

عوامل فشل العلاقات التسويقية بين الموردين والعملاء دراسة تطبيقية

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Abstract

An increased interest has been shown throughout the last three decades regarding relationship marketing , nevertheless , very few studies gave attention to the basic reasons behind the failure of the relationships between different parties.

The current study aims at analysing the factors contributing to the failure of such relationships from both the suppliers' and customers' point of view.

The study ends by giving some recommendations about how to maintain and improve marketing relationships.

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. (Zeithaml et al 2005, Webster1992)

Tactical

..Marketing Ploy

Sales

Adversarial Relationship

(Han et al 1993, Bussell et al 1995, Kanter 1994, Kalwani et al

1995)

Collaborative Advantage

.(Kanter 1994)

(Flint et al 1997, Lacobucci and Ostrom 1996, Frazier and Antia
1995, Nevin 1995, Tjosvold and Wong 1994, Ganesan 1994, Palmer and Bejou
1994, Pemen et al 1993, Crosby et al 1990)

A promotional

Perspective

.(Cpuisk and Wolf 1990)

(Petrison and Wong 1993)

.(Turnbull and Wilson 1989)

(Barnes 1994,

:

.Frazier et al 1988)

(Sheth and Parvatiyar 1995) •

(Morgan and Hant 1994) •

(Evans and Laskin 1994) •

(Turnbul and Wilson 1989) •

(Jackson 1983) •

(Christopher et al 1991, Blois

1996)

retention
Attraction
Committed customers
(Sheth 2000, Bendapudi and Leone 2000)

Customer Attraction -

Long-term relationship customer

For building lasting customer relationship

(Gwinner et

al 1998)

Keeping, not just getting,

Customers

(Reichheld and Sasser 1990 Zeithaml et al

2005)

(Maister, 1989)

(Berry, 1983)

A Core Service Strategy () :

Customization ()

() Augmentation Strategy ()

() Relationship Pricing Strategy

.Internal Marketing Strategy

Relationship

Marketing as Customer Retention

:

A retention-oriented Relationship

(Barnes, 1994, Barnes and Cumby 1993)

Relationship Marketing as

"Locking –in" Customer

.(Sheth 2001, Kumar 1999)

Customer enhancement -

A solid base

Growth potential

Exclusive Supplier

()

(Kotler and Armstrong 1991, Wilson and Moller 1991, Han and
Wilson 1993, Wilson 1995, Morris et al 1998, Zeithabl 2005)

Quality offered in the core service. -

-

Careful Market Segmentation and targeting

-

-

Commitment -

Trust -

Cooperation -

Mutual Goals -

-

Interdependence and Power Imbalance

Adaptation -

Comparison Level of The Alternatives -

No retrievable Investments

-

Monitoring Relationships

-

() :

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(Morris et al

Strategic Intent

. 1998)

(Dywer et al 1987)

awareness

:

Exploration

:

Attraction

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Communication/ Negotiation

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Development and Bargaining

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Norm Development

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Development cooperation and planning Expectations

Commitment :

Institutionalization of the Relationship

(...)

.()

Dissolution () :

Wilson 1996

()

:(Dywer et al, 1987)

.Partner Selection -

.Defining Purpose -

.Setting Relationship Boundaries -

.Creating Relationship -

.Relationship Maintenance -

(Wilson 1996)

(Dywer et al 1987)

:

(Kanter 1994)

.(Perrien et al 1995)

Dissolution Relationship ●

all

“The customer is always

customers are good customers

. right”

.(Zeithaml and Binter 2005)

(Han et al 1993)

(Ellram, 1995, Ellram 1991, Ohmae 1989)

:

(Ellram 1995)

(Bird 1993, Carroll and Rose 1993, Brocks 1999)

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The Wrong Segment

-

To Forge

relationships simultaneously

(Core

Segments)

Not Profitable in the long term

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% - %

(Brocks, 1999)

Difficult Customers

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(Bird, 1993)

" "

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(Shellenbarger,2000)

Customer profitability segments

-

Federal Express corporation

:
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The ugly The bad The good

(Zeithaml et al

.2000)

(Brook, 1999)

Tiers of customers

%
%

MBNA

(Reichheld, 1993)

" / "
(Zeithaml et

%

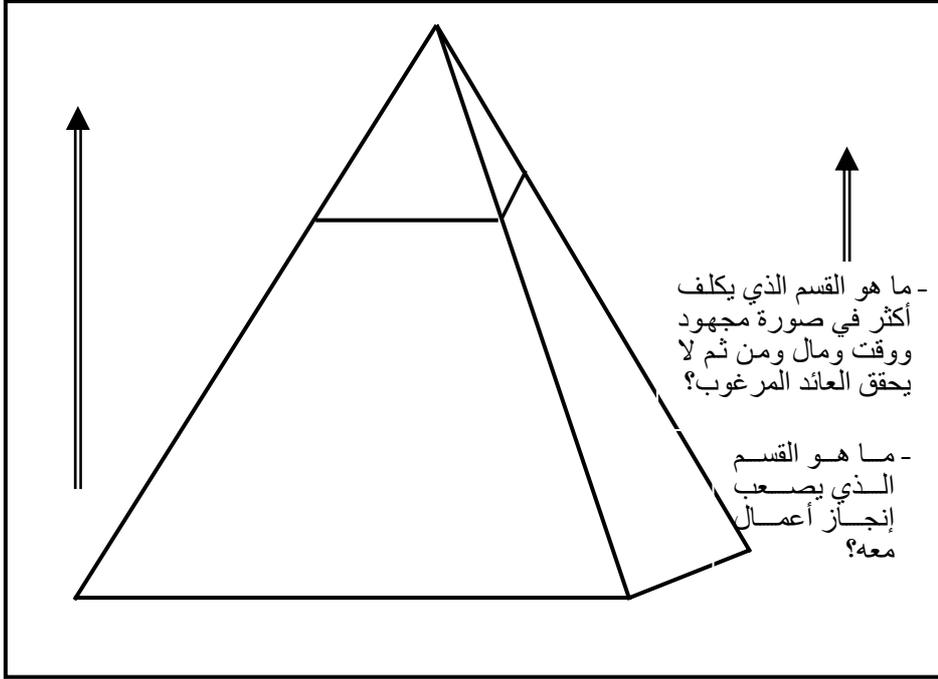
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%

al 2000)

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(Zeithoml et al 2000, Zeithaml and Bitner 2005)

: Four-tier system

The platinum tier

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The gold tier

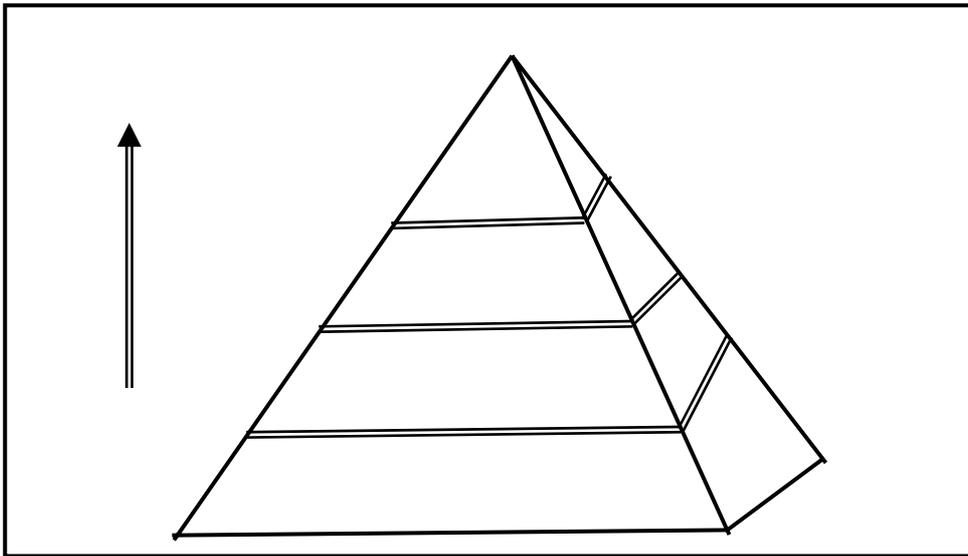
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The iron tier

-

The lead tier

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.(Zeithaml and Binter 1995) .

Negative

.negative word of mouth

publicity

(Shellenbarger 2000)

(Perrien et al 1995)

A personalized

front Line People

Process

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Customer portfolio

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Cross-selling rate

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Management

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(Morris et al 1998, Perrien et al 1995, Ellram1995, Hant et al 1993, Ellram1991)

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Near Mirror " " () image

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Pretest

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Statistical Package for social science (spss)

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.Paired Student's T Test (Factor Analysis)

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,	(-0.313767,-0.106233)	-0.21	,	,	
,	(-0.293767,-0.086233)	-0.19	,	,	
,	(0.486233,0.693767)	,	,	,	
,	(-0.333767,-0.126233)	-0.23	,	,	
,	(-0.583767,-0.376233)	-0.48	,	,	
0.006	(0.046233,0.253767)	,	,	,	
,	(-0.383767,-0.176233)	-0.28	,	,	
,	(0.116233,0.323767)	,	,	,	
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(Han et al 1993)

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