SATURATED MODEL IN DYNAMIC THEORY ON CHAIN CHANNEL OF TAIWAN 3C ELECTRIC APPLIANCES: PERSPECTIVE OF DYNAMIC COMPETITION

Yi-Sheng Wang,
Institute of Marketing and Supply Chain Management, Far East University,
49, Zhonghua Rd., Xinshi Dist., Tainan City 74448, Taiwan ROC
winsomes5@ms39.hinet.net

Ting Cheng,
Institute of Marketing and Supply Chain Management, Far East University,
49, Zhonghua Rd., Xinshi Dist., Tainan City 74448, Taiwan ROC
miss52060@gmail.com

ABSTRACT

In the past, the research on 3C electric appliances was always directed into business unit strategy or resource-based theory as the main point of view for the enhancement of competitive advantages; however, the discussion on business unit in the past, focused on the sharing and expansion of the firm and structural unit more. In addition, the resource-based theory also focused on the controversy of dynamic point of view caused by the internal resource uniqueness of the firm too much. In this study, in order to understand the real situation of chain channel of Taiwan 3C electric appliances, E-Life Mall, Tsann Kuen 3C, Sunfar 3C, and U-LITE ELECTRIC CO., LTD, were selected as the objects, focusing on 32 high-level managers of chain of 3C electric appliances. This study used grounded theory, open coding, axial coding, select coding to analyze and proposed theoretical propositions in the end. The contribution of this study is to show the insights of “Saturated Model in Dynamic Theory on Chain Channel of Taiwan 3C Electric Appliances”, in hoping to propose the academic referential index and a good operational direction of retail market managers in chain channel of Taiwan 3C electric appliances.

Keywords: Chain Channel of 3C Electric Appliances, Saturated Model in Dynamic Theory, Dynamic Competition

INTRODUCTION

After Taiwan joined EFFA (Economic Cooperation Framework Agreement), there came a huge impact on chain channel of domestic 3C electric appliances. Due to the limitation of 3C electric appliance markets in Taiwan, too many chain channels, business content, and the influences on the high overlapping of hinterland market, the high competition therefore appeared within chain channels of 3C electric appliances. Under the high competition and the pressure of performance, chain channels of 3C electric appliances should re-think their competitive strategy. Although many scholars separately discussed the influences from environmental factors on firm strategy and market orientation (Pelham, 2000; Narver and Slater, 1994; Oczkowski and Farrell, 1988), the discussion on business unit strategy in the past focused on the sharing and expansion of the firm internal and structural unit more. Even the result showed that environmental factors has obvious influences on firm strategy and market orientation (Pelham, 2000), it was hard to be applicable and cannot explain how firms