Customer Orientation and Cross-Buying: The Mediating Effects of Relational Selling Behavior and Relationship Quality

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Abstract
This study explores customer orientation whether to influences cross-buying of bank customers. Using structural equation modeling to verify overall model this study proposed and test two sets of mediators namely relational selling behavior (interaction intensity and mutual disclosure of information) and relationship quality (satisfaction and trust), the results indicate: 1. The customer orientation positively influences both the interaction intensity and mutual disclosure of information which in turn influence customer satisfaction and trust respectively; in addition, trust positively influences cross-buying, but satisfaction does not. 2. Relational selling behavior plays a mediation role between customer orientation and relationship quality; however, relationship quality does not have a mediation effect between relational selling behavior and cross-buying.

Keywords: Customer Orientation, Relational Selling Behavior, Relationship Quality, Cross-buying

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