Antecedents and Consequences of Relationship Quality in B2B markets
A case study on a manufacturing Company

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Relationship Marketing, Buyer-Seller Relationship, Relationship Quality, Service Quality, Relationship Value, Customer Satisfaction, Trust, Customer Loyalty, Customer Commitment, Business To Business, Manufacturing Company, Egypt.

Abstract
Purpose – *The purpose of this paper is to broaden knowledge of how service quality, relationship value, relationship quality and customer loyalty contribute a vital role in the Egyptian business to business market-and to test it empirically in agricultural business customers of chemical manufacturer regarding to their main supplier.*

Design/methodology/approach – *A structured questionnaire was developed. The hypotheses were simultaneously tested on a sample of 499 customer-supplier relationships out of 700 distributed, giving a response rate of 71.29 per cent. Several analytical techniques were used to assess the relationships among the variables under investigation such as Pearson correlation, chi-square and multiple linear regressions.*
Findings – *The findings of this study have shown significant positive relationships among the variables under investigation.*

Practical Implications – *It is imperative to better understand how an international manufacturing company can effectively and efficiently manage their buyer-seller relationships using their skilled workforce to gain their business customer trust, commitment, satisfaction and loyalty by offering high service quality within the Egyptian context. When the goal is to improve the corporate marketing performance as well as to increase business with an existing customer, managers should focus on the role of value as a key building block in their relationships. Relationship quality (satisfaction, trust and commitment) appears to be an important antecedent in establishing a sustainable business relationship.*

Research Limitations – *The research was limited to one international manufacturing company in Egypt. Future research could add views from the supplier's value perceptions point of view and also examine the crucial relationship network. Our model should be cross-validated with the same instruments in other industries. Also the use of cross-sectional design restricts inferences being drawn regarding casualty. Conducting longitudinal research could serve to enrich the results.*

Originality/Value – *the paper contributes in adding to the body of the Egyptian culture knowledge by addressing the antecedents of customer satisfaction, customer loyalty, customer trust and customer commitment from the perspective of relationship-value-based dimensions- an emphasizing approach on the pivotal role of relationship value as well as relationship quality that has not been taken before in the Egyptian business to business relationship markets.*

Research Type – *Research Paper*