

# ON DETERMINANTS OF JOINT ACTION IN DISTRIBUTOR -SUPPLIER RELATIONSHIPS IN MOTOR INDUSTRY

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## ABSTRACT

Recent years have seen from marketing research that organization relation type of trade has been the target issue being discussed by scholars. Most scholars, in past years, often inclined to investigate attitudinal factors of reaction type of trade, including relationship, trust, promise and so on, resulting in less effort exerted to the area of behavioral factors in relation type of trade. The present study is intended to look into behavioral factors of relation type of trade: from the angle of joint action, to get to understand influential factors of joint action in suppliers and retailers, focusing on automobile industry. The study makes use of questionnaire survey to collect data as primary data source. Subsequent analyses are through the methods of descriptive statistics, analysis of variance, path analysis and the like, to make hypothesis to be evaluated, with the results found as follows: 1.As the degree that automobile distributors depend suppliers increases, distributors tend to take more joint actions to promote the performance . 2.As automobile distributors provide more versatile services to customers, the joint actions that distributors take will increase. 3.As joint action increases between automobile distributors and suppliers , performance will be better improved.

Keywords : Joint action ; Performance ; Degree of Dependence ; Service Differentiation ; Automobile Industry

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