

NEWSLETTER - October 24, 2000

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Feature Paper

[A Comparison of Car Buying Behavior between American and Chinese People Living in North America: An Exploratory Study](#)

This paper was presented by William C. Johnson and Lieh-Ching Chang, both from Nova Southeastern University, at the Southwestern Marketing Association Conference in San Antonio, Texas, on April 15-18, 2000.

The objective of this paper is to use the Wheel of Consumer Analysis to identify cultural differences between American and Chinese people in North America regarding their car buying behavior. The study is based on the consumer behavior model proposed by J. Paul Peter and Jerry C. Olson (1994) which helps to explain the reasons for buyer behavior differences between American and Chinese people living in North America. For example, the Taiwanese frequently purchase a house using cash, as do many Chinese living in North America. In addition, many Americans and Chinese prefer Japanese cars to American cars because of the quality. In order to better understand the differences between Chinese and American car-buying behavior, we conducted a study of selected U.S. and Chinese auto buyers.

It is commonly accepted that occupation, age, and gender influence car-buying attitudes. This study uses the Wheel of Consumer Analysis Model to explain how cultural differences between U.S. and Chinese consumers affect car buying decisions. The Wheel of Consumer Analysis consists of three elements (a) environment, (b) behavior, and (c) affect/cognition, and is a useful model for explaining buyer behavior in general, and car buying behavior in particular. These three factors interact and influence each other and no one factor can be isolated. Finally, this model of consumer behavior can be useful in examining car-buying behavior differences and similarities between these two groups.

To read this entire paper on car buying behavior, visit our Web site at <http://www.sbaer.uca.edu/Research/2000/swma/00swma72.htm>

Tip Of the Week

"Key Concepts of Consumer Behavior"

Consumer behavior is defined by the many types and patterns of consumer characteristics. However, entrepreneurs can focus their attention on only two considerations: personal characteristics and psychological characteristics.

An analysis of the way consumers view the venture's product or service provides additional data. Entrepreneurs should be aware of five major consumer classifications:

1. Convenience goods -- whether staple goods (foods), impulse goods (checkout counter items), or emergency goods and services--consumers will want these goods and services but will not be willing to spend time shopping for them
2. Shopping goods are products consumers will take time to examine carefully and compare for quality and price.
3. Specialty goods consist of products or services consumers make a special effort to find and purchase.
4. Unsought goods are items consumers do not currently need or seek. Common examples are life insurance, encyclopedias, and cemetery plots. These products require explanation or demonstration.
5. New products are items that are unknown due to lack of advertising or are new products that take time to be understood. When microcomputers were first introduced, for example, they fell into this category.

"Entrepreneurship: A Contemporary Approach," Kuratko, Donald F., and Richard M. Hodgetts, Harcourt College Publishers, 2001, page 230-234.

Call For Papers

Mid-South Marketing Educators Conference

You are invited to participate in the 2001 MidSouth Marketing Educators Conference. The conference is held on the beautiful beaches of Pensacola, Florida, from March 14-16, 2001.

This year's theme is "Teaching Marketing in the e-World". This conference, which has been held annually since the late 1970's, is dedicated solely to improving marketing education. ISSUES ARE ADDRESSED THAT YOU DEAL WITH AS A MARKETING FACULTY MEMBER .

Topics for the break-out session panels are based upon topics suggested by participants. There are no papers presented. Sessions consist of panel discussions in small group settings. Meaningful discussion occurs about the day-in and day-out problems and concerns of your work. Please bring "show and tell". We are also having several textbook authors, publisher reps, and software demonstrations for classroom use.

For more details on the this conference, visit <http://haas.uwf.edu/midsouth/>

Call For Participation

The First International Conference on Systems Biology

The First International Conference on Systems Biology (ICSB) will be held in Royal Park Hotel at Tokyo, Japan from November 14-16, 2000. Admission is free. It is organized by Japan and Technology Corporation and supported by Japan Society for Bioinformatics.

ICSB aims at bringing together researchers working in the field of Systems Biology and related field to present the current status of there research and to discuss future directions of the research.

The goal of the conference is to create a forum of discussion for those who are interested in system-level understanding from various approaches for various biological systems, so that such efforts can form a coherent landscape. Systems Biology that focuses on system-level understanding can be a major thrust in biology in the 21st century.

Registration Deadline: **October 31, 2000**

For further information on this conference, visit

<http://www.symbio.jst.go.jp/systemsbiology/news/icsb/index.html>

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- If you have any comments about the SBANC newsletter or if you know of any upcoming small business event to promote, please contact Jin Hess at jah6677@cub.uca.edu or Richard Armstrong at rea7401@cub.uca.edu

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- SBANC Newsletter is provided as a service to the **International Council for Small Business (ICSB)** members and the **Association for Small Business and Entrepreneurs (ASBE)** members.
 - If interested in becoming a member of ICSB, visit <http://www.icsb.org/about/join.htm>
 - If interested in becoming a member of ASBE, contact Patti Wilber at plwilber@nwosu.edu
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If you would like to be added to the list, you may send a message to the same address with the word "**add**" in the subject line.