

The Effect of Market Orientation on Relationship Commitment and Relationship Effectiveness of Port Logistics Firms

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Abstract

The aim of this research is to suggest methods for managing the relationships between firms through verifying the relationship between the market orientation, relationship commitment, and relationship effectiveness of port logistics firms. The population is port logistics firms, the sample frame is the membership list of the Busan Port Authority, and the sample is 182 which were extracted by random sampling. The methodology is as follows: Cronbach's alpha, an exploratory factor analysis, a confirmatory factor analysis, a correlation analysis, and a structural equation model analysis. The implications of the results are as follows. First, intelligence dissemination and responsiveness have a positive influence on relationship commitment. Second, coordination, capability, and exchange have a positive influence on relationship commitment. Third, relationship commitment has a positive influence on sales effectiveness and development effectiveness. These results can be inferred as follows. They can achieve internal organizational performance and systematic performance which are in accordance with the acquisition of internal and external relationships on which market orientation has an influence.

Key words : Port Logistics Firms, Market Orientation, Commitment, Relationship Effectiveness

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I. Introduction

Manufacturing firms with a globalized value chain have the aim of structuring a competitive advantage in order to produce global manufacturing and selling systems through the intensive input of resources and achieve the optimum manufacturing position. As a result, they can supply high quality, low cost products for the global market in accordance with low manufacturing costs.¹⁾ In these circumstances, they perform business activities abroad to structure a competitive advantage and in consequence global supply chain management (SCM) makes an appearance as an important factor.²⁾

The activities of each participant as well as information transmission and physical movement of products between supply chain participants who are located in different countries, such as suppliers, manufacturers, distributors, and logistics service providers are included in supply chain. This involves the confirmation of customer needs and the activities between supply chain partners: the former is concerned with downstream activities in which suppliers check the needs of manufacturers and manufacturers check the needs of distributors, because firms downstream become customers; the latter are connected with activities between firms because they should not focus on their internal objectives but concentrate on a plan, performance, and monitoring between supply chain partners. In this situation, the activities which connect supply chain participants are performed by logistics experts, such as third party logistics providers.³⁾ Their logistics services have an influence on logistics management of manufacturers and, as a result, manufacturers depend heavily on logistics service providers for efficient SCM.⁴⁾

These environmental variances represent new opportunities for port logistics firms to act as logistics service providers. They should improve their services to reflect global supply chain strategy of manufacturers who are their customers. They should be able to achieve and ascertain customer needs through market orientation to enjoy a sustainable competitive advantage in the market. They should also provide customers with services which coincide with customer requirements in accordance with the global dispersion of the value chain and the global supply chain strategy of the manufacturers. Firms

1) Jorgensen and Knudsen (2006), pp. 449-462.

2) Ritchie and Brindley (2002), pp. 110-116.

3) Lummus et al. (2001), pp. 426-431.

4) van Heek (2001), pp. 15-29.

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