

产品伤害危机的营销补救策略优化

陈锬, 彭怡, 寇纲, 张维国, 张文力

电子科技大学 经济与管理学院, 成都 610054

Optimization of marketing retrieving strategies during product harm crisis

CHEN Kun, PENG Yi, KOU Gang, ZHANG Wei-guo, ZHANG Wen-li

School of Management and Economics, University of Electronic Science and Technology of China, Chengdu 610054, China

- 摘要
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摘要 在归纳既有文献对产品伤害危机应对策略研究的基础上, 梳理了营销补救策略遴选的决策属性, 并建立反映决策属性之间网络关系的营销补救策略优化的多目标决策模型. 在此基础上, 应用AHP、ANP和TOPSIS复合的多目标决策方法, 构建决策属性权重计算方法, 以及营销补救策略优化排序的一般性流程. 食品企业的问卷调查结果表明: 当产品伤害危机发生时, 社会责任是控制层的优先属性, 消费者考虑集缩减是网络层元素的优先属性, 主动召回和行业应对分别是最优和最差的营销补救策略.

关键词: 产品伤害危机 营销补救策略 多目标决策方法 策略优化

Abstract: This paper presents a general optimization procedure of marketing retrieving strategies by an integrated method of AHP, ANP and TOPSIS. First, a relationship network of decision criteria which influences the final selection of marketing retrieving strategies is summarized according to existing literature. Then, AHP and ANP are applied to calculate the weight of each decision criteria, and TOPSIS is utilized to rank the marketing retrieving strategies. Survey results are collected in food manufacturing firms. The empirical results show that social responsibility and shrinkage of consumers' consideration set are the most important criteria within control layer and network layer of Multi-Criteria Decision Making (MCDM) model respectively; voluntary recall is the best marketing retrieving strategy during product harm crisis while food industry involvement is the worst strategy.

Key words: product harm crisis marketing retrieving strategies multi-criteria decision making optimization of strategies


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