

Brand Mortality Rate of Automobile Industry in Taiwan

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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

Table of Contents

目錄 封面內頁 簽名頁 授權書.....	iii	中文摘要.....	iv	英文摘要.....	v	誌謝.....	vi	目錄.....	vii	表目錄.....	ix	第一章 緒論.....	1	第二章 文獻探討 第一節 制度環境.....	4	第二節 集群密度.....	5	第三節 年齡依賴.....	6	第四節 品牌改變.....	7	第五節 來源國形象.....	8	第六節 品牌權益.....	9	第三章 研究方法 第一節 研究對象.....	12	第二節 操作性定義.....	12	第三節 分析方法.....	15	第四章 研究結果.....	16	第五章 結論與建議 第一節 研究結論.....	20	第二節 後續研究建議與限制.....	22	參考文獻.....	23
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