

A Study of the Marketing Channel Options --- Automobile Manufacturers in Taiwan as an Example

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ABSTRACT

The marketing channel of automobile industry is stable in Taiwan, but the overall economic environment changes quickly. To develop and control for automobile marketing channel is a critical factor in gaining and maintaining competitive success. According to these, auto manufactures must consider cost efficient and management control as well as marketing channel performance in order to decide marketing or buying the marketing channel to complete marketing functions. There are three purposes in this study as following: First, to study the channel structure of automobile manufactures. In this study according to agent and distributor level to distinguish 10 types of channel, that provide supplier realize the channel types of automobile industry in Taiwan. Second, to explore the influence factors upon product、market、channel member and company factors in order to find out diverse channel types choice key factor. Third, to study the performance satisfaction of diverse channel types in auto supplier. There are 78% auto manufactures direct or indirect invest their dealer in Taiwan. In the top five auto manufactories invest their dealer except FORD and more than 3 auto manufactories sale share exceed 50% from direct sale and their partner. We reorganize the channel from 10 to 6 types, and find out the higher integrated channel types to explore the influence factors are company、channel member、market and product in order. On the other hand, the lower integrated channel types to explore the influence factors are channel member、company、market、product in order. Besides, the whole industry influence factors are company、channel member、market、product in order. Sales performance and financial performance have high satisfaction in auto industry, and the most satisfaction in performance are middle integrate channel types. Beside, in the actual operation performance the higher integrate channel types have the best evolution especially in display rate and payment recover.

Keywords : automobile ; marketing channel ; performance

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