

摘要

题目：基于 Y 世代消费者视域下中国和田玉纹样设计的建议

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本论文的研究目的是分析现有和田玉的纹样类型和设计特征；分析 Y 世代群体的消费特征，考察消费者购买和田玉的原因和需求；提出适合 Y 世代消费者特征的纹样设计建议。本研究使用文献分析法和问卷调查法结合，研究的对象是 2023 年现有的和田玉纹样，问卷调查的对象是 200 名 Y 世代消费者，通过百分比、平均数和标准差对 Y 世代消费者和田玉纹样设计偏好调查问卷进行数据统计分析。研究结果如下：

通过文献分析发现，现有的和田有以下五种纹样类型：神佛人物类、十二生肖类、祥瑞动物类、祥瑞植物和有吉祥寓意的抽象纹样。现有的和田玉设计特征可分为：素面玉石造型和采用浮雕、圆雕、透雕、阴刻或多种雕刻技法结合的传统繁杂的图案造型。其中以传统风格、图案繁复、造型具象的雕刻成品为主；而较有当代特色、运用多种材料结合、较为抽象的首饰成品占比较少。产生了后劲不足，缺乏创新性及传统文化元素未能简约化、现代化和个性

化的问题。

通过文献分析发现 Y 世代群体的消费特征有：追求个性化、多样性、创新性和情感共鸣，并对价格敏感。通过问卷调查发现，他们购买和田玉原因较为多样化：首先消费者本身具有文化情怀与传统认同需求，其次和田玉融合了传统背景和现代审美，能够体现身份和装饰自己，具有投资和收藏价值；Y 世代消费者的购买需求呈现多样性和创新性趋势，总体更倾向于将传统文化元素用现代设计原则表现，表达文化情怀和传统认同。

通过问卷调查发现适合 Y 世代消费者特征的纹样设计建议如下：首先选择品质较高的白玉、青白玉、青玉或糖白玉对编绳和 18K 金镶嵌的首饰进行设计；其次，在设计时优先选择祥瑞人物或祥瑞动植物类型的纹样，以简约为基调，利用具象造型和抽象造型结合的表达方法呈现多种形状组合而成的新图形，并加强线条元素的运用；最后使用多种雕刻技法突出小面积纹样的精致感和大面积纹样的层次感。

关键词：Y 世代消费者，消费者视域，和田玉，纹样设计

Abstract

Title: The Design of Chinese Hetian Jade Patterns Based on the Perspectives of Generation Y Consumers

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The research aims to analyze the existing types and design characteristics of Hetian jade patterns, examine the consumption characteristics of Generation Y consumers, investigate the reasons and demands of consumers for purchasing Hotan jade, and propose appropriate pattern design recommendations for Generation Y consumers. This study combined literature analysis and questionnaire surveys, focusing on the existing Hotan jade patterns in 2023 and surveying 200 Generation Y consumers. Data analysis of the survey on Generation Y consumers' preferences for Hotan jade pattern design was conducted by using percentages, mean, and standard deviations. The research findings are as follows:

Through literature analysis, five patterns of Hotan jade are as follows: gods and Buddha image, zodiac animals, auspicious animals, auspicious plants, and abstract patterns with auspicious meaning. The design characteristics of existing Hotan jade include plain jade stone shapes and complicated traditional pattern designs by using relief painting, round carving, perforating, carving, or a combination of various carving techniques. The majority of the carvings exhibit traditional styles, complex patterns, and realistic forms, while the decoration pieces combine the contemporary with innovative materials and abstract designs are less common. Issues identified include a lack of innovation, the failure to simplify, modernize, and personalize the traditional cultural elements.

Generation Y consumer characteristics identified through literature analysis include a preference for privacy, diversity, innovation, emotional resonance, and price sensitivity. The survey reveals that the diverse reasons for Generation Y consumers to purchase Hotan jade are cultural appreciation, traditional identity, the blending of tradition and modern aesthetics, self-expression, and investment value for the collection. Their purchasing trends are traditional design rather than modern design to express cultural appreciation and traditional identity.

The suggestions from the survey on the pattern design for the characteristics of Generation Y consumers are as follows: firstly, choose higher quality white jade, green-white jade, green jade, or sugar-white jade for the design of braided rope and 18K gold inlaid jewelry; secondly, The design of auspicious characters or auspicious animals and plants is based on simplicity, utilizing the combination of figurative and abstract modeling to present new shapes combined with various shapes and strengthening the use of line elements; finally, using a variety of carving techniques to emphasize the delicacy of small-area patterns and the hierarchy of large-area patterns.

Keywords: Generation Y consumers, consumer perspectives, Hotan jade, pattern design