

自行車業運用行銷合作關係進入國際市場之研究

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摘要

本研究透過對自行車產業背景因素之探索及相關次級資料蒐集，提出本研究之假設性問題，據以進行相關文獻的探討，並形成觀念架構之雛型；繼而選定自行車產業中，具代表性的成車廠與零件廠，進行個案公司的深度訪談與資料收集後，加以深入描述與分析，並藉由研究問題之探索，依據理論架構進行實證研究，經交互驗證後，發展出下列之命題：命題一：產品特質性高，易形成行銷合作動機；反之，則不易形成行銷合作動機。命題二：市場環境的擾動頻次不同，易形成不同的行銷合作動機。命題三：廠商間若存在有重要資源的相互依賴，則容易形成行銷合作動機，且廠商間對等的資源依賴關係能維持彼此長期的行銷合作關係；反之，則不易維持。命題四：廠商從行銷合作中所獲得策略優勢之大小，與其運用行銷合作關係進入國際市場之動機強弱有關；即其所得的策略優勢越大，則其動機越強；反之，則越弱。命題五：當廠商的行銷合作動機不同時，其進入市場策略也將不同。

關鍵詞：行銷合作；進入國際市場；自行車產業

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