

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

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**Thesis Submitted to the
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Doctor of Philosophy**

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ABSTRAK

Kualiti perhubungan memainkan peranan yang sangat penting dalam membangunkan hubungan perniagaan. Oleh itu, adalah penting untuk membangunkan model kajian bagi menjelaskan kualiti perhubungan tersebut. Kajian ini mengkaji pengaruh faktor-faktor peramal seperti penyertaan dalam membuat keputusan, komunikasi, kos penamatan, kos penukaran, dan kos operasi ke atas kualiti perhubungan peruncit dengan pembekal dalam industri peruncitan di Bangladesh. Kajian ini juga turut mengkaji hubungan di antara kualiti perhubungan peruncit dan kesannya terhadap kesetiaan kepada pembekal. Seterusnya kajian ini mengenalpasti peranan penyederhanaan tempoh perhubungan ke atas perhubungan di antara kualiti perhubungan dan kesetiaan. Pengumpulan data kajian menggunakan tinjauan secara pos ke atas 121 peruncit bebas di seluruh wilayah di Bangladesh. Dapatan kajian ini menunjukkan tiga faktor penentu iaitu kos penamatan, kos penukaran dan kos operasi (disusun mengikut keutamaan) mempunyai hubungan yang signifikan dengan kualiti perhubungan peruncit. Kajian ini juga mendapati bahawa kualiti perhubungan peruncit mempengaruhi kesetiaan terhadap pembekal. Walau bagaimanapun, tempoh perhubungan didapati bertindak sebagai penyederhana dalam perhubungan di antara kualiti perhubungan peruncit dengan kesetiaan kepada pembekal.

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.

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LIST OF ABBREVIATIONS

1. PQS	Price Quality & Services
2. RQ	Relationship Quality
3. RM	Relationship Marketing
4. USA	United States of America
5. UK	United Kingdom
6. B2B	Business to Business
7. B2C	Business to Consumers
8. SET	Social Exchange Theory
9. GDP	Gross Domestic Products
10. CEO	Chief Executive Officer
11. BSCI	Business Social Compliance Initiative
12. RELQUAL	Relationship Quality
13. PDM	Participation in Decision Making
14. COM	Communication
15. TEC	Termination cost
16. SWC	Switching cost
17. OPC	Operational cost
18. LOY	Loyalty
19. RD	Relationship Duration
20. SPSS	Statistical Package for Social Sciences
21. BD	Bangladesh
22. KMO	Kaiser Meyer Olikin's value
23. MSA	Measures of sampling adequacy
24. PCA	Principal component analysis

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter provides overall information on the background of the study, problemstatements, 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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only

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