RELATIONSHIP QUALITY: ITS ANTECEDENTS AND CONSEQUENCE IN THE CONTEXT OF RETAILER-SUPPLIER RELATIONSHIP IN BANGLADESH

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In Fulfillment of the Requirement of the Degree of
Doctor of Philosophy
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ABSTRAK

ABSTRACT

Relationship quality plays a very important role in shaping business relationships. Therefore it has become imperative to develop research models to explain relationship quality. This study investigated the influence of antecedent factors such as participation in decision making, communication, termination cost, switching cost and operational cost on retailers’ relationship quality in the context of retailers’ relationships with their suppliers in Bangladesh’s retail industry. This study also investigated the relationship between retailers’ relationship quality and its impact on loyalty towards the suppliers. This study further identified the moderating role of relationship duration on the relationship between relationship quality and loyalty. Data for this study was collected using mail survey from 121 independent retailers in all over the geographic territory of Bangladesh. The study establishes that three antecedent factors namely termination cost, switching cost and operational cost (by order of importance) to have significant relationship with retailers’ relationship quality. Consequently, the study also indicated that retailers’ relationship quality significantly influences their loyalty toward their suppliers. Nevertheless, duration of relationship was able to significantly moderate the relationship between retailers’ relationship quality and their loyalty toward their suppliers.
ACKNOWLEDGEMENTS

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter provides overall information on the background of the study, problem statements, research objectives, research questions and key terms definition. In the end researcher also discusses on the contribution of the study.

1.2 Background of the study

With the ever growing dominance of super centers and specialty shops, retail industry has become a part of every modern day to day activities of urban population. Mintel (2004) stated that retailing is a large, diverse and dynamic sector of the economy. The definition of the word RETAIL is connoted from the French word Retallier. The meaning of the word is to cut a piece off or breaking the bulk. Weitz (2009) defined retailing by saying that “Retailing is the set of business activities that adds value to the products and services sold to consumers for their personal or family use”. Retailers are the final business in a supply chain that links manufacturers to consumers. Retailers provide important functions that increase the value of the products and services they sell to consumers and facilitate the distribution of those products from the manufacturers. According to Weitz (2009) retailing are the
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