



# **CONFERENCE MANUAL**

**The 10<sup>th</sup> Biennial Conference of  
Asian Consumer and Family Economics  
Association  
National Chengchi University, Taipei, Taiwan,  
July 8-11, 2014**

**(Updated: July 6, 2014)**

Host: Asian Consumer and Family Economics Association

Local-hosts: Department of Public Finance, National Chengchi  
University, Taiwan  
Kainan University, Taiwan  
Association for China Economic Studies (ACES), Taiwan

Sponsors: National Chengchi University, Taiwan  
Ministry of Science and Technology, R.O.C.

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# The 10<sup>th</sup> Biennial Conference of ACFEA July 8-11, 2014, Taipei, Taiwan

URL: [www.asiancfea.org](http://www.asiancfea.org), Contact: [edouard831@gmail.com](mailto:edouard831@gmail.com)

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## *Presentation Guidelines*

### **1. Paper Presentation**

**All present of Refereed Sessions** will have 20 minutes for presentation. And please...

- Please be aware of time constraints. It is VERY important to be with in the timeframe so other presenters in your session have adequate time for their presentations.
- Please honor the order of presentation, so attendees can plan ahead to go to other concurrent sessions.
- Each session has a 15-minute open floor discussion.

**Presiders of Refereed Session** will introduce each presenter of the session and lead the discussion. And please...

- Please make sure each presenter will have adequate time, meaning cut the presentation that is extended over 20 minutes.
- Please honor the order of presentation.
- Please lead the discussion. If you like to, you can give a full review of papers, but it's totally up to you.

**Organizers of Panel Sessions and Business Meeting** need to plan the presentation of each presenter within the given time framework. Please be aware of your allotted time. This year, there are 75-minute sessions for the Journal-Editor Panel and Business Meeting, respectively.

### **2. Poster Presentation**

**Each poster presentation will have a space with size of 90cm×120cm (like this shape ).** And please...

- Please prepare your work and show it on the space no later than 16:50 on July 9, 2014.
- Each poster needs at least one presenter to interpret findings.
- Please finish your poster presentation and clean up your poster space by 18:00 on July 9, 2014.



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## Conference Program

Time	Tuesday, July 8, 2014				
<b>16:00-18:30</b>	<b>Registration Opens</b>				
<b>18:30-20:30</b>	<b>Reception (Fullon Hotel Shenkeng)</b> Welcome Speech by Dr. Jr-Tsung Huang, Chair of 2014 ACFEA Conference Welcome Speech by Dr. An-Pang Kao, Former President of ACFEA (2003-2005) Welcome Speech by Dr. Jing Jian Xiao, Former President of ACFEA (2001-1003)				
<b>Wednesday, July 9, 2014</b>					
<b>8:30-9:00</b>	<b>Welcome Ceremony (Conference Hall, General Building of Colleges)</b> Introduction: Mr. Hsu-Nien Chiang, local staff Welcome Speech by Dr. Bih-Jaw Lin, Vice President of NCCU Welcome Speech by Dr. Jr-Tsung Huang, President of ACFEA Welcome Speech by Dr. Jungsung Yeo, Former President of ACFEA (2011-2013) Welcome Speech by Dr. An-Pang Kao, Former President of ACFEA (2003-2005)				
<b>9:00-10:00</b>	<b>Keynote Address: (Conference Hall, General Building of Colleges)</b> Topic: Consumer Financial Capability and Well-Being Speaker: Dr. Jing Jian Xiao, University of Rhode Island, USA				
<b>10:00-10:30</b>	<b>Break (Group Photo)</b>				
<b>10:30-11:45</b> Concurrent Sessions	<b>Session 1-A:</b> (Conference Hall, General Building of Colleges)	<b>Session 1-B:</b> (Room 270514, General Building of Colleges)	<b>Session 1-C:</b> (Room 271338, General Building of Colleges)	<b>Session 1-D:</b> (Room 271332, General Building of Colleges)	
	Presider: An-Pang Kao Three papers will be presented and discussed.	Presider: Jen-Te Hwang Three papers will be presented and discussed.	Presider: Wen-Chieh Wu Three papers will be presented and discussed.	Presider: Chun-Chien Kuo Three papers will be presented and discussed.	
<b>11:45-13:00</b>	<b>Lunch (13th Floor, General Building of Colleges)</b>				
<b>13:00-14:15</b> Concurrent Sessions	<b>Session 2-A:</b> (Conference Hall, General Building of Colleges)	<b>Session 2-B:</b> (Room 270514, General Building of Colleges)	<b>Session 2-C:</b> (Room 271338, General Building of Colleges)	<b>Session 2-D:</b> (Room 271332, General Building of Colleges)	
	Presider: Kuang-Ta Lo Three papers will be presented and discussed.	Presider: Te-Yu Chou Three papers will be presented and discussed.	Presider: Xiao, Jing Jian Three papers will be presented and discussed.	Presider: Elizabeth Dolan Three papers will be presented and discussed.	
<b>14:15-14:30</b>	<b>Break</b>				
<b>14:30-15:45</b> Concurrent Sessions	<b>Session 3-A:</b> (Conference Hall, General Building of Colleges)	<b>Session 3-B:</b> (Room 270514, General Building of Colleges)	<b>Session 3-C:</b> (Room 271338, General Building of Colleges)	<b>Session 3-D:</b> (Room 271332, General Building of Colleges)	
	Presider: Kaili Yieh Three papers will be presented and discussed.	Presider: Lai, Christine W. Three papers will be presented and discussed.	Presider: Sherman D. Hanna Three papers will be presented and discussed.	Presider: Angela C. Lyons Three papers will be presented and discussed.	



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	<b>Session 4-A:</b> (Conference Hall, General Building of Colleges)	<b>Session 4-B:</b> (Room 270514, General Building of Colleges)	<b>Session 4-C:</b> (Room 271338 General Building of Colleges)	<b>Session 4-D:</b> (Room 271332, General Building of Colleges)	
<b>15:45-17:00</b> Concurrent Sessions	Presider: Jungsung Yeo Three papers will be presented and discussed.	Presider: Clifford Robb Three papers will be presented and discussed.	Presider: Marilyn Lavin Three papers will be presented and discussed.	Presider: Gong-Soog Hong Three papers will be presented and discussed.	
<b>17:00-18:00</b>	<b>Poster Session</b> 19 posters will be shown on the wall of the Conference Hall, General Building of Colleges				
<b>18:00-21:00</b>	Dinner & Culture Night				
	<b>Thursday, July 10, 2014</b>				
<b>9:00-10:30</b>	<b>Journal Editor Panel (Conference Hall, General Building of Colleges)</b> <b>Discussion Chair:</b> Dr. Jing Jian Xiao, University of Rhode Island, USA <b>Discussants:</b> Dr. Elizabeth Dolan, Editor, <i>Journal of Family and Economic Issues</i> Dr. Clifford Robb, Associate Editor, <i>Journal of Consumer Affairs</i> Dr. Jing Jian Xiao, Editor, <i>Journal of Financial Counseling and Planning</i>				
<b>10:30-10:45</b>	<b>Break</b>				
<b>10:45-12:00</b>	<b>Business Meeting: Country Report (Conference Hall, General Building of Colleges)</b> <b>Discussion Chair:</b> Dr. Kaili Yieh, Dean of College of Extension Education, National Changhua University of Education, Taiwan. <b>Discussants:</b> Australia : Barbara Shannon (International Federation of Home Economics, Australia) China : Qingfei Yin (Central South University, China) Hong Kong : Che-Cheong Poon (Hong Kong Shue Yan University, China) Indonesia : Hartoyo (Bogor Agricultural University, Indonesia) Iran : Mohammad Taghi Sheykhi (Al-Zahra University, Iran) Japan : Satoshi Kawanishi ( Sophia University, Japan) Korea : Hyuncha Choe (Seoul National University, Korea) Malaysia : Samsinar Md Sidin (University Putra Malaysia, Malaysia) Taiwan : Christine W. Lai (National Taiwan Normal University, Taiwan) USA : Clifford A. Robb (Kansas State University, USA)				
<b>12:00-14:30</b>	<b>Farewell Lunch (Shin-Yeh, 101 Building)</b>				
	<b>Friday, July 11, 2014</b>				
<b>8:30-19:30</b>	One-Day Trip				
	<b>Saturday, July 12, 2014</b>				
All Day	Departure				



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### **Session 1-A (July 9, 10:30-11:45)**

**Session Title:** Online Shopping and Time Usage Pattern

**Room Number:** Conference Hall, General Building of Colleges

**Session Chair:** An-Pang Kao (Kainan University, Taiwan)

**Presenters (people with "\*" are attendants):**

**Paper 1:** Marilyn Lavin\* (University of Wisconsin-Whitewater, USA)

“Online Shopping in the United States and China: A Comparison and Review”

**Paper 2:** Jin Su\* (Indiana University of Pennsylvania, USA)

“Using Supply Chain Perspective to Embed Sustainability in Apparel and Textiles Discipline”

**Paper 3:** Jong-Youn Rha\* (Seoul National University, Korea)

A-Young Choi (Seoul National University, Korea)

Jinmyung Lee (Seoul National University, Korea)

Hyojung Kim (Seoul National University, Korea)

Jiwon Choi (Seoul National University, Korea)

Sang-Goo Lee (Seoul National University, Korea)

Jonghun Park (Seoul National University, Korea)

Taekyng Ted Kwon (Seoul National University, Korea)

“Using Real-Time Log Data in the Analysis of Consumers’ Time Usage Patterns”



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### **Session 1-B (July 9, 10:30-11:45)**

**Session Title:** Consumer Behavior

**Room Number:** 270514, General Building of Colleges

**Session Chair:** Jen-Te Hwang (Kainan University, Taiwan)

**Presenters (people with "\*" are attendants):**

**Paper 1:** Maxwell K. Hsu \* (University of Wisconsin-Whitewater, USA)

Eric Lien (Thompson Rivers University, USA)

Stephen Wen-Hung Wang (National Taiwan Ocean University, Taiwan)

"Examining U.S. Local Residents' Grocery Shopping Behavior"

**Paper 2:** Hye-Gyoung Koo\* (Inha University, Korea)

Jong-Youn Rha (Seoul National University, Korea)

John T. Brady (Seoul National University, Korea)

"Why do consumers consent to the use of their personal information without paying enough attention?"

**Paper 3:** Xiaohui Wang\* (Shandong University of Finance and Economics, China)

Ren-Zhu Yu (Shandong University of Finance and Economics, China)

Xin Su (Shandong University of Finance and Economics, China)

"Urban Citizens' Recognition and Consumption of Green Agricultural Products: Survey from Shandong Province"



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### **Session 1-C (July 9, 10:30-11:45)**

**Session Title:** Education Issues

**Room Number:** 271338, General Building of Colleges

**Session Chair:** Wen-Chieh Wu (National Chengchi University, Taiwan)

**Presenters (people with "\*" are attendants):**

**Paper 1:** Jing Jian Xiao\* (University of Rhode Island, USA)

Barbara M. Newman (University of Rhode Island, USA)

Bie-Shuein Chu (University of Rhode Island, USA)

"Career Preparation of High School Students: An International Study"

**Paper 2:** Patti Fisher\* (Virginia Polytechnic Institute and State University in Blacksburg, USA)

Chungwen Hsu (Virginia Polytechnic Institute and State University in Blacksburg, USA)

"Which U.S. Households Use Education Loans?"

**Paper 3:** Angela C. Lyons \* (University of Illinois at Urbana-Champaign, USA)

María José Roa García (Center for Latin American Monetary Studies, USA)

Irina Kunovskaya (University of Georgia, USA)

"An International Framework for Advancing Economic Development, Financial Education, and Inclusion: The Launching of a Multi-Phase Research Project"





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### **Session 1-D (July 9, 10:30-11:45)**

**Session Title:** Household Income

**Room Number:** 271332, General Building of Colleges

**Session Chair:** Chun-Chien Kuo (National Taipei College of Business)

**Presenters (people with "\*" are attendants):**

**Paper 1:** Che-Cheong Poon \* (Hong Kong Shue Yan University, China)

Tai-Yuen Hon (Hong Kong Shue Yan University, China)

"Household Savings in Hong Kong: A Statistical Analysis"

**Paper 2:** Jong Seon Park\* (Chonnam National University, Korea)

Duck Soon Hwang (Chonnam National University, Korea)

"Analysis of Households' Mental Accounting According to Main Income Source and Income Quintile"

**Paper 3:** Vance Kuang-Ta Lo\* (National Chengchi University, Taiwan)

Yu-I Peng (National Taipei University, Taiwan)

Jr-Tsung Huang (National Chengchi University, Taiwan)

"Asymmetric Responses of Charitable Giving under Business Cycle"



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### **Session 2-A (July 9, 13:00-14:15)**

**Session Title:** Investment Behavior

**Room Number:** Conference Hall, General Building of Colleges

**Session Chair:** Kuang-Ta Lo, (National Chengchi University)

**Presenters (people with "\*" are attendants):**

**Paper 1:** John Grable (University of Georgia, USA)

So-hyun Joo\* (EWha Womans University, Korea)

Joo-Yung Park (Chungnam National University, Korea)

"The Antecedents of Financial Behavior: The Role of Race/Ethnicity, Financial Knowledge, and Locus of Control"

**Paper 2:** Makiko Hashinaga\* (Tokyo Gakugei University, Japan)

Takao Nishimura (Yokohama National University, Japan)

Satoshi Kawanishi (Sophia University, Japan)

"The Impact of Financial Literacy Education on Financial Behavior Change among Japanese College Students"

**Paper 3:** Angela C. Lyons\* (University of Illinois at Urbana-Champaign, USA)

Yilan Xu (University of Illinois at Urbana-Champaign, USA)

Rui Yao (University of Missouri-Columbia, USA)

"Financial Inclusion and Shadow Banking in China: Households' Usage of the Formal and Informal Financial Sectors"



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### **Session 2-B (July 9, 13:00-14:15)**

**Session Title:** Consumption Market , Industry and Family Issues

**Room Number:** 270514, General Building of Colleges

**Session Chair:** Te-Yu Chou (National Chengchi University)

**Presenters (people with "\*" are attendants):**

**Paper 1:** Sunwoo Kim\* (Chung-Ang University, Korea)

“An Exploratory Study on the Sustainability of Traditional Markets: A Comparison with the Super Supermarkets in Korea”

**Paper 2:** Jiaqiang Zhuang\* (Zhongnan University of Economics and Law, China)

Zhiyong Chen (Zhongnan University of Economics and Law, China)

“Trickle Down Consumption: Evidence from Chinese Household”

**Paper 3:** Hartoyo (Bogor Agricultural University, Indonesia)

Tin Herawati (Bogor Agricultural University, Indonesia)

M.Sc Djamaludin (Bogor Agricultural University, Indonesia)

Agus Surachman\* (Purdue University at Calumet, USA)

“Intergenerational Transmission of Poverty in Rural and Urban Area in Indonesia”



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### **Session 2-C (July 9, 13:00-14:15)**

**Session Title:** Family Issues

**Room Number:** 271338, General Building of Colleges

**Session Chair:** Xiao, Jing Jian (University of Rhode Island, USA)

**Presenters (people with "\*" are attendants):**

**Paper 1:** Jae-Hye Suk\* (SungKyunKwan University, Korea)

Kee-Ok Kim (SungKyunKwan University, Korea)

"Self-Identity and Consumption Wants among Young Adults Korean Consumers"

**Paper 2:** Yau-Yuh Tsay\* (Minghsin University of Science and Technology, Taiwan)

"Rising Living Costs and Consumer Behavior: Change in Time Allocation and Consumption Pattern among Young Consumers in Taiwan"

**Paper 3:** Kuan-Yu Chen (National Taiwan Normal University, Taiwan)

Christine W. Lai\* (National Taiwan Normal University, Taiwan)

"Change of Individual Risk Aversion and Financial Crisis: A Behavioral Perspective"



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### **Session 2-D (July 9, 13:00-14:15)**

**Session Title:** Brand Loyalty

**Room Number:** 271332, General Building of Colleges

**Session Chair:** Elizabeth Dolan (Editor of JFEI)

**Presenters (people with "\*" are attendants):**

**Paper 1:** Seyed Rajab Nikhashemi (University Putra Malaysia, Malaysia)

Samsinar Md Sidin\* (University Putra Malaysia, Malaysia)

Laily Haj Paim (University Putra Malaysia, Malaysia)

Siti Fatimah Mohamad (University Putra Malaysia, Malaysia)

"The Mediating Role of Brand Commitment on Generating Word of Mouth Communication: An Investigation in Hypermarket industry in Malaysia"

**Paper 2:** Kyungja Kim\* (Catholic University of Korea, Korea)

"Brand Switching Behavior in Store: TV Purchasing Case"

**Paper 3:** Jin Su\* (Indiana University of Pennsylvania, USA)

Fredalene B. Bowers (Indiana University of Pennsylvania, USA)

"Examining Chinese Adolescents' Fashion Involvement and Brand Sensitivity to Clothing: A Research Model"



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### **Session 3-A (July 9, 14:30-15:45)**

**Session Title:** Healthy Food Consumption

**Room Number:** Conference Hall, General Building of Colleges

**Session Chair:** Yieh, KaiLi (National Changhua University of Education, Taiwan)

**Presenters (people with "\*" are attendants):**

**Paper 1:** So-Yun Kim\* (Seoul National University, Korea)

Gong-Soog Hong (Iowa State University, USA)

"Catastrophic Health Expenditures and Life Satisfaction by Income and Medical Benefit Status: A Case of South Korea"

**Paper 2:** Aihwa Chang\* (National Chengchi University, Taiwan)

Pei-Ju Tung (National Chengchi University, Taiwan)

"The Influence of Information Quality on Organic Foods Community Identification and Loyalty"

**Paper 3:** Jeeyeon Sah\* (Seoul National University, Korea)

Jung-sung Yeo (Seoul National University, Korea)

"Consumer Responses for Four Different Nutrition Label Formats"



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### **Session 3-B (July 9, 14:30-15:45)**

**Session Title:** Issues of Retirement and Family

**Room Number:** 270514, General Building of Colleges

**Session Chair:** Lai, Christine W. (National Taiwan Normal University, Taiwan)

**Presenters (people with "\*" are attendants):**

**Paper 1:** Mohammad Taghi Sheykhi\* (Al-Zahra University, Iran)

“Grandparenthood in Iran: Profiles and Challenges”

**Paper 2:** Ting-Ying Yang\* (Asia University, Taiwan)

Sharon A. DeVaney (Purdue University, USA)

“Determinants of the Retirement Assets of Older Couples”

**Paper 3:** Jr-Tsung Huang (National Chengchi University, Taiwan)

Jiun-Nan Pan\* (Kainan University, Taiwan)

“Does Income Tax Matter to the Marriage Decision of Chinese?

Evidence from Taiwan”



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### **Session 3-C (July 9, 14:30-15:45)**

**Session Title:** Consumption Policy in China

**Room Number:** 271338, General Building of Colleges

**Session Chair:** Sherman D. Hanna (Ohio State University, USA)

**Presenters (people with "\*" are attendants):**

**Paper 1:** Tiemiao Huang\* (Guangdong Party School, China)

"A Few Major Issues to Be Explored Deeply and Solved Seriously in Governing Three Public Consumptions"

**Paper 2:** Wanhao Dong\* (Shanghai Finance University, China)

"The Impact of China Fiscal Investment on Labor Share and Economic Growth: A CGE Analysis"

**Paper 3:** Lai-Kuen Law \* (Hong Kong Shue Yan University, China)

"How Can Compensation Attract, Retain and Motivate Generation Y Employees?"





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### **Session 3-D (July 9, 14:30-15:45)**

**Session Title:** Family Decision

**Room Number:** 271332, General Building of Colleges

**Session Chair:** Angela C. Lyons (University of Illinois at Urbana-Champaign, USA)

**Presenters (people with "\*" are attendants):**

**Paper 1:** Jr-Tsung Huang (National Chengchi University, Taiwan)

Tsun-Feng Chiang\* (Henan University, China)

Jiun-Nan Pan (Kainan University, Taiwan)

"Fertility and Crime: Evidence from Spatial Analysis in Taiwan"

**Paper 2:** Quyên Bê\* (National Graduate Institute for Policy Studies, Japan)

"A Theoretical Discussion on Fertility, Social Security, Demographic Changes And General Equilibrium Analysis"

**Paper 3:** Qingfei Yin\* (Central South University, China)

Xiangdong Yin (Hunan Academy of Social Sciences, China)

Tianxiang Yin (Tianjin University of Finance and Economics Pearl River College, China)

"A study of Stochastic Models of Durable Goods Consumption"



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### **Session 4-A (July 9, 15:45-17:00)**

**Session Title:** Tax and Consumption in China

**Room Number:** Conference Hall, General Building of Colleges

**Session Chair:** Jungsung Yeo (Seoul National University, Korea)

**Presenters (people with "\*" are attendants):**

**Paper 1:** Hua-Sheng Ouyang\* (Nanjing Audit University, China)

“Study on the Tax Burden of Enterprises Based on the Distribution of the Government and Enterprises and Enlightenment on Tax Reform for China: An International Perspective”

**Paper 2:** Shu-Ping Li\* (Nanjing Audit University, China)

“Taking the "Levyng VAT in Lieu of Business Tax" Reform as an Opportunity to Push forward the All-round Reform of Tax System”

**Paper 3:** Shu Wang\* (Nanjing Audit University, China)

Xia Cai (Nanjing Audit University, China)

“Individual Accounts for Basic Pension Insurance : Replenishing or Naming ?

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### **Session 4-B (July 9, 15:45-17:00)**

**Session Title:** Customer relationship and Tourism

**Room Number:** 270514, General Building of Colleges

**Session Chair:** Clifford Robb (Kansas State University, USA)

**Presenters (people with "\*" are attendants):**

**Paper 1:** KaiLi Yieh\* (National Changhua University of Education, Taiwan)

Yi-Chu Huang (National Changhua University of Education, Taiwan)

Mau-Sheng Guo (National Changhua University of Education, Taiwan)

"The impact of relationship benefit on relationship quality and customer relationship development: As the example of hospital"

**Paper 2:** I-Hui Cheng\* (National Kaohsiung University and Taiwan Shoufu University, Taiwan)

"The Determinants of Cross-Strait Tourism Flows from China to Taiwan"

**Paper 3:** Lai-Kuen Law \* (Hong Kong Shue Yan University, China)

"Marketing Strategies in the Hotel Industry in the 21st Century"



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### **Session 4-C (July 9, 15:45-17:00)**

**Session Title:** Investment Behavior

**Room Number:** 271338, General Building of Colleges

**Session Chair:** Marilyn Lavin (University of Wisconsin-Whitewater, USA)

**Presenters (people with "\*" are attendants):**

**Paper 1:** Rui Yao\* (University of Missouri-Columbia, USA)

Angela C. Lyons (University of Illinois at Urbana-Champaign, USA)

Yilan Xu (University of Illinois at Urbana-Champaign, USA)

"Financial Planning and Investment Decisions: Evidence from Chinese Urban Households"

**Paper 2:** Richard Cheung Lam (Hong Kong Shue Yan University, China)

Tai-Yuen Hon\* (Hong Kong Shue Yan University, China)

"The Investment Behaviour of Small Investors in the Hong Kong Bank Stock Market"

**Paper 3:** Sherman D. Hanna\* (Ohio State University, USA)

Jonghee Lee (Korea University, Korea)

Suzanne Lindamood (Retired Independent Scholar, USA)

"Financial Behavior and Attitudes of Asians Compared to Other Racial/Ethnic Groups in the U.S."



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### **Session 4-D (July 9, 15:45-17:00)**

**Session Title:** Elderly Consumption and Industrial Strategies

**Room Number:** 271332 General Building of Colleges

**Session Chair:** Gong-Soog Hong (Iowa State University, USA)

**Presenters (people with "\*" are attendants):**

**Paper 1:** I-Ting Lu\* (National Chengchi University, Taiwan)

“Saving, Consumption and Old Age Allowance in Taiwan”

**Paper 2:** Jin-Hee Yang (Korea National University of Transportation, Korea)

Ji-Yea Park \* (Soongsil University, Korea)

“The Consumption Trend and Consumption Behavior of Korean Elderly Consumers for Grandchildren According to the Role Types of Grandmothers”

**Paper 3:** Nobuya Emoto\* (Kyushu International University, Japan)

“Nissan Motor’s “Kyushu=East Asia” Factory Strategy and the Seamless Logistics System among Japan, Korea and China”



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### **Poster Session (July 9, 17:00-18:00)**

**Location:** International Conference Hall, General Building of Colleges

**Poster 1:** Hyejin Cho \*(Seoul National University, Korea)

Minjung Kim (Seoul National University, Korea)

Hyeon Jeong Shim (Seoul National University, Korea)

“The housing cost burdens and the propriety of the housing cost burdens in Korean middle and old aged households”

**Poster 2:** Jisoo Kim (Inha University, Korea)

Youngjoo Na (Inha University, Korea)

“Clothing Insulation of On-wearing Style by Human Wearing Test and Its Economic Effect”

**Poster 3:** Sang-Hee Sohn (Seoul National University, Korea)

Jungyoon Yoon (Seoul National University, Korea)

Narang Park (Seoul National University, Korea)

Jong Ok Park (Seoul National University, Korea)

“Consumption Patterns of Korean Low-Income Households: Who is the Most Vulnerable?”

**Poster 4:** Seonglim Lee (Sungkyunkwan University, Korea)

Young Shim (Seowon University, Korea)

Juhee Park (Seongshin Women’s University, Korea)

Kyungja Kim (Catholic University of Korea, Korea)

“Beauty Care Expenditure of Korean Single Households”

**Poster 5:** Eun-Jung Park (Sungkyunkwan University, Korea)

Seonglim Lee (Sungkyunkwan University, Korea)

“The Effect of Family Background on the Academic Performance of the Teenage Childre”

**Poster 6:** Fangxia Chen (Central South University, China)

Qingfei Yin (Central South University, China)

Shuyue Shi (Central South University, China)

“The Rapid Development of China's Online Consumption”

**Poster 7:** Jong-Youn Rha (Seoul National University, Korea)

A-Young Choi (Seoul National University, Korea)

Jinmyung Lee (Seoul National University, Korea)

Hyojung Kim (Seoul National University, Korea)

Jiwon Choi (Seoul National University, Korea)



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“Consumers’ Smart Device Usage: A Comparison of Smartphone and Tablet PC”

**Poster 8:** Miyoung Jeon (Seoul National University, Korea)

Rando Kim (Seoul National University, Korea)

“Chinese Consumers’ Preference for Korean Food: Based on Food Lifestyle in Five Big Cities”

**Poster 9:** Jiyoung Lee (Seoul National University, Korea)

“Korean Baby Boomers’ Characteristics as a Financial Consumer”

**Poster 10:** Chia-Ming Hu (Asia University, Taiwan)

Ting-Ying Yang (Asia University, Taiwan)

Chun-Yao Chang (Asia University, Taiwan)

“The Relationship between Susceptibility to Interpersonal Influence, Future Time Perspective and Consumption Behavior”

**Poster 11:** Eunjeong Huh (University of Ulsan, Korea)

“The Effects of Consumer Values on Sustainable Consumption Behavior”

**Poster 12:** Jihye Kim (Inha University, Korea)

Junghai Yoon (Inha University, Korea)

“Determinants of Household Debt for the Living Expenditure Consumption in South Korea”

**Poster 13:** Shan Wu (Inha University, Korea)

Youngjoo Na (Inha University, Korea)

Haewon Chung (Inha University, Korea)

“Sensibility Evaluation and Price Satisfaction of Eco-friendly Apparel Products according to Recognition of Eco-friendliness”

**Poster 14:** Sooyeon Sim (Inha University, Korea)

Youngjoo Na (Inha University, Korea)

Haewon Chung (Inha University, Korea)

“Up-cycling Types of Clothes at Home: Ways for Sustainable Fashion & Textiles”

**Poster 15:** Younju Jang\* (Seoul National University, Korea)

Hyuncha Choe (Seoul National University, Korea)

Jihyung Han (Seoul National University, Korea)

Hyerim Na (Seoul National University, Korea)

“Insurance consumers’ purchase decision-making process according to the types of insurance products”



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- Poster 16:** Daekyun Ko\* (Seoul National University, Korea)  
Jungsung Yeo (Seoul National University, Korea)  
“Consumer Consideration in the Consumer Decision Making Process”
- Poster 17:** Zhiyu Zhang (Northeastern University at Qinhuangdao, China)  
Haifeng Li\* (Yamaguchi University, Japan)  
Fengxia Chang (Northeastern University at Qinhuangdao, China)  
Feng Su (Northeastern University at Qinhuangdao, China)  
“A Study of Character Consumption in Japan”
- Poster 18:** Haifeng Li\* (Yamaguchi University, Japan)  
Jiao Yang (Yamaguchi University, Japan)  
Yi (Tom) Cai (California State University at Northridge, USA)  
Lihui Yuan (Yamaguchi University, Japan)  
“Online Shopping in China: An Empirical Study of Online Consumer Behavior”
- Poster 19:** Haifeng Li\* (Yamaguchi University, Japan)  
Jiaying Li (Nankai University, China)  
Ernst S. Boyd (Yamaguchi University, Japan)  
“Consumer Behavior Simulation by Evolutionary Model Optimization of Neural Network Controlled Agents”





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### **Journal Editor Panel (July 10, 9:00-10:30)**

**Room:** Conference Hall, General Building of Colleges

**Discussion Chair:** Dr. Jing Jian Xiao (University of Rhode Island, USA)

**Discussants:**

Dr. Elizabeth Dolan, Editor, *Journal of Family and Economic Issues*

Dr. Clifford Robb, Associate Editor, *Journal of Consumer Affairs*

Dr. Jing Jian Xiao, Editor, *Journal of Financial Counseling and Planning*

### **Business Meeting (July 10, 10:45-12:00)**

**Meeting Topic:** Country/Region Reports

**Room:** Conference Hall, General Building of Colleges

**Meeting Chair:** Kaili Yieh (National Changhua University of Education, Taiwan)

**Discussants:**

1. **Australia :** Barbara Shannon (International Federation of Home Economics, Australia)
2. **China :** Qingfei Yin (Central South University, China)
3. **Hong Kong :** Che-Cheong Poon (Hong Kong Shue Yan University, China)
4. **Indonesia :** Hartoyo (Bogor Agricultural University, Indonesia)
5. **Iran :** Mohammad Taghi Sheykhi (Al-Zahra University, Iran)
6. **Japan :** Satoshi Kawanishi ( Sophia University, Japan)
7. **Korea :** Hyuncha Choe (Seoul National University, Korea)
8. **Malaysia :** Samsinar Md Sidin (University Putra Malaysia, Malaysia)
9. **Taiwan :** Christine W. Lai (National Taiwan Normal University, Taiwan)
10. **USA :** Clifford A. Robb (Kansas State University, USA)



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