

PENETRATING ADOLESCENTS' MENTAL MODELS OF MP3 WITH ZMET

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ABSTRACT

This article demonstrates the application of the Zaltman metaphor-elicitation technique (ZMET) to help adolescent consumers delve into their unconscious thoughts and emotions and provide them with insights into the use of mp3. An analysis of interview transcripts and images revealed that the ZMET process provides a description of how the knowledge structures of adolescent consumers are subdivided and grouped around important themes that frame and motivate their involvement with a product. The findings reveal that there are 33 themes of consumer knowledge structure toward mp3. Furthermore, among these themes, there are four major concepts: size/form, convenience, appearance and comfort. The respondents' minds include not only rational components but also emotional ingredients. Notably, the results also show that music can be an effective metaphor in the application of the ZMET method. The article conducts a series of implications.