A Study of the Effect of Lifestyle and Production Position -- For an Example On Bedding Furniture

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ABSTRACT

The research, taking the wooden double-bed as example, discusses how the consumer's life-style affects their preference for daily-use articles. By various products of 4 styles, 5 colors, and 13 kinds of wood-grain, for residents of Taichung City, from 386 effective interview sampling survey, we have classified 3 life-style groups as the main subject of the research. The research also suggests these three life-style groups reasonable direction and product positioning of the three important designing elements of color, style, and material.

Keywords: 生活型態 ; 產品定位

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