

An Empirical Study on Type, Choosing Partner and Performance of Marketing Channel in Supply Chain of Taiwan Multinationa

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ABSTRACT

This study empirically examines the TMC, CPMC and PMC in SC of taiwan multinational bicycle industry by using the method of quantification to analyze. And use the SPSS 12.0 statistic software to analyze the data to prove the mode of this study. The research uses purposive sampling and sending the questionnaire to the manager Yong-Chang Liu of GIANT bicycle in China, MERIDA bicycle in production coordinating center senior vice president Ben Yuan, in manufacture affair department senior vice president Leo Lai. There are 411 enterprises which number of enterprises was found from TBEA. Taiwanese bicycle industry on strait were the frame of sampling. 390 companies were requested to answer the questionnaires by mail and the effective respondents were 87 sets (22.3% response rate). The results indicate that TMC affects PMC, CPMC affects PMC and addition of SC interval variable into these modes, and there are influence on TMC, CPMC and PMC. The enterprises on cross-strait usually select their partner subjectively. "In same opinion, and doing same" is a common anticipant attitude by enterprises on cross-strait.

Keywords : type of marketing channel ; performance of marketing channel ; supply chain ; choosing partner of marketing channel ; taiwan bicycle exporters ' association

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