

# A Study on Virtual Public Opinion Affecting New Product Development Online Market as an Example

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## ABSTRACT

Due to the development of the Internet makes the flow of information with the past very different ways, but also because of customers awareness of the rise in re-cent years, the customers may propose many opinion on the products or quality of service, and it spreads through the Internet (virtual public opinion) doesn't constraint by time and space, the rate of spread farther faster than traditional public opinion. Therefore, business must to interact with customers, understand customers needs, and acquire the market information for new product development to reduce uncer-tainty and improve their competitive advantage. Literature mentioned customers participate in the new product development (NPD) can enhance the success rate, performance, development speed, but customers participate can use many different ways, this study will explore customers interact through the Internet will also affect or not the new product development.

In this study, issued a questionnaire in order to understand the interaction with virtual public opinion in the new product development, and to understand the busi-ness performance. After analysis of statistical methods, this study got the business interaction with virtual public opinion also affect NPD, and the NPD success and business performance will also significant growth.

Keywords : new product development (NPD)、virtual public opinion、business performance

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