

# A Comparison Study of Taiwan and US Consumer Decision-Making Styles – Using TV Shopping Format

Po-Chung Chen, MingDao University, Department of Global Marketing and Logistics, Taiwan, ROC  
Yi-Ju Chen, Florida International University, Department of Marketing, USA  
Kuo-Tsang Lin, USA

## ABSTRACT

*Shopper buying behaviors and consumer decision-making styles are more diverse than ever before (Kotler, 2003; De Mooij, 2004; Pei, 2004; Lin, 2003). The present study examined the Taiwan and US consumer decision-making styles using the Consumer Styles Inventory (Sproles & Kendall, 1986). After being analyzed, Taiwan students who use the TV shopping format were more novelty/fashion conscious, more recreationally/hedonistic shopping conscious, and more habitual or brand-loyal conscious than the U. S. students who use the TV format for the shopping goods category (CDs). Students in Taiwan who use the TV shopping format were also significantly more confused by overchoices than the students in the U. S. who use the TV shopping format as relates to the specialty goods category (handbags). A supplementary analysis for the Taiwanese and U.S. samples (separately) for TV shoppers versus non-TV shoppers showed no significant differences for the product categories across the buying decision dimensions. Practical international marketing implications were also outlined as relates to the different cultures, the different products and for the TV shopping environment.*

## INTRODUCTION

Today's business atmosphere is increasingly becoming more worldwide. The gaps between countries are closing as people turn out to be more mobile and communication systems/technologies link people to one another.

Knowing and understanding peoples' decision-making styles (Sproles & Kendall, 1986) can be critical for the international companies. Knowledge of these consumer decision-making styles may become particularly helpful if these styles can be linked to different countries and cultures around the world. The present study examined the consumer decision-making style scores of representatives (TV shoppers) from two cultures (Taiwan and the U.S.). It was hoped that the information provided can be used as further verification of the value of assessing consumer decision-making styles in general, and in particular assessments in two different cultures of the world.

### Problem Background

As more and more corporations are choosing to go abroad, the study of cross-cultural consumer behaviors has become extremely important for these multinational corporations (MNCs) (Solomon & Rabolt, 2004; Solomon & Stuart, 2003; Kotler, 1997; Kotler, 2003; De Mooij, 2004). Dissimilar shopping behaviors are relevant for MNCs because they need to develop their market niches with different groups. Because of today's technologies, people have multiple ways to shop. Technological advances, including TV shopping networks, bring numerous opportunities for MNCs to promote their goods using different mediums. Some studies (Pei, 2004; Dai, 2003; Lin, 2003) have been conducted investigating the reasons why people shop through TV formats. Several of them have suggested that people shop via TV programs because of the ability to learn more about products and also for the entertainment value of the programs (Stephens, Hill, & Bergman, 1996; Lin, 2003; Hye, 2001). Although some of these patterns hold true across various cultures, more work is needed in examining multiple cultural decision-making styles across various cultures, especially as relates to TV shopping.

One of the MNCs in Taiwan, Eastern Home Shopping Network (EHSN), has exceeded 300% of its earnings growth rate two consecutive years (2001 and 2002) in the TV-shopping market. The corporation accomplished over one billion US dollars in its total sales in the year 2004. EHSN also is preparing to join North America's market. Because of

EHSN's great accomplishments in the television shopping industry, other MNCs will join Taiwan's television shopping markets before the end of year 2005 (Hyeh, 2001).

Quality Value Convenience (QVC), one of the foremost television shopping channels in the United States, has begun business outside of the United States also, such as in the United Kingdom (established in 1993), Germany (established in 1996), and Japan (established in 2000). Clearly, the market is ready for those organizations willing to learn about their consumer preferences and buying decision-making styles in such environments.

Consumer decision-making styles/types can vary across cultures and perhaps across different product classifications by using TV shopping channels. Determining what these cultural preferences are and determining the best ways to meet these cultural preferences is extremely important for MNCs and also for worldwide marketers. The present study attempted to address these issues.

### **Purpose and Importance of the Present Study**

The primary purpose of the present research study was to use the model that Sproles and Kendall (1986) proposed as the conceptual framework for assessing the differences in consumer decision-making styles between college/university graduate students from different cultures (Taiwan and the United States) as relates to different product types in order to help MNCs and international marketers better understand these group preferences. The present study was important in order to better understand the consumer decision-making styles of people in various parts of the world. It hopefully provided some ideas about how people make their consumer decisions in Taiwan and the United States, while they are shopping for various product types via TV shopping networks. The results of the present study may be extremely valuable for international marketers and multinational corporations (MNCs) in the TV shopping environment (and shopping in general; helping companies to minimize their risks and maximize their profits).

It is thought here that if the right products can be offered in the TV shopping environment for the right groups of people at the right time, significant competitive advantages can be realized for MNCs.

## **REVIEW OF THE LITERATURE**

Since the first television-shopping network was established in Florida in 1970, the sales on TV shopping networks have grown considerably (Pei, 2004). The present research project focused on how marketers could market their products on television shopping networks by using cultural consumer decision-making approaches to help them better target their efforts.

### **Television Shopping Networks (TSNs)**

Television Shopping Networks (TSNs) are a mode of virtual shopping channels. TSNs are not particularly new. They were initially launched in the 1970s in the United States, but they probably could not be called successful until the 1980s when the first TSNs were born (Stephens, Hill, & Bergman, 1996).

### **TSNs Development in USA**

The United States was the first country to start television shopping networks. In the 1950s-1960s, there were about 12 television-shopping channels, consisting primarily of a series of infomercials. As was mentioned above, in the 1980's the live television-shopping programs began and became the most efficient virtual channels for marketers to present their products at the time (Stephens, Hill, & Bergman, 1996; Pei, 2004). Only two primary channels survived the cruel competition that existed, HSN (Home Shopping Network) and QVC (Quality, Value, Convenience) (Stephens, Hill, & Bergman, 1996; Dai, 2003; Lin, 2003; Pei, 2004). QVC is now in first place in the television shopping industry. It uses two channels, offers an average of 1700 items each week, hires over 11,000 employees, and reached 11.8% (US \$4.9 billion) in its revenue growth in 2003 (QVC, 2004). The major customers in the daytime are young married ladies and retired individuals. The programs switch their focus to office women during the nighttime hours. QVC has a 60% customer return rate a year from the date of initial purchase (Dai, 2003).

Stephens, Hill, and Bergman (1996) are of the opinion that the reason why TSNs have succeeded in the United States is because television shopping companies really connect with consumers. Because of this strategy, the consumers

often feel involved in the show, and they tend to become impulse buyers when they are watching the television shopping channels. Dai (2003) and Lin (2003) also noted some additional possible points that lead to QVC's success: right and well developed commodities, well structured package delivery systems, high-standard quality control, high-customer satisfaction, and zero-stock merchandising management.

### **TSNs Development in Taiwan**

In 1992, the first TSN was established in Taiwan, the WuShian-KuaiMi Television Shopping Network. It had a great start, with revenue surpassing \$3.9 million US dollars in 1993. In 1994, about 200 small-sized TSNs were founded in Taiwan and the total revenue in the television shopping industry reached US \$1.3 billion in 1995 (China Time, 1998). However, consumers did not trust the quality of TSNs and their products at the time and their revenues fell considerably the following year (China Time, 1998). At about that same time, Eastern Home Shopping Network (EHSN) was founded in Taipei (Taiwan). Before this time, the majority TSNs were local infomercial network styles spreading out across numerous cities in Taiwan.

Eastern Home Shopping Network (EHSN), belongs to Eastern Multimedia Group of Taiwan, the first 20/7 live program television-shopping network (actually with 20 hours of live programming and four hours of sound recordings daily). EHSN started with only US \$15 million in revenue during the first year but its revenues grew to US \$454.5 million in 2003 and \$1.15 billion US dollars was expected for the year 2004 (China Time, 2004).

EHSN typically segments customers by providing different types of products for different groups. There are three typical channels used by EHSN, the first channel focuses on 35-55 year old customers, the second channel provides fashion information for younger consumers, and the third channel, which was established in 2004, gives out the information on travel, health, and leisure. The latter channel focuses on consumers aged 25-45 (Wu, 2003; Lin, 2003). Because of its phenomenal growth, other multinational corporations, like Uni-President Group and FuBon Group, are hoping to enter into this field in the near future (China Time, 2004).

### **Consumer Behavior**

There is a great deal of literature on the concept of consumer behavior (Lin & Wu, 2005; Wilkie, 1994; Rousseau, 1990; Mayner, 1976). Consumer behavior is not only the interaction between customers and manufacturers at the moment of purchase of a particular product, but it seems to be an on-going process. Consumer behavior occurs not only at the point of purchase but it also occurs before, during, and after the actual purchasing experience (Solomon & Rabolt, 2004; Solomon & Stuart, 2003). An aspect of consumer behavior that makes it difficult to study is that measuring consumer behavior can be complex because every consumer is unique; with a vast array of needs, motivations and desires.

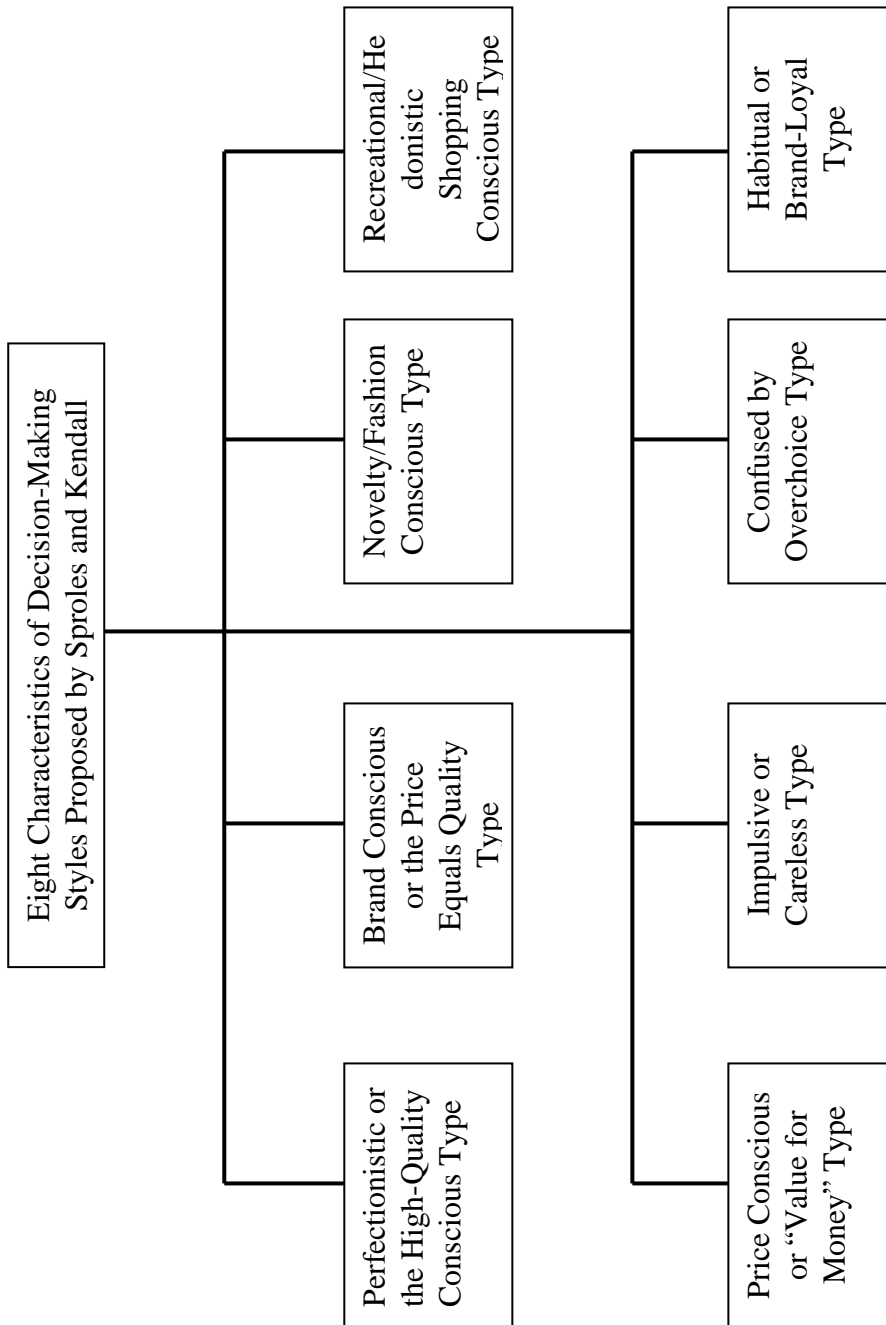
### **Consumer Decision-Making Styles**

Sproles & Kendall (1986) examined the decision-making styles (consumer cognitive orientations) people use when they are shopping. These researchers are of the opinion that these styles can influence the products consumers purchase and that the styles can be predicted using certain measurement instruments. Sproles and Kendall modified these original styles and proposed eight final characteristics of consumer decision-making styles. They also developed a modified survey questionnaire to assess these characteristics and named it the Consumer Styles Inventory (CSI). Originally, these researchers used the CSI to measure these characteristics with 501 high school students in the Tucson area of the United States. Using factor analysis, Sproles and Kendall (1986) confirmed that, indeed, the eight factors existed with adequate reliability. The eight characteristics that Sproles and Kendall finally proposed in 1986 were:

1. Perfectionistic or the High-Quality Conscious Type: A product available would not be good enough for the customer with this characteristic.
2. Brand Conscious or the Price Equals Quality Type: High price means high quality for these shoppers.
3. Novelty/Fashion Conscious Type: Modern customers or customers in vogue fit this characteristic.
4. Recreational/Hedonistic Shopping Conscious Type: Customers with this characteristic like to shop.
5. Price Conscious or "Value for Money" Type: The primary concern with this type of customer is where to get the best price for the best value.

6. Impulsive or Careless Type: They get what they want without any plan. This type of consumer buys things when they feel right.
7. Confused by Overchoice Type: This type of consumer feels lost in the information about a product.
8. Habitual or Brand-Loyal Type: This type of customers likes to go to the same stores they always shop. (Sproles & Kendall, 1986).

Understanding and meeting customers' needs in different cultures is an especially important goal for international marketers. The Consumer Styles Inventory (CSI), developed and tested by Sproles and Kendall (1986), has been used in several countries besides the U.S. to test its cross-cultural generalization and applicability in determining consumer decision-making styles (Figure 1).



Source: Sproles, G. B., & Kendall, E. L. (1986). A Methodology for Profiling Consumers' Decision-Making Styles. *Journal of Consumer Affairs*, 20, p. 268.

**Figure 1. Eight Characteristics of Decision-Making Styles Proposed by Sproles and Kendall**

## METHODOLOGY

This is a quantitative study using a survey of consumer decision-making styles, the CSI-Consumer Styles Inventory (Sproles & Kendall, 1986). The CSI was used to compare the shopping decision-making styles of college/university graduate student consumers who use TV shopping format in Taiwan and the United States.

### Research Question/Hypothesis

What are the differences in the consumer decision-making styles across the product classifications (shopping goods and specialty goods) for those who use TV shopping formats in Taiwan as compared to the U.S. students?

H1a: There will be significant differences across the product classifications as relates to the decision-making styles for Taiwanese and U.S. students who use TV shopping formats.

H1o: There will be no significant differences across the product classifications as relates to the decision-making styles for Taiwanese and U.S. students who use TV shopping formats.

H2a: There will be significant differences across the product classifications as relates to the decision-making styles between TV shoppers and non-TV shoppers within Taiwanese and U.S. students.

H2o: There will be no significant differences across the product classifications as relates to the decision-making styles between TV shoppers and non-TV shoppers within Taiwanese and U.S. students.

TV shoppers are not only shopping for goods, but they are also in search of new information and new knowledge. The more interactions, information, and knowledge the shoppers obtain, the more they continue to watch and spend on the programs in the future (Stephens, Hill, & Bergman, 1996). Previous studies (Lin, 2003; HyeH, 2001) demonstrated that Taiwanese TV customers were not impulsive consumers. The majority of them seem to compare the offerings with other TV programs or channels before they complete their shopping decisions. Stephens, Hill, and Bergman (1996) also noted that the more the TV viewers connect with the programs' hosts, the higher the possibility that the TV viewers will pay money for items (Stephens, Hill, & Bergman, 1996; Solomon, 1994).

## FINDINGS

An important part of this research effort was to examine the consumer decision-making styles of these two groups as relates to TV network shopping (a particular shopping medium). The populations studied here were college/university graduate students at selected universities in Taiwan and in the U.S. Four hundred survey questionnaires were distributed to Taiwanese and U.S. college/university graduate students in a period from May to August, 2008 using a convenience sampling format. A total of 363 surveys were returned, 178 (an 89% return rate) for the Taiwan students and 185 (a 92.5% return rate) for the U.S. students. However, nineteen of the 178 Taiwanese students who returned the surveys and 34 of the 185 the U.S. students who returned the surveys were excluded because of incomplete and/or missing data, bringing the total usable number to 159 for the Mandarin version and 151 for the English version questionnaires.

### Shopped on TV Shopping Networks

Of the 159 Taiwanese respondents, 53 (33.3%) reported that they shop on TV shopping networks and 106 (66.7%) reported that they never shop on TV shopping networks. Of the U.S. respondents, 57 (37.7%) out of the 151 respondents reported that they shop on TV shopping networks, with 94 (62.3%) out of the 151 respondents reporting that they never shop on TV shopping networks. The two groups were similar as relates to the number that shop on TV shopping networks.

### How Many Times They Purchased on TV

Regarding how many times they have purchased something on TV shopping networks, 37 of the 53 (69.8%) Taiwan respondents noted that they had purchased one to two times on TV shopping networks. 11 out of the 53 (20.8%)

had three to four purchasing experiences and 5 out of the 53 (9.4%) had more than four purchasing experiences on TV shopping networks.

For the U.S. sample, 27 out of the 57 (47.4%) U.S. respondents who do purchase on TV shopping networks indicated that they had one to two purchasing experiences on TV shopping networks. Similarly, 23 out of the 57 (40.4%) had three to four purchases and 7 out of the 57 (12.2%) had more than four purchases on TV shopping networks. As can be noted, for the higher end categories for the number of times they have shopped on TV, as was true for the hours spent shopping via TV, the U.S. TV shoppers who do watch at moderate to high levels do seem to take their TV shopping more seriously as compared to the Taiwanese TV shoppers.

### **Maximum Dollars Spent on TV**

For the Taiwanese respondents purchasing on TV shopping programs, only one (1.9%) of the 53 respondents would spend less than \$25 dollars on a TV shopping products. Twenty-five (47.2%) reported that they would spend \$26 to \$100 dollars, 11 (20.8%) would spend \$101 to \$200 dollars, and 7 (13.2%) would spend \$201 to \$400 dollars. Finally, 9 (17.0%) said that they would spend \$400 or above on TV products.

For the U.S. respondents purchasing items on TV shopping programs, only nine (15.8%) of the 57 U.S. respondents would spend less than \$25 dollars on a TV shopping product. Thirteen (22.8%) would spend \$26 to \$100 dollars, 15 (26.3%) would spend \$101 to \$200 dollars, while 12 (21.1%) would spend \$201 to \$400 dollars. Finally, eight (14.0%) noted that they would spend \$400 or more.

### **Findings of the Hypotheses Tests**

To analyze (H1) for the differences across the product classifications as relates to the decision-making styles for the Taiwanese and U.S. students who use TV shopping formats (53 respondents from Taiwan and 57 respondents from the U.S), the Hotelling's T-Square test was used. After the Hotelling's T-Square test was conducted using a  $p < .05$  to evaluate the eight decision-making styles on the different product categories, several significant differences were noted. The findings among the TV shoppers across the different cultures across the different product classifications are discussed below.

#### **Shopping goods category (CD player)**

Statistically significant differences were shown between the Taiwanese and U.S. students who use the TV shopping formats on the decision-making styles for the shopping goods category (a CD player product). Then, all the styles were examined with separate univariate tests using  $p < .006$  level, with a Bonferroni adjustment helping to avoid Type 1 error (.05 divides by 8 = .006) rate. Significant differences were noticed on the novelty/fashion conscious dimension for TV shoppers with students in Taiwan being more novelty/fashion conscious, more recreational/hedonistic shopping conscious with Taiwanese students scoring higher on this dimension, and the Taiwanese students being more habitual or brand-loyal conscious for CD players than the U.S. TV shoppers. No statistically significant differences were noted here, however, as relates to the rest dimensions for a CD player product.

#### **Specialty goods category (Louis Vuitton - LV, or Chanel handbag)**

Statistically significant differences were also noted between the Taiwanese and U.S. graduate students who use the TV shopping format on the decision-making styles for the specialty goods category (a handbag product). All the styles for the specialty goods category were then analyzed here using separate univariate tests. Statistically significant differences were noted here at the  $p < .006$  level on the confused by overchoice factor with the Taiwanese TV shopping students being more confused on the specialty goods category as compared to the U.S. shoppers. No other statistically significant differences were noted on the other factors on the specialty goods category (Table 1).

Therefore, the alternative hypothesis H1a (There will be significant differences across the product classifications as relates to the decision-making styles for Taiwanese and U.S. students, who use TV shopping formats.) was accepted because significant differences were found between the different decision-making styles on the different product classifications between Taiwanese and U.S. students who use the TV shopping formats.

**Table 1. Differences in Decision-Making Styles for Taiwanese and U.S. Students, Who Use TV Shopping Formats**

| Hotelling's T-Square Test of Shopping Goods for TV Shopper Sig. p=.000 *        |     |       |        |                     |         |      |           |
|---|-----|-------|--------|---------------------|---------|------|-----------|
| After being analyzed separately, significant differences found below (p < .006) |     |       |        |                     |         |      |           |
| Shopping Goods Category   | df  | F     | Sig.   | Partial Eta Squared | Country | Mean | Std. Dev. |
| Novelty/Fashion Conscious   | 1   | 10.60 | .002** | .09                 | TW      | 3.29 | .79       |
|   | 108 |       |        |                     | U.S.    | 2.80 | .77       |
| Recreational Conscious  | 1   | 12.75 | .001** | .11                 | TW      | 3.32 | .58       |
|   | 108 |       |        |                     | U.S.    | 2.84 | .81       |
| Habitual or Brand-Loyal   | 1   | 11.97 | .001** | .10                 | TW      | 3.25 | .61       |
|   | 108 |       |        |                     | U.S.    | 2.86 | .57       |

| Hotelling's T-Square Test of Specialty Goods Category for TV Shopper Sig. p=.009 * |     |       |        |                     |         |      |           |
|--|-----|-------|--------|---------------------|---------|------|-----------|
| After being analyzed separately, significant differences found below (p < .006)    |     |       |        |                     |         |      |           |
| Specialty Goods Category   | df  | F     | Sig.   | Partial Eta Squared | Country | Mean | Std. Dev. |
| Confused by Overchoice Conscious   | 1   | 15.31 | .000** | .12                 | TW      | 3.17 | .86       |
|  | 108 |       |        |                     | U.S.    | 2.58 | .71       |

\*Hotelling's T-Square is significant at < the .05 level

\*\* Significance at < the .006 level

Another analysis (H2) for the Taiwanese and U.S. samples (separately) for TV shoppers versus non-TV shoppers showed no significant differences for the product categories across the buying decision dimensions.

### Students in Taiwan Who Use vs. Who Never Use TV Shopping Formats

To test for the differences across the product classifications as relates to the decision-making styles for the students in Taiwan who use the TV shopping formats and those who never use TV shopping formats in Taiwan (53 respondents from who use and 106 respondents from who never use), a Hotelling's T-Square was conducted. No significant differences were found for the different decision-making styles and for the different product classifications among students in Taiwan who use TV shopping formats versus those who never use the TV shopping formats for either the shopping goods product (a CD player product) nor the specialty goods category (a handbag product).

#### Students in the U.S. Who Use vs. Who Never Use TV Shopping Formats

To test for the differences across the product classifications as relates to the decision-making styles for the students in the U.S. who use TV shopping formats and those who never use the TV shopping formats (57 respondents who use and 94 respondents from who never use), another Hotelling's T-Square was also conducted.

No significant differences were found between the different decision-making styles on the different product classifications among the students in the U.S. who use the TV shopping formats and those who never use the TV shopping formats for the shopping goods product (a CD player product) nor on the specialty goods category (a handbag product).

These results seem to be consistent across the cultures for the TV shopping versus non-TV shopping subjects. Therefore, the alternative hypothesis H2a was rejected.

## CONCLUSIONS AND IMPLICATIONS

The findings for the students, who use the TV shopping formats showed statistically significant differences with the students in Taiwan who use TV shopping formats being more novelty/fashion, more recreationally/hedonistic oriented, and more habitual or brand-loyal conscious than the students in the U. S. who use TV shopping formats for the CD player. And, again, students in Taiwan who use the TV shopping formats were also more confused by overchoice than the TV shopping students in the U.S. on a handbag product. An additional analysis showed no significant differences between the Taiwanese TV shoppers versus the Taiwanese non-TV shoppers on the decision-making styles

for the different product categories. Among the U.S. TV shoppers versus the U.S. non-TV shoppers, again, no significant differences were noted between these groups across the product categories.

As the results suggest, consumers from unrelated cultures present different decision-making styles for different products. Significant differences in consumer decision-making styles were noted for some of the studies mentioned previously but most of these studies focused on products in general and not differences across particular products (Sproles & Kendall, 1986; Lysonski, Durvasula, & Zotos, 1996; Lin, Shih, & Hsu, 2001; Fan & Xiao, 1998; Hafstrom, Chae, & Chung, 1992). The present study focused on the specific consumer decision-making pattern differences across different product categories between graduate students in Taiwan and in the U.S. The study clarified the cross-cultural consumer decision-making styles for the Taiwanese and U.S. populations as relates to particular product categories; and it ultimately related these factors to TV shoppers. Understanding the different group preferences in consumer decision-making styles on different product types can help multinational corporations (MNCs) and international marketers better develop strategic and distribution schemes, which may bring MNCs significant competitive advantages.

The TV shopper results showed the Taiwanese being more novelty/fashion conscious, more recreational/hedonistic and more habitual/brand-loyal than the U.S. TV shoppers on the CD product. This may reflect the Taiwanese culture's preference for electronics products and/or the influence of the age factor (the Taiwanese group being younger). Finally, again, the Taiwanese TV shoppers high scores on the confused by overchoice dimension for handbags may be a function of the relative newness of the TV shopping medium in that culture as compared to the U.S. and/or the predominance of the young aged group in the Taiwanese sample population.

### **Implications**

Minimizing risks and maximizing profits are the principles that MNC's should keep in mind at all times. Consumers from different cultures present different purchasing behaviors and attitudes (Kotler, 2003; De Mooij, 2004; Hofstede, 1980; 1991). The present study focused on the differences in consumer decision-making styles between graduate students from different cultures as relates to different product categories, and for TV shoppers. Many previous studies (Mitchell & Bates, 1998; Walsh, Mitchell, & Hennig-Thurau, 2001; Hafstrom, Chae, & Chung, 1992; Durvasula, Lysonski, & Andrews, 1993) have focused on cross-cultural differences related to consumer decision-making styles for products using the media in general using the Sproles and Kendall scale (1986). No study was found that focused on the differences in different product categories (shopping goods and specialty goods) related to TV shopping networks in particular. Therefore, this study extended the research to examine how consumers in Taiwan and the United States make their consumer decisions, while considering different product types and/or via TV shopping networks.

The results of this study can be used to educate international management and marketing students in Taiwan and the U.S. and elsewhere. The information presented can be used as further verification of the value of assessing consumer decision-making styles in general and for particular mediums, in the hope of better reaching diverse groups. The results may be used to better educate international management and marketing major students in Taiwan and the U.S. about the significance of cultural factors as relates to consumer decision-making in different parts of the world. By examining these consumer decision-making dimensions, and in particular in the TV shopping environment, using diverse product categories, it is hoped that students and business persons from all countries can sharpen their cultural awareness in order to achieve maximum business success.

Concluding the above, the results obtained in this study may be useful in helping MNCs and international marketers to develop marketing strategies for the peoples of Taiwan and the U.S. in virtual media settings. These results may result in greater sales in Taiwan and/or in the United States, particularly for the types of products examined in the present study.

### **REFERENCE**

- Bloch, P. H., & Richins, M. L. (1983). A theoretical model for the study of product importance perceptions. *Journal of Marketing*, 47 (Summer), 69-81.
- Copeland, M. T. (1923). Relation of consumers' buying habits to marketing methods. *Harvard Business Review*, 1 (April), 282-289.
- Dai, K. L. (2003). The trend of non-store shopping – TV shopping networks. *Journal of Breakthrough*, 211, 73-75.
- De Mooij, M. (2004). *Consumer behavior and culture: Consequences for global marketing and advertising*. Thousand Oaks, CA: Sage Publications.

- Durvasula, S., Lysonski, S., & Andrews, J. C. (1993). Cross-cultural generalizability of a scale for profiling consumer's decision-making styles. *Journal of Consumer Affairs*, 27, 55-65.
- Fan, J. X., & Xiao, J. J. (1998). Consumer decision-making styles of young-adult Chinese. *The Journal of Consumer Affairs*, 32, 275-294.
- Firoz, N. M., Maghrabi, A. S., & Kim, K. H. (2002). Think globally manage culturally. *International Journal of Commerce & Management*, 12, 32-41.
- Hafstrom, J. L., Chae, J. S., & Chung, Y. S. (1992). Consumer decision-making styles: Comparison between Untied States and Korean young consumers. *The Journal of Consumer Affairs*, 26, 146-158.
- Hawkins, D. I., Best, R. J., Coney, K. A. (2000). *Consumer behavior- building marketing strategy* (8<sup>th</sup> ed.). New York, NY: Irwin/McGraw-Hill.
- Hofstede, G. (1980). *Culture's consequences: International differences in work related values*. Beverly Hills, CA: Sage Publication.
- Hofstede, G. (1991). *Cultures and organizations software of the mind*. England: McGraw-Hill.
- Holton, R. H. (1958). The distinction between convenience goods, shopping goods and specialty goods. *Journal of Marketing*, 23 (July), 53-56.
- HSN (2004). *Company information*. Retrieved September 24, 2004, from <http://www.hsn.com/corp/info/default.aspx>
- Hyeh, H. J. (2001). *A study on the cable viewer's motivation and behavior on home shopping channels in the Taipei area*. Unpublished Master dissertation, National Sun Yat-Sen University. Retrieved October 11, 2004, from Dissertation and Thesis Abstract System.
- Kim, J., Forsythe, S., Gu, O., & Jae, S. (2002). Cross-cultural consumer values, needs, purchase behavior. *The Journal of Consumer Marketing*, 19(6), 481-503.
- Korgaonkar, G. T., & Silverblatt, R. (2003). Relationship of type of product, shopping orientations, and demographics with preference for shopping on the Internet. *Journal of Business and Psychology*, 18(1), 101-121.
- Lin, S. L. (2003). *The research of consumer behaviors on TV shopping – in Colleges of Taipei metropolitan area*. Unpublished Master dissertation, National Taiwan Normal University. Retrieved October 20, 2004, from Dissertation and Thesis Abstract System.
- Lin, C. H., & Wu, P. H. (2005). How to deal with conflicts? The effect of consumers' subjective time pressure on product attitude judgment and choice. *Journal of American Academy of Business*, 6 (1), 219-225.
- Lin, C., Shih, K. S., & Hsu, C. M. (2001). The study on consumers' decision styles and personal values – Empirical study on the students of university in Taiwan. *Journal of National Science Council in ROC*, 11(1), 16-29.
- Lindridge A., & Dibb, S. (2003). Is "culture" a justifiable variable for market segmentation? A cross-cultural example. *Journal of Consumer Behaviour*, 2, 269-286.
- Lysonski, S., Durvasula, S., & Zotos, Y. (1996). Consumer decision-making: A multicountry investigation. *European Journal of Marketing*, 30 (12), 10-21.
- Mayner, E. S. (1976). *Decision-making for consumer: An introduction to consumer economics*. New York: Macmillan.
- Mitchell, V. W., & Bates, L. (1998). U.K. consumer decision-making styles. *Journal of Marketing Management*, 14, 199-225.
- Murphy, P. E., & Enis, B. M. (1986). Classifying products strategically. *Journal of Marketing*, 50 (July), 24-42.
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept image management. *Journal of Marketing*, 50, 135-145.
- Pei, P. I. (2004). *The study of purchase motivations in TV shopping channel*. Unpublished Master dissertation, National Cheng Kung University. Retrieved October 13 2004, from Dissertation and Thesis Abstract System.
- Rousseau, G. G. (1990). The decision-making process, in Du Plessis, PJ, Rousseau, G.G. & Blem, NH (eds). *Consumer behaviour: A South African perspective*. Halfway House, Southern.
- Solomon, B. (1994). TV shopping comes of age. *Management Review*, 83, 22-26.
- Solomon, M. R., & Rabolt, N. J. (2004). *Consumer behavior in fashion*. New Jersey, NJ: Prentice Hall.
- Solomon, M. R., & Stuart, E. W. (2003). *Marketing: Real people, real choice*. New Jersey, NJ: Prentice Hall.
- Sproles, G. B., & Kendall, E. L. (1986). A methodology for profiling consumers' decision-making styles. *Journal of Consumer Affairs*, 20, 267-279.
- Stephens, D. L., Hill, R. P., & Bergman, K. (1996). Enhancing the consumer-product relationship: Lessons from the QVC home shopping channel. *Business Research*, 37, 193-200.
- QVC Inc (2004). *About QVC*. Retrieved on October 9, 2004, from [http://www.qvc.com/asp/frameset.asp?dd=nav/navhqwel.html&nest=/mainhqwel.html?tmp=hp&cont=mi&cm\\_re=HP- -INFO- -COMMUNITYFORUM](http://www.qvc.com/asp/frameset.asp?dd=nav/navhqwel.html&nest=/mainhqwel.html?tmp=hp&cont=mi&cm_re=HP- -INFO- -COMMUNITYFORUM)
- Walsh, G., Mitchell, V., & Hennig-Thurau, T. (2001). German consumer decision-making styles. *The Journal of Consumer Affairs*, 35, 73-95.
- Wilkie, W. L. (1994). *Consumer behavior*. New York: Wiley.
- Wu, S. C. (2003). *Flying in TV shopping sales under SARS tragedy*. Retrieved September 30, 2004, from <http://www.epochtimes.com/b5/3/4/3/n307698p.html>