

Abstract

TSAI PI JU

In this paper, two main topics are concerned. First, how does the consumers' self-awareness of the environmental responsibility influence their purchasing behavior is studied and discussed. Second, in accordance with consumers' environmental awareness, the effectiveness of the "seven tools for new product planning" on developing a new product and its role on predicting the market acceptability of this product are also surveyed.

At the beginning of the study, we analyze the consumers' attitude with a Analytic Hierarchy Process (AHP) method and anticipate their purchasing behavior via a conjoint analysis. Through these analyses, the discrepancy between consumers' general consideration and actual decision of product selection may exist. At the same time, whether there was a gap between our anticipation and the actual action of the consumers can also be investigated. The simulation method is then used to infer possible concepts about the corresponding environmental products and to predict the marketing potentiality of the products derived from these concepts.

Thereafter, the "seven tools for new product planning" are applied to select practical concepts and to explore the developing direction of the products. The conjoint analysis is applied again to simulate the change of the price for the products and, finally, the market price that the consumers should pay for the "elegant environment" is decided.