

# INFLUENCE STRATEGIES, SATISFACTION, AND PERFORMANCE IN MOTOR INDUSTRY

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## ABSTRACT

CHANNEL RELATIONSHIPS HAVE BEEN AN IMPORTANT AREA OF RESEARCH. CHANNEL MEMBERS MUST MANAGE CHANNEL EFFECTIVELY TO GET THEIR BUSINESS GOALS. IN THE RELATIONSHIPS OF AGENT-DEALER, MEMBERS' INTERACTION IS AN IMPORTANT FACTOR TO KEEP THEIR BUSINESS ON GOING IN THE MOTOR INDUSTRY. THE MARKETING STRATEGIES WERE MADE BY EACH OTHER, AND THE DECISION PROCESS COULD AFFECT OTHER BUSINESS STRATEGIES AND THE DEALER'S BENEFIT. THE RESULT COULD EVEN AFFECT DEALERS' PERFORMANCE. THE PURPOSE OF THE STUDY WAS TO EXPLORE THE IMPACT OF INFLUENCE STRATEGIES USED BY AGENTS ON DEALERS' SATISFACTION AND THE EFFECT OF DEALERS' SATISFACTION ON THEIR PERFORMANCE. THE SAMPLES WERE LIMITED TO MOTOR DEALERS IN TAIWAN. THE RESULTS WERE FOUND AS FOLLOWS: (1) DEALERS GOT LESS ECONOMIC AND SOCIAL SATISFACTION WHEN AGENTS USED MORE COERCIVE STRATEGIES; (2) DEALERS GOT MORE ECONOMIC SATISFACTION WHEN AGENTS USED MORE PROMISE STRATEGIES; (3) DEALERS GOT MORE ECONOMIC AND SOCIAL SATISFACTION WHEN AGENTS USED MORE NONCOERCIVE STRATEGIES; (4) DEALERS GOT HIGHER PERFORMANCE WHEN THEY HAD MORE SOCIAL SATISFACTION ON AGENTS.

Keywords : CHANNEL RELATIONSHIP, INFLUENCE STRATEGIES, SATISFACTION, PERFORMANCE, AUTOMOBILE DISTRIBUTORS

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