

The Impact of Linguistic and Cultural Communication Differences on Global E-Commerce Success

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Abstract: *This research investigates how cultural differences influence online shopping habits. As ecommerce continues to grow within the framework of globalization, understanding the ways in which cultural factors affect consumer preferences becomes increasingly significant. By conducting surveys among individuals of varied age groups and educational levels, this study examines major elements such as favored online platforms, trust in global brands, and the impact of cultural norms on purchasing choices. The results underscore the differences in consumer behavior linked to cultural backgrounds and offer key insights for companies seeking to expand into diverse markets*

Keywords: *diverse markets*

