

The Relationship between Channel Dependence, Sources of Power and Channel Conflict

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ABSTRACT

由於台灣的連鎖便利商店正蓬勃發展，加盟店是其未來的主要展店趨勢。因此，本篇研究乃針對連鎖便利商店的自願加盟和特許加盟兩種通路型態，探討兩種加盟型態的加盟者與總部的相互關係是否有不同，以作為通路管理的參考。本研究問卷採人員訪問法，並以加盟體系和地區別為控制變數的配額抽樣方法進行，共有取自台灣北、中、南地區的287份有效樣本。對兩種加盟型態的依存度、權力來源、權力行使、通路衝突的平均值進行T檢定，發現不同通路型態中，其依存度和權力行使有顯著性差異。再以迴歸分析和規則相關分析，比較兩種加盟型態中，其變數間的關係。結果證實不同通路型態中，其依存度與權力行使的關係不同；其權力來源與權力行使的關係不同；而依存度搭配權力來源，影響權力行使的途徑亦不同。因此在通路管理的角度而言，必須了解不同加盟型態中，加盟者與總部的關係不同，須給予不同的支援，才能有效提高通路管理的效能。因此，本研究建議自願加盟的總部應：1.增強總部的角色和地位的功能，提高自願加盟者的認同。2.提昇總部物流或統倉的競爭能力。3.總部強化研發或引進差異性新產品的能力。4.總部應調整新產品的推廣政策。特許加盟的總部應：1.給予特許加盟店適度的彈性自主權。2.增強總部的角色和地位的功能，提高特許加盟者的認同。3.積極加強總部的專業知識學習，特別是商品陳列方面的專業知識。4.總部應提高對特許加盟者獲利能力的幫助。5.減少強制權的運用。

Keywords : Channel Dependence ; Sources of Power ; Channel Conflict

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