Franchisee Role Perceptions and Expectations:  
A Study in Taiwanese Franchise Industry

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Abstract

This study explores the relationship between franchisee role perception and importance given to various expectation associated with franchising. The data for this study was collected from franchisees in Taiwan franchise industry. The results indicate that Taiwanese franchisees who have a balanced (and high) role perception about being a franchisee (i.e., franchisee is both an owner and a manager) gave more importance to the focal expectation dimensions. Next, all three franchisee groups gave highest importance to ‘franchisor’s market value’, followed by ‘franchisor support’, ‘independence’, ‘family’, and the lowest importance was given to ‘being entrepreneurial’. These findings have interesting implications for role clarification, and formation and fulfillment of franchisee expectations, especially in international markets.

Key Words: Franchisee role perception, expectations, Taiwanese Franchising