

Acknowledgements

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Abstract

The Chinese consumption concept has undergone a certain degree of change, which is more closely related to cultural changes. This paper mainly analyzed the cultural differences between China and America.

Cultural values have a decisive role in consumer behavior. It is of great significance for China to cooperate with America in the process of Economic Globalization. Studying the cultural differences in online shopping is conducive to promoting cooperation between the two countries and promoting their respective development of the online market.

In China, symbolic consumption culture and collectivist culture make most of Chinese people prefer to buy brand products and emphasize collective behavior. Under a cultural psychology of "seeking stability", they have more hesitation about shopping online. Americans prefer to buy the functional value of the product. They like the personalized goods and services. They will make decisions immediately in front of favorite product. Most of time, their shopping desire is stronger than Chinese's, because they are enjoying paying for the current happiness.

I made three suggestions for measuring the cultural influences. Firstly, consumers in China and America must overcome the influences of cultural differences. Secondly, online sellers should localize their global business and remain innovative. Thirdly, the government should improve the relevant laws and the level of online sales platforms to

serve the online consumers from all over the world.

Key words: cultural differences; online shopping; cultural dimensions theory

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