

Product Innovation in E-Marketing

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ABSTRACT

The development of new products and merchandise are the successful of company survive at all. Also behalf the focus of compete with and competition advantage source. As new product administers in accordance with different degree "Technical Synergy", "Marketing Proficiency", "New Marketing Actuation Demanding Degree" and so on condition and proceeding adjust. The possibility of succeeding on new product development will become higher than before. Different product innovatory extent down, Deciding new product in E-marketing the success or fail whether have differentia? The research try to seek and establish mold according to three interpersonal appertain. Research object : In accordance with The Executive Yuan of the Republic of China the Ministry of Economic Affairs "SMEA" (Small and Medium Enterprise Administration) domestic all previous sessions obtain prize of small and medium enterprises as research objects, Adoption questionnaire enquires and E-mail mode collect data; Research adoption SPSS statistics software package proceeding every data analysis. Research finding: E-Marketing policy and New product in E-Marketing success degree with have conspicuous correlativity. Product Innovativeness and New product in E-Marketing success degree with have conspicuous correlativity. E-Marketing policy and Product Innovativeness with have conspicuous correlativity.

Keywords : Product Innovativeness, E-marketing policy, Innovation on network market success, Technical Synergy, Marketing Proficiency, New Marketing Actuation Demanding Degree.

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