

IMPACTS OF TRUST AND CONTROL ON PERFORMANCE IN MARKETING CHANNEL RELATIONSHIPS IN THE INFORMATION INDUSTRY

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ABSTRACT

The study is investigating the channel relationships in information industry. The purpose includes: (1) The impact of relational norms and control mechanisms on the trust and performance; (2) The impact of the trust between suppliers and dealers on the dealers' performance. The results are found as follows: 1. Suppliers and dealers of personal computer may strengthen mutual trust by establishing relational norms. However, when suppliers take output control, the trust relation will be ruined because suppliers simply require dealers' performance rather than the process. On the contrary, when suppliers take process and social control, the trust relation will be improved. 2. Relational norms, output control, process control, and social control have no direct effect on the dealers' performance. 3. Mutual trust obviously influences dealers' performance. The more the suppliers' trust on dealers, the better the dealers' performance.

Keywords : relational norms ; control mechanisms ; output control ; process control ; social control ; trust ; performance

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