

A Study of Applying Qualia to Business Model of Creative Industries

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Abstract. The experiential economy has entered our life affecting many products with cultural connotations and changing people's lifestyles. It also displays cultural and creative industries that would be outstanding in the world. Chinese culture is the basis for the superior cultural and creative industries in Taiwan. Do the products evoke the sensation and emotion of consumers which designed in culture of value-added? Does the factor correlation between culture style and cultural-products? Are the business models of cultural and creative Industries and cultural-products of Qualia closely related? All of these questions are worthy of further exploration. Based on information analysis and literature review this study presented a framework applicable to any kind of Qualia products and culture and creative industries. The findings are as followed: (1) Cultural style is really enough to affect the design of cultural-products; (2) Successful products should conform to the five factors of Qualia: Attractiveness, Beauty, Creativity, Delicacy and Engineering; successful culture and creative industries should conform to the aesthetic economy business model. Taiwan has the advantage that value-added from Qualia to business model of cultural and creative industry is a presentation of the cultural connotation. Flourishing cultural and creative industries need a start in Taiwan. Marketing and brand building need to be extended by aesthetic from the economy business model to be outstanding in the global marketing in the future. This study includes the relation between cultural-products and consumers, Qualia products and business model exchange platform, international marketing operations and national support and counseling policies for a follow-up study issue.

Keywords: Cultural and Creative Industries, Qualia Products, Business Model, Design Value Added.

1 Introduction

Global information flows rapidly in recent years. Culture-products of each country are visualized more easily everywhere on the globe. These show that the era of aesthetic

economics is coming. People are no longer satisfied with just satisfying their material needs; spiritual needs are more important than material needs. Consumers favor those daily living goods that have some distinguishing feature in addition to their practical function. Furthermore, the country have rich cultural heritage which can support the culture connotation of products, and these products have cultural connotation, personal style and attitude to life that can touch people's hearts. From 2003 to 2008, Taiwan had 651 awards in worldwide design contests, but 75% of the awards were for high-tech products which don't touch people's hearts [1]. Consumers need products which have depth of beauty. Fortunately—Taiwan gradually extended design works to other areas from the high-tech products domain after 2008. Cultural and creative industries corporate philosophy with cultural connotation seem to be different for general industries from their products, and it is worth to explore the correlation between the touched factors of cultural characteristics and creative products.

“Cultural and Creative Industry Development Plan” is one of the Executive Yuan’s of Taiwan Government “Challenge 2008 -National Development Plan” which emphasizes that the Cultural and creative design industries are to be the “4Cs” industries. The “4Cs” are “Cultural”, “Collective”, “Cheerful” and “Creative”. Therefore, flourishing cultural and creative industries should be start from Taiwan’s local industries and need the support of national policy and the support of the populace. Based on the above reasons, this study explore cultural-products’ appearance, their cultural connotation of value-added and related industries. The authors investigate and discuss two issues in this paper. The first is the correlation between cultural style and cultural-products. The second is the correlation between Qualia products and the aesthetic economy business model.

2 Literature Review

2.1 Qualia Connotation of Culture-Products

Culture is the essence of creativity while creativity takes on the core of the industries; that is, only when craftworks come with cultural significance will they be alive [2]. Designing “Feeling” into products to present the emotional communication of user experiences becomes a design trend in the 21st century. As a result, “design for feeling” becomes the key factor for innovative products [3]. Bermond [4] stated that emotional Qualia are then the phenomenological representations of the end products of the appraisal processes. Therefore, a good product is a craft which exercises a discourse with people through its sensation evoking image and brings inspiration to them. As American design expert Norman stated, affective/emotional factors are the ultimate determiner of the success or failure of product design [2]. Lin [5] also stated that Qualia products are an expression of “Humane” and “Story” while general industrial products are an expression of “Functional” and “Rationality”. For these reasons, the good sense of the quality product usually has a moving story.

The Ministry of Economic Affairs in Taiwan promotes the Qualia plan of Small and Medium Enterprises which integration product characteristics of cultural and

creative. “Qualia” includes five elements; Attractiveness, Beauty, Creativity, Delicacy and Engineering. The plan proposes that enterprises make the value-addition to the product from Qualia in order to make the consumer experience the products’ value [6].The appearance attributes together provide the consumer with an overall impression of the product. Further, they are more actionable and informative than physical properties for designers to use in briefings or product evaluation studies which can be used to assess if consumers do actually perceive the meanings that the designer intended to convey using appearance attributes [7].

2.2 The Business Model of Cultural and Creative Industries

In recent years, the rise of the Chinese-speaking world and consumption capacity can support the outputs of the cultural and creative industries. Therefore, it is the biggest advantage of the traditional craft industry to establish market differentiation through cultural.

Lin [5] said designing “culture” into modern products will be a design trend in the global market. The aesthetic experience achieved by connecting design and culture can be a new business model. He proposed the new model is called the “ABCDE Plan” which shows that to turn “Art” into “Business”, we need “Creativity” and “Design”, which allows the creative products to be transformed into “E-business” [8]. The aesthetic economics business model of Qualia product of this study is based on the “ABCDE Plan” from Lin [8] et al., and this business model means through the “Culture” to fine “Art”, “Creative” to support “Design” and “Industry” to create “Brand” (shown in Fig. 1).

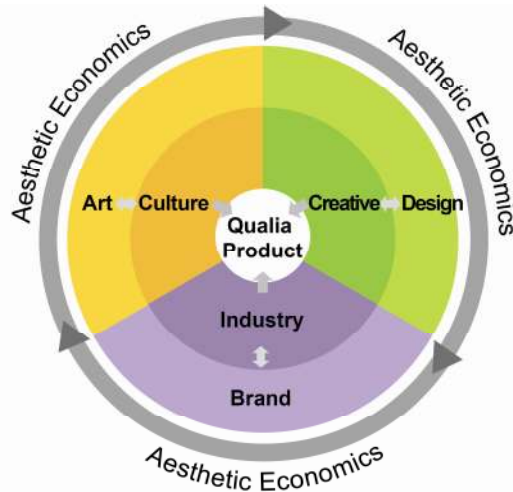


Fig. 1. The aesthetic economics business model of Qualia product

3 Research Method

This study employed a comprehensive literature analysis and information analysis of cultural and creative industries and cultural-products. The primary objective of this explorative study was to investigate value-added from Qualia to business model of cultural and creative industries. The authors investigate and discuss two issues in this paper. The first is the correlation between cultural style and cultural-products. The second is the correlation between Qualia products and the aesthetic economy business model.

This study is divided into the following four phases.

The First Phase: A study of the companies which produce cultural- products in order to analyze their information with research literature, books, magazines, newspapers and web content so as to review the cases of the development of the whole story and corporate philosophy, and list the chronology of these companies' founding dates based on the above.

The Second Phase: Five representative cultural-products were selected from each company with editing analysis to research their cultural identity, element of style and correlation between the brands of cultural and creative industries.

The Third Phase: Analyze the Qualia sense of the degree of the cultural-products' outward appearances using the method of semantic differential to research their five elements (Attractiveness, Beauty, Creativity, Delicacy and Engineering) of Qualia.

The Fourth Phase: Analyze the business model of cultural and creative industry with editing analysis to research the "Culture and Art", "Creative and Design" and "Industry and Brand".

4 Results and Discussion

The findings are as followed: (1) Cultural style is really enough to affect the design of cultural-products; (2) To be successful, products should conform to the five elements of Qualia: Attractiveness, Beauty, Creativity, Delicacy and Engineering; (3) The successful culture and creative industries should conform to the aesthetic economy business model.

4.1 Case Study with the Brand Spirit

The Executive Yuan "Challenge 2008 -National Development Plan" of Taiwan Government is the dividing line for case studies of craft industries which are well-know. Those companies produce tableware having cultural commodity characteristics. From the companies' establish times, it was found that about every two years a company was established (shown in Fig. 2). It appears that cultural and creative products get attention gradually in the market, and the corporate philosophy of those companies is to pursue a spiritual level lifestyle and cultural style.



Fig. 2. The established chronology of craft industries in Taiwan

4.2 The Style of Cultural-Product

The main characteristic of the works after 2002 are the use of a single material and minimal style, and cultural connotation and value-added are the important roles for recent works. More and more works of local Taiwan after 2009, because the company has increased, and it has more cultural connotation of mature technology and related policies. It also appears that industries and consumers have a common perception of culture connotation (shown in Fig. 3).

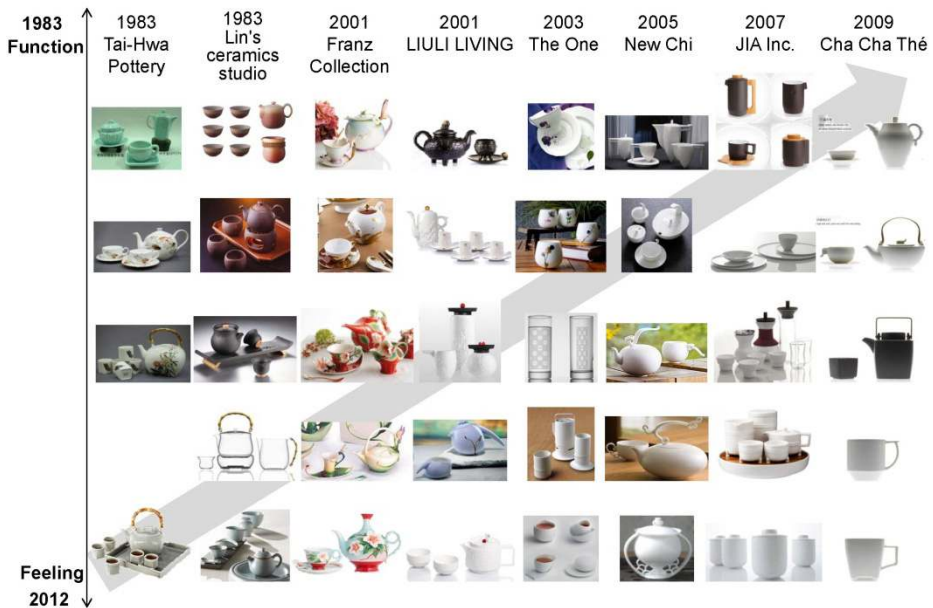


Fig. 3. Representative works of craft industries in Taiwan

4.3 Analysis of Cultural-Products through Five Elements of Qualia

Qualia products perform of "Human Nature" and demand of the "Emotional" which focuses on the "Story" to embellish our lives [9]. The authors choose thirty two cultural-products of porcelain made after 2002 and analyzed them through based on the five elements of Qualia. Attractiveness and Creativity of Qualia which define the special implications are: Narrative, Cultural and emotional connectivity. The authors use these special implications to analyze the senses of Chinese culture nostalgia in popular views of quality products. The first findings is that the cultural-products' appearance presented cultural connotation are more than cultural-products' ideology presented cultural connotation from analysis of the cultural-products of cultural connotations through Attractiveness and Creativity of Qualia (shown in Fig. 4).



Fig. 4. Analysis of the cultural-products of cultural connotations through Attractiveness and Creativity of Qualia

Product aesthetics may stimulate positive and pleasant sensory responses, arouse emotional feelings/expression and create symbolic meanings [10]. The authors choose thirty two cultural-products of porcelain made after 2002 and analyzed them based on the five elements of Qualia. Beauty of Qualia defines the special implications of color, texture, shape, lines, surface ornamentation, details of the handling and component composition. The authors use these special implications to analyze the senses of Beauty of quality products. The second finding based on the analysis of the cultural-products of material and style through Beauty of Qualia showed that the quantity of a single material is about twice the quantity of composite materials, and the quantity of minimal style is about twice the quantity of sophisticated style (shown in Fig. 5 and Fig. 6). The quantitative analysis of Qualia of cultural-products is shown in Table 1 and it is also shown the appearance of Qualia products are more than the connotation of Qualia products.



Fig. 5. Analysis of the cultural-products of material through Beauty of Qualia



Fig. 6. Analysis of the cultural-products of style through Beauty of Qualia

Table 1. Quantitative analysis of Qualia of cultural-products

Attractiveness and Creativity	Nostalgia to popular views (Appearance)	Nostalgia to popular views (Connotation)
Quantity	6	3
Beauty	Single material	Composite materials
Quantity	22	10
Beauty	Minimal style	Sophisticated style
Quantity	23	9
Total	61	22

4.4 Business Model Analysis of Cultural and Creative Industries

The authors choose three companies (Franz Collection Inc., Newchi Company Ltd., and JIA Inc.) and analyzed them based on the aesthetic economy business model. The findings are as follows: 1. Cultural and Arts: promoting an attitude and style of living based on Chinese culture are the corporate philosophies of those companies. 2. Creative Design: Franz Collection Inc. and JIA Inc. have won the cultural creative award in Taiwan as well as the awards in many international competitions; Newchi Company Ltd. and Franz Collection Inc. had been invited to exhibit in internationally renowned museums. It is a great affirmation of Creative Design based on above reasons. 3. Corporate brand: the operational headquarters of these companies are all in Taiwan and their sale networks are domestic and abroad. They are usually exposure by exhibitions and subject operations. Furthermore, Franz Collection Inc. is the case-work counseling in the brand Taiwan development plan of the Qualia SMEs (small and medium enterprise) promotion program. Therefore, these companies attach great importance to care corporate brand.

5 Conclusion

To conclude, the present study presents preliminary research on cultural-products and the business model of cultural and creative industries. Successful products from the aesthetic economics business model of Qualia product of this study (the "Culture" to fine "Art", "Creative" to support "Design" and "Industry" to create "Brand"), and successful products with "Qualia" five elements (Attractiveness, Beauty, Creativity, Delicacy and Engineering). Therefore, the result of this research finds that the actual operation in cultural and creative industries and aesthetic economy business model are related to each other, and it appears that the value-added from Qualia to the business model of cultural and creative industries is different from other industries. Taiwan has the advantage that value-added from Qualia to business model of the cultural connotation of cultural and creative industries. Therefore, Taiwan needs flourishing cultural and creative industries, and needs extending to include marketing and building brand by the aesthetic economy business model. So, will it be possible to be well-known in the global marketing in the future. Follow-up studies should include the relationships between cultural-products and consumers, Qualia products and business model exchange platform, international marketing operations and national support and counseling policies.

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