

兩岸連鎖加盟產業搭便車現象與績效關係之研究

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摘要

面臨物價、裁員率攀升及薪水不變下，越來越多人傾向獨立創業；而大部份加盟產業為小額投資，促使更多創業者參與加盟產業行列，導致加盟產業競爭相當激烈。先前學者討論過加盟者如何篩選加盟總部、加盟總部如何與加盟者維持長久良好關係；本研究主要探討加盟者若存有投機的心態，想藉此加盟產業之聲譽搭便車，加盟總部以集權化、正式化與互動方式是否降低搭便車現象，且降低搭便車現象是否提升公司績效。本研究採便利抽樣及郵寄方式，調查台灣與大陸加盟產業各加盟店之店長。本研究發現，集權化與正式化對搭便車存有明顯的相互關係，所以加盟者為了本身利益因而願意配合加盟總部所訂定的決策方式及法令規章。台灣的加盟者搭便車心態，不會因與加盟總部互動頻率高而降低，但大陸的加盟者則相反之；整體來說，雖然加盟者懷有搭便車心態，卻沒有降低公司績效。

關鍵詞：加盟總部，加盟者，集權化，正式化，互動，搭便車

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