

The Relationships among Guanxi, Supplier Influence Strategies, and Distributor Satisfaction in Taiwan Motorcycle Industry

劉漢揚、賴其勛 博士；高立箴 博士

E-mail: 9223141@mail.dyu.edu.tw

ABSTRACT

We select Taiwan motorcycle industry as our research objective. This study explores the relationship between the application of supplier use of influence strategies and distributor satisfaction in the effect of Guanxi. The results are as follows: (1)Suppliers will use non-coercive and relationships strategies when expressive ties exist in between supplier salespersons and distributor purchasing staff. (2)Suppliers will use non-coercive and requests strategies when instrumental ties exist in between each other. (3)When the suppliers apply coercive influence strategies, the economic and societal satisfaction of the distributors will decrease. (4)When the suppliers apply promises influence strategies, the economic and societal satisfaction of the distributors will increase. (5)When the suppliers apply non-coercive influence strategies, the economic and societal satisfaction of the distributors will increase. Key Words: Guanxi, Supplier Influence Strategies, Distributor Satisfaction, Taiwan Motorcycle Industry

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