

# Market Orientation of Hakka Dietary Characteristics and Culture Innovation: An Example of Beipu Area Restaurant Management

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## ABSTRACT

Hakka Diet is a pretty popular issue in these years. But researches in terms of business management or marketing are fewer. Since we're now at the 21st century, also a global competition century, not only commercial but noncommercial organizations would like to build their skill and image that is "Innovation." Innovation is the process to make enterprises or organizations keep learning and developing. Peter Drucker (1909) said: "Innovation or Perish." Narver and Slater (1990) equally advanced that market orientation has positive correlation with ROA. Agarwal, Erramilli and Dev (2003) also assumed that "Innovation" has positive correlation with "Market Orientation" and "Performance." Accordingly, this study would like to find the relationship between market orientation and culture innovation through the features of Hakka Diet. The empirical results find that market orientation has positive and significant correlation with Hakka dietary culture innovation; market orientation and Hakka dietary culture innovation has negative and insignificant correlation with Hakka restaurant performance.

Keywords : market orientation ; administrative innovation ; technological innovation ; culture innovation ; management performance

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