

CROSS-CULTURAL OPERATION OF CHINESE INTERNET LITERATURE: CULTURE IDENTITY INFLUENCE CONSUMER BEHAVIOUR

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ABSTRACT: *This study reaches in the multinational market environment how Chinese Internet literature companies could successfully join the Global Market. Which could be how Chinese firms sell IP of novels into cross culture market successfully? Based on the different culture background, Chinese web based writers should make sense Cultural diversities in International Business. So that the creative stories could make an accurate framework before writers create the stories. Finally, the stories could be consumed by different culture background readers. This study uses Quantitative way to explore the current situation of international market, and foreign consumer behaviour to make sense of the characteristic of target consumer group of Chinese Internet Literature company. According to culture identity and consumer motivation analysing the consumer behaviour in international market and finding the acculturate strategies for Chinese Internet Literature Companies to manage the IP of Internet Literature into the market. Finally, this research could gain the knowledge for the future different quantitative research in Chinese internet literature field.*

KEYWORDS: Chinese Internet Literature; Culture Identity; Hofstede

INTRODUCTION

Background of the Study

Nowadays, in Chinese society, Chinese Internet literature into a booming developing field. Chinese Internet literature defined as the Chinese novels written by computer or mobile such electronic equipment. It was different from last decade's novels which were written by paper and published by paper. Chinese Internet literature field still a very new field to compare with other tertiary Industries in China. In the year of 2015, after the Internet novel named The Journey of Flower was adaptation into TV drama then got a huge success, the Internet literature came into the public eyes. IP refers to Intelligent Property, which is "knowledge and Property rights". It is representational Internet literature become very popular. The new born Chinese Internet literature market use "good" or "bad" IP to show the degree of value of an Internet novel. Through IP adaptation and peripheral products, writers and Internet literature companies can get huge benefits. According to Jingchan and Li (2017) Generalized definition of IP is the holder of the creation of property rights enjoyed by the intellectual product, network literature, songs, variety shows, and even a character, a name can be called the IP. In the narrow sense,

IP refers to the content of intellectual achievements that can be adapted, recreated and accepted by the market. In the current publishing context, it refers specifically to the Internet Literature works for film and television development.

There are some previous researches in Chinese Internet Literature field have focused on IP adaptation performance in Television Market (e.g., Hu 2017); On the Influence of Two Dimension on Present Film Industrial Production (e.g., Qinqin and Hong 2017); Ten Ways of Benefit Model in Internet context industries (e.g., Xuemei 2015); “Prosumer” in the Perspectives of Political Economy of Communication, an Example of Taking “Fans” of Online Novels (e.g., Zhen 2017); According to Zhen (2017) that Commercialization begins with production and ends with consumption. Fordism after entering information society, as social development, one of the characteristics of elastic consumption was incorporated into production areas, thus blurring the very boundaries of the original production and consumption, a new type of the birth of consumers - consumers of production. In the field of cultural communication, the active audience is the “fans” and the production consumers. Xiaohua and Linting (2016) thought about IP movie craze in the cultural industry which from the perspective of cultural industry, the causes and development of IP movies, and reflects on the current IP boom, so as to promote the healthy and healthy development of the film industry. Ke (2012) noted the epidemic mode and its influence of Internet novel industrialization; Research on audience characteristics of online fantasy novels (e.g., Fengfeng 2017). But no one researches Chinese internet literature in the cross-culture operation in the view of foreign consumer behavior.

Purpose of the Study

With the development of economics globalization, many of Chinese companies join into the world market. For Chinese Internet literature field, companies are globalization protector and connector, writers are producer, variety of Internet literatures are products. So Chinese Internet Literature Companies should make sense of being globalization and taking Chinese Internet literatures field into world market. As the guide of Culture Identity, this study tries to find how culture identity influence the consumer behavior. So that Chinese Internet literatures could make a right strategy towards the target markets.

General speaking, this cross-cultural study of Chinese Internet Literature consumption behavior is based on the study of foreign readers' reading of Chinese online novels to satisfy the wishes of foreign readers. This research belongs to a new field of Chinese Internet Literature reading consumer behavior research. Purpose is to draw the process characteristics of consumers, such as age and gender distribution characteristics, the players love the network novel type, network novel attract players to participate in the main factors, professional distribution characteristics and the readers, etc. we hope can better guide the network literature to develop the depth of the IP network works, choose marketing strategy, standardized

management and operators. And this study gives academic contribution to Chinese Internet literature field. Encourage Chinese new service industry fit for the globalization.

LITERATURE REVIEW AND HYPOTHESES

Current Situation of Chinese Internet Literature

Internet literature is like a fish that escaped from the net of the large, unified apparatus of contemporary Chinese literature (e.g., Liangliang 2016). There are varying accounts of the origins of Chinese internet literature. Zhixiong (2017) defined Internet Literature from the actual situation, known as China's network novel is the most representative of the commercial literature website starting, through the serialized form completed, under the charge reading mechanism of survival, to interact with readers updated, authors to reap the benefits of typed writing novels. According to previous researches, Internet literature means the literary works which published on the internet based on computer, mobile phone and other electronic as the medium. Internet literatures were published based on the website of Internet literature company. CIL has contributed to the transformation of Chinese society at fundamental levels, including that of daily speech (Hickey, 2015).

Evolution of Chinese Internet Literature

The development of Internet literatures has three stages. First stage, from the later 1990s to 21st contrary, Internet literature sprouted in the late 1990s, and the symbolic time for the novel "The First Intimate Contact" created by "Riffraff Tsai" Cai Zhiheng appeared on the BBS, The novel quickly spread through the Chinese-language web, and the following year, it was published and sold well. At this stage, the Internet has not been popularized in China. Most of the readers are still unable to access "Internet literature" through the Internet and can only read relevant works in the form of physical books. At the same time, the subject matter of popular stories is also very limited, and there is no significant distinction with traditional publications. The writer is also mainly amateur part-time and lacks a mature business model.

Second stage, Early 21st Century - 2010: The rise of paid reading. At this stage, the development of online literature has accelerated. The online literary platform for publishing a number of original literary works, including the Start-up Chinese Internet, Jinjiang Literature City, and Hongshuang Tianxiang Novel Internet, has risen. In 2002, the starting point Chinese net pioneered the paid online reading mode, namely the VIP reading mode. The income obtained through user subscription fees was divided by the site and the author in proportion. From then on, the Internet literature started the payment mode. At the same time, themes such as fantasy and romance began to prevail, and online literature and traditional publications gradually became different. Internet literary writers also became increasingly specialized.

Third stage, 2010 to date: Transition to mobile. Thanks to the increase in the penetration of the mobile Internet, the number of mobile users has gradually surpassed the PC, and the online

literature mobile reading platform in the form of App as a user has mushroomed. With the popularity of mobile smart devices and the development of derivative business models, the scale of the online literature industry has achieved rapid growth by strengthening communication and cooperation in the upstream and downstream of the industrial chain. At the same time, with the rise of the concept of IP, the IP value of online literature has been continuously tapped and realized, and has even become an area that major tycoons are scrambling for. Today, Chinese Internet literature covers more than 200 topics, far beyond the scope of traditional publications.

In the past two years, foreigners reading Chinese online-based novels seem to have become an increasingly common thing. At the same time, Chinese Internet literatures are also going abroad. In March of 2017, there was even an article titled "Chinese online based novels help American boys stop taking drugs." In the December 2014, A Chinese-American who named Lai Jingping, the Internet name RWX established a Internet literature platform which named Wuxiaworld. The online-based plant form "Wuxiaworld" reflects Chinese Internet literature entering into a major stage of globalization. Since December 2014, website building, has quickly jumped to Alexa ranking 954 sites worldwide (Alexa statistics on April 7, 2017), the daily average of 979200 unique visitors, 14.4922 million daily page views, the global comprehensive ranking has gone far beyond the established nearly 20 years of Chinese network literature website "Chinese" starting point (on April 7, 2017, Alexa ranking in 16128). About a third of the visitors from the United States, other users from the Philippines, Indonesia, India, Canada, Brazil, Germany, Britain, Australia, France, Singapore, Malaysia, Thailand, hundred countries such as Russia. Wuxiaworld attracted the domestic companies' attention to the phenomenon of Internet literatures go abroad. At the same time, many Chinese Internet literature translation groups have appeared one after another.

China's Internet of literature from coming into being and developing too basically into the commercialization of the track, from the initial freedom to write to today's business manipulation. The Internet literature has completed its commercial transformation. In this process, the involvement of capital has been changing the pattern of literature; website and Internet literature writers get a huge economic benefit, the scale of the entire Internet literature market has been expanding. Fundamentally speaking, the commercialization of Internet literature is the inevitable result of literature and the game of the times under the environment of Chinese consumer culture. Internet is the carrier of Internet literature. The Internet literature publishes the content of the text in the Internet literature platform. China reading limited is one of the most famous Internet literature operating platforms in China.

Monopoly of Chinese Internet Literature

In recent years, Chinese Internet literary companies have embarked on a stage of large-scale group operation. With the successive appearance of the 2015 Wenren Group, Baidu Literature Group, and Ali Literary Group, together with Palm Technology and Chinese

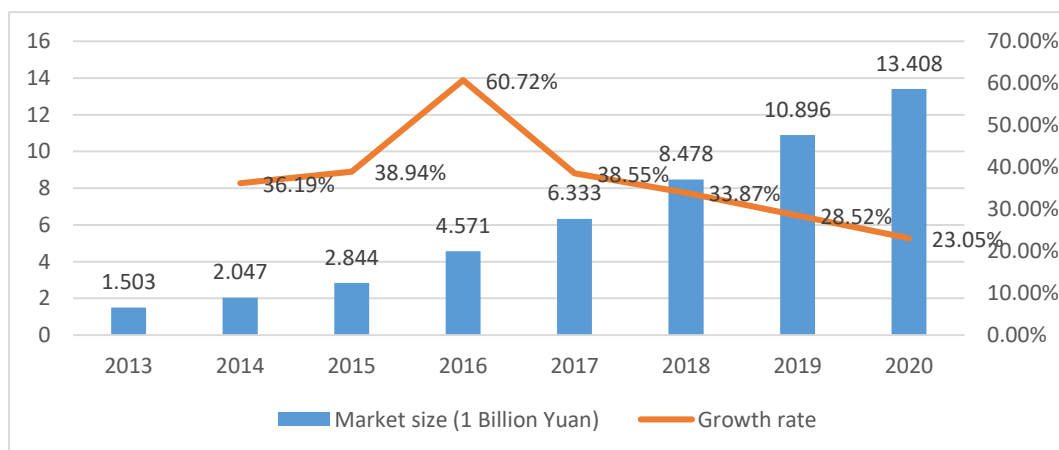
Online, the domestic online literature industry gradually Presenting an oligopolistic competitive landscape.

Table 1 Chinese Internet literary companies

Company name	Brief introduction
China Literature Limited	Founded in March 2015, it is a combination of Tencent Literature and former Shengda Literature. Hong Kong stocks to be listed.
ChineseAll (stock code: 300364) Digital Publishing Group Co., Ltd.	One of the largest genuine digital content providers in China
IReader Technology Co., Ltd. (stock code: 603533)	Launched the digital reading app "iReading", "iReading and listening " and other products, independently developed the eReader hardware product "iReader e-book reader."
Baidu Literature	Founded in 2014, it integrates the resources of Zongheng Chinese Literature, Baidu Duocool and 91 Panda. In 2016 Perfect World Holdings Baidu Literature.
Alibaba Literature	Founded in 2015, it focuses on the production of content, the introduction of cooperation, and the bidirectional derivative of the copyright industrial chain.

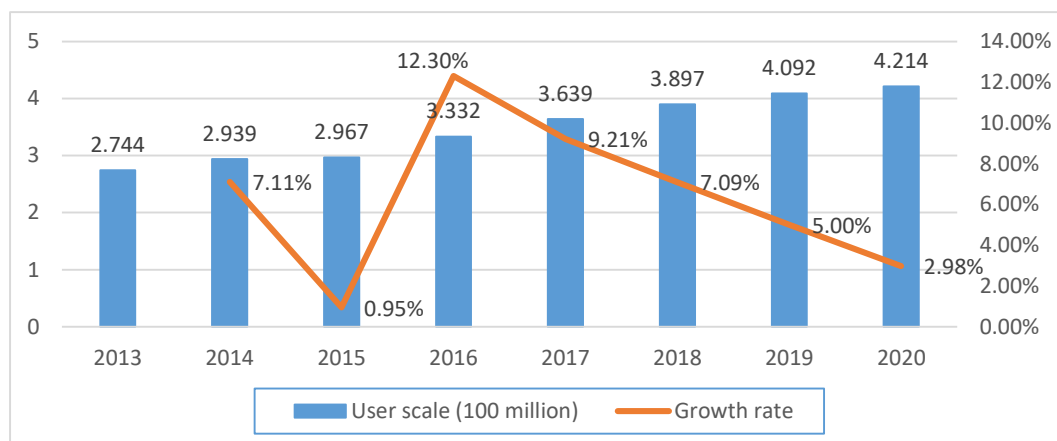
Source: company announcement, Internet, industry research department.

Table 2 Chinese Internet literature market scale



Source: Frost&Sullivan reports.

Table 3 Internet literature user scale

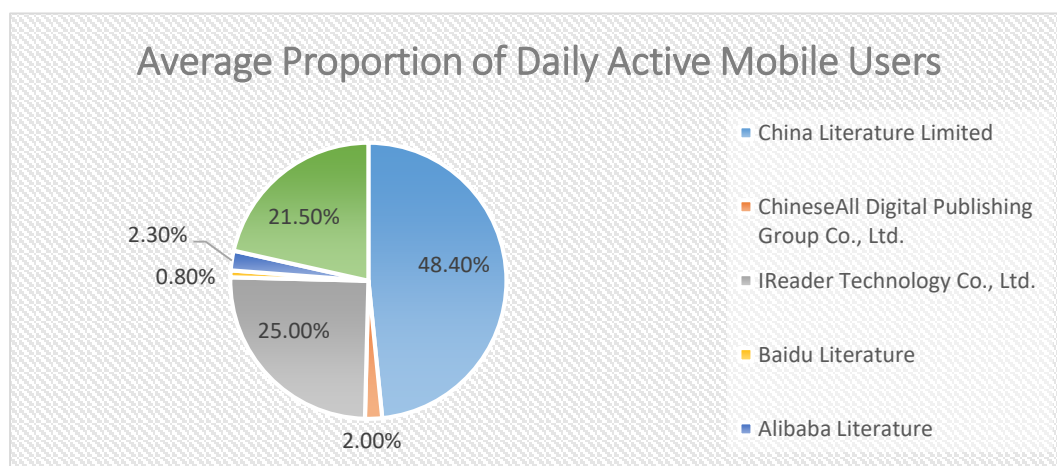


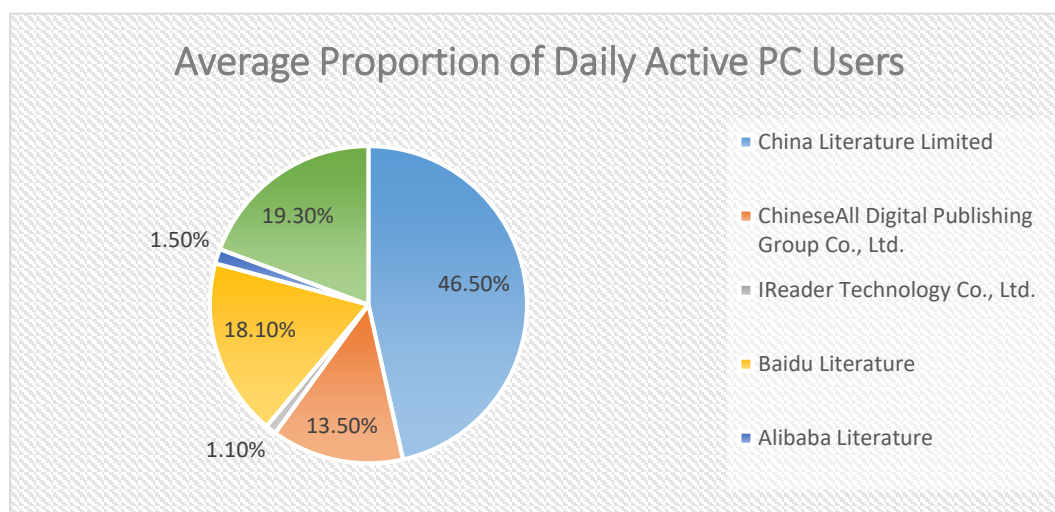
Source: Frost&Sullivan reports.

Note: online literature users refer to the number of independent visits that are accessed at least once by a personal computer or mobile device on a network literary platform in each year.

Judging from the level of platform activity, the Group enjoys a leading edge. The number of active users of both the mobile terminal and the computer terminal is half of the Group's active users, which are 48.4% and 46.5% respectively. Palm reading literature has a clear advantage on the mobile side, ranking second with 25%. Baidu Literature and Chinese Online have more users on the computer side, which are 18.1% and 13.5% respectively.

Table 4 Average proportion of daily active mobile users

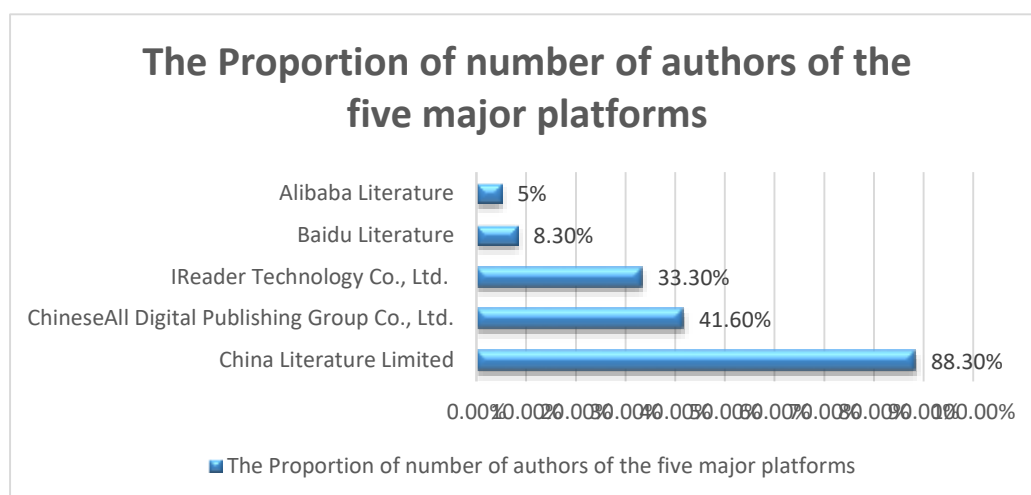


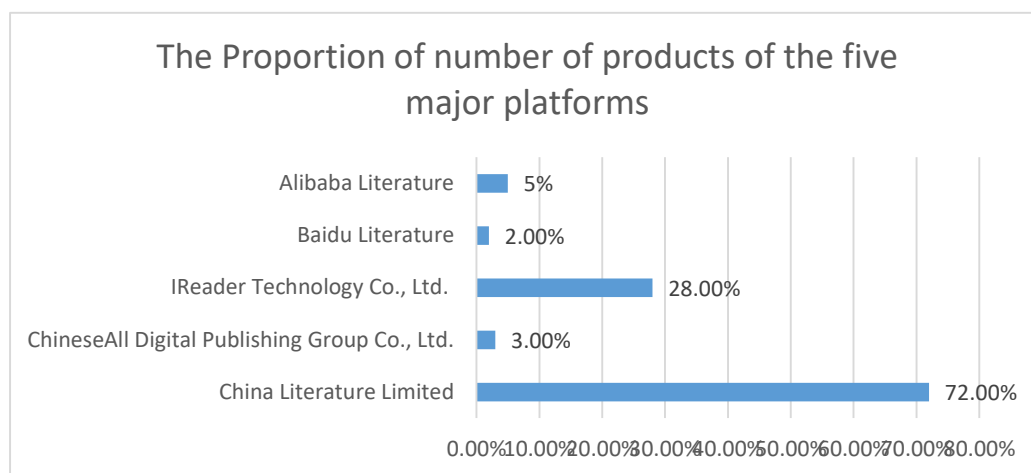


Source: company bulletin, industry research department

From a resource perspective, the Group still maintains an absolute lead. The number of writers accounted for 88.3%, followed by Chinese online and palm reading literature, which was 41.6% and 33.3% respectively. The number of authors in Baidu Literature and Ali Literature was relatively backward, only 8.3% and 5%. In terms of works, Yuewen Group accounted for 72%, and Chinese Online ranked 28%, while Palm Reading Literature, Baidu Literature, and Ali Literature were only 5%, 3%, and 2%.

Table 5 The proportion of number of authors of the five major platforms





Source: company bulletin, industry research department.

Operation Patterns of Chinese Internet Literature

Nowadays, in Chinese Internet literature market, the operation patterns of intellectual property generally have four stages. First, the author registered personal writers' ID and published works on the professional originality Internet literature websites. Second, after editorial review, the editors are pushed excellent works to the online based reading fans through these professional originality Internet literature websites. Third, these professional originality Internet literature websites have a program to categorize different kind of Internet literatures through the system of fans' reading clicks, fans' willing to pay VIP chapters, fans' giving a money reward to Internet literature writers. These selection of quality Intellectual Property that meets the interested of the online-based readers were required to be a special attractive field between writers and readers. Fourth, the quality IP screened out was taken over by the professional production and marketing team of the professional originality Internet literature companies and recommended to different content providers by the characteristic of Internet literatures. through licensing, joint venture with patterners to business these market potential Internet literatures. A good example is the IP operation of China Reading Limited company. The quantity of web literary creations has led to enormous diversification of literary expression, with genres like romance, martial arts, fantasy and science fiction proliferating (Hickey, 2015).

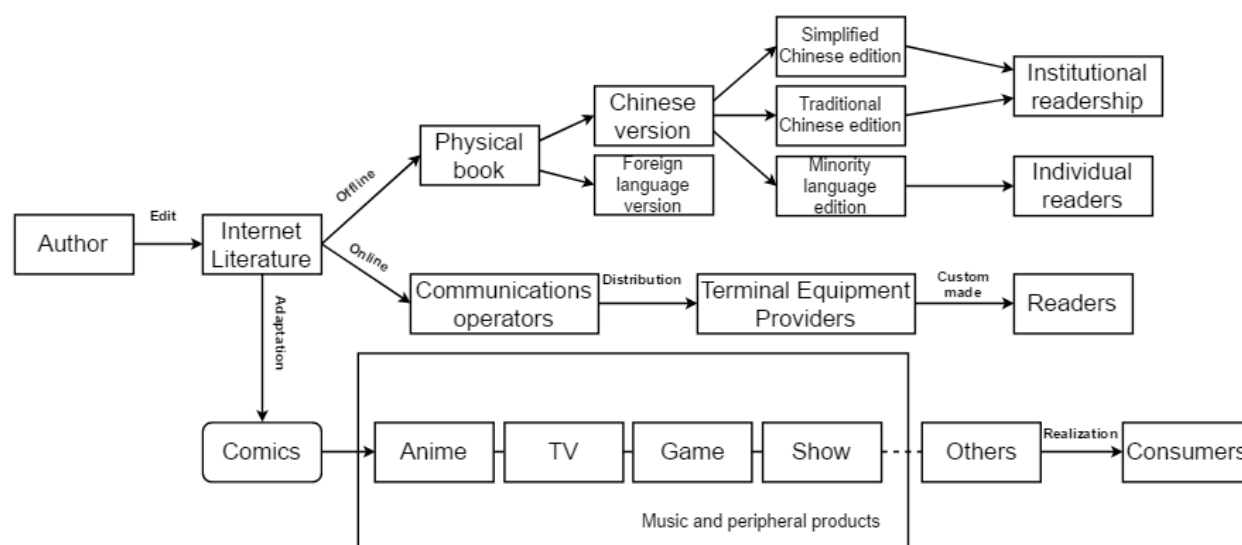
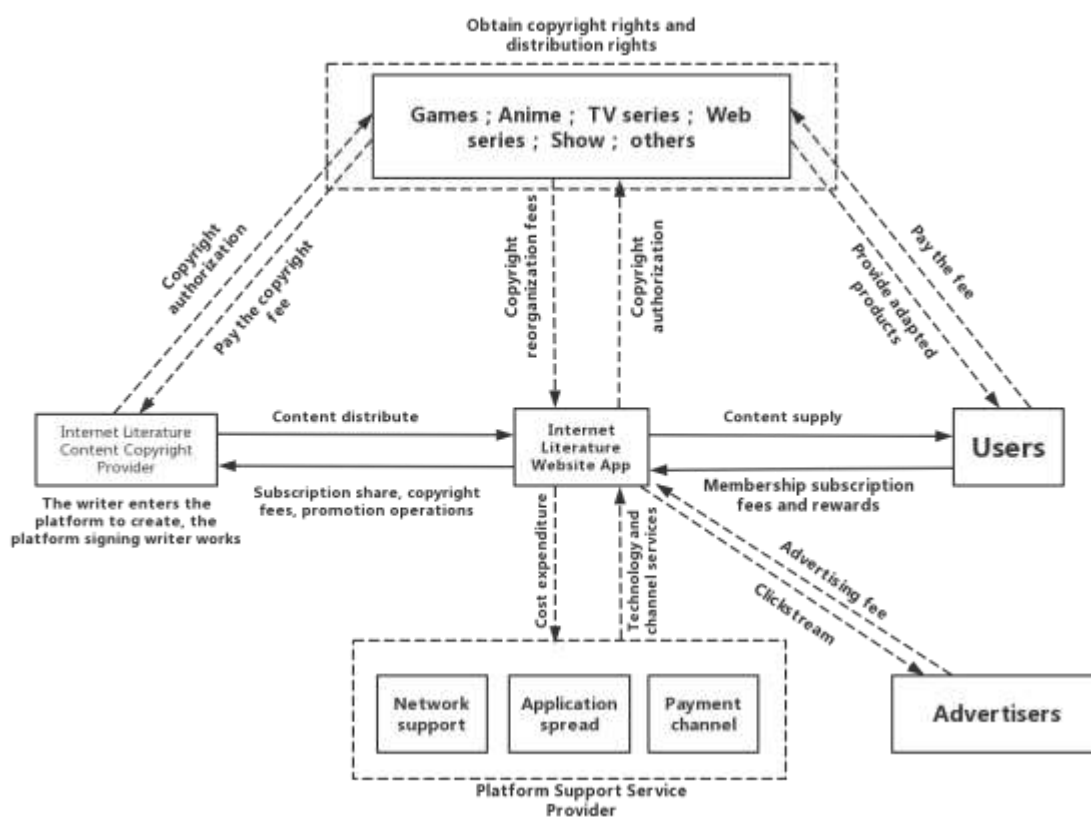
Table 6 IP operation patterns**Table 7 The way to get income**

Table 8: The category of IP (a good example of Qi Dian)

	大类型	Classification
1	玄幻	Easten Fantasy
2	奇幻	Western Fantasy
3	武侠	Martial Arts
4	仙侠	Fairy Tales
5	都市	Modern City
6	现实	Realistic Novels
7	军事	Military Novel
8	历史	Historical Novel
9	游戏	Online Games Based Novel
10	体育	Sports Fiction
11	科幻	Science Fiction
12	灵异	Supernatural
13	女生网	Girls' Channel
14	二次元	MAG

Culture Identity

The Chinese cultural dictionary interprets cultural identity as a positive cultural value judgment. In other words, cultural groups or cultural members recognize the value utility of the new culture or foreign cultural factors in the group in conformity with the traditional cultural values. The new cultural or cultural factors that have been identified will be accepted and disseminated. According to Bouchet (1995) The original concept of cultural identity is the cultural identity of the tribe or ethnic group, however, through the consumption and identification process of the mainstream culture of the local countries, the immigrants also have the phenomenon of cultural identity transfer (Oswald, 1999). Therefore, cultural identity refers to the process of embracing and pursuing a specific culture, such as the popular culture, the desire to have a favorable impression and the intention to pursue. That's the sense of identity with a specific culture. According to Usnier (1996) there are two ways of doing cultural identity, First, seeking identity, reflecting the reproduction of the mother country culture, also expresses the desire of home. Second, Exoticism, the pursuit of exotic atmosphere reflects the desire to escape from the shackles of their own culture and attempt to try different values and to experience different forms of life. However, not everyone has the chance to travel abroad, foreign literature through the computer, mobile phone, TV and other electronic equipment, brought exotic lifestyle and culture custom to our home, meet our passion for the exotic culture, and the longing for that kind of lifestyle, thus formed the cultural imagination and cultural identity. According to Liangwen (1998) Identification has become a new way of life organization that modern people seek for themselves and seek common ground in social groups.

According to Kaynak and Cavusgil (1983) the foreign image of the consumer is made up of three elements: cognition, affective, and behavior. These Three elements close to the concepts of consumer behavior research on consumer attitudes (Engel, Blackwell & Miniard, 1995). The attitudes refer to a stable basic view of people and things. Cultural identity has the nature of attitude. And family background is also an important element influence the culture identity of the foreigners. So, we get Hypothesis 1.

H1. Foreign Readers' cognitive, behavior, affective and family background will have a positive influence on their culture Identity to Chinese Internet Literature.

That is to say, we get the Hypothesis H1a, H1b, H1c, and H1d.

H1a. Foreign Readers' cognitive will have a positive influence on their culture Identity to Chinese Internet Literature.

H1b. Foreign Readers' behavior will have a positive influence on their culture Identity to Chinese Internet Literature.

H1c. Foreign Readers' affective will have a positive influence on their culture Identity to Chinese Internet Literature.

H1d. Foreign Readers' family background will have a positive influence on their culture Identity to Chinese Internet Literature.

Consumer Motivation

According to Marcoux, Filiatranlt and Cheron (1997) for polish living in cities have received education consumer research, the study found that for western liked consumers, for western products have a good attitude, and will have a product as the symbol of social status in the west. However, when consumers have a negative perception of foreign cultures, there will be no willingness or behavior to purchase foreign products (O'shaughnessy, 2000). That is, consumers lack the motivation to consume, and there will lack of purchasing behavior. Consumers' understanding of the culture, economy and politics of a specific country will have an important impact on the product evaluation produced in this country (Bikey & Nes, 1982; Maheswanan, 1994). So, we get Hypothesis 2.

H2. Foreign Readers' Culture Identity to Chinese Internet Literature will have a positive influence on their Consumer Motivation to Chinese Internet Literature.

Consumer behavior

Nicosia defines consumer behavior as the purchase of non-resale and non-profit-making purposes. Walter and Paul believe that consumer behavior is the relevant decision-making behavior when people buy and obtain products and services which means the purchase motivation influence the consumer behavior. As for the definition of consumer behavior, western scholars have been there since the 1980s. The common viewpoint holds that consumer behavior includes two aspects: one is the purchase behavior of the consumers themselves; The second is the inner choice stage of the consumer behavior process. Consumers' psychological

selection activities and behavioral tendencies prior to the acquisition and disposal of desired products and services are their purchasing decision processes. It belongs to the stage of psychological selection and the formation of consumption consciousness. This is the stage of consumer motivation. So, we get Hypothesis 3.

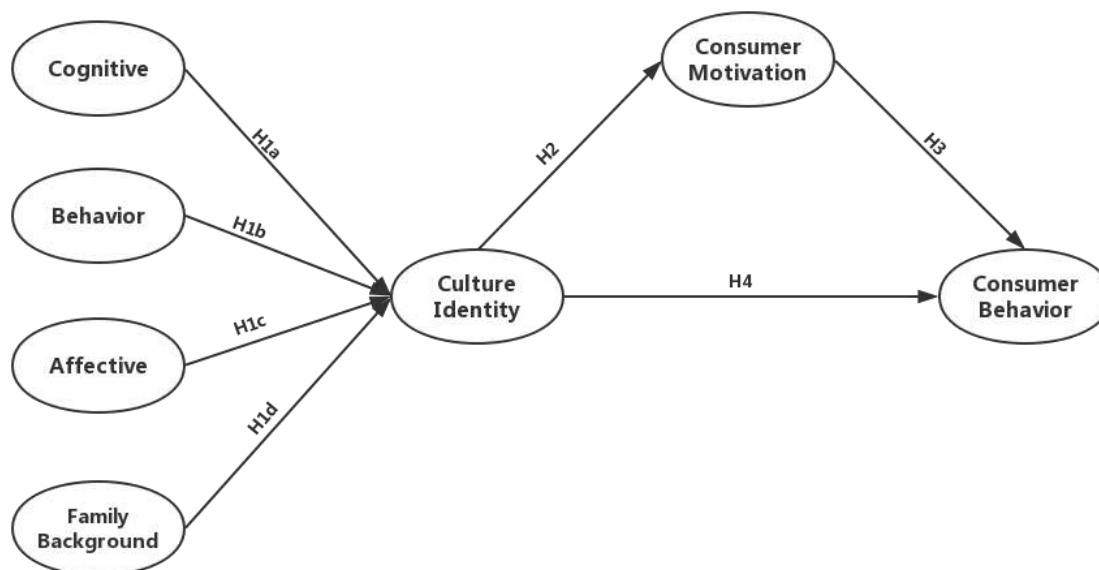
H3. Foreign Readers' Consumer Motivation to Chinese Internet Literature will have a positive influence on their Consumer Behavior to Chinese Internet Literature.

Marshall's analysis of equilibrium prices in the principles of economics in 1890 was the first systematic analysis of consumer behavior. In 1968, the first textbook on consumer behavior, co-authored by Engel, Blaiwell and Corat, proposed the earliest consumer decision-making model. In 1981, American scholars Myers, John; Scott, Carol A. Published 《CONSUMER BEHAVIOR》 refers to The theory of consumer behavior in the broad sense starts from the ecological vision of the whole human, and analyzes and demonstrates the consumption behavior from the perspective of the globalization of environmental resources. So, Early consumer behavior research is based on principles of economics, the researchers think consumers when buying products and services, and the utility maximization as a priority target, namely consumers are rational individuals to buy. After further study found that consumers in the purchase decision in the process of consumers vulnerable to individual cognition, emotion, family, community environment, advertisers and the function of the celebrity role model, the influence of the compulsive purchase behavior to occur.

Many scholars have given their own understanding and explanation about the definition of consumer behavior. By combining definitions, we can generalize consumption behavior as the following two points. First, a series of activities that consumers take to satisfy their own demand for product and disposal products are the phenomena of the process externalization. Secondly, individual consumption behavior will be restricted and influenced by social and cultural environment. According to previous studies show that the higher the cultural identity of foreign countries, the higher the purchase intention of consumers to the country's products. According to Usunier (1996) and Weigong (2000) Consumers buy exotic cultural traits because they identify with the way they live in a foreign culture and want to have it and practice it. Therefore, consumers try to experience the foreign culture and life style they want by pursuing and consuming foreign popular culture. So, we get Hypothesis 4.

H4. Foreign Readers' Culture Identity to Chinese Internet Literature will have a positive influence on their Consumer Behavior to Chinese Internet Literature.

The research model depicting the proposed hypotheses as follows



METHODOLOGY

Samples and data collection

This study relies on primary data collected from foreign readers who read Chinese Internet Literatures. Data collection took place between March 2017 and April 2017 using the online questionnaire and paper questionnaire. For online questionnaire respondents were randomly approached at an online group and were asked if they were willing to participate in the survey. For paper questionnaire respondents were come from the foreigners' countries besides China. The target group will be asked if they've read Chinese Internet Literatures. To whom has had the experience will be invited answer the questionnaire. Because the Online questionnaire was self-administered and it was immediately collected after completion.

It was originally designed in English and send by English version. To make sure the meanings of the items used in the questionnaire were clear to the respondents, all respondents are foreigners except Chinese. A total of 31 questionnaires were collected. After eliminating incomplete questionnaires to avoid biased or error results, 31 valid questionnaires were used for further analysis in this study.

Table 9: Descriptive statistics of the samples

Demographic factor	Descriptive statistics
Age	Mean: 29.45 Standard deviation: 8.559
Gender	Male: 15 (48.4%) Female: 16 (51.6%)
How long read Internet literature	< 1year: 16 (51.6%) 1-2years: 5 (16.1%) 2-3years: 6 (19.4%) >3years: 4 (12.9%)
I have a Chinese relative	Yes: 14 (45.2%) No: 17 (54.8%)
Do you have a reading habit	Yes: 28 (90.3%) No: 3 (9.7%)
Nationality	Thai: 25 (80.6%) Indian: 1 (3.2%) Vietnamese: 1 (3.2%) Pakistan: 1 (3.2%) Myanmar: 3 (9.7%)
Education level	High school or less: 0 (0%) Undergraduate: 9 (29.0%) Master: 18 (58.1%) PhD: 4 (12.9%)

Measures

At the beginning of the questionnaire, a filter question is asking respondents whether they have previously used China Reading Limited as the reading platform during reading Internet literatures. Only those respondents who had used China Reading Limited as the reading platform during online reading at once were selected to participate in the further survey and were asked to respond to the statements. All items were measured on a 5-point scale (1 = strongly disagree; 2 = disagree; 3 = nature; 4 = agree; 5 = strongly agree). Interaction Quality of using China Reading Limited (three items), Environment quality of China Reading Limited (three items), Outcome Quality of China Reading Limited (two items), satisfaction of China Reading Limited (three items), stickiness of China Reading Limited (three items), and usage intentions of China Reading Limited (four items), were measured using scales commonly adopted in the previous studies by Lien et al. (2016). Table 1 shows the items used to operationalize the constructs presented in the structural model. At the beginning of the questionnaire, some additional information is collected, such as “Age” and “Gender”. In this survey, there are 1 question to measure the “Intent to use Internet literature platform”.

Data analysis

The author used Ordinary Least Squares(OLS) regression to analyze the data OLS regression allows researcher to estimate the relationship between a set of independents variable and the dependent variable. The analysis was performed using IBM SPSS Statistics version 19.

RESULTS

Before performing the regressing analysis, a few steps need to be conducted. First, construct reliability of concepts that are measured using multiple item scale were evacuated by using Cronbach alphas coefficient. The result, as reported in Table 1, shows that all Cronbach alphas coefficient exceed the widely suggested value of 0.7 (Fornell& Larcker, 1981). This indicates that the reliability of all constructs is satisfactory. Then, the scores of each multiple-item scale that belong to the same concept were averaged and were subsequently used in the regression analysis. Validity test using Exploratory Factor Analysis (EFA)

Table 10: Result from reliability test

	Cronbach's alpha coefficient(α)	Reliability is Satisfactory or not
Action	0.960	Satisfactory
Affective	0.938	Satisfactory
Cognitive	0.927	Satisfactory
Family	0.942	Satisfactory

Finally, bivariate correlations among variables are analyzed using Pearson correlation coefficients. This correlation analysis was performed in order to explore the one-on-one relationships between key variables. Results from correlation analysis are presented in Table 11.

Table 11: Correlation among variables (Pearson Correlation, 2-tailed)

	Age	Gen der	Educat ion	Action	Affecti ve	Cognit ive	Family	CI	Motivatio n	Behavior
Age	1	-.282	.307	-.126	.185	.069	.082	.062	-.150	.006
Gender		1	-.266	-.123	.077	.148	.151	.113	-.079	.136
Education			1	.199	.374*	.429*	.437*	.445*	.191	.389*
Action				1	.736**	.572**	.718**	.778**	.940**	.769**
Affective					1	.872**	.888**	.885**	.750**	.900**
Cognitive						1	.858**	.828**	.583**	.833**
Family							1	.923**	.707**	.921**
CI								1	.863**	.934**
Motivation									1	.780**
Behavior										1

*Correlation is significant at the 0.05 level (2-tailed).

**Correlation is significant at the 0.01 level (2-tailed).

According to Correlation among variables, there is a relationship between every two variables. However, there is no significant relationship among age, gender and other variables, because the P-value is higher than 0.05.

Table 12: OLS Test for H1:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.944 ^a	.891	.875	.48766

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.108	.313		.344	.733		
	Action	.231	.110	.216	2.103	.045	.395	2.530
	Affective	.167	.195	.150	.858	.399	.136	7.337
	Cognitive	.133	.185	.108	.717	.480	.186	5.385
	Family	.572	.168	.542	3.402	.002	.164	6.082

Hypothesis 1a predicts that foreign readers' cognitive will have a positive influence on their culture identity to Chinese Internet Literature. The relationship is positive but statistically not significant ($\beta=0.108$; $p=0.480$). Therefore, hypothesis 1a is not supported.

Hypothesis 1b predicts that foreign readers' behavior will have a positive influence on their culture identity to Chinese Internet Literature. The relationship is positive and statistically significant ($\beta=0.216$; $p=0.045$). Therefore, hypothesis 1b is supported.

Hypothesis 1c predicts that foreign readers' affective will have a positive influence on their culture identity to Chinese Internet Literature. The relationship is positive but statistically not significant ($\beta=0.150$; $p=0.399$). Therefore, hypothesis 1c is not supported.

Hypothesis 1d predicts that foreign readers' family background will have a positive influence on their culture identity to Chinese Internet Literature. The relationship is positive and statistically significant ($\beta=0.542$; $p=0.002$). Therefore, hypothesis 1d is supported.

In these 4 factors, family background has the highest VIF of 6.082, so that family background has the most powerful influence to the culture identity.

Table 13: OLS Test for H2:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775 ^a	.600	.587	.92498

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.292	.504		-.580	.567
CI	.810	.123	.775	6.599	.000

Hypothesis 2 predicts that foreign readers' culture identity to Chinese Internet Literature will have a positive influence on their consumer motivation to Chinese Internet Literature. The results are supported by the data and statistically significant ($\beta=0.775$; $p=.000$). Therefore, hypothesis 2 is supported.

Table 14: OLS Test for H3 &H4:

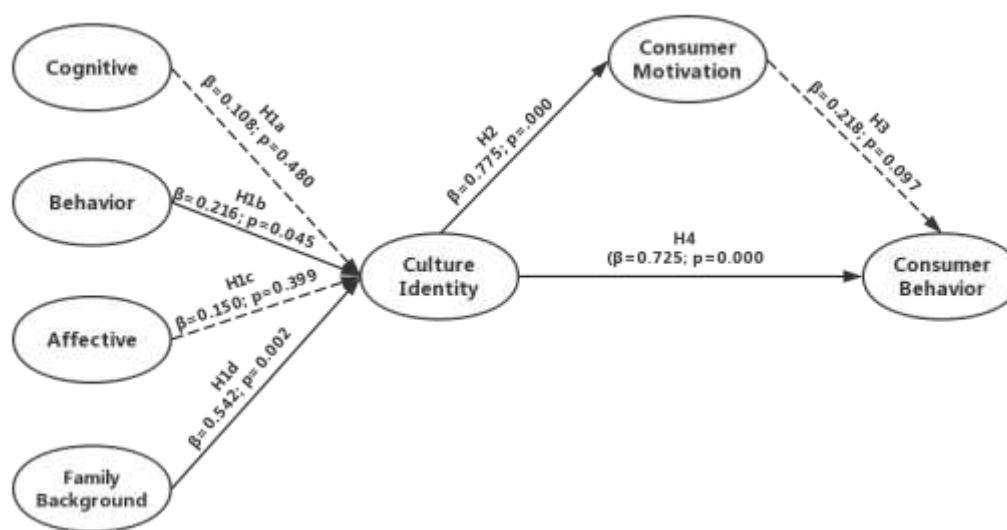
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.905 ^a	.819	.806	.57009

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.159	.313		.510	.614		
	Motivation	.197	.114	.218	1.718	.097	.400	2.502
	CI	.682	.120	.725	5.706	.000	.400	2.502

Hypothesis 3 predicts that foreign readers' consumer motivation to Chinese Internet Literature will have a positive influence on their consumer behavior to Chinese Internet Literature. As the data shows, the relationship between consumer motivation and consumer behavior are not statistically significant ($\beta=0.218$; $p=0.097$). Therefore hypothesis 3 is not supported.

Hypothesis 4 predicts that foreign readers' culture identity to Chinese Internet Literature will have a positive influence on their consumer behavior to Chinese Internet Literature. The table shows that two variables are positively relationship and statistically significant ($\beta=0.725$; $p=0.000$). Therefore hypothesis 4 is supported.

Figure 1: Results from PLS regression analysis



Notes: Unstandardized beta coefficients are reported; *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$; Solid lines represent significant coefficients

DISCUSSION AND CONCLUSION

This study evaluates the impact of foreign readers' culture identity and consumer motivation

of Chinese Internet Literature on consumer behavior. Through empirical analysis and assesses the impact of cognitive, behavior and affective on culture identity. From the statistically result, the relationship between cognitive and culture identity, and the relationship between affective and culture identity are not statistically significant. But, the relationship between behavior and culture identity is positive and statistically significant. Further more, in this study, I extended the impact of family background on culture identity. The result shows that the family background is the main driving force of culture identity. Also, in this model, the result shows that culture identity has the impact on the consumer behavior on Chinese Internet Literature, it also influence the consumer motivation. However, the mediating effect of consumer motivation has a positive relationship but it does not statistically significant. Another interesting finding come from the relationship of age and gender to any other variables. It turns out that age and gender do not statistically significant influence the neither culture identity, consumer motivation, nor consumer behavior. This situation may be explained by when facing another culture conflict, the difference in age or gender do not have impact on it. It also could be another explanation; this situation may be the result of small sample size (31 participators). When I include the family background into the model, and it shows a statistically significant positive relationship with culture identity. I think maybe the family which has the Chinese relatives are more easily get along with Chinese culture.

There are four limitations in this study. First, in terms of research objectives. Refers to a small number of Chinese Internet literature readers to investigate, so the results have some limitations. It cannot be extended to all populations. Secondly, most of the participators are Thailand, it may also have some bias on culture identity on Chinese Internet literature. Thirdly, the model I build may not sufficient enough, it cannot explain all variability in the model. Lastly, it is hard to get the accurate data on foreign readers who read Chinese Internet literatures.

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