

題目	應用敘述性偏好法分析寬頻網路服務市場消費者選擇行為
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摘要	雖然目前全球寬頻服務市場，以 ADSL 與有線電視寬頻上網為兩大主力。然根據 NetValue 於 2000 年 9 月的報告顯示，台灣地區家庭用戶利用數據機撥接上網的比例仍高達 96.8%。可見寬頻接取服務提供者潛在的客戶為利用數據機撥接上網的消費者。因此本研究利用敘述性偏好法分析數據機撥接上網的消費者對寬頻服務需求特性的偏好，以提供寬頻接取服務提供者擬定行銷策略的參考。研究結果顯示窄頻用戶對使用網際網路上網較偏好的屬性有上傳速度、安全性、塞車情形與月租費，並藉由市佔率的預測可知至少有二成的窄頻用戶有機會改為使用寬頻上網。
關鍵字	ADSL、Cable Modem、多項羅吉特模式，敘述性偏好法
Title	Application of Stated Preference Method for Analysis of Customer Behavior in Broadband Service Market
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Abstract	ADSL and cable modem are two major mainstreams in the broadband service market. According to the report made by NetValue in Sept. 2000, there were around 96.8% families in Taiwan who connect Internet using traditional dial-up modem. This study uses stated preference method to analyze the preferences of traditional dial-up modem users for developing proper marketing strategies. The results find the attributes that the dial-up users' preferences are upload speed, safety, traffic jams and connection fees. This study also formulates 8 different connection fees strategies and estimated their market shares, finding that about 20% dial up users have chance to use broadband service.
Key Words	ADSL, Cable Modem, multinomial logit model, stated preference method