ABSTRACT

Traditionally, dolls have been regarded as feminine toys. To form doll into a high-priced producing, marketing product, and an exquisite works of art, is one of the ways for promoting the competitiveness of the traditional toy industry in Taiwan.

In this study, a topic of the modeling study is processed with questionnaire surveys. And after that, the depth interviews with some subjects who have collection habit are conducted for further understanding the differences of the preference and the cognition in dolls modeling between general the public and the collectors. Specific conclusions by analyzing the questionnaire surveys are made as follows:

1. In aspect of gender difference: males in the fondness level of dolls modeling is close to females. And they do not obviously exclude dolls. But the proportion of males wanting to own a doll is significantly lower than that of females.

2. In aspect of cuteness of dolls: “cuteness” gets more attention in females and low-ages. However, in males and high-ages, “cute” gets less attention.

3. In aspect of the body ratio of dolls: all of people in Taiwan prefer general body ratio than special body ratio.

4. In aspect of the doll’s dressing: general consumers prefer a doll worn fashionable dressing than the doll worn special dressing.

5. In aspect of the doll’s gender and age: males may feel like more mature dolls, and females may rather accept child-modeling dolls. The subjects below 12-year-old prefer young-modeling than child-modeling. Furthermore, males more accept for male-modeling dolls than females.

The aforementioned research for analyzing the felling level of the doll can be as the reference to develop new consumer groups and new products for the toys (dolls) industries.

Keywords: Dolls, Toy Designed, Pop Culture.