

The Effects of Travel Wholesalers' Strategies on Channel Relationships

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【 Abstract 】 The purpose of this study is to investigate the effects of wholesalers' strategies on channel relationships. It is anticipated that strategies will influence channel management, relational behavior, and relationship commitments. This study based on existing literature, first establishes a conceptual framework of how strategies impact channel relationships and research hypotheses. Next LISREL was utilized to conduct an empirical analysis, and to examine the effects of wholesalers' strategies on channel relationships. The subjects were travel retailers whose head offices were in Taipei. The results of this study indicate that travel wholesalers employing a cost leadership strategy are more likely to engage in coordination and support; travel wholesalers employing a differentiation strategy are more likely to engage in contract, coordination and support; travel wholesalers employing a focus strategy are likely to engage in channel management. Channel management positively affects inter-organizational relationship behavior. Relationship behavior positively affects travel retailers' commitment toward wholesalers. The study validates the theoretical structure of strategies on channel relationships, and also provides suggestions about long-term relationships for travel industry.

【 Keywords 】 Travel agency, strategy, channel relationship

壹、緒論

服務業經常運用「關係行銷」(relationship marketing)作為通路管理的方式，即是業者改變傳統的行銷方式，將以銷售為目的之互動關係，提昇為長期合作的「關係導向」。因此，組織間的購買行為便從互動導向轉變為關係導向，不再強調購買過程與交易結果，而是重視組織之間的長期合夥關係(Sharma and Sheth, 1997)，例如：溝通、協調、資訊分享等關係行為，或是強調信任、滿意等關係品質，以及重視承諾、合作或後續交易等關係意向(Morgan and Hunt, 1994; Leuthesser, 1997; Crotts, Aziz and Raschid,