

## 零售商差异条件下的渠道价格决策研究

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## Channel Pricing Strategy under Retailer Difference

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**摘要** 随着零售商力量的增长,零售商对渠道价格决策的影响力在逐渐增强.本文研究了零售商差异条件下单个制造商和两个零售商构成的渠道的价格决策问题,将零售商的差异提炼为零售商品品牌和零售成本差异,并考虑了需求函数和渠道权利结构对渠道价格决策产生的影响.研究表明:无论制造商和零售商哪一方在渠道中处于领导地位,都会导致零售价格水平的提高,在渠道中处于领导地位的一方能从渠道中获得更多的利益;零售商品品牌差异程度增大,会导致零售价格的上升和零售商利润上升,而制造商利润会下降;随着零售成本差异的增大,制造商利润上升,成本优势零售商的利润上升,而成本劣势零售商的利润会下降,除了制造商斯塔克尔伯格权利结构下的成本劣势零售商的零售价格会上升之外,其他任何权利结构下的零售价格都会下降.

**关键词:** [渠道权利结构](#) [零售商品品牌差异](#) [零售成本差异](#) [价格决策](#)

**Abstract:** With the development of retailer power, the effect of retailer on channel pricing strategy becomes stronger and stronger. We study the problem of channel pricing strategy in the channel with single manufacturer and double retailers under retailer differentiation. We abstract retailer differentiation into retailer brand and retail cost differentiation. Moreover, we consider the effect of demand function and channel power structure on channel pricing strategy. The research results are as follows. Whichever the manufacturer or retailer is the leader in the channel will result in the increase of retail price, and the leader in channel will get more profits from the channel than the follower. The retailer brands are more differentiated, the retail prices and the profits of retailer are higher, and the profits of manufacturer are lower. The retail cost are more differentiated, the profit of manufacturer are higher, the profit of retailer with cost advantage are higher and the profit of retailer with cost disadvantage are lower, except that the retail price of the retailer with cost disadvantage under manufacturer Stackelberg power structure are higher, retail price under other power structures are lower.

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