

**Analysis of the consumer profile and their perspective towards the “Chinese Stores” in Los Mochis, Sinaloa**

Análisis del perfil del consumidor y su perspectiva hacia las “Tiendas Chinas” de Los Mochis, Sinaloa

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Recibido: 15/10/2025

Aceptado: 14/12/2025

Publicado: 25/03/2026

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<https://orcid.org/0000-0002-6309-0563>**Resumen**

El estudio del perfil del consumidor y su perspectiva hacia los establecimientos comerciales suele ser un proceso complejo e importante, de ello depende poder generar estrategias y aportaciones a lo que realmente la dinámica de los mercados está demandando, así como para identificar áreas de oportunidad ante la presión constante de la competencia, por ende, el objetivo de la presente investigación es analizar el perfil del consumidor y su perspectiva hacia las Tiendas Chinas de Los Mochis, Sinaloa, bajo el esquema de una metodología cuantitativa se aplicó una encuesta a través de un formulario electrónico de elección múltiple a una muestra de 149 consumidores derivada de un universo de 242 clientes registrados por los establecimientos en cuestión, obteniendo resultados numéricos y porcentuales del perfil real de los consumidores de tiendas chinas, destacando principalmente sus características demográficas, tipos de compras y las ventajas que ofrecen ante los establecimientos locales, ello permite sumar a los estudios de un fenómeno de mercado en crecimiento para la actualidad y de interés para muchos empresarios que desean fortalecer su presencia en el mercado y para la teoría que aún carece de conocimiento en cuanto al éxito que rodea a los establecimientos de origen chino.

**Palabras clave:** Consumidor, tiendas chinas, competencia.**Abstract**

The study of consumer profiles and their perspectives toward commercial establishments is often a complex and significant process, as it enables the development of strategies and contributions aligned with the actual demands of market dynamics, as well as the identification of opportunity areas in the face of constant competitive pressure. Therefore, the objective of this research is to analyze the consumer profile and their perspective toward Chinese Stores in Los Mochis, Sinaloa. Under a quantitative methodology, a multiple-choice electronic survey was administered to a sample of 149 consumers derived from a universe of 242 customers registered by the establishments under study. The results provide numerical and percentage-based data that reveal the actual consumer profile of Chinese stores, highlighting mainly their demographic characteristics, types of purchases, and the advantages these stores offer compared to local businesses. This contributes to the study of a growing market phenomenon that is of interest to many entrepreneurs seeking to strengthen their market presence, as well as to the theoretical framework, which still lacks sufficient knowledge regarding the success surrounding Chinese-owned establishments.

**Keywords:** Consumer, Chinese stores, competition.**Cómo citar:**Valdez Godoy, P. I., Rangel Cota, J. A. y Prado Valenzuela, F. R. (2026). Analysis of the consumer profile and their perspective towards the “Chinese Stores” in Los Mochis, Sinaloa. *Integración*, 10(1), 20-28. <https://doi.org/10.36881/ri.v10i1.1283>**Fuente de financiamiento:** No financiado.**Declaración de conflictos de interés:** Los autores declaran no tener conflictos de interés.OPEN ACCESS  
Distribuido bajo:

## Introduction

One of the major challenges facing markets is analyzing the profiles of different consumers in light of emerging commercial trends. According to Ramos and Sarmiento (2021), a consumer profile can be defined as a summary of all the characteristics of a company's ideal consumer. It comprises a set of characteristics such as gender, age, and income, and includes psychographic data such as lifestyle, values, and desires. It also encompasses behavioral aspects, that is, purchasing habits and frequency.

In this sense, consumers play a significant role in global trade due to their constant search for innovative products at good prices, a decision that, according to Papanicolau et al. (2022), has become crucial for understanding their behavior. In recent years, China, as a global power, has been positioning itself in international trade, capturing the attention of global consumers and, according to Rodríguez et al. (2024), leading the way in technology and telecommunications, and being the world's leading exporter.

From an international perspective, countries like Spain have shown acceptance of products originating from China, where a profile has been identified that, according to Zhuo (2022), corresponds to savvy consumers seeking quality at a good price. At the Latin American level, China, as a supplier, has penetrated many markets in the region. Tassi and Jiménez (2021) explain this by noting that a type of consumer has been identified within popular and developing markets, where the profile's characteristics in terms of tastes, preferences, and attractive prices have been adequately met.

As a result of the above, the trade relationship between Mexico and China has been no exception. Both countries have a very long history, and for more than two decades, China has had a significant impact on the Mexican economy and trade. Liu and Covarrubias (2023) state that currently, imports from the Asian country have stabilized, consolidating at an average of 18.2% of the country's total imports, following a very marked but gradual increase.

More specifically, China's trade history with Sinaloa has maintained a strong position to date, particularly evident through the so-called "Chinese stores." These establishments have spread throughout the state, as shown by Acosta et al. (2024): in Sinaloa, there are 66 businesses under this designation, with Culiacán standing out with 35 stores, followed by Los Mochis

with 13 establishments, and Mazatlán with 12 points of sale.

Taking into account the data above, it is clear that Los Mochis ranks second among cities with the highest concentration of Chinese stores. This is attributed to their strong consumer acceptance, making this research particularly relevant. Its benefits primarily accrue to local businesses, as it can serve as a guide for them to analyze their commercial impact. Furthermore, it can help local businesses identify the consumer profile most attracted to these establishments and recognize potential opportunities.

This will also be useful for business owners to understand consumer opinions regarding Chinese stores and, in this way, identify areas for improvement to achieve a greater market presence. Similarly, it will allow them to identify new areas of commerce; that is, to understand what products society demands that they do not currently sell, coinciding with the arguments of Fischer and Espejo (2011), since the success of many companies often depends on studying the consumer profile. With the above in mind, the general objective is established as follows: to analyze the consumer profile and their perspective on Chinese stores in Los Mochis, Sinaloa.

The article is structured in a series of sections. Following this introduction, the theoretical framework is presented, addressing aspects related to the consumer profile and Chinese stores, as well as some previous studies on the topic. Then, the quantitative methodology, based on a survey, is detailed, leading to the results and discussion section, and finally to the study's conclusions.

## Theoretical Framework

### Background of the Study

Thanks to the relevance of the topic, some previous research has been conducted that presents a certain degree of relationship. Aguilar, et al. (2023) in their article entitled "Proposal for the importation of party supplies from China to Mexico, case study: Persa Elegans", propose from a qualitative approach that imports from China to Mexico have become a priority activity for entrepreneurs who intend to maximize their profits when marketing imported products due to China's competitive advantage in large-scale production and therefore its competitive advantage in costs; therefore, documenting the import process is of great help.

In another instance, Acosta et al. (2024) conducted a study entitled “The Rise of Chinese Stores in Sinaloa.” Their methodology, employing a qualitative approach and descriptive scope, identified several key characteristics of Chinese stores, such as their spaciousness, prime locations, highly attractive prices (lower than those offered by the national market), and a wide range of products with diverse features in terms of presentation, color, and overall appeal, among other factors, thus contributing to an optimal consumer profile.

Finally, Mendoza (2015), in his quantitative study entitled “Mexico-China Trade: Its Importance and Impact on the Mexican Economy,” concluded that trade between Mexico and China has had positive effects on the Mexican economy, primarily by increasing the availability of inputs and consumer goods, a benefit appreciated by consumers. However, this exchange has also increased the vulnerability of Mexico's external economy, as imports have focused mainly on manufactured goods such as electronic equipment, machinery, nuclear reactors, plastic products, and iron and steel products.

### **Conceptualization of the Consumer**

According to Solomon (2008), a consumer is defined as a person who identifies a need or a want, makes a purchase, and then disposes of the product during the three stages of the consumption process. Furthermore, according to the Federal Consumer Protection Law (2019), a consumer is any individual or legal entity that acquires, uses, or enjoys goods, products, or services as the final recipient. A consumer is understood to be any individual or legal entity that acquires, stores, uses, or consumes goods or services for the purpose of integrating them into production, transformation, marketing, or service provision processes for third parties.

From a marketing perspective, Kotler and Armstrong (2012) define a consumer as someone who uses or has access to the product or service they intend to purchase to satisfy their needs. According to López (2020), a consumer is more than just a customer; they are those who buy goods from a specific company or sector, forming an entire segment that can be recognized without the need for profit, solely driven by the desire to satisfy a need.

Based on the aforementioned authors, it can be seen that a consumer is an entity whose function is to select and purchase products and services that satisfy their needs and desires, taking into account aspects such

as utility, price, and satisfaction. These latter aspects directly impact the formation of their market profile, which is of great interest to this research.

### **Conceptualization of the Consumer Profile**

Kotler and Armstrong (2012) argue that the consumer profile is the starting point for understanding what the customer wants. In this way, it is possible to generate stimuli in the public that result in the purchase of the product or service offered. Furthermore, for its proper study, the consumer profile, according to Cardona et al. (2018), must encompass a wide range of elements, from social, cultural, and historical factors to geographic location. Schiffman and Lazar (2005) state that the customer profile is defined as the objective, measurable characteristics of a population, such as age, income, education, gender, and marital status.

According to the aforementioned authors, there is a clear consensus that the consumer profile includes a series of characteristics—age, income, occupation, education, gender, tastes, personality, lifestyle, needs, and geographic location—that generally influence the products consumers purchase. Gathering information and analyzing each consumer's profile allows companies to identify the market that consumes their products or services, as well as generate various sales strategies or marketing campaigns focused on them and their desires, in order to provide them with a quality service or products with which they are satisfied.

### **Conceptualizing the Customer Perspective**

According to studies by Guerrero et al. (2012), the customer perspective is aligned with their own experience based on what they receive, since their experience can lead to conclusions about what they expected. For Kotler and Keller (2016), the customer perspective focuses on how consumers perceive the value they receive from a product or service compared to their expectations. This perception affects their satisfaction and brand loyalty.

According to these authors, the customer perspective involves understanding the concept customers have of the company, with the goal of comprehending and satisfying their needs, taking into account their emotions, ideas, values, and so on, in order to direct sales strategies to the target market and have a lasting and positive relationship. In other words, understanding the customer perspective helps design products or services that are in line with their desires and/or needs, and in the context of this research, it also allows us to analyze a phenomenon of expansion marked by Chinese stores.

### Conceptualization of Trade

Trade refers to the exchange of goods or services between two or more parties, often involving the transfer of money as payment. Authors such as Vázquez (2010) place it between manufacturing and consumption processes, and can even conceive of it as a sector in which all merchandise passes through some establishment before being consumed. Although different definitions of the term "trade" exist, the focus is generally the same. Furthermore, the World Bank (2022) defines it not merely as an exchange of goods and services, but as an engine of growth that contributes to job creation, poverty reduction, and increased economic opportunities.

Based on the above, it can be stated that commerce is any economic activity or exchange of goods or services carried out between two or more people or entities. Sales can involve materials or products that could be transformed or used immediately. Payment is determined between the parties according to their convenience; it can be in cash, electronically, or through a tax obligation document. Commerce can have various functions, such as facilitating access to goods and services, fostering competition among companies, generating more jobs, and contributing to the economic growth of a region.

### Methodology or Design of the Proposal

This research was carried out using a pre-planned methodology, which consists of a series of stages and procedures, in accordance with the proposal by Hurtado and Toro (2007), since it is essentially based on the study of certain methods.

### Research Approach

Given the nature of this research, a quantitative approach was chosen; that is, numerical measurement and interpretation were used to obtain results, in accordance with Hernández et al. (2014), this approach aims to test existing theories based on a series of objectives derived from them, requiring a sample—either random or selective—that is representative of the population or phenomenon under study.

Using this approach, the research involved implementing a survey to gather the necessary information. Similarly, Medina et al. (2023) state that, in this case, the goal is to address the quantitative perspective by generating more numerical measurements and inferences based on the delimitation of a specific sample.

### Data Collection Instruments

Therefore, a structured multiple-choice questionnaire was implemented as the instrument for applying the survey technique. According to Calle et al. (2023), this type of questionnaire allows for simpler and more uniform results when quantifying data. Specifically, the instrument aimed to gather consumer opinions about these establishments and determine the characteristics that make up their profile, as well as the competitive advantages they possess over local businesses.

It is worth noting that the instrument was constructed as an electronic form based on the theoretical framework proposed by Fischer and Espejo (2011), which incorporates a comprehensive model of various internal and external aspects surrounding the consumer profile. Its objective is aligned with guiding consumers' purchasing decisions, resulting in 20 items grouped into 5 dimensions. The first addresses the frequency and purpose of consumption, the second the types of purchases, followed by the reasons for purchasing, price, and customer service, while the final dimension encompasses perception and competition. To further enhance validity, the data triangulation method was employed.

According to Forni and Grande (2020), despite addressing the same research problem, a different data collection strategy was implemented. This strategy involved gathering opinions from consumers who visited the establishments under study located at different points in the city of Los Mochis, as well as on different days and at different times, generating a richer perspective and allowing for comparison. Data collection was conducted between January and May 2025, in person at participating businesses.

### Population and Sample

There are various ways to determine a sample size depending on the available data. In this case, there are a total of 242 registered customers across businesses in the city of Los Mochis, meaning the population is finite. To determine the sample size, we used formula 1 proposed by Murray and Larry (2009):

$$n = \frac{Z^2 \sigma^2 N}{e^2(N-1) + Z^2 \sigma^2}$$

Where:

n = is the sample size to be obtained.

N = is the total population size.

$\sigma$  = represents the population standard deviation.  
 $Z$  = is the value obtained using confidence levels.  
 $e$  = represents the acceptable margin of sampling error.

Table 1 below shows the record of customers who purchased products at Chinese stores in the city of Los Mochis, Sinaloa, and the times the data was collected. Subsequently, using the formula indicated, the sample size for the fieldwork was determined.

**Table 1**

*Customer Record of Chinese Stores in Los Mochis, Sinaloa*

| Schedule            | Day          | Number of customers |
|---------------------|--------------|---------------------|
| 10:00 am - 12:00 pm | Monday       | 38                  |
| 13:00 am – 15:00 pm | Tuesday      | 25                  |
| 14:00 pm – 16:00 pm | Wednesday    | 32                  |
| 16:00 pm – 18:00 pm | Thursday     | 40                  |
| 12:00 pm – 14:00 pm | Friday       | 46                  |
| 18:00 pm – 20:00 pm | Saturday     | 34                  |
| 11:00 am – 13:00 pm | Sunday       | 27                  |
|                     | Weekly Total | 242                 |

*Note: Prepared by the authors based on Murray and Larry (2009).*

Total population: 242 registered customers from all establishments

Sample size: 149 consumers distributed across the different establishments

**Results and Discussion**

According to the survey administered to a sample of 149 consumers of Chinese stores in the city of Los Mochis, Sinaloa, Mexico, during the period January-June 2025, the results obtained are summarized below, beginning with Table 2, which summarizes the findings regarding the predominant demographic profile in these establishments. Subsequently, although the instrument had 20 items, the results with the greatest impact are presented under the five dimensions and criteria as outlined by Fischer and Espejo (2011).

**Table 2**

*Predominant Demographic Profile of Consumers at Chinese Stores*

| Demographic factor | Profile data                        |
|--------------------|-------------------------------------|
| Gender             | 85% are female                      |
| Age range          | 50% are between 21 and 25 years old |
| Occupation         | 55% are students                    |
| Monthly income     | 36.7% earn less than \$2,500.00     |

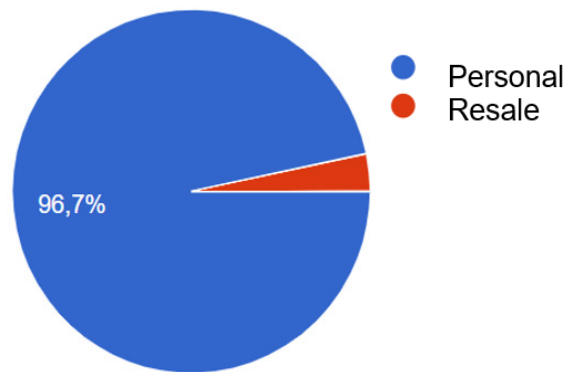
*Note: Prepared by the author based on data obtained through fieldwork*

**Dimension 1. Frequency and Purpose of Consumption**

Figure 1 shows the purpose of purchases made by consumers in these establishments. 96.7% responded that their purchases are for personal consumption, indicating a consumer profile focused on individual needs. This highlights for businesses that their management and marketing strategies must be entirely geared towards the end consumer.

**Figure 1**

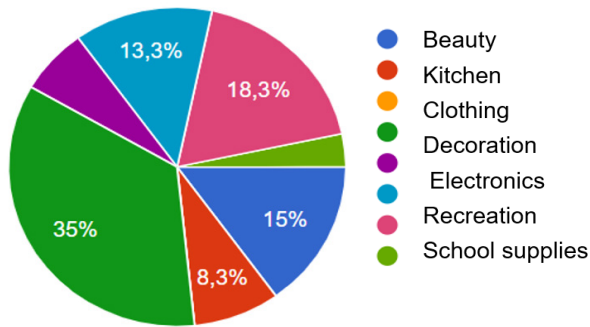
*Type of Purchases Made*



**Dimension 2. Types of Purchases**

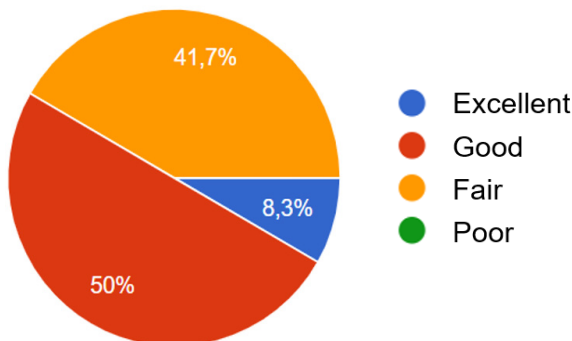
Figure 2 shows the types of items consumers buy in Chinese stores. 35% responded that they buy decorative items, 18.3% buy school supplies, 15% purchase beauty products, 13.3% buy recreational items, 8.3% buy kitchen items, 6.7% purchase electronics, and finally, 3.3% reported buying pet supplies. Therefore, the diversity of offerings is quite remarkable, coinciding with the findings of the studies by Acosta et al. (2024), which also highlight the existence of this wide variety of options.

**Figure 2**  
*Items that consumers buy.*



According to the data collected, Figure 3 reflects the customers' perspective on the quality of the products offered by Chinese stores. 50% responded that the quality of the products is good, 41.7% consider the quality to be average, and 8.3% of those surveyed agree that the quality of the products is excellent. Overall, there is a very positive perspective towards these establishments, which explains why they have expanded throughout the city, making various products available despite being imported, according to the research carried out by Aguilar et al. (2023).

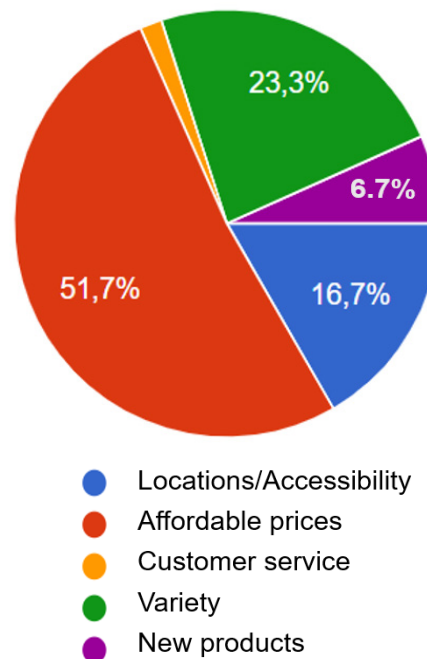
**Figure 3**  
*Opinion on the quality of products offered*



**Dimension 3. Purchase Motives**

According to the data collected, Figure 4 shows the main reason why people shop at Chinese stores. 51.7% responded that the main reason is affordable prices, 23.3% consider variety to be the main reason, 16.7% believe that people prefer to shop at these stores due to their location/accessibility, 6.7% identified the novelty of their products, while only 1.7% considered customer service an attractive factor. Therefore, in the case of the city of Los Mochis, price is the greatest attraction perceived by consumers, confirming the assertions of Papanicolau et al. (2022), where the group of authors highlights it as a relevant factor when studying all consumers.

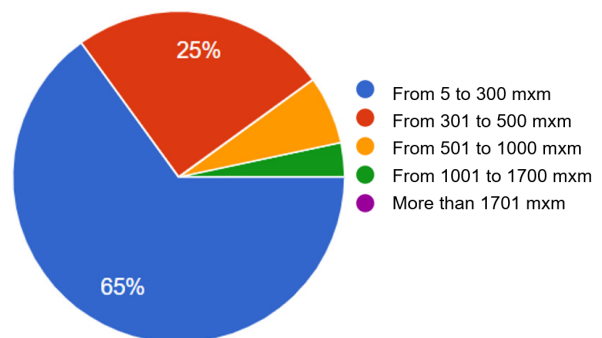
**Figure 4**  
*Reasons to buy from Chinese stores*



**Dimension 4. Price and Customer Service**

According to the information gathered, Figure 5 shows how respondents allocate their money to Chinese products at the end of the month. The majority (65%) responded that the amount they spend is in the range of \$5.00 to \$300.00, 25% spend between \$301.00 and \$500.00, 6.7% between \$501.00 and \$1,000.00, and the remaining 3.3% responded that their approximate expenditure on products from Chinese stores is between \$1,001.00 and \$1,700.00. This is explained by the distinctive feature that Chinese stores offer, especially regarding price, since, being low, the amounts spent on purchases are small.

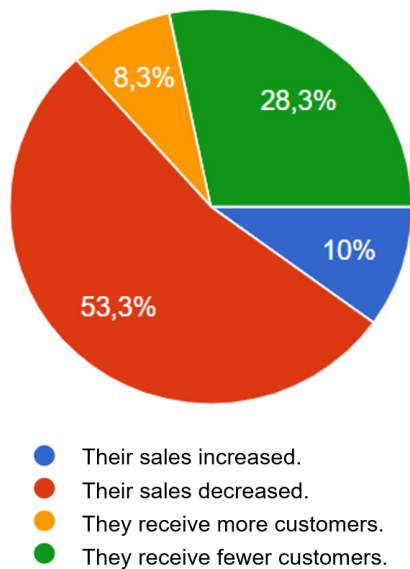
**Figure 5**  
*Amount spent on products from Chinese stores*



**Dimension 5. Perception and Competition**

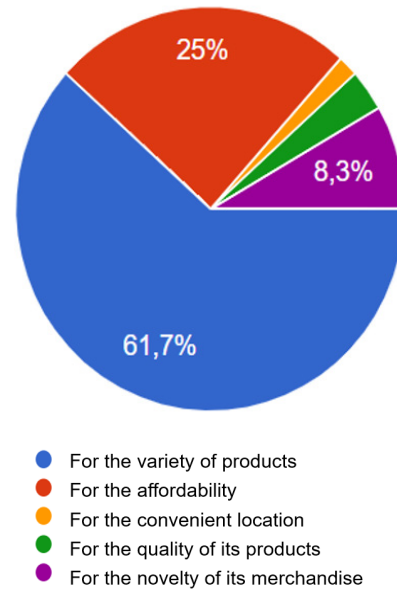
Figure 6 presents the perspective on the impact that consumers believe the arrival of Chinese stores in Los Mochis, Sinaloa, has had on local businesses. 53.3% of respondents reported a decrease in sales, 28.3% reported receiving fewer customers, 10% believed their sales had increased, and the remaining 8.3% reported receiving more customers. These opinions reflect an insider's view of the market, where local business owners are experiencing significant pressure from this competition. Their strategies must consider how to stand out in the face of this pressure.

**Figure 6**  
*Impact of Chinese stores on local businesses*



Finally, Figure 7 statistically presents the reasons why consumers recommend Chinese stores to their family and friends. The majority (61.7%) cited product variety, 25% said it was due to affordable prices, 8.3% to the novelty of the merchandise, 3.3% to product quality, and the remaining 1.7% to the stores' convenient locations. Most of the factors influencing recommendations for these types of establishments are also highlighted in the research by Tassi and Jiménez (2021), reaffirming that, as in many Latin American countries, the city of Los Mochis values many of the characteristics of these business models.

**Figure 7**  
*Reason for recommending Chinese stores*



**Conclusions**

According to the data collected, the profile of consumers in the Chinese stores of Los Mochis, Sinaloa, consists of women between 21 and 25 years old, mostly students with a monthly income of less than \$2,500.00, who make purchases for personal use once a month, mainly acquiring decorative items, spending a total of \$5.00 to \$300.00 on these products.

The perception that consumers have towards the Chinese stores of Los Mochis, Sinaloa is mostly positive, as they believe that the quality of the products is good, and that they also have good customer service and consider the employees to be friendly to customers. They also consider the facilities of the Chinese stores to be clean but believe that the organization could be improved.

The competitive advantages of Chinese stores over local businesses in Los Mochis are primarily due to their lower prices. This is one of the reasons consumers believe sales at local businesses have declined since the arrival of Chinese stores. The variety of products offered is also considered a competitive advantage, as consumers recommend them because of this factor.

Regarding the overall objective of this research, its fulfillment was relevant. The collected data allowed for an understanding of the consumer profile of Chinese stores in Los Mochis, Sinaloa. It also shed light on the perspectives these consumers have toward these establishments in the city and identified the competitive

advantages they offer over local businesses. The methodology used was appropriate, relevant, and sufficient for data collection in the fieldwork. Thanks to the quantitative approach, a topic that has not been extensively studied in the region was explored in greater depth, yielding the necessary data.

In addition, despite the positive results obtained, the study faced several limitations in its fieldwork process for data collection. These limitations stemmed primarily

from the fact that not all customers of the establishments were willing or able to respond to the survey. Similarly, the establishment managers were not very cooperative in facilitating fieldwork within their premises. Therefore, it is suggested that future research attempt to triangulate the perspectives of consumers with those of the managers or owners of the establishments. This would provide greater certainty and contrasting perspectives on the decisions and stances of the growing market in the city of Los Mochis, Sinaloa.

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