

題目	範圍訂價、資源稀少性對消費者購買意願的影響
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摘要	<p>影響消費者決策的因素有很多，在日常生活中、商家常會利用不同的訂價來影響消費者。本研究探討在資源稀少性的情況下，不同訂價（單點訂價、範圍訂價）對不同調節焦點消費者購買意願的影響。</p> <p>研究得到的結果：1.無論是否存在著資源稀少性的條件，促進導向的消費者會選擇範圍訂價的商品，而不是單點訂價的商品；預防導向的消費者會選擇單點訂價的商品，而不是範圍訂價的商品；2.促進導向的消費者會傾向選擇支撐範圍訂價、而不是正常/後退範圍訂價的產品；預防導向的人會傾向選擇正常/後退範圍訂價，而不是支撐範圍訂價的產品。</p> <p>雖然研究結果沒有發現資源稀少性的作用，但仍支持了不同訂價對於促進/預防型消費者的影響，在行銷實務上，廠商可以依市場中、大部份消費者的調節焦點來選取適合他們的訂價模式。</p>
關鍵字	調節焦點理論、資源稀少性、範圍訂價
Title	Range Offers, Resource Scarcity's Impact on Consumers' Purchasing Intention
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Abstract	<p>There are many factors that affect consumers' decision-making. In daily life, marketers often use different pricing to influence consumers' decision. This study explores the impact of different pricing (single point pricing, range offers pricing) on consumers' purchase intention with different regulatory focus under the condition of scarcity of resources.</p> <p>The results obtained from the study: 1. Regardless of the existence of resource scarcity, promotion-oriented people will choose range offers products rather than single-priced products; prevention-oriented people will choose normal priced products rather than range offers products. 2. Promotion-oriented people will tend to choose bolstering range offers instead of normal/backward range pricing; prevention-oriented people will tend to choose normal/backward range offers products instead of s bolstering range offers products.</p> <p>Although the research results did not find the effect of resource scarcity, it still supports the impact of different pricing on promotion/prevention consumers. In marketing practice, marketers can choose a pricing model that suits them according to the regulatory focus of most consumers in the market.</p>
Keyword	regulatory focus, resource scarcity, range offers, pricing