
A Cross-Cultural Comparison of Customer Value Perceptions for Products: Consumer Aspects in East Asia

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Introduction

Facing ever increasing demands from customers who enjoy more brand and product choices, many corporations now operate in a highly competitive environment, and therefore search for a new ways to obtain or to maintain a competitive advantage. Parasuraman (1997) & Woodruff (1997) showed that customer value is an important source of competitive advantage to enterprises. Learning how to attain preferable performance in value creation from consumers is an absolute must. As a first priority, business should know the needs of its customer, while satisfying those customer needs is generally ranked second. The understanding of the customer needs will ultimately be reflected in the firm's financial value, so the study of customer value has become an important topic to researchers and managers during the past two decades (Chan and Marborgue 1997; Gale 1994; Kashyap and Bojanic 2000; Parasuraman 1997; Sinha and DeSarbo 1998; Slater 1997,2000; Woodruff 1997; Zeithaml 1988). The combination of proper business management, advanced product R&D, and good consumer relations will be of paramount importance to the market in the value-oriented marketing 21st century, where good consumer relations are implemented through customer value management (Treacy and Wiersema 1995).

In addition, customer value management (CVM) has become a major subject in contemporary marketing recently, with value-oriented marketing becoming a watchword or catch phrase among marketing practitioners (Business Week 1991; Gale 1994; Treacy and Wiersema 1995). Customer value seeks to satisfy the critical needs of target customers, improve the perceived value of their offerings, and create unique benefits or profits (Parasuraman 1997; Woodruff 1997).

The erosion of market share in the global economy has placed pressure on companies to develop and to produce higher quality products and services at com-

petitive prices. The acquisition of share in domestic and world markets continue to become more difficult to obtain and still more difficult to maintain as developing economies begin to seek a greater part of world markets (Kim and Chang 1995). Despite the increased attention being given to customer value (Band 1991; Gale 1994), there has been little empirical work to focus the role of value on evaluation of products from consumer aspects (Kashyap and Bojanic 2000).

Facing the ever-changing environment of global markets, differences in cross-country customer cultures have affected global marketing strategies. After a comparison is made here of cross-country customer behaviors, the significant differences of the countries considered are determined. To date, there has been little scholarly work devoted to a comparison of customer values for the East Asian region. The purpose of this study is to address this gap and to investigate customer perceived value from the standpoint of consumers in East Asia. Furthermore, cross-cultural studies have seldom focused on feminine oriented merchandise. As a matter of fact, feminine purchasing power cannot be ignored in East Asia. This paper focuses on female directed merchandise, such as skin care products and cosmetics products; skin care products include hair care, sun care, body care, face care, bath and shower products, cleansers, hand care, liquid soap, etc., and cosmetics products included foundation, lipstick, eye-liners, rouge, toiletries, etc. Thus, this research aims to develop scales to measure customer value, through a cross-cultural investigation of the similarities and differences of university female students buying habits with respect to skin care and cosmetics products from Japan, Korean, Taiwan, and China.

Literature Review

Although several marketing researchers have noted that perceived value often has been defined as a trade-off of quality and price, quality is relative at the right price (Buzzell and Gale 1987; Gale 1994; Monroe 1990; Zeithaml 1988), making perceived value an even more vague and complicated construct. Furthermore, customer value is a powerful concept in that it links customer behavior with supplier. So, in subsequent sections, we discuss the theoretical background of perceived value and propose a concise means-end model of customer values.

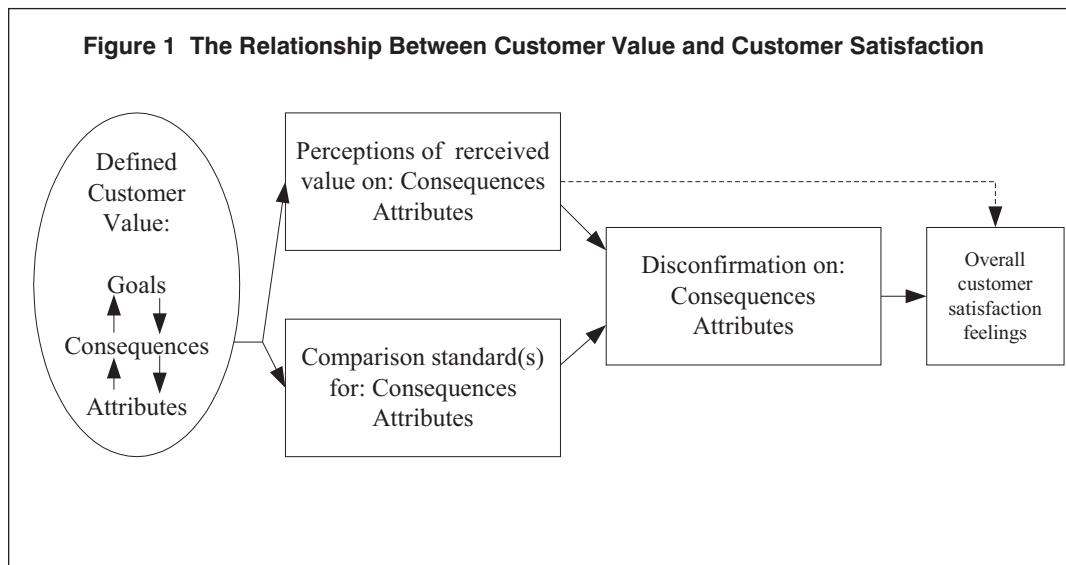
Means-End Model of Customer Value on Customer-Oriented Components

Customer value is market perceived quality adjusted for the relative price of your product (Gale 1994, p.14). Butz and Goodstein(1996, p.63) noted that customer value means the emotional bond established between a customer and a producer after a customer has used a salient product or service and found the product provides added value. This also implies that when consumers are able to practically evaluate tradeoffs between price and quality, perceived overall value may provide the best summary evaluation of the experience (Kashyap and Bojanic 2000).

Customer perceived value is the tradeoff between the quality received and price paid by the customer. Oh and Parkes (1997) have provided a good review of quality of service, research in the hospitality industry. Although considerable attention has been given to testing models of service quality in the hospitality industry (Bojanic and Rosen 1994; Coyle and Dale 1993), little attention has been given to the study of the quality of intangible products, such as salesperson factors. These could also affect consumers' decisions.

In fact, not all product attributes have economic influences on consumers. Hence, the perceived value of products can increase when consumers think subjectively that this product owns major significant product attributes. Olshavsky (1985) pointed out that not all consumers want to purchase high quality products. Higher quality products are always with higher prices, and consequently, the consumer's purchasing intention decreases. Sometimes, the consumer may view the value of a high price product as lower than a product with lower quality but a reasonable price, and consumer behavior reflects such perceived value. In addition, value is more important than quality, since value is that which is immediately considered by consumers.

Woodruff (1997, p.142) has defined that customer value is a customer's perceived preference for an evaluation of those product attributes, attribute performances, and consequences arising from use that facilitate achieving the customer's goals and purposes in use situations. This definition is anchored in a conception framework provided by the means – end type of model with an amendment of customer's disconfirmation or confirmation as follows:



The customer value hierarchy suggests that customers conceived of desired value in a means-end way. The customer value hierarchy describes received value

equally well. Customers simultaneously use the same desired attribute, consequence, and goal structure to evaluate products that they have in mind (Gardial et al. 1994; Woodruff 1997; Zeithaml 1988).

Customers are to evaluate value based on the process of expectation toward product attributes and the consequences of performance. In this research, attributes have been dichotomized as either intrinsic or extrinsic to find the differences between respondents from four East Asian countries in a mean – end way.

Attributes that signal quality have been dichotomized into intrinsic and extrinsic attributes (Olson 1977; Olson and Jacoby 1972; Zeithaml 1988). Intrinsic attributes involve the physical composition of the product. In a beverage, intrinsic attributes would include such attributes as flavor, color, texture, and degree of sweetness. Intrinsic attributes cannot be changed without altering the nature of the product itself and are consumed as the product is consumed (Olson 1977; Olson and Jacoby 1972; Zeithaml 1988). Extrinsic attributes are product-related, but not part of the physical product itself. They are, by definition, outside the product, such as price, brand name, packaging and the level of advertising, and are examples of attributes extrinsic to quality. Naumann(1995) proposes the customer value triad model, consisting of only three things: product quality, service quality, and value-based prices. According to their model, people evaluate products on the basis of their perceptions of price, product quality, and service quality, the key sources of customer value.

Gould-Williams (1999) noted that consumers use a variety of attributes to form an overall evaluation of price and the quality of products and services. The attributes used by consumers relate to perceived product/service attributes or features (Hartline and Jones 1996; Zeithaml 1988). Even though products and services consist of many attributes, consumers tend to base their overall perception of quality on just a few attributes, or in some cases, just one (Olshavsky 1985; Zeithaml 1988).

Product-related quality cues have received considerable attention from researchers (Bonner and Nelson 1985; Olshavsky 1985; Olson and Jacoby 1972). The most common definition of service quality is the comparison customers make between their expectations and their perceptions of the service received. Gronroos(1984) also defines two dimensions of service quality; namely, technical quality or what is received by the customer, and functional quality or how the service is provided.

Crane and Lynch (1988) reported that consumers relied on employee cues such as courtesy, competence, responsiveness and interpersonal skills when assessing the quality of service provision. Researchers have highlighted the critical role of customer-contact employees in that their performance has a major impact on customer perception of service quality (Bitner 1990; Gronroos 1984; Parasura-

man et al. 1985; Gould-Williams 1999) Therefore, the performance of customer-contact employees constitutes a major intrinsic cue signaling service quality (Hartline and Jones 1996). Good employee performance has been linked with increased consumer perception of service quality. Whereas poor employee performance has been linked with increased customer complaints and brand switching (Darden and Babin 1994; Gould-Williams 1999; Keaveney 1995; Zeithaml et al. 1996).

Methodology

Sample

Cross-cultural research usually requires comparable samples which involve drawing matched samples from identifiable subgroups of the population like housewives and students (Madden, Hewett, and Roth 2000; Mitchell and Vassos 1997; Van Raaij 1978). The use of students helped to enhance the homogeneity of respondents across cultures, which is an important issue in cross-cultural research (Douglas and Craig 1983; Durvasula, Andrews, and Netemeyer 1997; Furrer, Liu, and Sudharshan 2000) and can reduce minor random errors (Calder, Phillips, and Alice 1981). In order to meet the comparable basis required by the cross-cultural research. The research conducted in this survey was taken from four different East Asia countries. They were Reitaku university – Tokyo – Japan, Sookmyung Women's university – Seoul – South Korea, Tamkang university – Taipei – Taiwan, Fudan university – Shanghai – China. These countries are mainly influenced by Confucius culture. They shared the same cultural values, society and family structures, lifestyles, ways of thinking, and even social customs, though those are different politically. Furthermore, Tamkang university has established sister-university agreements with the other three universities. A cooperation from the universities officials were granted. All samples were drawn from the above-mentioned universities. Samples were female students who major in the College of Management (Business) and College of Literature respectfully. Female students are also understood to the important users of the previously discussed two product categories – skin care and cosmetics. A total of 1,589 completed and usable responses during winter 2000 were obtained (185 from Japan-Tokyo-Reitaku University, 533 from South Korea-Seoul-Sookmyung Women's University, 505 from Taiwan-Taipei- Tamkang University, and 366 from China- Shanghai-Fudan University, respectively).

Measurement

A questionnaire was applied as the principal research tool for this study. A tested questionnaire was used as a method of back translation by asking graduated – level female students from Japan and Korea to translate the questionnaires from Chinese to Korean and Japanese, and translated it back into Chinese by another group of students at the same level in Tamkang university. China and Taiwan are

using the same characters so didn't need back translation. We asked the same female graduate students to distribute the questionnaires when they went back to their home countries for winter vacation. An instruction was given to them to use a simple random sampling method and to give a brief explanation of product characteristics to all respondents before answering the questionnaire. Respondents indicated their customer value with respect to products in the two product categories: skin care and cosmetics. Through the use of previous research and in-depth interviews of experts, we designed specifically 22 statements that consist of two monetary variables, one non-monetary variable, four intrinsic attribute variables, eight extrinsic attribute variables, five pre-purchasing service variables, and two post-purchasing service variables for skin care products and 23 statements that include one monetary variable, five intrinsic attributes variables, twelve extrinsic attributes variables, three pre-purchasing service variables, and two post-purchasing service variables for cosmetics products based on our means-end model. Respondents were asked to evaluate their ranking of relative importance for products (from strongly important to strongly unimportant). All questionnaires were constructed in the native language of each culture and adopted a Likert 5-point scale, each scale having a score from one to five. The basic of demographic data included such variables as age, department of study, and monthly allowance etc.

Result And Discussion

Sample Description

This study focused on young East Asian women (university students). Participants were females with age ranging from 18 to 25 in four Asian cities. The use of this format likely reduced possible sample-bias explanations for the observed differences. There was a higher monthly allowance in the Japan sample, due no doubt to Japan's relatively higher GNP. The characteristics of the participants are shown in Table 1.

	Japan	Korea	Taiwan	China
Age: 18-19	19.8(%)	22.1	20.9	23.4
20-22	51.4	48.6	52.3	52.6
23-25	28.8	29.3	26.8	24.0
Pocket money: \$0-150	11.5(%)	35.2	40.1	100.0
151-300	36.2	42.0	36.2	-
over 301	52.3	22.8	23.7	-

Measure of Reliability and Validity

Before making cross-cultural comparisons, measurement tools with consistent reliability for comparative cultures should be chosen (Davis, Douglas and Silk 1981; Douglas and Craig 1983; Green and White 1976; Parameswaran and Yaprak 1987). For comparison purposes, a total of 60 questionnaires were evenly given to female undergraduate students from South Korea and Japan who were enrolled in Tamkang University. Their native languages were used to test the reliability of the questionnaire. Table 2 provides the composite reliability for all scales used in this study. The results indicate that all scales are above 0.7 (Nunnally and Bernstein 1994). Therefore, we conclude that the reliability of the scales used in this article is adequate. This is a theoretical-based questionnaire that was modified from previous similar studies' questionnaires. In addition, this questionnaire is the result of discussions with experts, pretesting and has significant content validity.

Products	Japan	Korea	Taiwan	China
Skin Care	0.8716	0.8377	0.7946	0.8114
Cosmetics	0.7980	0.8728	0.8543	0.8637

Customer Value Perceptions

The major aim of factor analysis (FA) is to determine a few important and highly valued common factors for cross-cultural comparison. To identify the customer value indexes in East Asian countries, a principle component factor analysis with varimax rotation method was performed to determine the potential groupings of customer value items across respondents from each country. Appendix 1 and 2 contain the factor structure of customer value for the 22 statements and 23 statements, skin care products and cosmetics products separately, with factor loadings higher than 0.4, Cronbach's alpha coefficient was calculated for each to determine internal scale reliability.

Table 3 and Table 4 display separately the results of the means for customer value in 22 items and 23 items that based on FA, along with Scheffe's pairwise contrast Tests for skin care and cosmetics products across the four different countries. To assist in understanding the importance of customer value, the mean scores have been ranked according to the fifteen most valued items using superscripts for each country accordingly. For a better understanding and meaningful comparison, this research subjectively divided the 22 items of skin care products and 23 items of cosmetic products into five factors, namely, Price-related factor, Intrinsic attributes, Extrinsic attributes, Pre-purchase services, and Post-purchase services. All variables listed in each factor were closely related to each other.

Skin Care Products

These factors might be labeled Post-sale Services and Guarantees, Sales Personal factor, Price Consciousness, Advertising Seeker, Product Intrinsic Attribute, and Origin of Brand. As Table 3 shows, all samples reveal relatively high levels of importance being attached to eleven common variables of customer value that include price, sensitive or allergic skin condition, natural ingredients, after-sale guarantee or service, inclusion of a user guide or booklet, skin preserving qualities, ease and simplicity of use, convenient sales, discounts or specials, the attitude of sales personnel, and skills and knowledge of sales personnel from the top fifteen ranking comparisons.

The similarities in customer value structures of product-specific were obvious in East Asia. Most significantly, in Intrinsic attributes factor, "sensitive or allergic skin condition" and "skin preserving qualities" are the two most valued and important variables in all four East Asian cultures. They obtain the highest mean scores that may be due to the fact that these products are directly applied to the skin and thus are closely related to customer value variables. On the other hand, the four items of spokesperson, free gifts, product packaging, and attractive sales area dealing with skin care products are considered to be unimportant by customers in all four cultures.

However, when Scheffe's contrast method was used in pairwise tests, the cross-cultural differences were observed. These represent differences in the perceived value of respondents across cultures. Chinese respondents either in China or in Taiwan tended to place significantly higher levels of emphasis on attributes related to the product. In contrast, Japanese and Korean respondents reported significantly lower scores on the evaluation of product attributes.

	Japan ^a	Korea ^b	Taiwan ^c	China ^d	Scheffe Test*
Post-sales Services and Guarantees					
free consultation	3.405 ¹¹	3.084	3.964 ¹³	3.825 ¹³	(a,c)(b,c)(b,d)
after-sale guarantee or service	3.135 ¹⁵	3.756 ⁹	4.097 ¹¹	4.415 ⁵	(a,b)(a,c)(a,d)(b,d)
product insurance	3.189 ¹⁴	2.511	3.519 ¹⁵	3.694 ¹⁵	(a,b)(b,c)(b,d)
users guide or booklet	3.351 ¹²	3.561 ¹²	4.252 ⁶	4.312 ⁶	(a,c)(a,d)(b,c)(b,d)
Sales Personnel					
attitude of sales personnel	3.784 ⁷	3.839 ⁷	4.461 ⁴	4.312 ⁶	(a,c)(a,d)(b,c)

skills and knowledge of sales personnel	3.811 ⁶	3.876 ⁴	4.539 ³	4.475 ⁴	(a,c)(a,d)(b,c)(b,d)
clean, neat appearance of sales personnel	3.838 ⁵	2.912	4.236 ⁷	4.191 ⁸	(a,b)(b,c)(b,d)
Price-related Factors					
discounts or specials	3.649 ¹⁰	3.589 ¹¹	4.089 ¹²	3.891 ¹²	(b,c)
free gifts	2.703	3.088	3.457	3.246	(a,c)(a,d)
convenience of sales	3.919 ⁴	3.492 ¹³	4.125 ¹⁰	3.803 ¹⁴	(b,c)
price	3.973 ³	4.090 ³	4.230 ⁸	4.126 ⁹	
Advertising Seeker					
spokesperson	2.351	2.668	2.709	2.628	
advertising	2.622	3.240 ¹⁴	3.182	3.443	(a,b)(a,c)(a,d)
attractive sales area	2.973	3.161	2.907	3.169	
product packaging	2.676	3.069	3.277	3.661	(a,c)(a,d)(b,d)
Product Intrinsic Attributes					
skin preserving qualities	4.378 ²	4.507 ²	4.679 ²	4.694 ²	
natural ingredients	3.784 ⁷	3.824 ⁸	4.376 ⁵	4.525 ³	(a,c)(a,d)(b,c)(b,d)
sensitive or allergic skin condition	4.595 ¹	4.779 ¹	4.826 ¹	4.891 ¹	
ease and simplicity of use	3.784 ⁷	3.863 ⁵	4.226 ⁹	3.984 ¹⁰	
fragrance	3.270 ¹³	3.634 ¹⁰	3.123	3.661	(b,c)(c,d)
Origin of Brand					
famous name brand	3.027	3.859 ⁶	3.667 ¹⁴	3.913 ¹¹	(a,b)(a,c)(a,d)
country of origin	2.892	3.186 ¹⁵	3.396	3.465	(a,c)(a,d)

Note: * represents p-value<0.05; the top 15 means ranking in superscript

Cosmetics Products

Following this FA, data was categorized by customer value and a mean score for all the items that load on the factor were computed for each culture. Similarly, there are six factors can be labeled Post-sale Services and Guarantees, Sales Personal factor, Advertising Seeker, Product Intrinsic Attribute, Convenience Seeker and Origin of Brand Consciousness. Table 4 shows the different mean scores for the six dimensions across the four East Asian countries.

As shown in Table 4, all samples reveal relatively high levels of importance being attached to ten common variables of customer value that include price, sensitive or allergic skin condition, natural ingredients, convenience of carrying, convenience of removal, color quality, beautification capacity, simplicity of use, attitude of sales personnel, and skills and knowledge of sales personnel from top fifteen ranking comparison. As these findings show, the skin care products. Intrinsic

sic attribute factor is still the most important factor comparatively. In addition, “sensitive or allergic skin condition” is ranked as the most important variable by all four groups of East Asian youth. The Scheffe contrast test again showed that Chinese respondents either in China or Taiwan tended to place significantly higher levels of emphasis on attributes related to the product.

Table 4.					
Customer Value Variables Means Comparison—Cosmetics					
	Japan ^a	Korea ^b	Taiwan ^c	China ^d	Scheffe Test*
Post-sale Services and Guarantees					
product insurance	3.162	2.704	3.711	3.836	(b,c)(b,d)
after-sale guarantee or service	3.270	3.589 ¹⁵	3.978 ¹⁵	4.159 ¹⁰	(a,c)(a,d)(b,d)
users guide or booklet	3.667 ¹⁵	3.370	4.105 ¹²	4.230 ⁸	(a,d)(b,c)(b,d)
Sales Personnel					
attitude of sales personnel	4.111 ⁸	3.664 ¹³	4.416 ⁵	4.235 ⁷	(b,c)(b,d)
skills and knowledge of sales personnel	4.037 ⁹	3.726 ¹²	4.503 ²	4.437 ⁴	(a,c)(b,c)(b,d)
clean, neat appearance of sales personnel	3.926 ¹¹	2.989	4.214 ¹⁰	4.082 ¹⁴	(b,c)(b,d)
Advertising Seeker					
spokesperson	2.568	2.978	2.955	2.891	
advertising	2.892	3.405	3.200	3.585	(a,c)(a,d)
popularity of product	3.162	3.629 ¹⁴	3.628	3.694	(a,d)
product packaging	2.704	3.323	3.418	3.639	(a,b)(a,c)(a,d)
Product Intrinsic Attributes					
color quality	4.528 ¹	4.623 ¹	4.255 ⁹	4.470 ³	
natural ingredients	3.919 ¹²	3.749 ¹¹	4.366 ⁶	4.536 ²	(a,d)(b,c)(b,d)
beautification capacity	4.259 ⁴	3.908 ⁸	4.469 ³	4.393 ⁵	(b,c)(b,d)
multiple use	3.861 ¹³	3.863 ⁹	4.091 ¹³	3.705	
combination usefulness	3.704 ¹⁴	3.974 ⁶	3.919	3.503	
sensitive or allergic skin condition	4.460 ²	4.510 ²	4.663 ¹	4.809 ¹	
Convenience Seeker					
convenience of removal	4.250 ⁵	4.349 ³	4.461 ⁴	4.333 ⁶	
sales methods	3.963 ¹⁰	3.574	4.079 ¹⁴	3.853 ¹⁵	(b,c)
simplicity of use	4.296 ³	3.852 ¹⁰	4.301 ⁷	4.087 ¹²	(a,b)(b,c)
price	4.162 ⁷	4.009 ⁵	4.117 ¹¹	4.180 ⁹	
convenience of carrying	4.222 ⁶	4.049 ⁴	4.285 ⁸	4.087 ¹²	
Origin of Brand Consciousness					
famous name brand	3.135	3.915 ⁷	3.798	4.098 ¹¹	(a,b)(a,c)(a,d)
country of origin	3.297	3.223	3.514	3.607	

Note: * represents p-value<0.05; the top 15 means ranking in superscript

Management Implications

To market products effectively in an international market, marketing managers should understand the fundamental source of customer value for their products in each country. As can be seen from the above description, there are both similarities and differences among the four countries. Most important is the apparent similarity of the attitudes towards products. Similar behavior and attitudes may lead to similar types of appeals or tactics to attract customer support. For example, young women from all countries indicated that they care about intrinsic attributes more than extrinsic attributes. In addition, all samples are most concerned with "sensitive or allergic skin condition" and "skin preserving qualities" about skin care products, as well as "sensitive or allergic skin condition" and "color quality" of cosmetics products. Therefore, a product strategy targeted at consumers in an unfamiliar market may be more successful in gaining competitive advantage through emphasis of these attributes.

The service sector is the leading sector in all developed economies. Even the goods sector increasingly sees service as the best way to gain a competitive advantage. These trends make service the most important area of study in business today.

The results of the data analyzed in this study have provided some interesting insights that can help managers to execute global marketing programs. First, the respondents from these four countries have shown that they have a tendency to evaluate customer value on related products. This is likely because their cultures are the heirs of ancient Chinese Confucianism. The core values of Confucianism will dominant the choice and reasoning for buying behavior in these areas. An effective marketing strategy should emphasize the harmony, devotion and personal related attributes.

Second, Table 3 and Table 4 have shown that for both skin care and cosmetics products, respondents were concerned mostly with the sensitive or allergic variable, which was ranked top of all variables. So, advertising should address this variable, which will have significant impact on consumer choice. Third, price plays a less important role when selling these products, since consumers are concerned more with the product itself, such as skin preserving, simplicity of use, beautification capacity, this should be emphasized in the communication message.

Fourth, free gifts, packaging, sales personnel are the least highly valued variables. This finding is especially interesting in that the Japan respondents have the same results as the respondents from China, Taiwan and Korea. Japanese culture traditionally emphasizes human relationships, packaging, and politeness. Finally,

product intrinsic attributes are overwhelmingly more important than the extrinsic attributes.

Conclusions

In the sections above, we attempt to explain some cross-cultural differences and similarities found when the customer value structures of respondents from different countries were assessed using the same methodology. For example, it is known that China and Taiwan's respondents share interest in relative dimensions to importance of post-sale services and guarantees, sales personnel, price consciousness, product intrinsic attributes, and origin of brand about skin care products. Japanese and Korean respondents have similar profiles in relative dimensions to attitudes in post-sale services and guarantees, price consciousness, and product intrinsic attributes about skin care products. China and Taiwan's respondents rate the importance of post-sale services and guarantees, sales personnel, product intrinsic attributes, convenience, and origin of brand, while product intrinsic attributes, and convenience similarly compared with the Japanese and Korean respondents to cosmetics products. These kind of messages can be used by practitioners, while designing communication or distribution strategies for one or more countries.

Overall it appears that East Asian young female respondents held similar views in customer value perceptions of products. The majority of the items were ranked identically and there was no overall difference in ranking. The top two issues for all countries were "sensitive or allergic skin condition" and "skin preserving qualities" about skin care products, and also "sensitive or allergic skin condition" and "color quality" about cosmetics products. This highlights the possibility of marketing similar campaigns and using similar techniques to attract female youth cross-culturally.

As can be seen from the above description, there are both similarities and differences between the four countries. Young women from all countries indicated that they care more for intrinsic attributes than extrinsic attributes. In addition, all respondents are most concerned with "sensitive or allergic skin condition" and "skin preserving qualities" about skin care products, "sensitive or allergic skin condition" and "color quality" about cosmetics products. Generally speaking, the scores from Taiwan and China are much higher than Japan and Korea, which may be due to cross-cultural differences toward attitude expression.

Appendix 1.			
Results of FA of Customer Value Variable—Skin Care			
Factors variables	Eigenvalue	Factor Loadings	% of variance
Post-sales Services and Guarantees	5.620		25.55
free consultation		0.759	
after-sale guarantee or service		0.752	
guarantees		0.730	
users guide or booklet		0.688	
Cronbach's alpha coefficient: 0.7983			
Sales Personnel	2.395		10.89
attitude of sales and service personnel		0.788	
skills and knowledge of sales personnel		0.748	
clean and neat appearance of sales personnel		0.732	
Cronbach's alpha coefficient: 0.8342			
Price Consciousness	1.570		7.14
discounts or specials		0.742	
free gifts		0.741	
convenient sales		0.622	
price		0.577	
Cronbach's alpha coefficient: 0.6853			
Advertising Seeker	1.458		6.63
endorsements		0.824	
advertising		0.811	
attractive sales area		0.522	
packaging		0.491	
Cronbach's alpha coefficient: 0.7180			
Product Intrinsic Attributes	1.122		5.10
skin preserving qualities		0.676	
natural ingredients		0.666	
adaptation to sensitive or allergic skin condition		0.660	
ease and simplicity of use		0.467	
fragrance		0.429	
Cronbach's alpha coefficient: 0.6621			
Origin of Brand	1.019		4.63
famous name brand		0.795	
country of origin		0.779	
Cronbach's alpha coefficient: 0.6365			

Appendix 2.			
Results of FA of Customer Value Variable –Cosmetics			
Factors variables	Eigenvalue	Factor Loadings	% of variance
Post-sale Services and Guarantees	6.403		27.84
guarantees		0.738	
after-sale guarantee or service		0.715	
users guide or booklet		0.691	
Cronbach's alpha coefficient: 0.7444			
Sales Personnel	2.455		10.67
attitude of sales and service personnel		0.833	
skills and knowledge of sales personnel		0.800	
clean and neat appearance of sales personnel		0.779	
Cronbach's alpha coefficient: 0.8718			
Advertising Seeker	1.924		8.37
endorsements		0.815	
advertising		0.797	
popularity of product		0.718	
packaging		0.522	
Cronbach's alpha coefficient: 0.7476			
Product Intrinsic Attributes	1.304		5.67
color quality		0.733	
natural ingredients		0.695	
beautification capacity		0.559	
multiple use		0.521	
combination usefulness		0.480	
adaptation to sensitive or allergic skin condition			
Cronbach's alpha coefficient: 0.7511			
Convenience Seeker	1.079		4.69
convenience of removal		0.709	
sales methods		0.664	
simplicity of use		0.660	
price		0.641	
convenience of carrying		0.625	
Cronbach's alpha coefficient: 0.77493			
Origin of Brand Consciousness	1.031		4.48
famous name brand		0.635	
country of origin		0.520	
Cronbach's alpha coefficient: 0.6515			

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