

An Exploration of Cross-culture Consumer Behaviour - The Characteristics of Chinese Consumers' Decision Making in Europe

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Abstract : This study explores the effects of national culture on consumer behaviour by identifying the characteristics of Chinese consumers' decision making in Europe. It offers a better understanding of how cultural factors affect consumers' behaviour, and how consumers make decisions in other nations with different culture. It adopted a grounded theory approach and conducted twenty-four in-depth interviews. Grounded theory models are developed to link the causal conditions, process and consequences. Results reveal that some cultural factors including conservatism, emotionality, acquaintance community, long-term orientation and principles affect Chinese consumers when making purchase decisions in Europe. Most Chinese consumers plan and prepare their expenditure and stay in Europe as cultural learners, and purchase durable products or assets as investment, and share their experiences within a community. This study identified potential problems such as political and social environment, complex procedures, and restrictions. This study found that external factors influence on internal factors and then internal characters determine consumer behaviour. This study proposes that cultural traits developed in convergence evolution through social selection and Chinese consumers persist most characters but adapt some perceptions and actions overtime in other countries. This study suggests that cultural marketing could be adopted by companies to reflect consumers' preferences. Agencies, shops, and the authorities could take actions to reduce the complexity and restrictions.

Keywords : national culture, consumer behaviour, decision making, cultural marketing

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