

INTERDEPENDENCE , INFLUENCE CAPABILITY , AND THE USE OF INFLUENCE STRATEGIES IN CHANNEL RELATIONSHIP

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ABSTRACT

Using data from automobile dealers, the purpose of the study is to explore whether the dealers' use of influence strategies toward their key suppliers are affected by their perceptions of their own and their supplier's interdependence and influence capability, as well as by the supplier's use of influence strategies. Influence strategies are affected by interdependence, but a more complete picture is achieved by also examining influence capability. The study tests hypotheses based on bilateral deterrence, conflict spiral, and relative power theories, but none of these comprehensively explains the effects of both total power and power asymmetry. Using spline regression, the study finds that as dealers' interdependence advantage as compared with their suppliers' increase, dealers are more likely to reciprocate their suppliers' use of influence strategies, whereas as dealers influence capability deficit as compared with their supplier's increase, dealers make lower use of influence strategies. The author also find that the dealers' use of influence strategies is related to suppliers' use of influence strategies.

Keywords : Interdependence ; Influence Capability ; Influence Strategies

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