

# **Impact of Merchandising on Maintaining the Long Term Relationship With The Retailer (With Special Reference to Apparel Sector)**

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This study examines the study on impact of merchandising on maintaining the long term relationship with the retailer (With special reference to apparel sector in Sri Lanka). Margin maintenance, merchandising support and vendor's brand equity identified as independent variables and maintaining the long term relationship with the retailer identified as dependent variable. In here research has addressed complex problem related to impact of merchandising on maintaining the long term relationship with the retailer. Meanwhile research gap was identified from the literature review. At the same time the research gap has been filled accordingly. Meanwhile five objectives consistent with five research questions has been revealed. Based on three hypothesis study design was conducted. Mainly primary data was collected and in addition to that secondary data also applied. A total of 150 sample was collected from merchandisers in selected three apparel companies in Sri Lanka which are most considering on retailer brands an retailer relationship. The data set is collected through questionnaire, and convenient non-probability random sampling method. The findings revealed that there is a significant relationship between all independent variables with retailer relationship. Data presented using pie charts and bar charts whilst analyzing data using correlation a regressions analysis. Finally 05 recommendation were presented along with 10 key findings.

**Keywords:** Merchandising, Retailer, Brand Equity, Margin Maintenance