
2024

2024

50

50

50

1.

2

1.

2.

STP

4P

3.

1.

2.

3.

1.

2. 180

3. : 150

4.

1 (10%~20%)

2 25%~35%

3 15%~25%

4 35%~45%

1. . 4 .

2019.

2. Philip Kotler, Kevin Lane Keller 15 .

2016.

3. , . 3 .

2016.