

On Correlation among Variables in Decision-making, Construct Factors of Inventory Decision-making and Market Performance - An Empirical Study on Taiwan' s Instant Noodles Industry

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Abstract

Instant noodles were invented by Momofuku Ando, the founder of the Nissin Food Products Co., Ltd., The first package of instant noodles was formally launched into the market in 1958. This study, taking convenience stores as study samples, explores the variables in decision-making as well as constructs of inventory decision-making and market performance with regard to the instant noodles industry in Taiwan. The study is found that: (I). there are 6 factors affecting the inventory decision-making, and 8 variables have significant impact on "inventory policy". (II). there are 6 factors affecting the market performance and 10 variables have significant impact on the above mentioned constructs.

Keyword : SCM; Instant noodles industry; Inventory decision-making; Market performance