

THE RELATIONSHIP MARKETING EFFECT ON FIRM'S EXPORT PERFORMANCE

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Abstract

The comparatively fresh emergence of relationship marketing paradigm in the field of marketing management highlights the growing need to manage, develop and evaluate relationships amongst the buyers and suppliers. In international business context, the same holds good for relationship quality between exporters and importers, which in turn also acts as an important determinant of firms' export performance. The present study is an empirical attempt towards examining the effect of relationship marketing, between the exporting firms and the importers, on export performance. It aims to throw light on the exporting firms' awareness regarding relationship marketing, along with increasing their understanding about the concept's utility in handling foreign market operations. Sample for the study is drawn from small and medium sized exporting firms operational in Gujarat State of India.

Keywords: Relationship Marketing, Export Performance, Relationship Quality, Small and Medium-sized Firms.