

A Study on the Consumer Behavior & Marketing Strategy of Creative Accessory — Take Designed Brands in Taiwan for Example

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Abstract

The fashion accessories are full of unlimited creative ideas both in material applications and expressions in order to become fads in fashion industry. So in this literature, we take the core on Taiwan's creative accessory, and choose three Taiwan's designed brands objects to progress consumers' questionnaires investigation and business interview. To focus on consumer behavior and marketing strategies, the literature will study the factors of Taiwan's creative accessory being popular in consumers and effective marketing strategies that would be the reference in extending Taiwan's cultural creative industry.

Keywords: creative accessory, consumer behavior, marketing strategy, cultural creative industry

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5.3.3. Suggestions for the consumers

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5.3.3 (1) Expression of personal demands and construction of unique style

The consumers can express their views on the accessories after absorbing the information by media and specifically show their emotional and functional needs, communicate with the designers or the companies to have customized creative accessories and establish personal unique charm and style.

5.3.3 (2) Support for consumption market of domestic fashion brands of accessories

In the accessory market full of varied foreign brands and bargains, there is a group of creators or sellers quietly making their dreams come true..... This study suggests the consumers to support the accessories of domestic fashion brands upon their acceptable prices to boost the creative accessory in Taiwan.

5.3.1 (2) Increase of the consumers' brand loyalty

The managers should establish the clear brand image and accomplish product quality and customer service to construct brand loyalty.

5.3.1 (3) Originality and fashion

Most of the consumers buy the accessories to fit their clothes. Fashionable, unique and clear brand image will certainly impress the consumers.

5.3.1 (4) Effective operation of multiple marketing places

The consumption models are changed and there are diverse marketing channels. For instance, internet is commonly used in creative accessory industry and the rapid transmission will create more possibilities. Effective operation will certainly result in remarkable sales.

5.3.1 (5) Stimulation of “needs of consumption”

The time is changing and the consumption model has been transformed from “needs to consume” into “consumption needs”. The consumers are smarter and companies must stimulate their “needs” by varied measures to continue the development of creative accessory industry.

5.3.2 Suggestions for the creators

In severely competitive time, the creators should not only work in the studio without dealing with the people (they might be appreciated if they are lucky). They must promote themselves by varied channels or measures and even make profits. In the time of aesthetic economy, art and creativity are no longer the exclusive works of the artists. They are a kind of living attitude which can be possessed by everyone. Thus, this study suggests the creators to read the marketing related books and create more financial value with their creative accessory.

gradually notice the importance of the brands which represent quality and style. The proportions of the consumers who buy the accessories from street vendors, internet or boutiques are close which demonstrates that the consumers have autonomic shopping needs. They no longer only feel satisfied with the accessories in night markets and will not blindly pursue the foreign products. They look for unique and creative products with reasonable prices which is modern consumers' spirit and needs.

5.2.3 Diverse creative marketing is valued

In changeable information era, marketing becomes more and more diverse. The consumers do not buy the products simply for lives. The sellers must stimulate 'the needs of consumption' by creativity so that the consumers will recognize that price is not the key; instead, additional value will be the critical factor. Thus, the success factors are to effectively operate different marketing and media to promote the products.

5.2.4 The governmental policies should be improved

Comparing with the active measures to develop cultural creative industry in the neighboring nations (such as Thailand), the related policies in Taiwan, such as youth business creation loan and plans of cultural creative industry are not effectively promoted. Thus, many fashion creators do not have the information and tend to have financial problems or give up.

5.3. Suggestions

5.3.1 Suggestions for the managers

5.3.1 (1) Financial reinforcement by social resources

In order to strengthen the operation, the accessory industry managers should not only read broadly, collect more marketing knowledge, but also learn the cost control through governmental institutions such as National Youth Commission, Executive Yuan or to reinforce the capital flow.

success marketing of key of fashion brand accessories. In addition, the questionnaire result demonstrates that the consumers will have brand loyalty upon brand image and product quality. Thus, in modern society, “brand image” is more and more important and it is not simply the sales of products, but also the recognized aesthetics and additional value.

5.1.2 Interview with the accessory companies

The result of interview with the accessory companies show that fashion brand accessories in Taiwan are still in the mature stage and the designers usually do not have the sufficient knowledge on marketing and accounting. Thus, many creators give up at the beginning. It is connected to the environment in Taiwan. Since the governmental policy of cultural creative industry and the information of business creation loan are not effective and the related activities are behind those in the neighboring countries, it should be further improved. Most of the consumers still consider the accessories as cheap and fashionable products and they prefer bargains in the night markets or on internet. However, nowadays, more and more accessory companies pay attention to the consumers’ needs and consumption propensity and have creative and diverse marketing (brand, internet and aesthetics marketing) and result in outstanding sales!

5.2. Conclusions

5.2.1 Fashion brands of accessory industry in Taiwan are mostly micro-business

Currently, in the creative accessory companies, there is usually only one person in charge of everything and the companies tend to encounter difficulties when the cost is out of control or problem of capital. In order to save the marketing expenditure, some managers give up the promotion and fail to increase the exposure of the products. Thus, they cannot attract the consumers’ attention and will face the operational difficulty.

5.2.2 The consumers’ autonomic needs

In the fashionable trend, the consumers tend to be influenced by the marketing and



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(Reorganization of the interview and photo description upon the agreement of the brands)

Based on the above, the common points are generalized below:

- (1) “Originality”: it is the competitive advantage.
- (2) the model of micro-enterprises; the designers make efforts in seemingly wonderful business. They manage everything, from design, finish products, marketing, goods delivery and after-sale service; it is the micro-business upon the designer, the relatives or friends.
- (3) internet is regarded as marketing and selling platform.
- (4) part of cultural creative industry.
- (5) unique brands to establish brand loyalty.
- (6) aesthetic marketing to result in more additional value in the products.
- (7) lack of complete marketing and cost concepts.

5. Conclusions and suggestions

5.1. Research findings

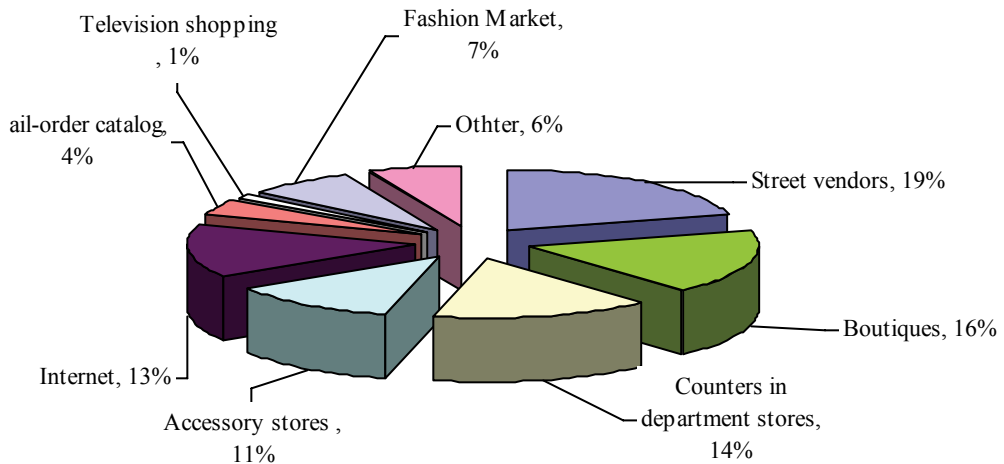
5.1.1 Consumer questionnaire survey

Consumer questionnaire survey demonstrates that most of the consumers buy the accessories from street vendors, clothing boutiques or internet and their purpose is to fit their clothes. Thus, the accessories meet the fashion. Besides, most of the people, the young people, in particular, intend to have their own style and more people suggest that they buy the accessories only when they “need” it. Thus, “stimulating the needs” is the

		most of the consumers reach the store through the internet 2. The originality is imitated by others	sales are affected
Cycle of products	Most of the products are customized and thus the cycle is irregular. Sometimes the designer introduces a series of personalized products.	The designer controls the cycle and produces more popular products.	Three months of once season
Cost control	The designer is a perfectionist; colored glaze is fragile material. Thus, the cost control is a critical issue.	The designer controls the budget; however, since the designer is free, sometimes the costs are higher than expected	The cost control is stable since the designer consulted the consultant company and had taken the accounting courses,
After-sale service	Free repair with regard to non-artificial damage in three months; there will be charges in other situations	Free repair or goods exchange in three months; there will be charge for consumption materials, such as electroplated chain and silver chain; teaching the consumers with the maintenance	Basic goods exchange and maintenance. Free exchange for the fault of the brand; there will be charge for the consumers' faults.
Customer complaint management	Hand-made products; complete communication with the clients in advance; no goods return or exchange	The suggestions for the designer refer to modest reaction or verbal indication and the designer will try to satisfy the customers	The clients are nice and there are not many customer complaints.
Future development	1. Uniqueness and personalized products 2. Planning to open shops without mass production	1. Mass production will be established for the expansion and; expanding the business scale and spots with exclusive sales. 2. Mass production and international promotion	1. Fashion brand accessories are related to Micro-business; more studies on the related information 2. Mass production; discussing with the consultant company to expand the business upon brand image. Cooperation with other industries

Marketing places	<ol style="list-style-type: none"> Internet (yahoo internet auction, blog, MWS official website) Consignable sale (boutique and department store) Personal studio 	<ol style="list-style-type: none"> Internet (blog) Shop (store and counter) Consignable sale 	<ol style="list-style-type: none"> Internet (yahoo shopping center / pchome / blog online reservation) Shop (department store) Fashion Market, boutique and consignable sale
Media Promotion	<ol style="list-style-type: none"> yahoo 360 degree blog Comment on yahoo internet auction reaches 166 Newspaper and magazine interview Fashion Market and teaching 	<ol style="list-style-type: none"> Internet (Wretch) Newspaper and magazine interview TV report Promotion by well-known artist (Jolin) 	<ol style="list-style-type: none"> Wretch (blog connection and introduction of the design blog) yahoo shopping center Media interview
Shop display And Product display	Internet display with clear pictures	Bold and avant-garde Colorful	Internet display, the webpage is romantic, original and poetic
Marketing strategies	<ol style="list-style-type: none"> Internet marketing is the principal; real shop Teaching in the studio Promotion in the festivals, such as pair rings, pair necklaces and discount in Valentine's Day; media 	<ol style="list-style-type: none"> Internet marketing is the principal; real shop Attracting the consumers by pictures Website and blog are renewed everything to increase the visitors and the consumers' brand loyalty Design concept and stories 	<ol style="list-style-type: none"> Internet marketing is the principal; real shop blog is renewed all the time The product information on official website is updated Promotion on online shopping center, blog or official website
Work division	It is simply the studio and the designer manages everything	The owner manages everything	The designer dealt with everything at the beginning, from design, packaging to sales. Now, the designer designs the products with samples which are produced by the part-timers or factories
Operational difficulties	The orders are not stable	<ol style="list-style-type: none"> The location of the real store is not popular and thus 	The product position is unclear and thus the

4.1.9 Locations to purchase the accessories



4.2. Analysis on the interview with the companies

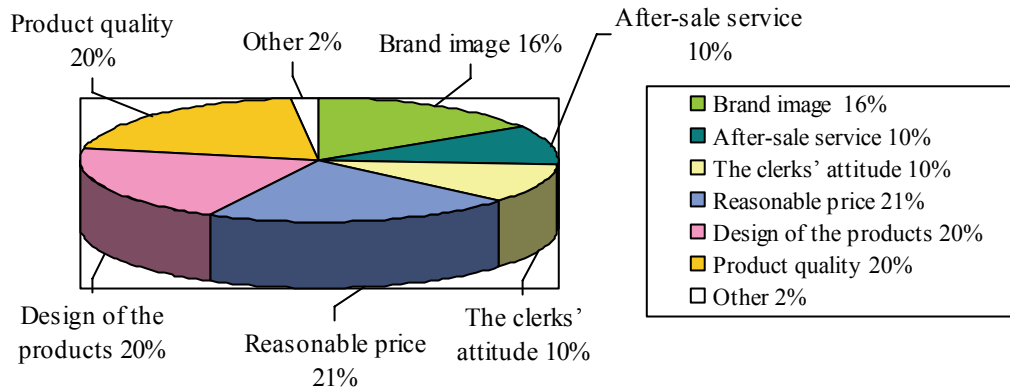
This study targets on “MWS”, “Pet Shops Girl” and “S, Lyn”, interviews the shops and take photos on the display and products upon their agreement. According to the interview, the data acquired is reorganized below:

Table 2. Analysis and comparison upon the interview with creative accessory brands in Taiwan

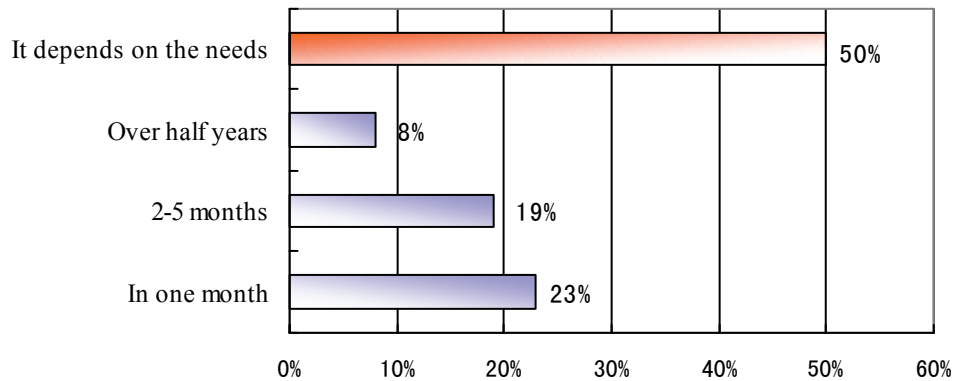
Items	MWS	Pet Shops Girl	S, Lyn
Design style	1. Unique, hand-made and personalized 2. Simple texture and harmony between light and shadow	1. Story-telling, hand-made and environmental 2. Avant-garde but also sweet	1. Swarovski crystal and cheongsam button design 2. Splendid and poetic
Major Materials	Colored glaze, metal and silver	Old-style fabric in Taiwan and environmental materials	Cheongsam silk and satin, Swarovski crystal and metal
Prices	NT\$500 - 7000	NT\$1000 - 2500	NT\$1000 - 2500

4.1.7 Factors to have brand loyalty

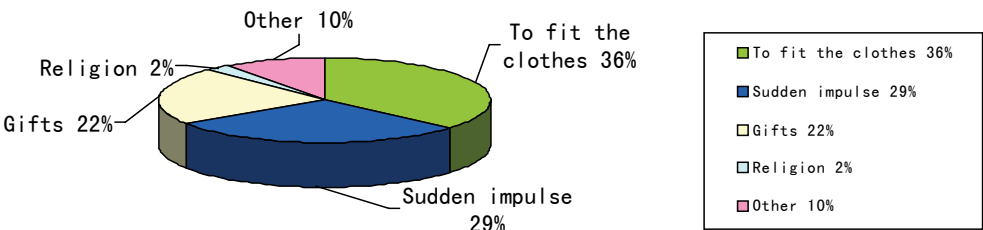
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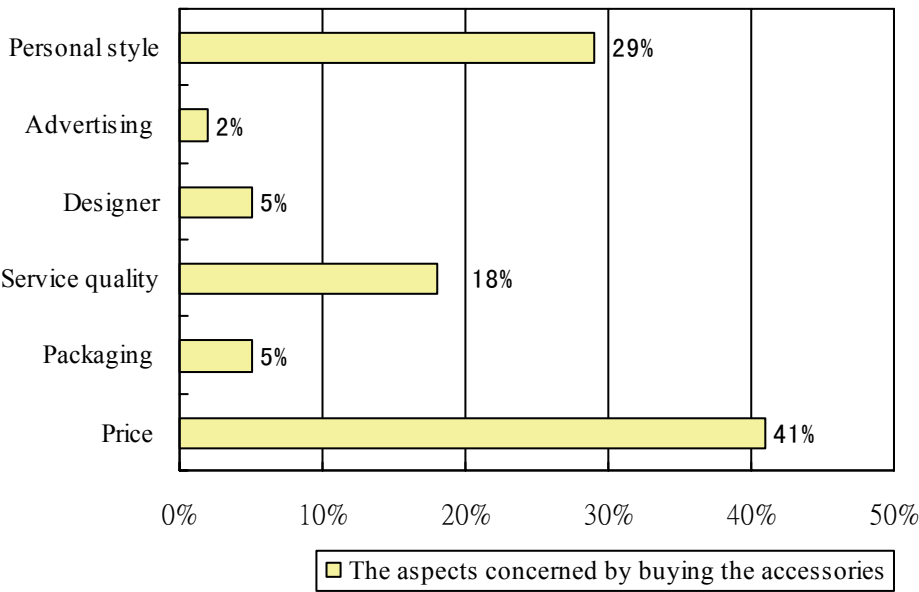
4.1.8 Purchase frequency



4.1.5 The purposes to buy the accessories: to fit the clothes 36%

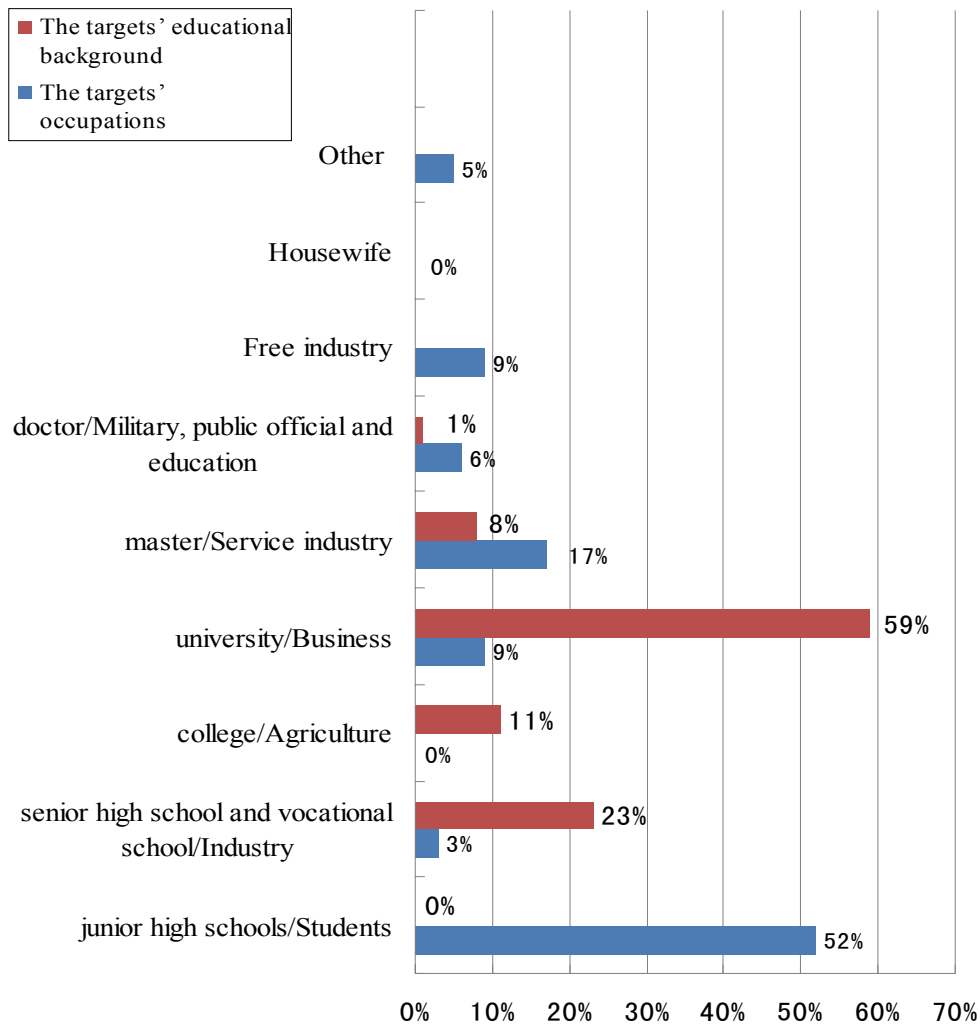


4.1.6 The aspects concerned when buying the accessories: price and personal style



4.1.4 Target consumers' occupations: most of them are graduated from universities and in business field

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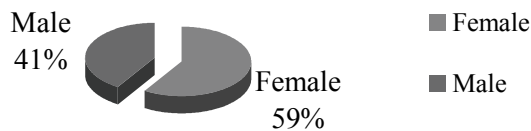


4. Results and analysis

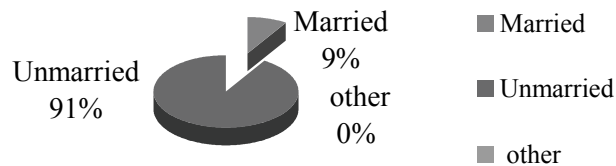
4.1. Analysis of consumer questionnaire survey

The result of consumer questionnaire survey on 500 consumers aged from 15 to 35 years in northern, central and southern Taiwan demonstrates that most of the consumers purchase the accessories through street vendors, clothing boutiques or internet; they buy the accessories to fit their clothes; they intend to be unique; they buy the accessories only when they “need” them and thus, “stimulating the needs” is the success key of marketing; they have brand loyalty because of brand image and product quality and thus brand image involves the identified aesthetics and additional value.

4.1.1 Sex of target consumers



4.1.2 Target consumers' marital status



4.1.3 Target consumers' age

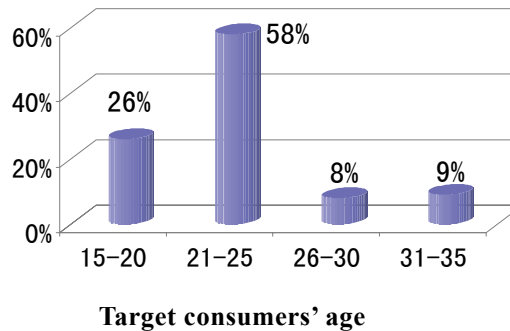


Table 1. Types of new consumers' emotional needs and consumption tendency

emotional needs	Content of emotional needs	Consumption tendency
1. Taking care of myself	After the hard work, we try to relax ourselves and even enrich the spiritual live.	Personal beauty products, such as bathing products, aromatic, water therapy, clothes, accessories, food, bedding and pillow, domestic appliance, etc.
2. Loving each other	Relationship construction, maintenance and extension with the important people.	1. To attract the mates: clothes, jewelry, hair style, cosmetics, etc. 2. Friendship: wine, food, sports equipments, activities, etc. 3. Taking care of family: domestic appliance, furniture, food, trip, etc.
3. Exploration and learning	1. Exploration means absorbing new experience, such as adventure, learning, conquering and fun. 2. Finding the experience and fantasy.	Spending money exploring and learning, such as traveling, water therapy, sports, equipments, food, computers, wine, adventure, etc.
4. Personal style	1. Having personal taste to be unique and successful. 2. personal style and taste.	1. It is related to "Loving each other", such as the messages in the products to the beloved ones. 2. Clothes, accessories, wine, hobbies and collections can all demonstrate the consumers' unique knowledge, taste and value.

Source: Michael J. Silverstein Neil Fiske & John Butman, *Trading up: the new American luxury*.

Based on the above, fortunately, the popular products are those which match the emotional needs; for the consumers, all consumptions will be related to four kinds of emotional needs above. For instance, the trendy new car can show the consumers' personality and taste (personal style), relax them (taking care of myself), show their charm (loving each other) and provide exciting activity (exploration and learning).

hands; the middle-aged workers buy the high-class stereo instead of new clothes; the housewives save money and spend NT\$100,000 joining in beauty club; the phenomenon demonstrates the coming of emotional consumption time.

3.3.1.1 Instrumental consumption

“Instrumental consumption” is the purchase of the functions in the products. The consumers need these functions for living and the products tend to be the necessities. For instance, they buy the lunch boxes in convenience stores when getting hungry. However, the candlelight dinner in the great restaurants will be emotional consumption.

3.3.1.2 Emotional consumption

- (1) Meaning of emotional consumption: “emotional consumption” means the consumers not only purchase the functions but also the positive feelings created by the products, such as confidence, happiness, pride, etc. “Emotion” becomes the key of consumer behavior. Emotional consumers usually purchase the fashionable products or “luxuries”.
- (2) Trend of emotional consumption: Most of the people actually intend to buy the “emotion” when they spend money. The expectation for positive emotion turns the “luxurious” products into new “living necessity” through packaging.
- (3) Types of emotional consumption: it refers to comforting shopping: shopping when there is love difficulty; relaxing shopping: buying things to reward themselves; realization shopping: investment learning or buying the products demonstrate the ideal.

3.3.2 The consumers’ emotional needs

With social change, the consumers have more purchase ability and consumption knowledge and they have more products to select from. They expect the products to show their uniqueness, taste or release their stress. Clever consumers can examine themselves and recognize the products meeting emotional needs. The analysis on the consumers’ types of emotional needs and consumption propensity is shown in Table 1:

small squares” in Italian and it is the original of Renaissance. The activity combines sub-culture of music and image and avant-garde art. It is held on the squares around Taiwan on the second weekend in every month. The fourth category is held by the cultural enterprises, such as “SHOW yourself” of Fashion Market of Elite bookstore. The activity is originated from the popular topic “style, creativity, commercialization” in the 27th Elite Lecture. It is close to the style in London. The young people with art and design background create their clothes and products and become the regular production/consumption community out of the system.

3.2.4 Counter in department store

The designers only have their own counters with sufficient capital. Without money, they tend to rent the counters in the department stores with the creators of similar style or share the profits with the department stores. Sometimes the designers promote their works on the spot and directly face the consumers. The advantage is that they communicate with the consumers immediately and thus the consumers will recognize their ideas which might increase their purchase. However, some designers are lack of the accounting concept, they tend to encounter financial problems.

3.3. Analysis of the consumers’ emotional needs and consumption tendency

The products or services with emotional appeals tend to move the people. When the products or their additional value are associated with the consumers’ emotional needs, they usually can satisfy the consumers; it is more significant in terms of fashionable products since the consumers do not really “need” the products; they consider them “to be worthy”.

3.3.1 The coming of emotional consumption era

The pilot of an airline says: “it’s great to be myself! My new silver convertible is dazzling with sunshine”; university students must have the coolest cell phones and do not care having instant noodles all the time. The freshmen in work places take the bus and MRT every day with the well-known brand bags which cost NT\$20,000 or 30,000 in

3.2.2 Consignable sale in boutiques

Many fashion brand designers intend to increase the exposure, such as in the real shops, besides internet marketing. However, due to the limit of budgets, they reach their purposes by consignable sale. Consignable sale in the boutiques is the most common one. On the streets of East District in Taipei, there are many high-quality small boutiques which not only represent the owners' personal taste, but also distinguish the products from others. People's impression on the boutiques refers to high-price products in early time and they will never step in these stores without sufficient money. However, in recent years, the consumption is changed and many boutiques are redefined—the products can be unique and only produced once, high-quality and fashionable. Therefore, many fashion brand designers look for the stores matching their own style and have consignable sales upon charges. Thus, the products will be precisely exposed to the target consumers according to the style of the boutiques. However, there is a significant problem. Since it is consignable sale, the cleanness, states and arrangement of the products tend to be neglected which influences the consumers' purchase will.

3.2.3 Creative Market

Creative Markets are the places allowing the designers to share their ideas and promote themselves in public! In recent years, there are full of artistic, fashionable, unique and diverse activities on the streets. Thus, the creators of hand-made brands gradually walk out of their studios and approach the people. The products include hand-made dolls, creative accessories, artistic images, clay creations and zakka. The common Fashion Markets in Taiwan include below: the additional activities of artistic festivals, such as Hua Shan Cultural and Creative Industry Center, Fashion Market of Taipei Fine Arts Museum, Taipei Poetry Festival, Literature Fair of Pacific Poetry Festival. The second category refers to “Guling Street Book and Art Fair” held by Nanhai Gallery and local community. These fairs involve in the local places with multiple levels through approachable and interactive interface. There are also the fairs claiming “imagination of art, creativity and community” which emphasizes historic village conservation and the combination between avant-garde communities and natural environment that lead to unique market activity. The third category refers to “CAMPO Living Art Festival” upon the concept of DJ “mixing”. CAMPO means “medium and

different; the advantage is that the sellers can freely change the prices or promotion. However, since the auction market expands and even saturated, in order to meet the economic depression, many internet auction platforms stimulate the business by low prices. These platforms initially aim to allow the consumers to buy the products with lower prices, and many of them highlight this feature. Thus, creative accessory brands upon medium prices encounter the same difficulty on internet auction as on online shopping centers.

3.2.1.3 Blog

For any industries, blog is one of the marketing keys at present and in the future. Many people even treat blog as their online diaries. Thus, some fashion designers regard it as the measure of marketing to promote their brands and creations. In Taiwan where the internet use is prevailing, young people are particularly the major users and the consumers of creative accessory brands since young people all want to be unique. With the coming of personalization era, creative accessory designers promote and even sell their works by blog and most of them make profits.

3.2.1.4 Pay Per Click

What is Pay Per Click (PPC)? Pay Per Click is the ranking on searching engine upon payment. When the users search for the products or information, they tend to use the abbreviated names (“key words”), such as beauty. Searching engine such as Yahoo provides Pay Per Click to allow the companies to bid for the “key words” suitable for their products. When users key in “key words”, the introduction of the companies will appear in the most highlighted advertising area and thus the users can directly click on their websites to acquire their information. Currently, Yahoo Search Marketing and Google Adword are the most significant Pay Per Click searching engines and their characteristics are below: (1) high degree of exposure to establish brand image; (2) focusing on the target customers and saving plenty of advertising costs; (3) With online ad marketing and Pay Per Click, the online users’ loyalty is significantly increased/there is continuous purchase.

the brand drew the attention of media and became one of the successful business foundations of the National Youth Commission.



Fig. 6. Products made of crystal, cheongsam silk and satin of S, Lyn

3.2. Analysis on marketing places of creative accessory

3.2.1 Internet channel

3.2.1.1 Online shopping centers

Online shopping centers are classified as real shopping malls and, in fact, the classification is even more specific. For instance, the clothing is allocated into male dress, female and children's garments. Female dress also includes the categories of personal brands, boutique brands, high-price famous brands and outlet of well-known brands. The centers are the platforms for the companies which are in charge of their own photos and prices of the products. Online shopping centers make profits by the charges. However, since the charges of internet auctions and shopping centers are more than 20% of the costs, the unit prices of the products will be increased. The advantage is that the companies are selected upon the base of capital and names of the companies. Thus, the consumers are impressed by the security and quality of the products. Some designers register in online shopping centers to promote the image of their brands.

3.2.1.2 Internet auction

Comparing with online shopping centers, internet auctions are more accessible. As to the slogan which said, "We sell everything, nothing is strange". Anyone can sell their things, and thus the quality of the sellers is diversified. The sellers' systems are also



Fig. 4. Pet Shops Girl



Fig. 5. Shop of Pet Shops Girl on Laikang St.

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3.1.3 S,Lyn Chih-Lin-Fang

- Designer: Si-ling Chen
- Products: accessories made of Swarovski crystal, cheongsam silk and satin and multiple materials.
- Marketing channels: Fashion Market, department store, internet (yahoo shopping center / pchome)
- Promotion: blog, official website and media interview
- Characteristics: romantic, poetic and splendid style; Clear and planned operational direction; Successful and high-quality pictures of the products; High-quality design of official website and the design matches the spirit of the brand; unique combination of fabric and accessories with Swarovski crystal and cheongsam silk and satin; the story of the brand: “S, Lyn” comes from the designer’s name “Su-Lyn”; “Chih” means fabric, “Lin” refers to the splendor of jade and “Fang” involves the concept of Chinese ancient gaily-painted boat on which the splendid ladies visit the lake and appreciate the scenery. However, with regard to marketing, because of the lack of cost control knowledge, the designer encountered the difficulty at the beginning. She then participated in “Female Enterprisers” in She Fly Program held by National Youth Commission, Executive Yuan and even consulted with the professional consultant company and re-established the direction of the brand. The characteristics of bead and fabric were highlighted and the beads were replaced by Swarovski crystal to upgrade the quality and value of the works which turned into the unique style of the brand. The designer also frequently joined in Fashion Market and registered in online shopping center. Thus,



Fig. 2. Product of MWS



Fig. 3 . Interview with MWS by Career

3.1.2 Pet Shops Girl

- Designer: Joe
- Products: The accessories with multiple materials
- Marketing channels: Internet and shops
- Promotion: yahoo internet auction, blog, media report and promotion by the designers and stars
- Characteristics: originality; the bold and avant-garde style is popular with the young group; the brand is full of stories: the consumers enter the designer's world and the relationship between the girls and accessories is developed as a game. The cute name "Pet Shops Girl" implies that the girls keep the accessories as their pets. The works show the designer's unique humor and even free style. Besides, the environmental concept is involved. The creation includes the ideas of the girls' favorite dessert and the traditional elements in Taiwan. Thus, the girls can happily select their favorite products in the imagination space created by the designer. The products are not only the products, but also the girls' "pets". In a way, these girls do not buy the pets, but are purchased by the pets! They are joyful because of the powerful happiness showed by the designer and are willing to be the pet of the accessory.

3.1. Analysis of designed brands of creative accessories in Taiwan

This study focused on the brands of creative accessories in Taiwan and treats “MWS”, “Pet Shops Girl” and “S, Lyn” as the targets which have unique characteristics and market segmentation. Their operation has lasted for a period of time, and they become popular in recent three years in terms of accessory market. Thus, this study conducted questionnaire survey on the consumers of these three brands, and interviews with the shops to probe into the consumers’ consumer behavior and marketing strategy of accessory companies as the criteria for the consumers, designers and creative accessory companies. The characteristics of these brands are below:

3.1.1 MWS

- Designer: Wan-shan Ma
- Products: silver jewelry, colored glaze, silver jewelry and colored glaze teaching
- Marketing channels: internet marketing as the major channel and the shop (studio) is the second
- Promotion: yahoo internet auction and yahoo 360 degree blog
- Characteristics: Originality; Internet comments reaches 166; successful and high quality pictures of products; unity: besides the unique logo, there are a series of bags and accessory boxes; detailed; since internet is the major channel, the communication with the consumers is concerned and the products are based on the following steps:

Communication→ design→ confirmation→ customizations→ results; after finishing the work, they contact with the buyers again before the delivery; because of originality, some products are only produced once since they are customized and the consumers will never wear the same accessories as others’. The hand-made accessories are not modeled and they involve the feeling through hands emphasized by creative fashion brand and they tend to satisfy the consumers’ demands.

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Take Designed Brands in
Taiwan for Example

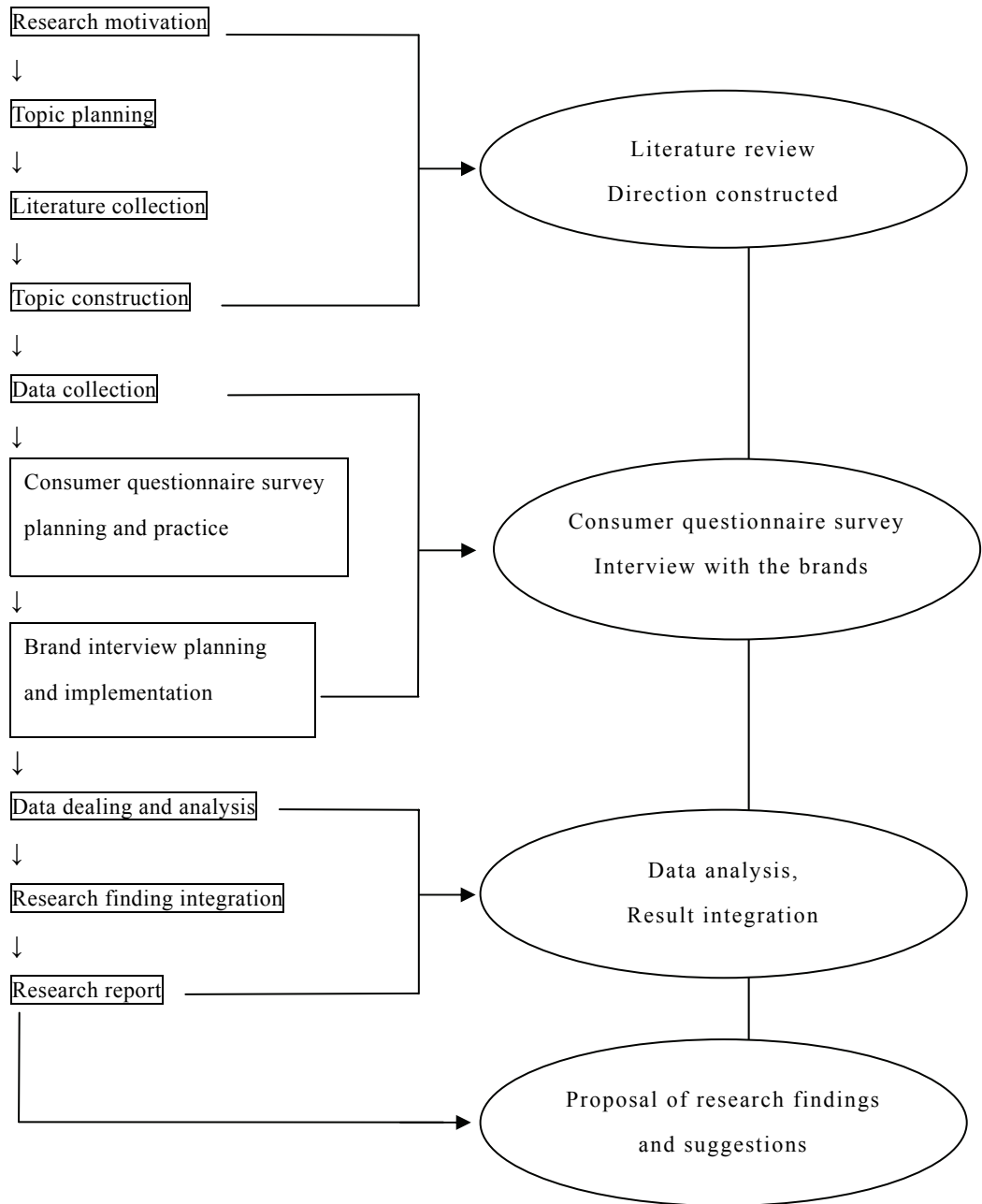


Fig. 1. Research steps

2.1.2 Interview: interview with accessory shops

In order to collect more specific data, besides consumer questionnaire survey, this study also edited the brand questionnaire on “research on creative accessory consumer behavior and marketing strategy in Taiwan” and interviewed three accessory brands, “MWS”, “Pet Shops Girl ” and “S, lyn” in Taiwan. The interview included basic information, operational model, product characteristics, principal channels, promotion, marketing strategy, customer complaint management, difficulties and future development. After reorganization, the interview became the important data for the analysis of this research finding.

2.2. Research procedures and process

This study first constructed the topic, framework and scale, and then reviewed related literatures. Subsequently, it edited consumer questionnaire and brand interview outline. After the modification upon the experts, scholars and pretest, this study collected data through consumer questionnaire survey and interview with the brands. Upon data statistics, analysis, generalization and reorganization, this study finally produced research report and proposed the suggestions as the criteria for Taiwan creative accessory designers and the managers of accessory industry to expand their business. The procedure of this study is shown in Fig. 1:

3. Literature review

This study collected the foreign and domestic related literatures, including professional books, periodicals, newspapers and web pages, and had initial understanding on the development, current operation, customer demand, market development and related theories of accessory industry. The study reorganized the characteristics of creative accessories and marketing channels of designed brands in Taiwan, as well as the consumers' emotional needs and consumption propensity as the theoretical base.

1. Introduction

In recent years, there is the fashion of uniqueness and personalization in the world. More and more people demand for personal style which results in varied personalized and customized fashion products. Creative accessories are the most remarkable ones, particularly in fashion market, internet auction, department stores and even the boutiques or stalls. Thus, the market of creative accessories is full of business opportunities which should be valued by the designers and managers of fashion industry. Thus, this study aims to focus on creative accessories in Taiwan and treats three brands (“MWS”, “Pet Shops Girl” and “S, lyn”) as the targets to practice consumer questionnaire investigation and shop interview and study consumer behavior and marketing strategy. This research intends to probe into the popular factors of creative accessories in Taiwan and the effective marketing strategy as the criteria to boost cultural creative industry in Taiwan.

2. Research method

2.1. Research method

2.1.1 Questionnaire investigation: Consumer questionnaire investigation

According to research purpose and literature analysis, this study edited consumer questionnaire of “creative accessory consumer behavior and marketing strategy in Taiwan” which included basic information, purpose to purchase the accessories, the most important quality of accessories, factors of brand loyalty, purchase frequency of the accessories and the locations to buy the accessories. After the modification upon the experts, scholars and pretest, the questionnaire surveyed based on purposive sampling. The targets were consumers between 15 to 35 years old. The researchers invited the consumers to fill in the questionnaires in the business area of the accessories and retrieve these questionnaires. The investigation lasted for 2 months. There were 500 questionnaires distributed and 485 returned. Finally, there were 468 valid questionnaires for statistical analysis.

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A Study on the Consumer
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