



**Survey The Factors  
Affecting Relationship  
Marketing With Emphasis  
On The Role Of Buyer-  
Seller Relationship Quality**



**SURVEY THE FACTORS AFFECTING RELATIONSHIP MARKETING WITH EMPHASIS ON THE ROLE OF BUYER-SELLER RELATIONSHIP QUALITY**

**EXAMEN DE LOS FACTORES QUE AFECTAN EL MARKETING RELACIONAL CON ÉNFASIS EN EL PAPEL DE LA CALIDAD DE LA RELACIÓN COMPRADOR- VENDEDOR**

**Nail N. Badrtdinov** ,  
*Kazan Federal University. Russia*  
E-mail: [badnn@mail.ru](mailto:badnn@mail.ru)

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**Abstract**

The purpose of this paper are a few topics. First, how can a purchasing company consider whether its key supplier network image is currently in line with the key supplier network format? Second, how can a purchasing company become aware that key supplier network images may benefit from the revision? Third, how can a buying company overtake new insights, which may lead to a revision of key supplier network images and the creation of new actions and responses to key suppliers. Result of our surveys, to create a competitive advantage, industrial marketers need to have the knowledge and skills needed to manage communication with their customers. Relational marketing should seek for a relationship that will lead to customer repurchase. This is achieved through satisfaction and customer value. In the industrial market, customer and supplier relationships are a source of competitive advantage. Relational marketing must identify and create value for its customers on a continuous basis so that the interests of both parties are taken into account. The relationships between the organization and its suppliers are vital to any organization. Providers can directly influence the financial performance and profitability of the company through purchasing activity, and their impacts will be on product development costs, inventory levels, production planning, production rates, timely product delivery and services. Supply chain management is a way to enhance the competitive advantage that is becoming increasingly important. Long-term relationships between suppliers and buyers reduce buyers' uncertainty. And this is perhaps the most important reason industrial marketers are looking for a long-term relationship. Industrial relations need to be recognized and worked on to develop and improve it so that the needs and goals of the company can best be met.

**Keywords:** relationship marketing, buyer-seller relationship quality.

**Resumen**

El propósito de este documento son algunos temas. Primero, ¿cómo puede una empresa compradora considerar si su imagen de red de proveedores clave está actualmente en línea con el formato de red de proveedores clave? En segundo lugar, ¿cómo puede una empresa compradora darse cuenta de que las imágenes clave de la red de proveedores pueden



beneficiarse de la revisión? En tercer lugar, ¿cómo puede una empresa compradora superar nuevas ideas, lo que puede conducir a una revisión de las imágenes clave de la red de proveedores y la creación de nuevas acciones y respuestas a los proveedores clave? Como resultado de nuestras encuestas, para crear una ventaja competitiva, los especialistas en marketing industrial necesitan tener el conocimiento y las habilidades necesarias para gestionar la comunicación con sus clientes. El marketing relacional debe buscar una relación que conduzca a la recompra del cliente. Esto se logra a través de la satisfacción y el valor para el cliente. En el mercado industrial, las relaciones con clientes y proveedores son una fuente de ventaja competitiva. El marketing relacional debe identificar y crear valor para sus clientes de forma continua para que se tengan en cuenta los intereses de ambas partes. Las relaciones entre la organización y sus proveedores son vitales para cualquier organización. Los proveedores pueden influir directamente en el rendimiento financiero y la rentabilidad de la empresa a través de la actividad de compra, y sus impactos serán en los costos de desarrollo de productos, niveles de inventario, planificación de producción, tasas de producción, entrega oportuna de productos y servicios. La gestión de la cadena de suministro es una forma de mejorar la ventaja competitiva que se está volviendo cada vez más importante. Las relaciones a largo plazo entre proveedores y compradores reducen la incertidumbre de los compradores. Y esta es quizás la razón más importante por la que los especialistas en marketing industrial buscan una relación a largo plazo. Las relaciones industriales deben ser reconocidas y trabajadas para desarrollarlas y mejorarlas, de modo que las necesidades y objetivos de la empresa se puedan cumplir mejor.

**Palabras clave:** marketing relacional, calidad de relación comprador-vendedor.

## Introduction

The industrial marketer who begins his relationship with the company is one of thousands of suppliers. It must find itself in a position to become one of the preferred suppliers of the company and ultimately be able to achieve a cooperative relationship in supplying the necessary goods to the company. Maintaining customer loyalty is very important because attracting new customers is much more expensive than retaining current customers. If your current customers trust you, they will have a large volume of sales and an increase in volume will reduce the cost of providing services to them. The company is also gradually learning what to do to reduce the cost of providing services and developing customer relationships. Thus, with the increase in the lifespan of the relationship, customer loyalty also increases. Consideration of supply chain issues is also important, and consideration should be given to the long-term relationship with suppliers of raw materials. Long-term relationships can bring significant benefits to both parties. According to supplier management theories, some suppliers are more important than others, and strategic relationships with the most important suppliers (the "newly established key supplier relationship" (Corsten & Felde, 2005; Ivens, Pardo, Salle, & Cova, 2009)) must be managed by managers through a set of specialized ways of communicating with the original supplier (ardo, Missirilian, Portier, & Salle, 2011). However, key supplier relationships, like all supplier relationships, are incorporated into broad networks, and instead of managing a single key supplier individually, a purchasing company may have an intelligent network in order to manage key suppliers. (Context) develop a wider network



(Choi and Kim, 2008). The question is, how a buying company should manage key suppliers in a network format. It has been shown that discussing how relationships with key suppliers can (or should be) can manage the potential benefits of fertilizing with ideas and concepts developed in a management perspective on the network. We pursued this idea by empirically examining, conceptualizing, and discussing three issues on how to use network imagery to manage core supplier relationships.

First, how can a purchasing company consider whether its key supplier network image is currently in line with the key supplier network format? Second, how can a purchasing company become aware that key supplier network images may benefit from the revision? Third, how can a buying company overtake new insights, which may lead to a revision of key supplier network images and the creation of new actions and responses to key suppliers.

### **Two-dimensional linking in buyer-seller relationships**

Industry marketing experts seem to agree that the company is better off maintaining relationships, either because they have to or want to. Commitment plays a central role in the study of successful relationships between firms (Gilliland & Bello ., 2002, Gandloch et al., 1995., Hunt et al., Morgan & Hunt, 1994). While early research models were as one-dimensional constructs (eg, Andalib, 1, Anderson Weitz, and Guinness, 2004), subsequent studies often highlight two components. Bendapudi and Berry (1997) see these doctrines as fidelity-based "vs. constraint-based" loyalty. In other studies, "affective commitment" is the extent to which partners wish to remain in existing relationships. Whereas "computational commitment" is the degree to which they need to stay (De Reiter et al., 2001; Geiskens et al., 2003). Brown et al. (1995) describe "normative" and "instrumental" They used similar concepts of linkage between companies. Söllner (1999) based his arguments on transaction cost analysis (TCA) and, to a certain extent, on the dimensions of the bond in buyer relations and On the one hand, instrumental and attitudinal inputs by a partner are specific economic or socio-psychological investments that will be lost out of the focal relationship and hence referred to as change costs. In order to avoid these costs, the partner remains in the relationship, on the other hand, the output of the relationship (performance, fairness) reflects another dimension of the relationship that makes the business partners want to stay in the relationship. More recently, this dimension has been voluntarily explored as the value of the relationship (Olaga, 2003 Olagav Acert, 2006 Kusaro, and Inhota, 2010).

### **Changing costs as a link dimension**

The cost of change can be explained as the linking dimension of the TCA interface (Rindfleisch & Heide, 1997). At TCA, economic operators choose institutional arrangements, for example markets, organizations, or relational exchanges to minimize the cost of their transactions. This cost depends on environmental and behavioral uncertainties and the degree of asset ownership.

Environmental and behavioral uncertainties arise from the limited rationality of economic activists and opportunism (the two main assumptions of the TCA) (Williamson, 1985). In long-term economic exchanges, environmental uncertainty can lead to adaptation problems while behavioral uncertainty can lead to performance appraisal problems (Rindfleisch & Hyde, 1997). Asset-specificity "is the degree to which an asset can replace other uses without sacrificing production value (Williamson, 1991, 281.p), and causing



trouble. At TCA, the average levels of the problems mentioned above are best met by Relational exchange is managed, such as buyer-seller relationships. In buyer-seller relationships some assets are only valuable in this respect and therefore require special relationship investments that can make specific investments conscious. Are physically or privately owned assets (Handfield & Bechtel, 2002; Haugland, 1999; Heide, 1994) or can be assets Subconsciously developed special relationships such as workforce skills (Söllner, 1999) or partner trusts: With the termination of the current relationship, actors must invest in new relationships with their assets, including the costs of terminating the previous relationship and the cost. Searches for new partners are called the costs of changing the economic actor (Bandopondi & Barry, 1997). They tend to stay in their relationships to stay safe from these costs (lia Durand b, Samy SaabAure, Ingmar Geiger a, c, Michael Kleinaltenkamp d, Roger Baxter e, Yeonhee Lee, 2012).

In recent decades, the management of strategic relationships, vertical (eg buyer and seller), horizontal (eg strategic alliance), or side-by-side (eg with NGOs), has received increasing attention. . Studies on a variety of relationships, from setting up joint ventures to other types of key supplier alliances (Houston & Johnson, 2000) to supplier development (Modi & Mabort, 2007) and from evaluating the quality of buyer-seller relationships (Evans & Pardo, 2007; Moreman, Zaltman, & Deshpande, 1992) for meta-analytic studies aimed at developing general relational marketing models (Geiskens, Steinkamp, & Kumar, 1999; Plattmeyer, Dent, Gary Well, & Evans, 2006). Focused. In general, all companies have a diverse set of supplier relationships. In such cases, supplier portfolios are the use of some sort of segmentation and identify the most important or more "key" relationships common to the purchasing company (Evans, Pardo, Sal, & Kova, 2009). When looking for a leader in the supply chain, key relationships are usually part of a key account management program (KAM) (a concept that is also well recognized in marketing literature) (eg, Bowles, Johnston, And Gardner, 1999; Jules, Peeling, & Goodwin, 1994; Pardo, 1999; Shapiro & Moriarty, 1984). Key Supplier Management (eg, Kasten & Feld, 2005; Pardo, Misirilian, Portier, & Yale, 2011; Olga & Eckert, 2006) is another concept that companies are increasingly using to manage important supplier relationships. . We propose that key supplier management (KSM) can be interpreted as a mirror image of key account management. Essentially, it addresses how to analyze, plan, manage, and control interactions with these key suppliers. Within this area of research, van de Vijour (2009) provides a comprehensive overview of the literature on dealing with buyer-seller relationships, while there are also several CR narratives that illustrate how close relationships can be managed in a manner Good or bad development (eg, Anderson Jeep, 2005; Narindazo Rangan, 2004). However, the idea of managing a KSM program has not been extensively developed (eg Pardo et al., 2011). In addition, key supplier management is increasingly important for companies, as demonstrated by the launch of core supplier programs and the integration of supplier relationship management in the organization (Ingmar Geiger, Aurélia Durand, Samy Saab, Loe lisilo jas slysal, not juulo ITAT-AF, Michael Kleinaltenkamp, Roger Baxter, Yeonhee Lee).

Intangible concepts under marketing control such as customer rights can increase firm value (Lucas et al., 2005) and empirical studies indicate a positive relationship between marketing asset management and stock market performance (Serivasan & Hansen, 2009). The concept of market-based assets integrates these, but often ignores the link between marketing and the economic well-being of the firm (Sriwska et al., 1998). By using internal



resources, companies create assets that interact with other companies in the external environment. There are also rational or relational market-based assets: This article focuses on the relational case. According to credible evidence-based reviews, organizations partner with others to increase their access to needed resources (Morgan & Hunt, 1999). Having sufficient capital is one of the resources needed. Therefore, strengthening relationships with partners requires a close attention to the issue of marketing and increasing their share.

### **Marketing and Investor Relations**

Marketing has changed dramatically over the past two decades. Moving away from single trading to a variety of dynamic new relationships and marketing approaches is expected and expected (Webster, 1992). A basic definition of marketing conceptualization describes its purpose as "identifying, creating, maintaining and enhancing, and, where necessary, terminating relationships with customers and other parties so that economic objectives and other variables are met from all sides (Granus, 2007, p. 2) With this new view of the relationship, marketing is expected to clearly contribute to shareholder value creation (Dai & Fahi, 1988), leading to a radical shift from traditional maximizing consumer welfare to maximizing value. As a result of re-conceptualization, the literature on marketing-finance relationships (Zinkhan & Werberger, 2000) and the impact of marketing on Corporate Value, Development (Srinivasan & Hansen, 2009; Stewart, 2009) Finds Srinivasan et al. (1998) describes the role of marketing as the developer and manager of market-driven assets, which when outsourced to companies. They increase shareholder value by accelerating and increasing cash flows, reducing volatility and vulnerability, and increasing residual value, market-based or intellectual property or relational assets. The former requires a firm's unique knowledge of its environment that enables it to achieve competitive advantage. The second includes valuable results of the relationship between companies and key external stakeholder groups, and the basis of this study. Although investor relationships can form an equivalent market-based asset (Quinn & Witter, 2002), marketing literature does not deal explicitly with both firms; the investor in this way. Neglecting shareholders as an important shareholder group is unfortunate as marketing and professional literature offers valuable insights into managing investor engagement.

Business-to-business markets are often in the form of long-term business relationships. While discrete transactions are governed by formal mechanisms such as written contracts, formal mechanisms play an important role in relationships (Heide, 1994 Cannon, Achrol, & Gundlach, 2000). Norms are expectations about behaviors that are at least partially shared by a group of actors (Kaufmann & Dant, 1990). They provide a benchmark for evaluating the behaviors of other actors. In the relational literature, the contract has developed several frameworks of relational norms. Flexibility is another norm of relational contract, which has been recognized as an important and related norm by various authors (Kaufmann & Dant, 1992). The flexibility is related to the industrial market. Since customers and suppliers are not able to anticipate all possible changes in environmental factors, contract agreements are necessary at the contract implementation stage. Contracts are not based on complete information; they often handle more than one single transaction and they are incomplete (MacNeil, 1981). Especially in long-term business relationships, both parties not only plan for the next economic transaction ahead. They develop expectations over a longer period of time (Heide & Stump, 1995). These shared expectations in implicit or explicit agreements where the goals are fixed are as a means of achieving defined goals and specific rights and obligations. At the same time, the



agreements between the two parties can only be concluded on the basis of today's information. . Therefore, it is likely that at least one group will need to understand the initial agreement with the new situation.

From a marketing standpoint, it can be assumed that for a demanding buyer to adjust existing contracts, the supplier's behavior is the most appropriate dimension of flexibility. Understand the binding characteristic. On the other hand, in a relationship exchange, flexibility becomes a common expectation. Which indicates an insurance that the relationship is under control for good faith correction if a specific action (Haydoh Jan, 1990) is proven to be harmful to the actor. From the perspective of economics of transaction cost economics (Rindfleisch and Hyde, 1997; Williamson, 1991) and contract relational theory, there are various arguments as to why economic actors agree to modify the existing agreement. For example, certain investments become lost costs if the other party decides not to continue the exchange. The lack of flexibility on the part of an actor to risk losing a relationship adds value to the other actor. As a result, they may decide to become a favorite alternative. Also, scheduling activities is crucial, and suppliers may find it more difficult to demonstrate flexibility than physical product companies. Therefore, in order to remain flexible, the supplier must ensure the availability of the resources it relies on. This may imply significant costs. Finally, in the production process, suppliers are independent of buyers.

Integration of an external agent is required. Lack of supplier flexibility can lead to the buyer abandoning the business and, in turn, leading to termination of the relationship. Against this background, it is surprising that little attention has been paid to flexibility. Various studies have examined the importance of flexibility in business relationships. The effects of flexibility on the critical variables expressed in the marketing literature such as satisfaction, trust, and commitment (Evans, 2005), strategic buyer integration (Johnson, 1999), and transaction costs (Canon & Hamburg, 2001; Kim, Di Bendo, And Hunt, 2012). Other papers have identified records of flexibility, such as suppliers' power position (Hyde, 1994), long-term orientation (Johnson, 1999) or market uncertainty, specific investments, and interactions (Yves, 2005). However, the existing literature is incomplete and no detailed analysis is available. In addition, existing research focuses exclusively on channel relationships and supplier-supplier relationships. This study is the first study of the flexibility structure of the supplier market - the industrial buyer in Asia.

Existing theory recognizes product brands and corporate salespeople as valuable resources that influence competitive positioning and benefits. These brands act as key signaling mechanisms, which convey important and distinct information to current and future customers (Acker, 2004). To date, "almost all brand-related topics" have been built in consumer contexts (Webster & Cole, 2004); as a result, the need for conceptual and empirical studies demonstrates that branding in the industrial context continues. It continues (Marquardt, Gallic, & Davis, 2011). Relationship marketing is an approximate and complementary topic that assumes buyer-seller relationships as valuable resources that are positive features of customer value and responsiveness, and results of superior seller performance (Smarmans, Katsikas, Spirtopoula, & Salehi Sangari, 2008). Hunt, 1997) facilitates. The special subset of relationship marketing focuses on the quality of the relationship between the exchange partners (Olgau Aguert, 2006 Huntley, 2006). The underlying premise of quality issues relates to how best to develop, organize, and leverage customer relationships, which have important implications for industrial marketing



managers. While our knowledge of these areas is increasing, they are currently underdeveloped, and there is a need for research examining the role and impact of buyer-seller relationships in the industrial brand process (Huntley, 2006; Olga & Eckert, 2006). . As a result, the call for conceptual and empirical studies addressing the industrial branding process and the role of buyer-seller relationship quality in the industrial branding process has continued (Adam J. Marquardt, 2013). In recent years, marketing metrics have received considerable attention from both managers and It has been researchers. From a managerial point of view, senior management is increasingly used to "marketing accountability" that pushes marketers to produce metrics that underpin ROI marketing. From a scientific point of view, the growing interest in marketing criteria can stem from five theoretical perspectives (Ambler 2003): First, in line with control theory that requires past credibility information (marketing) as an essential part of marketing programs. The cycle of analysis, planning, execution, and control shows (Jay Versky, 1998; Cutler, 2003), marketing metrics are used to evaluate past performance to improve future strategy and execution. Second, in line with agency theory that focuses on the contract between agent (manager) and owner (shareholder) and the need for past credit data that fulfills the goals of the operating company (Jensen & McKellan, 1976), marketing metrics can be used for Document a sample contract implementation between the company and the application management (eg marketing) (Ambler, Barrowice & HigSon 2013). Third, reinforcing the wider effort for a Balanced Scorecard (Kaplan & Norton, 1996) that translates intangible assets as brand equity for all shareholders, marketing criteria are used to measure its various dimensions. Fourth, in line with the market orientation literature (Jay Werski & Kohli, 1993; Narver & Slater, 1990) that argue the need for market measurement and appropriate interdisciplinary commitments for the resulting data, marketing metrics are part of the 'measurement'. Marketing '. Finally, as marketing metrics expand among firms, institutional theory (Meyer & Rowan, 1977) states that their use has become an institutional norm. However, despite the growing recognition of the strategic importance of marketing metrics, most metrics are still associated with current and future financial performance (Lehman, 2002).

The marketing metrics that are the focus of this study refer to the collection of data on marketing campaigns, channels, behaviors, and customer response to track the effectiveness of CRM customer relationship management activities (Hayes Chowitz, 2001).

The current study focuses on how companies use marketing metrics as a tool for managing customer relationship marketing. Naturally, trade fairs are market events for a specific period, held at intervals, in which many companies present the main product of one or more industrial sectors, mainly based on the sample ( UFI, 2008). At the system level, the success of a trade fair requires the support of an entire industry, where players must be willing to accept a reputable community to build and nurture business relationships. At the interaction level, because the real value of trade is rooted in its development of the relationship between buyers and sellers (Rice, 1992), the present study identifies individual business as a good place to conduct research on the activities of firms. Sees the task of depositing with the goals of developing and maintaining customer relationships. Apart from the nature of commerce as an operating system for buyer-seller interaction, its various roles and functions in customer relationship management make it a good field for studying marketing metrics techniques to help manage customer relationships. Basically, professional exhibitions are effective communication learning programs (Lee, 2006; Ross & Stern House, 1995). Whereby exhibitors consciously develop learning relationships with



visitors to collect, disseminate and use new customer information at trade fairs to meet changing customer needs over time, and increase trade show information efficiency (Betis - Tland, Kamarty, Johnston, & Board, 2010). Practically, effective participation in trade fairs occurs not only in the pre-planning stages, pre-exhibition planning, exhibition implementation and follow-up activities, but also in the evaluation phase (Tanner, 2002).

By adopting an embedded organizational marketing perspective, some researchers (Jarachandran, Sharma, Kaufman, & Raman, 2005) view the customer-centric management system as a very important and effective factor in the use of relational information in managing relationship management programs. Reported with the customer. Using the innovation acceptance perspective, other researchers (Ko, Kim, Kim, & Woo, 2008) have demonstrated the enormous impact of such organizational features as prospective strategy and information system maturity in the adoption process of customer relationship management. Due to the use of marketing criteria to pursue the benefits of marketing, two competing models have emerged: those who argue the direct relationship and those who propose a moderate relationship.

## **Conclusions**

To create a competitive advantage, industrial marketers need to have the knowledge and skills needed to manage communication with their customers. Relational marketing should seek for a relationship that will lead to customer repurchase. This is achieved through satisfaction and customer value. In the industrial market, customer and supplier relationships are a source of competitive advantage. Relational marketing must identify and create value for its customers on a continuous basis so that the interests of both parties are taken into account. The relationships between the organization and its suppliers are vital to any organization. Providers can directly influence the financial performance and profitability of the company through purchasing activity, and their impacts will be on product development costs, inventory levels, production planning, production rates, timely product delivery and services. Supply chain management is a way to enhance the competitive advantage that is becoming increasingly important. Long-term relationships between suppliers and buyers reduce buyers' uncertainty. And this is perhaps the most important reason industrial marketers are looking for a long-term relationship. Industrial relations need to be recognized and worked on to develop and improve it so that the needs and goals of the company can best be met.

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