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รายงานวิจัยฉบับสมบูรณ์

โครงการ: ปัจจัยสำคัญที่ทำให้ผลิตภัณฑ์นวัตกรรมประสบความสำเร็จในประเทศไทย -
การศึกษาแบบองค์รวม

TITLE: KEY FACTORS FOR THE SUCCESS OF INNOVATIVE PRODUCTS IN
THAILAND - A HOLISTIC STUDY

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ABSTRACT

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This research focuses on the identification of critical success factors of the innovative products, created by design at the product level. It adopts a holistic approach, studying both companies and consumers' perspectives. It develops a theoretical framework by studying the concept of the value curve in Blue Ocean Strategy. This framework is used as the research methodology. The twelve product values are identified: Functional Value, Physical Value, Emotional Value, Eco Value, User Value, Cultural Value, Social Value, Brand Value, Trend Value, Knowledge Background of Brand, Product Competitors and Support Product/Service System. These values are evaluated through the four companies perspectives, the baseline consumer analysis (300 samples) and the consumers' analysis of both five successful and un/less successful innovative products (500 samples). The research suggests three critical success factors of the value curve of innovative products: Functional Value, Physical Value and Support Product/Service System. The successful innovative products tend to provide much more value elements in the critical level than the un/less successful ones, in particular on these critical success factors. The first priority of the product value in both companies' and consumers' perspectives is the product-related values, i.e. Functional and Physical Values. The user-related and context-related value is sequence. Moreover, the result of the research on the consumer perspective suggests that Thai consumers tend to be inclusive and analytic and less likely to be structured and systemic when making buying decision.

Keywords: Innovative Product, Product Value, Blue Ocean Strategy, Design Management, Design Innovation, Critical Success Factor, Value Curve

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