

# Factors Influencing the Relationship Marketing Cooperation : an Empirical Study

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## ABSTRACT

Currently, rapidly growing globalization, as well as vastly changing environment have given rise to remarkable challenge facing all business enterprises. All of that then enterprises conscious that they couldn't keep competitive advantage by single fight. In order to obtain effectiveness, reduce risk, existence and development. They must integrate upstream and downstream companies closely not only to reflect the changing environment but also to keep their sustainable competitive advantage. By applying relationship marketing viewpoints, Taiwan automobile parts industry are empirically analyzed to investigate the factors that influence interfirm cooperation. This research first conduct basis data analysis by use of SPSS statistic software, then use LISREL software to verify the measurement model and then do verification of structure model. In total of 500 questionnaire were sent and consequently 107 were returned, a response rate at 21.4% (107/500). The results indicate that the most important factors that influence interfirm cooperation are trust and relationship commitment. Then, shared value will positively influence relationship commitment by way of the moderating variable of trust. Communication will positively influence cooperation by way of the moderating variable trust and relationship commitment Besides, relationship benefit and specificity asset is not significantly varied with cooperation. Finally, managerial implications based on these results and future research directions are suggested.

Keywords : relationship marketing ; specificity asset ; automobile parts

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