

Effects of Product Development on Operating Performance in Textile Industry

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ABSTRACT The leading status of textile industry in Taiwan has fallen behind electronic industry since 2004 and is regarded as the sunset industry. Nevertheless, the production of at least 450 billion NT dollars per year has raised 0.16 million employees. The absorption of employed population presents great contribution to the stability and development of the employment market in Taiwan. This study tends to explore the effects of Product Development on Operating Performance in textile industry with quantitative questionnaire survey. Total 450 copies of questionnaires were distributed to the supervisors, employees, and customers of Tainan Spinning and 384 copies were retrieved, in which 347 copies were valid, with the retrieval rate 77%. The research results show more successful product development could better enhance operating performance in textile industry. Apparently, electronic marketing has largely changed consumers' purchase behaviors. Especially, consumers do not need to shop on streets, but relaxingly purchase desired goods through the Internet. Online shopping therefore has become the trend for modern people. However, consumer demands are changeable that it is essential to understand the factors in customers shopping online in order to increase sales.