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<td>摘要(中)</td>
<td>本論文研究消費者均勻分布的空間市場上, 兩個市場中座落三家廠商: 全域性廠商(global firm) 與兩家區域性廠商(local firm)。在消費者偏好為異質性的情況之下, 廠商藉由刊登廣告提高商品的差異化, 使消費者更能辨別商品的差異性, 此商品的市場獨占力自然提高, 提升在市場中的銷售量, 利潤跟著提高。特別的是, 本文全域性廠商有兩種廣告策略可以選擇, 分別為目標性廣告(targeted advertising) 以及標準型廣告(standard advertising),我們分析全域性廠商分別採取兩種廣告策略的情況之下, 對市場中其它既存的廠商之影響, 並觀察兩種廣告對市場中的廠商之間的競爭均衡的變化, 並相互比較分析。本文發現, 既存廠商所處的市場, 產品差異化程度若愈</td>
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<td>大, 當全域性廠商刊登目標性廣告時, 會使商品價格與利潤隨之提高, 比沒有目標性廣告出現的時候還高; 反之, 若既存廠商所處的市場之產品差異化程度愈小, 愈容易受到全域性廠商刊登目標性廣告的影響, 其商品價格與利潤會比沒有目標性廣告出現的時候還低。但目標性廣告的出現, 讓廠商之間的商品價格拉鋸變大, 若以產業經濟學的觀點來看, 市場的價格競爭是趨於和緩的。廠商也會依據所處的市場之差異化程度來決定廣告數量, 例如廠商若處在產品差異化較高的市場, 建的廣告量會比沒有目標性廣告出現的時候较多; 反之, 廠商若處在產品差異化較低的市場, 所刊登的廣告量會比沒有目標性廣告出現的時候較少, 但觀看總體市場上對廣告的總需求量, 會因目標性廣告的出現而增加。</td>
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<td>This paper studies the situation of consumers uniformly distributed over the market, whereby three firms, namely a global firm and two local firms, are located in two connected spatial markets. We assume that consumer preferences are heterogeneous. By advertising, firms can improve product differentiation. Therefore, the behavior of advertising products leads to an increase of their monopoly power. If so, then one can expect that the increase of the monopoly power is accompanied with a higher level of sales quantity as well as profits. In particular, in the model the global firm is allowed to use two types of strategies: targeted advertising and standard advertising, while the other local firms are not so. We study the impact of different advertising strategies of the global firm on competitive equilibrium. In equilibrium when the global firm conducts targeted advertising, the local firm in the market characterized with a greater degree of product differentiation commands a higher level of on-selling price and generates a higher level of profits. On the contrary for the other local firm located in the market of smaller differentiation, it sets a lower price and obtains fewer profits. If the global firm uses targeted advertising, then the result shows that the price gap between two local firms is enlarged. From the perspective of industrial economics, such a result implies that the market price competition is relaxed under targeted advertising. Finally, the current thesis finds that the level of advertising depends on the degree of market differentiation.</td>
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