

品牌定位分析-台灣品牌與全球品牌之比較

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摘 要

近年來台灣的產品設計隨著經濟發展而嶄露光芒，同時台灣已從 OEM、ODM 逐漸進入 OBM 時代，「品牌台灣」已是台灣未來翻轉經濟的重點。品牌形象代表產品在消費者心中的樣貌，消費者會以記憶將產品資訊與品牌連接在一起，因此在建立品牌形象的過程中，產品設計是不可被忽視的。本研究針對台灣及全球知名品牌各自進行產品與品牌認知調查，最後彙整分析比較。研究架構以消費者「需要」、「想要」及「渴望」的心理層面以及從「使用者」、「設計者」及「生產者」三個角度構成品牌定位評估九宮格，並展開量表設計。量表經過信效度確認可行性之後，即從品牌分群、品牌間之相對位置與絕對位置對台灣品牌與國際品牌進行比較。最後獲得主要結論顯示：1.台灣品牌已有進入全球品牌的實力；2.台灣品牌整體之產品功能面強大，品牌仍然給人製造代工的印象；3.台灣品牌擁有成熟的生產工藝，產品質量很高，台灣品牌 HTC 已經在消費者心中已具有獨特性和品牌認知度。本研究之研究架構與成果可以提供相關產業未來欲檢驗自家品牌定位以及欲進入全球市場需考量品牌因素之參考。

關鍵詞：品牌定位、品牌情感、情感設計

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Brand Positioning Analysis: A Comparison Between Taiwan Brands and Global Brands

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Abstract

In recent years, product design in Taiwan has received considerable attention because of economic development in Taiwan. Concurrently, manufacturing in Taiwan has shifted from the era of the original equipment manufacturer (OEM) and the original design manufacturer (ODM) to that of the original brand manufacturer (OBM). “Branding Taiwan” now plays a critical role in Taiwan’s economic development. Brand image represents how consumers view a product. Consumers typically obtain product information from the product brand; therefore, product design is crucial in establishing brand image. This research study of product and brand recognition of Taiwanese and global brands, final summary analysis and comparison. Three perspectives (user, designer, and maker) and consumer psychology (needs, wants and desire) were included in the conceptual framework, and expanded the scale design. Base on framework, we explored the issues of a comparison of the overall average, compared with one another for each brand and compared each other of every single one brand after determined the reliability and validity of the scale. We concluded the following: (a) A Taiwan brand has the potential of becoming a global brand. (b) Taiwan products exhibit strong brands although the brands still remind consumers of Taiwan’s OEMs. (c) Manufacturers that make products for Taiwan brands have mature production skills and produce high-quality products. For example, the Taiwan brand HTC is unique and well known to consumers. The research framework and results of this study can serve as a reference for related industries in identifying their brand position and in entering the global market.

Key words: Brand Positioning, Brand Emotion, Emotional Design

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