

# The influence of Marketing Mix Standardization and Centralization of product decision on project Performance between Tai

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## ABSTRACT

Marketing mix standardization has been discussed between academics and enterprises for 40 years. Mainland China is the main oversea market which Taiwan's enterprises invest. Can Taiwan's enterprises exercise product, price, place, promotion of standardization to achieve profitability that is this research main point. In addition to, if Taiwan's branch exercise the same price, sales promotion, Sales force management methods(centralization of nonproduct decisions)in China market, is there a negative relationship between centralization of nonproduct decisions and performance. If Taiwan's branch exercise the same Package design, Brand name, Product design(centralization of product decisions)in China market, is there a positive relationship between centralization of product decisions and performance. Those are research objective. As result of culture and environment between Taiwan and mainland China are more similar. In earlier studies for exercise standardization that without accordance arguments, and there is no study focus on Taiwan's enterprises standardization of the marketing mix in the mainland China. In order to make these question clearly, using cross-strait Taiwan's enterprises as study sample, total valid sample 145. Research empirical results are as follows : 1. There is a positive relationship between marketing mix standardization and centralization of product decisions. 2. There is a positive relationship between marketing mix standardization and centralization of nonproduct decisions. 3. There is a positive relationship between marketing program standardization and performance. Key words : marketing standardization, centralization, subsidiary performance

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