

A Seller Perspective on Economic and Non-Economic Satisfaction Elements in Formalising B2B Relationships in Spain

Mornay Roberts-Lombard

Department of Marketing Management, University of Johannesburg

Carlos Ferro-Soto

Department of Business Organization and Marketing, University of Vigo, Vigo

Carmen Padin

Department of Applied Economics, University of Vigo, Vigo

Göran Svensson

School of Communication, Leadership and Marketing, Kristiania University College,
Oslo

Nils Høgevold

School of Communication, Leadership and Marketing, Kristiania University College,
Oslo

Acknowledgements:

None

Cite as:

Roberts-Lombard Mornay, Ferro-Soto Carlos, Padin Carmen, Svensson Göran, Høgevold Nils (2023), A Seller Perspective on Economic and Non-Economic Satisfaction Elements in Formalising B2B Relationships in Spain. *Proceedings of the European Marketing Academy*, 52nd, (112342)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



A Seller Perspective on Economic and Non-Economic Satisfaction Elements in Formalising B2B Relationships in Spain

Abstract

This study tests a research model that reflects the nomological relationship between satisfaction as a two-dimensional construct and continuity, coordination, and cooperation in B2B sales relationships. The study sample comprised small and medium-sized companies across industries in Spain. A total of 242 responses were used for data analysis. Structural equation modelling was applied to secure the development of the results for the study. The results revealed that sales managers should reach agreements with their partners to put in place appropriate coordination mechanisms that contribute to improving efficiency and achieving expected long-term goals. In addition, the study provides an extended foundation of the structural properties with intermediary constructs between economic satisfaction and non-economic satisfaction based on a seller's perspective. This is significant seeing that most of the previous studies conducted explored the constructs proposed from a buyer's perspective.

Subject Areas: *Business-to-Business Marketing, Decision-Making, Marketing Strategy, Organization Relationships, Sales Force*

Track: Business-To-Business Marketing & Supply Chain Management