

## Abstract

A model is proposed to depict the links among product launch decisions and their determinants, namely, product advantage, marketing synergy, and competitive hostility. Managerial decisions for product launch include: product preannouncement, timeliness of launch, and launch intensity. It is argued that product advantage and marketing synergy directly influence launch decisions, while the relationships are moderated by competitive hostility. The empirical results indicate that product preannouncement is positively influenced by product advantage and marketing synergy. Likewise, product advantage and marketing synergy have positive impacts on the timeliness of launch. Nevertheless, neither product advantage nor marketing synergy has any influence on launch intensity. The relationship between preannouncement and product advantage, as expected, is strengthened by competitive hostility. However, the hypothesized moderation of competitive hostility on the relationship of preannouncement with marketing synergy was not confirmed. Competitive hostility fails to show the predicted moderating effect on the product advantage –launch timeliness link. In contrast, the influence of marketing synergy on launch timeliness decreases as competitive hostility increases. Finally, the impact of product advantage on launch intensity is negatively moderated by competitive hostility, while the influence of marketing synergy on launch intensity is positively affected by competitive hostility.

**Key words:** Product Launch, Product Advantage, Marketing Synergy, Competitive Hostility.