

國內外汽車品牌存活率之探討：以臺灣市場為例

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摘要

本研究以組織生態理論為基礎，探討「品牌死亡」之議題。樣本共計1233個品牌，時間範圍涵蓋1986年1月至2005年12月，本研究以 logistic迴歸模型檢視影響品牌死亡之因素。主要研究結果為(1)制度環境會影響品牌之存續，其中以利率、公路密度對品牌死亡的解釋力特別顯著。(2)品牌死亡率與集群密度之間呈U型關係，死亡率會先隨著集群密度的增加而遞減，當集群密度達到某一低點後，死亡率則呈現遞增的情況。(3)品牌之死亡率會隨著年齡而遞減。(4) 品牌的改變會增加品牌之死亡率。(5)來源國形象會影響品牌之存續。(6) 品牌權益對品牌死亡率並無顯著影響。

關鍵詞：組織生態；品牌死亡；來源國形象

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