

珠寶品牌形象廣告中的女性形象呈現

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摘要

隨著全球化的經濟發展，廣告成為反映社會文化的經濟工具，社會意識與廣告成為一個互相影響的循環。近年女性消費者獨立自主的經濟能力，消費市場逐漸重視女性需求。尤其，珠寶品牌為高經濟導向與高同質性的商品，建構形象廣告中的女性形象時，以吸引女性消費者為主要目標。故本研究使用內容分析法，取得符合條件的 65 份樣本，探討珠寶品牌形象廣告中的女性形象呈現，以觀察現今社會對於女性追求的形象為何。研究結果如下：(1)生理與外表經常使用白人壯年女性，並以長髮女性為主，展露出奢華氣質的女性形象；(2)服裝與行為中經常穿著黑色且部分裸露的裙裝，並著重於手部動作以及期待的臉部表情，展現出神秘的女性形象(3)在生理與外表構面下，各珠寶品牌對於女性形象皆有不同偏好；(4)在服裝與行為構面下，各珠寶品牌對於女性形象亦有不同偏好。研究的實務貢獻為提供珠寶品牌廣告商以及社會科學研究參考。

關鍵詞：珠寶品牌、品牌形象廣告、女性形象

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Female images in jewelry brand-image advertising

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Abstract

As global economy grows, advertisement becomes an economic means that reflects cultures. Especially female images are fully demonstrated in advertisement as economy grows and feminism awareness rises abruptly. Jewelry brands, in particular, are highly economic-oriented, and their products share a high homogeneity. Brand images are critical in attracting female consumers, their main target. Therefore, this study applies content analysis method to investigate female images displayed in jewelry brand-image advertising. The results are as follows: (1) jewelry brand-image advertising often uses white, middle-aged women, or women with long hair to show luxury female image; (2) women in jewelry brand-image advertising often wear a black skirt and are partial nude, or women with hands movement and expectant emotion to show mystery female image; (3) each brand has different female image reference in physiological appearance; (4) each brand has different female image reference in clothes and movement. These findings provided practical insights not only for jewelry brand advertisers but also for social science.

Keywords: jewelry brand image advertisements jewelry brand female image

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