

影響策略、關係規範與績效關係之研究-以連鎖便利商店為例

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摘要

若能確保行銷活動中的合作與控制機制，將有助於通路成員間長期取向關係的發展，因此通路成員間如何透過不同影響策略的使用，與其對關係規範的影響，進而提升營運績效，更彰顯其重要性。是故，本研究之研究目的為：（1）探討連鎖加盟總部之不同影響策略的使用對通路間夥伴之關係規範的影響。（2）探討關係規範的變化對加盟業者之營運績效的影響。（3）擬以連鎖加盟業（連鎖便利商店）作實證研究之對象。研究結果顯示：1、當加盟總部經常使用非強制策略時，將有助於雙方間關係規範的提升；2、加盟總部經常使用請求策略，對於雙方間的關係規範並無顯著之影響；3、加盟總部經常使用允諾策略，可以增加雙方間的關係規範；4、加盟總部經常使用強制策略，則會減少雙方間的關係規範；5、加盟總部與加盟主之間的關係規範增加時，則會提高加盟主的績效。

關鍵詞：影響策略、關係規範、績效、連鎖便利商店

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