the digital era, it is important to understand how e-commerce has evolved from an incipient concept to a force that is transforming and changing the global economy. The analysis of the evolution of e-commerce in Mexico and its implications lays the groundwork to face its challenges and also to experience the opportunities it offers today and in the future.

A need is identified to use digital platforms, accept diverse communication channels, and generate trust and confidence among consumers. These are the most important issues that companies need to address. Also, they need to continue to innovate and immediately adapt to technological changes and the general behavior of their markets. Adopting an omnichannel strategy, coupled with offering benefits such as free shipping, discounts, and flexible payment options, are very essential in attracting and retaining customers. As e-commerce continues to grow due to the great ease of all kinds it provides, companies that invest in it will be better positioned to grow in a digital commerce environment in Mexico.

For those companies that are not yet involved in e-commerce, it is important to look for opportunities to have an online presence. The Internet has become the preferred medium for a large part of the Mexican population of different ages, social statuses, and academic levels, who increasingly demand more information to consult products and services, and to have a better online shopping experience. The user experience on a web platform or application is vital to attract and retain customers. Companies must invest in web development and high-quality design, along with critical factors such as navigation, loading speed, and user experience.

Companies that are willing to innovate and adopt new technological solutions can take advantage of the unique opportunities of e-commerce. Companies should also consider implementing data analysis and online behavior monitoring tools to adapt their strategies more accurately and effectively. This allows for the identification of consumer preferences and facilitates the personalization of offers and promotions with a focus on better meeting consumer expectations. It is time for less retail and more online catalogs, less shopping carts and more delivery.

Despite the progress reported, this research has some limitations that should be considered. Firstly, methodological in nature, since there is not enough accurate and updated data on e-commerce in Mexico in the sites consulted, and secondly, it has focused mainly on the factors that drive the growth of e-commerce, without an exhaustive analysis of the barriers faced by small and medium-sized enterprises (SMEs) to adopt these technologies, such as financial limitations or lack of adequate technological infrastructure.

Although the study offers strategic insights, the analysis of the long-term effects of e-commerce on the Mexican economy still requires further empirical research. These limitations can serve as a basis for future research to delve deeper into the structural challenges and offer more concrete solutions for various sectors in Mexico.

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**Authors' Contribution:** Ana Bertha Vidal Fócil: direction, research review, and final writing; Carlos Mario Flores Lázaro: information collection, analysis, and writing; Armando Mayo Castro: information collection, analysis, and writing.

**Conflict of Interest:** We declare that we have no conflict of interest.

**Acknowledgements and Financial Disclosure:** This research was self-funded.



## ANALIZA HANDLU INTERNETOWEGO W MEKSYKU: EWOLUCJA I WYZWANIA

**Streszczenie:** Handel elektroniczny rozwinął się wykładniczo w ostatnich latach, zmieniając sposób, w jaki ludzie kupują i konsumują produkty na całym świecie. Łatwy dostęp do Internetu i rozwój platform cyfrowych umożliwiły konsumentom robienie zakupów z domu w dowolnym momencie, co znacząco wpłynęło na handel. W niniejszym badaniu dokonano analizy ewolucji konsumpcjonizmu online w Meksyku, podkreślając jego wpływ na konsumentów i możliwości, jakie duże i małe firmy mogą wykorzystać w celu poprawy swojej konkurencyjności i wzrostu. Badania koncentrują się na przedsiębiorcach i właścicielach firm korzystających z platform internetowych, podkreślając generowanie korzyści skali i przewagi konkurencyjnej. Zastosowano metodologię jakościową typu opisowego i wyjaśniającego, opartą na wtórnych źródłach informacji z platform takich jak INEGI, AMVO, Internet Association MX i Deloitte. Wyniki pokazują, że handel elektroniczny zwiększył sprzedaż w Meksyku, ale nadal istnieją wyzwania, takie jak brak zaufania do bezpieczeństwa i infrastruktury logistycznej. Ważne jest, aby firmy, zwłaszcza start-upy, korzystały z marketingu cyfrowego i sprzedaży na odległość w celu poprawy swojej konkurencyjności.

**Słowa kluczowe:** biznes, konsumenci, e-commerce, konsumpcja online

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