套裝軟體行銷及採購行為研究

With the rapid growth of information need in industries, it is a trend that firms use computerized operation to gain it's competitive advantage. This trend forces the demand of software products increase, and that causes software vendors to invest large amount of money researching and developing package software products. Since software products, compare with the traditional products, differ in many ways, the traditional marketing may not be so quiet suitable for that. However, only a few researches concern about the marketing strategies of software products. Collecting data via mailing questionnaire to collect data, we tried to analyze the marketing strategy of software products focusing on marketing competitive strategies and marketing competitive position. Comparing different viewpoints from vendors and users, the differences of promotion preferences and software characteristics between vendors and users are attempted to be found. The result of the research shows: There are differences between user's and vendors' in their viewpoint on promotion preferences, and there exists entrant barrier for new competitors. As to the characteristics of software, there are no significant differences.