



Find solutions for your homework

Search

[home](#) / [study](#) / [business](#) / [business statistics](#) / [business statistics solutions manuals](#) / [marketing channels](#) / [8th edition](#) / [chapter 4](#) / [problem 2rq](#)

Marketing Channels | (8th Edition)

[See this solution in the app](#)

Chapter 4, Problem 2RQ	Bookmark	Show all steps: ON
------------------------	----------	--------------------

Problem

Why does the channel manager need a familiarity with some of the behavioral processes occurring in the channel?

Step-by-step solution

Step 1 of 1

The channel manager need familiarity with some of the behavioral processes as the channel itself has two aspects for its success. One is the economical aspect and the other conforms to the behavioral aspect which is necessary to its success. The behavioral aspects have an important bearing on the process which helps further in its streamlining as well as enhancing of results because of the stakeholders and their positive engagement of the process. All the stake holders in the channel system must work on trust, commitment and must co- operate with each other and build viable relations. For that they must understand their involvement and utility in the system and co-operate with each other. This reduces conflict and every working becomes team orientation resulting in better results as well as service to its customers. This also enhances the brand value and the company is able to withstand competition and build value conducive to all around the system. The channel manager therefore have to keep this in mind while supporting the stakeholders and have a process oriented system which motivates all its stakeholders to work in unison to have a professional approach caring for all its stakeholders as well as the suppliers and consumers in the system. Because a conflict will spoil all as everyone is special for other and nobody can survive or prosper without the participation of the other.

[Comment](#)

Was this solution helpful?

Post a question

Answers from our experts for your tough homework questions

Enter question

[Continue to post](#)

16 questions remaining



Snap a photo from your phone to post a question
We'll send you a one-time download link

888-888-8888

[Text me](#)

By providing your phone number, you agree to receive a one-time automated text message with a link to the app. Standard messaging rates may apply.

My Textbook Solutions



Marketing Channels
8th Edition



Fluid Mechanics...
10th Edition



Fluid Mechanics.
3rd Edition

[View all solutions](#)

Recommended solutions for you in Chapter 4

Chapter 4, Problem 4RQ

What are some of the underlying causes of conflict? Are these causes usually obvious? Are issues over which conflict may...

[See solution](#)

Chapter 4, Problem 2RQ

Why does the channel manager need a familiarity with some of the behavioral processes occurring in the channel?

[See solution](#)
[See more problems in subjects you study](#)

COMPANY ▾

LEGAL & POLICIES ▾

CHEGG PRODUCTS AND SERVICES ▾

CHEGG NETWORK ▾

CUSTOMER SERVICE ▾



© 2003-2021 Chegg Inc. All rights reserved.