



# **The Influence of National Culture on Customers' Cross-Buying Intentions in Asian Banking Services: Evidence from Korea and Taiwan**

*Jung Kee Hong, You-il Lee*

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The traditional walls between banking, insurance and securities markets are breaking down as a result of deregulation and liberalization of financial services. The cross-buying of financial services has become a global trend as a part of the convergence of financial services. This trend has recently commenced in East Asian countries, such as Taiwan and Korea, where the tremendous growth of these activities has been noticed. The book explores what the determinants of this growth in East Asia, particularly in Korea and Taiwan are, and how these determinants influence differently to the customers of these two countries when compared with the studies conducted on other countries (e.g. Europe and North America).

The book opens the view on the subject of customers' behavioral intentions of cross-buying banking services in East Asian countries, especially from a cross-cultural perspective and empirically tested findings help marketing personnel in financial institutions, marketing practitioners' in banks and researchers of financial services and marketing, understanding on East Asia such as Taiwan and Korea, where the tremendous growth of these activities has been noticed in recent years.

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