

Analysis of the Psychological Impacts of Digital Media on Consumer's Purchasing Behavior in Cross-cultural Communication

Yuran Sha

The University of New South Wales, Sydney, Australia

Abstract: In this era of globalization, cultural exchange and collision have become unprecedentedly frequent. The digital media breaks down geographical and cultural boundaries, providing consumers with a wider range of choices and richer information, thereby enhancing their autonomy in purchasing decisions. Digital media can promote the diversified development of cross-cultural communication methods in cross-cultural communication, help cross-cultural communicators cope with language barriers, and meet the personalized needs of the public. Under the influence of digital media, consumers' purchasing decision-making autonomy, willingness, and expression desire are all becoming stronger.

Keywords: Digital Media; Cross-cultural Communication; Consumer Purchase Behavior.

1. Introduction

Cross cultural communication not only promotes the development of globalization, but is also considered a fundamental requirement for the development of globalization. These online hangouts aren't just about sharing cat videos and memes, though. They're also sneaky little influencers, shaping how we think and what we decide. Like when you're on the fence about buying something, those reviews and chats online can tip the scales. For businesses, getting a grip on how we use digital media is a big deal. They can use what they learn to craft marketing that's not just about selling stuff, but also about bringing cultures together and making the world a more vibrant place.

2. Manifestations of Digital Media in Cross-cultural Communication

2.1. Social Media

Social media has become an important platform for people to communicate and interact, including WeChat, tremolo, Facebook, Twitter, micro-blog and so on. These platforms provide an open, diverse and real-time communication environment for the public, promote the wide dissemination of information, and promote the rapid development of cross-cultural communication. Chinese media platforms, such as WeChat, also provide users with communication groups and multilingual support, making it easier for people from different cultural and linguistic backgrounds to communicate and share. Wechat group is a group of individuals with common values and needs. Each group is equivalent to a social circle. Members may have common interests and hobbies, such as kinship, friendship or working relationship. It is a typical representative of applying the social concept of "birds of a feather flock together" to practice. Members only need to release the information to the corresponding group, all members in the group can see the information, and do not need to communicate with each member separately, which saves time and gets rid of the time and space constraints of dissemination, and the dissemination of information has relative privacy and security. Through social media platforms,

we can learn information, opinions and experiences about different cultures, thus improving our understanding and respect for related cultures. In the new media era when everyone is a creator, social media provides a lot of fragmented and "non-mainstream" information, which is often an effective supplement to some mainstream media reports, bringing us unique perspectives and unique insights.

2.2. Audio-visual Media

Audio and video allow people to understand the target culture in a more intuitive and three-dimensional way than monotonous text or static picture display. At present, the forms of audio-visual media include music, radio, audio books, movies, television, video websites and online live broadcasting, which have become an important platform for cross-cultural communication. For Chinese people in foreign countries, overhearing a song "High Mountains and Flowing Water" played by zither is enough to arouse endless homesickness and infinite respect and pride for the culture of the motherland. For countries in different positions in the world's soft power pattern, appropriate video content is essential for the dissemination of their own culture. Under the background of media convergence, the audio-visual communication industry is experiencing new changes, and emerging technologies such as artificial intelligence, short video and live network broadcasting are greatly impacting and subverting the development model of the industry. Audiovisual communication has shown the development trend of all time and space, all fields, intellectualization and all ages. Intelligent algorithms based on big data are becoming an important productivity of audio-visual content and services, and the application of intelligent technology in the whole process of production, storage, distribution, consumption and evaluation will be the new normal for the future development of the audio-visual industry. Promoted by the creation of the whole people, audio-visual communication has become an important field of digital economy, public service, culture and education, and diplomacy of great powers.

2.3. Search Engine

Search engines and websites are the core components of

digital media, playing an important pivotal role in information dissemination. They provide the public with an information sharing platform that transcends geographical and cultural boundaries, profoundly influencing the diversity of social information development. In addition, many websites provide resources and tools for cross-cultural learning and communication, which can help people better understand and appreciate other cultures, and promote communication and integration between cultures. In addition, search engines and websites can also promote cross-cultural cooperation, allowing people to easily collaborate and communicate with people from other countries and regions, share their ideas and experiences, and search for potential business partners globally for precision marketing and promotion. However, search engines control the access to information, and in certain sensitive areas or to achieve certain goals, some search engines may intentionally ignore or distort certain information, resulting in incomplete information or misleading results for users, thereby achieving the goal of guiding public opinion and knowledge. This approach will have a very negative impact on users and may also affect the public interest of society. From this perspective, search engines should play a more active social role in optimizing the information dissemination environment.

3. Roles of Digital Media in Cross-cultural Communication

3.1. Promote Diversified Development of Cross-cultural Communication Modes

Consumers plan for themselves and constantly improve their understanding of their own value. They know something about corporate marketing and don't always believe what the brand is telling them. In terms of consumer psychology, consumers of online shopping are becoming more assertive and suspicious. Most consumers say that the comments published by third parties on the Internet are more authentic and reliable than information published by brand manufacturers themselves. Similarly, more and more consumers think that my needs and feelings are very different from others. When choosing brands and products, I will be more assertive and less listen to the publicity and introduction of brand manufacturers. In addition, online shopping consumers pay more attention to the control of the "authenticity" of information, rather than just listening to the self-promotion of manufacturers. Consumers will often check and pay attention to the product experience and feedback published and shared by real users, so as to fully understand the various brand and product information obtained from different channels. The information obtained in this way is perceived by consumers to be more authentic and reliable.

3.2. Help Cross-cultural Communicators to Cope with Language Barriers

Digital media plays an important role in eliminating language barriers, especially through online translation and speech recognition technologies. For example, online tools such as Google Translate and Baidu Translate can translate various languages to help both sides of cross-cultural communication better understand and express each other's meaning. In addition, voice intelligence technology can also eliminate language barriers, such as smart phones and smart home devices using voice recognition technology, which can help people operate devices and interact with people more

easily. As a new field combining language science and artificial intelligence, speech intelligence uses information technology to simulate, analyze and process human language, providing new methods and ways for language communication. With the promotion of "The Belt and Road" Initiative proposed by China, learning, mastering and applying the languages of the countries along the "The Belt and Road " Initiative line has become an important condition to promote this great project. In this context, language intelligence technology, especially online translation based on artificial intelligence, has become an important language bridge for the construction of "The Belt and Road Initiative". Chinese science and technology enterprises, such as Huawei, IFLYTEK and Baidu Technologies, are working hard to study how to achieve barrier-free communication of human language and make positive contributions to promoting cross-cultural communication.

3.3. Meet the Individual Needs of the Public

In a sense, digital media has changed people's daily habits and formed a new cultural phenomenon. After the organic integration of digital media such as text, sound and image, the advantages of borderless communication of digital media are more obvious. From information retrieval to data presentation, digital media can meet people's personalized needs to the greatest extent, and give the public greater choice, which is beyond the reach of traditional media. If you are a travel enthusiast who once dreamed of traveling all over the country without leaving home, now digital media just helps you realize it. In cultural exchange, a lack of necessary cross-cultural knowledge can have a negative impact on normal communication. In severe cases, misinterpretation of information can lead to the failure of business cooperation. Digital media provides an open platform for cross-cultural communication, where people can initiate interactions through online forums and discussion boards, allowing cultural participants to better understand and respect foreign cultures, thereby reducing cultural differences and avoiding unnecessary misunderstandings and errors. In addition, people can also learn and study resource information from digital media platforms. By combining their practical experience with contextual analysis, they can better understand the cultural backgrounds and values of all parties involved in communication, thereby eliminating biases and stereotypes. Research has shown that the most effective way to eliminate social bias is through equal interaction and close contact, allowing groups that were previously isolated or lacking in communication to gain a deeper understanding of each other's culture. When encountering unfamiliar cultures for the first time, we need to carefully analyze and discern them, avoid hasty conclusions, maintain a critical mind, and be brave to explore new understandings. These are all key to eliminating cultural differences, misunderstandings, and biases, as well as improving cross-cultural literacy.

4. Psychological Impacts of Digital Media on Consumer Purchase Behavior

4.1. The Autonomy of Purchasing Decision-making has Become Stronger

Users of digital media platforms are not restricted by geography, but their age is relatively concentrated, which

leads to differences in preferences among digital media platform users. The users of digital media platforms tend to be younger, with the post-90s generation becoming the main force and a large number of post-80s users. Users of different age groups have different preferences and demands for services and products. Enterprises should develop corresponding promotion services based on the differentiated preferences of users on different digital media platforms. Relying on Internet technology, digital media platforms can better use big data to find the behavior rules of consumers and explore the needs of consumers. The concentrated active time of microblog users is found by using big data, and then take into account the audience goals of their own products and brands, and combine the characteristics of different social platforms to develop targeted promotion strategies. Accurately targeting target customers is the top priority for enterprises to achieve marketing.

4.2. The Willingness to Make Purchase Decisions has Become Stronger

These days, folks are packing all sorts of gadgets, and technology is right there in their pockets or bags, giving them instant access to a ton of information. It's like they've got this superpower to stay connected and informed all the time. Because of this, the edge that manufacturers and retailers used to have over customers has really taken a hit. More and more people are saying they're super keen on using tech stuff and online services, like computers, smartphones, and the web. To obtain information to help them make "smart" purchasing decisions, and think that if they do not make full understanding and comparison of brands and products, they will usually have certain risks. Most consumers will check and compare the prices of the same product in different sales channels (such as online stores, hypermarkets, discount stores, brand stores). When they go shopping, they will use computers or mobile phones to help query or confirm the behavior and activities of relevant product and service information (such as price comparison, store recommendation, etc.).

4.3. The Desire for Self-expression has Become Stronger

Consumers generate massive, spontaneous, unrestricted and unstructured comments and information. Through this behavior and way, consumers are no longer individuals. They are now connected with each other and have the power and rights of groups. Today, most consumers say that if others pay attention to or benefit from the experiences and experiences I share, I will feel a sense of accomplishment and be willing to share more of this view. At the same time, more and more consumers like to connect with those who have common interests or topics, listen to their experiences and suggestions, and actively share their views and feelings. This also means

that enterprises and brands have to change the way of communication and dialogue with consumers, and find new ways to interact effectively with these "highly experienced" consumers. Both marketers and market researchers should try to use their knowledge, not try to ignore or avoid it, to attract consumers, to have long-term, open dialogue and collaboration with them, and to make full use of consumer's interest in sharing communication and enthusiasm for participation.

5. Conclusion

Digital media, as a powerful communication tool, is profoundly influencing consumer purchasing behavior and cross-cultural communication. Through platforms such as social media, audiovisual media, search engines, and websites, digital media breaks down geographical and cultural boundaries, providing consumers with a wider range of choices and richer information, thereby enhancing their autonomy in purchasing decisions. Meanwhile, digital media has also provided new avenues for cross-cultural communication, promoting communication and integration between different cultures. In the future, it is necessary to further explore the role of digital media in cross-cultural communication and formulate corresponding policies and measures to fully leverage its positive role, promote cultural diversity and sustainable development.

References

- [1] Palalic R, Ramadani V, Mariam Gilani S, et al: Social media and consumer buying behavior decision: what entrepreneurs should know, *Management Decision*, Vol. 59 (2021) No.6: 1249-1270.
- [2] Al-Azzam A F, Al-Mizeed K: The effect of digital marketing on purchasing decisions: A case study in Jordan, *The Journal of Asian Finance, Economics and Business*, Vol. 8 (2021) No.5: 455-463.
- [3] Shamim K, Islam T: Digital influencer marketing: How message credibility and media credibility affect trust and impulsive buying, *Journal of Global Scholars of Marketing Science*, Vol. 32 (2022) No.4: 601-626.
- [4] Manzoor U, Baig S A, Hashim M, et al: Impact of social media marketing on consumer's purchase intentions: the mediating role of customer trust, *International Journal of Entrepreneurial Research*, Vol. 3 (2020) No.2: 41-48.
- [5] Lee J A, Sudarshan S, Sussman K L, et al: Why are consumers following social media influencers on Instagram? Exploration of consumers' motives for following influencers and the role of materialism, *International Journal of Advertising*, Vol. 41 (2022) No.1: 78-100.
- [6] Mathew V, Soliman M: Does digital content marketing affect tourism consumer behavior? An extension of technology acceptance model, *Journal of Consumer Behaviour*, Vol. 20 (2021) No.1: 61-75.