
Relationship between customer orientation and export performance according to the role of behavioral commitment and communication (Case study: exporter companies of Gilan Province)

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The present study aimed to investigate the relationship between customer-oriented and export performance Considering the commitment of behavior and communication between exporting companies Guilan province. The research method is descriptive and it is considered as a functional purpose. The method of collecting data in this survey applying the questionnaires. he study population Gilan province are export companies, which 126 Manager of 42 companies, for example through by counting all methods were ed for study To confirm the validity of the questionnaire, content validity method to determine the direction reliability Cronbach's alpha coefficient was used.To test the hypothesis pls structural equation modeling technique was used, which according to the results of the test model can be seen that the customer-oriented, commitment of behavior and communication Overall 73/6 explain the percentage of export performance.

Keywords : customer orientation, behavioral commitment, communication, export performance

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