

Abstract

Previous cross-cultural studies focus on studying the impacts of cultural value orientation on conflict avoidance behaviour in intense conflicts and workplace conflicts using Individualism-Collectivism dimension, Schwartz values or traditional cultural values. The current study examined conflict avoidance with friends in Chinese and Western cultures, which has not been extensively studied. Cultural differences were found. Results indicated that emotional support from friends was associated with less conflict avoidance among Chinese while practical support from friends was associated with less conflict avoidance among Westerners. These findings have important implications on fostering communication and enhancing social harmony among Chinese community and multi-cultural societies. Moreover, both Chinese and Westerners show similar tendency in avoiding conflicts with friends. The results implied that Chinese and Westerners tend to employ different conflict resolution strategies in different situations and contexts.