

題目	連鎖便利商店加盟者加盟關係終止之研究
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摘要	本研究主要的目的在藉由訪談績效不錯但卻決定到期不續約的加盟者，探討加盟總部所提供的資源對加盟者續約意向的影響，並瞭解歸納出加盟者關係中止的行為意向考量。並希望可以了解加盟者決定離開系統的原因和過程，進而產生對加盟總部在經營上的建議。研究的結果發現，加盟關係中止的考量是一個動態過程，過程中包含了加盟前評估、加盟經驗及對於未來的評估。研究結果顯示品牌的迷思和對加盟的錯誤期望，實際情況和期望的誤差使他們大失所望，對內必須面對店面許多管理問題，對外也沒有得到家人的支持和體諒。加上總部無法有效提供資源解決問題，最後進而導致加盟者開始考量中止加盟關係的可能性。之後，他們衡量著個人能力及付出、獲利，轉業的機會點及親友的支持度。然而，在客觀環境的評估中則包含其他連鎖加盟總部的進駐、政府法令規定的改變及租金成本的不斷上漲和對未來經營獲利衰退的隱憂，加盟關係中止的意向已經相當明顯。
關鍵字	連鎖便利商店、連鎖加盟、加盟續約
Title	Exploring the Termination of Franchise Relationship in Convenience Store Industry
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Abstract	The aim of this research is to explore the reasons why the franchisees terminate their contract despite having good performance and mature experience. How the franchisees view the support and resource provided by the franchisor will also be discussed. The evidence suggest that the termination of franchise relationship seems to be a dynamic process which include the selection before entering the franchise, the franchise working experience and the evaluation for the future. The selection process did not work effectively since it did not help the franchisors to have suitable expectation and evaluation. In term of the experience of being franchisee, internally, the franchisees always have to face the pressure of poor management. Externally, they also have to face the stress from the supervisors and the lack of support from their family. Consequently, they have to seriously consider the possibility of career change. Moreover, the research data suggest that the factors when the franchisees consider the possibility of career change include personal factors and environmental factors. The personal factors are individual ability, cost, benefit, the possibility of career change and the support from their families. The environmental factors are the competition with other convenience store, the change of the law, the increased cost of rent and the possibility of decreased revenue in the future.
Key Words	Chain Convenience Store, Franchise Chain, Relationship Termination