

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 affect 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 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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