

Georgia Southern University

Georgia Southern Commons

Association of Marketing Theory and Practice
Proceedings 2010

Association of Marketing Theory and Practice
Proceedings

2010

TThe Effect of Acculturation on Franchise Relationships

Sally Baalbaki

Metropolitan State University of Denver, baalabki@msudenver.edu

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010



Part of the [Marketing Commons](#)

Recommended Citation

Baalbaki, Sally, "TThe Effect of Acculturation on Franchise Relationships" (2010). *Association of Marketing Theory and Practice Proceedings 2010*. 20.

https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010/20

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Georgia Southern Commons. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2010 by an authorized administrator of Georgia Southern Commons. For more information, please contact digitalcommons@georgiasouthern.edu.

THE EFFECT OF ACCULTURATION ON FRANCHISE RELATIONSHIPS
Sally Baalbaki

Building: Hilton Ocean Front Resort
Room: Promenade 5
Date: 03-25-2010 - 11:00 AM – 12:15 PM
Last modified: 01-19-2010

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