EXPLORING THE RELATIONSHIP OF INNOVATION AND FEATURES TOWARDS NEW PRODUCT DEVELOPMENT

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ABSTRACT

The manufacturing sector is the most important component in the economic development of a country. The effect of the explosion in development of the product manufacturing world generally, especially in Asia and in Malaysia, in particular, has led to a requirement of the importance of the study was designed to investigate the relationship between product strategy, design, innovation and features towards the development of new products in manufacturing industry. The sample of this study is among employees in the manufacturing industry in Kedah. The methodology used for this study is through the quantitative method which is through Pearson correlation analysis and multiple regression analysis in which the questionnaire was distributed among employees in manufacturing industries in Kedah, Malaysia. The statistical approach used to describe the data obtained in this study. Some of the studies have been conducted to analyze data such as factor analysis, reliability test, normality test, descriptive analysis, Pearson correlation analysis and multiple regression analysis. Factor analysis was conducted to determine the number of factors selected. Multiple regression analysis was used to examine the influence of product strategy, design, innovation and product features towards new product development. Pearson correlation analysis was performed to examine whether the dimension in product strategy, design, innovation and product features have a direct relationship with the development of new products. The results showed that the product strategy, design, innovation and product features have a direct relationship with new product development. In multiple regression analysis, there is a strong influence on the product strategy and innovation towards new product development. The results of this study also show that the theory of Key Success Factors (KSFs) can increase a company's production performance. The impact of this research will provide knowledge and better understanding among researchers and entrepreneurs of the manufacturing industries in developing the formula to develop new products.

Keywords: Product Strategy, Design, Innovation, Features, New Product Development.

ABSTRAK

Sektor perkilangan merupakan komponen terpenting dalam pembangunan ekonomi sesebuah negara. Pengaruh ledakan kemajuan pembangunan pembuatan produk diperingkat dunia pada amnya, khasnya di Asia dan di Malaysia, khususnya telah menimbulkan satu keperluan akan pentingnya satu kajian dijalankan untuk menyelidik hubungan di antara strategi produk, reka bentuk, inovasi dan ciri-ciri ke arah pembangunan produk baru dalam industri pembuatan. Sampel kajian ini dijalankan dalam kalangan pekerja-pekerja industri perkilangan di Kedah. Kaedah yang digunakan bagi menjalankan kajian ini adalah melalui kaedah kuantitatif iaitu melalui analisis korelasi Pearson dan analisis regresi berganda di mana soalan soal selidik telah diedarkan dalam kalangan pekerja dalam industri pembuatan di Kedah, Malaysia. Pendekatan statistik digunakan untuk menghurai data yang diperoleh dalam kajian ini. Beberapa pendekatan kajian telah dijalankan untuk menganalisis data seperti analisis faktor, ujian kebolehpercayaan, ujian kenormalan, analisis deskriptif, analisis korelasi Pearson dan analisis regrasi pelbagai. Analisis faktor dijalankan untuk menentukan beberapa faktor yang terpilih. Analisis regrasi pelbagai digunakan untuk menguji pengaruh antara strategi produk, reka bentuk, inovasi dan ciri-ciri produk terhadap pembangunan produk baru. Analisis Korelasi Pearson pula dilakukan untuk meneliti sama ada dimensi dalam strategi produk, reka bentuk, inovasi dan ciri-ciri produk mempunyai hubungan secara langsung dengan pembangunan produk baru. Hasil kajian menunjukkan bahawa strategi produk, reka bentuk, inovasi dan ciri-ciri produk mempunyai hubungan secara langsung dengan pembangunan produk baru. Dalam analisis regrasi pelbagai, terdapat pengaruh yang kuat antara strategi produk dan inovasi terhadap pembangunan produk baru. Hasil kajian ini juga memperlihatkan bahawa teori *Key Success Factors* (KSFs) dapat meningkatkan penghasilan prestasi syarikat. Kesan daripada kajian ini akan memberikan pengetahuan dan kefahaman yang lebih baik dalam kalangan penyelidik dan pengusaha industri pembuatan dalam merumuskan formula untuk membangunkan produk baru.

Kata Kunci: Strategi Produk, Reka Bentuk, Inovasi, Ciri-ciri, Pembangunan Produk Baru

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

New product development is a very complex task. Society is as end users need to back up ideas from the production of products that are on the market now that has gone through many stages, over a long period and it should be done according to certain procedures. The company should cooperate with each other with the user, mutual restraint, to make adjustments to the product development smoothly. Product development process is proposed product from concept to put into the entire production process. Due to the differences in production technology and characteristics different from the industry, new product development experience is not entirely the same.

To develop a new product, there are several aspects that need to be evaluated first which are product strategy, product design, innovation and also the product features. A company should make a long-term plan for the development of a new product by formulating several strategies including product strategy. The product strategy is a form of planning and implementation for developing a product in the industry. Products are created or produced by a company should implement an effective product strategy for ensuring the product can compete in the market.

The contents of the thesis is for internal user only

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