

題目	品牌形象與產品設計對新產品開發績效影響之研究—以台灣精品獎得獎廠商為例
作者	林明杰（國立中央大學企業管理學系教授） 陳基祥（國立中央大學企業管理學系博士候選人） 李昱辰（國立中央大學企業管理研究所碩士）
摘要	本研究結合品牌形象與產品設計兩項因素，探討其對於新產品開發績效之影響。研究發現：（1）產品設計對於新產品開發績效具有顯著正向的影響；（2）企業訴求功能性品牌形象之企業，較為重視產品之工程設計；而訴求感官性品牌形象之企業，則較為重視產品之外觀與形象設計；（3）訴求功能性品牌形象之企業，採取工程導向的產品設計，比採取美學導向者有更佳之新產品開發績效；而訴求感官性品牌形象之企業，則無法僅依靠採取美學導向的產品設計，即獲得較佳之新產品開發績效；（4）訴求不同品牌形象對新產品開發績效具有顯著差異，訴求功能性品牌形象的企業，具有較高之新產品開發績效。
關鍵字	新產品開發、產品設計、品牌形象
Title	Effects of Brand Image & Product Design on New Product Development Performance—The Manufacturing of Taiwan Excellence Awards as an Example
Author(s)	Ming-ji James Lin, Chi-Hsiang Chen, Yu-Chen Lee
Abstract	This research studies two factors, brand image and product design, and probe into their influence on new product development performance. The main important results of this research are mentioned below: (1) Product design has positive influence on new product development performance. (2)When companies convey different brand images, they emphasize the different key points of product design. Companies that convey the functional brand image put more emphasis on the design of engineering; companies that convey the sensory brand image put more emphasis on the design of appearance and symbol. (3)The collocation of brand image and product design has influence on new product development performance. When companies convey the functional brand image, taking the design of engineering brings higher new product development performance than taking the design of aesthetics; nevertheless, when companies convey the sensory brand image, they can not get higher new product development performance through taking the design of aesthetics merely.
Key Words	New Product Development, Product Design, Brand Image