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MODERN TRENDS OF ONLINE CONSUMER BEHAVIOR: COMPARATIVE ANALYSIS OF RUSSIAN AND CHINESE NATIONAL CHARACTERISTICS

Abstract: With the establishment of a comprehensive strategic partnership of cooperation between Russia and China, How to actively seize opportunities and respond to challenges has become a new issue facing e-commerce companies in both countries. This article focuses on the research and analysis of the consumption and behavior of Russia and China, which is of great significance to the development of Russia and China's online consumer market by companies between the two countries.

Key words: Online consumption, Online consumption behavior, Behavioral characteristics, Russian and Chinese customers

People who have lived in a culture for a long time will definitely be branded in the process of shaping their character. The restriction of culture on human character is firstly to regulate people's basic life attitudes and views, and secondly to regulate the basic tendency of people's behavior. The typical characteristics that most reflect the role of culture in character formation and are reflected in most ethnic members constitute the national character. Different cultures form different

national characters, and different national characters cause differences in consumer behavior tendencies.

Theory of Reasoned Action, and Technology Acceptance Model in psychology are the main theoretical models for scholars to predict online consumer behavior and also alternative model to explain consumer behavior under the network environment. Theory of Reasoned Action (TRA) was proposed by American scholars Fishbein and Ajzen in 1975. It is mainly used to analyze how attitudes consciously affect individual behavior.

TAM is Davis on the basis of TRA, a behavior model proposed for technology use behavior is mainly to explain and infer the attitude and behavior intention of users based on perceived usefulness and perceived ease of use, while perceived usefulness and perceived ease of use are affected by Influence of external variables.

According to the Chinese authority China Internet Network Information Center (CNNIC) China Group Buying User Behavior Survey Report and Data Center of The China Internet (DCCI) , E-Commerce in Russia 2019 and International E-commerce report (East-west digital news,2018), summarized the characteristics of online consumer behavior in Russia and China in the following table;

	Russian online consumers	Chinese online consumers
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Characteristics of consumer groups	Nearly half of the 90 million fixed Internet users in Russia use online shopping, among them, those aged 25-34 are the most.	The number of online shopping users is 63.82 million, of which consumers aged 31-40 are the most, accounting for 33.3%.
The main factors determining consumer behavior	Commodity prices are first considered by online consumers.	Most people consider the price of goods and prefer to buy discounted goods
Cross-border online consumption	Cross-border purchases account for around half of Russians' e-commerce purchases, nearly a quarter in value, chinese sellers are very popular.	The number of cross-border online consumers reached 83 million, with young people as the main purchasing power.
Categories of goods purchased online	Electronic products are the main purchases.	Toiletries top the list of consumer goods
Payment methods for online consumption	54% choose to pay by card in advance.	The main online payment method, and most of the shopping is done by third-party payment tools

Chart 1 Comparison of online consumers in Russia and China

It can be concluded from the table that Russian and Chinese online consumers are in completely different national cultures, and the consumption behavior is still somewhat similar in some places. This has certain reference significance for the enterprises of the two countries to develop overseas markets and explore the possibility of cooperation.

In this article, the analysis of online consumers in Russia and China has insufficient problems. In the following in-depth research, we will continue to explore this topic from the national culture. The Dutch social psychologist Geert Hofstede proposed six measures of different national cultural systems Dimension, and think that these six dimensions can explain the different behaviors of consumers in different countries to a certain extent (de Mooij & Hofstede, 2011). (1)Individualism is the extent to which people feel independent, as opposed to being interdependent as members of larger wholes. Hofstede believes that under a collectivist culture, corporate brand public relations should focus more on building trust relationships with consumers rather than directly persuading purchases. (2)Power Distance is the extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally.Hofstede believes that in countries with high PD, one purpose of brands and commodities (luxury goods, etc.) is to highlight the status of consumers.(3)Uncertainty avoidance deals with a society' s tolerance for uncertainty and ambiguity. Consumers with high UA will pay more attention to the practicality of the product when buying. People with higher UA levels will believe in authority more and hold a conservative attitude towards change and innovation.(4)Masculinity is the extent to which the use of force is endorsed socially. The author also points out that in countries where

female values are prevalent, men will be more involved in housework and enjoy shopping.(5)Long-term orientation is the extent to which a society exhibits a pragmatic future-oriented perspective rather than a conventional historic or short-term point of view.(6)Indulgence is about the good things in life.The influence of national character is integrated with the entire national culture, so it is very necessary to fully understand the influence of national character and online consumption behavior and study national culture.

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