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Sally Baalbaki

Metropolitan State University of Denver

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THE EFFECT OF ACCULTURATION ON FRANCHISE RELATIONSHIPS
Sally Baalbaki

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Abstract

Buyer-seller relationships and franchisee-franchisor relationships, have been studied excessively in the past. One of the causes of the growing importance of research on franchising has been the increased reliance on the service sector in many developed countries. However, the role of the franchisee has not been adequately studied in the literature outside of the buyer-seller relational framework, and especially not in conjunction with the concept of acculturation. Interpersonal relationships are critical in a service industry, offering an important reason to undergo a study of culture and acculturation within this industry, specifically from the franchisee perspective. The purpose of this research is to identify whether franchisee satisfaction with the franchise depends on the acculturation level of the franchisee, and whether this will affect the franchisee's perception of the franchise brand equity.

Keywords

acculturation, buyer-seller relationships, brand equity, satisfaction, franchise