

Influence of Chinese cultural values on consumer decision-making: A PRISMA-based systematic review



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ABSTRACT

Employing the preferred reporting items for systematic reviews and meta-analyses (PRISMA) methodology, this study provides an incisive exploration into the nexus between traditional Chinese cultural values and their impact on consumer decision-making processes. The central objective was to ascertain the degree to which these ingrained cultural values shape purchasing behaviors. Our systematic review discerns a pronounced effect of these cultural tenets on consumer choices within the Chinese market. It reveals that the purchasing decisions of Chinese consumers are inextricably linked to specific cultural value orientations. For enterprises seeking to penetrate or thrive in this market, a nuanced comprehension of these cultural dimensions is imperative for crafting successful marketing strategies and customer engagement approaches. The findings of this research are instrumental in offering crucial insights for aligning business strategies with the unique preferences and behavioral patterns of Chinese consumers.

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1. Introduction

In 2022, a survey of Chinese consumers revealed that over 70% attributed their purchasing decisions to cultural factors, underlining the profound influence of traditional values on modern consumption patterns (Liu et al., 2022). Such statistics showcase the depth to which cultural value orientation is woven into societal fabrics. Cultural value orientation stands as a foundational element of societal structures, functioning as a collective belief universally embraced by members of a community. This belief, as posited by James and Jenks (1996), plays a pivotal role in shaping societal behaviors and attitudes, establishing behavioral norms that are key to understanding myriad human activities, especially consumer behaviors. These norms and values, as explored by Babin and Harris (2023), exert significant influence on marketing and consumer behavior, chiefly affecting consumers' purchasing decisions.

The importance of cultural values is significantly highlighted in the varied and distinctive cultural environment of China (Qian et al., 2023). China's

deep historical background and unique cultural values greatly influence how consumers view, assess, and decide to buy products. An example of this is seen in how people value Chinese embroidery. The worth of these items is not just about the physical quality of the work but also deeply connected to the cultural significance and heritage they represent (Duan et al., 2023).

Given China's rapidly evolving economic scenario and its consequent surge in consumer markets, understanding the intricate dynamics between Chinese cultural values and consumer behavior becomes imperative. This systematic review, therefore, seeks to delve deeply into the impacts of these Chinese cultural values on consumer perceptions and purchasing decisions. Furthermore, it aims to decipher the roles these values play in influencing both the functional and symbolic meanings consumers associate with products. The insights gleaned will prove invaluable for both local and international businesses aspiring to thrive in the Chinese market. They can align their strategies with cues that resonate deeply with the cultural fabric of the nation.

Conclusively, this analysis promises to serve as an indispensable guide for stakeholders spanning the domains of marketing, business strategy, and consumer research. For those keen on navigating the intricate waters of the Chinese consumer market, understanding the dance between cultural values and consumer behavior is essential. Through this

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exploration, we hope to shed light on the cultural nuances that act as decisive determinants guiding consumers in their evaluation, prioritization, and acquisition of goods and services.

2. Methodology

2.1. Study search

To comprehensively understand the influence of cultural value orientation on consumer behavior in the Chinese context, we devised a rigorous systematic review methodology. The primary objective of our review was to collate and critically analyze empirical studies that specifically delve into the relationship between cultural values and consumer behavior within the Chinese milieu.

We sourced articles from several eminent databases, such as Web of Science, Scopus, PsycINFO, ABI/INFORM, and Business Source Premier, known for their rich contributions to business, cultural studies, and psychology, to optimize our research scope. This holistic approach was designed to ensure diverse insights. Our search strategy was systematic, combining carefully chosen keywords, such as "Chinese cultural values" and "consumer behavior." The exact choice of keywords and their combinations were adapted based on the specific nuances of each database to maximize the retrieval of pertinent articles.

2.2. Study selection

For our study selection, we adhered to the PRISMA 2020 flow, ensuring a scientific approach in the literature selection process. Upon initiating our search, a total of 320 articles were identified across various databases. To determine their relevance, we established several inclusion and exclusion criteria.

The inclusion criteria specified that articles must have been published mainly between 2000 and 2023, written in English, be empirically based, focus primarily on the relationship between cultural value orientation and consumer behavior within the Chinese context, and be sourced from recognized academic or professional journals. On the other hand, the exclusion criteria aimed to filter out studies with thematic irrelevance, duplicates, content outside the established date range, a lack of empirical basis, inadequate methodological rigor, or a tangential focus on the primary subject.

After the initial screening based on titles and abstracts, 240 articles were eliminated, primarily due to the reasons outlined in the exclusion criteria, leaving 80 potentially relevant articles. To ensure the quality and relevance of the articles included in the final review, we employed quality assessment criteria. These criteria focused on the methodological rigor of the study, ensuring that it was based on empirical data and had direct relevance to the primary subject of our review.

Upon a deeper examination of the full-text articles, 40 out of the 80 were further excluded primarily based on these quality assessment criteria. Consequently, our systematic review's final selection comprised 40 empirical studies that directly addressed the relationship between cultural value orientation and consumer behavior in the Chinese context, as depicted in Fig. 1.

2.3. Study characteristics

As discussed above, the 40 studies selected for this systematic review encompassed various methodologies, target populations, and thematic focuses, offering a comprehensive perspective on the interplay between Chinese cultural values and consumer behavior. A summary of their characteristics provides a broader context to understand their collective contributions to the field, as shown in Table 1.

The depth and breadth of these studies underline the multifaceted nature of the relationship between cultural values and consumer behavior, setting the stage for a nuanced discussion of their findings.

3. Literature analysis

3.1. Cultural value orientation in the Chinese context

The cultural fabric of Chinese society, deeply rooted in values and beliefs passed down through generations, has been a focal point for numerous scholars. As [Shu et al. \(2023\)](#) rightly pointed out, these values shape the behaviors, attitudes, and perceptions of individuals within society. In the context of our research objectives, understanding these values is paramount to examining their impact on consumer perception and purchase decisions ([Hartama, 2022](#)).

[Lan et al. \(2021\)](#) explored the concept of value co-creation in intangible cultural heritage tourism and emphasized the role of local residents' perceptions. This study is particularly relevant to our objective of understanding the role of cultural values in influencing both functional and symbolic meanings consumers attach to products. The findings suggest that perceptions, influenced by cultural values, can drive behaviors, such as participation in value co-creation. This underscores the importance of aligning business strategies with local cultural perceptions, especially for businesses looking to tap into the Chinese market.

[Chen et al.'s \(2020\)](#) study provided a detailed insight into the cultural importance of "face concern" and how it impacts stigma and the willingness to seek help. Our research indicates that these ingrained cultural beliefs can shape how consumers think and make choices. The study suggests that in Chinese communities, the emphasis on "face concern" can increase stigma, which might influence businesses related to mental health and wellness.

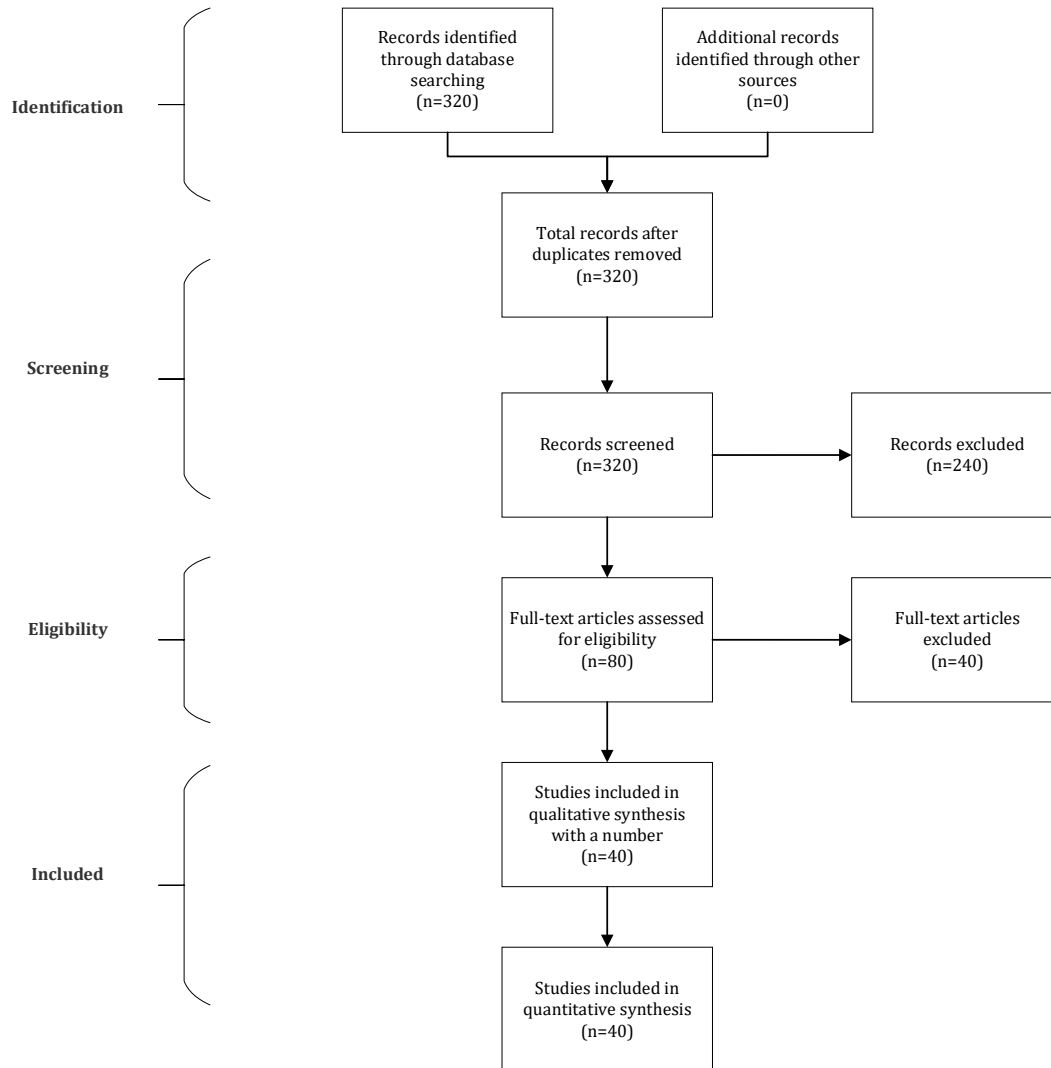


Fig. 1: Literature selection processes

Table 1: Study characteristics

Characteristic	Details
Publication date range	2007-2023
Methodological approaches	Quantitative (24), Qualitative (16)
Study locations	Urban (Majority), Rural (Few)
Sample size	Quantitative (200-1,500), Qualitative (20-50)
Key themes	Value-driven choices, Cultural evolution, Cross-cultural comparisons

Tan's (2017) study examined how the translation of literature in China has evolved over time, shedding light on how cultural values have changed and how these changes affect what people choose to read or watch. The move from not translating works to translating them completely or almost completely shows how censorship rules have changed and how the tastes and values of readers and viewers have developed. Recognizing these changes is important for creating content and developing branding strategies for companies.

Furthermore, Zhou et al.'s (2020) research on how filial piety, a traditional Chinese value related to academic success, provides evidence of the lasting impact of these cultural norms. The research shows that both reciprocal and authoritarian views on filial duty can affect academic performance, suggesting that cultural values have a wide-reaching effect on different aspects of consumer actions. This supports our goal of providing businesses with knowledge

about the complex ways cultural values can influence them. Overall, the dissected studies collectively paint a vivid tableau of Chinese cultural values, emphasizing their omnipresence in shaping behaviors and perceptions. Such a mosaic of insights is a treasure trove for businesses vying for success in the Chinese marketplace, underscoring the imperativeness of crafting strategies in tune with these cultural symphonies.

3.2. Theoretical underpinnings of cultural values and consumer behavior

The intricate nexus between cultural values and consumer behavior has consistently been underscored as a crucial aspect for businesses that are keen on infiltrating diverse market terrains, as evidenced by Barska et al. (2023). Our study particularly resonates with this idea, with a specific focus on the Chinese market.

Among the plethora of models that have sought to elucidate this relationship, Hofstede's (1983) Cultural Dimensions Theory has been frequently cited for its pertinence, especially when applied to the Chinese context. As delineated by Xiumin and Hang (2022), Hofstede's (1983) framework, with its six cultural dimensions, offers invaluable insights. Specifically, China's high score on the Power Distance dimension, indicating a hierarchical societal structure where disparities are normalized, aligns with our study's observations (Lin et al., 2016). Such societal norms can lead to Chinese consumers gravitating towards brands that exude a sense of status or prestige—a fact that our research has explored in depth. Schwartz's (2012) Theory further enriched our understanding, suggesting that the value attached to 'tradition' may influence the Chinese clientele's penchant for brands that harmonize with ancestral values, a notion bolstered by Hsu (2009). This insight was particularly instrumental in our study, as we sought to understand the role of tradition in shaping consumer behavior in the contemporary Chinese market.

Triandis (1989) highlighted the significant role of collective values in societies, a concept that aligns with our findings. According to our research, including insights from Kaynak and Chan (2000), we observed that in countries like China, the process of making buying choices often goes beyond personal likes or dislikes. Instead, these decisions tend to align with the collective agreement or the views of the family. In essence, while Hofstede's (1983) theoretical scaffolding forms a robust base for understanding Chinese consumer behavior, amalgamating insights from both Schwartz (2012) and Triandis (1989) imbues our research with a more intricate texture. This comprehensive method is crucial, particularly when understanding a consumer market as dynamic as China's. In this market, traditional cultural patterns blend with the enthusiasm for modernity, as Afzal et al. (2019) correctly pointed out. Our study aims to help brands navigate this intricate landscape by amalgamating these theoretical underpinnings with empirical findings, facilitating the crafting of strategies that genuinely resonate with the unique cultural and behavioral predilections of Chinese consumers.

3.3. Empirical insights: Chinese cultural values and consumer choices

Our exploration into consumer behavior, with a unique emphasis on the Chinese context, has been informed and enriched by previous research, highlighting the pervasive influence of cultural values (Kumar et al., 2022). As we have also found, frameworks such as those of Hofstede (1983), Schwartz (2012), and Triandis (1989) not only serve as theoretical guides but also as interpretive tools for empirical revelations. In a study akin to ours, Lal et al. (2015) ventured into discerning consumer perceptions with a spotlight on package designs across cultures. They unraveled the delicate balance

of individualism and collectivism that shapes these perceptions. This aligns seamlessly with our own findings, where we observed cultural imprints playing out in product preferences. Hofstede's (1983) dimensions, especially, provided conceptual clarity, corroborating our observation that entrenched cultural values find expression in even the most mundane of consumer choices.

Furthermore, Sulistyawati et al. (2020) expanded the discourse by offering empirical narratives on Chinese food preferences, a subject we have touched upon as well. Their spotlight on natural food inclinations dovetails with Schwartz's (2012) emphasis on 'tradition.' This reinforces our study's emphasis that despite the onslaught nature of modernity, traditional values remain a guiding force, steering consumer choices in today's China.

Another convergence in our research appears when considering the changing face of the Chinese consumer milieu (Chen, 2023). Jung et al. (2021) illuminated this dynamism by focusing on the evolving materialistic values among Chinese individuals. Through our lens, influenced by Triandis (1989), this progression appears as a complex dance where collective consciousness blends with emerging individualistic inclinations.

Afzal et al. (2019) further solidified our belief in the vitality of Hofstede's (1983) model. Their research into the processed food sector in China resonates with our findings on consumer preferences. The echoed themes of power distance, long-term goals, and the nuances of uncertainty avoidance act as testimonies to the continuing relevance of Hofstede's (1983) dimensions in understanding Chinese consumer behaviors.

To encapsulate, the empirical endeavors highlighted above do more than just supplement our study. They create a parallel narrative that affirms our findings and underscores the intricate web of cultural values driving Chinese consumer choices. These narratives, juxtaposed with our own, lay bare a fascinating interplay of tradition and modernity (Hershock, 2012), which forms the crux of our exploration.

3.4. Product perceptions in light of cultural values

Our exploration into the relationship between cultural values and product perceptions, especially focusing on the Chinese market, finds echoes and reinforcements in previous research. Kaynak et al. (2013) emphasized the crucial link between culture and product perception, something that we have delved deeply into in our study.

Taking cues from Vazifehdoost et al. (2014), our research explored the nuances of product packaging. While they provided a macro-perspective by highlighting the broader implications of individualism and collectivism across cultural landscapes, our study specifically teased out its manifestations within the Chinese context. We found, much like them, that Hofstede's (1983) dimensions

have tangible consequences on the way products are perceived in China, a market where cultural orientation is still very deeply entrenched.

Sulistiyawati et al. (2020) enriched our understanding of food preferences. Their emphasis on natural products resonates with our findings, where traditional values, as outlined in Schwartz's (2012) model, shape the preferences of Chinese consumers. This reaffirms the narrative of our research, which postulates the enduring impact of age-old values even in the face of an evolving marketplace.

Our research also sought to understand the deeper, symbolic connection consumers have with brands, and here, Vazifehdoost et al. (2014) provided valuable insights. Their proposition that branding extends beyond mere recognition to realms of trust and loyalty became pivotal for us. Through Triandis's (1989) lens, we deduced that this trust, especially in the Chinese context, is a product of individual behavior steeped in collective cultural nuances. Wang et al.'s (2021) exploration of luxury brand perceptions further deepened our study. While they emphasized hedonic needs as a driving force, our study extrapolated these findings, situating them within Schwartz's (2012) 'hedonism' to understand how luxury brands are perceived and consumed in China. Their research acted as a blueprint, allowing us to dive deeper into the specifics of the Chinese luxury market.

In essence, while our study provides a fresh perspective on the interplay of cultural values and product perceptions in China, it is rooted in the empirical evidence of preceding research. The cited studies offer a foundational understanding, helping us tailor our research to the unique Chinese consumer landscape. As also indicated by Charbonnier (2021), the tug of war between tradition and modernity continues to shape consumer behaviors and perceptions in evolving markets such as China.

3.5. Synthesis and gap analysis

Exploring Chinese cultural values and their influence on consumer behavior, as framed by the theoretical perspectives of Hofstede (1983), Schwartz (2012), and Triandis (1989), offers a rich and multifaceted narrative. The literature synthesis reveals nuanced areas of consensus and points of divergence while highlighting emergent research gaps.

3.5.1. Consensus and divergences

The literature consistently underscores the indelible influence of traditional Chinese cultural values on consumer choices. Hofstede's (1983) dimensions, particularly power distance, and collectivism resonate in studies emphasizing Chinese consumers' preference for brands that echo traditional values or signify status (Vazifehdoost et al., 2014; Sulistiyawati et al., 2020). This consensus

suggests that despite the rapid pace of modernization, specific cultural underpinnings remain deeply rooted in the Chinese psyche.

However, the narrative becomes more intricate when modern influences are introduced. Schwartz's (2012) value framework, emphasizing individual motivations, finds echoes in studies suggesting a gradual tilt toward individualistic values among modern Chinese consumers (Wang et al., 2021). However, a counternarrative posits these modern influences as augmentative rather than transformative, suggesting that core cultural values remain steadfast.

Furthermore, the discourse on sustainability in consumer choices presents a kaleidoscope of perspectives. While Wang et al. (2021) highlighted an ascendant importance of sustainability among luxury consumers, other studies present a more nuanced picture. They suggest that while sustainability is valued, it might be subordinate to other cultural values or product attributes in influencing purchase decisions.

To better understand the perspectives of various scholars, Table 2 provides a concise overview of the studies discussed in the primary literature analysis.

3.5.2. Research gaps

Despite the comprehensive insights the literature offers, notable research gaps emerge. One such gap pertains to regional variations. China's vast geographical expanse and cultural diversity necessitate more granular exploration (Wong et al., 2018). Consumer behavior in cosmopolitan cities might differ markedly from that in historically rich regions, suggesting that more localized studies are needed (Cortright, 2002).

The digital revolution in China, epitomized by platforms such as WeChat and Taobao, has undeniably transformed consumer behavior (Keane et al., 2020; Xu, 2016). However, the literature must comprehensively explore how these digital influences intersect with traditional cultural values, suggesting a fertile ground for further research. Another palpable gap is the dynamic interplay of modern and traditional values (Hu et al., 2018). While individual studies have touched upon these aspects, a holistic understanding of how contemporary Chinese consumers harmonize global influences with indigenous values still needs to be discovered (Yuan et al., 2023). Last, the generational shift, especially among the post-90s and post-00s cohorts, presents a unique confluence of global trends and traditional values. More in-depth research focusing on these younger demographics is needed, emphasizing the need for studies that delve into their unique consumer behaviors (Nanda and Banerjee, 2021). The evolving Chinese consumer landscape, characterized by a rich cultural tapestry and rapid modernization, offers challenges and opportunities for academic exploration. Addressing the identified gaps can engender a more granular and holistic understanding of this dynamic market.

Table 2: Analysis overview of the main literature

Reference	Study focus	Key findings	Theoretical framework
Shu et al. (2023)	Cultural value orientation in Chinese society	Values play a pivotal role in shaping behaviors, attitudes, and perceptions	-
Lan et al. (2021)	Value co-creation in cultural heritage tourism	Positive perceptions of tourism benefits lead to increased emotional solidarity	-
Chen et al. (2020)	Stigma toward mental illness	Chinese groups exhibited higher levels of stigma due to "face concern"	-
Tan (2017)	Literature translation in China	The transition from 'nontranslations' to 'full translations' reflects changing censorship dynamics	-
Zhou et al. (2020)	Filial piety and academic achievement	Reciprocal filial piety positively influences academic success	-
Lal et al. (2015)	Consumer perceptions towards package designs	Package perceptions influenced by cultural acceptance	Hofstede's (1983) cultural dimensions
Sulistiyawati et al. (2020)	Preferences for dried mango	Chinese consumers value "free from extra ingredients"	Schwartz's (2012) theory of basic human values
Jung et al. (2021)	Sustainable apparel products	Chinese consumer behavior is becoming heterogeneous due to changing cultural patterns	Hofstede's (1983) cultural dimensions
Afzal et al. (2019)	Effects of globalization on the Chinese retail market	Power distance, long-term orientation, and uncertainty avoidance influence consumer buying behavior	Hofstede's (1983) cultural dimensions
Vazifehdoost et al. (2014)	Consumer perceptions of package designs	Cultural acceptance influences package perceptions	Hofstede's (1983) cultural dimensions
Wang et al. (2021)	Luxury brand perceptions	Hedonic needs drive purchase intentions; the need for exclusivity negatively influences purchase intentions in China	Schwartz's (2012) theory of basic human values

3.5.3. Practical implications

The academic insights derived from our literature synthesis hold profound practical implications for businesses and researchers alike.

First, the consistent emphasis on the deep-rooted nature of traditional values in the Chinese consumer psyche suggests an avenue for businesses. To resonate with this cultural landscape, businesses aiming to penetrate the Chinese market should infuse their branding, messaging, and product design with elements that echo traditional motifs or narratives emblematic of Chinese heritage. By doing so, they can ensure a stronger cultural connection and enhanced consumer receptivity.

On the other hand, the emerging evidence of a tilt towards individualistic values, especially among younger Chinese consumers, presents another layer of complexity. For businesses, this shift necessitates product segmentation and targeted marketing strategies. By blending individualistic aspirations with traditional undertones, brands can craft offerings that cater specifically to this dynamic demographic.

Sustainability, as underscored by the literature, is gaining traction, notably among luxury consumers. However, businesses should navigate this terrain with caution. While there is an evident value placed on sustainability, it might not always be the primary driver of purchase decisions. Businesses should, therefore, strike a careful balance, incorporating sustainability narratives without overshadowing other influential cultural values or product attributes.

The vast geographical and cultural diversity within China has practical implications for market segmentation and product localization. Instead of a monolithic approach, businesses should be more granular, tailoring their strategies to resonate with specific regional sensibilities. The tastes and preferences of cosmopolitan cities such as Shanghai may differ significantly from those in culturally rich regions such as Xi'an. Furthermore, the rapid digital

revolution, marked by the ubiquity of platforms such as WeChat and Taobao, implies an essential shift in consumer behavior. For businesses, it is no longer an option but a necessity to integrate these digital platforms into their marketing and sales strategies. Localized digital campaigns, partnerships, and interactive engagements can offer brands unprecedented visibility and consumer outreach.

Last, the generational nuances brought forth by the younger cohorts, such as the post-90s and post-00s, present both challenges and opportunities. These groups exhibit a unique confluence of global aspirations intertwined with respect to tradition. Brands can capitalize on this by introducing tailored products and campaigns that speak to these unique sensibilities.

For researchers, these implications delineate areas ripe for empirical exploration, including digital consumption patterns, evolving perceptions of younger demographics, and the intricate dance between globalization and tradition. Addressing these nuances will be paramount for businesses aiming for a competitive edge in the continually evolving Chinese market.

4. Discussion

Exploring Chinese cultural values and their influence on consumer behavior has been a focal point in academic research. Synthesizing the literature can discern several significant insights and recurring patterns, contributing to a holistic comprehension of the Chinese consumer scene.

As highlighted in the literature, Hofstede's (1983) Cultural Dimensions Theory offers a foundational framework for understanding cross-cultural consumer behavior (Lin et al., 2016). In the Chinese context, the high score on the Power Distance dimension suggests a hierarchical society where inequalities are accepted. This has implications for branding and marketing strategies, as products and brands that signify status or prestige might resonate more with Chinese consumers (Afzal et al., 2019).

Furthermore, the preference for specific product attributes, such as the significance of natural and unadulterated food products, is deeply rooted in cultural values (Sulistiyawati et al., 2020). This emphasizes the need for brands to align their product offerings with these ingrained cultural preferences to appeal to the Chinese market.

As explored in the literature, branding is not just about creating a recognizable name or logo; it is about building consumer trust and loyalty. The symbolic relationship between brands and consumers in China is influenced by both traditional and modern values (Vazifehdoost et al., 2014). For luxury brands, in particular, the interplay of hedonic needs, the need for exclusivity, and the need for conformity shapes brand perceptions and purchase intentions (Wang et al., 2021).

However, the literature also points to an evolving consumer landscape in China. Modernization and globalization reshape traditional values, leading to more heterogeneous consumer behavior (Jung et al., 2021). This suggests that while traditional values remain influential, global trends and individualistic values are growing, especially among the younger generation.

In light of these insights, there is a clear need for brands to adopt dual approaches. On the one hand, they must respect and align with traditional Chinese values, and on the other hand, they must be agile and adaptive to the evolving consumer landscape influenced by modernization and globalization.

In conclusion, the literature provides rich insights into the Chinese consumer market. However, as with any dynamic market, continuous research and adaptation are essential. Brands and researchers must keep pace with the evolving landscape, ensuring that their strategies and studies remain relevant and practical.

5. Conclusion

This systematic review delved deeply into the complex relationship between Chinese cultural values and consumer behavior. Our research objectives guided this in-depth exploration, and the results have enriched our understanding of the interplay between culture and consumption in the Chinese context. One of the review's primary revelations is the unwavering influence of traditional Chinese values on consumer perceptions and decisions. Rooted in concepts such as collectivism and respect for hierarchy, these cultural nuances significantly dictate Chinese consumers' evaluation of products and brands. Chinese consumers, steeped in their rich cultural traditions, assess products not only for their functionality but also for the symbolic and cultural significance they carry.

Furthermore, the literature review brings forth the dualistic nature of products in the Chinese milieu. While tangible attributes such as quality, utility, and price undoubtedly factor into purchase decisions, the symbolic attributes rooted in cultural values often bear an equal, if not greater, weight. For

instance, brands that align with traditional motifs or communicate a sense of status are especially appealing to Chinese consumers.

For businesses seeking to tap into this vast market, our findings elucidate critical takeaways. The Chinese consumer landscape, a juxtaposition of age-old traditions and contemporary influences, demands a nuanced approach. To thrive, businesses must seamlessly blend their offerings and branding strategies with elements that echo Chinese cultural nuances. With market evolution due to factors such as globalization, digital transformation, and generational flux, businesses should be nimble and culturally attuned. Recognizing and addressing the gaps highlighted in our review, especially the nuanced regional variations and the transformative power of digital platforms, will be crucial. Companies that allocate resources to these domains and engage in continual market research will position themselves more favorably.

Additionally, the implications for researchers are clear. There is a pressing need for further empirical studies that delve into evolving consumption patterns, especially among younger generations. The dynamics between tradition and modernity, as seen in the unique context of the digital age in China, present fertile ground for future academic inquiries.

In conclusion, the intertwined relationship between cultural values and consumer behavior in the Chinese context cannot be understated. The insights we have unveiled are a beacon for both businesses and researchers, underscoring the imperatives of cultural acuity, ongoing exploration, and adaptability as keys to unlocking the immense potential of the Chinese market.

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Compliance with ethical standards

Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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