

Tourists on Taiwan's Staple Packaging Preferences and Creativity-The pineapple cake

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ABSTRACT

As in recent years, the government actively develop tourism, released after the policy of "Doubling Tourist Arrivals Plan" to come to Taiwan visitors innovation, Taiwan Specialty become the one of the priorities of the tourism industry revenue. Taiwan hinterland, in order to grab business opportunities around, so many parts of Taiwan specialties often disorganized enough just to get the case, therefore, in order to improve the quality of the specialties in Taiwan, to expand business opportunities in Taiwan specialties, how to highlight the uniqueness of Taiwan specialties commemorative has become an important issue. Changes in the patterns of today's consumer market, the original commodity in the marketing elements from the original product (product), price (price), location (place), sales (promotion) collectively referred to as the "4P", the new - Packaging (package), collectively referred to as "5P". It is an important reason to promote the sale, product packaging Taiwan specialties could make good use packaging, tourists will be able to cause desire to enhance its sales. Observed and Taiwan specialties, each product packaging are identical, no big features, nothing more than styling on much the same reason, the lack of uniqueness, caused tourists to buy Taiwan Specialty decline. Taiwan's cultural characteristics, consumer preferences would be to import the product packaging, to change the existing modeling, and visual design, I believe we can bring more business opportunities to Taiwan specialties. In this study, the highest sales of pineapple cakes as the research object, through a literature search, to understand the characteristics of pineapple cakes, design performance practices and consumer preferences for image packaging, product packaging design at home and abroad also discussed the innovation performance, re-use surveys to understand tourists to Taiwan staple of preferences and with IPA analysis discussed later, will give priority to strengthening improvement District, to maintain continued area, adjust oversupply zone, through the three stages of design thinking and verification, re-create a capable performance characteristics of Taiwan and tourists can increase the desire to purchase the package designed to provide industry and packaging designers reference.

Keywords : tourists、 Taiwan specialties、 packaging design、 innovation、 IPA

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