

## The Impacts of Cultural Differences on Consumer Behavior when Multinational Corporations Enter the Chinese Market

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**Abstract :** In the global economy, multinational corporations face challenges due to cultural differences impacting consumer behavior. Understanding these influences is vital for effective business decisions in the Chinese market. This study aims to analyze how cultural differences affect consumer behavior when multinational corporations enter the Chinese market, using cultural dimensions theory to derive marketing mix strategies. The study employs statistical analysis of cultural dimensions to investigate the impact on consumer behavior and derive marketing strategies for multinational corporations entering the Chinese market. Furthermore, this study enhances the study by incorporating qualitative data to complement the statistical analysis, providing a more comprehensive understanding of cultural impacts on consumer behavior. The study reveals significant implications of cultural differences on consumer behavior and provides insights into tailored marketing mix strategies for multinational corporations in the Chinese market. This research contributes to the theoretical understanding of how cultural dimensions influence consumer behavior and provides practical implications for multinational corporations entering the Chinese market. Data on cultural dimensions are collected and analyzed statistically and qualitatively to understand their impact on consumer behavior and derive effective marketing strategies. This study concludes that cultural differences have a profound impact on consumer behavior in the Chinese market, and understanding these nuances is crucial for the success of multinational corporations. Tailored marketing strategies are essential for navigating these cultural challenges.

**Keywords :** marketing, multinational company, globalization, cultural differences

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