

# 虛擬輿論對新產品開發影響之研究：以線上賣場為例

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## 摘要

因網際網路的發展使得資訊的流通方式已與過去大不相同，更因近年來顧客意識的抬頭，顧客會利用任何管道發表對產品的意見、對服務品質的想法甚至於發表對某企業所提供的產品、服務不滿的意見，而顧客透過網路發表的意見(虛擬輿論)不受時間、空間限制，傳播的速度更遠快於傳統輿論。因此，企業必須不斷的與顧客互動，瞭解、重視顧客的意見、需求為何，並積極瞭解市場上的資訊，進而降低新產品開發的不確定性並提升本身的競爭優勢。過去文獻提及顧客參與新產品開發可提升成功率、績效、開發的速度等，但今日顧客參與的方式已與過去不同，本研究將探討企業透過網路與顧客互動是否亦影響新產品開發。

本研究利用問卷發放以瞭解企業在與顧客互動後對新產品開發所做的改變，並期以瞭解企業在新產品開發的成功後對本身績效的幫助為何。經過統計方法分析後，本研究得知企業透過網路與顧客互動仍可使新產品開發有明顯的改善，而新產品開發的成功亦使企業績效能顯著的成長。

關鍵詞：虛擬輿論、企業績效、新產品開發(NPD)

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