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CONSTRUCTION OF TV HOME SHOPPING SERVICES CAPE AND ANALYSIS OF COMPETING MODELS

This study integrates the 3 major services cape aspects proposed by Baker (1987), Bitner (1992), and Tombs & McColl-Kennedy (2003), these 3 aspects are employed as antecedent variables, while customer satisfaction is taken as the consequent variable, thereby constructing an overall assessment model for TV shopping. Using SEM analysis, the proposed hypotheses were tested on 450 questionnaires, and 263 were recovered; after eliminating 13 improperly completed questionnaires, 250 valid questionnaires were obtained. The results indicated that Taiwan's shopping channels provide only one-way product introduction, as a result, from a practical perspective, if customers are not interested in a product, or if consumers do not perceive high quality, it will be difficult to generate satisfaction. Because of this, the 2 variables of 'perceived quality' and 'purchase emotion' are important insofar as they enable good host characteristics to influence customer satisfaction.

Keywords: host sales characteristics, product perceived quality, purchase emotion, customer satisfaction.

Introduction. The gradual acceptance of diverse prepurchasing channels and a growing number of consumers making purchases through television shopping services become prosperity (Balasubramanian, 1998). TV shopping sales in Taiwan have grown rapidly in recent years, and it is estimated that Taiwan's TV shopping market could reach NT\$75 billion (Chen & Chen, 2003).

Auter & Moore (1993) believe Americans accept the TV shopping due to the parasocial relationship established between the TV hosts and their audience, which gives them a sense of being accompanied by a friend throughout the shopping process. In Japan, the TV shopping channels not only sell products, but also demonstrate how to use them. This gives consumers a similar experience to that of shopping in a department store (Creighton, 1991). In contrast, Taiwan's TV shopping channels invite company representatives and demonstration personnel to present products alongside a host, while catchy music is played to keep the viewers interested. Hosts may also use dramatic language such as "don't miss it!" and "this is your last chance!" to elicit an instant response from viewers (Swan and Nolan, 1985). Consequently, TV shopping sales heavily depend on the hosts ability to charm the audience. Nevertheless, little research has been conducted on the role of hosts in TV shopping.

After employing a contingency model to study the efficiency of sales personnel, Weitz (1981) concluded that the characteristic qualities of sales personnel should include product knowledge, customer knowledge, and sales acumen (interaction techniques and methods). The more an individual possesses these qualities, the better their sales efficiency. Sujan, James & Sujan (1986) and Sujan (1999) further suggest that the process of interaction between sales personnel and customers can be regarded as a channel through which customers are persuaded to make purchases. These perspectives can facilitate an establishment of theoretical insights concerning TV shopping hosts.

Summarizing the aforementioned TV shopping theory and circumstances, this study integrates the 3 major services cape aspects proposed by Baker (1987), Bitner (1992), and Tombs & McColl-Kennedy (2003): the employee aspect of TV shopping

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