

# 網路關係、供應商影響策略與經銷商滿意度之關聯性研究-以台灣機車產業為例

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## 摘要

本研究以台灣機車產業進行實證研究，對於通路成員之間的網路關係（Guanxi）對供應商使用影響策略的影響及影響策略對經銷商滿意度的影響作一深入探討，獲得以下結果：1.當彼此之間愈趨向情感性的關係時，供應商愈會使用非強制與關係策略；2.若雙方彼此之間愈有工具性關係時，則供應商愈會使用非強制與要求策略。3.供應商經常使用強制性的影響策略，會減少經銷商的經濟與社會滿意度。4.供應商經常使用允諾策略，會增加經銷商的經濟與社會滿意度。5.供應商經常使用非強制影響策略，會促使經銷商認為供應商是在幫助自身獲利及感到相互尊重，因而提高經銷商的經濟與社會滿意度。關鍵字：網路關係、供應商影響策略、經銷商滿意度、台灣機車產業

關鍵詞：網路關係；供應商影響策略；經銷商滿意度；台灣機車產業

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