

**Marketing communication strategies for launching products: an empirical study of  
Taiwanese high-tech firms**

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## **Abstract**

A study was conducted to understand what and the how of communication messages to influence the performance of new product launch. Founded upon hypotheses developed from ELM and theory of communication message and strategy, the study estimated the relationship among communication message, communication execution, and new product performance with survey data from the high-tech firms in Taiwan. The findings reveal that, both transformational message towards product attributes and relational message associated with parent brand have greatly impacts on new product performance. The three moderators of communication execution: message clarity, message uniformity, and the degree of communication integration also been found having interactions with communication messages. Finally, this article discusses the implications of these findings for practitioners and for future research on new product launch.