

## The Influence of Chinese Philosophic-Religious Traditions on Chinese Consumption Behaviour: Findings from the Taoist Case Study

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**Abstract :** The purpose of this work-in-progress paper is to explore how the Chinese philosophic-religious tradition of Taoism impacts on the consumption behaviour of contemporary Chinese consumers. Although much cultural research has been conducted on Chinese consumption behaviours, most studies have approached the subject from Western perspectives. Examination of the limited literature indicates a gap in the knowledge of the relationship of traditional Chinese Taoism philosophy and Chinese consumption behaviour. To bridge this gap, this study examines Chinese consumption behaviour at a Taoist-related Chinese religious festival - the DuanWu festival - in order to seek some understanding of how the Taoism philosophic-religious tradition influences Chinese consumption behaviour from the point of view of the individuals involved. It focuses attention on their expression of Taoism cultural values, purchasing experience and subsequent consumption behaviours. This study undertook multiple methods for Taoist case study data collection: accompanied shopping with Taoists before DuanWu Festival; participant observations during DuanWu Festival; and in-depth interviews in order to explore Taoists consumption behaviours at the end of the Festival. Specifically, the finding from the Taoist case study corroborates and details the influence of the Taoism doctrine: man-nature orientation, Fenshui, ecological effect, and ecological knowledge, on their attitudes toward green purchasing behaviour. Findings from this Taoist case study - one of a series of three Chinese philosophic religious tradition case studies - contribute to the deeper understanding of contemporary Chinese consumers from a non-Western viewpoint and offer initial insights for global marketers to differentiate consumer needs and develop effective marketing strategies.

**Keywords :** consumer behaviour, culture values, green purchase behaviour, Taoism

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