

INFLUENCE STRATEGIES,RELATION NORMS,AND PERFORMANCE IN CHAIN CONVENIENCE STORES

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ABSTRACT

The purpose of the study was to explore the effect of franchiser's influence strategies on relational norms and the influence of relational norms on franchisee's performance. The samples were chain convenience stores including 7-Eleven, Family and Hi-Life. The results revealed: (1)The more the franchiser's using noncoercive strategies, the more relational norms between franchiser and franchisee; (2)The more the franchiser's using promise strategies, the more relational norms between franchiser and franchisee; (3)The more the franchiser's using coercive strategies, the less relational norms between franchiser and franchisee; (4)The relational norms between franchiser and franchisee had positive effect on franchisee's performance.

Keywords : Influence Strategies ; Relational Norms ; Performance ; Chain Convenience Store

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