

The effect of customer focus on increased export the role of mediation of behavioral commitment and customer relationship commitment

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Abstract This study is about the impact of customer orientation on the export performance improvement of production companies in Guilan Province. The method of this research is Description - Survey and it is based on structural equations modeling. Thus, we studied the samples of ed comments our statistical society by using the standard questionnaire. In addition, due to the backgrounds and Hypotheses, a model was identified to prove the influence of customer orientation on export performance. The fitness of the model was tested by LISREL and based on its outputs was acceptable. Results showed that customer orientation effect on behavioral commitment and connection with the customer. Connection with the customer also influence on export performance and behavioral commitment. At the end, it is shown that customer orientation via connection variable effect on export performance of companies. **Keywords:** Customer Orientation, Export Performance, Structural equation, Behavioral Commitment.

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