The Influence of Knowledge Management and Brand Equity on Marketing Performance: a Case Study of a Japanese Automaker’s Branch in Taiwan

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Abstract

The chief purpose of this study is to verify and understand how the corporate-initiated implementation of knowledge management (KM) and brand equity affect the marketing performance of a Japanese automaker’s Taiwanese branch. Data was extracted from the population using convenience sampling to verify the goodness-of-fit of the overall, structural and measurement models by means of Structural Equation Modeling (SEM). Findings from this study indicate that 1) KM has a positive and significant influence on marketing performance; 2) Brand equity has a positive and significant influence on marketing performance. Not only do the research results give that particular Japanese car brand’s Taiwan subsidiary a sense of how important and beneficial KM implementation is, they also offer other companies helpful information for operations-related decision-making.

Keywords: knowledge management, brand equity, marketing performance