

互動式玩具廠商國際行銷策略之研究

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摘要

本研究的目的即在探討有效的供應鏈管理實務，並有效識別在互動式玩具供應鏈中，理論與實務的差異。所採用的研究方法，係針對互動式玩具廠商作問卷調查統計，並對具有代表性的互動式玩具廠商作質化的半結構性深入訪談。本研究發現了互動式玩具產業供應鏈的特色，其中涵蓋了零售商與製造商的供應鏈管理(Supply Chain Management, SCM)實務。並發現目前大部分的互動式玩具零售商與製造商皆很少利用先進的高科技(例如在其供應鏈中應用射頻識別技術(RFID)與資訊分享平臺(Information Sharing Platform)機制，且其在執行目前供應鏈的步調宛如牛步。本研究根據研究問題，就1.互動式玩具廠商對問卷調查量表的認同度；2.互動式玩具廠商之成功關鍵模式；3.台北、香港與廣州兩岸三地之互動式玩具廠商，對問卷的認同度是否會存在顯著差異，總共三個問題所歸納的業者質化訪談，比對量化問卷調查結果的推論，發現其與量化問卷調查的結果之間的一致性相當高，並且發現本研究八大構面可透過因素分析之資料濃縮技術，精簡成競爭策略構面與整合式策略構面，可作為互動式玩具業者擬定國際行銷策略的重要參考指標，從而確認本研究實証結果的推論。

關鍵詞：供應鏈管理；互動式玩具；波動性；季節性；經濟變遷

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