

你「卡」了嗎？人手一張

了解偶像周邊「小卡」的銷售策略

研究動機

近年全球對於韓國流行文化的熱愛不斷升溫,這引發了龐大的商機。不僅帶動商品銷售量和相關數據攀升,更促使粉絲們購買周邊來證明對偶像的愛戴。其中「小卡」為粉絲之間最常交易的商品之一,「小卡」作為一張具有情感價值的偶像自拍照片,成功成為引領商品銷售的關鍵角色,其收藏價值隨著成員人氣的浮動而有所不同。如今「小卡」不僅存在於專輯中,還延伸至周邊商品、現場演出及代言商品等各方面。「價值的差異」使得小卡經二次轉手後,收藏價值呈現百至萬元以上的範疇,凸顯了粉絲們對小卡的喜好。粉絲為獲得心儀成員的小卡,不惜花費大量金錢,重複購買專輯或其他周邊,這也推動了其他周邊的多次購買和二次轉手交易。身為高中的我,也深陷於小卡的迷人世界。在生活疲憊中,偶像和小卡為我的生活帶來色彩,成為生命的安慰劑。

研究內容

- (一) 小卡的出現與種類探析
- (二) 粉絲偏愛小卡的動機分析
- (三) 捆綁銷售策略的優缺點分析。
- (四) 小卡興起前後的差異與替代品探討。
- (五) 消費者購買動機的問卷調查。
- (六) 優化銷售方式的可能性

研究結論與建議

(一)專輯卡 特典：可以單獨單張購買，提高單獨一張卡的單價，利潤甚至超過使用小卡捆綁銷售的方法，可以不用重複購買專輯只為了抽卡，過度浪費紙張造成環境汙染，也可以吸引更多的消費者購買。

(二)一般專輯 固卡：同系列專輯購買特定數量，可以一次性購買此系列整套卡，可以一次性增加利潤。

(三)周邊商品卡：照舊，維持獨特性，但在社交平台上公開相似照片，增加購買慾望，使消費者願意花錢購買，則在捆綁的周邊上也提高相應的品質，增加實用性與耐用性，讓消費者除了小卡以外的商品，得到意外的驚喜感與消費者剩餘。

(四)現場演出卡：因為此類卡通常價格高昂，對於粉絲來講具有相當高的收藏性，因此可以在現場抽卡時增加幸運卡的比例，讓此商品增加更多的曝光性，讓粉絲願意因為卡而購買高昂的門票，也可以讓消費力不足以消費門票的消費者可以透過粉絲之間轉賣而拿到此卡。

(五)代言卡：通常價格不高也沒有很大的市場，卡上的照片也沒有特色到消費者想要購買，因此建議代言美妝產品、食物可以與偶像有更多的互動，增加商品的曝光度，帶言衣服包包等則更重於偶像本身的妝造上，讓偶像本身足夠讓人感到驚艷，而增加購買慾。

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Research motivation

In recent years, the global passion for Korean pop culture has been steadily rising, sparking massive business opportunities. This not only drives up sales of merchandise and related data but also prompts fans to purchase memorabilia to show their love for their idols. Among these, "photocards" are one of the most commonly traded items among fans. Serving as emotionally valuable selfies of idols, photocards have successfully become a key driver of merchandise sales, with their collectible value fluctuating with the popularity of the members. Nowadays, photocards not only exist in albums but also extend to various aspects such as merchandise, live performances, and endorsement products. The "value difference" of photocards leads to their collectible value ranging from hundreds to thousands of dollars after being traded secondhand, highlighting fans' preferences for them. Fans spare no expense to obtain their favorite members' photocards, repeatedly purchasing albums or other merchandise, thus driving multiple purchases and secondhand transactions of other related items. As a high school student, I too am deeply immersed in the captivating world of photocards. In the midst of life's weariness, idols and photocards bring color to my life, serving as a comforting presence in my life.

research content

- (1) Analysis of the Emergence and Types of Photocards
- (2) Analysis of Fans' Motivations for Preferring Photocards
- (3) Analysis of the Advantages and Disadvantages of Bundled Sales Strategies
- (4) Discussion on the Differences and Alternatives before and after the Rise of Photocards
- (5) Questionnaire Survey on Consumer Purchase Motivations
- (6) Possibilities for Optimizing Sales Methods

Research conclusions and suggestions

- (1) Album card bonus: You can buy individual cards separately, which raises the price of each card. This can make more profit than selling them bundled with smaller cards. It also saves people from buying multiple albums just for cards, reducing paper waste and environmental pollution, and attracts more buyers.
- (2) Regular album fixed cards: If you buy a specific number of albums from the same series, you can buy the whole set of cards at once, increasing profits in one go.
- (3) Merchandise cards: Keep their uniqueness, but share similar photos on social media to increase desire to buy. Improve the quality of bundled merchandise accordingly, making them more practical and durable. This gives consumers unexpected surprises and satisfaction beyond just cards.
- (4) Live performance cards: Since these cards are usually pricey and highly collectible for fans, increasing the chances of drawing lucky cards during live events can boost exposure and encourage fans to buy expensive tickets for the chance to get these cards. It also allows fans with limited purchasing power to obtain these cards by reselling them among fans.
- (5) Endorsement cards: These cards usually aren't expensive or in high demand. The photos on them might not be unique enough to attract buyers. It's suggested that for endorsing makeup or food products, there should be more interaction with the idol to increase product exposure. For clothing and bags, focus more on the idol's own fashion style to make them captivating enough to increase desire to buy.