

A Cross-Cultural Comparison of E-commerce Company Profiles Between China and America

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Abstract: With the acceleration of the global economic integration process, Chinese economic exchanges with the world have become increasingly stronger. In last few years, more and more overseas companies have come to China to invest, and many Chinese companies have also invested in overseas markets. Breakthroughs in network, communications, and info technology have led to the explosive developing and rapid popularize of the Internet worldwide. E-commerce is a new trade pattern based on the Internet, with both parties to the transaction as the mainstay, and relying on customer data. It also uses bank electronic payments and settlements to bring customers and merchants closer together. E-commerce has gradually changed the traditional shopping concept. The gradually popularized sales method based on the Internet has a certain scale. Nations around the world are positive about the new industry of E-commerce. The rapid development of China's foreign trade in the last ten years has helped the rise of a number of international trade websites such as Alibaba. As an important part of company image publicity, a company profile is conducive to improving the company's advantage in the market competition. Against this background, E-commerce companies using information network technology as a means and shopping websites for commodity exchange have gradually become consumers' daily shopping platforms. In order to better understand and apply the company profile in the website, this thesis will compare the profiles of several well-known E-commerce companies in China and America, and thus improve the quality of the E-commerce company profile in China.

Keywords : E-commerce; company profile; cross-cultural

1. Introduction

In the context of economic globalization, economy cooperation and exchanges between enterprises of countries are becoming increasingly frequent. China's increasing cooperation with other countries has increased opportunities for economic cooperation. The popularity of E-commerce has further promoted economic development, making business cooperation and business development no longer limited to geographical issues. In international trade, the E-commerce industry is also at a preliminary stage of maturity.

commerce is the product of the development of the Internet. It is also a new development direction in the application of network technology. The openness, globalization, low cost, and high efficiency of the Internet itself have also become the inherent characteristics of E-commerce, and have greatly exceeded the value of E-commerce as a new form of trade. The production, running and management activities of the enterprise itself will affect the economic operation and structure of the entire society. The "electronic" technology platform based on the Internet provides an extremely broad development space for traditional business activities. Its outstanding superiority is incomparable with traditional media methods. Company profile as an important part of corporate propaganda will help improve the company's advantage in the fierce market competition. By studying the use of company profiles in the field of E-commerce, the profiles of several well-known E-commerce companies in China and abroad will be compared. The conclusions drawn from the comparison can improve the quality of Chinese E-commerce company data. It can also help Chinese E-commerce companies to gain a favorable position in the fierce market competition. Foreign scholars have similar academic research on this subject. In 2016, Aviad Pinkovezky, Huining Feng, Michael Brentley Dimapilis, Viman Deb, Jingjing Huang, Timothy Vergara Santos described the technology for automatically generating company profiles in social networks in

GENERATING COMPANY PROFILES BASED ON MEMBER DATA. The profile generation module can access employment data from member profiles in social networks. In 2011, Kristina, Diah's research in *A Genre Analysis of Sales Promotion Letters and Company Profiles in an Indonesian Batik Industry* explored the batik promotion letters and company profiles of two large batik companies in Solo, Central Java, Indonesia. Text analysis and in-depth interviews with Batik's company profile have been used effectively to create a good company image. Batik's promotional letter and the chemical reaction between the author and the reader of the company profile laid a solid foundation for mutual understanding, paving the way for purchase. Likewise, in 2013, the domestic scholar Mu Nan selected 20 Chinese company profiles and 20 American company profiles as research corpora in the top 500 corporate websites, and summarized some pragmatic strategies to help write efficient Chinese and British company profiles. [1] In 2012, scholars Zhu Minhua and Yang Zuxian looked at the Chinese-English translation of company profiles from the perspective of functional teleology. Taking the introduction of Chinese well-known home appliance companies' web pages as an example, under the guidance of functional teleology, they translated some of the well-known domestic appliance companies' websites into English. This paper analyzes the linguistic, stylistic and cultural translation issues and proposes some translation strategies to help translators improve their translation strategies for corporate profiles. [2]

Under previous studies, the research on E-commerce company profile has preliminary results. This thesis will draw on the research of previous scholars and summarize the experience in the new field of E-commerce company profile, aiming to contribute to the development of Chinese E-commerce companies.

2. Culture and Intercultural Communication

In this chapter, the differences between culture and cross-culture are introduced from the definition. Then we will briefly introduce the basic information of communication and intercultural communication.

2.1 Definition of Culture

Culture is all human spiritual activity and its products relative to economy and politics. The traditional concept of people believes that culture is a social phenomenon, which is the product of long-term creation of human beings, also a historical phenomenon, which is the accumulation of human society and history. To be precise, culture is contained in material, but separated from material. Culture can be the history, geography, local customs, traditional customs, lifestyle, literature, and art etc., it is a universally recognized ideology that can be passed on between humans, and it is a sublimation of perceptual knowledge and experience in the objective world.

2.2 Communication and Intercultural Communication

Communication means communication between people. It usually refers to the process of exchanging opinions, emotions and information by two or more people through language and behavior. By using certain tools to communicate information and exchange ideas, communication can achieve social activities for certain purposes. Life is inseparable from communication, person-to-person communication, business communication and political communication.

The concept of intercultural communication is that communicators with different cultural backgrounds use the same language (mother tongue or target language) for oral communication in specific communication situations. This requires all parties to come from different cultural backgrounds, all parties must communicate in the same language and all parties must communicate in real time. Intercultural communication is a new discipline that has emerged under the specific influence of international exchanges and the rapid development of the global economy. Intercultural communication is a multidisciplinary discipline, which is the result of comprehensive research in contemporary social sciences. The subject background mainly involves cultural linguistics,

sociolinguistics, and verbal communication. Among them, cultural linguistics highlights the "cultural" side, sociolinguistics highlights the "social" side, and in terms of linguistic communication, it highlights the "communicative" side. These three different sides all surround the "pragmatics" of linguistic and non-verbal this core. It is on this basis that such a comprehensive language discipline has been established. Many people encounter many obstacles in language communication. The earliest communication barrier was poor English expression and misunderstanding. Then cultural conflicts easily lead to conflicts in communication. The process of global economic cooperation is also accelerating. Economy is the foundation of a country. Around the development of the economy, exchanges between countries and regions in politics, culture, science, technology and trade are becoming more frequent. Such exchanges can be expressed as cooperation and assistance, as well as negotiations, and even conflicts and wars, so that the world has formed a pluralistic pattern. Facts show that no matter what type of exchange, the constant thing is that everyone must communicate, contact, meet, negotiate and discuss. This is the fundamental reason for the diplomatic arena. These so-called "diplomas" are typical intercultural communication. Network technology shortened the time and geographical distance between people, but it cannot reduce people's psychological distance. Different countries and nations have formed their own specific cultural backgrounds due to different historical sources and different social customs, and specific cultural backgrounds have formed different value, ways of thinking, social standard. These factors may bring inefficient communication, unnecessary misunderstandings and possible cultural conflicts to intercultural communication. These potential obstacles can easily cause unnecessary trouble.

3. The Cross-cultural Comparison of E-commerce Company Profiles

In order to better understand the composition of the E-commerce company profile, I will make a detailed comparison of the four well-known shopping websites in foreign countries and the four well-known shopping websites in China. The selected foreign shopping websites are eBay, Amazon, Best Buy, and Wish. The selected Chinese shopping websites are JD.com, Taobao, Made-in-China.com. and DHgate.com. Through comparison, the similarities and discrepancy of Ecommerce company profiles will be presented.

3.1 Similarities

By comparing the profiles of the eight E-commerce companies introduced above, the following similarities are shown. From the content comparison, you will find the first similarity is the presentation of specific company information. It includes some key messages about the company, as well as corporate history and corporate honors. The second is to introduce some of the company's founders or leaders. This enables readers or investors to better understand the company's senior management structure more clearly and enhance the trust of the company. The third is recruitment information. Good companies need good employees. In addition to filling job vacancies, recruitment can also increase the vitality of the company, and at the same time create internal employees' crisis awareness. The fourth is that all companies have contact information. The necessary corporate contacts make business cooperation contacts become more convenient. From a design perspective, it can be seen that the content design of the web page section is clear and organized. This leaves a good impression to the readers. Company information is placed in a separate column. Make it easy for readers to find the company profile after entering the website. In addition to the text, there are pictures in the E-commerce company profile. Pictures can make reading become more attractive.

3.2 Differences

Due to the independence of each company, the company profile written and designed by each company will also be different. After introducing the similarities, the following will draw

differences from the content and design layout by comparing these eight E-commerce company profiles, as well as their respective advantages and disadvantages. This will help summarize how to write an effective E-commerce business profile. This is a key part of the thesis.

3.2.1 Content

By comparing eBay, Amazon, Best Buy, Wish and other E-commerce company profiles, it is found that even in the same country, the content described in the company profile will be different. The following is a summary of the different resumes written by these eight E-commerce companies and their respective characteristics. EBay's profile is very complete. There are a lot of pictures with text to make reading information more interesting. Besides, there are many video introductions. The most special part is eBay's Managed Payment. It introduces eBay now can manage the payments transaction, which means shoppers will be able to complete their purchases all on eBay. Another characteristic is eBay's Diversity & Inclusion. It introduces the company's recruitment philosophy that no matter what country or background you are in, you will have great and equal employment opportunities. Such publicity can greatly attract candidates. What's more, there is a description of government relations. It's about the eBay Global Government Relations team through legislative and regulatory work, advocacy programs and global business policy thought leadership, representing the interests of eBay, StubHub, eBay Classifieds and all other eBay businesses. This description creates a positive energy and trust for consumers and partners. As an E-commerce company, data is an essential part. EBay's data is complete and comprehensive. This allows investors to comprehend the development status and development prospects of the enterprise anytime and everywhere.

Amazon's profile is also rich. Amazon's profile features that they have can take a tour of Amazon. Through the web you can visit places where Amazon employees work. Another feature is about Amazon's Position. The positions are as follows. Firstly, they advocate raising the minimum wage in the United States. For the environment, they advocate supporting sustainability programs for their businesses and working with partners to reduce the need for carbon fuel sources. Besides, Amazon promotes diversity and inclusiveness of customers and employees, focusing on improving women's work status and charity education. Amazon insists that the rights of LGBTQ (which means lesbian, gay, bisexual, transgender and queer) must be protected. They are early and determined supporters of marriage equality and will continue to advocate for protection and equal rights for transgender people. Moreover, Amazon strongly supports immigration rights and immigration reform. Amazon promotes the government to use the best technology. It also suggests that the government to establish a regulatory framework for facial recognition systems to address complex issues such as saving children. Amazon insists on fighting fraud and counterfeiting in stores. They value privacy protection. Consumer resonance and trust are easily affected by the company's position.

Best Buy has a substantial introduction. There are also a lot of data and files. One of his features is Archive. There you can find all the stories of the Best Buy Communication team. It writes about the latest technology products and trends about company news or press releases, and how technology is involved in our daily lives. Watch these stories to learn more about Best Buy.

The description of Wish's profile is simple and concise. It mainly attracts sellers to settle in. Wish is unique in the Case Study. There are articles to help sellers understand and become familiar with online sales. Besides, sellers can get all the information about how the most successful merchants have successfully sold on Wish. With these help this will greatly attract sellers to Wish. Wish's page header is shown in a title video "Products that are affordable for all." This gives consumers a sense of intimacy.

JD.com has a Chinese introduction and an English introduction in the Investor Relations column. This is one of the characteristics of JD.com's profile. The content of the Chinese introduction has a large number of words, but has a small number of pictures. Data aspects such as reports are also complete. The English version has an average number of content and images. In terms of content

ranking, the content ranking for corporate culture is among the top four. It shows that JD.com takes the company's mission and core values very seriously. This will help build a good corporate image.

As for the magical Taobao.com website, the text of the introduction is occupy most of the position. There are hardly any pictures with text. And the introduction content is not as rich as the above several E-commerce companies. The content section is too simple. But Taobao.com's customer service is better than several other E-commerce companies. The customer service introduces the different customer service names, phone numbers, office hours and service types in great detail. This allows consumers to seek help from professionals based on their different needs, which also improves the quality of customer service.

The text of Made-in-China.com is simple and clear. There are fewer pictures. On the page showing the awards of the company, Made-in-China.com not only introduces the awards won by the company, but also displays which products have won the awards as web links. This kind of introduction can promote consumers' purchasing desire to a certain extent. The appealing part is Industry Hub. It is divided by product category and sales area. This classification allows consumers to find products from different manufacturers in the same area for comparison. The division of the sales area can also enable consumers to choose a nearby merchant for transactions according to their time requirements. This saves buyers time and improves efficiency.

The content of DHgate.com in the introduction is moderate. The content of the profile is comprehensive compared with Taobao.com and Made-in-China.com. The characteristic of DHgate.com is its DHgate in APEC. It introduces the development history between APEC and DHgate.com. The events are arranged according to the latest time. Pictures combined with concise text are also very attractive to readers. Another feature is Dunhuang University. Industry courses are offered at Dunhuang University. What's more, a series of specific contents such as platform rules, basic operations and electronic operations are introduced in detail. Not only that, there are specific video teaching for marketing promotion and industry area. This can enrich seller's knowledge and reduce the difficulty of seller to open a store.

By carefully comparing the profiles of the eight E-commerce companies in China and America, it is found that the content of the E-commerce companies in America is rich, detailed and creative. The Chinese E-commerce company's profile is simple and orderly. The use of multimedia such as pictures is obviously less in China than in the United States.

3.2.2 Design Page

The overall style of the website and its creative design are the most difficult to learn. It's impossible for two people to design the same website for the same theme. Style is abstract. The overall image of the website gives viewers an intuitive feeling, which also has a certain impact on shopping desire. The site's logo, colors, fonts, slogans, layout, browsing methods, interactivity, status, site honor, and many other factors are involved in the overall image. By comparing the page design and layout of the eight E-commerce company profiles, we can draw the differences. So that readers can better understand the preferences and layout of Chinese and American design.

EBay's page design looks full and rich with a lot of pictures. The page design is brightly colored. Make the page more lively and attractive through the reasonable combination of colors. The web page is clearly oriented so that the viewer can see the content of the web page at a glance. EBay's web page layout is a "three" layout of Chinese characters, with concise and crisp artistic effects. This layout often uses simple images and lines instead of crowded text, giving viewers a strong visual impact. Makes it feel like a complete picture, not a supermarket. Its first and second page links are arranged horizontally in the middle of the page in a row, and the website logo is very eye-catching.

Amazon's web page layout is a POP layout. It's like a promotional poster, with a beautiful picture as the design center of the page, and the main menu in place. This layout method does not pay attention to the symmetry of up and down and left and right, but requires balance and rhythm to achieve a dynamic effect. Its advantage is beautiful and attractive. The layout of the web page uses hyperlink hidden directories and hyperlink directories. Web pages have a bright personality.

The color of Best Buy's pages is mainly blue. Directory organization is based on hyperlink directories. Best Buy's layout is a headline text layout. That is, the top is the content such as the title or advertisement, and the bottom is the text. It is characterized by simplicity and liveliness, less interference information, and more formal.

Wish's web page layout is also a "three" layout of Chinese characters. Compared to eBay, Wish has a simpler layout. When Wish introduced the company location, it made good use of the images and drew the local landmarks of the location with pictures. In this way, corporate coordinates can be expressed more vividly and intuitively, and the publicity and appeal of the webpage can be enhanced. In the introduction homepage, there is a big screen video. Multimedia elements can greatly increase the appeal of browsing. After comparing eight E-commerce company profiles, it is found that wish is a little difficult to find and open. Other company profiles can be likely found at the bottom of the page.

The layout used by JD.com is a T-shaped layout. It means that the top of the page is a horizontal website logo and advertising banner, the lower left part is the main menu, and the right half is the layout of the display content. This is one of the most widely used layout methods in web design. However, the layout of the web page has more words and less pictures, which likely to make people feel boring. The color is relatively single. The top of the page is the background of the website. It is a picture of Jingdong Group when it was listed on NASDAQ in May 2014. Photos record the most memorable moments in life, leaving unforgettable memories for human beings. This also established a positive corporate image to the company.

Taobao.com's page design is the simplest of the four E-commerce companies we mentioned in China. Not only is there a lack of text, but also very few pictures. And the text font is too small, which is inconvenient to read. Web pages are in orange tones. The layout of Taobao.com is the headline text layout. At the top is content such as headlines or ads, and below is the text. It looks more formal.

The overall tone of the Made-in-China.com's web page is white. The use of hyperlinks for important content makes it more concise on the whole. There are few sections and few pictures.

The layout of DHgate.com is also T-shaped. The banner at the top of the page is a good corporate image. The design colors are monotonous. The locations of pictures are unevenly distributed, and too much text can easily make readers feel boring. But overall the layout is clear and oriented.

Summarizing the above comparison, it is found that most of the E-commerce company profile pages in America use color matching to make the pages more vivid and attractive. In contrast, Chinese web pages have a single color scheme. And American E-commerce companies have better creativity and design in multimedia than China.

4. The Influence of Cultural Differences Between China and America on Company Profile

“Due to distinct historical, economical and political conditions and different living ways, there are many divergences in thought patterns, values, and language habits between the Texts of Chinese company profiles and English company profiles. And company profiles in Chinese are distinctive from those of English in writing in style and function to some extent due to cultural differences. A thorough survey and comparison between them is conducive to finding out in what way it is affecting linguistic structures on all levels and then propose some effective strategies in our Chinese to English texts practice.” [3]

4.1 Differences in Values

As one of the important factors of culture, the difference in value between those two countries will have an impact on the difference in the text of the E-commerce company profile. As mentioned above, China generally has a collectivist civilization, and America has an individualistic education.

Therefore, an analysis of the E-commerce company profile between China and America will be taken, taking the representatives of JD.com in China and eBay in America as examples. According to the theory discussed, China generally has a collectivist culture, while America has an individualistic culture. As for this value, this can be accurately represented in the E-commerce business profile text. China and America have very different cultures. Chinese collective culture emphasizes that collective interests are greater than individual interests. America emphasizes individualistic culture. Due to the influence of value, individualism can be reflected in the text of the American company profile, and collectivism can be reflected in the text of the Chinese company profile. Specific analysis is given below.

Example 1:

坚守正道成功，以为社会创造价值为己任(JD.com)

Example 2:

We give sellers the platform, solutions, and support they need to grow their businesses and thrive. We measure our success by our customers' success. (eBay)

From the above example, it is obvious that JD.com, as a well-known E-commerce company in China, actively fulfills its corporate social responsibility. It has continuously contributed to society in promoting employment, improving social efficiency, driving high-quality consumption, assisting the digital transformation of the real economy, supporting new rural construction, and promoting supply-side structural reforms. On the contrary, as can be seen from Example 2, as a well-known E-commerce company, eBay pays more attention to the interests of sellers and attracts more merchants to settle in to bring benefits to itself.

4.2 Differences in Modes of Thinking

Thinking is the process of reflecting the objective world in the form of conception, judgments, and inference. The way of thinking is to think habitually following a certain procedure or angle. The respective ways of thinking of China and the United States are gradually formed in the cultural atmosphere of their respective countries, and their differences reflect the different characteristics of the cultures of the two countries.

Here are examples:

Example 1:过去十五年，京东零售通过打造全球最佳客户体验和行业最优效率，赢得了客户的信赖。京东零售已完成全品类覆盖，是中国领先的电脑数码、手机、家电、消费品零售商，也是全球2000多家超亿元品牌和超过25万个第三方商家的最大增量场。(JD.com)

Example 2:

We employ extraordinary people who do meaningful work that has a tangible impact on the lives of individuals all over the world. And we aspire to make extraordinary things possible for each other, for our customers, and for you. We've been doing this for over 20 years. And we're just as passionate about it today as when we founded the company in 1995. (eBay)

By comparing two examples, you can find that Chinese people prefer image thinking and Americans prefer abstract logical thinking. Image thinking widely uses analogy to express ideas through the image of objects. And abstract logical thinking is the activity of using concepts to judge and reason.

4.3 Differences Between Languages

In fact, language and culture are closely related. Language and culture are inseparable. Language is a tool of cultural communication. At the same time, it is an important part of culture and a carrier of culture. The use of language is influenced not only by culture but also by the way of thinking. Obviously, the impact of language use on company profiles is also important.

Here are examples:

Example 1: 京东坚守“正道成功”的价值取向，坚定地践行用合法方式获得商业成功，致力于成为一家为社会创造最大价值的公司。(JD.com)

Example 2: 与此同时, 京东不忘初心, 积极履行企业社会责任, 在促进就业、提升社会效率、带动高质量消费、助力实体经济数字化转型、支持新农村建设、推动供给侧结构性改革等方面不断为社会做出贡献。(JD.com)

Example 3: 2019年8月, 京东推出了全新升级的“大秒杀”业务营销平台, 其中“每日特价”频道重点致力于渠道下沉。(JD.com)

Example 4: Whether you are buying new or used, plain or luxurious, commonplace or rare, trendy or one-of-a-kind if it exists in the world, it probably is for sale on eBay. Our mission is to be the world's favorite destination for discovering great value and unique selection. In JD.com's examples, you can see that the four-character idioms and popular phrases such as 正道成功, 不忘初心, and 大秒杀 are used very frequently. The linguistic charm of Chinese expression is like a curving curve, beautiful and intriguing. American style is like a straight line, straightforward and brief. And eBay expresses it concisely. So language makes the presentation different.

5. Conclusion

The high-speed progress of the Internet has made cross-border shopping become possible, which is also a great opportunity in the future. Company profile as a business card is very important to set up a favorable corporate image. Through the above comparison and research of the eight E-commerce companies in China and America, the results are as following.

First of all, the E-commerce profile should be clear and organized. Doing so makes it easy to read and makes the entire profile page look good. Besides, companies should be good at using multimedia elements in web pages, which can greatly enhance the attractiveness of browsing. Visitors want to see more creative and attractive design pages on the web. Thirdly, it is the content of the introduction. The reader reads the profile in order to understand the actual situation of the company. So the content of the profile should be as complete as possible. Fourthly, it is to focus on innovation, which innovation promotes development. At last, the introduction must highlight the characteristics of the company. Even without a professional staff to introduce the company's culture and cooperation advantages, readers can easily find out the characteristics of the company through the company's website. A complete E-commerce company profile design plan must also highlight what the company's superiority is and what preponderance it has compared to the same industry. After all, the company's website image also determines the direction of cooperation. In the website design plan, we must pay attention to improving the company's image, which is also conducive to promotion and marketing, and can receive double results.

It is hoped that this thesis will make the structure design of the E-commerce company profile become better. It can improve the quality of Chinese E-commerce company profiles and contribute to the company's competitive position. I hope to inspire and help similar research in the future. Although this research aims to compare and analyze the general situation of Chinese and American E-commerce companies profiles, there are still some limitations that require more advanced research in many aspects and directions. Frankly speaking, this study has limitations due to data collection restrictions. The supplementary information of the database will facilitate the study of such topics. Due to the limited duration and time of the study, 4 samples of Chinese E-commerce company profiles and 4 samples of American E-commerce company profiles have been collected. Due to the lack of understanding and limited cognitive abilities of the author, such comparison frameworks may be incomplete and require further modification and modification.

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