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Abstract
Relationship Marketing becomes a popular subject among the Science of Marketing, and there are lots debates for the characteristic on different stage of Relation Life Cycle. But there is none to study the factor for evolution and applied Governance Mechanism in different stage. This research is a case study based on profundity interview of key person from individual company and its agent which to understand the Main Mechanism that Manufacturer will apply in Build-up, Expansion, Maturity and Recession Stage. And with the experience of Relationship development, to understand the key factors that helps to develop such relationship.
About Relationship Governance Mechanism in Food industries, studies shows that, Authority and Price (Incentive) mechanism are coexistence in Build-up stage and existing responsibility and authority must be clearly stated for agents and implement together with economic incentive mechanism. In expansion stage, addition to Price (Incentive) Mechanism, Relationship Norms Mechanism is also applied. In maturity stage, all 3 types mechanism were use: Price (Incentive) Mechanism, Authority Mechanism and Relationship Norms Mechanism.In Recession stage, only little Price/Incentive Mechanism is found.
Factors for enhance/contribute to Relationship Governance Mechanism:In Build-up stage, Relation Benefit and Communication are the key factors for manufacturer and agents, but after all, Company Policy is the core factor in this stage. In Expansion stage, Relation Benefit, Communication and Trust facilitate the development of such a relationship. But Perception on Sharing and Promising also affect the stabilization of relationship development. In Maturity stage, Relation Benefit, Communication, Trust, Perception on Sharing and Promising can still be found and affects the relationship. In Recession stage, Relation Benefit is the key factor contributes to the continuous of such relationship.
To look at the Relationship Life Cycle, Relation Benefit is the core motivation for development of all relationship and Communication act as lubrication in such development. Relationship can be varies or transformed in different stage by Company Policy and External Factors.
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