

產業集中度及組織特性對進口汽車之品牌死亡率之影響

歐玗竹、吳孟玲

E-mail: 9608066@mail.dyu.edu.tw

摘要

本研究以組織生態理論為基礎，探討「品牌死亡」之議題。樣本數共計57個製造商品牌，時間觀測期1986年1月至2005年12月，本研究以Gompertz模型分析檢視品牌死亡之因素。主要研究結果為(1)市場集中度越高，則品牌死亡率越高；(2)利基寬度越寬會降低品牌的死亡率；(3)來源國形象會影響品牌之存續；(4)當品牌離市場中心越遠時，則品牌的死亡率越高；(5)文化距離會影響品牌之存續；(6)利基寬度的改變會增加品牌之死亡率。

關鍵詞：組織生態；利基；來源國印象；品牌死亡

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