

製造商與供應商關係行為之探討

陳嫻珮、賴其勛

E-mail: 9125833@mail.dyu.edu.tw

摘要

在今日企業對企業的市場中，有強烈的壓力迫使行銷和採購雙方去增進其效率和效能。而遍及各地的管理者也嚐試著與他們企業的供應商和顧客建立關係，使彼此能更具生產力，且關係能夠更持久。本研究詳細地說明買方和賣方的關係行為，即建立關係的六個基本且重要的構面（連結器）；此六構面（連結器）包括：資訊交換、經營結、合法契約、合作規範、買方和賣方特殊關係適應。接著以台灣TOP1500的製造業為樣本，發放問卷，運用集群分析，將這些製造商分類成三種不同的關係型態。此外，本研究並說明了四種買賣者關係之市場與情境因素，也驗證其對三種關係型態的影響。最後，探討買賣者關係型態與關係品質（信任、承諾與滿意度）的關係。實證結果顯示：關係行為類型與影響因素的供應商可選擇性、供應的複雜性，以及結果因素的關係品質有關。

關鍵詞：關係行為；關係品質；製造業；區別效度

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