

The impact of the business relationship quality on satisfaction exporters and the formation of expectations of continued exports (Case Study: Companies based in the city of Rasht)

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Exporter satisfaction is highly important as it demarcates export effectiveness and reflects sustained effects of companies in international business. Preserving export-import relations is a logical choice for satisfied exporters. The present study measures effects of business relations quality on exporter satisfaction and their expectation to continue the existing exporting process. Population of the study was established firms in Rasht. Cochran's formula on limited population was used for sampling. A total number of 195 firms was ed by convenient non-probabilistic method. A standard questionnaire (adopted Al-Ahmad and Scollard, 2013; Salk, 2013) was used to obtain the required data. Moreover, Structural equation modeling was used for testing the hypotheses. Results indicate that business relations quality has positive and significant effects on strategic and financial performance of firms. It also influences exporter satisfaction to continue business. Finally, it is revealed here that technological uncertainty and market uncertainty have effects on the relationship between exporter satisfaction and export continuation.

Keywords : business relations quality, financial performance, strategic performance, export continuation, exporter satisfaction, technological uncertainty, market uncertainty