越南公司經銷商關係管理對銷售之影響

To Van Doan、唐啟發

摘要
本研究探討影響越南經銷商的關係管理對公司的銷售。它探討業務聯繫，信息交流與合作的規範和銷售之間的關係，以信任和承諾為中介作用。基於 öner發的調查，以回報率79.2%，完成了對198名在越南的製造業工作的經理人的調查，從調查的回應進行統計的可靠性，多元回歸，單因素方差分析和相關的分析。結果表明，業務聯繫，信息交流和合作規範的信任，承諾和越南經銷商的銷售呈正相關。

關鍵詞：業務聯繫、信息交流、合作規範、信任、承諾、銷售

目錄
中文摘要 ii  ABSTRACT iii  ACKNOWLEDGMENTS iv  TABLE OF CONTENTS v  LIST OF FIGURES viii  LIST OF TABLES ix

Chapter I: INTRODUCTION 1
1.1 Background and motivation 1
1.2 Objectives 4
1.3 Chapter outline 4

Chapter II: LITERATURE REVIEW 6
2.1 The concept, role and function of a distributor in the business 6
2.2 Characteristics distributors in Vietnam 8
2.3 Evaluate the performance of distributors 10
2.4 Operational linkage 12
2.5 Information exchange 13
2.6 Cooperative norms 13
2.7 Trust 14
2.8 Commitment 16
2.9 Relationship between Trust, Commitment and Sales 17

Chapter III: METHODOLOGY 20
3.1 Conceptual framework 20
3.2 Hypothesis 20
3.3 Sample selection 21
3.3.1 Sampling 21
3.3.2 Data collection procedures 21
3.4 Instrument 22
3.4.1 Operational linkages 22
3.4.2 Information exchange 22
3.4.3 Cooperative Norms 23
3.4.4 Trust 23
3.4.5 Commitment 23

Chapter IV: ANALYSIS RESULTS 26
4.1 Sample characteristics 26
4.2 Variable Reliability 29
4.2.1 Operational linkage variable 29
4.2.2 Information exchange variable 29
4.2.3 Cooperative Norm available 30
4.2.4 Trust available 31
4.2.5 Commitment variable 31
4.2.6 Sale variable 32
4.3 One-way ANOVA 33
4.4 Correlation Analysis 35
4.5 Hypotheses Testing 35

Chapter V: CONCLUSIONS AND SUGGESTION 40
5.1 Conclusion 40
5.2 Contribution of this research 41
5.3 Limitation 42
5.4 Recommendations for Future Research 43

References 44
Appendix 49

I. Introduction 49
II. Operational linkage 50
III. Information exchange 50
IV. Cooperative norms 51
V. Trust 52
VI. Commitment 52
VII. Sales 53
VIII. Personal data 53

LIST OF FIGURES
Figure 1. Flow Chart of the Thesis 5

LIST OF TABLES
Table 1 Survey Scale items 25
Table 2 Characteristics of respondents 27
Table 3 Reliability of Operational linkage 29
Table 4 Reliability of Information exchange 30
Table 5 Reliability of Cooperative norms 30
Table 6 Reliability of Trust 31
Table 7 Reliability of Commitment 32
Table 8 Reliability of Sales 32
Table 9 Descriptive about Trust, Commitment and Sales 33
Table 10 Multiple comparisons among groups of Trust and commitment 34
Table 11 Correlations among continuous variables 35
Table 12 Model summary 36
Table 13 The influence of Trust and Operational linkages, Information exchange and Cooperative norms 36
Table 14 Model summary 37
Table 15 The influence of Trust and Operational linkages, Information exchange and Cooperative norms 38
Table 16 Model summary 39
Table 17 The influence of Trust & Commitment 39

參考文獻
