



CERTIFICATE NO : **ICRESMH /2025/C0425420**

Dynamics of Conflict and Success in Indian Franchising: A Study of Franchisor–Franchisee Interactions

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ABSTRACT

Franchising has become a prominent business model in India, enabling rapid market expansion, brand standardization, and entrepreneurial participation across sectors such as retail, food services, education, healthcare, and personal services. Despite its growth potential, the effectiveness of franchising largely depends on the quality of interactions between franchisors and franchisees. This study examines the dynamics of conflict and success within Indian franchising systems, with a specific focus on franchisor–franchisee interactions and their influence on business outcomes. The research aims to identify the key factors that contribute to both conflict and success in franchising relationships. It explores relational dimensions such as trust, communication, power balance, contractual clarity, operational support, monitoring mechanisms, and conflict resolution practices. The study also investigates how misalignment of expectations, inadequate support, excessive control, and cultural differences contribute to relationship tensions and operational challenges. By analyzing these factors, the research seeks to understand how conflicts emerge, how they are managed, and how they impact franchise performance and sustainability. An empirical research methodology is employed, combining quantitative and qualitative approaches. Primary data is collected through structured questionnaires and semi-structured interviews with franchisors and franchisees operating in selected regions of India. The sample covers multiple industries to ensure a comprehensive understanding of franchising dynamics. Secondary data from academic literature, industry reports, and policy documents supplements the primary findings. Statistical tools such as descriptive analysis, correlation, and regression techniques are used to examine the relationship between interactional variables and performance indicators, while qualitative insights provide contextual depth.