

Beyond Transactions: Tailoring Strategies for B2B Relationship Building

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Abstract

Comprehending B2B customer perceptions of supplier interactions is crucial for optimizing marketing efforts' efficiency and enhancing customer assessments. Existing research often neglects B2B dynamics, requiring a deeper understanding. This study draws from Social Exchange Theory and examines a series of provider marketing efforts, revealing their long-term impact on B2B relationship strength. B2B customer size proves key in segmentation, influencing needs and expectations. Our research focused on size-related distinctions, by determining how marketing efforts have a different impact on small and medium-sized enterprises compared to large businesses. Based on a sample of 2,175 customers in B2B settings, our findings reveal how long-term relationship strength is established. This study presents relevant theoretical contributions and provides practical implications essential for informing managerial decision-making processes.

Subject Areas: *Business-to-Business Marketing, Customer Relationship Management and Customer Satisfaction, Marketing Strategy*

Track: Relationship Marketing