

產品創新在網路行銷上之應用

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摘要

由於成功的新產品發展與商品是公司存活之根本，代表著競爭的焦點以及競爭優勢的來源。當新產品管理依據不同程度的技術熟練度、行銷熟練度、新行銷活動需求程度等條件而進行調整，則新產品發展成功的可能性會最大，不同產品創新程度下，決定新產品於網路銷售的成功或失敗是否有所差異？本研究試圖建立模型以探討三者之間的關係。研究對象，以行政院經濟部中小企業處所辦理之「中小企業創新研究獎」歷屆獲獎之國內中小企業之企業主為研究對象，採用問卷調查及E-mail方式收集資料；以SPSS統計套裝軟體進行各項資料分析。研究發現：網路行銷策略與新產品於網路銷售成功具有顯著之相關性；產品創新程度與新產品於網路銷售成功具有顯著之相關性；網路行銷策略與產品創新程度具有顯著之相關性。

關鍵詞：產品創新程度、網路行銷策略、新產品於網路銷售成功、技術熟練度、行銷熟練度、新行銷活動需求程度。

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