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Abstract Abstract
Distribution behaviors are usually regarded as complicate interactions among negotiation power, conflict, satisfaction, and other social factors by studies. Of those companies' distribution strategies, "how to divert conflicts into mutual-benefit?" is the main theme. Further, they all anticipate achieving profit goal by implementing effective distributing channel strategies. It had been more than 40 prosperous years in Feed industry in Taiwan, however, in recent years, the problem of feed oversupply and the diminishing scale of the livestock industry arises the conflict and negotiation power switching between these two industries. Thus, the study focuses on, firstly, disclosing the conflict situation in these two industries and, secondly, exploring the impacts of company scale on both industries in terms of negotiation power shift and the method to settle conflicts.
The qualitative analysis methodology is adopted in this research, and in-depth interviews with people from these two industries have been accomplished, plus evaluation on marketing strategies variations, said compulsory and non-compulsory negotiation powers, is executed. Finally, the analysis of the impacts of company scale on the influence of negotiation power and conflict is presented. Findings are,
1. The bigger the company scale, the larger the negotiation power.
2. Companies from these two industries are of about the same scale, the more serious the conflict will arise due to similar negotiation power. However, companies with different scale level, the conflict is comparatively less.
3. Feed companies usually apply non-compulsory negotiation powers to tackle with conflicts, while Livestock companies apparently tend to implement both non-compulsory and compulsory negotiation powers to appease conflicts.
4. Basically, Feed companies adopt two ways to settle down conflicts: one is "Persuasion", the other "Communication" while Livestock industries apply "Better Transaction Terms" to resolve conflicts.
Keywords: Feed Company, Livestock Company, Company Scale, Negotiation Power and Conflict.
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