

## **Abstract**

The purpose of this study was to predict the factors affect to new product success of detergent companies in Ho Chi Minh City, Vietnam. The objective of this study is to evaluate the relationship between product characteristics, firm strategy characteristics, firm process characteristics, and marketplace characteristics to new product success.

The independent variables were: product superiority, product meets customer need, product price, market strategy, technological strategy, marketing task proficiency, launch proficiency, market orientation, cross-functional team approach, senior management support, likelihood competitive response intensity, market potential. The dependent variable is new product success of detergent companies in Ho Chi Minh City, Vietnam. The research hypotheses included: there is no linear relationship between the dependent variable and the set of explanatory variables of detergent companies; there is a linear relationship between the dependent variable and the set of explanatory variables of detergent companies.

The respondents were managers of the detergent companies in Ho Chi Minh City, Vietnam. 59 samples were drawn with the non-probability sampling method. Multiple regression analysis tests are used to investigate the relationship between independent variables and dependent variable.

From the study's finding, four main recommendations have been made. First, product characteristics are the skill that most companies have acquired in order to be able to manage the companies. The research also shows that product characteristics in detergent companies have significant contributions to the success of these firms.

Second, firm strategy characteristics, It is recommended that the companies should take this advantage to gain high profit to compete with main competitors. As a result, these companies can achieve greater stability in the form of repeat customers in the future, getting customer satisfaction from more number and better service.

Third, firm process characteristics, the role of the firm process characteristics supporting detergent companies is important in most companies. According to the result of this study, there is a linear relationship between the two groups of detergent companies. It proves that the companies that have support from the strategy will get more advantages than those without.

Fourth, marketplace characteristics, although this is an average relationship, it is still a positive signal for the entrepreneurs/managers who want to expand the business in Vietnam.

The results showed that statistically significant associations between dependent variable and independent variables have a moderate association with each other. Therefore, manager can use these predictors for the company to gain more successful.