

가 price

:
가 .
, , , , , , , .

가 price lining policy

: 가
가 가 . 가
가 가 가
.

가 price discrimination

: 가가 ()
가 .

가 price deals

: 가 가 ,
가 (2 for 1 price deals) .

가 family purchase

: 가 .

가 가 variable pricing policy

: () 가 . 가
가 ()

가 construct
: , ,
가 .

가 family life cycle
: 가 가
, ,
가 가 가
가 .

가 family brand :
: 가
가 .

가 value :
: 가
가 가
가 .

가 value analysis
: , 가
가 .

interval scale
:
가 가 .

sensation transference

: , , , .

emotional motive

: , , .

faltering demand

: 가 , , .

concept testing

: 가 .

conceptual definition

: .

developmental marketing

: .

individual brand :

가 even pricing policy
: 가 가
가 . 가

intervening variable
:
가 . ,
.

trade channel : ,

trade advertising
:
,
.

trade discounts
: 가 .

macro(-level) marketing
:
, /
,

macro segmentation

: , , , , , ,
, ,
.,

macroenvironments

: , , , , / , /
, .

test statistics

: 데 と
.

pull strategy

: ()
.

joint demand

: 가
.

channel conflict

: ,
가 .

channel structure

:

length of channel

:

channel dynamics

:

가 . 가

push money

:

competitive structure analysis :

experience curve

:

가
가 . 가가

field

:

seasonal discounts

: 가 가

nested approach

: 가

customer

: 가

customer base

: 가

가 leader pricing policy

: 가 가

loss leader

: 가 가

, 가 .

advertising

:

, , TV, .

advertisement

:

가

advertisability

:

, .

buystage

:

, , , 가 , , 가 .

buying scenarios

:

, , 가 가 .

point-of-purchase promotion

:

, 가 , , .

assortment-search activities

:

guygrid

:

가 null hypothesis

:

가

가

가

가

가

norms

:

()

가

normative marketing

:

가 uniform delivered pricing policy

:

가

가

가

가

가 single-price policy

: DC 1000

8

가

가 . 가

green marketing

:

rejection area

:

가 .

institutional advertising

:

functional discounts

:

가

(

)

technologica life cycle

:

가

가

descriptive research

:

memory

:

corporate advertising :

company opportunities : SWOT

company mission

:

가

"

"

,

corporate identity program

:

가

,

가

,

corporate loyalty

:

가

basing-point pricing policy

:

가

가

가

(基點)

가

가

가

가 base price
: 가 가 가 가
, 가
가 . 가 가 , ,

coding
: ()

encoding
: 가

exposure
:

newsvertising
: 가
(news advertising). ,

multi -attribute attitude model
: 가 가
가 .

fallacy of majority
: ()

가 odd pricing policy
: 가 가
. 가

가 simple hypothesis
: 가

가 unit pricing policy
: 가 , , 가 가

가 one-price policy
: 가 가 가

one-tailed test
: 가 가 가
,

dollar vote
: 가

motive conflict

: 가

- , - , - .

motive hierarchy

: A.H. Maslow가

가

motive bundling

: .

: 가

synchromarketing

: .

homogeneous preference pattern

: " "

fear appeals

: .

demarketing

:

/

가

가 가 , , ,

cognitive dissonance

:

가

,

life style

:

가

가(),

가(),

가()

remarketing

:

가

repositioning strategy

:

" "

marketer

:

()

가

marketing

: 1960 [] 1985 3
 [가 , ,]
 Philip Kotler "
 " "
 " "
 " "가
 " "

marketing audit

: , , 가 , , .

marketing concept

: 가
 , ()
 , () ,

marketing management

: (, ,)
 ()
 / /

marketing channel

: , ,

: 가 가 ,

()

marketing management philosophies

:

가 , ,

, ,

goals of marketing management

:

,

,

.

marketing myopia

:

가

(product illusion)

.

가

functions of marketing

:

가

.

marketing tools

: 가
(), 가
(), ()
, 4P

marketing mix

: 가
" "

marketing system

: 가
,
(, ,)
()
-
-
-
-
-
-

marketing experiment

: , .

marketing decision variables

: 가 , 4P

marketing strategy

: , .

marketing research

: / / .
/ / ,
/ / .

marketing organization

: , , 가

marketing intermediaries

: 가

marketing communications

: , .

marketing flows

: , , , ,

mark-on

: (mark-on cost)

markup

: 가 가 가 가 가 . 가
가 가 가 가

satisfaction

: ()

forgetting

: 가 ,

media

: TV, ,
가 .

media exposure pattern

:

가 .

media vehicle

:

가

media habit

:

media support

:

가

가

principle of context

:

가

merchandising

:

messege

:

가

가

가

nominal scale

: ()

가 prestige pricing policy

: 가
가 . 가

(backward-bending demand curve)

model T

: 가
가 . 가

parameter

:

population

: ()

target position

:

:

no brand

:

가

가 가

가 가 escalator pricing

:

가

가

가

no demand

:

random reinforcement

:

culture

:

가 cultural values

:

가 가

physical distribution channel

:

physical distribution center

:

가

physical distribution channel

:

physical distribution management

: 2

가 bait pricing policy

:

가

micro(-level) marketing

:

"

"

micro segmentation

:

,

,

,

,

,

,

.

,

microenvironments

:

,

.

,

unsought goods

:

.

bar code system

:

response strategy

:

"

"

"

"

response elasticity

: % %

defense mechanism

:

ground

:

change strategy

:

가

" "

reinforcement

:

가 .

()

()

reinforcement schedule

:

storage warehouse

:

,

가 the better mousetrap hypothesis

s:

Ralph Waldo Emerson

"

"

multi-channel system

:

가

가

compensatory model

:

/ 가 , / 가 ,

negative demand

:

multi-brand strategy

:

가 composite hypothesis

:

가

primary buying motive

:
? , TV

primary demand

:

inept set

:

decentralized market

: (가)가 (가)
)

unwholesome demand

: 가 가

irregular demand

:

가

inert set

: 가
가

comparative advertising

:

noncompensatory model

:

가 가 가 .

nonprofit marketing

:

ratio scale

:

가 가 .

undifferentiated marketing

:

" " 가

frequency

:

lexicographic model

: 가 가 ,

business portfolio

:
,
.
, 가 .

merchant middlemen

:
.[}

private brand

:
(original) .

social class

:
.

social marketing

:
/ /
.

societal marketing concept

: " 가

가

· ,

:

가 가 .

societal marketing

:

.

industrial customer

:

· (/
/), , ·
,

industrial marketer

:

, ,
·

industrial marketing

: 가

()가 ·

· , ,

, 對

industrial goods

: 私用 가 ,

, , .

shotgun approach

:

recall

:

가 skimming pricing policy

: 가 (가) 가 가 가

brand

:

, , .

.

가

brand loyalty

:

,

brand extension strategy

:

. 가 + + 가 가
+ + S 가 .

mutual marketing

:

가

situational factors

:

가 ,
. 가 ,
, , , . ,

situational symptoms

:

가 .

production concept

:

가 가
가 가
" 가 "

가 free-on-board pricing policy

:

가 .

ordinal scale

:

가 가 .

shopping goods

:

가 , ,

,

.

forward dating cash discounts

:

가

()

.

.

selective buying motive

:

.

가

.

selective demand

:

selective perception

:

primacy effect

:

가

가 , , 가
가 -> 가 .

- growth -share matrix
: (BCG) 가

market segment
:

segment profile
:
가

retailing
: (私用)
50%

wheel of retailing
:
가
가
가

extinction
: 가

consumer goods
: (私用)

consumer socialization
: 가

consumer judgment rule
: 가 / 가 , / 가 ,

consumer behavior
: , 가, ,

consumer behavior model
:

rifle approach

: " "

attribute

: 가 가

conjunctive model

: 가

disjunctive model

: 가

elimination-by-aspects model

: 가 가
가

break-even point

: 가 가 가

communicator

: ()

source credibility

: , , ,

passive learning

: 가

quantity discounts

: ()
()

life cycle cost

:

가 freight absorption pricing policy

: 가

가 가 가 가

ad hoc research

: 가

audience
: 가 ().

audience selectivity
: 가

demand management
:

demand schedule
: 가 가

demarketing advertising
: 가

adoption process
:
가

:
()
(2.5%), (13.5%), (34%) (34%)
(16%) . ,

vertical marketing system

:

, ,

horizontal marketing system

:

가

SWOT analysis

:

가

,

(O-pportunities)

(T-threats)

(S-trengths)

(W-eaknesses)

schema

:

가

가

,

, ,

sleepper effect

:

가 가

.

habitual buying behavior

:

가

.

time -using goods

:

, TV, , ,

,

가

.

time -saving goods

: 가

, , ,

(labor -saving

goods) .

logitudinal design

:

.

synergism

: system + energy

가

.

market structure analysis

:

가 " "

(, , ,)

가

가

.

test marketing

:

가

, , , , 가

, , .

test market

:

()

.

performance monitoring research

:

.

positive marketing

:

.

market

:

,

.

.

market preference pattern

:

" "

, , 가

.

market segmentation

:

market life cycle

:

가

1980

1960

market research

:

가

가

가 market penetration pricing policy

:

가

가

가

beliefs

:

가

가

belief score

:

/ 가 belief/evaluation model

: 가 i
i 가 가
. / 가

reliability

: 가 .

new product

: /
.

actual product

: " "
가 .

psychological set

: 가 가
.

가 psychological pricing policy

: 가 가 가 가 () 가 . 가
, 가 , 가

psychological consistency

: / / 가

CI

:

가 (corporate identity).

CI

(CIP)

가

CPM

:

1000

(cost-per-thousand audience method).

, 300

TV

1000

CPM 300

AIDA model

:

(interest),

(desire),

(action)

(attention),

(memory)

AIDMA

blackbox model

:

가

가

patronage motive

:

가 , , , ,

patronage discounts

:

Asch phenomenon

:

two-tailed test

:

가

가

STP

:

(Segmentation),

(Targeting),

(Positioning)

AIO

:

(opinions)

(activities),

(interests),

AE

:

role structure

:

가

가

가

principle of closure

:

가

가

full demand

:

need

:

,1

need criteria

:

motivation

:

가

need structure

:

가

need-satisfier

:

가가 가 cost-plus pricing

: 가 가 가
가 가 가

source effect
: 가 가

Weber's law
:

prestige goods
: 가
가 가

risk
:

USP
: , , 가
(unique selling point).
, " 가

significance level
: ()가 1
.

maintenance marketing

:

distribution channel

:

distribution warehouse

:

fashion cycle

:

, , ,
가 .

opinion leader

:

가 .

semantic differential scale

:

가
()

decision making unit

:

, 가 , , , , ,
. 가

image

:

image profile

:

가

가

ideal point model

:

가

가

가

가

가

rational motive

:

가

carryover effect

:

가

2 type 2 error

:

가

가

1

2 secondary data

:

2 secondary need

:

2 secondary conditioning

:

causal research

:

personal selling

:

awareness set

:

()

가

가

awareness thresholds

:

()

()

가

cognitive learning

:

,

가

,

/

,

.

consistency theory

:

generalization learning

:

1 type 1 error

:

가

가

.

-

,

,

2

1 primary data

:

가

.

2

1 primary need

:

critical statistics

:

"

"

- stimulus -response model

:

stimulus generalization

:

:

stimulus differentiation :

self image

:

/ /

latent demand

:

가

two-sided argument

:

one-sided argument

:

stock-out
가

inventory cost
/ /

recycling channel

recognition

가 resale price maintenance policy 가 가
가

reseller

figure
가 가

national brand
: 가 .

strategic marketing planning
:
가 .

strategic business unit
:

specialty goods
: 가
· ,

forward channel
: 가 .

total market approach
:

: .

가 traditional price
: 가

conversional marketing

: (-) (+)

anticlimax order

: 가 가

climax order

: 가 가

store loyalty

: .

information processing

:

information search

: ,

가

.
.

defining variables

: ().

policy

:

cannibalism

:

manufacture's brand

:

product

:

()

, , ,

가

product concept

:

가

가

가

가

product line

:

, , ,

가

가 product line pricing policy
:
/)
가 .

line-filling strategy
:
가
가 (JND, just noticeable difference) 가 .

line-stretching strategy
:
가 , ,
가 /
가 / .

product space
:

product management
:

가, , .

product mix

:

가

product life cycle

:

()

product modification

:

/ product/market expansion matrix

:

H. Igor Ansoff가

가

- product-market life cycle

:

product differentiation marketing

:

" "

가

가

"

"

product benefits

:

:

가 .

research design

:

, ,

.

facilitator

:

가 가 , , , 2

, .

operational definition

:

.

moderating variable

:

,

.

peripheral beliefs

: , 가 , .
가 .

reference group
: , 가 , 가
가 .

middlemen
:
가
1 가

middlemen's brand
:

trade-in allowances
: 가

central beliefs
: 가
, 가 .

pyramidal order

: 가 ,

: , , ,

.

.

perceived risk

: 가 (), (), , , , , .

perceptual field

:

perceptual vigilance

: 가 .

perceptual defense

: 가 , .

perceptual categorization

: 가 (" ") (" ").

perceptual organization

: 가

, .

: , , .

perceptual map

: .

GRP

: 가

(gross rating point),

: 가 zone delivered pricing policy

: 가 가 . 가

local brand

: 가 .

가 geographic pricing policies

: 가 , 가

. 가 , 가 , 가 ,
가 , 가

obsolescence

: 가
. () ,
가 .

clustered preference pattern

: " "

principle of grouping

: 가 ,

principle of massed reserves

: ,
.

concentrated marketing

: " "

concentrated market

: (가)

differentiated marketing

: " "

differential thresholds

:
,
가 (jnd)

clutterance effect

: 가

creative adaptation

: , , ,

: 가

punishment

:

· ,

overful demand

:

가

.

가

:

가

가

:

가

promotion

:"

가 "

(promovere)

· , 가 promotional

pricing policy :

가

가 , 가 , 가

promotional allowances

:

().

promotional tools

:

가

가

promotools

, , . ,

promotional mix

:

promotional strategy

:

principle of minimum total transactions

:

가 just noticeable difference

:

last-minute changes

:

()

()

가

가

.

impulse buying

:

가 , , ,

measurement

:

가

.

.

measurement scale

:
가 , , 가 .

counter marketing

:
.

campaign

:
.

communications

: " " (communis) , 2

TOWS analysis

:

validity

: 가
.
, .

exploratory research

:

attitude

:

, 贊否 가.

attitude score :

가

가 controllable factor

:

가 uncontrollable factor

:

가

blanket brand

:

가

가

trade down

:

trade up

:

가 cents -off pricing policy
:
가 , 가

quantum effect
:
가 가

niche marketing
:

niche market
:
, 가

TPO
:
(Occasion) (Time), (Place),

derived demand
:
가

sales concept
:
가

point-of-sales

:

,

sales promotion

:

,

panel

:

,

.

personality

:

가

.

convenience goods

:

가

,

editorial support

:

가

(

)

, , ,

.

position

:

,

.

가

.

positioning

:

bases for positioning

:

,

,

,

,

.

positioning analysis

:

,

.

positioning strategy

:

,

.

4P

:

(product), 가

(price),

(place),

(promotion)

.

portfolio analysis

:

(BCG) -

社

sample

:

sampling distribution

:

sample design

:

sampling unit

:

()

sampling frame

:

sampling error

:

가

statistics
:

target marketing
:" "

target audience
:

target market
:
/ 가 가 .

p-value
:
가 , 1

want
:
가

. , 2

subculture
: 가 가
가 , , 가

submarket
:

learning
:

learned need
: 2 1 ,

rebates
:

discounts
: 가 가 . ,
, , ,

decoding
: 가

core market

: "가

core product

: 가
" " /
" ' " "

innovation

: , , ,

innovativeness

: .

innovation adoption model

: ,

innovators

: 가 .

cash discounts

:

2/10, n/30

2%

30

가

10

cooperative advertising

:

가

가

shaping

:

publicity

:

가

diffusion process

:

가

diffused preference pattern

:

" "

diffusion rate

:

. ()
, , /
/ / 가 / 가 .

/ 가 extended belief/evaluation model

:

. 가
가 ,
가 가 . /
가 / 가

augmented product

:

가 가 .

environmental opprotunities

:

가
. 가
,
.

environmental factors

:

가 .
, , , , ,

, 가 가

, ,
.

environmental scanning

:

" "

,

.

evoked set

:

가

가

.

active memory

:

:

,

cross-sectional design

:

.

hierarchy of effects

:

AIDA

hierarchy of effects model

utilities

benefits

benefit pricing

benefit segmentation

backward channel

:

,

.

push strategy

:

(

)

.

recency effect

:

가

.

가

,

->

,

가

가

.

acceptance area

active memory

actual product

ad hoc research

adoption process

adopter categories

advertisability

advertisement

advertising

AE

agent middlemen

AIDA model

AIO

allowances

alternative hypothesis 가

anticlimax order

Asch phenomenon

assortment-search activities

attitude

attitude score

attribute

audience

audience selectivity

augmented product

awareness set

awareness thresholds

backward channel

bait pricing policy 가

bar code system

base price 가

bases for positioning

basing-point pricing policy 가

belief score

belief/evaluation model / 가

beliefs

benefit pricing 가

benefit segmentation

benefits

better mousetrap hypothesis 가

blackbox model

blanket brand

brand

brand extension strategy

brand loyalty

break-even point

business portfolio

buygrid

buying scenario

buystage

campaign

cannivalism

carryover effect

cash discounts

causal research

central beliefs

cents -off pricing policy 가

change strategy

channel conflict

channel dynamics

channel structure

CI

climax order

clustered preference pattern

clutternce effect

coding

cognitive dissonance

cognitive learning

communications

communicator

company mission

company opportunities

comparative advertising

compensatory model

competitive structure analysis

composite hypothesis 가

concentrated market

concentrated marketing

concept testing

conceptual definition

conditional learning

conjunctive model

consistency theory

construct 가

consumer behavior

consumer behavior model

consumer goods

consumer judgment rule

consumer socialization

contribution

controllable factor 가

convenience goods

conversional marketing

cooperative advertising

core market

core product

corporate advertising

corporate identity program

corporate loyalty

cost-plus pricing 가가 가

counter marketing

CPM

creative adaptation

critical statistics

cross-sectional design

cultural values 가

culture

customary price 가

customer

customer base

customer orientation

decentralized market

decision making unit

decoding

defense mechanism

defining variables

demand management

demand schedule

demarketing

demarketing advertising

derived demand

descriptive research

descriptor

developmentalmarketing

differential thresholds

differentiated marketing

diffused preference pattern

diffusion process

diffusion rate

discounts

disjunctive model

distribution channel

distribution warehouse

dollar vote

editorial support

elimination-by-aspects model

emotional motive

encoding

enon pricing policy 가

environmental factors

environmental oppotunies

environmental scanning

escalator pricing 가 가

evoked set

experience curve

experience field

exploratory research

exposure

extended belief/evaluation model / 가

extinction

facilitator

fallacy of majority

faltering demand

family brand 가

family life cycle 가

family purchase 가

fashion cycle

fear appeals

figure

FOB pricing policy 가

forgetting

forward channel

forward dating cash discounts

four P 4P

free-on-board pricing policy 가

freight absorption pricing policy 가

frequency

full demand

functional discounts

functions of marketing

geographic pricing policies 가

generalization learning

goals of marketing management

GRP

green marketing ()

ground

growth -share matrix -

habitual buying behavior

hierarchy of effects

hierarchy of effects model

homogeneous preference pattern

horizontal marketing system

ideal point model

image

image profile

impulse buying

individual brand

industrial customer

industrial goods

industrial marketer

industrial marketing

inept set

inert set

information processing

information search

innovation

innovation adoption model

innovativeness

innovators

institutional advertising

interval scale

intervening variable

inventory cost

involvement

irregular demand

joint demand

just noticeable difference 가

last-minute changes

latent demand

leader pricing policy 가

learned need

learning

length of channel

lexicographic model

life cycle cost

life style

line-filling strategy

line-stretching strategy

local brand

logitudinal design

loss leader

macro segmentation

macro(-level) marketing

macroenvironments

maintenance marketing

manufacture's brand

mark-on

mark-on cost

market

market life cycle

market penetration pricing policy 가

market preference pattern

market research

market segment

market segmentation

market structure analysis

marketer

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