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Abstract
Culture has great potential to affect consumers and consumer purchase behavior. This study examines the consumer purchase preference on notebook computer, as affected by cultural values, underlying consumer decision-making and compares the purchase preference between Taiwan and Thailand. The conceptual framework is based on the theory of consumer behavior which is emphasized on the effect of the cultural values of long-term orientation on the set of the key factors affecting the purchase of notebook computer.
The main purpose of this study is to explore the purchase behavior and preferences when making the purchase of notebook computer, to examine whether the cultural value of long-term orientation, and lifestyle and personality have any influence on the key factors that affect the purchase of notebook computer of Taiwanese and Thais, and to compare the differences of the relevant constructs between Taiwanese and Thais.
Data was mainly conducted in Tainan, Taiwan and Bangkok, Thailand during September to December 2007. The study sample consists of 407 Taiwanese and 404 Thai respondents. Factor analyses were conducted to extract the components in order to perform further analyses. T-tests were conducts to compare the differences of the relevant constructs between these two countries. Multiple regressions were used to explore the effects of the relevant constructs on the key factors affecting the purchase of notebook computer. Finally, ANOVAs were conducts to examine the demographic differences among the factors from the relevant constructs. .
The findings present that the cultural value of long-term orientation, and lifestyle and personality have significant effects on the key factors that affect the purchase of notebook computer of Taiwanese while, in contrast, the cultural value does not have any effect on the key factors of Thais as the lifestyle and personality does. Moreover, the study also shows that the relevant constructs have significant differences among the demographic information of these two countries.
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