

市場知識能力與組織應變能力影響新產品優勢之研究-台灣地區食品飲料之實証

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ABSTRACT

In order to respond to an ever-changing environment one must adjust the interior structure of one's enterprise. Such an enterprise should not only continuously introduce new products, but also enhance existing products to augment sales and be a leader in its industry. In light of the intense competition in the market from foreign companies, local companies need to react by strengthening existing products and perpetually launch new ones. This study is based on exploratory research. First, we investigated the factors that determine a product's advantages in the high-tech industry. Then, we tried to see if these same factors could be applied to the food industry to determine a food product's advantages. Exterior scientific changes generally do not influence Taiwan's food and beverage market. Thus, this study will focus on an enterprise's interior ability: (1) Market Knowledge - This includes processing information on customers, the interface between the marketing department and the R&D department, and processing information on competition. (2) Responsiveness - such as cooperative product development with suppliers, R&D advances, and innovative management. All these factors have an obvious influence on product strength. However, the paramount factors in strengthening products are a strong R&D department and the interface between the marketing department and R&D. Meanwhile, customer information processing, competition information processing, and management innovation have no obvious influences. These results imply Taiwan's food industry is still product-orientated rather than market-orientated. These findings must be addressed when an enterprise adjusts its strategy for new products. This research provides some insightful conclusions for Taiwan's food industry. Let this be the first step to progressive advanced research into this topic. I hope enterprises will utilize the information provided in this study for new product development and spawn future studies in this area.

Keywords: 市場知識能力; 應變能力; 新產品; 食品飲料業

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