A Study of the Attraction Factors of Japanese Pop-Culture by Young People in Taiwan

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Abstract. “Beauty is the only way to be competitive!” In recent years, due to the energetic efforts that has plunge into the design industry from countries all around the world, the design field in Taiwan is highly valued; through the use of various kinds of designing methods, it is expected that this positive effort of “design” can increase vitality, competition and cultural standard of the Taiwanese life. Therefore, “design” must not only stress the importance of the high quality technology to improve the competitiveness in the design industry, but more important, how to focus on the viewpoint of the industry and the commercial market. Only in this way we can build a true strategy and create strong design energy from the heart. The emotional design of the Japanese goods, compare from consumer goods from all around the world, has always been distinct; furthermore, the same market response also emerged in the Taiwan commercial market. How do the Japanese goods provoke the emotional intention for consumer to purchase? How does it touch our perception neural? How can we truly seize the perceived value of the consumer? Therefore, through the bestseller condition analysis of the Japanese goods, and taking it forward to understand the preference factors of the Taiwan commercial market. Using EGM interviewing sixteen high personal involvements, then employing Quantification theory I to calculate the charm functional of the Japanese goods in Taiwan. The attempt is to seek to reason why Japanese goods became popular in Taiwan. The use of EGM can capture the particular features of the conditions that arouse the two aspects of the purchase intentions: the “top down” abstract value judgment and the “bottom up” concrete condition of the consumer goods, organizing the factors and conditions of the preference and expectations in the Taiwan commercial market. Ultimately to create similar products that extracted the fundamental spirits of the Japanese goods, meanwhile, blending in with the environmental conditions of the Taiwan commercial market; therefore, via the methods of product design to create goods that can conform to the emotional need of the Taiwanese consumer. By this way, we can pursue the success of emotional Taiwanese goods that can deeply touch the heart of the consumers and stimulate the consumption of the product; encouraging consumer to purchase this heart contented good and opening a new business opportunity to companies.
This research via the concept of charm engineer, employing the high involvement oral interview data of EGM, furthermore, using KJ Method to convergence categories, understand facts, and complying data. Below are six general aspects which help us know the main charm factors and condition of how Japanese goods attract the Taiwanese consumers: 1. Marketing. 2. Trend: Fashion trend. 3. Profession. 4. Convenience. 5. Comfortable. 6. Abundant.

Therefore, the comprehensive research combined EGM, statistics of Quantification theory, and charm functional to analyze if user can attain comfort from all aspects or whether if the design is humanized to provide convenience when manipulating; afterwards, based on the theory of consumer cognitive psychology and the six basic conditions of commodities: origin, background, material, technology, craftsman, and quality to sum up this research. Hence, “The most profound emotional value for Taiwanese consumers” concludes to the four conclusions: 1. Feel of Ease and Supreme Quality; 2. Innovation within the Traditional Field and the Spirit of the Craftsman; 3. Leading Technology and Innovation; 4. Social Care.

**Keywords:** Japanese Goods, Evaluation Grid Method, KANSEI Engineering.

1 Introduction

The research is about how “Japanese products” seize the “heart” of “Taiwanese” consumers. Focus is placed on how Taiwanese consumers recognize Japanese products in general and value them. The research therefore selected interviewees who are potential shoppers with stronger purchase powers, and who are classified as “knowledge-oriented” customers. The interviewees are limited to users highly involved in Japanese products in the Next Generation. For the needs of the interview, the samples were required to be tangible “products”. There was no restriction about where the products were bought or what kind they were. There was no restriction about the ratio of male and female interviewees either. It was expected by harvesting information extensively and allowing interviewees to talk freely, a critical charm formula can be developed and “heart” values of Japanese products can be identified.

2 The Study

Design is not merely place emphasis on the competence to maintain high quality, or enhancing competitiveness, it is also related to the view points of industries and commercial market. This is the only way to strategize powerful “heart” design capacity.

Norman stated in his 2005 thesis “Emotional Design” that consumer are not merely using products, their emotions are profoundly engaged in the activities. As designs receive more and more attention, and the level of demand is higher, it is time for emotional consumption. Consumers do not rely on functional demands only but for their emotional needs as well. Japanese products, i.e. designs carrying unique aesthetic and cultural features, are good examples. As eye-catching and attention demanding as these products are at consumer market, good designs represent quality assurance and