

創新擴散效應之研究：消費者採用程序觀點

盧靜琦、羅世輝

E-mail: 9314267@mail.dyu.edu.tw

摘要

擴散領域中以Bass擴散模式最為稱著，且廣為沿用；但模式中，創新與模仿係數的評估方式始終留於透過銷售資料，以多重迴歸法取得，無法協助企業於事前進行預測。本研究以擴散與消費者決策理論為核心，結合統計與系統動力學方法進行。統計方法主要測量消費者決策各階段創新與模仿係數的影響程度；之後利用系統動力學進行擴散模式擬真建構，探討台灣地區數位相機生命週期的發展。研究發現：面對高涉入新產品時，消費者決策過程各階段均受口碑、媒體二管道所影響；資訊搜尋階段，除媒體、口碑外，尚有代言、網路二管道，其影響力大小為媒體 > 代言 > 口碑 > 網路；大眾傳播、報章雜誌等商業廣告，為消費者於內、外部檢索時高度採用之管道；最不常使用者，在外部線索方面，為銷售人員的告知，內部線索方面，則為使用者經驗、網路討論區。透過系統動力學模擬發現，在其他情況不變下，台灣地區數位相機約耗時22年（2018年）將進入成熟期，採用率最高時期為第16、17年（2012~2013年）。

關鍵詞：創新擴散模式、消費者決策過程、外部效應、內部效應、系統動力學

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