

# 彩染網路社群創新服務設計之研究

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## 摘要

This study aims to utilize the concept of Service Experience Engineering and the survey of questionnaire to understand young consumers' attitude and behavior toward the hair-color market through blog or social network marketing as well as to explore key factors of service demand in affecting attitude and behavior among them. Then, based on the results achieved from expert interview and focus group discussions, the Quality Function Deployment (QFD) method was employed to identify the most feasible strategies which are capable to enhance consumers' use of hair colors through the assistance of blog and social network marketing. The initial results showed that among key service demand factors obtained: "information reliability", "community sharing", "promotion and evaluation", "sufficient information and convenience", "professional management competence", and "website attractiveness", the top three important factors were "sufficient information and convenience", "information reliability", and "professional management competence". Finally, according to the key customer demand factors analyzed, the QFD results implied the hair-color industry should focus on the primary strategies such as "hiring hair-dyeing professionals as social network managers", the first one, "building up hair-dyeing school and library", the second, "holding regular hair-dyeing workshop or competitions", the third, "promoting to periodic network marketing", the fourth, and the last "inviting well-known celebrities to be representatives" in attempting to improve social network service for hair colors dyeing.

**關鍵字**: hair colors, social network community, innovative service design, service experience engineering, quality function deployment