

Discussion on Consumers' Purchase Intention in Cross-cultural Context: A Conceptual Study of E-commerce Supply Chain as an Example

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Abstract

In the rapidly developing global E-commerce landscape, regional cultural differences significantly impact consumer behavior and preferences. This study focuses on how cultural diversity in regions such as China, Western countries, and Southeast Asia affects E-commerce marketing strategies and brand building. It investigates how cultural differences shape consumer demand psychology, purchasing habits, and consumption preferences, and offers strategies to address these differences effectively.

Firstly, the study analyzes cultural differences within China and globally, revealing their effects on consumer trust, purchase decisions, and brand loyalty. It highlights how these differences influence preferences for product types, payment methods, and shopping times. Secondly, it emphasizes the need for personalized products and services and suggests integrating cultural elements to enhance brand image.

The study also stresses the importance of refined marketing strategies. It recommends using data analysis to understand the specific needs of consumers from different cultural backgrounds and employing localization strategies to tailor marketing messages and promotions. Additionally, it advises E-commerce companies to develop brands with regional characteristics and promote cross-cultural exchanges to improve consumer satisfaction.

In summary, this study provides E-commerce enterprises with comprehensive strategies for understanding and managing cultural differences. It offers valuable insights for future E-commerce marketing and brand building, helping platforms meet diverse consumer needs and gain a competitive edge in the global market.

Keywords: Regional Culture, E-commerce Consumers, Purchase Intention, Influencing Factors

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Introduction

Background

The impact of regional cultural differences on E-commerce consumers' purchase intention. At present, with the rapid development of the Internet, E-commerce has become increasingly popular. In this new situation, meeting the needs of E-commerce consumers and enhancing their purchase willingness has become a matter of great concern to E-commerce operators. Among the many factors that affect the purchase intention of E-commerce consumers, regional cultural differences play an important role.

Culture is the imprint of human activities, and the sum of material and spiritual wealth created by people in the process of social and historical development. Differences in the natural environment have created distinct regional cultures. It can be mainly divided into the following categories: Chinese and Western regional cultures, Southeast Asian regional cultures, and domestic regional cultures.

Research Objectives

The research objective is as the following:

1) Understanding the Impact of Cultural Differences: E-commerce network marketing involves complex psychological processes, and effective strategy formulation must consider economic development levels and consumer demand.

2) Cultural Constraints on Demand: Consumers' willingness to demand is significantly influenced by cultural factors. Marketers need to accurately interpret the cultural context of the consumer's location.

3) Conflict with Local Culture: If a product conflicts with local cultural development, it can limit its market potential. Therefore, integrating local cultural elements is crucial.

4) Consumer Classification and Marketing: Marketers should classify consumers based on their needs and psychology, selecting appropriate product types and marketing methods. This approach ensures more precise e-commerce network marketing and reduces the risk of strategy failure.

Main Research Questions

This study aims to explore the following questions:

1) How do cultural differences between China and the rest of the world influence e-commerce?

This question investigates how varying cultural norms, values, and practices between China and other regions affect consumer behavior and e-commerce practices.

2) How do cultural differences impact the purchasing habits of e-commerce consumers? This question examines how cultural factors shape consumers' buying behaviors, including their preferences for product types, payment methods, and shopping patterns.

3) How do cultural differences affect e-commerce consumers' consumption preferences? This question explores how cultural backgrounds influence consumers' preferences for products and services, including their attitudes toward brand image and product personalization.

4) How do regional cultural differences impact e-commerce marketing strategies? This question analyzes how understanding and integrating regional cultural differences can refine marketing strategies, enhance brand positioning, and improve overall marketing effectiveness in different cultural contexts.

Importance of research

The importance of this study lies in the In-depth analysis and understanding of the profound impact of regional cultural differences on E-commerce consumer behavior. With the rapid development of global E-commerce, the ability of E-commerce platforms to effectively identify and respond to the needs, purchasing habits, and consumption preferences of consumers in different cultural backgrounds has become one of the key factors for their success. Research demonstrates a strong correlation between consumer acceptance of E-commerce and domestic culture (Rabayah et al., 2022).

Especially in regions with significant cultural diversity, such as China, Eastern Europe, Western countries and Southeast Asia, cultural differences have put forward higher challenges and requirements for E-commerce marketing strategies and brand building. For example, from the cultural dimension, the impact of performance expectation and social impact on cross-border E-commerce shopping has a positive predictive effect on the purchase intention of Chinese and Russian consumers (Mensah et al., 2020).

By analyzing the cultural differences between China and the rest of the world, this study reveals how these differences shape consumers' trust, purchase decisions, and brand loyalty to E-commerce platforms, which in turn have an impact on the marketing strategy and brand image of E-commerce platforms. In addition, this study delves into the specific impact of cultural differences on consumers' purchasing habits and preferences, highlighting the importance of personalized products and services in cross-cultural markets and how to create a more engaging brand image by integrating different cultural elements.

Most importantly, this study highlights the important role of refined marketing in addressing regional cultural differences, including the use of data analytics to better understand the specific needs of consumers from different cultural backgrounds, and the use of localization strategies to adjust

marketing messages and promotion methods. This not only provides an effective strategic framework for E-commerce companies to better adapt and take advantage of cultural differences but also provides valuable references and guidance for E-commerce marketing and brand building in the context of globalization in the future. By implementing these strategies, E-commerce platforms can more effectively meet the needs of consumers from different cultural backgrounds, and in turn, gain a greater competitive advantage in the global market.

Literature Review

E-commerce consumers' purchase intentions

E-commerce consumers' purchase intention is a psychological assessment of whether to buy a product after analysis by collecting various information based on consumers' own consumption experience, preferences, and various external environmental factors. E-commerce consumers' purchase intentions change due to a variety of factors (Zeithaml et al., 1996). Therefore, it is necessary to conduct In-depth research on the relevant theories and empirical studies of domestic and foreign scholars to further grasp the formation, change, and direct or indirect influencing factors of E-commerce consumers' purchase intention.

Regional cultural differences

In ancient times, productivity was low, and a relatively fixed and closed regional culture was created. In the long-term social practice, along with the improvement of productivity and the emergence of countries, people have created regional characteristic cultures in geographically different and politically closed environments such as rivers and mountains. Regional cultural differences are due to the different historical and cultural backgrounds caused by this geographical environment and natural conditions, resulting in obvious differences in cultural characteristics with different geographical locations.

Research Methods

The main methods of dissertation research are:

Literature review method: The main factors related to regional cultural differences affecting E-commerce consumers' purchase intention are identified from relevant literature research. Comparative research method: It mainly compares the cultural differences between China and the West, as well as the cultural differences between the north and the south of China, and the impact on the purchase intention of E-commerce consumers.

Results & Discussion

Cultural differences between China and the rest of the world

Chinese and Western regional cultures and differences

In the context of globalization, there are significant cultural differences between China and the West, and these differences are reflected in many aspects, including eating habits, ways of thinking, life attitudes, consumption preferences, privacy concepts, fertility concepts, and perceptions of competition. Specifically, the Chinese diet is diverse and refined, using chopsticks, while the Western diet is more practical, using knives and forks. In terms of thinking, Chinese prefer abstract thinking, while Westerners are good at figurative thinking. In terms of life attitude, Chinese culture emphasizes spiritual harmony, while Western culture attaches importance to practicality and rationality. In terms of consumption, the West focuses on individuality, quality and enjoyment of the moment, while the traditional Chinese concept focuses more on family and future. Regarding privacy, Western society respects individual privacy and discourages inquiry. U.S. consumers are generally reluctant to switch from their preferred E-commerce to more sustainable options, with a few exceptions. By revealing differences in program behavior associated with cultural orientation, the findings support firms to consider regional differences in consumer behavior and preferences when designing their E-commerce fulfillment strategies and improving their environmental performance (Alessandro et al., 2023). Overall, the Chinese side is more inclined to pursue long-term interests, while the US side is more focused on short-term interests (Lin & Xie, 2023).

In Chinese society, there is a greater interest in the private lives of others, and sometimes even used as a tool for interpersonal communication. In terms of the concept of fertility, the West tends to reduce fertility due to the quality of life, while China has changed from the traditional tendency to have more children and more blessings to family planning, and in recent years, it has also shown a trend of Westernization. In terms of the concept of competition, Chinese culture emphasizes harmony and moderation, while Western culture attaches great importance to competition and victory. These differences not only affect people's daily lives and social interactions in the two cultures but also have a profound impact on cross-cultural communication and international business activities.

Cultural differences between China and Southeast Asia

Southeast Asia includes more than a dozen countries such as Singapore, Malaysia, and Thailand. The phenomenon of Chinese loanwords from the Chinese languages of Southeast Asia has witnessed the integration of Chinese and Southeast Asian cultures. The migration of Chinese to Southeast Asia shows the cultural commonality of customs and ethnic kinship. China's family-centric values have had a huge impact on Southeast Asia. Buddhism has played an active role in cultural

exchanges between China and Southeast Asia and has promoted cultural and economic cooperation and development.

However, there are also cultural differences between China and Southeast Asia. Singapore's political and cultural concepts are more influenced by Europe and the United States, and the legalization is more thorough, but the Chinese have a stronger family concept. Malaysia has a large number of Chinese, a strong influence on Confucian culture, and its economy is more influenced by Japan, and its political stance is biased towards the West. Thailand has a strong sense of hierarchy, a strong reverence for authority, and a strong religious culture.

The cultures of Southeast Asian countries are distinctly different from those of China in many ways. Chinese culture is influenced by traditional ideologies, advocating the supremacy of collective interests over individual interests, and valuing emotional factors and group relationships in communication and communication. Chinese culture advocates the importance of collective interests over individual interests, and attaches great importance to emotional exchange and communication.

Table 1 Comparison of cultural differences between China and the West

Dimensions of cultural differences	China	western
Eating habits	There are many types, pay attention to exquisiteness, and use chopsticks	Practical and simple, using a knife and fork
Mindset	Preference for abstract thinking	Good at visual thinking
Attitude to life	Emphasis on spiritual harmony	Pay attention to practicality and rationality
Consumption orientation	Traditionally considered for the family and the future	Focus on individuality, quality, and enjoyment of the moment
Privacy concept	Interested in the private lives of others, sometimes used as an interpersonal tool	Respect personal privacy and discourage inquiry
Fertility concept	The traditional tendency to have more children and more blessings has shown a trend of family planning and Westernization in recent years	Tend to reduce fertility and focus on quality of life
Competitive perspectives	Emphasis on harmony and moderation, not on competition	We attach great importance to competition and take pride in our victories

China's domestic regional culture and its differences

As a large and complex cultural entity, Chinese culture exhibits great regional differences within its vast domain. The simplest way to divide China is to divide China into north and south. The northern region is vast, with magnificent loess and black soil, its scenery is beautiful, and the climate is dry and cold. The temperament of northerners is usually characterized by being heavy, strong, upright, and rigorous. In the southern region, rivers are crisscrossed, the mountains are clear, and the climate is mild. Southerners, on the other hand, are known for their gentleness, delicacy, agility, romance, and perceptiveness. Another division method is to divide Chinese culture into Yanzhao culture, Sanqin culture, Sanjin culture, Wuyue culture, Qilu culture, Kanto culture, Jingchu culture, grassland culture, Lingnan culture, Qinghai-Tibet culture, Bashu culture, Yunyun culture, Western Regions culture, Taiwan culture, etc. The cultural differences of these regions are reflected in many aspects such as language, customs, and traditional habits, which constitute the unique appearance of Chinese culture richly and colorfully. This diversity makes Chinese culture a fascinating and diverse system with a deep historical heritage. From many aspects, the cultural differences between the northern and southern Chinese people have gradually formed in the historical evolution, which is manifested as follows:

The first, there are differences in attitudes towards profession and business between people in the North and South. Historically, northerners have viewed agriculture as a tradition and emphasized its importance, while they have a conservative and contemptuous attitude towards trade. Southerners, on the other hand, are characterized by a prolific and multi-industry economy, as well as being good at agriculture as well as handicrafts and commerce.

Secondly, the difference in lifestyle between the North and the South is manifested in the pursuit of luxury and enjoyment of life by Southerners, while northerners pay more attention to a simple and frugal lifestyle. Southerners love fashionable clothing and delicious food and focus on quality of life. Northerners, on the other hand, are more unpretentious, pay more attention to practicality, and pay more attention to the needs of the masses.

The third, there is a contrast between the people of the North and the South in their concept of life between enterprising and conservative. Southerners tend to be more enterprising, focusing on personal development and innovation. On the contrary, northerners tend to be conservative, value old traditions, and follow inherent rules and norms.

Finally, there are also significant differences in personality traits between the North and the South. Southerners are generally considered weak and talented, adept at debate and expression, and pursuing natural progress and material gain. Northerners, on the other hand, are characterized by being rough and strong, with weaker expressive skills, and pay more attention to social progress, moral self-improvement, and the adjustment of interpersonal relationships.

These cultural differences between the North and the South have had a profound impact on Chinese history and society, forming a rich and colorful regional cultural landscape. The cultural differences between the North and the South can be summarized in the following table, which summarizes the main cultural differences between southern and Northern Chinese in terms of career and business attitudes, lifestyles, life concepts and personality traits.

Table 2 Comparison of cultural differences between northern and southern China

Dimensions of cultural differences	southerner	northerner
Career & Business Attitude	It is prolific and multi-industry, with equal emphasis on agriculture, handicrafts and commerce	Agricultural traditions, trade was despised
lifestyle	He likes fashion, pursues enjoyment, and attaches importance to the quality of life	Simple, frugal, and practical
The concept of life	Enterprising, focusing on personal development and innovation	Keeping the success, attaching importance to the old tradition
Personality traits	Weak but talented, good at debating and expressing	Rugged, strong, and focused on social progress and moral self-improvement

The impact of cultural differences on the purchasing habits of E-commerce consumers

Cultural differences can lead to different degrees of aversion, which can negatively affect perceived values. Consumers who are highly averse to cultural differences tend to reject or reject foreign cultures, which can also affect consumers' purchasing habits. Consumers with a high degree of cultural aversion tend not to absorb new ideas and concepts from foreign cultures and therefore exhibit a high degree of exclusionary cognition. This exclusionary perception encourages consumers to conform to the cultural norms of the region and does not tolerate behaviors that undermine the vitality of the region's culture.

Consumers with a high degree of exclusion tend to think that goods from other regions will pose local competition and threats, and even affect the economic development and lifestyle of the region, so they are prone to negative evaluations of products from other regions. Therefore, it is necessary to conduct in-depth investigation and research on the influencing factors of cross-cultural communication under the condition of cultural differences, and improve the awareness of regional cultural integration and the ability of win-win cooperation, to reduce cultural distortion and misinterpretation in cross-cultural marketing.

Cultural differences affect consumer needs, which in turn affect consumer buying habits. A certain product is popular in this region, but not in others. Therefore, when making E-commerce marketing decisions, we should pay full attention to the impact of regional cultural differences on consumers' purchasing habits.

The impact of cultural differences on the consumption preferences of E-commerce consumers

Artificial intelligence systems integration, customer acumen, innovation culture, competitive pressure, and business partner pressures positively and significantly influence E-commerce choice intentions (Hasan & Moufeed, 2024). When it comes to buying goods, consumers usually make decisions based on their preferences, and they generally don't buy products they don't like. Consumers in different regions have different shopping preferences. Often one product is in high demand in the region, while the other product is very deserted, which plays an important role in the difference of Chinese.

Different colors and symbols of the same product represent different meanings in different cultural contexts. In Eastern culture, red symbolizes happiness, festivity, and peace, but in Western culture, red is not important. Therefore, in the planning of E-commerce marketing, it is necessary to fully consider the impact of cultural differences on consumers' shopping preferences to improve marketing efficiency.

The impact of regional cultural differences on E-commerce marketing strategies

1) Impact on website design

Web design styles include logos, colors, glyphs, and more. The design of an E-commerce website is highly dependent on local linguistic habits. Language is an important variable that should be considered in the process of E-commerce globalization, and it also includes honesty, goodwill, and the ability to gain the trust of E-commerce consumers (Huang, 2022). For example, when designing a website, consider the crowd: simplified characters are used in the Chinese mainland, and traditional characters are common in Hong Kong and Taiwan. Red is a symbol of festivals in China, while in France and England, it is a symbol of masculinity. Determining the specific meaning of the local color is an indispensable cultural element.

2) The impact on sales strategy

E-commerce sales mainly depend on the needs and satisfaction of consumers. Develop an E-commerce sales strategy and design products that match local cultural tastes from different cultural backgrounds to achieve results. Sometimes, culture can also be a non-tariff barrier, so it is important to take this into account in E-commerce market development, product design, and promotion styles, and develop a product sales strategy tailored to local conditions.

3) Impact on Product Pricing

The price of a product depends on its value, and the price that consumers are willing to pay depends not only on the value of the product itself but also on the culturally relevant value of identity that the consumer recognizes. The same product may be accepted at different prices in different regions or countries. Therefore, pay attention to price research and be cautious about pricing-related products.

When formulating the prices of international and domestic products, we must seriously consider the differences in consumer culture concepts arising from economic development in different regions of the world, as well as in different regions of China, such as the East and West, the North and the South.

Impact on E-commerce models

E-commerce has different transaction models such as Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), and Business to Government (B2G). Due to the impact of different cultures on consumers in different countries or regions, their trade patterns may also be different. Due to demographic differences, inventory shortages, high unit costs, and large price differences, some developing countries tend to focus on smaller intermediaries. In this case, we need to focus on the B2B model. Some less developed countries have a negative attitude towards intermediaries, which they perceive as inefficient. In this case, it is best to choose B2C or C2C mode.

Impact on Product Advertising

The marketing and communication forms of E-commerce include electronic magazine advertising, online advertising, printed flyers, radio, film and television advertising, online banners, online windows, bus stops, etc. Whatever the form, the use and spread of E-commerce in different regions is inevitably influenced by cultural differences. Cultural differences lead to different understandings of the same thing, so the advertising design of E-commerce products must conform to local customs and avoid taboos.

Impact on marketing methods

The development of E-commerce in China is typically characterized by a block economy. Chinese mainland presents the characteristics of relatively developed blocks in the southeast coast, rapid development in the north and central regions, and relatively backward in the west, which is related to local cultural influences. The economically developed areas along the eastern coast are more open-minded and have a stronger ability to accept foreign cultures, while the Chinese mainland is relatively economically backward and deeply influenced by traditional culture, and has a relatively low ability to accept new cultures. When choosing marketing tools, it is important to take into account the cultural differences in the regions mentioned above.

The impact of the cultural difference dimension is shown in Table 3 below. This table summarizes the impact of regional cultural differences on multiple aspects of E-commerce marketing strategies, including website design, sales strategies, product pricing, E-commerce models, product advertising, and marketing methods.

Table 3 Multi-dimensional impact analysis of regional cultural differences on E-commerce marketing strategy

Dimensions of cultural differences	Impacts Influencing factors	Specific
Website design	Language habits	Design logos, colors, and glyphs according to local language habits, and consider the use of simplified and traditional Chinese characters and cultural symbols of colors.
Sales strategy	Consumer demand and satisfaction	Starting from different cultural backgrounds, design products that are in line with local cultural tastes, and formulate sales strategies tailored to local conditions.
Product Pricing	Cultural identity values	Conduct price research that takes into account the cultural differences of different regions or countries, and carefully set the price of products that vary according to the cultural background and the value of identity.
E-commerce model	Cultural influences	Choose the right E-commerce model based on cultural influences, such as B2B, B2C, C2C and B2G, taking into account the trade habits and intermediary attitudes of different regions.
Product advertising	Customs	Advertising design should be in line with local customs, avoid breaking taboos, and consider cultural differences that lead to different understandings of the same thing.
Marketing tools	Regional economic development and cultural impact	The marketing method is selected according to the characteristics of the block economy of the region, and the cultural openness and ability to accept foreign culture in different regions are considered.

Some countermeasures to improve the purchase willingness of E-commerce consumers in the context of regional cultural differences

In order to promote the rapid development of China's E-commerce economy, it is necessary to attach great importance to the influence of cultural differences. E-commerce marketing activities are

carried out in different ways according to the cultural differences in different regions to prevent cultural differences from negatively impacting the E-commerce industry.

1. Distinguish regional cultural characteristics and precise E-commerce marketing to meet market demand

1) E-commerce companies should conduct comprehensive consumer demand surveys and research and engage in E-commerce network marketing in a targeted manner. Based on the premise of continuous progress in network information technology, E-commerce enterprises should have a more comprehensive grasp of consumer needs to avoid blindly engaging in business activities. This focuses on the close correlation between cultural differences and the development of the E-commerce industry. In the process of E-commerce Internet marketing, it is necessary to conduct a comprehensive and accurate analysis and research on the regional culture of the domestic and foreign markets and formulate a marketing plan suitable for the differences of different cultural regions.

2) Actively explore emerging markets, and continuously expand the market scale of E-commerce enterprise marketing according to cultural differences. E-commerce companies not only need to carefully analyze the regional cultures of different markets, but also need to actively explore emerging markets according to regional cultural differences and continuously expand the market scale. It is necessary to pay close attention to the new market needs of different cultural regions, and tap the consumption potential in depth and meticulously to improve the operational effect of E-commerce.

2. Based on cultural differences, create independent brands and enhance the influence of E-commerce. E-commerce products are similar in online channels, and consumers can choose to purchase goods through multiple channels. This requires E-commerce companies to be good at building their brands, focusing on improving the quality of online services, providing consumers with a wide range of products that highlight their advantages based on cultural differences, and improving the transparency of product prices, so as to enhance the influence of E-commerce enterprises.

When developing products, Chinese E-commerce companies need to focus on development costs, product quality, packaging design, environmental protection and other aspects. Therefore, when E-commerce companies design their brands, they adhere to the concept of green environmental protection and continue to convey the brand value concept to consumer groups, to enhance the value of independent brand research and development and creation.

3. Pay attention to regional cultural integration, respect consumer wishes, and optimize platforms and experiences.

1) Promote the integration of different regional cultural backgrounds and customs. Because of cultural differences, E-commerce needs to integrate the cultural traditions and customs of different regions into the product marketing of E-commerce platforms to optimize and improve the purchase

experience of consumers on online platforms. Actively use various E-commerce network marketing methods to provide consumers with a more convenient network environment to improve the integration of E-commerce marketing.

2) Pay attention to cultural differences and strive to protect intellectual property rights. Cultural and linguistic differences are inevitable in the operation of different E-commerce platforms, and E-commerce operators must take targeted measures to deal with them. In the sales work, the buyer's local service staff is hired to provide consumers with high-quality communication and communication, to solve the actual problems encountered more effectively. When designing the text, image, or video of the product, it is necessary to pay attention to the details such as the unit of measurement of the product, and strictly avoid various legal disputes. The first is not to infringe on the intellectual property rights of other products, and the second is to protect their legitimate rights and interests to the greatest extent.

3) Improve the cost performance of personalized products and optimize online reviews. It is necessary to create a unique consumer culture, improve the relevant functions of the website, and provide a full range of comprehensive services such as cultural promotion, price concession marketing, group discounts, and personalized consumption for different consumers. It is necessary to improve platform traffic, brand recognition, product sales, and E-commerce profitability as a whole. It is necessary to optimize the ratings of Internet users, strives to create a personalized image of the E-commerce market, and enhance consumers' favorability and product cost performance through channels such as consumer forums, after-sales service, and rectification of bad reviews. In short, the development of E-commerce enterprises must give priority to the impact of cultural differences, and on this basis, comprehensively consider product marketing methods, consumer needs, independent brands, etc., to actively avoid the negative effects caused by cultural differences, to improve consumers' purchase intention and experience, and continue to promote the development of E-commerce to keep pace with the times.

The above suggestions can be illustrated in Figure 1



Figure 1 Countermeasures to increase E-commerce consumers' purchase intention in the context of regional cultural differences

Conclusions and Recommendations

Conclusions:

This paper explores the multifaceted impact of cultural differences between the north and the south of China on E-commerce, including website design, sales strategy, product pricing, E-commerce model, product advertising and marketing methods, etc. Through observation and research, the significant influence of different regional cultural backgrounds in the field of E-commerce is revealed, and the importance of cultural differences in developing effective marketing strategies is emphasized.

1. Culturally sensitive website design: According to the language habits and cultural characteristics of different regions, it is recommended to fully consider the use of simplified and traditional Chinese characters and the cultural symbolism of colors in the design of E-commerce websites to improve user experience.

2. Differentiated sales strategy: According to the needs and satisfaction of consumers with different cultural backgrounds, it is recommended to formulate differentiated sales strategies, design products that conform to local cultural tastes, and flexibly adjust sales strategies to adapt to the markets in different regions.

3. Culture-oriented product pricing: When formulating product prices, it is recommended to have an in-depth understanding of the cultural identity values of different regions, conduct price research, and formulate a reasonable product pricing strategy to improve the acceptance of the product in the market.

4. Flexible choice of E-commerce model: According to the cultural influence of different regions, it is recommended to consider local trade habits and intermediary attitudes when choosing an E-commerce model, and choose an E-commerce model that adapts to the local culture.

5. Culturally appropriate product advertising: When advertising products, it is recommended to design advertisements according to local customs and habits to avoid violating taboos and improve the acceptance and effectiveness of advertising.

6. Differentiated marketing methods: According to the block economic characteristics of different regions in Chinese mainland, it is recommended to choose differentiated marketing methods, considering regional economic development and cultural influence, so as to better meet the needs of local consumers. By adopting the above suggestions, E-commerce companies can better respond to the cultural differences in different regions, develop more targeted and effective marketing strategies, and enhance the competitiveness of their brands in the global market.

Recommendations for future researchers:

Through this study, the following quantitative research recommendations are proposed for future researchers, as shown in Figure 2, as described below.

The aim of this study is to explore the impact of cultural differences on consumers' purchase intentions and to define independent variables as cultural differences, including regional culture (e.g., north-south Chinese culture, east-west cultural differences), language differences (e.g., simplified and traditional Chinese characters, different language expressions), and value differences (e.g., the opposition between individualism and collectivism). The dependent variable is the consumer's purchase intention, which is mainly divided into purchase intention and actual purchase behavior. Considering the possible mediating effect between cultural differences and consumers' purchase intention, this study introduces two mediating variables, cultural identity and trust, to explore how consumers' cultural identity with a product or brand and the degree of trust in different cultural factors affect their purchase intention. At the same time, this study also focuses on possible moderating variables, including cultural sensitivity and personal characteristics (e.g., age, education level, etc.), to analyze how these variables moderate the relationship between cultural differences and purchase intention, among which high cultural sensitivity may make consumers more susceptible to cultural differences. Through this framework, the research aims to gain a deeper understanding of the complexity of consumer behavior in cross-cultural contexts and provide targeted strategic recommendations for the E-commerce supply chain. By considering these variables, research can delve into how cultural differences directly or indirectly affect

consumers' purchase intentions. Cultural identity and trust can be used as mediating variables, while cultural sensitivity and personal characteristics can be used as moderating variables to help a more complete understanding of the role of cultural differences in consumer behavior.

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