

應用二維品質模式探討台灣文創產品購買 關鍵因素-以文創紙膠帶為例

USING TWO-DIMENSIONAL QUALITY MODEL TO EXPLORE THE PURCHASING FACTORS OF TAIWAN CULTURAL AND CREATIVE PRODUCTS - A CASE OF THE MASKING TAPE

許雯琍

龍華科技大學企管系碩士班碩士生

李維鈞

龍華科技大學企管系助理教授

Wen-Li Hsu

*Graduate Student, Department of Business Administration,
Lunghwa University of Science and Technology*

Wei-Chun Lee

*Assistant Professor, Department of Business Administration,
Lunghwa University of Science and Technology*

摘要

隨著台灣文化創意產業蓬勃發展，而原先在書局隨處可見的紙膠帶，隨著文創產業及個人品牌的興起，並朝著多元化的方向轉型，各家印刷廠開始開發不同印刷材質、工藝及提供客製化少量印刷的服務，許多創作者開始繪製屬於自己的紙膠帶並販售，隨著相關商品的普及，販售通路也變得多元，不同的風格、圖樣、材質、工藝等不同，擁有各自喜好的客群。透過相關文獻探討後，進行問卷設計。問卷共發出 318 份，扣除未購買過紙膠帶問卷，有效問卷 280 份，透過對偶重要度相關分析瞭解影響消費者購買因素的重要性，得知影響重要度魅力特性有 5 項，一維特性有 4 項，必要特性有 6 項，無差異特性有 5 項，根據分析結果提出建議，將資訊給予創作者在出品紙膠帶時作為參考使用。

關鍵詞：二維品質模式、紙膠帶、對偶重要度相關圖分析

ABSTRACT

As Taiwan's cultural and creative industries flourish, the masking tapes that used to be ubiquitous in bookstores, with the rise of cultural and creative industries and personal brands, and in the direction of diversification. Each printing factory began to develop different printing materials, processes and provide customized small printing services. Many creators began to draw their own masking tape and sell, with the popularity of related commodities, sales channels have become diversified, different styles, patterns, materials, craftsmanship, etc., have their own favorite customer groups. After discussing the relevant literature, the questionnaire design was carried out. Totally 318 questionnaires were sent out, deducting the questionnaire that had not purchased paper tape, finally 280 were effective, through dual importance mapping understand the importance of factors influencing consumers' purchases, Knowing the importance of the impact, there are 5 items of attractive attribute, 4 items of one-dimensional attribute, 6 items of must-be attribute, and 5 items of indifferent attribute. Based on the results of the analysis, suggestions are made and the information is given to the creator to use as a reference when producing masking tape.

Keywords: Two-Dimensional Quality Model, Masking Tape, Dual Importance Mapping