

物質性與實體書店在數位時代的韌性

Materiality and the Resilience of Physical Bookstores in the Digital Age

張歲歲 (Weiwei Zhang)

美國哈特威克大學 (Hartwick College) 副教授

漢學研究中心 2024 年度漢學獎助學人

當亞馬遜在 1995 年推出其線上書店時，沒有人能想像到它對圖書市場的影響會有多大。線上購物和電子書閱讀的興起，由亞馬遜的電子閱讀器推動顯著改變了閱讀習慣，減少了對傳統實體書店的依賴。然而，在進入數位時代近三十年後，實體書店挑戰了這種衰退趨勢。通過定性研究，張博士提出了物質性在實體書店的生存和韌性中起到了關鍵作用。書店的有形方面和精心設計空間所營造的氛圍，提供了數位平臺無法複製的感官體驗。此外，實體書店是偶然發現的絕佳場所，顧客可以在那裡偶然發現他們可能不會在數位環境中尋找的書籍和想法。通過強調這些物質方面及其提供的偶然發現機會，實體書店可以與線上競爭對手區分開來，提供獨特的、沉浸式的體驗，吸引那些不僅僅追求便利的消費者。

When Amazon introduced its online bookstore in 1995, the extent of its impact on the book market was unimaginable. The rise of online shopping and e-reading, driven by Amazon's e-ink readers, drastically changed reading habits and decreased dependence on traditional physical bookstores. However, nearly three decades into this digital era, physical bookstores have challenged the trend of decline experienced. Through qualitative research, Zhang proposes that materiality plays a pivotal role in the survival and resilience of physical bookstores in an increasingly digital age. The tangible aspects of a bookstore and the ambiance created by thoughtfully designed spaces offer sensory experiences that digital platforms cannot replicate. Moreover, physical bookstores serve as prime venues for serendipity, where customers can stumble upon unexpected

books and ideas that they might not have sought out in a digital environment. By emphasizing these material aspects and the serendipitous discovery opportunities they offer, physical bookstores can differentiate themselves from online competitors, offering a unique, immersive experience that appeals to consumers seeking more than just convenience. This focus on materiality and serendipity not only helps physical bookstores survive but also allows them to thrive as distinctive and valuable spaces in the modern retail landscape.

主講人簡介：

張歲歲（Weiwei Zhang）博士在美國波士頓大學獲得了社會學博士學位，目前是美國哈特威克大學的市場行銷副教授。在加入哈特威克大學之前，她在華盛頓特區的喬治城大學擔任博士後研究員。她的主要研究興趣包括消費文化理論、消費者行為和全球化。其出版物主要集中在亞洲的消費模式，探討了不同文化背景下的消費者行為以及市場動態的複雜性。

Weiwei Zhang earned her Ph.D. in Sociology from Boston University and is currently an Associate Professor of Marketing at Hartwick College. Prior to joining Hartwick, she served as a postdoctoral fellow at Georgetown University in Washington, D.C. Her primary research interests include consumer culture theory, consumer behavior, and globalization. Her publications mainly focus on consumption patterns in Asia, exploring consumer behavior across different cultural contexts and the complexities of market dynamics.