

## Analysis of Culture and Buyer Behavior in Chinese Market

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### Abstract

Culture is the most basic cause of a person's wants and behavior. Country, like China, who has such a long history, has rich culture background. So it is very critical for international cooperates who want to do business in China to know about Chinese culture and how it works to buyers' behavior. Starting from Chinese culture in Marketing context, this paper discusses how culture influence buyers' behavior in Chinese Market.

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