EXAMINING THE RELATIONSHIP BETWEEN TOP MANAGEMENT SUPPORT, PRODUCT STRATEGIES AND INTERNAL SUPPORT IN NEW PRODUCT DEVELOPMENT SUCCESS ON MANUFACTURING FIRM IN MALAYSIA

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ABSTRACT

New Product Development (NPD) has become a major concern in all types of companies particularly in the manufacturing companies and its success is undeniably vital to the viability, growth and prosperity especially in today’s modern corporation. This research aimed to identify the relationships between the various factors that can generate a stream of market led and technical support for the business operation in Malaysia. The identified factors are top management support, internal and external support, product strategies and training. Through the mail survey, 250 companies have responded to the distributed questionnaires where 37.1 percent respondents were operation managers, 37.1 were marketing manager and 25.8 percent were managers in Malaysia. In this research we use SPSS to analyze the data and test of hypothesis using hierarchal regression with alpha value. However, only 229 or 91.6 percent of the responded questionnaires were usable. The respondents cover 71.2 percent of the manufacturing companies, where 28.8 percent were respondents from the electric and electronic companies. All the companies which responded were involved in product development, with a minimum of one product pattern and a maximum of five product patterns and this covers 59.8 percent of the respondents. The hypotheses used were tested by using correlation and regression techniques. The result of the study supported all the hypotheses. The multiple regression analysis indicated that there are significant relationship among the variables such as top management support, internal/external support, product strategies and training, on the usefulness of the new product development (NPD). It is believed that outcome of this study will benefit the manufacturers, government decision maker in making manufacturing policy, academician in formulating syllabus and the top management of companies into successfully implementing the new product development (NPD) and having the ability to counter any major competitions in future.

Keyword: Manufacturing, New Product Development, Product Strategies, Training, External Support
ABSTRAK


Kata kunci: Pembuatan, Pembangunan Produk Baru, Strategi Produk, Latihan, Sokongan Luaran
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE PAGE</td>
<td>i</td>
</tr>
<tr>
<td>CERTIFICATION OF THESIS WORK</td>
<td>ii</td>
</tr>
<tr>
<td>PERMISSION TO USE</td>
<td>iv</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>v</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>vi</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>vii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>xi</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>xii</td>
</tr>
</tbody>
</table>

## CHAPTER ONE: INTRODUCTION

1.0 Introduction                                      1
1.1 Background of Study                                1
1.2 Problem Statement                                   3
1.3 Research Objectives                                 5
1.4 Research Question                                   6
1.5 Scope of Study                                      7
1.7 Significant of the study                           7
# CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction 9

2.1 Manufacturing Industries In Malaysia 10

2.2 Concept of New Product Development (NPD) 13

2.3 Critical Success Factors (CSFs) In New Product Developments (NPD) 14

2.4 Underlying theory 17

- 2.4.1 Overview of Baseline Study 19
- 2.4.2 The Applying of Baseline Study 19
- 2.4.3 Purpose of a Baseline Study 20
- 2.4.4 The Necessary of Baseline Study? 21

2.5 Theory of Innovation and New Product Development 23

- 2.5.1 Innovation Capability in New Product Development 25
- 2.5.2 New Product Development Innovation 28
- 2.5.3 Strategic Innovation And New Product Development 29

2.6 Training and Product Development Success 39

- 2.6.1 Training for Co-Makership 43

2.7 Internal Support and Product Development Success. 43

2.8 Theoretical Framework 45

2.9 Criteria to Measure the NPD 46

2.10 Relationship of Variables 49

2.11 Top Management Support 49

2.12 Internal Supports 50

2.13 New Product Development Strategies 52
2.14 Training

2.15 Summary of Chapter

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction
3.1 Research Design
3.2 Data Collection Method
3.3 Sampling Design
3.4 Statistical Technique Analysis
   3.4.1 Bivariate Correlation
   3.4.2 Multiple Regression Analysis
3.5 Summary of Chapter

CHAPTER FOUR: FINDINGS

4.1 Introduction
4.2 Background of the Respondents
4.2 Reliability of the Data
4.4 Normality
   4.4.1 Visual Approach
   4.4.2 Statistical Approach
4.5 Descriptive Analysis
4.6 Hypothesis Testing
# LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 2.1</td>
<td>Major Export in Malaysia, 2006 – 2008 (RM Million)</td>
<td>12</td>
</tr>
<tr>
<td>Table 2.2</td>
<td>CSFs in NPD Identified by Previous Researchers</td>
<td>15</td>
</tr>
<tr>
<td>Table 2.3</td>
<td>Definition of Innovation In NPD</td>
<td>26</td>
</tr>
<tr>
<td>Table 4.1</td>
<td>Background of the Respondents</td>
<td>66</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>Reliability of the Instrument</td>
<td>68</td>
</tr>
<tr>
<td>Table 4.3</td>
<td>Skewness and Kurtosis for the Variables</td>
<td>73</td>
</tr>
<tr>
<td>Table 4.4</td>
<td>Descriptive Analysis of the Variables</td>
<td>74</td>
</tr>
<tr>
<td>Table 4.5</td>
<td>Relationship between Top Management Support and NPD</td>
<td>75</td>
</tr>
<tr>
<td>Table 4.6</td>
<td>Relationship between Internal/External Support and NPD</td>
<td>76</td>
</tr>
<tr>
<td>Table 4.7</td>
<td>Relationship between NPD Strategies and NPD</td>
<td>76</td>
</tr>
<tr>
<td>Table 4.8</td>
<td>Relationship between Training and NPD</td>
<td>77</td>
</tr>
<tr>
<td>Table 4.9</td>
<td>Effect of Top Management Support, NPD Strategies, Training and Internal/External Support on NPD</td>
<td>78</td>
</tr>
<tr>
<td>Table 5.1</td>
<td>Summary of Hypotheses Test</td>
<td>81</td>
</tr>
</tbody>
</table>
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 2.1: Sales Value of Manufacturing Sector, 2006 – 2008 (RM Billion)</td>
<td>11</td>
</tr>
<tr>
<td>Figure 2.2 Origins of the Word Innovation</td>
<td>24</td>
</tr>
<tr>
<td>Figure 2.3 The Original CSFs in NPD Model</td>
<td>45</td>
</tr>
<tr>
<td>Figure 2.4: Research Framework of This Study</td>
<td>46</td>
</tr>
<tr>
<td>Figure 4.1: Histogram of Top Management Support</td>
<td>69</td>
</tr>
<tr>
<td>Figure 4.2: Histogram of NDP Strategy</td>
<td>70</td>
</tr>
<tr>
<td>Figure 4.3: Histogram of NDP Success</td>
<td>70</td>
</tr>
<tr>
<td>Figure 4.4: Histogram of Training</td>
<td>71</td>
</tr>
<tr>
<td>Figure 4.5: Histogram of Internal Support</td>
<td>71</td>
</tr>
<tr>
<td>Figure 4.6: Histogram of External Support</td>
<td>72</td>
</tr>
</tbody>
</table>
CHAPTER ONE

INTRODUCTION

1.0 Introduction

This study explores the impact of top management support, product strategies and internal/external support in new product development mainly in Malaysian manufacturing industry. In particular, it will touch to highlight the relationship and significance factors of top management support, external support, new product development strategies and new product development teams in new product development success. This chapter contains the discussion on the background of study, problem statement, research objectives, research question, scope and significant of study.

1.1 Background Of Study

In Malaysia’s manufacturing sector there is no end for nonstop development efforts especially in new product development (NPD). In order to accomplish the competitiveness level and innovative capability that up to the global standard, the manufacturing sector is trying to do its best. Malaysia also will be a country that manages to manufacture a higher-tech, higher-value added and more sophisticated
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*Res. Policy* 24. 419-440


Dear Respondent,

Sir/Madam,

I am a student Master of Science in Technology Management, Universiti Utara Malaysia. As one of the university’s requirement, I am doing a research which the title is “Development of Top Management Support, Product Strategies and Internal Support in New Product Development Success On Manufacturing Firm in Malaysia”. With reference to the above matter, kindly be informed that you have been selected as a respondent for this research.

I hope that you will spend some time to answer the attached questionnaire, as objectively and as sincerely as possible, and without fear or favor. Your responses will be treated as PRIVATE and CONFIDENTIAL and used solely for academic purposes.

I am looking forward to your cooperation in participating in this study, and for that I thank you.
May Allah bless you.

Yours sincerely,

Naimah binti Amlus,
Master of Science in Technology Management
Universiti Utara Malaysia
QUESTIONNAIRE

SECTION A:

Please select [✓] ONE answer to each question which best suit your opinion:

1. What is your working company age (years)?
   [ ] 1-5 years    [ ] 5-10 years    [ ] 10-15 years    [ ] more than 15 years

2. What is the current number of employees?
   [ ] 0-100
   [ ] 101-200
   [ ] 201-500
   [ ] 501-1000
   [ ] More than 1000

3. What is your company type of business?
   [ ] Electric and electronics
   [ ] Automotives
   [ ] Equipments
   [ ] Furniture
   [ ] Manufacturing
   [ ] Others (Please specify if any) ………………………………………

4. Do you involve in new product development of your company?
   [ ] Yes   [ ] No

5. How many patents for product in your working company?
   [ ] 1-5 products   [ ] 5-10 products   [ ] more than 15 products

6. What is your highest educational level?
   [ ] Primary   [ ] Secondary   [ ] Diploma
[ ] Bachelor Degree  [ ] Master / PhD

[ ] Others (Please specify if any) ……………………………

7. What is your position in working company?

[ ] CEO  [ ] R&D Manager  [ ] Manufacturing Manager  [ ] Marketing Manager

[ ] Manager  [ ] Others (Please specify if any) ……………………………

8. How many percentage of your working company R&D expenditure?

[ ] Below 1%
[ ] 1-2%
[ ] 3-4%
[ ] 4-5%
[ ] More than 5%
SECTION B:  
Instruction: Please select [✓] ONE answer using the following scale.

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<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
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<td>4</td>
<td>5</td>
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</tbody>
</table>

**Top Management Support**

1. The leadership style from top management is important

2. Top management provides the necessary resources for NPD programs

3. Top management provides authority power for NPD programs

4. Top management provides clear vision of the product concept

5. Top management provides organizational support for change in NPD programs

6. Top management generates enthusiasm for NPD programs

7. Good communication between top management and the NPD teams
<table>
<thead>
<tr>
<th><strong>Product Strategies</strong></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Product cost cutting implemented in NPD programs</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2. Product modification used in NPD programs</td>
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<td>3. Company must create product line extension</td>
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<tr>
<td>4. Company must create new product line</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Using a formal NPD process is important</td>
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<td></td>
</tr>
<tr>
<td>6. Company using offensive/high risk strategy</td>
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<td></td>
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<td>7. Company using defensive/low risk strategy</td>
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<td>8. Technology capability and product capability use as a strategy</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. A specific strategy needed in NPD programs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>New Product Development Success</strong></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. NPD strategies effects on the customer acceptance in new product</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. NPD strategies effects on the customer satisfaction in new product</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. NPD teams aware that company attain the profitability goal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Top management aware that company attain return on</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
investment goal

5. Top management know that they achieve product performance goal

6. NPD teams meet the quality guideline

7. NPD strategies effects on percentage of sales by new product

TRAINING

TRAINING FOR NEW WORK STRUCTURE

<table>
<thead>
<tr>
<th>Task</th>
<th>1</th>
<th>2</th>
<th>3</th>
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<th>5</th>
</tr>
</thead>
<tbody>
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<td>1</td>
<td>basic skills (reading, writing etc.)</td>
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<td>Leadership training</td>
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<td>life skill (stress management)</td>
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<td>4</td>
<td>problem solving</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>product knowledge</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>quality product skills</td>
<td></td>
<td></td>
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<td>7</td>
<td>technical product skills</td>
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<td></td>
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</tbody>
</table>

Thank You for Participation.