

THE IMPACT OF CHINESE CULTURE ON CHANGING E-COMMERCE CONSUMER BEHAVIOR IN INDONESIA: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

This study examines the impact of cultural influences on consumption patterns in e-commerce in China and Indonesia. While there is extensive research on consumer behavior in e-commerce, there is still a gap in cross-cultural understanding. This study aims to explore how cultural values, such as collectivism and trust, influence consumer behavior. The study employs a Systematic Literature Review (SLR) method, analyzing 57 publications from various sources. The findings reveal that in China, factors such as brand reputation and social interactions are more prominent, while in Indonesia, transaction ease and user experience are key. This research enriches the literature on cultural impacts in e-commerce and provides guidance for companies to tailor their marketing strategies to meet the culturally diverse needs of consumers.

Keywords: *E-Commerce, Chinese Culture, Consumer Behavior, Indonesia*

1. INTRODUCTION

The rapid development of information and communication technology has had a significant impact on the global economy, including in Indonesia. One of the most striking changes is the appearance of *E-commerce* as the main platform for online buying and selling goods and services. *E-commerce* It has now become an integral part of the life of modern society, not only facilitating access to products, but also changing consumption patterns and consumer behavior (Sasabone et al., 2023).

In Indonesia, growth *E-commerce* It is very rapid and is influenced by a variety of factors, including diverse cultural influences. A culture steeped in collectivism and strong social relationships, for example, contributes to the pattern of consumer interaction with platforms *E-commerce*. Trends like *Social Commerce*, which prioritizes social interaction in the buying process, is increasingly popular, especially among the younger generation. Previous research has shown that trust in (Lee & Chen, 2020). *Influencers* and social interaction on the platform *E-commerce* has a significant effect on consumer purchase intent (Judijanto et al., 2024; Rolando, 2024b; Rolando, Angelica, et al., 2024; Rolando, Nur Azizah, et al., 2024; Rolando & Sunara, 2024; Zhao et al., 2023)

Furthermore, millennials and Gen Z in Indonesia show different consumption patterns compared to previous generations, especially in the context of *E-commerce*. They are more likely to take advantage of online information and rely on platforms *E-commerce* to shop, reflects the importance of social values such as ease of access and speed of transactions. The convenience offered by platforms such as Shopee and Tokopedia has

encouraged consumers to transact online more often (Nugraha & Arijanto , 2022; X. Wang et al., 2022; Ingriana, 2025; Widjaja, 2025; Zahran, 2025).

Although there is a lot of research on the influence of culture on consumption patterns in *E-commerce*, there is still a lack of comprehensive and systematic reviews. Most studies focus only on specific aspects of *E-commerce* or consumer behavior, so that it does not provide a comprehensive picture of how culture affects the ecosystem *E-commerce* overall in Indonesia. Therefore, a more in-depth and systematic analysis is needed to understand the role of culture, especially Chinese culture, in shaping consumption patterns in the world. (Pratiwi, 2022;Maha et al., 2024; Mulyono, Ingriana, et al., 2024; Rahardja et al., 2024; Rolando, 2024a; Rolando & Ingriana, 2024; Wigayha et al., 2024)

Chinese culture is known for its values of collectivism, social hierarchy, and strong interpersonal relationships. These values are reflected in the way consumers interact with the platform *E-commerce*, such as beliefs that are based on social norms and recommendations from the inner circle . In addition, Chinese marketing trends such as the use of (Paştıu et al., 2020; H. Yin, 2021)*Influencers* and promotion through social media has had a huge influence on the market *E-commerce* in Indonesia. In this regard, understanding how Chinese culture influences consumption patterns in Indonesia is important to identify new dynamics that are developing in the (Wan et al., 2023; M. Wang & Yang, 2021; Ingriana, Chondro, et al., 2024; Ingriana, Gianina Prajitno, et al., 2024; Mulyono, Hartanti, et al., 2024; Putri & Setiawan, 2025; Rolando et al., 2025; Tan & Alexia, 2025; Wigayha et al., 2025; Winata & Arma, 2025).

Based on this background, this research aims to:

1. Analyze the influence of Chinese culture on consumption patterns in *e-commerce* in Indonesia.
2. Identify Chinese cultural factors that influence consumption patterns in *e-commerce* in Indonesia.
3. Explain the practical and theoretical implications of the influence of Chinese culture on consumption patterns in *e-commerce* in Indonesia.
4. Exploring how Chinese culture-based marketing trends can be adopted by *e-commerce players* in Indonesia.
5. Formulate recommendations for relevant marketing strategies to increase the competitiveness of *e-commerce* in Indonesia based on the influence of Chinese culture.

By conducting this analysis, it is hoped that the research can provide new insights for business people to design more effective marketing strategies and enrich the existing literature related to the influence of culture on consumer behavior in the digital era.

2. RESEARCH METHODS

This study uses a structured and systematic qualitative research method approach. This approach was chosen because of its ability to provide a deep understanding of socio-cultural phenomena that affect consumption patterns in *E-commerce*, especially in the context of Chinese and Indonesian culture. Qualitative research allows researchers to explore and understand the complexities of consumer behavior in a broader context, including the cultural factors that influence purchasing decisions and consumption patterns.(Bae et al., 2022; Siregar, 2023)

In context *E-commerce*, research shows that Chinese culture, characterized by the values of collectivism and hierarchy, plays an important role in shaping consumer behavior. For example, research by Wang shows that younger generations in China, such as Gen Z, tend to have a more rational approach to consumption decision-making, reflecting cultural influences on their shopping behavior (Alam et al., 2023; J. Wang, 2023). Additionally, factors such as trust in the platform *e-commerce* and social interaction is also an important element that influences consumption patterns among consumers. (Fan et al., 2022; Xie et al., 2023)

The research process began with a comprehensive literature search through a leading academic database, namely Mendeley. This search uses a combination of relevant keywords, such as "*e-commerce*," "*consumer behavior*," "*Chinese culture*," and "*Indonesia*." From this initial search, the researchers found a total 2,548 documents which includes relevant journal articles, books, and research reports. After that, the literature found was selected based on inclusion and exclusion criteria.

The inclusion criteria include articles published within a period of time 2019 to 2024 to ensure the relevance of the data, as well as articles relevant to the fields of business and management, social and humanities, and social sciences. Articles that only discuss technical aspects that are not directly related to consumption patterns or culture, as well as articles that are not available in English or Indonesian, are excluded from the selection. The results of this screening process are 1,211 documents who meet these criteria.

Advanced screening is carried out by checking the full text of the document to ensure its quality and feasibility. This results in 589 documents that still meet the relevance criteria. The final step is a quality assessment, in which the remaining documents, such as conference papers, books, and book chapters, are excluded from the analysis. This process results in 57 Final Documents which is used for the analysis and synthesis of findings.

This literature selection process is clearly illustrated through the PRISMA diagram, which visualizes the number of documents identified, screened, and analyzed at each stage of the research. This diagram provides transparency in the literature selection process, ensuring that the research used meets the quality standards required to answer existing research questions.

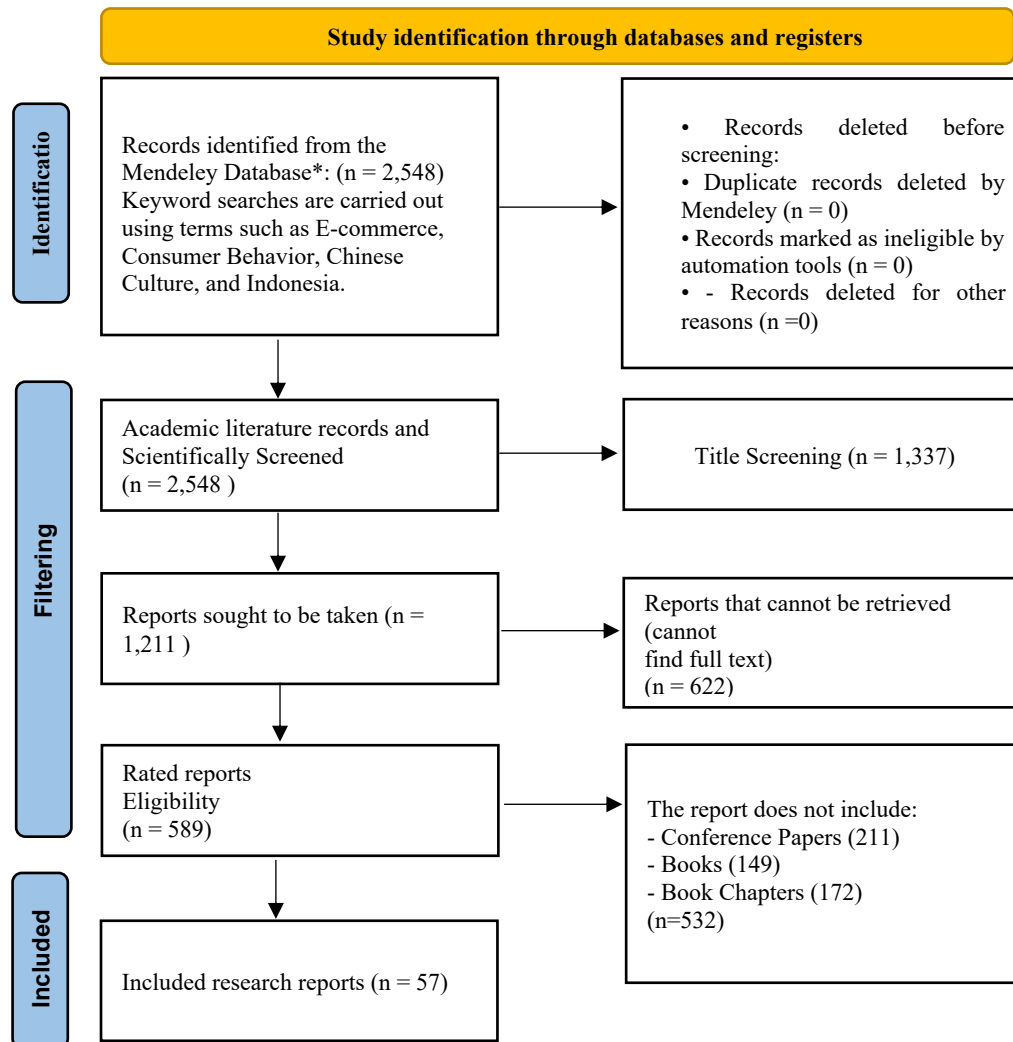


Figure 1. PRISMA flowchart from this study

After the selection stage is completed, the next process is the synthesis of the selected literature. This step is done using a thematic approach, which involves identifying key themes, coding data, and grouping findings based on thematic similarities. Some of the main themes that emerged from this analysis were the influence of collectivism culture, social relations, and hierarchy on consumption patterns, as well as the influence of platforms *E-commerce* in shaping consumer behavior.

For example, research shows that millennials in Indonesia are experiencing significant changes in their consumption patterns, shifting from offline to online shopping, especially during the COVID-19 pandemic (Rahmawati et al., 2022). On the other hand, in China, trust in the platform *e-commerce* which are influenced by local culture such as collectivism have a significant impact on consumer behavior. (L. Wang, 2023; X. Zhang et al., 2023)

Through this approach, this research not only provides deeper insights into consumption patterns in *E-commerce*, but also reveals the cultural factors that influence consumer behavior in Indonesia and China, each of which has different cultural characteristics. The results of this research are expected to make a theoretical and practical contribution in formulating effective marketing strategies in this diverse market.

3. RESULTS AND DISCUSSION

3.1 Descriptive Analysis

From the sources of publications that have been collected for this research, there are 57 articles that will be the focus of the analysis. This distribution provides an interesting overview of the variation in the source literature. Here's the distribution table:

Table 1. Source of Journal Publications obtained

Source	Sum	Percentage
<i>IEEE Conferences</i>	6	10.53%
<i>Emerald Publications</i>	4	7.02%
<i>Others</i>	47	82.46%
Total	57	100%

This table shows the distribution of journal publication sources used in the study. Of the total 57 publications obtained, most of them came from the "*Others*", that includes a variety of sources outside of *IEEE* and *Emerald*. The dominance of this category reflects the diversity in the accessible literature, including journals that are specific to the field *E-commerce* and consumer behavior. Publications from the conference *IEEE*, although only 6 journals, make important contributions in the field of technology and innovation relevant to *E-commerce*. Meanwhile, *Emerald Publications* With 4 journals showing a focus on management and business studies that support consumer behavior analysis.

In the categorization of research types, there are striking variations. The following is a distribution table of the types of research obtained:

Table 2. Types of journals obtained

Source	Sum	Percentage
<i>Conceptual Research</i>	25	43.86%
<i>Empirical Research</i>	22	38.60%
<i>Literature Review</i>	10	17.54%
Total	57	100%

This table details the types of research from the journals obtained. Conceptual research (*Conceptual Research*) dominated with 25 publications, showing that many studies focused on the development of theories and frameworks in context. *E-commerce*. Empirical research (*Empirical Research*) which totals 22 publications provide concrete data-driven evidence that supports the analysis of the phenomenon being studied. In addition, 10 publications in the form of literature reviews (*Literature Review*) plays an important role in providing context, summary, and a comprehensive view of existing research. The diversity

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of this type of research reflects a holistic approach as a unit in understanding the dynamics of *E-commerce*.

Table 3. Year of Publication of the Journal

Source	Sum	Percentage
2024	4	7.02%
2023	25	43.86%
2022	14	24.56%
2021	8	14.04%
2020	4	7.02%
2019	2	3.51%
Total	57	100%

The distribution of journal publication years shown in this table shows that the latest research dominates, with the highest number in 2023 of 25 articles (43.86%). This dominance reflects the high relevance and current research activities in the field *E-commerce*. Articles published in 2022 and 2021 were also significant, totaling 14 and 8 publications, respectively, signifying that trends and findings from those years are still relevant in the current analysis. Publications from 2019 and earlier, although fewer, still provide an important theoretical foundation for the study *E-commerce* newer.

Table 4. Most Cited Journals Obtained

Cities	Authors	Title	Year
65	Chiu et al.	<i>E-commerce brand: The effect of perceived brand leadership on consumers' satisfaction and repurchase intention on e-commerce websites</i>	2019
27	Tseng et al.	<i>Shaping path of trust: the role of information credibility, social support, information sharing and perceived privacy risk in social commerce</i>	2022
24	Paştıu et al.	<i>The perspective of e-business sustainability and website accessibility of online stores</i>	2020
23	Dias et al.	<i>Assessing the effects of delivery attributes on e-shopping consumer behavior</i>	2021
17	Bae et al.	<i>Technology-Based Strategies for Online Secondhand Platforms Promoting Sustainable Retailing</i>	2022
15	Chen et al.	<i>The Role of Influencers in Live Streaming E-Commerce: Influencer Trust, Attachment, and Consumer Purchase Intention</i>	2023
14	Lee et al.	<i>An empirical study of social commerce intention: An example of China</i>	2020
12	Chen et al.	<i>Does identification influence continuous e-commerce consumption? The mediating role of intrinsic motivations</i>	2019

This table presents the articles with the highest number of citations from the publications analyzed, which shows the relevance and influence of such research in the field of *e-commerce*. The article by with 65 quotes became the most influential, discussing the importance of brand leadership in influencing consumer satisfaction and repurchase intent. The article highlights the role of information credibility and social support in building consumer trust on social (Chiu & Cho, 2019)(Tseng, 2022)*commerce* platforms. Other articles, such as by and , describe various aspects of consumer behavior, sustainability, and (Paștiu et al., 2020)(Dias et al., 2021)*e-commerce* strategies that are constantly evolving.

3.2 Literature Review

The results of this systematic literature analysis provide a comprehensive overview of the influence of Chinese culture on consumption patterns in *E-commerce*. Research shows that cultural values such as collectivism, hierarchy, and trust in platforms *E-commerce* play a significant role in shaping consumer behavior in China and Indonesia.

In the Chinese context, a strong culture of collectivism encourages the younger generation, especially Gen Z, to adopt a more rational approach to consumption decision-making. These decisions are often based on the information available and the level of trust in the platform *E-commerce* used. These cultural values directly influence consumer shopping behavior, where they tend to prioritize social recommendations, reviews, and platform reputation before making a purchase.(X. Chen et al., 2019; Q. Zhang et al., 2024)

Meanwhile, in Indonesia, the shift in consumption patterns from offline to online shopping is increasingly visible, especially during the COVID-19 pandemic. Social restrictions and the need to maintain health are driving consumers to switch to *E-commerce* as a safer and more efficient shopping solution. Research shows that factors such as ease of transactions, internet accessibility, and increased smartphone use contribute to changes in the consumption behavior of Indonesian people. In addition, a positive user experience on the platform (A.Wang et al., 2023)*E-commerce* It is also one of the main drivers that increase consumer trust and loyalty towards online shopping.(Alhums, 2021; Qin et al., 2022)

Trust is a very important element in *E-commerce*, both in China and in Indonesia. In China, consumers show a strong tendency to rely on platforms *E-commerce* that are considered credible and receive social support from the user community. Previous studies have shown that trust in the credibility of the information provided by platforms, coupled with positive social interactions, can increase consumer purchase intent. In Indonesia, trust in the security and reliability of the platform is also a major factor in purchasing decisions. Consumers tend to choose platforms that have a good reputation and strong consumer protection features.(Tikhomirova et al., 2021; Tseng, 2022)

By integrating cross-cultural perspectives, the results of this study make important theoretical and practical contributions in understanding the dynamics of consumer behavior in the market *E-commerce* diverse. An understanding of how culture influences consumption behavior can assist companies in designing marketing strategies that are more effective and relevant to local needs. For example, in China, companies can emphasize elements of collectivism and trust in their marketing campaigns. In contrast, in Indonesia, strategies that focus on ease of transactions, positive user experience, and responsive customer service can be more appealing to local consumers.(Koh & Seah, 2023; Shao, 2023)

This analysis confirms that culture not only shapes social values and norms, but also directly influences the way consumers interact with platforms *E-commerce*. By

understanding the different cultural contexts, businesses can tailor their approach to meet consumer expectations and needs in different markets. These findings offer strategic guidance for companies *E-commerce* to develop a more personalized, locally-based, and highly competitive approach to facing challenges in the global marketplace.

3.3 Theoretical implications

This research has significant theoretical implications in enriching the literature on the influence of culture on consumer behavior in the environment *E-commerce*. The findings of this study provide new insights into how cultural values such as collectivism, hierarchy, and trust in platforms *E-commerce* shaping consumer consumption patterns in China and Indonesia. In the Chinese context, the value of collectivism encourages the younger generation to prioritize rational and information-based decisions in their shopping behavior. This approach is different from other cultures that may be more individualistic. Research conducted by Wang revealed that Generation Z in China shows a preference for efficient and effective consumption experiences, which reflects the strong influence of cultural values on their consumption behavior.(Huang & Nuangjamnong , 2023; J. Li et al., 2022)(Heuritech Solutions, 2022; Y. Hu, 2023)

In Indonesia, the shift in consumption patterns from shopping *offline* to *Online* during the COVID-19 pandemic illustrates how social changes can affect consumer behavior. Research by shows that the ease of transactions and accessibility of the platform (Farhani et al., 2022; Kim et al., 2023)*E-commerce* is an important factor that drives consumers to switch to shopping *Online*. This highlights the interaction between cultural contexts and social situations in shaping different consumption patterns in each country. Thus, this study contributes to cross-cultural research by revealing the unique dynamics of consumer behavior in both countries that have different cultural characteristics.

In addition, this research also highlights the importance of trust in context *E-commerce*. In China, trust in the platform *E-commerce* and social interaction among users is a key element in shaping consumption patterns. Consumers are more likely to make a purchase if they feel confident in the credibility of the information provided by the platform as well as the social support they receive from the community. A similar thing is happening in Indonesia, where consumers prefer platforms that have been proven to be safe and reliable.(Muruah et al., 2023; Roubal, 2023)(Paharizal , 2024; Srikasem et al., 2022)

The results of this study can be a theoretical basis for future studies in analyzing the influence of cultural factors on consumer behavior in the realm *E-commerce*. Further research can explore how different cultural values influence purchasing decisions as well as how companies can tailor their marketing strategies to meet consumer needs in diverse markets. In addition, this research opens up opportunities to explore how factors such as trust, social interaction, and ease of transaction contribute to consumption behavior in the ever-evolving digital era.(Aynie et al., 2021; J. Li et al., 2024)

3.4 Practical Implications

This research provides significant practical implications for companies *E-commerce* in developing marketing strategies that are more effective and in accordance with the needs of consumers in culturally diverse markets. By understanding the influence of culture on consumer behavior, companies can tailor their approach to meet consumer expectations and preferences in different regions.

In China, the company *E-commerce* can focus their strategy on elements of collectivism and trust. The values of collectivism in China encourage younger generations, such as Gen Z, to make rational and information-based decisions in their shopping behavior. Therefore, companies can take advantage of an approach that emphasizes recommendations from friends and family and builds trust through positive testimonials and reviews on the platform (L. Hu, 2020; Zhu & Liu, 2022)*E-commerce*. This strategy can increase the credibility of the platform and attract more consumers to make purchases.

In contrast, in Indonesia, strategies that emphasize ease of transactions, positive user experience, and responsive customer service tend to be more effective. Research by shows that the ease of transactions and accessibility of the platform (Vagdevi H. S., 2023)*E-commerce* is the main factor that encourages Indonesian consumers to switch to shopping *Online*. Therefore, companies need to ensure that the payment and delivery process runs smoothly and efficiently. Additionally, providing friendly and responsive customer service can increase consumer satisfaction while driving brand loyalty.

These findings provide strategic guidance for companies *E-commerce* in facing the challenges of the global market through a more personalized, local-based, and highly competitive approach. By understanding the characteristics of different cultures, companies can design relevant and effective marketing campaigns. For example, in China, companies can leverage *Influencers* local that has a strong influence among consumers to build trust and increase product appeal. In Indonesia, companies can use analytics data to understand consumer behavior and adjust product offerings to better suit local preferences.(N. Chen & Yang, 2023; C. Zhang & Gong, 2023)(Phau et al., 2022; Yuan et al., 2022)

The research not only provides insights into consumer behavior in China and Indonesia, but also offers practical strategies that companies can implement *E-commerce* to increase their competitiveness in an increasingly competitive market. With an approach based on understanding local culture and needs, companies can create a better shopping experience for consumers. This will ultimately increase sales while building consumer loyalty to their brand.(Kong & Lou, 2023; R. Shen, 2020)

3.5 Research Gap and Future Research

This study shows several gaps that can be explored further in the future. First, an in-depth study is needed to understand how specific cultural values, such as individualism and hierarchy, influence consumer behavior in the marketplace *E-commerce* different. Previous research by revealed that consumer confidence in (New, 2023)*E-commerce* are dynamic and influenced by cultural factors. This opens up opportunities to further explore the interaction between the values of individualism and collectivism in shaping consumer trust. In addition, more comprehensive research is needed to analyze the direct and indirect impact of cultural factors on purchase intent, loyalty, and consumer satisfaction. For example, studies show that cultural characteristics can influence consumers' perception of the value of spending, which in turn impacts their loyalty to the platform (X. Li, 2022)*E-commerce*.

Going forward, cross-cultural research comparing consumer behavior in China, Indonesia, and other countries will provide richer insights into consumption dynamics in the market *E-commerce* Global. Studies by show that the cultural dimension can moderate the relationship between trust and purchase intent, highlighting the importance of cross-cultural approaches to understanding consumer behavior. In addition, longitudinal research is also indispensable to explore how shifts in culture and values affect the evolution of consumer

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behavior in the long term. Research highlights that technological developments and (J. Shen et al., 2023)(C. C. Yin et al., 2021)*E-commerce* can change people's way of life, so it is important to understand how these changes interact with existing cultural values.

The future research agenda can also expand theoretical and practical insights regarding the interaction between cultural factors and consumer behavior in context. *E-commerce* that continues to grow. The focus of the research can be directed at how companies can tailor their marketing strategies to meet the needs of culturally diverse consumers. In addition, strategies to build consumer trust and loyalty in different markets are also promising areas to explore. In-depth research on influence *Influencers* and new platforms such as *Live Commerce* It can also provide valuable insights into how consumers interact with brands in the ecosystem *E-commerce* modern.(J. Chen, 2024; Tong, 2023)

By investigating these aspects, future research is expected to make a significant contribution to understanding the relationship between culture, technology, and consumer behavior, so as to support the development of more effective and relevant business strategies in the digital age.

4. CONCLUSION

This study highlights the influence of culture on consumption patterns in *E-commerce*, focusing on the differences between consumers in China and Indonesia. Cultural values such as collectivism, brand reputation, and social interaction are important factors in shaping consumer shopping behavior in China. Strategies that focus on positive reviews and trust through online communities have proven effective. In contrast, in Indonesia, practical aspects such as ease of transactions, convenient user experience, and responsive customer service are top priorities for local consumers.

The study also revealed that *E-commerce* Not only does it serve as a trading platform, but it also reflects local cultural values. A deep understanding of the cultural context allows companies to *E-commerce* to adapt their marketing strategies, both in building consumer trust and increasing loyalty in different markets.

Furthermore, the study makes a theoretical contribution by identifying opportunities for future exploration, such as the influence of certain cultural dimensions on consumer trust, loyalty, and behavior. Cross-cultural and longitudinal studies are indispensable to deepen understanding of consumption dynamics in an ever-evolving global market.

The findings of this study not only expand the literature related to consumer behavior in *E-commerce*, but also offers practical guidance for companies to design relevant and effective marketing strategies in culturally diverse markets.

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