



# 迪士尼聯名商品之設計吸引力 與品牌忠誠度研究報告



**Objective:** To demonstrate how Disney co-branded products attract consumers through IP character design and analyze its impact on brand loyalty and purchasing behavior.



## Research Background



### Emotion-Driven Retail Strategy

By leveraging IP stories and cross-industry collaborations, products become emotional experiences.

### Design Appeal and Brand Loyalty

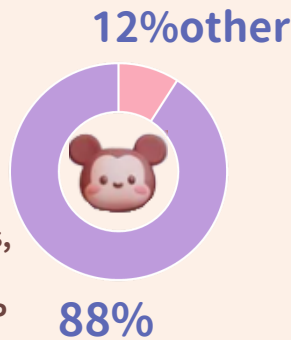
Analyze whether fan attraction and complementary styles drive long-term brand support.



## Data analysis & research findings

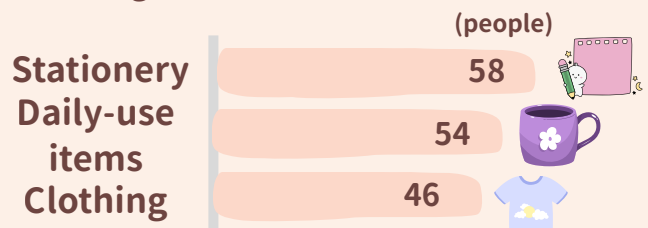
**88% consumers buy because they "like the character".**

Character appeal is the primary driver of purchases, demonstrating the high market conversion rate of IP collaborations.



## Most popular category: Stationery and daily necessities

The top three purchased categories were stationery (58), daily necessities (54), and clothing (46).



## Research conclusions and recommendations



**Practicality and relevance to daily life are key**

Consumers prioritize practical functions over collectible value.



**Emotional resonance is superior to scarcity**

Emotional connections to characters drive appeal more than limited-edition scarcity.



**Recommendation: Combine emotion with practicality.**

Brands should develop practical everyday products aligned with the character's story.