



國立高雄應用科技大學
企業管理系碩士班
碩士論文

媒體曝光度對新產品績效的影響
-以品牌權益及企業聲譽為干擾變數

The Influence of Media Coverage on New Product Performance
– Brand Equity and Corporate Reputation as Moderators

研究生：莊政霖

指導教授：翁鶯娟 博士

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摘 要

本研究以2010-2015年台灣上市公司為樣本，以事件研究法探討上市公司新產品宣告之股價異常報酬的影響，利用迴歸分析來探討媒體曝光度對新產品績效之影響，並加入品牌權益與企業聲譽為干擾變數，進一步檢視干擾變數加入對媒體曝光度與新產品績效間異常報酬的影響。本研究實證結果顯示，新產品宣告會為公司創造正面的市場價值，企業媒體曝光程度對新產品績效則為正向影響，其次品牌權益與企業聲譽對於媒體曝光度與新產品績效間的干擾效果皆為正增強。

關鍵字：新產品績效、媒體曝光度、聲譽、品牌權益

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Abstract

This paper explores the influence of media coverage on new product performance by using regression analysis in order to explore the impact of abnormal stock returns on new products declared by listed companies in 2010 to 2015. To add brand equity and the corporate reputation is the disturbance variable, and further examines the effect of the disturbance variable on the abnormal payoff between the media exposure and the new product performance.

The empirical results show that the new product announcement will create a positive market value for the company, the degree of corporate media exposure to the new product performance is a positive impact, followed by brand equity and corporate reputation for media exposure and new product performance interference effect all positive enhancement.

KEYWORDS: Media Coverage, New Product Performance, Brand Equity, Corporate Reputation