

# The Relationships among Guanxi, Dyadic Influence Strategies, and Relational Norms in Taiwan Motorcycle Industry

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## ABSTRACT

ABSTRACT Guanxi has become one of vital factors that influence enterprise's effects. For suppliers, it is important to obtain more direct and efficient promotion, and their cooperative partners. If suppliers can obtain the promotion via relationship, and then suppliers' effects can increase; on the contrary, if distributors and suppliers can maintain good relationship, and also obtain suppliers' information and reward. Different influence strategies will have different influence for suppliers and distributors. To reach good communication and establish competitiveness, they need to take advantage of influence strategies. Cooperation and control schemes in the promotion will be good at members in the long-term development, thus, Through the use of different influence strategies, enhance good condition each other. The objective of our research is distributors in motorcycle industry, discuss the relationship of influence strategies among partners in promotion. Thus, the purposes of our research are as follows: (1)Discuss the application of influence strategies of different Guanxi for motorcycle industry. (2)Discuss suppliers in motorcycle industry use different influence strategies, how are distributors' feedback? (3)Discuss the influence of partners' regulations in using of difference influence strategies for motorcycle industry. The results are as follows: 1.Suppliers can use non-coercive and relationships influence strategies when expressive ties exist in between suppliers' salespersons and distributors' purchasing staff. 2.Supplier can use non-coercive or requests influence strategies when instrumental ties exist in between suppliers' salespersons and distributors' purchasing staff. 3.When the suppliers apply coercive influence strategies, distributors will feedback by using the same strategies. 4.When the suppliers apply promises influence strategies, it will increase the relationship regulations each other. 5.When the suppliers apply promises influence strategies and distributors also feed back by using same strategies, it will increase the relationship regulations each other. Key Words: Guanxi, Influence Strategies, Relational Norms

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## Table of Contents

目錄 封面內頁 簽名頁 授權書	iii 中文摘要
v 英文摘要	vii 誌謝
ix 目錄	x 圖目錄
xii 表目錄	xiii 第一章 緒論
1 第一節 研究背景	1 第二節 研究動機
4 第三節 研究目的	5 第四節 研究流程
6 第二章 文獻探討	9 第一節 網絡關係
9 第二節 影響策略	17 第三節 關係規範
17 第三節 關係規範	24 第三章 研
30 第一節 研究模型	30 第二節 研究
34 第三節 研究變數	39 第四節 研究對象與問卷回收
42 第五節 資料分析方法	43 第六節 問卷信度與效度
45 第四章 資料分析與結果	52 第一節 廠商基本資料分析
52 第二節 敘述性統計分析	53 第三節 研究模型之評估
60 第五章 結果與建議	70 第一節 研究結果
70 第二節 管理意涵	75 第三節 研究限制
77 第四節 未來研究方向	78 參考文獻
: 問卷	80 附錄一
87	

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