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Abstract
Channel control has become the key element of enterprise success. Also the research of Channel relationship has become the important subject of Marketing Theory research.
The achievement of good relationship performance between supplier and retailer need to be completed by specific control mode. Although early documents review show that the specific control mode can help manufacturer or supplier to reach the goal, still not explain what kind of relationship governance which matches up with moderate control mode can create the good relationship performance for manufacturer or supplier.
The research divides Relationship Governance into Price Incentives, Authority mechanism and Trust Relational norms and regard the three mechanism as the manage strategies for manufacturer and supplier to retailer. Divide control mode into Output Control, Process Control and Social Control, regards the control mode as the best method to reach the target for manufacturer and supplier. Through these two concepts we can realize the effects of relationship governance on relationship performance and select appropriate control mode to reach the best relationship through different relationship governance.
The objects of the research verify with are PC Related and Cellular phone Communicating Products.Proofed by using non-random convenient sampling method to carry out the survey, the population of the survey was 187, and the effective sample was 156.
This research has been verified with some quantitative methods, including Descriptive Statistics, Confirmatory Factor Analysis (CFA), T-test, ANOVA, Multiple Regression Analysis and LISREL analysis, to proof each hypothesis. The Results of this study are found as follows : (1) The adoption of price incentives relationship governance, has no positive relationship with relationship satisfaction, relation efficiency, (2) The adoption of Authority mechanism relationship governance has no negagive relationship with relationship satisfaction and positive relation efficiency, (3) The adoption of Trust relationship norms relationship governance has positive relationship with relationship satisfaction, relation efficiency.(4) The adoption of price incentives relationship governance with ouput control has has positive relationship with relation efficiency (5)And others interactive has no significant.
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