

**IDENTIFYING FACTORS AFFECTING TO RETAILER-
MANUFACTURER RELATIONSHIP CONTINUITY SPECIAL
REFERENCE TO COSMETICS MARKET IN KANDY DISTRICT**

**SAMARATHUNGA MUDIYANSELAGE KULUNU
MADUBHASHINI MENIKE SAMARATHUNGA**



FCM1881



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ABSTRACT

A key issue in the field of relationship marketing is understanding how companies can succeed in developing and sustaining relationship continuity. Doing so requires companies to understand which factors influence their relationships with other firms and how these should be addressed to achieve the desired relational benefits. By this study retailers and manufacturers can recognize influencing factors of their relationships and those findings can use to meet their desired relational benefits. The main purpose of this study was to examine the factors affecting to retailer-manufacturer relationship continuity of cosmetic market in Kandy district. A quantitative cross-sectional survey was conducted using a sample of 250 cosmetic product retailers. Sample was selected by using convenience sampling method. Data collection was conducted using standard questionnaires adopted from the work of Mugarura, Ntayi & Muhwezi (2010) to get data from the respondents. Correlation and regression analyses were used in data analysis.

Major findings of the study indicated a significant positive relationship between terms of Trust, Commitment & Adaptation and Retailer-manufacturer Relationship continuity. Results also indicated that Trust, Commitment & Adaptation are significantly and positively affected, on Retailer-manufacturer Relationship Continuity. According to the findings of this study, cosmetic manufacturers should remain focused on establish their relationship continuity with their manufacturer by maintaining better trust, commitment and adaptation strategies and it leads to gain better positive outcomes. Based on the findings, number of recommendations are provided. It's highly recommended that special attention should be paid to manage adaptation with retailers. Because adaptation is the most significantly affected factor on the retailer-manufacturer relationship continuity. Commitment also has been found to create positive and strong effects on retailers' intentions to continue the relationship. And also trust may play a major role in relationship continuity. Therefore managers of cosmetic manufacturing firms should keep this in mind when crafting their firms' approach to relationship continuity and continue the relationship with retailers.

Key Words; Trust, Commitment, Adaptation, Relationship Continuity

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