Color Image Study of 3C Products -Take Notebook Computer as an Example

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ABSTRACT

ABSTRACT Facing the highly competitive sales market, the requests for functions are not enough for customers' demands now. Requirements of a so called " successful product" should include not only outstanding functions but also distinguishing appearances and colors. If we focus on its functions but neglect the colors of products, in this competitive society, the product won't be the best-selling. Take the latest Notebooks in sales market as an example, in the very beginning, people focus on its functions rather than its appearances and colors. With the increase of customers' demands toward Notebooks, its functions, appearance and colors have been increased as well. Nowadays, Notebooks, with various kinds of functions and colorful appearances have been the essential elements that will influence customers' willingness of buying. Notebooks were invented in 1981. Functions and Soft wares of Notebooks have achieved a certain standard now. However, there are less choices of colors for customers in sales market. Thus, we investigated customers' preferences toward the color of Notebooks. We investigated customers' preferences by modifying colors of Notebooks which exists in the sales market. We divided our targets into two parts, students and officers. There are 256people in total. After analyzing data's by SPSS, we knew that the way customers building images of Notebooks is based on the feeling of steady and mature so far, thus, Notebooks with vigorous color are not popular. Our research found that colors of Notebook have been considered recently, and colors of Notebooks have become one of the elements that influence customers' buying.

Keywords : Taiwan;Notebooks;Color Psychology

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