

The Relationships Between Influence Strategies and Satisfaction in Information Industry

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ABSTRACT

This study is aimed to find the relationship between the application of influence strategies and satisfaction between distributors and suppliers. Thus, we choose information industry to prove the relationship above, and finally, we get the results as follows: (1)If the suppliers apply coercive influence strategies to the distributors more, the economic satisfaction of the distributors will decrease. (2)If the suppliers apply non-coercive influence strategies, the non-economic satisfaction of the distributors will increase. (3)If the suppliers apply recommendations to the distributors more, the correlation between high distributors' economic satisfaction and low non-economic satisfaction will occur. (4)If the non-economic satisfaction of the distributors increase, the economic satisfaction of the suppliers will increase as well.

Keywords : Information Industry ; Influence strategies ; Satisfaction

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