

究竟是賣給了誰？電視購物的主體及客體研究

Who is the guy you selling for? The research of the subject and object on television shopping

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摘要

電視購物所引領的購賣風潮，已經行之有年，相較於傳統的買賣模式，電視購物的傳銷手法及其所能帶給消費者的多種功能性，已經逐漸的進入整個消費市場，不僅瓜分了這塊市場的大餅，且獨占鰲頭，每每創下銷售佳績，尤其又以東森集團的東森購物帶頭，以及近年富邦所創建的MOMO購物台……等等，在台灣，根據AC尼爾森媒體研究資料，每月收看電視購物總人數逐年大躍進，從2000年的249萬人，到近幾年已超過1,500萬人以上代表其正在引領一個新的風潮。

因此，本研究想要探討的是電視購物的銷售情境底下，無論是出售者，抑或是消費者，他們在當下的主體及客體的轉變及形塑應該是何種情況，此外、筆者也去訪談了曾經購買過電視購物的民眾，希望從他／她們後設的角度去觀察其心理狀態以及社會行動的變化，藉以彌補無法捕捉閱聽人當下感受的缺憾。

根據筆者研究發現，在電視購物的情境下，包含出售者及閱聽人的主體，與其觀看所認知的客體，與筆者藉由顧里的鏡中自我概念做為出發，進行延伸的概念不甚相同。

其中，消費的情境佔了非常重要的因素，在這種情境當中，消費者與出售者都將投射自己的角色位置，並且去想像該位置所面對的客體該是何種樣貌，這是本研究最為關注的著眼點。

關鍵詞：電視購物，主體，客體。

excerpt

The television shopping eagerly anticipates buys sells the unrest, already the line for years, compared in the traditional business pattern, the television shopping multi-level marketing technique and can take to consumer's many kinds of

functionalities, already gradual entered the entire consumer market, not only has carved up this market sesame seed cake, and leads the field, often sets the record of the sales good result, especially east of the woods group's east woods shopping takes the lead, and the new MOMO television shopping..., in Taiwan, according to AC Nielsen media research material, watches the television shopping total number of people every month year by year the Great Leap Forward, from 2000 2,490,000 people, to has surpassed above 1,500 ten thousand people to represent in recent years its is eagerly anticipating a new unrest.

Studies the discovery according to the author, under the television shopping's situation, contains the selling one and the audience

to person's subject, with its on looking cognition's object, the self-concept does with in author's because of attending to looking-glass self, carries on the concept which extends not really the same idea with mine.

Most of all, expends the situation has occupied the very important factor, in the middle of this kind of situation, the consumer and the sell will project own role position. And imagines the object which this position faces to be what kind of appearance, this is the objective point which this research most pays attention.

Keywords : Television shopping 、 Subject 、 Object