

# The Impact of Agency's Influence Strategies on the Dealer's Satisfaction A Case Study of Taiwan MAZDA

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## ABSTRACT

ABSTRACT Most scholars believe that the influence strategies could influence in the channel parity 's conflict and satisfaction. And furthermore, well communication would foster stability and development of channel relationships. However, cooperative relationship between firms is still an ideal and expectation in Taiwan 's motor industry. Because in real world that are still have many problems in relative power and implementation, so that why we selected the motor industry to be our research objective in order to study the relationships between agency 's influence strategies and distributor 's satisfaction. according to research results, we discovered : 1、The most frequencies of influence strategies adopted by the agency were requests and recommendations. Next were information exchange, promises, and threats. 2、When the agent adopted request, recommendation, and information exchange strategies, distributions felt satisfaction and mitigation of conflict. When the agent adopted promise and threat strategies, distributions felt dissatisfaction then increased the conflict in marketing system. 3、Some interfered factors when implements the influence strategies were the dependent on organizations, feedback systems, human network and so on.

Keywords : Influencestrategies ; Satisfaction

## Table of Contents

第一章 緒論	1 第一節 研究背景	1 第二節
研究動機	3 第三節 研究目的	6 第四節 研究流程
8 第二章 文獻探討	9 第一節 影響策略	
9 壹、影響策略之定義	9 貳、影響策略之內容	12 參、影響
策略之分類	14 肆、影響策略之衡量	16 伍、小結
18 貳、通路衝突	17 第二節 通路衝突	18 壹、衝突的定義
	21 參、通路衝突的分類	23 肆、小結
	26 第三節 通路滿意度	27 壹、通路滿意度的意義
27 貳、通路滿意度的衡量	29 參、小結	32 第四節 影響策略與通路衝突
、滿意度之關係 33 壹、影響策略與通路衝突之關係	33 貳、影響策略與滿意度之關係	36 參、小結
40 第三章 研究設計	42 第一節 研究觀念架構	42 第二節 研究設計
44 貳、資料收集方式	47 第三節 研究對象	49 第四節 研究限制
49 第一節 全球汽車市場概況	51 第二節 台灣汽車產業現況	56 壹、台灣汽車產業概況
56 貳、台灣汽車市場現況	61 第三節 Mazda個案基本概況	68 壹、Mazda的歷史沿革
68 貳、台灣Mazda汽車市場概況	75 參、小結	82 第四節 國內汽車業現行經銷商概況
83 壹、汽車經銷商的類別	83 貳、汽車經銷商功能價值	87 參、國內Mazda經銷商概述
90 第五章 個案分析與命題發展	93 第一節 深度訪談	93 壹、影響策略相關研究分析
94 貳、小結	120 第二節 個案分析	121 壹、影響策略對滿意與衝突之影響
124 貳、小結	125 第三節 國內外影響策略的比較	126 壹、影響策略的內容的比較
127 貳、二次溝通對滿意及衝突的影響	130 參、小結	133 第四節 命題發展
133 第六章 結論與建議	154 第一節 結論	154 第二節 建議
161 一、對汽車業者的建議	161 二、對後續研究的建議	163 參考文獻(中文)
166 參考文獻(英文)	169 附錄	177 圖目錄
圖1-4-1 本研究流程	8 圖3-1-1 本研究前觀念架構圖	43 圖4-1-1 2000年BIG6 全球銷量比率
55 圖4-2-1 全球主要車廠合縱連橫關係圖	59 圖4-2-2 89年度國產車銷售量比重	62 圖4-2-3 近年來國內汽車市場總銷量走勢
62 圖4-2-4 國內2000年1月~2001年5月汽車市場掛牌數	64 圖4-3-1 美國福特(FORD)汽車事業集團	72 圖4-3-2 臺灣福特六和汽車事業集團
74 圖4-3-3 2000國內Mazda汽車車種別銷售量比率圖	77 圖4-3-4 國內Mazda汽車2000年1月至2001年5月銷售量趨勢	比較 79 圖4-3-5 MAZDA歷年來領牌數據統計表
80 圖4-3-6 國內六大品牌市場佔有率比較表	81 圖4-4-1 國內國產汽車業的行銷通路	85 圖4-4-2 國內進口汽車銷售的產銷通路圖
86 圖4-4-3 國內代理商汽車銷售通路圖	86 圖4-4-4 國內貿易商汽車銷售通路圖	87 圖4-4-5 Mazda銷售流程圖
92 圖6-1-1 本研究後觀念架構圖	160 表目錄	表2-1-1 影響策略的定義彙總表
10 表2-1-2 影響策略的分類	14 表2-2-1 衝突的定義彙總表	20 表2-2-2 通路衝突的定義彙總表
22 表2-2-3 衝突的分類彙總表	25 表2-3-1 通路滿意度的定義彙總表	28 表2-3-2 通路滿意度的衡量彙總表
30 表2-4-1 影響策略與滿意度之相關研究	37 表3-2-1 定性研究及定量研究之綜合性比較	45 表4-1-1 2000年全球10大汽車集團銷售量及近3年持股狀況
52 表4-2-1 汽車廠概況	57 表4-2-2 歷年	

來我國車輛工業產值統計表 57 表4-2-3 近年來國內汽車市場銷量統計表 60 表4-2-4 近年來國產汽車銷售量統計表 61  
表4-2-5 國內汽車生產統計表 63 表4-2-6 國內近年來國產汽車市場集中度 65 表4-2-7 W T O對汽車相關規定比較表 66  
表4-3-1 台灣馬自達股份有限公司的歷史沿革 70 表4-3-2 FORD汽車集團美國市場銷量一覽表 72 表4-3-3 福特六和集團國內  
市場銷售一覽表 74 表4-3-4 國內Mazda汽車目前供銷售車系一覽表 76 表4-3-5 2000年國內六大品牌媒體投入量比較表 78  
表4-3-6 87年至90年5月國內六大品牌銷售量比較表 80 表4-4-1 國內汽車業行銷通路概況 84 表4-4-2 Mazda全省經銷商一覽  
表 91 表5-1-1 受訪者基本資料表 93 表5-3-1 影響策略與滿意及衝突關聯表 127 表5-3-2 國內外影響策略的內容比較 128  
表5-3-3 影響策略、滿意及衝突透過二次溝通後比較表 131 表5-3-4 影響策略與滿意及衝突比較續表 132 表5-4-1 影響策略與  
滿意及衝突關聯表 134 表5-4-2 建議策略與滿意、衝突關係分析表 135 表5-4-3 要求策略與滿意、衝突關係分析表 137  
表5-4-4 資訊交換策略與滿意、衝突關係分析表 149 表5-4-5 允諾交換策略與滿意、衝突關係分析表 150 表5-4-6 威脅策略與  
滿意、衝突關係分析表 151

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