

The Account of Biological Difference and Cultural Factors on International Consumer Preference

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ABSTRACT

In a study we found indirect proof supporting color vision difference occurred on genders throughout reviewing a series of earlier studies. Hair-color stereotype of Caucasians, in which men favored blonde women and women preferred red-headed men, was evaluated to be highly biological/physiological-oriented. A comparative research is developed in this study involving 123 male college students and 163 females. All the subjects were Chinese in Taiwan. The only difference is that this study takes hair-dyed fashion as the observed example. The results imply that the trend of dying in Taiwan is cultural-oriented. Men remain the preference for women dyed blonde, but women change their preference to blond men. The implication of marketing in this case conveys that to check on the level a nation changes and its openness, and to investigate the new national status quo at any minute and its national character are valuable business activities. Besides, biological/physiological effect is also found and await to be further explored.

Keywords : : biological/physiological factor ; dye ; color vision ; culture ; sexes

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