

門檻差異與跨國行銷：一個蘭卡斯特的特徵理論之修改與運用

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摘要

中文摘要 本研究根據過去學者對消費者決策行為之研究與張榮富博士的擇偶理論，發現消費者在決策過程中常會以產品品質特徵門檻的設立來幫助其作選擇，但在經濟學的領域中，雖有以特徵為分析基礎的蘭卡斯特模型，但其同樣缺少門檻觀念得討論，甚至在以原始蘭卡斯特特徵理論模型討論產品品質時也存在分析的困難，因此本研究對蘭卡斯特模型加以修改使其符合產品品質的分析，在經由修改部分定義後產生新模型後，則進一步將行銷學中的產品品質門檻觀念併入討論，分析觀察消費者決策的變化。在對門檻相關議題分析結束後，筆者以廠商的角度討論當不同市場消費者對某一項產品特徵採用不同程度門檻要求時，廠商應該採用何種廣告訴求或產品改良以使產品讓不同市場消費者所接受。在研究中，筆者分別以德國自行車市場和汽車產業為例解釋消費者採用門檻的現象與廠商利用廣告訴求改變消費者對產品的認知。關鍵字：蘭卡斯特、特徵、門檻

關鍵詞：蘭卡斯特；特徵；門檻

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