

# **The impact of customer orientation on export performance through communication and behavioural commitment in export companies in Guilan province.**

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**Nowadays, given the tendency of companies to globalize, exports are most commonly known to firms, especially small and medium sized enterprises, to enter the foreign markets. One of the most important reasons is that exports need less resources and less risk, In this study, the Alteren and Tudoran models (2015) have been used. Accordingly, the most important components affecting export performance are customer-oriented through behavioral commitment and communication. The research method is type-descriptive-correlation. The statistical population of the research is the export companies of Gilan province. The statistical population of this study is the export companies of Gilan province 74 companies. According to Morgan's table, the sample size is 64 companies, The Inaccessible available sampling method is simple. The data gathering tool in the present study is a questionnaire with a 5-choice spectrum. The validity of the questionnaire was confirmed. All factors are combined with Cronbach's alpha coefficient above 0.7; To analyze the data and test the hypotheses, statistical analysis of structural equation modeling using SPSS and PLS software has been used. The results of the research hypothesis test show that: A customer-oriented relationship with behavioral commitment is related to companies that export in Guilan province. The customer relationship is related to the communications in the companies exporting the province of Guilan. Relationship with behavioral commitment is related to companies that export in Guilan province. The customer orientation is affected by communication and commitment to export performance.**

**Keywords : customer-orientation, communication , commitment , export performance,**

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**export companies of Gilan province.**

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