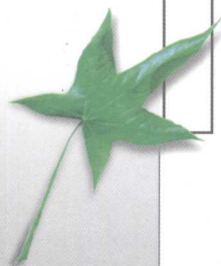


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网络零售 ——定价策略与渠道选择

王毅达 / 著

WANGLUO LINGSHOU
——DINGJIACELUE YU QUDAO XUANZE



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摘 要

网络营销的发展对传统的商业形态带来了巨大的冲击,在日益改变人类生活习惯的同时也开启了无限商机。一个成功的市场营销策略必须包含产品、促销、渠道和定价四个营销的重要元素。价格除了是市场竞争主要的工具之一,也是企业收入和利润的重要来源。当前,对于大多数在互联网从事网络零售的企业而言,如何提高自身的定价能力创造公司最大绩效应该是众所一致努力的目标。在营销学上,营销渠道也是成功执行营销组合策略的要件。互联网的兴起使得电子商店成为企业新兴的营销渠道,网络零售市场开放的成败,往往取决于渠道能否有效地使用而定。网络零售商想在渠道占有一席之地,则必须考虑网络消费者的渠道使用特征,才能够保证营销渠道适时地发挥作用,从而建立友善的网络购物环境。因此,对于网络零售商来说,如何有效地提升自身的定价能力,更好地进行在线/离线渠道的使用,对大量涌现的网络零售商来说具有重要的理论意义和现实意义,本书正是围绕网络营销当中定价和渠道这两个极其重要而有密切联系的核心问题展开的。

有关网络零售商定价和渠道方面的管理研究仍以美国等电子商务发达的国家为主,其概念和理论是否适应我国的国情还待验证。国内关于定价能力方面的研究多局限于传统的经济领域,对网络环境下的定价能力的科学实证研究还不多见。因此,借鉴国外已有的研究成果,在中国背景下进行网络零售企业的定价能力和渠道使用影响因素的实证研究,对网络零售商制定正确的营销

策略并保持竞争优势有重要意义。

本书在借鉴国内外网络零售商定价能力和渠道使用研究已有成果的基础上,对网络零售商定价能力和渠道使用的潜在影响因素作了全面的理论假设,分别提出了网络零售商定价能力影响因素的模型及网络消费者渠道属性与使用模型。通过随机抽样与选择抽样方法对网络零售企业和消费者分别进行问卷调查,利用SPSS统计软件和结构方程模型对调查取得的样本特征进行分析,检验了度量模型的信度和效度;并通过相关分析、方差分析、回归分析方法对研究模型的假设进行检验。通过实证分析,本书的主要贡献或创新在于:

1. 对于网络零售商定价能力的影响因素,本书分成四个大类,分别是:“网络零售商特性(E-tailers' Characteristics)”因素、“市场特性(Market Characteristics)”因素、“网络消费者特性(E-Consumers' Characteristics)”因素和“环境特性(Environment Characteristics)”因素。

在“网络零售商特性(E-tailers' Characteristics)”因素中,本书研究结果表明,参考团体、信誉与履约的可靠性、物流服务、交易成本对网络零售商的定价能力有着显著的正向影响。但与多数前人研究和直观判断不一致的是,购物的便利性、网络零售商的定价策略对网络零售商的定价能力的影响并不显著,这表明单纯地强调购物的方便和速度并不能增强网络零售商的定价能力,同时,网络零售企业的定价策略对网络零售商定价能力的作用也不明显。因此,对于网络零售商来讲,必须注重参考团体(比如建立网上虚拟社区、网上消费者俱乐部等)的影响,通过增强信誉和履约的可靠性,加大物流交付能力并不断降低交易成本提高自身的定价能力。

“市场特性(Market Characteristics)”因素中,消费者参与对网络零售商的定价能力有着显著的正向影响,而市场的竞争性

对网络零售商的定价能力的影响不显著。这说明,在网络零售商定价能力影响因素中,市场竞争程度并不具备充分的条件,重要的是吸引更多的消费者参与并不断提高零售网站的浏览频率和产品的普及率。

“网络消费者特性 (E-Consumers' Characteristics)”因素中,隐私、安全和时尚对网络零售商的定价能力有较强的解释能力,并有着显著的正向影响。此结果表明,中国的网络消费者非常重视数字环境中的隐私和支付的安全性,网络零售商们可以通过增强在线的隐私和安全保护等方式来吸引网络消费者。在设计在线购物环境时,隐私与安全应当成为网络零售商的首要考虑的问题之一,必须让用户感受到他们的隐私是被保护的,在该网站交易是安全的。另外,由于网络消费者普遍具有年轻、追求时尚等特点,因此,对于这些时尚的在线消费者来说更容易形成较高的品牌忠诚度。在提高自身定价能力的过程中,网络零售商们应该致力于目录、杂志以及互联网广告来吸引这一部分群体。一旦他们承认并且接受了某一网络零售商,就会比其他的消费者有更高的价格容忍能力,而对于网络零售商家而言,则可以针对这些时尚的在线消费者制定出相应的高品质、高价格策略。

“环境特征 (Environment Characteristics)”因素中,包括外部环境影响因素和内部环境影响因素。本书分析结果显示,外部环境影响因素对网络零售商的定价能力没有解释能力,而内部环境因素对网络零售商的定价能力有着显著的正向影响。这一结果说明,网络零售商对企业内部建立有利于开展网络营销的企业文化重视程度越高,企业员工的信息技术能力提高得越快;内部资金状况及网络营销基础设施建设得越好,则网络零售商的定价能力就会越强。

2. 构建了消费者在线/离线渠道属性感知的模型。本书将消费者购买决策行为理论应用到研究消费者在线/离线渠道使用当

中,调查了消费者对在线/离线渠道属性的感知是如何影响渠道使用的。在线/离线属性包括了购物的便利性、信息、服务、交付、价格感知、安全和支付七个因素。与过去的研究相比,对于服务、安全和支付,本书增加了几个维度来进行测量。实证结果显示,信息、服务、价格感知和支付灵活性对消费者从离线购买转移到在线购买具有显著的正向影响。这四个因子中,包含了网站产品信息的丰富程度、产品及相关信息的搜寻难易、产品推荐、产品出现问题后的售后服务、沟通难易、投诉处理、价格高低与合理性、价格促销、网上价格折扣和积分奖励、支付的安全性、灵活性和手续的方便性等能够吸引并且促使消费者从离线购买转移到在线购买的变量。进一步分析发现,消费者普遍认为在线渠道在便利性、货物交付、网络购物安全方面没有优势,并对这三个因子所包含的变量,即签订订单的便利性、订购方便性、交易速度、获取和执行订单的信心、产品误送的频率、收货时间的长短、交易过程的安全、个人资料的保护、产品及相关信息的出错率等信心不足,说明这些因素不足以吸引消费者从离线购买转移到在线购买。

3. 对消费者在线消费状况进行了分群研究,本书把调查对象按照对在线/离线购买渠道使用比例的不同,分成了4个分割,分别是:第一,购物时主要使用离线渠道,而在线渠道使用很少的消费者;第二,购物时使用离线渠道较多,而在线渠道使用占较少比例的消费;第三,购物时主要使用在线渠道多,而离线渠道较少的消费者;第四,主要使用在线渠道购物,离线渠道使用很少的消费者。

本书对处于这4个分割的消费者渠道属性的便利性、信息、服务、交付、价格感知、安全和支付的感知进行了比较,发现在分割4中,信息、服务、价格感知、安全和支付灵活性比分割2、分割3和分割1中的都要高。分割4中的信息、服务、价

格感知的均值比分割 1 中的更高,其显著性为 0.05。另外,分割 4 中价格感知的均值比分割 3 中的更高,其显著性为 0.05。而且分割 4 中安全性的均值比分割 3 中的更高,其显著性为 0.05。因此得出以下结论:

(1) 对于把使用在线渠道作为主要购买媒介的消费者而言,其主要动因之一就是在线价格感知。

(2) 此外,把在线作为主要购买媒介的消费者在信息、服务、安全性和支付灵活性方面比主要采用离线购买的消费者有更正面的感知。与其他六个属性相比,分割 4 中的交付的均值比分割 2 和分割 1 中的低。分割 3 中的运送均值比分割 2 和分割 1 中的低。说明交付和货物运送是在线渠道的弱项,为了使更多的消费者使用在线渠道,经理人必须帮助他们克服运送方面的负面感知。

(3) 最有趣的现象是价格感知,在分割 1 中均值较低,而在其他 3 个分割中都较高。也就是说,偏好于离线渠道的消费者无法感知网络购物促销和价格折扣为其带来的在线利益。

这对于网络零售商来说有着非常重要的意义,为了吸引更多的消费者进行网络购物,网络零售商应该加大自己在信息、服务、支付方面的优势,不断增强消费者的价格感知,同时要克服在交付、安全方面的劣势。

4. 本书测量了每个分割内消费者目前的实际网络消费在总消费中所占的比例,按照这个比例把消费者的网络购物分成了 4 个时期,分别是网络消费初始期、网络消费的成长期、网络购物扩张期和网络购物成熟期。同时对处于 4 个不同时期的消费者的未来的网络消费趋势进行了测量。本书发现,处于网络消费初始期的消费者在最近的将来会提高他们网络渠道购物使用的比例的程度很小,而处在网络消费成长期的消费者在最近的将来会大大提高他们的在线使用的份额;处在网络消费扩张期的消费者网络

购物的比例在总的消费支出中所占的比率很大；当消费者发展到网络消费的成熟期，消费者将主要通过网络零售渠道购物。因此，网络零售商的策略应该是通过信息和交互尽量吸引处于网络消费初始期的消费者，对处于网络消费成长期的消费者加大投资，提高服务的质量，加快交付并加强交易安全，对处于网络消费扩张期的消费者提高他们的安全和价格方面的感知，同时提高处于网络扩张期和成熟期的顾客的忠诚度，不断提高网络零售市场份额的质量和数量。

关键词：网络零售商 定价能力 网络消费者 在线/离线属性
渠道使用

Abstract

The development of Internet marketing has great impact on the traditional business. It not only changes our daily living habitual, but also brings boundless business chances. A successful marketing strategy must include four key factors, that is, product, promotion, channel and price. As one of the main tools of business competition, price is also the crucial source of income and profits for the enterprises. Nowadays, how to improve their pricing ability so as to create the maximum performance have become the goals for the vast majority of E-tailers. Marketing channel is the indispensable key factor for the success of marketing mix strategy. With the prosperity of Internet, Electronic has become a whole new marketing channel whose effective usage will lead to the success as well as the failure of the Internet retailing market. In order to occupy one of the marketing channels, E-tailers must consider the channel usages characteristics of the Internet consumers; which assure the efficiency of the marketing channel. Thus, a friendly buying environment can be built. Therefore, how to improve their pricing ability in order to make good use of the online and offline channel has important theory and practical significance for the increasingly arisen E-tailers. This paper is centered on the two core issues of the Internet marketing price and channel, which have great importance and correlation.

The academic studies of E-tailers' pricing and channel are mostly

done in America, where the EC there is developing rapidly. Whether its concept and theory still work in other countries and cultures or not remains uncertain. Most studies of pricing ability are limited to the traditional economic field in Mainland China while the empirical studies under the Internet environment are few. So, for the sake of E-tailers establishing correct marketing strategies and maintaining competition advantage, it is of great significance to, based on foreign studies, study the driving factors of E-tailer's pricing ability and channel usage under the circumstances of Chinese culture.

Based on the foundation of summarizing the domestic and international results on E-tailer's pricing ability and channel usage, this paper proposes the investigation frame of theory hypothesis for the potential affecting factors of E-tailer's pricing ability and channel usage. This paper proposes two models, one is affecting factors model of E-tailer's pricing ability and the other is Internet consumer's channel usage and attribute model. This paper carries on enterprise's questionnaires investigation through the random sampling and selective sampling methods, executes the statistical analysis to the sample data adopting structural equation modeling and classical statistical software (SPSS), testify the reliability and validity of measuring models. The correlation analysis, ANOVA and regression analysis were used to test the main effect hypothesis of the models. The contribution or innovation of this research may be:

1. The affect factors of E-tailers' pricing ability may be divided into four main categories, they are "E-tailers' Characteristics" factor, "Market Characteristics" factor, "E-Consumers' Characteristics" factor and "Environment Characteristics" factor.

In the factor of E-tailers' characteristics, this paper shows that

reference group, credit standing, delivery service and business cost these factors have positive significant influence on E-tailers' pricing ability. Contrary to the previous study and intuitionistic judgment, convenience and E-tailers' pricing strategy don't have too much influence on the E-tailers' pricing ability, which indicates that shopping convenience, speed themselves don't help to improve E-tailers' pricing ability., E-tailers' should pay more attention to the influence of reference groups in order to enhance their pricing ability (for example, open Internet visual community and Internet consumer clubs, etc.) Meanwhile, they need to buildup their reliability of credit and promise, ability to make delivery in good time and reduce their dealing cost constantly.

In the factor of "Marketing Characteristics", consumer involvement has positive significant to the E-tailers' pricing ability while "market competition" has less significance, which shows that in the factors of E-tailers' pricing ability, market competition has less influence on E-tailers' pricing ability. It is more important for the E-tailers to improve their website's browser rate and products' popularization rate to attract more consumers' involvement.

In the factor of "E-Consumers' Characteristics", privacy, security and fad have positive significant to E-tailers' pricing ability. The result shows that Chinese Internet consumers value privacy and security of payment under the digital environment very much. E-tailer's can make use of the way of protecting the online privacy and security issues to pull E-consumers' attraction. Privacy and security should become the chief issue considered by the E-tailers when they design the online shopping environment. Online users' should be aware of their privacy being protected and their dealing secure. Because most E-con-

sumers are young and pursuing fashion, it is easy for them to have higher loyalty to a certain brand. E-tailers should apply themselves to catalogue and magazine /Internet advertisements to attract these consumers. Once they admit and accept one E-tailer, they may have more price tolerance than other consumers. At the same time, E-tailers may establish high quality and high price strategy for them.

The factor of "Environment Characteristics" includes "inner environment affecting factor" and "outer environment affecting factor". The analysis result shows that "outer environment affecting factor" can't explain E-tailers' pricing ability while "inner environment affecting factor" has positive significance to E-tailers' pricing ability, which means the more the E-tailers attach importance to their inner-enterprise culture, the faster their employees' ability to grasp the information technology, the better their inside finances condition and Internet marketing facilities, the stronger the E-tailers' pricing ability.

2. Construct a model of consumer online/offline channel perception. This paper applies the consumer buying decision-making behavior theory to the study of consumer online/offline channel usage. How can consumers' online and offline perception affect their channel usage are investigated. Online and offline channel distribution includes shopping convenience, information, delivery, price perception, security and payment these seven factors. Comparing to the previous study, this paper adds more latitudes to measure service, security and payment. The empirical result shows that most consumers consider information, service, price perception and payment flexibility of online channel have stronger advantage than offline channel. These four factors include the following variables, they are website production information, production and related information search, production recom-

mentation, deal with problems after buying the products, security of payment, payment flexibility and procedure convenience. Further analysis shows that consumers regard convenience, delivery and security of online channel has no advantage. And have less confidence in the variables of these three factors—convenience of order signing, convenience of order, dealing speed, confidence in winning and performing the order, the frequency of product miscarriage, time period of getting delivery, security during the dealing process, protection of private material, products and mistake rate of the related information, etc. All these factors can't attract consumers' buying decision from offline to online:

! 3. Consumers' online consumption status are studied by the way of group division. According to their differences of Internet consumption proportion, these consumers are divided into four sections (1) Mainly use offline channel while shopping and less online channel; (2) Use much of the offline channel and less proportion of online channel; (3) Mainly use online channel while shopping and less offline channel; (4) Use much of online channel and less offline channel. This paper compares the convenience, information, service, delivery, price perception, security and payment perception of consumers' channel attribute. The consumers in these four sections have more advantages in information, service, price perception and payment, however, the perception of convenience, payment and security shows negative. In other words, consumers think there is no advantage for the online channel in shopping convenience, goods delivery and Internet shopping security. The most interesting thing is price perception whose mean value is the lower in the section 1 but higher in the other 3. This means that

consumers having offline preference can't perceive the profit bring by the Internet promotion and discount.

This results lead to great significance to the E-tailers. In order to attract more consumers to use the Internet shopping, E-tailers should strengthen their advantages on information, service and payment and consumers' price perception. And at the same time, overcome the disadvantage on delivery and security.

4. Consumers' real Internet consumption's proportion in each division is measured. According to this proportion, consumers' online shopping is divided into four periods. They are early Internet consumption period, growth period, expanding period and the mature period. After measuring the their future Internet consumption trend of these four periods' consumers, I find that consumers in the early stage has few proportion to extend their Internet channel usage in the very near future, while those in growth stage may improve their online usage portion in the near future. The portion of consumers in expanding stage is the highest in the total consumption expense. When consumer move to the mature stage, they will focus on shopping by Internet channel. So E-tailers should attract consumers' in the early period by information and exchange; for those who are in the growth period, E-tailers should enlarge their investment, improve their service quality, fasten the delivery and secure the business security and for the consumers in expanding and mature periods, they should improve the Internet markets' portion's quality and quantity as the main strategy.

Keywords: E-tailer pricing ability online/offline attribute
channel usage E-consumer

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