

# The Relational Behavior Between Manufacturer and Supplier in Taiwan's Manufacturing Industries

陳嫻珮、賴其勛

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

## ABSTRACT

In today's business-to-business markets, there is intense pressure to improve the efficiency and effectiveness of both marketing and procurement efforts. Innovative managers worldwide are experimenting with a myriad of approaches to make relationships with their business suppliers and customers more productive and enduring. A study specifies 6 key underlying dimensions (connectors) that characterize the manner in which buyers and sellers relate and conduct relationships. These relationship connectors are information exchange, operational linkages, legal bonds, cooperation and relationship-specific adaptations by buyers and sellers. Then, on the basis of relationship profiles for Taiwan's manufacturing industries sampled from a wide array of industries and market situations, cluster analysis is applied to develop different types of business relationships. Furthermore, the research specifies antecedent market and shows that they affect when specific types of relationships. The research also shows how relation quality vary across different types of relationships. Happy ending. The results find that supply market dynamism, availability of alternatives, and complexity of supply have significant bearing on relational behavior types. And then relational behavior types can promote relation quality.

Keywords : relational behavior ; relation quality ; manufacturing industries ; discriminant analysis

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