

A Study of Relationship between New Product Diffusion and New Product Launch Strategy

白鴻誼、王學銘

E-mail: 9706770@mail.dyu.edu.tw

ABSTRACT

This thesis aims to explore the issue that domestic industries faced with constant changes in the market environment as well as the fierce competition must continuously launch new products so as to meet consumers' ever stricter demands and to gain more profits. Due to the fact that successful launch of a new product will exert great influence on a company, the enterprise must have a correct judgment on new product launch strategy before realizing rapid expansion, obtaining bigger market share, and then, obtaining higher investment recovery rate. This thesis will focus on the four industries of the auto industry, biochemical medicine industry, 3C-related industry and the tourism industry to: (1) study the relations between various industries and new product launch strategy under the key parameters of new product diffusion; (2) further know if there is any relation between the abovementioned industries and the enterprise in terms of new product launch strategy; and (3) discuss if the new product launch strategy judged and tested by the company before launching the new product truly meets the market demands. This study adopts Analytic Network Process (ANP) to do analysis and comparison, and uses Super Decisions software, assisted by questionnaires for the industries, the government and experts, to analyze and explore the results of the key elements of new product diffusion and new product launch strategy in different industries. The results show that due to different industrial structures, different types of domestic industries will show a striking difference and relationship during the process of developing or launching any new product, including new product launch strategy and considerations of the priority of the key elements of new product diffusion.

Keywords : new product diffusion; new product launch; analytic network process

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