

ECONOMIC AND SOCIAL SATISFACTION: THE ANTECEDENTS
AND CONSEQUENCE, AND THE MODERATING EFFECT OF
BRAND STRENGTH IN THE CONTEXT OF RETAILER-
MANUFACTURER RELATIONSHIP IN YEMEN

MAJID MAPKHOT'M GOAILL

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BRAND STRENGTH IN THE CONTEXT OF RETAILER-
MANUFACTURER RELATIONSHIP IN YEMEN

BY

MAJID MAPKHOT'M GOAILL

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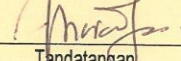
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(Name of Student) : Majid Mapkhot Mapkhot Goail

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Nama Penyelia/Penyelia-penyelia
(Name of Supervisor/Supervisors) : Dr. Selvan a/l Perumal

Tandatangan
(Signature)

Nama Penyelia/Penyelia-penyelia
(Name of Supervisor/Supervisors) : Assoc. Prof. Dr. Nor Azila Mohd Noor

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ABSTRACT

Available literatures have confirmed that there is a complex relationship between food manufacturers and large retailers especially in the growing strength of retail organizations in both the Yemeni and global contexts. To empirically investigate this relationship, the present study employed one single model of manufacturer-retailer relationship based on a review of the literature: (1) the impact of marketing relationship bonds on retailer's economic and social satisfaction; (2) the relationship between economic and social satisfaction, and their affect on commitment; and (3) the moderating effect of the manufacturer brands' strength on the relationships between retailer's economic and social satisfaction, and retailers' commitment. This quantitative study presents and discusses empirical findings from a survey of 140 independent large retailers using partial least squares-structural equation modeling (PLS-SEM). The findings of the study largely supported the hypothesized relationships proposed in the theoretical model. The results revealed that organizational bonds, but not interpersonal bonds, were crucial in affecting retailer's economic satisfaction. Meanwhile, interpersonal bonds were crucial in affecting retailer's social satisfaction. The results also provided strong evidence of the relationship between retailer's economic and social satisfaction, which in turn are necessary determinants of retailer's commitment. The study also found that the strength of manufacturer's brands enhanced the relationship between economic satisfaction and commitment, but not the relationship between social satisfaction and commitment. This study offers several implications on how managers of national food manufacturers can ensure the long-term success of their mutual business relationship with large retailers in light of the growing power of retailers. Additionally, this study suggests further research to compare the levels of large retailer's economic and social satisfaction with national and foreign suppliers, and investigate relational bonds in order to develop and maintain the national manufacturer's relationships with their marketing channels to achieve competitive advantage.

Keywords: economic and social satisfaction, marketing relationship bonds, commitment, strength of brands, manufacturer-retailer relationship

ABSTRAK

Sorotan karya membuktikan bahawa wujud hubungan yang kompleks antara pengeluaran makanan dan peruncit bersaiz besar terutamanya dalam peningkatan kekuatan organisasi runcit dalam konteks Yaman dan global. Bagi mengkaji hubungan ini secara empirikal, kajian ini menggunakan model hubungan pengeluaran-peruncit berdasarkan kajian literatur: (1) kesan ikatan hubungan pemasaran terhadap kepuasan ekonomi dan sosial peruncit, (2) hubungan antara ekonomi dan kepuasan sosial, dan kesannya terhadap komitmen, dan (3) kesan penyederhana kekuatan jenama pengeluaran terhadap hubungan antara kepuasan ekonomi dan sosial peruncit, dan komitmen peruncit. Kajian kuantitatif mengemukakan dan membincangkan penemuan empirikal hasil tinjauan terhadap 140 peruncit besar bebas dengan menggunakan *partial least squares-structural equation modeling* (PLS-SEM). Hasil kajian sebahagian besarnya menyokong hipotesis hubungan yang dicadangkan dalam teori model. Dapatan kajian menunjukkan bahawa ikatan organisasi adalah sangat penting dalam mempengaruhi kepuasan ekonomi peruncit bukannya ikatan antaraperorangan. Sementara itu, ikatan antaraperorangan adalah penting dalam mempengaruhi kepuasan sosial peruncit. Dapatan kajian juga menyediakan bukti yang kukuh tentang hubungan antara kepuasan ekonomi dan sosial peruncit, yang seterusnya menjadi penentu komitmen peruncit. Kajian ini juga mendapati bahawa kekuatan jenama pengilang berupaya meningkatkan hubungan antara kepuasan ekonomi dan komitmen, tetapi bukan dalam hubungan antara kepuasan sosial dan komitmen. Kajian ini mempunyai beberapa implikasi kepada pengurus pengeluaran makanan negara bagi memastikan kejayaan bersama hubungan perniagaan dengan peruncit besar dalam konteks kuasa peruncit yang semakin meningkat. Selain itu, kajian ini menyarankan agar kajian lanjut dibuat untuk membandingkan tahap kepuasan ekonomi dan sosial peruncit besar dengan pembekal dalam dan luar negara, dan meneliti hubungan ikatan dalam usaha membangunkan dan mengekalkan hubungan pengeluaran negara dengan rangkaian pasaran dan mencapai kelebihan daya saing yang kompetitif.

Kata kunci: kepuasan ekonomi dan sosial, ikatan hubungan pemasaran, komitmen, kekuatan jenama, hubungan pengeluaran- peruncit

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LIST OF ABBREVIATIONS

RM	Relationship Marketing
B2B	Business to Business
B2C	Business to customer
RS	Relationship Satisfaction
RES	Retailer Economic Satisfaction
RSS	Retailer Social Satisfaction
RC	Retailer Commitment
SET	Social Exchange Theory
MRBs	Marketing Relationship Bonds
IOBs	Interorganizational Bonds
FBs	Financial Bonds
StBs	Structural Bonds
IPBs	Interpersonal Bonds
SoBs	Social Bonds
EBs	Ethical Bonds
SMB	Strength of Manufacturer's Brands
EFA	Exploratory Factor Analysis
CFA	Confirmation Factor Analysis
PLS	Partial Least Squares
SEM	Structural Equation Modeling
SPSS	Statistical Package for Social Science
GoF	Goodness of Fit
CR	Composite Reliability

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter provides an overview of the study background by considering Yemen as the research context. In addition, it presents problem statement, research questions and objectives, significance of the study, scope of the study, definition of terms, and finally organization of thesis.

1.2 Background of the Study

The role of the retailer has grown since the seventies from being a simple distributor to a partner in a business relationship (Zentes, Janz, & Morschett, 2005). Due to the transformation of the production markets to customer demand markets, the role of retailers in the relationship between the manufacturers and their final consumers has gained importance currently, suggesting that the retailers are seen as powerful gatekeepers controlling the access to the final consumer (Belaya & Hanf, 2009; Pelau, 2008). Moreover, recent studies have confirmed the growing strength of retailers in the business relationship with manufacturer/supplier (e.g., Ailawadi *et al.*, 2008; Belaya & Hanf, 2009; Chung, Huang, Jin, & Sternquist, 2011; Runyan, Sternquist, & Chung, 2010; Zhang & Xiong, 2009). Furthermore, Levy and 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

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