

基于买方用户规范习惯的B2B电子中介IT投资决策

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IT investment strategy of B2B e-intermediary based on buyer specification habit

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摘要 通过考虑IT成本下降、买方用户规范习惯及注意力成本等因素,构建了序贯进入的、两寡头垄断的B2B电子中介IT投资决策模型,探讨了IT成本下降、买方用户规范习惯及注意力成本等参数变化对B2B电子中介IT投资决策的影响。研究表明,随着IT成本下降,当买方用户规范习惯水平较高时,市场先入者可采取进攻性的、增加投资的策略;反之,当买方用户规范习惯水平较低时,市场后入者则可采取进攻性的、增加投资的策略,并且能够提供更高质量的网站,有更高的市场需求;随着网站信息量的增加,先入者的买方用户注意力成本会增加,后入者的买方用户注意力成本会减少,随着注意力成本的这一变化趋势,先入者和后入者可采取进攻性的、增加投资的策略。研究结果可以为B2B电子中介的IT投资决策提供指导。

关键词: IT投资决策 IT成本下降 买方规范习惯 买方注意力成本 B2B电子中介

Abstract: Considering declining IT cost, buyer specification habit and attention cost, the paper developed IT investment strategy model of a duopoly with sequential entry, then discussed the impact of declining IT cost, buyer specification habit and attention cost on IT investment strategy. The results show that, with the declining IT cost, the early entrant may increase investment in website quality, assume an aggressive investment strategy when the level of buyer specification habit is high, otherwise, the later entrant may increase investment in website quality, assume an aggressive investment strategy, and could offer higher website quality, have higher market demand when the level of buyer specification habit is low. With the increase in information content, the early entrant's buyer attention cost would increase, and the later entrant's buyer attention cost would reduce. With this trend of attention cost, both the early entrant and later entrant may increase investment in website quality, assume an aggressive investment strategy. These results are helpful to IT investment strategy for B2B e-intermediary.

Key words: IT investment strategy declining IT cost buyer specification habit buyer attention cost B2B e-intermediary

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