Evaluation the Effect of Relationship Marketing on Future Interactions in a B2B Trade Fair

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ABSTRACT

This study examines the effect of relationship-based marketing on future interactions between customers and vendors in the trade fair of machinery and raw materials of biscuits, sweets and chocolate. Previous research has shown that social episodes as a core of relationship marketing theory can affect relationship quality between seller and customer. In this study, using the results of previous studies, the relationship between relationship marketing and relationship quality between seller and customer was assessed. Respondents in the study were selected among participants in the international fair of machinery and raw materials of biscuits, sweets and chocolates using simple random sampling. The results of the tests show that the information exchange and social exchange affect the relationship quality. In addition, the relationship between the relationship quality and anticipation of future interactions was also proven. Moreover, hierarchical regression analysis showed that the higher the importance of product exchange, the greater is the positive effect of information exchange on the relationship quality.

Keywords: Relationship Marketing, Relationship Quality, Product Importance, Socialization Episodes, B2B

1. INTRODUCTION

Markets are known for high competition and changing factors to gain competitive advantage. Therefore, the customer role as a catalyst in creating profit margins for companies can be more porominent (Daukseviciute & Simkin, 2015). The ability of companies to focus on successful engagement with its customers will help distinguish them in the future (Sarmento et al., 2015a). Besides that, producers and dealers of various brands also compete for customer loyalty in the category of similar products (Bustos-Reyes & González-Benito, 2008). Relationship marketing is one of the usable and emphasized strategies focusing on customer needs through verbal communication creating a competitive advantage (Gummesson, 2002).

Relationship marketing is a strategy to attract, maintain and enhance the relationship with the customers, so that the goal of both sides in the relationship can be achieved (NDubisi, 2007). Interactive process management is particularly concerned with industrial marketing and business opportunities because the companies established Business to Business (B2B) relationships in which often have close, complex and long-term relationships (Ford, 1980). A frame in which the interaction takes place is also important because different framework has different influences on interactions between buyer and seller and can increase the effectiveness of the engagement process (Price & Arnould, 1999).

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Addressing the context where the interactions occur is also relevant as it may determine the behaviors of the buyers and sellers. In B2B trade fairs, exhibitors and visitors are naturally more available for relational interactions (Holmlund, 2004). In trade fairs, providers and visitors are available naturally for relationship-based interactions. With the adoption of relationship marketing perspective, participation in trade fairs offers many benefits (Geigenmüller, 2010). The overall space of trade fairs improves profitable socialization behavior to create relationship and commitment and ultimately improve the relationship quality. Importance of the relationship modifies the relationship between the exchange of information and quality of information. Also, the duration of the relationship modifies the relationship between the exchange of information and quality of information (Sarmento et al., 2015b).

This study aimed to investigate the effect of relationship marketing on the relationship quality and predicting future interactions. Previous research related to interaction with customer plays an important role in the formation of literature in this context (Håkansson, 1982; Dwyer et al., 1987; Holmlund, 2004; Sarmento et al., 2015a; Sarmento et al, 2015b). Despite that it is important to further explore and find a way to reduce the key interactive changes. On the other hand, managers of industrial companies affect the finding in the aspects of the relationship marketing and interactions between the companies and the customers, and this is one of the challenges ahead of them.

2. THEORETICAL FOUNDATIONS

2.1 Relationship Marketing

In numerous researches, the concept of relationship management is regarded as a process to manage the interactions between suppliers and customers (Sarmento et al., 2015a). The relationship marketing involves the study of interactions, relationships, and networks (Gummesson, 1994). Interactions refer to the fundamental level of trade relations that forms the core issues of relationship marketing (Håkansson, 1982).

Relationship marketing is a form of marketing that proceeds towards establishing, developing and maintaining successful exchange (Morgan & Hunt, 1994). Kim et al. (2001) defined relationship marketing as a series of marketing activities to attract and increase communication with customers for mutual benefit with an emphasis on retaining current customers.

The relational model (Håkansson, 1982) presents four main variables that explain and influence the interactions: 1) factors related to the interaction process; 2) variables of related parties' characteristics; 3) variables of describing the environment; and 4) related factors with influencing and influenced space due to the interaction. The interaction approach includes analyzing these variables and their relationship. In the interactive approach, the relationship between buyer and seller includes short- and long-term relationships. Short-term transactions involve the exchange of products, financial exchange, social sharing and exchange of information (Håkansson, 1982).

2.2 The Concept of Relationship Quality

Relationship quality indicates customers' confidence level in the integrity and quality of the seller's future performance (Crosby, Evans and Cowles, 1990). In order to consider the relationship quality in the structured form using four dimensions, there is convergence in some extent (Athanasopoulou, 2009). The four dimensions include trust, satisfaction (Crosby et al. 1990), commitment (Smith, 1998 a, b) and mutual cooperation (Lages, 2008). Therefore, in this research, the relationship quality is considered with a structured form based on dimension of trust, satisfaction, commitment and mutual cooperation.

The relationship quality is a measure of the strength of the relationship between seller and a supplier, seller and a buyer and also measures the strength of the relationship between supplier and buyer. Finally, the buyer may continue to buy, even if he encounters some problems.

Gummeson (1987) defines the relationship quality as the quality of interaction between the organization and its customers that can be interpreted as value added and Smith (1998) also believes that "*overall assessment of the efforts of relationship its combination with understanding the needs and expectations based on meetings or events reflecting the Relationship quality.*" Crosby et al. (1990) defined relationship quality from the perspective of the customer as a success by the ability of the seller to reduce the perceived uncertainty in an environment where the customer can rely on integrity and honesty of seller and trusted on his/her performance because the past performance was within normal limits. The definitions of the relationship quality indicate that relationship quality has combined the structure of trust and satisfaction. Although the seller plays an important role in the relationship, it seems that the structure is more than the concept of trust.

Woo and Ennew (2004) consider relationship quality as evaluating the overall relationship between buyer and seller with an emphasis on identifying the structure of the relationship. According to the Lin and Ding (2005), the relationship quality includes a general assessment of relation strength and requirement fulfillment by the relationship between people that can be measured based on historical aspects of the successful and unsuccessful events (Shammout, 2007).

2.3 Business to Business (B2B) Trade Fair

The aim of B2B Trade Fair is a marketing event in the form of presentation, fair, or commercial center for facilitating relations and has been held at regular intervals. The primary purpose of trade fair is publication and display of information about goods and services from competing and also complementary vendors that can be classified in a building or certain buildings, or a restricted land.

Participants at a trade fair include selected clients, potential buyers, someone who influence the decision-making and intermediaries (Banting & Blenkhorn, 1974). The trade fair is a good way to meet face-to-face with potential customers by companies whose participation fee is less than the costs that are usually paid to a sales clerk (Blythe, 2000).

The trade fair also provides a unique position for sellers to communicate with customers that want to examine proposals related to the products and thus increase the possibility of the customer to buy their products. Trade fair provide great opportunities for companies to find the potential and interested customers (Godar & O'Connor, 2001).

Trade fair have larger role compared with sales (Rinallo et al., 2010). From a relational perspective, trade fair provide the opportunity for social interaction and is an important marketing tool (Blythe, 2002). Most trade fairs are considered as an opportunity for growth as social connections with the main market players (Rinallo et al., 2010) and help to develop and maintain or strengthen the long-term relationships (Godar & O'Connor, 2001). According to Hansen (2009), social and informational exchange is important at trade fairs because trade fairs are helping to create a network of strategic marketing and sales opportunities (Tanner et al., 2001). There is evidence showing that holding trade fairs affect learning activities and improves the performance of relations (Li, 2006). From the perspective of visitors, this learning experience both at the individual and organizational level is important (Rosson & Seringhaus, 1995). This perspective indicate that trade fairs are also one of the platform for educational trips that involve creative thinking of industrial buyers for solving problems related to the work (Rinallo et al., 2010).

Participation in trade fairs also can provide large-scale works such as the sense of community and support for integrated social sense (Borghini et al., 2006). As a result, trade fairs can be considered as a network because trade fairs is a small world where buyers and sellers, service providers, partners and industry authorities and jurisdiction legislations gathered together in one place to do business (Rosson & Seringhaus, 1995). In such circumstances, there is the natural background for exchange and dialogue (Hansen, 1999).

3. ASSUMPTIONS AND CONCEPTUAL MODEL

3.1 Impact of the Information Exchange and Social Exchange on Relationship Quality

Short-term exchange units are classified into four types which include the exchange of products, financial transactions, social sharing and exchange of information (Hakansson 1982). In accordance with these four types of short-term exchange sectors, despite the association of all transactions (Dwyer et al., 1987), the information exchange and social exchange have more aspects of the relationship naturally while product, service or financial exchanges have mainly transactional aspects that describe the formulation of relation. Because of the related nature of social and information exchanges, in this article, they are called socialization episodes. Socialization episodes mean short-term exchange sections that occur at both formal and informal levels and increase the learning and reduce the distance and uncertainty between the parties involved.

Commercial fairs have an informal atmosphere that helps information-sharing and closer social relations. Given the importance of trade fairs in interpersonal relationships; trust and commitment are very important between the parties in the relationship (Hansen, 1999). For example, trade fairs support the data-gathering in the industrial buying decision process. Trade fairs represent important commercial opportunities for "relationship learning," and in this context, the exchange of information plays a vital role (Lee, 2006). The environment of trade fairs includes the creation of business opportunities for formal and informal exchange of information and this is obtained by decreasing distance and increasing the level of trust and commitment among people. Social exchange in trade fairs is also helpful in creating a relationship, increasing trust and commitment between people (Rinallo et al., 2010).

Hypothesis 1: The information exchange has a positive impact on the relationship quality.

Hypothesis 2: The social exchange has a positive impact on the relationship quality.

3.2 The Impact of Relationship Quality in Anticipation of Future Interactions

The underlying idea in predicting the future interactions is based on the concept of sustainable long-term relationship. The continuing of relationship means expected future contributions between the parties (Wang et al. 2007). Structures for tending repurchase (Hewett, Money & Shrama, 2002), behavior intention (Woo & Ennew, 2004) and continuing relationship (Anderson and Weitz 1989) are similar to the concept of future interactions. These structures describe the tendency to maintain long-term relationships. The best benchmark for the possibility of future customer contact to a seller is the relationship quality up to the present time (Wang et al. 2007).

According to Bejou et al. (1996), relationship quality is an important prerequisite for a long-term and successful relationship. Low expectations of future exchange are due to the current problems while high expectations for future exchange represent a positive perception of current relations (Crosby et al., 1990). Thus, it is expected that relationship quality has a positive impact in predicting future interactions.

Hypothesis 3: The relationship quality has a positive impact on predicting future interactions.

3.3. The Importance of the Mediating Role of Product Importance and Age of Relationship

Product importance is the correlation between purchased products and the main objectives of the buyer organization. In fact, the importance of a product is defined by the perspective of buyers and in addition to the inherent characteristics of the product, includes the perception of the buyer related to goals. The importance of product from the buyer's perspective can affect the relationship quality between buyer and seller. Also, the age of relationship is associated with the long-term relationship idea. Age of relationship is defined in terms of the evolution periods in the relationship. The relationship may be at different stages and some of which include the knowledge, exploration, development, and commitment. The relationship between socialization episodes and relationship quality can be different at different stages of the age of relationship. Thus, in this study, the variables of product importance and age of relationship are used to determine the effect of product importance and different stages of the age of relationship on relationship marketing and relationship quality.
Hypothesis 4: For higher product exchange importance, positive effect of information exchange increases for relationship quality

Hypothesis 5: For higher product exchange importance, positive effect of social exchange increases for relationship quality.

Hypothesis 6: For younger relationships, positive effect of information exchange is higher for relationship quality.

Hypothesis 7: For younger relationships, positive effect of social exchange is higher for relationship quality.

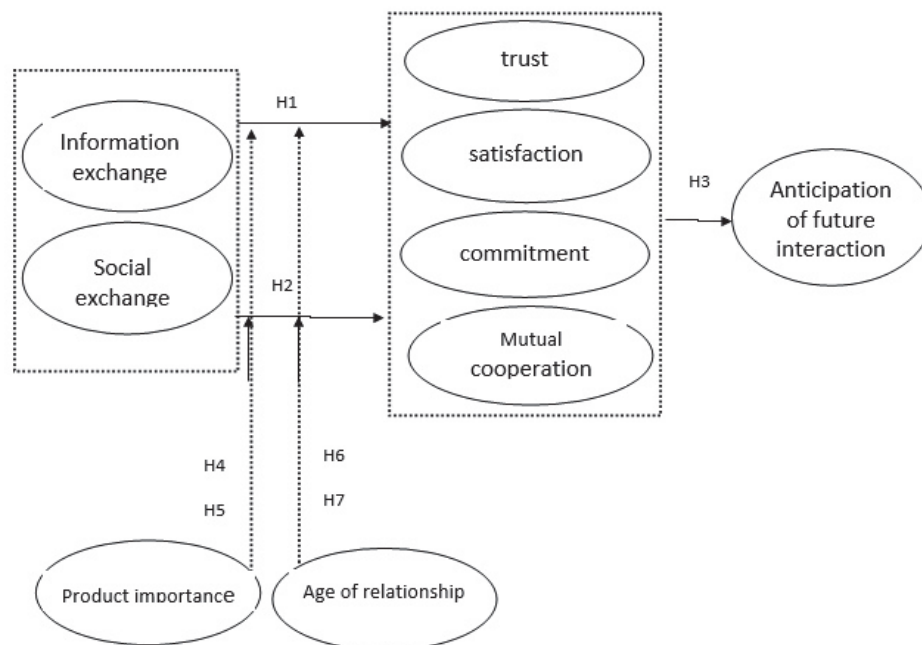According to the research hypotheses, a theoretical model of this study is shown in Figure1.

Figure1. Theoretical model of study.

4. RESEARCH METHODOLOGY

This study is an applied and developmental research because it test the relationship between new variables by relying on the test model in a particular industry and focuses on applied research. Data collection in this study is cross-correlation based on structural equation model on the customers' level. Three university faculty members and five industry experts examined the validity of the questionnaire in this study.

The study sample includes all visitors to the international trade fair of machinery and raw materials of bscuit, sweet and chocolate in Tehran. According to a simple rule, for any unknown parameter in a structure, at least 10 observations are required (Grace, 2006). Therefore, due to unlimited population, the sample size is at least 210 people.

In this study, the sampling method is simple random sampling. For this purpose, 600 questionnaires were distributed, and 396 usable questionnaires were returned. For data analysis, SPSS 22 software and Amos 22 were used.

5. RESULTS OF STUDY

5.1 Demographic Findings

Table 1 summarizes the results of demographics in the research.

Table1 Demographic research results

	Total questionnaires	Companies activity condition			Gender	
		Industrial and commercial	**Industrial and production**	**Industrial**	**Female**	**Male**
Frequency	396	59	85	252	21	375
Percentage	100	14.8	21.4	63.6	5.3	94.7

One of the main assumptions of parametric statistics such as structural equation modeling is the normality of distribution. Single-sample Kolmogorov-Smirnov test was used to examine the normality of distribution. By doing this test, the significance level for all variables was calculated greater than 0.5. Therefore, the null hypothesis, i.e., normality of distribution of all the variables at a confidence level of 95% is confirmed.

5.2 Analysis of the Path (Hypothesis Test)

The study used different types of tests to determine the fitness of the model. In this study, values of $\frac{x^2}{df} = 1.613$، RMSEA = 0.044, NFI = 0.94 and CFI = 0.92 are obtained. Thus, the data for this study has a good fit with factor structure and theoretical infrastructure, and this shows accordance of questions with theoretical constructs. Also, the results of composite reliability and average variance extracted for each of the variables are listed in Table 2.

Table 2 Summary of confirmatory factor analysis

	Construct	Item	Source	CR	AVE
RM	IE	IE1	Sarmento et al. (2015b)	0.79	0.88
		IE2			
		IE3			
		IE4			
	SE	SE1	Sarmento et al. (2015b)	0.82	0.84
		SE2			
		SE3			
RQ	T	T1	Sarmento et al. (2015b)	0.75	0.87
		T2			
		T3			
	C	C1	Sarmento et al. (2015b)	0.71	0.86
		C2			
		C3			
	S	S1	Sarmento et al. (2015b)	0.71	0.90
		S2			
		S3			
	MC	MC1	Lages et al. (2008)	0.87	0.86
		MC2			
		MC3			
AFI		AFI1	Sarmento et al. (2015b)	0.74	0.82
		AFI2			
		AFI3			

Note: RM=Relationship Marketing, IE=Information Exchange, SE=Social Exchange, RQ=relationship quality, T=Trust, C=Commitment, S=Satisfaction, MC=Mutual Cooperation, AFI=Anticipation of Future Interactions

As a result, the CR for all variables in the study is reported more than 0.6 (Bagozzi & Yi, 1988). Moreover, the value of AVE is more than the limit of 0.5 (Fornell & Larcker, 1981). To test the hypothesis and to study the relationships between model elements, Amos software was used. Model analysis results in the case of the standard path coefficients are presented in Figure 2.
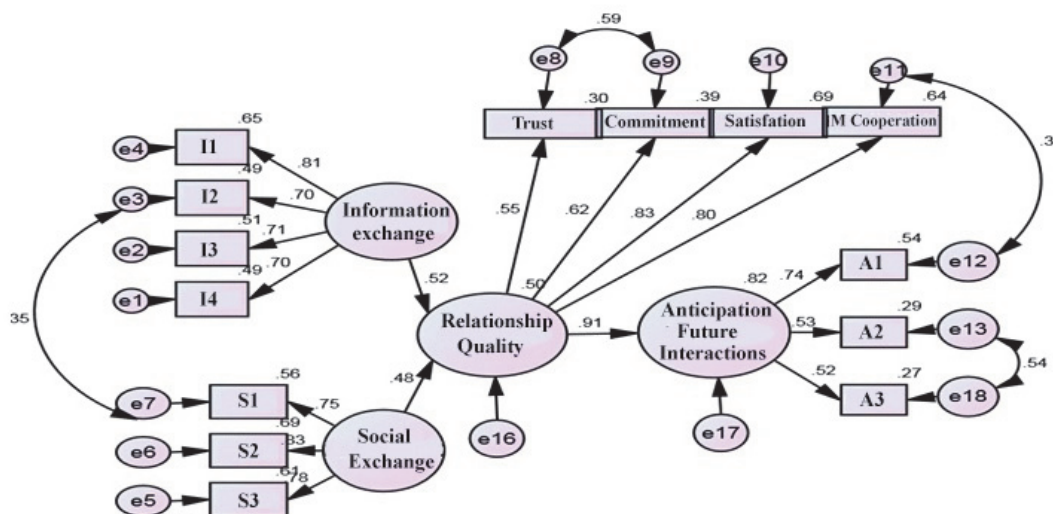

Figure 2. Structural equation of model (main model) in standard path coefficient.

Based on Figure 2, the effect of the information exchange on the relationship quality has standardized path coefficient of 0.52 in which C.R.= 6.29. In other words, with the probability of 99%, as a rate of 1 standard deviation unit for increasing information exchange, relationship quality increases with the value of 0.52 standard deviation unit. Thus the first hypothesis (Hypothesis 1) is accepted. The effect of the social exchange on the relationship quality has standardized path coefficient of 0.48 in which C.R.= 5.962 In other words, with the probability of 99%, as a rate of 1 standard deviation unit for increasing social exchange, relationship quality increases with the value of 0.48 standard deviation unit, thus the second hypothesis (Hypothesis 2) is accepted.

The effect of the relationship quality on the anticipation of future interactions has standardized path coefficient of 0.91 in which C.R.= 7.676. In other words, with the probability of 99%, as a rate of 1 standard deviation unit for increasing relationship quality, the anticipation of future interaction increases with the value of 0.91 standard deviation unit. Therefore, this hypothesis is accepted. Table 3 shows the summary of hypotheses.

Table 3 Results of the main study assumptions

Hypothesis test result	Significance level	The test statistic	Std. error	Standardized path coefficient	Path coefficient	Hypothesis	
						To	From
Confirmed	***	6.029	0.053	0.521	0.321	Relationship quality	Information Exchange
Confirmed	***	5.962	0.047	0.478	0.278		Social Exchange
Confirmed	***	7.676	0.206	0.906	1.582	Anticipation of future interactions	Relationship quality

5.3 The Moderating Role of Variables Including the Age of Relationship and the Product Importance

To evaluate the effect of moderating variables of the age of relationship and the product importance on the causal relationship between the variables of information exchange and the relationship quality as well as social exchange and the relationship quality, a multi-adjusted regression model was used in SPSS.

Adjusted multiple regression procedures were as follows:

A) The centralization or calculation of interaction phrase ; $X \times Z = (X - \bar{X}) \times (Z - \bar{Z})$

B) Using hierarchical regression (first or independent variable or x, then z or mediating variable, and then x * z or interaction effect of independent and moderator variables as predictor variables entering the regression model). According to the multiple adjusted regression output, three relations were obtained as follows:

1) $y = a + b_1 x$
2) $y = a + b_1 x + b_2 z$
3) $y = a + b_1 x + b_2 z + b_3 xz$

If significant value for each of the variables x, y or z in the outputs of regression effects is lower than the standard significance level (0.05 = a), the corresponding b value is not zero and if more than the standard significance level (0.05 = a), the corresponding value of b is not zero.

According to the above-mentioned triple equations, there is a possibility of three judgment default value for Multiple Adjusted Regression.

A) If the value is b3 ≠ 0, or in other words, the interactive effect of x * y on the dependent variable is confirmed, and b2 = 0, or in other words, the effect of variable z on the dependent variable is not approved, then the variable z becomes a net moderator variable.

B) If the value is b2 ≠ b3 ≠ 0, or in other words, an interactive effect of x * y on the dependent variable is confirmed, and the effect of variable z on the dependent variable is approved, and the effect is not equal, then the variable z is a shadow mediating variable.

C) If the value is b3 = 0, or in other words, an interactive effect of x * y on the dependent variable is not confirmed, then mediating variable of z, in this case is not confirmed, and only predicting variable is x.

In the fourth hypothesis and according to Table 4, due to the results of the regression output in the above three models, it can be inferred that the b1 ≠ 0 (effect of variable x or the information exchange on the variable y or relationship quality); b2 ≠ 0 (effect of variable z or the product importance on the variable y or relationship quality) and b3 ≠ 0 (no effect of x * y or interaction effect on the variable y or relationship quality) are obtained. The second presupposition (Case B) adjusted multiple regression occurred. Thus, it can be concluded that the product importance modifies information exchange with the quality of relationships.

Table 4 Adjusted multiple regression test output for the fourth hypothesis

Regression effects			The dependent variable	The independent variable	Model
Significance level	T Statistic	Standardized path coefficient			
.000	13.582	0.643	Relationship quality	Information Exchange	1
.000	7.918	0.275	Relationship quality	Information Exchange	2
.000	20.226	0.703		The product importance	
.000	8.021	0.280	Relationship quality	Information Exchange	3
.000	19.937	0.715		The product importance	
.000	6.360	0.269		Interactive effect	

For the fifth to the seventh hypothesis, we act according to the fourth hypothesis. The results in Tables 5 and 7 are shown.

Table 5 Adjusted multiple regression test output for the fifth hypothesis

Regression effects			The dependent variable	The independent variable	Model
Significance level	T Statistic	Standardized path coefficient			
.000	16.974	.724	Relationship quality	Social Exchange	1
.000	6.412	.270	Relationship quality	Social Exchange	2
.000	15.700	.662		The product importance	
.000	6.360	.269	Relationship quality	Social Exchange	3
.000	15.462	.659		The product importance	
0.685	-0.406	-.13		Interactive effect	

According to Table 5, the results of the regression effects output in the above three models (refer Table 4), it can be concluded that b1 ≠ 0 (effect of variable x or the information exchange on the variable y or relationship quality); b2 ≠ 0 (effect of variable z or the product importance on the variable y or relationship quality) and b3 = 0 (no effect of x * y or interaction effect on the variable y or relationship quality) are obtained. It means that the default third (Case C) of adjusted multiple regression occurs. Thus, it can be inferred that product importance does not modify the relation between social exchange and relationship quality and is a predictive variable.

According to Table 6 the results of the regression effects output in the above three models (refer Table 4), it can be concluded that b1 ≠ 0 (effect of variable x or the information exchange on the variable y or relationship quality); b2 = 0 (effect of variable z or the product importance on the variable y or relationship quality) and b3 = 0 (no effect of x * y or interaction effect on the variable y or relationship quality) are obtained. It means that the default third (Case C) of adjusted multiple regression occurs. Thus it can be inferred that product importance dose not modify the relation between information exchange and relationship quality and is a mediator variable and not predictive.

Table 6 Adjusted multiple regression test output for the sixth hypothesis

Regression effects			The dependent variable	The independent variable	Model
Significance level	T Statistic	Standardized path coefficient			
.000	13.582	.643	Relationship quality	Information Exchange	1
.000	13.440	.641	Relationship quality	Information Exchange	2
.692	-3.97	-.019		The relationship age	
.000	13.143	.635	Relationship quality	Information Exchange	3
.670	-.427	-.020		The relationship age	
.376	.888	.043		Interactive effect	

According to Table 7 and also the results of the regression effects output in the above three models, it can be concluded that b1 ≠ 0 (effect of variable x or the information exchange on the variable y or relationship quality); b2 = 0 (effect of variable z or the product importance on the variable y or relationship quality) and b3 ≠ 0 (no effect of x * y or interaction effect on the variable y or relationship quality) are obtained. It means that the default third (case c) of adjusted multiple regression occurs. Thus, it can be inferred that product importance does not modify the relation between information exchange and relationship quality.

Table 7 Adjusted multiple regression test output for the seventh hypothesis

Regression effects			The dependent variable	The independent variable	Model
Significance level	T Statistic	Standardized path coefficient			
.000	16.972	.724	Relationship quality	Social Exchange	1
.000	16.949	.724		Social Exchange	
.146	-1.457	-.062	Relationship quality	The Relationship Age	2
.000	16.850	.726		Social Exchange	
.138	-1.489	-.064	Relationship quality	The Relationship Age	3
.535	-.621	-0.27		Interactive effect	

6. DISCUSSION AND CONCLUSION

In H1 hypothesis, information exchange has a positive effect on the relationship quality. Many relationships are supported through strong social and personal ties between the buyer and selling staff. These bonds make links permanent and manage them in times of crisis. If the exchange of information between the buyer and the seller are established on a permanent basis, these links will be strengthened.

Relationship marketing is not only profitable for the organization but creates word of mouth communication and customer support from the organization. In hypothesis 2, the social exchange has a positive impact on the relationship quality. Social exchange refers to a short-term interaction that happens in the formal and informal levels and leads learning and bridging the gap and uncertainties between buyer and seller. Socialization refers to the relational nature of the exchange that finally plays a role related to support and empowers relationship. This work is done at an early stage to create awareness, develop consumer preferences (by promoting the value, performance and other characteristics), convince the interested buyers and encourage them to make the purchase.

In hypothesis 3, quality of relation has a positive impact on predicting the future interactions. When the client receives good service in the first initial purchase of a product, the customer repurchase motivations created. Unpleasant communication will reduce expected a future interaction between the customer and buyer. The buyer, who has trust in the seller, likely continues its involvement.

In the fourth hypothesis, the moderator role of product importance in the relationship between information exchange and relationship quality were approved. The atmosphere of transactions in B2B markets is such that in circumstances where the parties are involved in sharing information, the relationship quality strengthens. These effects are stronger when the product is more important.

When relations are accompanied by product importance, buyers emphasize on primary important information rather than socialization. This is why buyers are looking to gather information to make further progress in their relationship. In the fifth hypothesis, the moderator role of product importance in the relationships between social exchange and each of relationship quality dimensions (trust, satisfaction, commitment, and mutual cooperation) was not approved. This is because of the sensitivity of buyers to products is more important. Given the prevailing economic conditions on manufacturing companies, it seems that buyers' products with high importance are not seeking to establish interpersonal relationships with vendors.

Another reason not to confirm this hypothesis could be the pressures on buyers by the managers that buyers should act rationally when they make relationship with sellers. In the sixth hypothesis, the moderator role of age of relationship in the relationship between information exchange and relationship quality were not approved. It seems that among buyers, with a higher age of relationship with the seller, for reasons that have not been considered in this study as becoming more competitive for seller's market, more compelling advertising of other companies, entry of foreign competitors and so on has tempted buyers for whatever maximizes their profit margins. In the seventh hypothesis, the moderator role of age of relationship in the relationship between social exchange and relationship quality were approved. Due to the shortness of the relationship between buyer and seller, it seems that buyers are seeking to establish interpersonal relationships with vendors to be able to use feelings or friendly relations and signing agreements and contracts for receiving their products.

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