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Buying Online – USA vs China

Differences I have noticed
along the way.....

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Agenda



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- ” Who am I?
- ” Define : Buying Online?
- ” Photo Quality
- ” Chatting Online
- ” Bargaining
- ” Payment
- ” Delivery
- ” Dispute
- ” Conclusion

Who am I?



My background (form my opinions / perspective)

“ Grew up in NorthEast USA (new york)

“ 3rd generation American

- . Grandparents from Canada / Italy / France / Russia

“ Moved to China end of 2007



Buying Online

eBay

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- “ Who is buying online here?
- “ Trust
- “ Secure
- “ Culture
- “ Awareness



Photo Quality



- “ China, want to see real photos
 - . Less professional seems more real
- “ USA, want to see professional photos



Chatting Online



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- “ More People Chat online in CN
- “ Check before you buy



Bargaining

eBay

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- “ Chinese bargain more
- “ Chinese make contract / agreement much more complex



Payment



- “ Credit Cards more commonly used in USA
- “ USA - Pay first, then ship
- “ Maybe that's why USA debt problem?

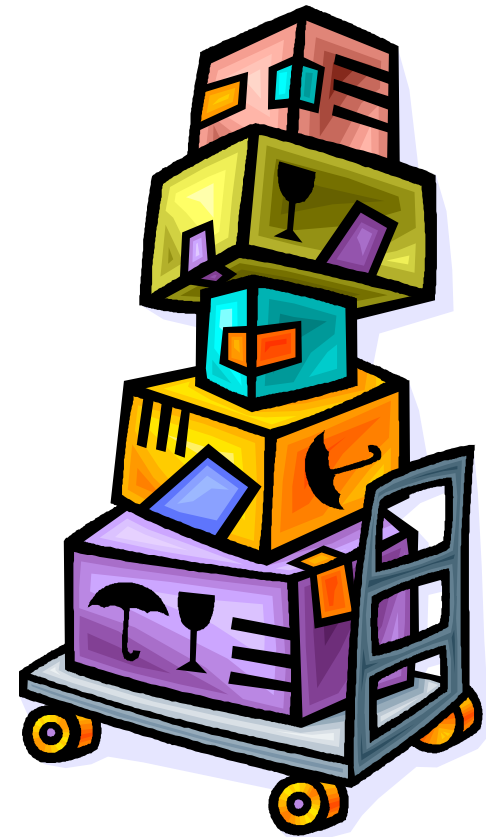


Delivery



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- “ USA – pay first, then deliver
- “ China – pay, escrow, deliver, release payment



Didn't Receive Goods



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“ USA – ask seller

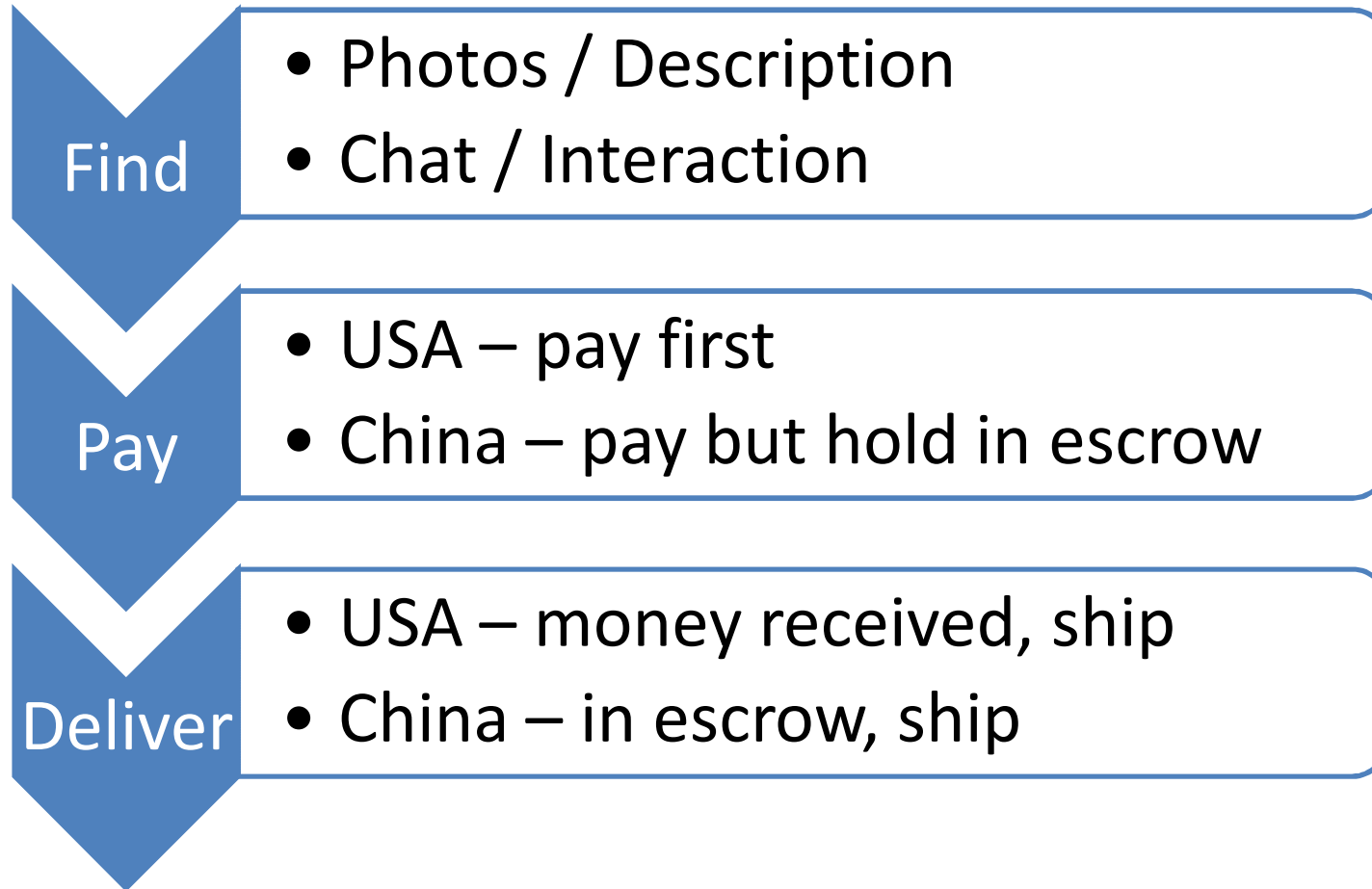
- . No response?

“ China

- . Payment not released



Example Buying in USA



Case Study



“ Why ebay Failed in China

- . Didn't adapt to Chinese culture
- . Wasn't Free
- . Used US management

Conclusion



-
- “ People are People, in many ways the same.
 - . But cultural experience defines us
 - “ America much younger culture
 - . Trust quicker
 - “ China is growing & changing quickly
-

Question & Answer



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