

Analysis of Marketing Model of Computer Distributors

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Abstract

The computer distributors have changed the traditional channel structure in order to increase the service efficiency and effectiveness, which shortens the number of tiers between the manufacturers and the consumers. Due to the vigorous competition and continuous change of the consumers' need, it is important to satisfy the consumers' need to enhance the competence for computer distributors.

This study analyzed the business model of LEMEL International Company, Genuine Company and Weblink International Company. For understanding the consumers' expectation and satisfaction, this study employed the marketing 4P theories and Rayport's 7C theory to design the questionnaire. The data was collected via a questionnaire with the result of 319 respondents. The results revealed that: 1. The computer distributors employ the business model of vertical division of labor from upstream to downstream firms, thus establish neither hierarchical nor pure market relations. With the formation of a network involving the distributor and hundreds of retailers, each member of the network focuses on particular value activities, to maintain not only low cost but also a strong service cluster. 2. The computer distributors could attempt to maintain competitiveness based on quality, cost, and service to satisfy the market needs. This study also proposed the marketing improvement strategy for computer distributors.

Keywords : Computer distributor, marketing model, improvement strategy.

資訊產品流通業行銷模式分析

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摘要

目前消費者對於產品需求多樣化與要求個性化商品的消費型態下，通路商面

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臨市場激烈競爭，一方面要能滿足消費者的需求，另一方面必須提昇自我本身的競爭力。管理者如何有效率的將新產品快速傳遞給顧客且提供顧客滿意的服務，成為通路商之一大挑戰。

本研究以國內資訊產品流通業之三大廠商為調查對象，分別針對其經營現況進行分析。並依據行銷 4P 理論及 Rayport (2002) 的經營模式理論，設計調查問卷。經由問卷的方式來了解消費者對資訊產品流通業的期望與滿意度，並探討其差異。調查結果顯示：1.強而有力的中游通路商，對上游製造商可提供其完整的銷售網路，減少其管銷費用；而下游專賣店可透過中游的送貨及維修服務，減少其庫存及維修等相關成本。2.現階段資訊市場中，消費者對於整個資訊產品方面，認為最重要的前三個項目順序為：提供快速的維修服務、維修品質良好、維修價格合理。本研究並根據對資訊產品流通業之行銷模式分析與調查結果提出改善策略，以提供業者改善之參考。

關鍵字：資訊產品流通業、行銷模式、改善策略。