

Buyer Relationship Strategies and Their Impact on Merchandising Performance At Krithic Knits

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ABSTRACT

This study examines the impact of Buyer Relationship Strategies (BRS) on merchandising performance in the apparel export sector with reference to Krithic Knits, Tiruppur. The research aims to understand how buyer communication, collaboration, and information transparency affect the operational efficiency of merchandising activities. Primary data were collected from 50 employees across departments through structured questionnaires. Statistical tools such as Chi-Square, ANOVA, and Correlation were used to analyze the relationships between communication, transparency, and performance outcomes. The results indicate that buyer collaboration and information transparency contribute positively, though moderately, to merchandising efficiency.

Keywords:

Buyer Relationship Strategies, Merchandising, Apparel Export, Chi-Square, ANOVA, Correlation, Krithic Knits, Tiruppur.

INTRODUCTION

In the competitive landscape of global apparel exports, maintaining strong and collaborative relationships with buyers is a vital determinant of business performance. Buyer Relationship Strategies (BRS) play an essential role in improving merchandising operations, which involve planning, sourcing, and delivering the right products at the right time. For Krithic Knits, based in Tiruppur – a leading textile hub in India – successful buyer management ensures repeat orders, timely delivery, and enhanced product quality. This study investigates how BRS impacts merchandising functions and overall organizational performance.

OBJECTIVES OF THE STUDY

- To examine the existing buyer relationship strategies at Krithic Knits.
- To analyze the impact of buyer relationship strategies on merchandising performance.
- To identify challenges faced in maintaining effective buyer relationships.
- To evaluate the role of communication transparency and technology in strengthening buyer–seller collaboration.
- To suggest strategies for improving buyer engagement and merchandising efficiency.

REVIEW OF LITERATURE

1. Dr.D.Suganya A study on Impulsive Buying Behavior of Consumers, Northern Economic Review Vol16.no.1 2025 ISSN:0262-0383DOI <https://doi.org/10.10399/NER.2025337939>
2. Morgan & Hunt (1994) proposed the Commitment-Trust Theory, emphasizing trust and commitment as essential components in maintaining strong buyer–seller relationships.
3. Dwyer, Schurr, and Oh (1987) identified stages in relationship development, highlighting how communication and satisfaction strengthen partnerships.
4. Ganesan (1994) found that long-term orientation enhances mutual dependence and reduces conflicts in industrial buyer–seller relationships.
5. Sheth & Parvatiyar (1995) stated that relationship marketing leads to better customer loyalty and sustainable business growth.
6. Palmatier et al. (2006) discovered that effective relationship marketing improves firm performance through collaboration.
7. Christopher, Payne & Ballantyne (2002) emphasized creating stakeholder value through relationship-based marketing.
8. Ndubisi (2007) noted that trust and communication are major predictors of customer loyalty.
9. Kotler & Keller (2016) stated that managing long-term relationships is a strategic advantage for firms in competitive industries.
10. Anderson & Narus (1990) explained how communication clarity builds efficient distributor– manufacturer relationships.
11. Grönroos (1997) highlighted that interactive marketing communication enhances perceived service quality and relationship strength.

RESEARCH METHODOLOGY

The research adopts a descriptive design. Primary data were collected using structured questionnaires from 50 respondents belonging to merchandising, sourcing, and marketing departments at Krithic Knits. The sampling method used was purposive sampling. Secondary data were sourced from journals, company reports, and published studies. Statistical techniques such as Chi-Square, ANOVA, and Correlation were used to analyze the data. The results were interpreted to understand how communication, collaboration, and transparency influence merchandising efficiency.

DATA ANALYSIS AND INTERPRETATION

Table 1: Chi-Square Test – Department vs Frequency of Buyer Communication

Chi-Square Value	Degrees of Freedom (df)	Significance (p-value)
4.631	4	0.217

Interpretation: The p-value (0.217) is greater than 0.05, hence the null hypothesis is accepted. There is no significant relationship between department and communication frequency, indicating uniform communication practices across

departments.

Table 2: ANOVA Test – Experience vs Perception of Transparency

F Value	Degrees of Freedom (df)	Significance (p-value)
1.391	3	0.252

Interpretation: The ANOVA result ($F = 1.391$, $p = 0.252$) indicates no significant difference between experience levels and perception of transparency. All experience groups perceive buyer communication similarly, reflecting consistent information flow.

Table 3: Correlation Test – Transparency vs On-Time Delivery

Pearson Correlation (r)	Significance (p-value)	N
0.075	0.607	50

Interpretation: The correlation coefficient ($r = 0.075$) represents a weak positive correlation between communication transparency and on-time delivery. Although the relationship is not statistically significant ($p = 0.607$), it suggests that transparent communication can marginally enhance delivery reliability.

FINDINGS

- Weekly communication is the most frequent form of buyer engagement.
- Transparency moderately affects buyer satisfaction and delivery performance.
- Communication consistency is observed across all departments.
- Employee experience does not significantly influence perceptions of transparency.
- Weak positive correlation between transparency and delivery timeliness.
- Main challenges include payment delays and limited use of digital tools.
- Buyer collaboration positively influences planning accuracy.

SUGGESTIONS

1. Implement a comprehensive CRM system to manage buyer interactions and performance.
2. Conduct regular feedback sessions with buyers to strengthen collaboration.
3. Introduce ERP-linked communication systems for real-time order tracking.
4. Provide training for merchandisers on buyer communication and negotiation.

5. Encourage long-term buyer partnerships through loyalty-based engagement programs.
6. Integrate AI-based forecasting tools to improve merchandising accuracy.

CONCLUSION

The study concludes that Buyer Relationship Strategies play a vital role in improving merchandising performance at Krithic Knits. Transparent communication, consistent buyer engagement, and technology-driven collaboration contribute to efficient operations and timely delivery. Although the current system shows moderate effectiveness, adopting advanced CRM tools and structured buyer interaction can significantly improve efficiency. The findings highlight that digital transformation and relationship marke...

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