

HYBRID LOGISTICS OUTSOURCING AND SUPPLY CHAIN PERFORMANCE IN THE GHANAIAN FAST-MOVING CONSUMER GOODS INDUSTRY: THE MODERATING EFFECT OF SUPPLIER BEHAVIOUR.

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Abstract

Even though there is a clear understanding of the various forms of contracting in the literature, less attention has been drawn to the forms of relationships in contracting between buyers and suppliers in logistics outsourcing and its impact on supply chain performance in the short to long term. These issues provide the author of this dissertation with an opportunity to investigate hybrid logistics outsourcing and supply chain performance in the Ghanaian FMCG industry from the transaction cost theoretical perspective. The research is based on a mixed-method research design. A cross-sectional survey design was used to get 522 responds from respondents who occupy top- management positions in the FMCG industry using questionnaires. This corresponds to a retrieval rate of 65% for the quantitative study. A face-to-face interview data collection approach was used in sourcing for information from 6 key informants. The results from the study revealed a positive and significant relationship between credible hybrid logistics outsourcing and supply chain performance (SCP); supplier commitment positively moderates the relationship between muscular hybrid outsourcing and SCP and; commitment moderates the relationship between benign hybrid outsourcing and SCP. From the objectives of the study and the results obtained, the researcher makes several recommendations which includes; contracts between buyers and sellers should be made to capture unforeseen circumstances, maintaining good relationships with supply chain and logistics outsourcing partners by regulating purchasing terms to favor both buyers and sellers and also creating a high sense of loyalty and commitment among partners by contracting terms and conditions that are mutually beneficial etc. The result of the study implies that, firms seeking increase SCP in credible logistics outsourcing relationships within the FMCG industry of Ghana should consider the following: contracts between buyers and sellers should be made to capture unforeseen circumstances; buyers and sellers should be encouraged to show visible foresight before unforeseen events arise and; contracting should be done in a manner that uncovers potential hazards.

Keywords: Logistics outsourcing, supply chain performance, FMCG, Supplier behavior, Transaction cost theory.