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Buyer-Seller Relationships in the Sales and Purchasing Decentralization:

A Case Study of Tableau

Fuminori Ozaki
Keio University

In studies of buyer-seller relationships in industrial goods markets, it has been believed that the quality of the relationships between individuals and between organizations determines firm performance, with long-term, continuous transactions by a relatively small number of sellers and buyers. In recent years, however, the industrial goods market has undergone changes such as the existence of many sellers and buyers, the division of the sales organization according to the sales process on the seller's side, and the dispersion of purchasing decisions within the customer organization on the buyer's side. In addition, the relationship between the two parties is increasingly being built through non-personal, non-face-to-face communication. These changes are creating new research opportunities.

This study focuses on the division of sales organization by sales process and the dispersion of purchasing decisions within the customer organization, and analyzes the impact of these changes on the relationship between sellers and buyers. The results suggest that under the division of sales organizations and dispersion of purchasing, the relationship between sellers and buyers is influenced by the brand relationship, which in turn is influenced by the stickiness of customer needs information.

Relationship Marketing and Key Concepts

Fuminori Ozaki
Keio University

Relationship marketing came to prominence as a paradigm for marketing management in the 1990s, and its research has continued to evolve up to the present day. Relationship marketing research has focused on the relational exchange between buyers and sellers, with particular emphasis on the determinants and outcomes of the relationship between the two parties, as well as the mediating factors that connect them. In recent years, however, it has been pointed out that the relationship between buyers and sellers has changed in the digital environment.

As a basis for gaining insight into this transformation, this article reviews the development and major concepts of relationship marketing research to date, which has accumulated over the past 40 years since its pioneering studies, and presents future research issues.