

The diversity of threshold and transnational marketing---The modification and manipulation on Lancaster's Characteris

曾群翔、張榮富

E-mail: 9121607@mail.dyu.edu.tw

ABSTRACT

Abstract A central issue in international marketing is the degree to which it is necessary to modify marketing strategies in global markets because, according to the literature of individual choice behavior, consumers may have different level of threshold on product quality. However, in the field of Economy, there is not any model which can be used to analyze the quality-based choice process. The only feasible model we can find is Lancaster's Characteristic Model but, due to the definition of its product vector, the first stage of the study is to re-define the product vector. Then, with the modified Lancaster Characteristic Model, we can start to analyze individual choice behavior and the quality thresholds. Finally, for a multinational company, it can adopt more effective marketing strategies after analyzing the choice process and the demand of consumers. Keyword : Lancaster、characteristic、threshold

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Table of Contents

目錄 封面內頁 簽名頁 授權書1.....	iii 授權書2.....
.....iv 中文摘要.....	v 英文摘要.....
.....vi 致謝.....	vii 目錄.....
.....viii 圖目錄.....	x 表目錄.....
.....xii 第一章 緒論 1.1 研究背景與動機.....	
.....1 1.2 研究目的.....	2 1.3 研究架構與流程.....
.....3 第二章 文獻探討 2.1門檻理論相關文獻.....	5 2.1.1消費者行為理論.....
.....5 2.1.2決策規則.....	7 2.1.3門檻理論.....
.....10 2.2 產品特徵重要性研究.....	14 2.3 蘭卡斯特特徵理論模型.....
.....17 2.4文獻相關性研究.....	20 第三章 蘭卡斯特模型 3.1 蘭卡斯特模型之基本觀念.....
.....22 3.2 蘭卡斯特模型之運作.....	25 3.3 採用蘭卡斯特模型之優缺點.....
.....31 第四章 研究方法 4.1 具門檻限制之蘭卡斯特模型.....	36 4.2 特徵門檻與特徵重要性關係.....
.....39 4.3 特徵門檻與消費者決策實例 以德國自行車市場為例.....	41 第五章 蘭卡斯特模型與行銷活動 5.1 廣告效果與D.A.L. Auld模型.....
.....46 5.2 D.L. Auld之研究修改.....	53 第六章 具門檻之蘭卡斯特模型與行銷策略之運用 - 以汽車產業為實例 6.1 汽車市場分析.....
.....58 6.2 以蘭卡斯特模型分析T公司未來之產品行銷活動.....	64 第七章 結論與建議 7.1 研究結論.....
.....69 7.2 門檻限制對跨國行銷的涵義.....	71 7.3 後續研究之建議.....
.....71 參考文獻.....	73

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