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Abstract
Franchising is regard as one of the fast ways to establish first mover advantage. From resource-based viewpoint, franchisee start the business from the brand which franchiser has established; then the franchiser support franchisee logistical and managerial skills, which not only strengthen the confidence and reliance of franchisees, but also facilitate and cultivate the mutual learning relationships. The research sample is the convenience chain store franchisee. As we know, the convenience chain store is still increasing, but the market is nearly saturated in Taiwan. Therefore, our study purpose is to know how to increase the virtuous interactive by relationship learning, to make franchisee would like to keep the contract with franchiser longer, and to add competitive advantage of the franchise.
This study develops a cooperative intention maintaining conceptual framework from franchisee self factors and franchisee perceptions toward franchiser; then we test and verify the relationship among communication, service support satisfaction, brand strength, specific investment, trust, reliance, relationship learning and cooperative intention maintaining. For the study purpose, we use the convenience sampling to conduct questionnaires from 7- ELEVEN, Family mart, Hi-life, and Ok convenience stores' franchisees. We gave out nine hundred questionnaires, the valid questionnaires are three hundred and nine out of three hundred and ninety five returned. This study separately use the Descriptive Statistics, Confirmatory Factor Analysis (CFA), t-test, ANOVA, Multiple Regression Analysis and LISREL analysis to test the hypothesis of the research. The study results showing that the franchisee perceptions toward franchiser, communication, service support satisfaction, and brand strength have positive effects on relationship learning. The franchisee reliance, trust, and specific investment to franchiser have positive effects on the relationship learning. In the structure model, we also verified the good communication has positive effect on trust; in the mean time, if franchise self factors and franchisee perceptions toward franchiser can facilitate both side's relationship learning, then they have indirect positive effect on franchisee's cooperative intention maintaining. Relationship Learning has positive mediating effect on franchisee self factors, franchisee perceptions toward franchiser, and cooperative intention maintaining.
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