

# The Innovation Diffusion of The MP3 Player Example as iPod

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## ABSTRACT

In recent years, because of the rise of the internet, the MP3 music spread more easily, and made the MP3 player be appeared. Apple's iPod is most popular in all MP3 players because mass media, words of mouse and iTunes software which can dispose the law's questions. And except above-mentioned reasons, still have other factors? On the basis of this reason, this research tries to find out the factors for iPod's diffusion for the theory of innovation diffusion. this research structure of this research take the Milling's model as the concept. It may influence in the aspect of iPod, and make a an integrity casual loop diagram. This research's model is the case study and the research's tool is System Thinking, it attempts to find out the reason why iPod succeeds. This research argues that iPod integrated with iTunes to approve a legal music mechanism, and the complementary foods that the peripheral manufacturer of ipod product not only offer a more perfect service for it, but also form a network effect. They made other manufacturers difficult to compete with Apple. It is why iPod can succeed.

Keywords : MP3 Player ; Innovation ; Innovation Diffusion ; System Thinking

## Table of Contents

封面內頁 簽名頁 授權書 iii 中文摘要 iv 英文摘要 v 誌謝 vi 目錄 vii 圖目錄 ix 表目錄 x 第一章 緒論 1.1 研究背景與動機 1 1.2 研究目的 3 1.3 研究流程 3 第二章 文獻探討 2.1 創新 5 2.2 創新擴散 7 2.3 Bass擴散模型 13 2.3.1 Bass模型數學公式 14 2.3.2 Bass模型相關發展 16 2.4 以系統動力學的動態擴散研究 19 2.5 小結 21 第三章 研究方法 3.1 研究架構 23 3.2 個案研究法 23 3.3 系統思考 24 3.3.1 系統思考的重要性 24 3.3.2 系統思考分析問題之步驟 26 3.3.3 系統思考的語言 28 3.3.3.1 因果回饋圖 29 第四章 個案分析 4.1 數位行動影音產品之定義及市場概況 30 4.2 iPod的市場概況及演進過程 35 4.3 iPod之分析 47 第五章 結論 5.1 研究結果及發現 53 5.2 管理意涵 54 5.3 研究限制 55 5.4 後續研究方向 55 參考文獻 57 圖目錄 圖1.3.1 研究流程圖 4 圖2.2.1 採用過程圖 8 圖2.2.2 產品創新擴散的實際累積採用圖 9 圖2.3.1 Bass模型之分析架構圖 14 圖2.4.1 影響創新擴散的相關要素 20 圖2.4.2 Milling創新擴散模式概念圖 21 圖3.3.1 系統思考分析問題流程示意圖 27 圖3.3.2 因果回饋圖 29 圖4.1.1 2003年MP3播放器之市佔率 33 圖4.1.2 2005年可攜式MP3播放機之預估市佔率 34 圖4.2.1 iPod與iTunes的產品發展圖 36 圖4.2.2 iTunes初期之擴散環路圖 37 圖4.2.3 iPod初期之擴散環路圖 38 圖4.2.4 iPod之相容性與價格吸引力環路圖 39 圖4.2.5 iTunes之擴散環路圖 40 圖4.2.6 iPod周邊產品示意圖 44 圖4.3.1 iPod整體擴散環路圖 47 表目錄 表2.2.1 創新採用生命週期各階段採用者之特色 11 表2.3.1 採用或延伸Bass模型之研究範圍 17 表2.3.1 採用或延伸Bass模型之研究範圍 (續) 18 表4.1.1 各類型MP3播放器優缺點比較 32 表4.1.2 2003年MP3播放器的總出貨量 33 表4.2.1 iPod與iTunes之累計銷售量 41 表4.2.2 蘋果先前與目前iPod產品線之比較 43 表4.2.3 iPod之演進過程 45 表4.2.3 iPod之演進過程 (續) 46

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