INFLUENCE STRATEGIES, RELATION NORMS, AND PERFORMANCE IN CHAIN CONVENIENCE STORES

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ABSTRACT

The purpose of the study was to explore the effect of franchiser's influence strategies on relational norms and the influence of relational norms on franchisee's performance. The samples were chain convenience stores including 7-Eleven, Family and Hi-Life. The results revealed: (1) The more the franchiser's using noncoercive strategies, the more relational norms between franchiser and franchisee; (2) The more the franchiser's using promise strategies, the more relational norms between franchiser and franchisee; (3) The more the franchiser's using coercive strategies, the less relational norms between franchiser and franchisee; (4) The relational norms between franchiser and franchisee had positive effect on franchisee's performance.

Keywords: Influence Strategies; Relational Norms; Performance; Chain Convenience Store

Table of Contents

Chapter 1: Introduction
  Section 1: Research Background and Motivation
  Section 2: Research Objectives
  Section 3: Research Process
  Section 4: Outline of the Paper

Chapter 2: Literature Review
  Section 1: Influence Strategies
  Section 2: Relation Norms
  Section 3: Performance

Chapter 3: Research Design and Methods
  Section 1: Research Framework
  Section 2: Research Hypothesis
  Section 3: Research Variables
  Section 4: Questionnaire Design
  Section 5: Sampling Design
  Section 6: Research Method
  Section 7: Reliability and Validity Analysis

Chapter 4: Data Statistical Analysis
  Section 1: Sample Structure Analysis
  Section 2: Descriptive Statistical Analysis
  Section 3: LISREL Overall Model Analysis
  Section 4: Research Hypothesis and Research Findings

Chapter 5: Conclusion and Suggestions
  Section 1: Research Conclusion
  Section 2: Research Contribution
  Section 3: Research Suggestions
  Section 4: Research Limitations

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KUMAR


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