Exploring the decision-making model of young consumers for purchasing cultural and creative products

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MOTIVATION AND PURPOSE

Past research found that all cultural and creative products have three elements: cultural connotation, connecting locality and creativity which are also important factors for consumers to purchase (Guo, 2018) However, it has rarely focused on the in-depth investigation of the product design industry and the behavior of young consumers to purchase cultural and creative products in Taiwan.

The study adopted EDTM to explore the factors of young consumer in Taiwan purchasing cultural and creative products, to understand the process of purchasing, and to establish a decision tree for their thinking patterns. It is sincerely hoped that the findings of the research could helicultural and creative companies to have a clear direction in product design and marketing strategies.

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LITERATURE REVIEW

Definition of Cultural and Creative Industries

According to the definition of the Cultural and Creative Industries Development Law of the Republic of China, it is those industries that have their origins in innovation or cultural accretion, and which have the potential to create wealth or job opportunities through the production and utilization of intellectual property, and which can help to enhance the living environment for society. Product design Industry

It includes all enterprises engaged in appearance design, product design investigation, institutional design, prototype and model making, packaging design, design consulting, etc. Definition of Ethnographic decision tree modeling

rules of a single decision maker or expert systems into a computer programming model of group decision-making that can be tested based on actual choice data collected from a sample of decision-makers (Lave & March, 1975). Moreover, EDIM is a descriptive decision-making technique that uses data obtained from interviews to model individual decision-making behavior based on real-life choices in a specific context (Bernard, 2011; Bernard & Ryan, 2010; Gladwin, 1976).

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RESEARCH DESIGN

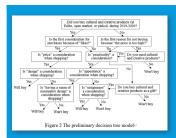


The first phase uses qualitative research methods to explore the criteria that young consumers evaluate when purchasing cultural and creative products, and then, to build up the preliminary decision tree model. The second phase is mainly based on quantitative research, which includes designing structured questionnaires, collecting data, model validation and modification.

According to the survey young consumers between the ages of 20 and 39 in Taiwan have the courage to express and show themselves and are willing to participate in innovative trends, and they are the group with the greatest consumption output of the products (Hsu - 2017).

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RESEARCH FINDING



was interviewed about 10-20 minutes. After interviewed with 26 respondents, the study found that no other new information appeared, indicating that information saturation was reached. The average age of respondents is 23 which ranged from 20-29 years old. Moreover, the study converted the content writing of 26 respondents into verbatim, and elicit the criteria and context of young consumers when purchasing cultural and creative products. There are 10 important decision-making criteria botained, and they are ranked from high to low according to the frequency of respondents' answers.

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CONCLUSION AND DISCUSSION

The study adopted EDTM to simulate the process of young consumers purchasing cultural and creative products. The first phase of EDTM was model building by qualitative perspective. 10 criteria were elicited through in-depth interviews with 26 respondents for building a preliminary decision tree model. The top five criteria that influence young consumers to purchase cultural and creative products were personal preference, reasonable price, practicality, appearance design and design texture. After building a preliminary decision to a model the creater building at the creater but of consumers.

Previous research has pointed out that unfair prices would affect consumer satisfaction, reduce purchase intentions and increase complaints (Kahneman et al. 1986; Campbell 1999). In addition, due to the heterogeneity of consumers, the acceptance of prices will also be different. For example, consumers' income, education, age, etc. will affect consumers' acceptance of prices (Berkowitz & Walton, 1980; Wheatley & Chiu, 1977). This study considers that an acceptable price according to the characteristics of the target audience will be a very important for cultural and creative operators in the market. Then, giving discounts timely and improving the quality of after-sales service may be a feasible method for young customers.

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