

Commitment and customer loyalty in BusinessToBusiness context

Abstract:

Understanding what makes business-to-business (B2B) relationships lasting and stable is one of the main areas of academic interest in the study of organizational relations. To retain the organization's current customers and to make them loyal is a critical component for a company to be successful. Customers should identify groups of suppliers based on develop strategies that are appropriate for further increasing loyalty under the conditions that exist for the product and service. In the current paper, the authors investigate the different factors, which influence commitment and customer loyalty on B2B context. The following paper explains the relationship between commitment and customer loyalty by investigating relevant theories and past studies. This paper uncovers that the literature proffer a affluent, yet fragmented, photograph of which variable or key success factor is, and how it can be increased and profitable to customer loyalty in automotive industry. The outcomes must lead management with the ability to map out a typology of loyalty using the available composite measures of loyalty, purchase intentions and attitudinal loyalty. The classification system can be useful to industrial customers as they try to increase their loyalty.