

Customer Perception, Relationship Satisfaction and Business Loyalty: A Case in B2B Context

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ABSTRACT

The major aim of this study is to comprehend the importance of customer perception, customer satisfaction and customer loyalty in a B2B context. There are significant numbers of studies, which were carried out in demonstrating a shift from transactional marketing to relationship marketing in B2C context, however, there are less significant observations made in the B2B business environment. Therefore, this attempt was made to study the relationship between the customer perception, relationship satisfaction and business loyalty among the different profile of customers of B2B organisations. This study has been accomplished based on the inputs received from L&T MHI Boilers Pvt Ltd, Faridabad and its four major customers, i.e. NTPC, Jai Prakash Power Ventures Ltd, Jindal Power Ltd and Tata Power Ltd. A questionnaire was facilitated to accumulate data from the identified respondents. The researchers had applied the hypothesis testing, to find out the relationship between the different customer groups. The results evinced that there was no significant relationship between customer perception and relationship satisfaction; whereas, there has a significant relationship seen between relationship satisfaction and business loyalty. However, there were no differences in customer perception variables with reference to different organisational setup and customers' profiles.

KEYWORDS: Customer perception, Relationship satisfaction, Business loyalty, Project execution, Product quality, Service quality.

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