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New Ideas for the Cross-Border Promotion of the Digital RMB—A Study Based on the Perspective of Cross-Border E-Commerce

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Abstract. Based on the practical difficulties that the current cross-border promotion effect of the digital RMB is very limited and that cross-border e-commerce operations face settlement problems, this paper starts from the perspective of individual cross-border e-commerce merchants and explores the relevant factors and influence mechanisms affecting merchants' use of the digital RMB in cross-border payment and settlement. The study finds that merchants' pursuit of cross-border payment significantly improves their willingness to use the digital RMB in cross-border transactions, and this influence differs among merchants with different cross-border payment habits. Merchants' pursuit of cross-border payment will further improve their willingness to use it by enhancing their attitude toward joining the multilateral central bank digital currency bridge (mBridge project) to carry out cross-border e-commerce transactions, their level of understanding of the digital RMB, and their degree of expectation for the prospects of the digital RMB. Based on this, it can be considered that the cross-border promotion of the digital RMB conforms to the interests of cross-border e-commerce. This paper proposes suggestions such as optimizing the underlying technology of the digital RMB, accelerating the construction of cross-border payment scenarios, formulating differentiated promotion strategies, and allowing the development of the mBridge project to benefit individual cross-border e-commerce merchants, so as to promote the cross-border promotion of the digital RMB.

Keywords: digital RMB, cross-border e-commerce, pursuit of cross-border payment, mBridge project

1. Introduction

The digital RMB is an important tool in the convenient payment system and is of great significance for promoting the internationalization of the RMB [1]. As a legal currency in digital form, the digital RMB possesses unique advantages such as efficiency, security, low cost, and privacy protection [2], and these characteristics give it enormous application potential in the field of cross-border transactions. However, the current effect of cross-border promotion of the digital RMB is very limited. By the end of 2025, cross-border payments using the digital RMB accounted for less than 0.22% of the total cross-border RMB payments. This situation not only restricts the functioning of

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the digital RMB itself but also, to some extent, slows down the progress of RMB internationalization.

Against the backdrop of economic globalization and the vigorous development of the digital economy, cross-border e-commerce has become an important participant in international economic and trade activities. In China's cross-border e-commerce industry, individual merchants and small- and medium-sized merchants occupy the main position, and their attitude toward new payment tools has an important impact on the overall development of the industry. With the acceleration of development, cross-border e-commerce companies increasingly pursue more efficient settlement methods, and the pursuit of cross-border settlement continues to rise. However, the current settlement methods face problems such as high costs and insufficient security, making it difficult to meet the growing demand for cross-border transactions. The multilateral central bank digital currency bridge project (mBridge project) can provide new ideas for digital RMB cross-border settlement, solving the settlement difficulties of e-commerce while promoting the digital RMB and enhancing the internationalization of the RMB, thus facilitating the development of cross-border e-commerce.

Existing research on the promotion of the digital RMB is mostly limited to domestic payment settlement and the integration of the digital RMB with commercial banks, and there is relatively little research, especially empirical research, in the direction of cross-border settlement. In view of this, this paper collects data through questionnaires to understand the attitudes of individual cross-border e-commerce merchants toward using the digital RMB for cross-border settlement and constructs a Logit model to explore the influencing factors of merchants' willingness to use the digital RMB. The possible marginal contributions of this paper are: first, conducting research from the relatively new perspective of cross-border e-commerce and combining cross-border e-commerce with the mBridge project for analysis, providing new ideas for the cross-border promotion of the digital RMB; second, this paper adopts a micro-empirical research approach, using survey questionnaire data for exploration, which is a useful supplement to the analysis of digital RMB promotion.

2. Literature review and research hypotheses

2.1. Literature review

Most of the literature believes that the good characteristics of the digital RMB can optimize the existing cross-border transaction settlement process and have the potential to reshape the global cross-border payment system [3]. In terms of the security of cross-border transactions, the digital RMB has the characteristics of traceability and official endorsement, which can significantly reduce the credit risk of transactions [4]. In terms of privacy protection in cross-border transactions, the technical architecture of the digital RMB has decentralization and anonymity, ensuring the privacy of cross-border payment and settlement to a certain extent [5]. In terms of the convenience of cross-border payment, the underlying blockchain technology of the digital RMB is conducive to avoiding cumbersome transaction procedures and improving the efficiency of cross-border payment [6]. These good characteristics of the digital RMB help reshape the RMB settlement system, enhance the use of the RMB in international transaction settlement, and accelerate the process of RMB internationalization [7]. Therefore, promoting the cross-border promotion of the digital RMB helps bring more benefits to both trading parties and enhance China's monetary policy autonomy [8].

Regarding the promotion of central bank digital currencies, domestic and foreign scholars have put forward different views from the perspectives of commercial banks and consumers. From the

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perspective of commercial banks, scholars focus on the experiments of four central bank digital currency cross-border transaction projects, such as mBridge, and believe that platforms with two or more CBDCs can reduce costs and accelerate settlement speed, but problems such as policy, law, and governance still exist [9]. From the perspective of consumers, relevant studies proceed from consumer perceptions and, through empirical analysis, conclude that perceived privacy, perceived security, and perceived system quality are key factors affecting consumers' intention to use [10]. Based on studying the positive impact of the digital RMB on the existing financial system, relevant literature proposes suggestions conducive to the issuance and promotion of the digital RMB, such as constructing corresponding financial systems and using new technologies to promote the issuance and circulation of the digital RMB [11]. Based on studying the possible risks in the promotion of the digital RMB, some literature also points out that the underlying technology of the digital RMB still has loopholes in security supervision and other aspects, as well as problems such as scenario use, and proposes suggestions such as promoting digital RMB pilots and strengthening the connection between the central bank and commercial banks [12]. Existing research on the promotion of the digital RMB mainly focuses on exploring the integration of the digital RMB with commercial banks, while there is relatively little research on the digital RMB and cross-border e-commerce, an important subject of cross-border transactions.

In recent years, cross-border e-commerce has become an important subject of cross-border trade growth and economic development. However, with the expansion of transaction scale, cross-border e-commerce faces increasingly prominent settlement difficulties. At present, cross-border e-commerce retail exports mainly use traditional bank payment methods and third-party payment platforms, and there are problems such as restrictions on transfer quotas, high transaction procedure costs, and difficulties in trade review [13]. A distributed payment network using the digital RMB as the carrier and blockchain as the underlying architecture has shown certain advantages in improving economic efficiency and improving market structure, has the potential to reshape the global cross-border payment system, and at the same time helps solve the payment and settlement difficulties of cross-border e-commerce. The mBridge project also provides a high-quality platform for cross-border payment, which can help cross-border e-commerce improve cross-border payment efficiency and reduce cross-border payment friction [14]. The above literature links the digital RMB with the settlement difficulties of cross-border e-commerce, but most of it focuses only on the level of macro analysis, and less deeply explores the influencing factors and mechanisms of cross-border e-commerce using the digital RMB for cross-border transactions.

At present, academia has conducted many studies on the relevant influencing factors of the use of the digital RMB. Some scholars have pointed out that individuals' familiarity with digital currency affects their views on the prospects of digital currency and ultimately affects their willingness to use digital currency [15]. Some articles use Logistic model regression analysis and find that gender, age, education, income, and other factors significantly affect individuals' willingness to accept the digital RMB [16]. Some scholars also use the technology acceptance model for analysis and find that external influence, security guarantee, application scenarios, and technical routes affect the willingness to use digital currency [17]. Although the above studies all analyze the factors affecting the willingness to use the digital RMB from different perspectives, most articles do not subdivide user groups and usage scenarios, and lack research focusing on the identity characteristic of cross-border e-commerce.

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2.2. Research hypotheses

Based on existing research and the relevant characteristics of the digital RMB and the mBridge project, this paper proposes the following hypotheses:

H1: The higher merchants' pursuit of cross-border payment, that is, the higher their degree of emphasis on the convenience, security, and privacy protection of cross-border transactions, the stronger their willingness to use the digital RMB in cross-border transactions.

H2a: Merchants' pursuit of cross-border payment will positively affect their attitude toward joining the mBridge project to carry out cross-border e-commerce transactions, and further positively affect their willingness to use the digital RMB in cross-border transactions.

H2b: Merchants' pursuit of cross-border payment will positively affect their level of understanding of the digital RMB, and further positively affect their willingness to use the digital RMB in cross-border transactions.

H2c: Merchants' pursuit of cross-border payment will positively affect their degree of expectation for the prospects of the digital RMB, and further positively affect their willingness to use the digital RMB in cross-border transactions.

3. Data and variables

3.1. Questionnaire design and variable setting

Because major financial survey databases all lack extensively surveyed data on the willingness to use the digital RMB, this paper, based on existing research, designed the questionnaire content in order to obtain data through questionnaire surveys. The questionnaire is divided into four parts, including a survey on the demographic basic information of individual merchants, a survey on cross-border transaction preferences, cognition and attitude toward the digital RMB, and willingness to use the digital RMB in cross-border e-commerce payment and settlement.

Table 1 presents the meanings and specific descriptions of the variables in this paper. The dependent variable is the willingness of individual merchants to use the digital RMB in cross-border e-commerce payment and settlement. For the questionnaire question "Are you willing to use the digital RMB for payment and settlement in cross-border e-commerce business?", a positive response is assigned a value of 1, and a negative response is assigned 0. The core explanatory variable, pursuit of cross-border payment, is constructed from indicators including the degree of emphasis on transaction security, the degree of emphasis on transaction privacy protection, and the degree of emphasis on transaction convenience. These three indicators are divided into five levels in the questionnaire based on the Likert scale: not expected at all, not very expected, neutral, somewhat expected, and highly expected, represented by 1–5 respectively. The mechanism variables include individual merchants' expectation of the prospects of the digital RMB, whether they are willing to join the mBridge project to carry out cross-border e-commerce transactions, and the level of understanding of the digital RMB. Control variables include age, education level, marital status, dependence on the Internet for conducting transactions, and whether surrounding people use the digital RMB.

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Table 1. Variable meanings and descriptions

Variable Symbol	Variable Meaning	Variable Description
Willingness	Individual merchants' willingness to use the digital RMB in cross-border e-commerce payment and settlement	Not willing=0, Willing=1
Safety	Degree of emphasis on transaction security by individual merchants	Not emphasized at all=1, Not very emphasized=2, Neutral=3, Somewhat emphasized=4, Highly emphasized=5
Privacy	Degree of emphasis on transaction privacy protection by individual merchants	Not emphasized at all=1, Not very emphasized=2, Neutral=3, Somewhat emphasized=4, Highly emphasized=5
Convenience	Degree of emphasis on transaction convenience by individual merchants	Not emphasized at all=1, Not very emphasized=2, Neutral=3, Somewhat emphasized=4, Highly emphasized=5
Prospect	Degree of expectation of the digital RMB's prospects by individual merchants	Not expected at all=1, Not very expected=2, Neutral=3, Somewhat expected=4, Highly expected=5
Mbridge	Willingness of individual merchants to join the mBridge project for cross-border e-commerce transactions	Not willing=0, Willing=1
Knowledge	Level of understanding of the digital RMB by individual merchants	Completely unaware=1, Not very aware=2, Neutral=3, Somewhat aware=4, Highly aware=5
Age	Age	18–25=1, 25–40=2, 40–55=3, 55 and above=4
Education	Education level	Less than compulsory education=1, Primary school=2, Junior high=3, High school=4, University and above=5
Merriage	Marital status	Single=1, Divorced=2, Widowed=3, Married=4
Internet	Dependence on the Internet for conducting transactions	Not dependent at all=1, Not very dependent=2, Neutral=3, Somewhat dependent=4, Highly dependent=5
Others	Whether surrounding people use the digital RMB	No=0, Yes=1
Use	Habitual cross-border settlement method	Domestic bank card=1, Overseas bank card=2, Third-party platform=3

3.2. Descriptive statistical analysis

The survey respondents were individual cross-border e-commerce merchants in Yiwu City, Zhejiang Province. Yiwu is one of the earliest regions in China to develop cross-border e-commerce business, with individual businesses accounting for 71.96% of the total market operators, possessing high representativeness. The research team collected data through offline surveys. A total of 278 questionnaires were collected from August 2023 to February 2024. To ensure the validity of the questionnaire, validation questions were set for mandatory options, and questionnaires with inconsistent responses were excluded. After removing invalid questionnaires, the total number of

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valid questionnaires was 242, with an effective rate of 87.05%. The merchants' business categories covered electronics, apparel and beauty, handicrafts, and other categories.

Table 2 presents the descriptive statistics of each variable in the valid questionnaires. The demographic characteristics of the merchants and other control variables are largely consistent with the overall situation of individual cross-border e-commerce merchants in China and are suitable for the research questions, making them representative. In terms of age, the sample is mainly composed of young and middle-aged merchants, consistent with the age structure of cross-border e-commerce practitioners. In terms of education, the sample merchants generally have a high level of education, which corresponds to the need for certain digital operation skills and foreign language proficiency in cross-border e-commerce. In terms of dependence on the Internet for cross-border transactions, the vast majority of merchants are highly dependent on the Internet. Regarding whether surrounding people use the digital RMB, most merchants have friends, relatives, or colleagues who have used the digital RMB, consistent with Yiwu being among the third batch of digital RMB pilot cities actively promoting its use.

Focusing on merchants' cognition and attitude toward the digital RMB and cross-border transactions, in the valid questionnaires, the mean of willingness to use is 0.396, indicating that about 40% of merchants are willing to use the digital RMB for cross-border transactions, with a relatively balanced distribution. The means of expectations for the prospects of the digital RMB and the level of understanding of the digital RMB both exceed 4, indicating that merchants generally have a high overall understanding of the digital RMB and are optimistic about its development prospects, consistent with the policy background and market expectations for the cross-border promotion of the digital RMB. Merchants' willingness to join the bridge reached 0.884, with a small standard deviation, indicating that merchants are generally willing to let cross-border e-commerce transactions join the mBridge project. Merchants' emphasis on cross-border transaction security and convenience both have means exceeding 4, while the mean for emphasis on privacy protection is 3.492, indicating that merchants pay more attention to security and convenience in transactions, with relatively lower emphasis on privacy protection. The mean of habitual transaction methods is 1.591, indicating that merchants use a variety of transaction methods but generally rely on domestic bank card transactions.

Table 2. Descriptive statistics

Variable	Mean	Median	Standard Deviation	Sample Size
Willingness	0.396	0	0.490	242
Safety	4.125	4	0.441	242
Privacy	3.492	3	0.816	242
Convenience	4.238	4	0.447	242
Prospect	4.152	4	0.443	242
Mbridge	0.884	1	0.321	242
Knowledge	4.244	4	0.467	242
Age	2.178	2	0.383	242
Education	4.587	5	0.731	242
Merriage	3.120	3.5	1.042	242
Internet	4.669	5	0.722	242
Others	0.963	1	0.190	242

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Table 2. (continued)

Use	1.591	1	0.785	242

3.3. Core explanatory variable processing

Table 3. Reliability and validity test results for pursuit of cross-border payment measurement variables

Reliability and Validity Indicator	Measurement Result of Pursuit of Cross-Border Payment
Cronbach's Alpha	0.826
KMO Value	0.697
Bartlett's Sphericity Test P-value	0.000

Table 3 presents the reliability and validity test results of the measurement variables for the core explanatory variable, pursuit of cross-border payment. In this paper, the Cronbach's alpha coefficient of the pursuit of cross-border payment measurement indicators reached 0.826, exceeding 0.8, indicating that the measurement variables used in this study have high reliability and internal consistency. In addition, the KMO value of these three variables is 0.697, and they pass the Bartlett sphericity test, indicating that factor analysis can be performed on these three variables.

Table 4. Factor analysis results

Factor	Variance Contribution Rate	Cumulative Contribution Rate
Factor1	0.807	0.807
Factor2	0.133	0.940
Factor3	0.060	1.000

To simplify the model and avoid multicollinearity among the measurement variables of pursuit of cross-border payment, the three measurement variables were normalized and factor analysis was used to obtain a comprehensive pursuit of cross-border payment index. The factor analysis results are shown in Table 4. According to the factor analysis results, following the principle of cumulative contribution rate of principal components exceeding 80%, the first factor among all factors was selected to measure the pursuit of cross-border payment.

Table 5. Factor loadings, unique variances, and scoring coefficients of measurement variables for pursuit of cross-border payment

Variable	Factor Loading	Unique Variance	Scoring Coefficient
Safety	0.858	0.263	0.354
Privacy	0.898	0.193	0.371
Convenience	0.938	0.121	0.387

Table 5 reports the factor loadings, unique variances, and scoring coefficients of the three measurement variables in Factor1. The factor loadings of the three measurement variables are all far above the recommended threshold of 0.7, and the unique variances are within the acceptable range, indicating that the three variables consistently measure the concept of pursuit of cross-border payment. Based on regression-derived factor scoring coefficients, they are 0.354, 0.371, and 0.387 respectively, indicating that the three variables contribute relatively evenly to pursuit of cross-border

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payment. These coefficients were used to calculate the factor score for each sample as the measurement value of pursuit of cross-border payment.

4. Empirical analysis

4.1. Benchmark regression and robustness test

To explore the factors influencing individual cross-border e-commerce merchants' use of the digital RMB, this paper conducts regression according to a binary Logit model, and constructs the regression equation as follows:

$$ln\left(\frac{P_i}{1-P_i}\right)=\alpha_i+\beta_1 Pursue_i+\sum\beta_k Controls_{ki}+\varepsilon_i$$

$$P_i=P\left(Willingness_i=1\mid X\right)$$

where coefficient β_1 measures the impact of individual merchants' pursuit of cross-border payment on the willingness to use the digital RMB. According to the hypothesis of this paper, the higher the merchants' pursuit of transactions, the stronger their willingness to use the digital RMB for cross-border transactions, and the sign of β_1 should be positive. Control variables include individual merchants' age, education level, marital status, dependence on the Internet for cross-border transactions, and whether surrounding people use the digital RMB. ε is the error term.

Table 6 provides the results of the benchmark regression. This paper conducts robustness tests using three methods: 1. Adding control variables, including whether surrounding people use the digital RMB as a control variable in the regression; 2. Changing the model, using the binary Probit model for regression, with results shown in columns (3) and (4) of Table 6; 3. Changing the measurement method of the core explanatory variable. Considering that the contribution of the three measurement variables to pursuit of cross-border payment is relatively balanced, this paper reconstructs the pursuit of cross-border payment variable using equal weighting for the three measurement variables, with regression results shown in columns (5) and (6) of Table 6. According to the regression results, the results of the three robustness tests are largely consistent, indicating high reliability of the results.

From columns (1) to (6) of Table 6, it can be seen that merchants' pursuit of cross-border payment has a positive and significant effect on their willingness to use the digital RMB for cross-border transactions. This indicates that the higher the merchants' pursuit of cross-border transactions, the more willing they are to use the digital RMB. This result is consistent with existing studies and also aligns with the theoretical expectation.

Table 6. Benchmark regression and robustness test results

Variable	(1) Logit	(2) Logit	(3) Probit	(4) Probit	(5) Logit	(6) Logit
Pursue	0.092*** (0.026)	0.091*** (0.026)	0.114*** (0.024)	0.113*** (0.024)	0.178*** (0.048)	0.179*** (0.047)

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Table 6. (continued)

Age	0.081* (0.051)	0.081* (0.051)	0.075 (0.046)	0.075 (0.046)	0.058 (0.041)	0.058 (0.041)
Education	0.011 (0.025)	0.011 (0.025)	0.043 (0.031)	0.042 (0.031)	0.009 (0.025)	0.009 (0.025)
Merriage	-0.026* (0.015)	-0.026* (0.015)	-0.051*** (0.019)	-0.052*** (0.019)	-0.027* (0.016)	-0.027* (-0.016)
Internet	-0.081*** (0.025)	-0.081*** (0.025)	-0.121*** (0.030)	-0.121*** (0.030)	-0.079*** (0.023)	-0.079*** (0.023)
Others	No	Yes	No	Yes	No	Yes
Sample Size	242	242	242	242	242	242
Pseudo R^2	0.832	0.832	0.807	0.808	0.834	0.835

Note: The Logit and Probit model estimates in this table report average marginal effects. Values in parentheses are standard errors; the same applies to tables below.

4.2. Mechanism analysis

To analyze how pursuit of cross-border payment affects merchants' willingness to use the digital RMB for cross-border transactions, this paper uses merchants' willingness to join the mBridge project e for cross-border e-commerce transactions, their level of understanding of the digital RMB, and their expectation of the prospects of the digital RMB as mechanism variables affecting merchants' willingness to use the digital RMB for cross-border transactions. Table 7 presents the estimation results of the mechanism analysis. Since the bridge willingness variable is concentrated at 1 in the sample, to ensure robustness, this mechanism variable is regressed using the Firthlogit model. For other mechanism variables with relatively balanced distributions, the Ologit model is used for estimation. Both models report regression coefficients. The results indicate that merchants' pursuit of cross-border payment positively promotes their willingness to use the digital RMB through enhancing bridge willingness, understanding of the digital RMB, and expectations of its prospects. Specifically, merchants who pay more attention to security, privacy, and convenience are more intrinsically motivated to understand the digital RMB, which has many new comparative advantages in cross-border transactions, and are also more willing to use the mBridge project, thereby increasing their willingness to use the digital RMB.

Table 7. Mechanism analysis of pursuit of cross-border payment

Variable	(1) Mbridge Firthlogit	(2) Knowledge Ologit	(3) Prospect Ologit
Pursue	12.145*** (4.506)	4.024*** (0.779)	1.996*** (0.597)
Control Variables	Yes	Yes	Yes
Sample Size	242	242	242
Wald Statistic	17.92	-	-
Prob > chi2	0.006	-	-
Pseudo R^2	-	0.792	0.678

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Note: The Firthlogit and Ologit model estimates in this table report regression coefficients.

4.3. Heterogeneity analysis

This paper conducts heterogeneity analysis based on individual merchants' habitual cross-border settlement methods. Under the classification of settlement methods into domestic bank card, overseas bank card, and third-party platform, the Logit model is used. The regression results are shown in Table 8. From Table 8, for merchants who habitually use domestic bank card settlement, pursuit of cross-border payment has a positive and significant effect on willingness to use, with the highest average marginal effect. This may be because the digital RMB is more closely associated with the domestic banking payment system, and the merchants' pursuit of cross-border transactions can more directly translate into digital RMB usage. However, for merchants who habitually use overseas bank cards, pursuit of cross-border payment has a negative and significant effect on willingness to use, which may reflect the influence of path dependence and switching costs. For merchants who habitually use third-party platforms, pursuit of cross-border payment has a significant positive effect on willingness to use, but the positive effect is weaker compared to merchants who use domestic bank cards, indicating that these merchants have interest in the digital RMB but lack sufficient motivation to switch..

Table 8. Heterogeneity analysis based on habitual cross-border settlement methods

Variable	(1) Domestic Bank Card	(2) Overseas Bank Card	(3) Third-Party Platform
Pursue	0.280*** (0.031)	-0.279*** (0.037)	0.111** (0.050)
Control Variables	Yes	Yes	Yes
Sample Size	144	53	45
Pseudo R^2	0.815	0.670	0.420

Note: The Logit model estimates in this table report average marginal effects.

5. Conclusions and recommendations

This paper takes individual cross-border e-commerce merchants in Yiwu City as the survey object, and through questionnaire data, empirically analyzes how individual merchants' pursuit of cross-border payment affects their willingness to use the digital RMB for cross-border transactions. The study shows that the higher the merchants' pursuit of cross-border transactions, the stronger their willingness to use the digital RMB, and this conclusion remains valid after robustness tests. Merchants' pursuit of cross-border transactions positively affects their willingness to join the mbridge project for cross-border e-commerce transactions, their level of understanding of the digital RMB, and their expectation of the digital RMB's prospects, thereby increasing their willingness to use the digital RMB. In terms of heterogeneity analysis, merchants who habitually use domestic bank cards and third-party platform settlements have their pursuit of transactions positively influence their willingness to use the digital RMB, whereas merchants who habitually use overseas bank cards show a negative influence of their transaction pursuit on the willingness to use the digital RMB.

Based on the above research conclusions, the advantages of the digital RMB in transaction convenience, security, and privacy protection can attract individual cross-border e-commerce

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merchants with higher pursuit of cross-border payment. The application of the digital RMB in cross-border e-commerce transactions can meet the needs of individual merchants. To enhance individual merchants' willingness to use the digital RMB and promote its application in the field of cross-border transactions, this paper proposes the following targeted recommendations:

First, continuously optimize the underlying technology of the digital RMB and accelerate the construction of cross-border transaction scenarios. Government agencies and relevant R&D departments should further optimize the underlying technology of the digital RMB to improve its convenience, security, and privacy in transactions, thereby better meeting the transactional needs of cross-border e-commerce merchants.

Second, formulate different publicity strategies and promotion channels for individual merchants with different transaction preferences and habits. For merchants who habitually use domestic bank cards, relevant incentive policies can be provided, and successful pilot cases of the digital RMB should be promoted, along with the dissemination of usage knowledge. By enhancing these merchants' understanding of the digital RMB and their expectation of its prospects, their willingness to use the digital RMB can be increased. Meanwhile, for users who habitually use third-party payment platforms or overseas bank cards, the publicity should highlight the differentiated advantages of the digital RMB, enabling these merchants to fully understand the incremental benefits of using the digital RMB for cross-border transactions.

Third, leverage the role of the mbridge project to ensure its development benefits individual cross-border e-commerce merchants and to build a new ecosystem for cross-border payment. As a key infrastructure connecting cross-border transactions of multiple countries, the mbridge project can both ensure the realization of individual merchants' pursuit of cross-border payment and enhance the international influence of the digital RMB. Therefore, when piloting the mbridge project, merchants with different settlement habits can be invited to participate, creating a new cross-border payment and settlement model suitable for digital RMB use.

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