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考虑奢侈与环保偏好的再制造品最优定价策略

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The Optimal Pricing Policy for Remanufactured Products Considering Luxury and Green Preferences in the Market

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摘要 把奢侈、环保偏好消费者考虑到再制造品市场需求中,研究了奢侈与环保消费者构成市场的再制造品最优定价策略,发现奢侈与环保偏好消费者比例不同的市场再制造品最优定价存在差异,并且差异价格随着消费者比例不同有所不同;同时发现在价格歧视的边界上,即奢侈消费者与绿色消费者比例存在某种特定关系时,差异价格可以获得相同的利润,却可以得到不同再制造品数量,这为制造商在利润不受损下,实现社会环保目标、提升绿色形象创造了一条路径。然后根据上述的不同的市场结构特征,建议制造商采取相应价格歧视策略,并通过算例验证了上述的结论。

关键词： 再制造品 绿色消费者 奢侈消费者 价格歧视

Abstract： In the market there exist three type consumers:the luxury,the green and the price-sensitive. the luxury one prefer to buy the new products when both the remanufactured products and new products will be sold,the green one is benefit of 'green image' from remanufactured products, and the sensitive one depend on the price of which is lower.Considering that,in this paper optimal pricing for remanufactured products is studied. It is founded that,price for remanufactured products vary with different market segment and the price discrimination policy can make manufacturer achieve more profits than single-price policy. When the segment of luxury consumers and green consumers exists functional relationships, the remanufacturing recovers acquire the same profit with discriminating price, which make one way for them protecting environment and undertaking responsibility of source saving. According to the characteristics of the different market structures, manufacturers implement proper price discrimination policy is recommended in this paper.At last, the results was tested by numerical example.

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引用本文:

丁雪峰, 但斌, 何伟军等 .考虑奢侈与环保偏好的再制造品最优定价策略[J] 中国管理科学, 2013,V21(5): 94-102

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