Explore the Local Characteristics of Commodity Analysis from the Point of View of Emotional Design

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Abstract: In order to help local culture industries to develop value-added products and services based on their "uniqueness”. Must promote stimulate the growth of local cultural enterprises. Through providing these projects and services for local feature industries and small community enterprises and assisting businesses in using existing resources with leisure and tourism events to develop and promote business features. Recently, creative industries are continually emerging in Articles of daily use and have the potential to become a key trend in “Emotional Design”. Understanding the “Cultural Meaning” for creative industries and helping designers to design “Emotional Design” into products are important research issues. Therefore, the purpose of this paper is to establish a new model for evaluating the creative life industries with “spirit locally” and “life aesthetic feeling”. The one’s Land of create economic and cultural values was took as an example to verify the model. Results presented herein create an interface for evaluating the creative life industry crosses over the “life aesthetic feeling” and illustrate the interwoven features of the creative life industry and cultural creativity in the Emotional Design. The findings are as followed: (1) Local cultural characteristics sufficient to affect the design of cultural commodity; (2) Successful local specialty goods packaging should meet the three factors of emotional design, Contain Visceral, Behavioral, Reflective. Cultural connotations and local characteristics should be combined with the industrial development model of interdisciplinary cooperation to reach successful.

Key-Words: Local Cultural Industry, Emotional Design, Cultural Commodity, Interdisciplinary Cooperation

1 Introduction

With the current of globalization, the mainstreams in the 21st century are innovation and creativity. In the new Experience Economy, industries culture and creativity are the most potential development in every country. As a result, the local cultural industries become especially prominent. The cooperation among government, communities and enterprises forms a dominant system to improve the performance of local industries. For the impact of globalization, the cultural and creative wish to seek a regional way, to reflect the local lives as well as social and environmental concerns. The perception, reflection and concerns of their lives originate particular business opportunities and thus lead to the production of particular goods and services [1]. By connecting with local ecology, tourism, and festivals, the styles formed by the local industries and the changes on the lifestyle of customers may lead to a large-scale and sustainable economy [2].

Taiwan is now in the era of aesthetic economy. Challenge 2008: National Development Plan. Implementation of the OTOP policy, operate cultural creative business with marketing, every town may develop its own characteristics in the particular environment of nature and humanity. According to the Small and Medium Enterprise Administration of MOEA (Ministry of Economic Affairs), local industries could be categorized to (1) natural landscape; (2) agricultural products and their processed products; (3) craft products; and (4) cultural artifacts and festivals [3]. Through local characteristics and cultural exchanges, the fusion of human life and the aesthetics of the link, combined creativity into the lifestyle and the value of life, create impressive characteristics of cultural commodity [4]. The authors investigate and discuss two issues in this paper. The first is the Correlation between the local cultural characteristics and cultural commodity. The second is the correlation between the local characteristics commodities and industrial interdisciplinary cooperation.

2 Problem Formulation
2.1 Emotion design for the experience of local characteristics

The sustainable development of local cultural industries is based on good package design and marketing strategies which even give customers deep emotional experiences. Affection/emotion is the ultimate factor to determine whether a product is a successful or a failed design. Emotional design consists of three levels: the visceral level (the outward appearance and texture of a product), the behavioral level (the function of a product), and the reflective level (personal feelings and thoughts). Due to the increasing importance of customization and interaction in design and service industries, emotional design is the key to the future progression [5]. In his book "The Time of the Tribes" pointed out that the collectiveness in contemporary society is still a strong force. People tend to have keen interests in men or things that can give them the collective sense of belonging. The contemporary foundation of collective nature is not based on the cognitive rationality, but the emotional perception. Every emotion, affection and feeling in sensory experience may produce the gathering energy. The human perception is not merely the physical reaction but also the results of the influences of society and culture [6]. Those brands with sensory experience are more likely to evoke the emotions of customers. Thus, the economy evolvement with sensory experience becomes the necessary trend in the future. Meanwhile, sensory experience is one of the important added values for establishing brand images. In the time of globalization, products with local characteristics have more chances to satisfy the customers and convey the cultural impression and creative content to them. Experiences include the whole essence of life, usually triggered by directly observing and participating to incidents. In addition, the Sense marketing which implies to sight, hearing, smell, taste, and touch make rational business has perceptual appeals. Customers can feel the brand with all five senses to obtain an overall and indelible experience [7]. The Sense has successfully brought vitality to many consumption goods. It also establishes identity and infuses into every product by symbols, messages, tradition etc. In this way, when the memory and perception are aroused, customers are more likely to indulge into the atmosphere created by the merchant. In modern economy, the influence of package design on shopping willingness is the most direct one. With consumer behaviors and the first impression created by package design, the product experience may meet the emotional value of the customers. The execution of package design, which makes the experience of “use value” satisfy with the consume feeling of “exchange value,” can fulfill the desires of customers and promote the value of merchant. Developing cultural industries is a crucial strategy to turn disadvantage into advantage in the process of globalization. By applying sensory experience, emotional consumption and environmental concern to particular culture and its content, the product story and brand spirit could be expressed effectively; also, more value would be added in the operation [8].

2.2 Framework for Human –Local Cultural Industry Perception

The consistency of the international design style was caused by the identical lifestyle in the world of globalizes economy. The lack of individual characteristics make regional features cannot hard to be displayed. As a result, every country begins to develop the design style which is able to present the national culture [9]. The differentiation of the styles is the outcomes of the design trends “seeks differences in similarities” and “localized design.” While challenging by the “Globalization of Market,” value-added design is being emphasized more than ever, and thus the products would be able to express the brand culture and value. The construction of local cultural industries includes in Figure 1: (1) spatial design: by creating the atmosphere of “feeling experience,” customers will be appealed by the spatial atmosphere and will be encouraged to experience; (2) service/activity design: customers are encouraged to participate in activities; and thus the goal of “activation and renovation” would be achieved; (3) product design: obtaining knowledge and techniques to present the concept of “cultural connotations;” (4) visual design: through the stimuli of senses, customers may be extra impressed by the experiences; the memory of “sensory experience” would be reinforced as well. The appearance attributes together provide the consumer with an overall impression of the product. Further, cultural creative merchandise is “package design” which is composed of color, construction, form, characters, etc. These elements will influence customer behavior directly. According to
statistics, 75% of customers choose a product by its package. In addition, good package design may promote local particularity.

2.3 Emotional Design Model

– OTOP TAIWAN

In 1989, Small and Medium Enterprise Administration, Ministry of Economic Affairs Promote Taiwan OTOP program, OTOP stands for “One Town One Product.” The “local” in local cultural industries refers to village, town, and city. In this realm, products that are historic, cultural, or unique in the local communities are deemed as local specialty products which through innovation and creativity become value-added products and services. Through counseling industries with local characteristics, the selection of products and vendors with the development of the international market potential, marked the image of Taiwan OTOP fine local specialty products, can truly carry forward the international [10]. The value of a product could be added by culture factors. This not only benefits the economy, but also promotes local culture in global market. The OTOP Design Award of Taiwan is held by the Small and Medium Enterprise Administration of MOEA, which is a national competition for local product design. During these years, the innovative design has brought vitality into regional industries. With expectation of adding fun, cheer and freshness into daily life, the local industries make specialty products become pleasant and touching gifts. The OTOP design award rewards for creativity in product design. Moreover, through diversified propaganda, it benefits the selling, expands the market, and enhances the brand recognition for the winners.

3 Problem Solution

This study employed analysis of literature and content. There is a combined method with survey of information analysis, editing analysis design factor and method of semantic differential. The primary objective of this explorative study was to explore emotional design used in industries with local characteristics. The authors investigate and discuss two issues in this paper. The first is the correlation between the local cultural characteristics and cultural commodity. The second is the correlation between the local characteristics commodities and industrial interdisciplinary cooperation.

This study is divided into the following four phases.

The first phase: Through information analysis and literature studies, the Taiwan the OTOP business philosophy and development research and analysis. For the above reasons the assessment of differences with other countries for the development of Taiwan OTOP background.

The second phase: 25 typical local characteristics packaging of goods from Taiwan OTOP Design Award winning the merchandise packaging to do design analysis to study the correlation between their cultural meaning, the characteristics of the cultural elements and brand culture and local industry.

The third phase: Analysis of the culture of the local characteristics of packaging cognitive research, commodity packaging reflect whether emotional design.

The fourth phase: Analysis of local characteristics of the industry, interdisciplinary cooperation, integration of the essence of the culture of Taiwan, the implementation of the cultural value and meaning of the industries with local characteristics.

The findings are as followed: (1) Local cultural characteristics sufficient to affect the design of cultural commodity; (2) Successful local specialty goods packaging should meet the three factors of emotional design, Contain Visceral, Behavioral, Reflective. Cultural connotations and local characteristics should be combined with the local context.
industrial development model of interdisciplinary cooperation to reach successful.

3.1 Case study with the background and business spirit
Looking at the development of all countries for “One Town One Product.” not only improve the quality of life of local residents, and also produced many tangible and intangible benefits. In Taiwan is not only Franz Collection, LIULIGONGFANG&CO on international brands, various local traditional industries after the "cultural and creative value-added" product quality and production scale gradually expanded. For example YUAN soap from simply making soap studio has set up R & D center - Ministry of Economic Affairs, based on the local industry, reached vibrant local economy, as well as to promote local employment policy purposes. Basically, Taiwan OTOP project can be divided into four levels:
(1) Expert team of consulting and diagnosis;
(2) Area Type characteristic industries and Theme Type characteristic industries counseling;
(3) Spread pathway promote special tourism and specialty products;
(4) On the structure of local industries to locate in the commodity / travel / impression, by the characteristics of the local industry to enhance the prosperity of the local economy.

3.2 Cultural connotation of the local specialty packaging
The study sample is taken from the Taiwan OTOP Design Awards, 2007 First 2012 winning entries of the merchandise wrapper class analysis, From the local traditional culture can be found in these works were directly converted into creative packaging of commodities imagery, making the commodity in the unique, the core concept with an emphasis on the sensual aesthetics economic characteristics coincide. In the local area include tangible characteristics of the history, culture, geography, industry, and intangible value from local people's emotions, human and technology. Therefore, the use of cultural elements shape as mostly show the value of the works, the packaging designers begin with the story of special resources and links to industry goods. The works followed the second graphical interpretation, performance endemic cultural, spiritual and life blend in Figure 3.

3.3 Local specialty packaging of goods through emotional design analysis
The main achievement and contribution of this study is to provide designers and scholars a reference model in applying Taiwanese culture elements on the design of Local characteristics products. In addition, through actual design and development of Product packaging, through effective promotion of art and cultural industries, local culture with creativity becomes business. 25 local specialties emotional merchandise packaging design from Taiwan OTOP Design Awards. Visceral design is the outward appearance and texture of the merchandise, the emotional connection of the local culture and special materials in Figure 4.

The behavioral design is the culture experience from the packaging could create an atmosphere of Taiwan's unique culture.
The reflective design is that the commodity package gives personal feelings and thoughts; analysis of cultural commodity packaging has the connotation of the local culture, and the natural landscape or historical and cultural elements classification.

The list of cultural commodity to emotional design three elemental analysis based (Fig. 4.5.6.) Difference of amount in accordance with, the following results can be obtained: (1) From the visceral perspective of the local specialty goods packaging material, found that the number of general packaging commonly used material of the local specialty materials for more than twice . (2) Local specialty goods packaging functions, through behavioral angle analysis found that the number of single-use functions for Multi-function more than twice. (3) As can be seen from the reflective angle cultural theme of the natural landscape and the historical and cultural differences. Can be obtained through the analysis Taiwan OTOP Design Awards Package Winners works, commonly used general materials and single-function to local specialty merchandise design, there was no difference on cultural topics. The old design model showed local specialty merchandise packaging, design style tends to tradition is shown in Table 1.

Table 1. The local characteristics merchandise packaging emotional design analyzed

<table>
<thead>
<tr>
<th></th>
<th>General Materials</th>
<th>Local Area Materials</th>
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<tbody>
<tr>
<td>Visceral</td>
<td>18</td>
<td>7</td>
</tr>
<tr>
<td>Single-function</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multi-function</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td>Natural landscape</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Historical Humanities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reflective</td>
<td>13</td>
<td>12</td>
</tr>
</tbody>
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3.4 Cross-domain Cooperation of local-feature analysis

The Taiwan local traditional industries need to undergo restructuring to design allows the commodity to produce new values to commodity value-added soft competitive capability future highlights its goods meet international standards. Taiwan OTOP proposes a new cross-sectoral cooperation in the industry, designed merchandise through cross-cutting, the path of cooperation so that products can be developed value. The findings are as follows: (1) Create Value with Design: Transforming these cultural products, commodities, services, experience and transformation to become the high-quality goods or services that can be accepted by consumers, and to promote the design of the perceived value of the industry and society, and the future to enhance the quality of life and the environment. (2) Creative Thinking with Design: The example of the cultural product design in this research is the package design model of Taiwan OTOP cultural products, Taiwan Centennial Blessing Tea Gift Set “FU-LU-SHOU-XI”. This design had received eleven design awards in Taiwan and abroad, including OTOP design award, the Red Dot Design Award, iF Packaging Design Award and Design for Asia Award (DFA Award). The model consists of three main processes: sets up the conceptual model, practices the cultural features, and completes the package design of cultural product in Figure 8. The elegant pattern of window grilles renders the beauty of complex. In addition, the Good Design Award even commented that the design not only focuses on the package of tea leaves but also emphasizes the history, identity, and culture of the nation. It is also a practical and
The product is the second place winner of non-alcoholic beverage in The Dieline Awards 2012 which is quite competitive since The Dieline only awards about 30 prizes each year. In the past two years, the winners from the first to the third prize all went to the Coca-cola. The Bonho Inc. broke the record that it is the first Taiwanese winner in this award. Afterward another brilliant design “Taiwan Blessing Seal Cup Set” which associated with the concept of seal. The applying of calligraphic seal cutting shows the richness of Taiwanese culture and art. It also provides fun while using. With practicality and artistry, foreigners can savor the craft art and seal art of Taiwan. “Taiwan Blessing Seal Cup Set” has won the best packaging design of The Golden Pin Design Award 2012.

(3) Innovation Technology with Design: The advantages of industrial clusters, promoting technological innovation in order to contribute to the value of the traditional industries innovation, pioneering design interdisciplinary exchange, and enhance the development of our design and competition.

![Fig. 8. The framework of cultural product design model (Lin, 2007)](image)

4 Conclusion

The present study is the cultural commodities and industries with local characteristics emotional design patterns, presented a preliminary study. The result of this research finds that the industry of local characteristics and cultural connotations emotional design patterns in practice is interrelated. In the past, Taiwan focused on ODM (original design manufactures); however, instead of the satisfaction of material life, people nowadays concern more about the spiritual life. They pursue another kind of emotional sustenance, emphasizing the fulfillment of needs on lifestyle, attitudes and cultural connotation. Both the activation of regional economy and the prospering of cultural industries directly or indirectly strengthen the local brands and make them transformed into cultural creative industries. Therefore, the unique cultural advantage and the business mode which joins creativity, design, and aesthetic economy together become the important factors of developing contemporary cultural industries. From the perspective of economic development, local industries contents with domestic demands, while specialty products could be the strength in exportation. This study targets at combining techniques Develop with creativity, leading local industrial manufacturers to enhance product value with design, redirecting what is lost in the OEM-production mode, and gradually eliminating the threat from low-price competition. Industrial energy would be enhanced via the cultivation of Taiwanese brands, the differentiate profits of the products, and the combination of manufacture and services. With design, the traditional industries in Taiwan could be sustained and upgraded. The living supplies derived from the culture can nourish daily life and enrich the value of life.

References: