

THE RELATIVE FACTORS BETWEEN FRANCHISE OPERATIONS & CONSUMER-SPENDING-INFLUENCE

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ABSTRACT

Businesses have developed a management system suitable for local operations through absorption and adaptation based on the operational know-how for the modernization of chain businesses in Taiwan that was first introduced to Taiwan in early 1970s. The study intends to investigate and analyze factors that affect customer visits to convenience stores, supermarkets, fast food restaurants and wholesales by focusing on rules of chain system development, introduction methods of operational know-how, the overview and characteristics of operational mode development. The results indicate the following regarding transfer of operational knowledge: 1. The transfer methods of know-how for international chain operations are related to operational characteristics. 2. Experiences and capabilities of franchise headquarters of local chain businesses affect sources of operational knowledge. 3. The transfer of operational knowledge between franchise headquarters and branches of local chain businesses are mainly through transfer of both documented information and personnel. 4. It is often necessary to adapt operational knowledge to meet particular local environments. Factors that affect customer visits to stores are described as follows: 1. It is found that consumers are mainly aged 18-25 and consist of college students. 2. Among the factors that customers perceive as affecting their visits, those that consumers value mostly are in order service attitude, environmental cleanness and hygiene, and quality control of products. 3. Among the factors that affect customer decisions in visiting which stores, the completeness of product range and service level are the most dominant factors on a whole; whereas, the dominant factors is location for wholesales and internal and external hygiene for fast food restaurants. 4. Among the factors that prevent customers from visiting stores, poor service attitude is ranked the first on a whole, disorderly merchandizing the second, and incomplete product range the third. Slow checkout at wholesales, higher product pricing at supermarkets, poor quality control of products at fast food restaurants and remote locations of convenience stores also hinder customer visits. To sum up, businesses can no doubt improve their competitive strengths and profitability alike if they can seek for constant improvement and innovation in the aforesaid aspects.

Keywords : chain businesses

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