



**National Conference on Latest Innovations in Engineering,
Science, Management and Humanities (NCLIESMH – 2024)**

26th May, 2024, Raipur, Chhattisgarh, India.

CERTIFICATE NO : NCLIESMH /2024/C0524583

**Franchising In India: An Empirical Analysis of Franchisor–Franchisee
Relationships and Performance Outcomes**

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ABSTRACT

Franchising has emerged as one of the most significant business expansion models in India, contributing substantially to entrepreneurship development, employment generation, and market penetration across diverse sectors such as retail, food and beverage, education, healthcare, and services. The rapid growth of the franchising sector in India has intensified the need to understand the nature of franchisor–franchisee relationships and their influence on organizational performance. This empirical study aims to analyze the structural and relational dimensions of franchising in India, with particular emphasis on the quality of franchisor–franchisee relationships and their impact on performance outcomes. The study investigates key relational variables including trust, communication effectiveness, contractual clarity, training and support mechanisms, control systems, and conflict management practices. It seeks to examine how these factors contribute to franchise performance, sustainability, and long-term success. The research further explores the causes and consequences of relational conflicts between franchisors and franchisees, identifying common sources such as power imbalance, lack of transparency, goal misalignment, and operational rigidity. By analyzing these dynamics, the study aims to distinguish between success-oriented and failure-prone franchise relationships.