

# The Influence of Industry Concentration and Organizational Characteristics on Mortality Rate of Foreign Automobile ...

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## ABSTRACT

In this article, we draw on organizational ecology theory to investigate the issue of brand mortality. The sample includes 57 manufacture brands and data were collected from 1986 to 2005 to analyze the significant determinates of the brand mortality by using a Gampertz model. There are six major findings: (1) The higher market concentration is, the higher brand mortality is. (2) The wide of niche which became larger would decrease the death rate of the brand. (3) Country-of-Origin effect is related to the brand mortality rate. (4) When the brands are away from the market center, they have the high brand mortality rate. (5) Culture distance is related to the brand mortality rate. (6) Changing in the niche width is related to the brand mortality rate.

Keywords : organizational ecology ; niche ; country-of-origin ; brand mortality

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