ABSTRACT
In this article, we draw on organizational ecology theory to investigate the issue of brand mortality. The sample includes 1233 brands and data were collected from 1986 to 2005 to analyze the significant determinants of the brand mortality by using a logistic regression model. There are five major findings: (1) Institutional environmental variables, especially loan rate and density of the highway are related to brand mortality. (2) There is an U shape between brand mortality rate and population density. (3) Brand mortality rate declines with age. (4) Changes increase the brand mortality rate. (5) Country-of-Origin effect is related to the brand mortality rate. (6) Brand equity is not related to brand mortality significantly.

Keywords : organizational ecology ; brand mortality ; country of origin image