

The influence of consumer types and product categories on buying attitude through television or internet

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ABSTRACT

With the diversification of daily science-and-technology and mass media, as well as in the E-epoch, the consumers are enabled to enjoy the fun of shopping convenience at home. In the dwelling economy, the television- shopping channel rivals most vehemently with the internet - shopping channels, to which is overlapping each other also the most, while has its own loyal proponents. However, what similarities or differences of buying attitude these consumers have? Consumer's buying attitude certainly is the key factor to bias consumer toward what kind of circuit-purchases. To gain the advantage in the arena of shopping channels competition, learning the tendency of consumers' buying attitude is the essential lessons which the corporate owners have to face. This study adopts a questionnaire survey, respectively by written-form or through network. Totally 443 of effective questionnaire-return were sampled for statistical analysis. Results were concluded as the following six points: 1. Partial remarkable difference existed in consumer types for different consumers' buying attitude of the television or the internet shopping channels. 2. Remarkable difference existed in consumer types upon the choice for the television or the internet shopping channels. 3. Partial remarkable difference existed in consumer types for different product category of television or the internet shopping channels. 4. Consumer's buying attitude is positively correlated to the selection of the shopping channels. 5. Product categories impose outstanding influence upon the choice for the television or the internet shopping channels. 6. Product categories have positive influence upon buying attitude.

Keywords : Consumer types、Product categories、Buying attitude、Television shopping channel、Network shopping channel

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