

個性化商品如何打造成功？

How character products become successful

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在高度的商業化下，消費者對物質慾望提升，基本的的需求層次已無法滿足消費者，進而轉變為追求消費者心靈感受。消費者不再只迫於需要或只因必要而消費了；主宰消費與否的因素也從使用價值轉變成符號價值。

在 2006 年創意市集發展最為蓬勃之時，吸引了許多媒體前往報導，個性化商品也因此被大家認識，本研究採取直劃的深度訪談法來蒐集資料有關個性化商品中設計者的資料，試圖了解個性化商品是如何使得成功變成可能，並以 Bourdieu 的理論解釋設計者能力的養成。在商品本身，則透過 Baudrillard 的符號消費者理論為基礎，探討究竟符號是如何傳達。本研究除了訪問設記者之外，也訪問消費者作為輔助的資料，企圖藉由消費者的角度了解在消費個性化商品時，消費者對此商品的感受及認同感。

研究結果顯示，由於個性化商品的設計者楚瑜小資產階級，因此他們有足夠的慣習和資本使得他們能力去創造一個新的品牌，在商品個性表達上則有賴於符號訊息成功傳達給消費者，此外，因為個性化商品其原創性及特別性強，使得在講求生活風格的消費社會中，消費者希望藉以消費個性化商品來展現其自我風格，得以成功。

In the highly commercialized society, the basic function of products can not satisfy consumers any more. The control expends factor is changed from used value to symbolic value.

When fashion market became popular in 2006, character goods are know for media reports. The purpose of this research is to analyze how character goods success by using in-depth interview to get designer's information. This research is based on Bourdieu and Baudrillard's theory, and attempts to interview designers and consumer.

The results show that ability of having a new product is decided by designer's habits and capitals and the product's symbolic value. What's more, because of consumers tended buy these specific products to show their own style.

Advertising do affect the audiences' behavior, attitude, and cognition. "Limited editions" do urge people to consume. By the manipulation of advertisements, the function of product is more an individual representation. That is, we live in the

society with new consumption culture created by advertising.