

題目	商品特性與涉入對組合訂價效果之影響
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摘要	過去學者多強調組合訂價本身的經濟性，但忽略消費者的評價。本研究從消費者觀點討論組合訂價的策略效果，以實驗設計測試不同涉入程度及組合商品特性下，組合訂價對顧客購買意願的影響。研究結果發現「混合組合訂價」可以有效提升消費者購買意願；而「個別訂價」是最不能激發購買意向的訂價方式。互補品「個別訂價」使購買意願較低，對「組合訂價」購買意願高，且降價幅度可以較小；替代品採「單純組合訂價」時，消費者購買意願最低，且組合訂價之降價幅度須較大。產品涉入程度確會干擾組合訂價效果，「單純組合訂價」在兩種低涉入產品的組合時，消費者購買意願將最高。
關鍵字	組合訂價、互補品、替代品、涉入
Title	The Impacts of Product Attributes and Involvement on Bundle Pricing
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Abstract	Past bundling research emphasized the economic logic of the strategy and there was relatively little study considered consumers' evaluation of bundling. We based on consumers' purchase intention to discuss the effect of price bundling, and designed the experiments to test the impact of substituted/complementary components and involvement. In our findings: Consumers' purchase intention of mixed bundle pricing is higher than other pricing strategy, and the component pricing is the worst. Complement is not adaptive for pure component pricing, and the off% is less for bundle pricing. Pure bundle pricing would minimum consumers' purchase intention of substitution, and the discount deal of bundle has to be more. There is the interaction between involvement and price bundling. The pure bundle pricing of two low involvement components would have better performance.
Key Words	Bundle Pricing, Complement, Substitute, Involvement