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# Journal of Relationship Marketing

## Methodological choices in Relationship Quality (RQ) research 1987 to 2015: A systematic literature review --Manuscript Draft--

<b>Manuscript Number:</b>	JRM-D-16-00017
<b>Full Title:</b>	Methodological choices in Relationship Quality (RQ) research 1987 to 2015: A systematic literature review
<b>Article Type:</b>	Original Article (double blind)
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<b>Manuscript Classifications:</b>	Imperial; Managerial; Theoretical
<b>Abstract:</b>	Different methodological choices (i.e. data collection method, sample size, sample characteristics and analytical instrument) in 122 relationship quality peer reviewed articles published in accredited academic journals between 1987 and 2015 are reviewed. Results revealed that relationship quality researchers need to look into other relationship type which businesses/organisations engage in, in order to survive as existing studies have been limited to interpersonal relationships (i.e. relationship between individuals), business to business relationships, business to customer relationships and customer to business relationships. Also, results show that too much attention has been given to quantitative method of data collection as only a small number of researchers in this field utilise qualitative method. Furthermore, sample choice and size identified in existing studies is somewhat constrained to the method of data collection employed. Researchers should be more transparent in providing detailed information on their methodological choices and the rationale for those choices.
<b>Additional Information:</b>	
<b>Question</b>	<b>Response</b>
<b>Author Comments:</b>	NIL

## Methodological choices in Relationship Quality (RQ) research 1987 to 2015: A systematic literature review

### Abstract

Different methodological choices (i.e. data collection method, sample size, sample characteristics and analytical instrument) in 122 relationship quality (RQ) peer reviewed articles published in accredited academic journals between 1987 and 2015 are reviewed. Results revealed that RQ researchers need to look into other relationship type which businesses/organisations engage in, in order to survive as existing studies have been limited to interpersonal relationships (i.e. relationship between individuals), business to business relationships (B2B), business to customer relationships (B2C) and customer to business relationships (C2B). Also, results show that too much attention has been given to quantitative method of data collection as only a small number of researchers in this field utilise qualitative method. Furthermore, sample choice and size identified in existing studies is somewhat constrained to the method of data collection employed. Researchers should be more transparent in providing detailed information on their methodological choices and the rationale for those choices.

**Keywords:** Methodology review, Relationship quality, Relationship quality construct, Marketing

## Introduction

Relationship quality as a theme emerged from the field of marketing but has earned the attention of scholars and researchers from various fields of study in the past two decades (Leonidou et al, 2013). This can be linked to the desire and need for businesses to develop mutual beneficial and successful relationships with business associates and partners (Athanasopoulou, 2009). Researchers have conducted empirical studies on relationship quality resulting in the emergence and development of diverse theoretical frameworks or models and different constructs. These frameworks and constructs involve the identification of factors that contribute to the success of relationships and features that make relationships highly valued by the parties involved.

The increasing literature base and the significant impact of relationship quality have prompted a number of literature reviews from different perspectives on relationship quality. These reviews include;

- Impact of customer satisfaction and relationship quality (Henning-Thurau and Klee, 1997)
- Synthesising existing research on relationship quality and argues for a framework in which trust, satisfaction and commitment are the three key dimensions of RQ (Vieira et al, 2008)
- Empirical review which provide a unified theory on the effect of RQ on customer responses to service failure (Yi-Fen, 2012)
- A cross-referencing review which develops a framework guiding firms in determining factors that may affect the quality of their relationship with customers (Athanasopoulou, 2009)

1 The findings of these studies, their proposed further research actions, suggest  
2 the need to assess how researchers and scholars explore relationship quality as  
3 a theme.  
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8 This study evaluates peer reviewed academic literature published between 1987  
9 and 2015 in order to address issues face by researchers when making  
10 methodological choices and the rationale for those choices. Researchers in this  
11 field have managed to investigate and develop empirical arguments that build on  
12 the insight and findings from their predecessors. This has helped build a growing  
13 and robust knowledge base environment which informs practitioners when  
14 making strategic and operational decisions. Despite the impact of choice of  
15 research methods on the findings of studies on relationship quality, there has  
16 been no systematic analysis of different research methods across the  
17 relationship quality literature. This paper builds on Athanasopoulou's (2009)  
18 proposed future research for researchers to use more qualitative approaches to  
19 capture the subtle differences between contexts (for e.g., taking into  
20 consideration the environment of the study, industry, people involved, and  
21 profession/occupation).  
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42 In line with this proposition, the objective here is to explore and investigate  
43 questions around how relationship quality constructs were conceptualised (i.e.  
44 method(s)), study sample(s) and characteristics, location, the industry in which  
45 previous studies have been conducted, and journals where previous research  
46 has been published. The paper begins with a summary of the RQ literature to  
47 provide a context for the study. This is followed by a description of the search  
48 strategy. The findings of the review are presented under different themes and  
49 finally the authors' offers suggestions for future research.  
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## Literature Review

### Definition and Constructs of Relationship Quality

The existing literature on RQ suggests that it is widely used to describe how healthy a relationship is based on the evaluation or assessment of the parties within that relationship. Appendix 1 presents different definitions of RQ extracted from the literature. These definitions reflect the significance of RQ yet there is no agreement among researchers on a single acceptable definition for RQ. However, it is obvious from the different definitions of RQ extracted that;

- RQ definition varies according to the research context, and
- RQ as a concept has been applied in either an interpersonal relationship or inter-organisational relationship context.

RQ is generally perceived as a meta-construct composed of several different but related dimensions (Dwyer, Schurr and Oh, 1987; Skarmeas and Robson, 2008). Researchers have suggested several constructs upon which RQ can be assessed or evaluated. These constructs are in most cases not clearly defined or differentiated from one another (Fynes, Burca and Mangan, 2008). This is because often times the same construct is used to refer to another idea and the measurement of these constructs varies among researchers (Bove and Johnson, 2001). This has further resulted in a no consensus situation as to what constitutes RQ despite empirical studies conducted on the theme (Skarmeas and Robson, 2008). However, Athanasopoulou (2009) reviewed existing literature on RQ between 1987 and 2007 and found that trust, satisfaction and commitment are the three dominant constructs which have been used and validated in different contexts.

1 Trust refers to the belief that a party to a relationship is benevolent and honest  
2 (Gustafsson et al, 2005; Morgan and Hunt, 1994). Commitment suggests a  
3 psychological state that occurs when maximum effort is guaranteed between  
4 partners in an ongoing relationship in order to maintain it (Gustafsson et al,  
5 2005; Morgan and Hunt, 1994). Satisfaction indicates an emotional state that is  
6 evoked by the overall evaluation of interactive experiences between parties in a  
7 relationship (Gustafsson et al, 2005; Crosby et al, 1990). Making existing  
8 literature on RQ a point of reference, this study focuses on the evaluation of  
9 methods employed by previous studies.  
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## 22 **Methods**

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26 The following research questions were explored:  
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29 1. How has RQ research been conceptualised? What key constructs were  
30 investigated?  
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34 2. What sampling strategies have been used in qualitative and quantitative  
35 RQ research? How were research participants accessed for the purpose of  
36 the study?  
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- 39  
40 3. What are the characteristics of the selected sample?  
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42 a. What was the sample size?  
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44 b. Which industries and occupations were targeted  
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48 4. Which geographical regions or countries were the studies carried in?  
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## 52 **Inclusion Criteria for Journal Articles**

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55 Since it is more or less impossible to analyse every single journal articles within  
56 the area of study, a total of 122 journal articles on RQ were analysed. These  
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1 journal articles were considered significant to this study based on the following  
2 criteria:

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5 1. The article's subject or title had to do with RQ and/or a relationship  
6 construct.
- 7  
8 2. The articles were published in accredited and recognised journals within  
9 the field of study.
- 10  
11 3. The articles were scholarly peer reviewed.
- 12  
13 4. The articles were within the academic context i.e. articles within the  
14 professional context were excluded.
- 15  
16 5. The articles were published in English language for easy review.
- 17  
18 6. The articles were based on empirical study by taking account of the study  
19 sampling process and analysis.
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### 30 **Database Search Process**

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34 The preliminary search included all journal articles that have relationship quality  
35 and/or relationship construct within the article itself. Table 1 gives detailed  
36 definition/description, advantages and disadvantages of each search criteria.  
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38 Also, figure 1 shows detailed sequential step with specific search criteria used in  
39 arriving at the sample journal articles selected for the study.  
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47 Journal articles not written in English language were deleted for easy  
48 understanding and analysis. Conceptual journal articles which are review based  
49 as opposed to carrying out a study and book reviews were also excluded by  
50 focusing on academic articles only. This is because they could not be reviewed  
51 using the same analytical structure, for example they differ in the use of  
52 methodology and objectives. In other to maintain objectivity within the selection  
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criteria used, no effort was made to separate journal articles based on service or product type, perspective of study (i.e. seller or buyer), research method used or research findings (Athanasopoulou, 2009). Of the remaining journal articles, a further search was conducted by limiting the study sample size to the scholarly peer reviewed academic articles that had “relationship quality” and/or “relationship construct” within their title. The steps shown in figure 1 were followed in order to;

1. Ensure a fair representation of articles of interest.
2. Minimise bias.
3. Give article within the field of study equal opportunity for selection.

Appendix 3 further gives detailed information about the sample selected. The analysis continued by systematically reviewing the selected 122 articles using an excel spreadsheet.

### **Excel Spreadsheet Analysis (ESA)**

The ESA is focused on evaluating and assessing how previous studies had gone about doing their research and how they got to their research findings (i.e. the process and approach involved). As a result, the findings of the various journal articles selected for this study were not taken into consideration. The ESA presented a tabular form of different measurement used in assessing and evaluating selected articles. This was attempted to extract appropriate and adequate information from selected articles by separating the key elements of the studies into 9 different categories:

1. Author(s) and year of publication

2. Journal in which article was published
3. Method
4. Sample size
5. Sample characteristics
6. Relationship type
7. Industry/field of study
8. Construct
9. Analysis

These elements were taken into consideration because when put together gives detailed information on the approach and process through which research findings were obtained. Appendix 2 gives a brief description/definition of the 9 different categories selected and why. This study considers the ESA of great help to researchers in the field by having a holistic view of the different methods employed by existing researchers within the field of study. Also, the ESA helped the current study in differentiating all selected journal articles by obtaining all relevant information required for this study. This process further led to the rearrangement of journal articles reviewed by industry as opposed to the initial arrangement by year (see appendix 3).

## **Results and Discussion**

A detailed breakdown of the result by industry can be seen in appendix 3.

## **Overview of Studies**

Dwyer and Oh (1987) were the first to publish a major peer reviewed journal article on RQ, since when RQ as a concept received minor scrutiny until 1998.

1 During the first decade of its emergence, an average of 2 peer reviewed journal  
2 articles were published each year. However, RQ started gaining the attention of  
3 more researchers from 1998, during which time an average of 5 peer reviewed  
4 journal articles were published each year until 2015 (see figure 2). Prior to this  
5 period, studies conducted on RQ were confined to either marketing or service or  
6 business field of research while from 1998 onward studies on RQ have attracted  
7 attention of researchers in various field of study (for example, information &  
8 management, quality management, psychology, tourism, finance, banking etc.).  
9 This can be attributed to the increasing importance placed on RQ as a concept  
10 by researchers. For example, Athanasopoulou (2009) argued that losing  
11 customers in today's highly competitive environment is very costly, and Palmer  
12 (2002) noted that a business competitive advantage is closely related to its  
13 quality of relationship. However, these prior studies have ignored for example  
14 relationship type that considers a host community and oil producing company  
15 within the oil producing industry.

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36 In addition, the top 15 journals out of 65 journals identified in the study (see  
37 figure 3 and appendix 5) accounted for over 50% of the articles reviewed. This is  
38 mainly due to the focus (i.e. inter-personal relationship and inter-organisational  
39 relationship) of most studies in the RQ area.

## 46 **RQ Constructs**

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51 As can be seen from appendix 3, researchers have developed several but  
52 interdependent and related RQ constructs in the last three decades. These  
53 constructs are largely influenced by the industry/field of study in which the  
54 various studies have been conducted. While researchers continue to strive  
55 toward a detailed and better understanding of RQ constructs, Vieira et al (2008)

1 asserted that a large number of the RQ constructs identified have been  
2 employed as either a *dimension* or a *determinant* of RQ and as such, there is  
3 little or no consensus as to a single model for a RQ construct. This has resulted  
4 in a high level of ambiguity about relationship quality dimensions and  
5 determinants, thus, the call for clear explanation have been agitated (for e.g.,  
6 Iven and Pardo, 2007; Huntley, 2006). Scholars like Holmlund and Tornroos  
7 (1997) and Palmatier et al (2006) argued respectively that business levels of  
8 relationship development and relationship quality context are the major causes  
9 of this ambiguity. However, over 50% of the journal articles reviewed argued  
10 that trust, satisfaction and commitment are essential in any relationship context.

### 24 **Data Collection Method**

27 Out of the 122 peer reviewed journal articles selected for this study, ninety-  
28 three articles (76%) took on board the questionnaire as a means of data  
29 collection. Of the ninety-three studies, only twenty-four studies provided further  
30 information as to the kind of questionnaire used or how the questionnaire was  
31 administered. Twenty-three studies administered their questionnaire through  
32 either email or postal letter while only one study administered the questionnaire  
33 through face to face interaction. Also, ten articles (8%) utilised semi-structured  
34 interview as the data collection method. Focus group and case study was  
35 employed by one study (0.8%) each. A further six articles (4.9%) reviewed did  
36 not specify the data collection method used. In addition, some of the articles  
37 reviewed employed mixed method of data collection. Nine articles (7.3%)  
38 utilised semi-structured interview and questionnaire, one article (0.8%) utilised  
39 semi-structured interview and case study, and another one article (0.8%)  
40 employed semi-structured interview, case study and questionnaire. In summary,  
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81% (i.e. ninety-nine studies) of the journal articles reviewed suggested that researchers have used the questionnaire mainly as a method of collecting quantitative data, while little attention has been accorded to qualitative and mixed method (twelve studies (10%) and eleven studies (9%) respectively).

In spite of Vieira et al's (2008) assertion that a quantitative method (i.e. questionnaire) provides researchers with more generalisable data, the use and development of a quantitative instrument (i.e. questionnaire) employed by the majority of the studies reviewed was rather ad hoc. This is because most studies did not provide enough information about the reliability and validity of the quantitative method used. Also, considering the lack of consensus in the definition of RQ and its constructs among researchers, there is clearly a need for further research to consider RQ and its constructs from a qualitative method of data collection (for e.g., interview). It has been argued that an interview give room for explanation, better understanding and elaboration of a subject matter as opposed to a questionnaire which is standardised, thus, it does not give room for explanation.

### **Sample Sizes and Sample Characteristics**

Sample size and characteristics were assessed to determine if any pattern existed among the different journal article reviewed and the extent to which these are generalisable. For easy and fair representation of analysis, all journal articles reviewed were segregated by the industry in which the various studies have been carried out. This resulted in a total of twenty-eight different industries, although there is an element of overlap among some of the industries identified (see appendix 6).

1 Data gathered further suggested that majority of these studies were conducted  
2 within the service industries, for e.g., marketing, health/medical,  
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4 finance/banking, hotel/tourism, while little or no attention is given to the  
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6 manufacturing/construction industries, for e.g., manufacturing, project  
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8 management, and oil and gas industries.  
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## 10 11 12 **Sample Sizes**

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16 Sample size evaluation was made possible by segregating all journal articles  
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18 selected for this study into the different industry in which they belong (see  
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20 appendix 3). This is because sample sizes vary according to the type of industry  
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22 (Athanasopoulou 2009). It was revealed that there is a relative fair  
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24 representation of sample size selection among various researchers within each of  
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26 the industry identified probably because researchers in this field have managed  
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28 to investigate and develop empirical arguments that build on the insight and  
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30 findings from their predecessors. This standpoint has limited the area of  
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32 coverage in RQ research output mainly to B2B, B2C and C2B relationships as  
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34 researchers tend to limit their work within the domain of existing studies, thus,  
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36 giving less attention to new areas of research (i.e. other relationship types)  
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38 within the RQ discipline. This is contrary to scholars and researchers conclusion  
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40 that there are many types of relationships that should be evaluated  
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42 (Athanasopoulou 2006, and Gummesson 2002).  
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51 Also, evidence gathered revealed that the choice of sample size in any research  
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53 study is largely influenced by the data collection method and the population size  
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55 of the industry. Assessing each industry identified further, it was revealed that  
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57 researchers have stated no specific reason or benchmark for the selection of  
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59 their sample sizes. This suggested that sample sizes are based on what  
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1 researchers could get. Furthermore, based on the fact that 76% of the current  
2 study employed a questionnaire for their data collection (see discussion on data  
3 collection method), it was evident that studies gathering data through  
4 telephone, email or mailed questionnaire have larger sample sizes compared to  
5 studies using face to face interaction. This is probably because it is easier to  
6 administer and coordinate questionnaire via telephone or online than face to  
7 face. Also, it is considered that the logistic process of administering a face to  
8 face interaction is time consuming compared to telephone, email or mailed  
9 questionnaire administration.  
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## 22 **Sample Characteristics**

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26 The sample characteristics breakdown study was carried out to ascertain  
27 features that were considered by researchers in the process of determining and  
28 selecting their study research participants.  
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## 34 **Gender and Age Characteristics**

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38 Eighteen (15%) of the peer reviewed journal articles analysed focused on gender  
39 and age characteristics. Fourteen studies (11%) among the eighteen reviewed  
40 journal articles specifically made use of both males and females in their data  
41 collection process. This was to ascertain the opinion of research participants  
42 based on gender perspective. A further 2 studies (2%) considered it necessary  
43 to disclose/include the age of the research participants. Also, one study's (1%)  
44 selection of the sample was based on age of research participants and their  
45 marital status (i.e. couple). This sample characteristic (i.e. gender and age) is  
46 largely influenced by industry in which the study is been carried out. For  
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1 example, majority of the studies conducted within the medical/pharmaceutical  
2 industry were based on male and female, and/or age selection.  
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5 Of the 18 journal articles, 15 were quantitative studies, 1 study was qualitative  
6 and another 2 studies was not specific as to the method of data collection used.  
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8 Also, only 14 journal articles explored the relationship between individuals in  
9 various field, 3 journal articles explored business to individual relationship while  
10 1 journal article did not focus on either of the aforementioned relationships.  
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12 Furthermore, only 1 study out of the 18 journal articles reviewed was evenly  
13 split in their use of male and female research participants.  
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### 23 **Profession/Occupations and Industry**

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27 80% of the sample reviewed could be grouped in one or more profession or  
28 occupation while 20% are not detailed enough to allow such information to be  
29 extracted. Of the 80% of the sample reviewed where research participants could  
30 be grouped into one profession or occupation, 89% of this sample consisted of  
31 professionals within the sales and marketing field of study. For e.g., distributors,  
32 dealers, purchasing agents and customers of different kind, while 11% of the  
33 same sample comprised of skilled jobs (e.g., doctors, physicians, university  
34 academics and financial planners), unskilled jobs (e.g., hair dressers and  
35 footballers) and university students. Of great concern is the  
36 profession/occupation characteristic is that most studies did not define their  
37 understanding of the different profession/occupation used as a sample, nor  
38 consider its impact on their findings.  
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57 In a similar way, sales and marketing related industries accounted for over 80%  
58 of the sample reviewed while less than 20% covered other industries like;  
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1 charity, sport, online social media and project management. This is probably  
2 because RQ studies originally emerged within the sales and marketing field of  
3 study. Nevertheless, that the sales and marketing related industry accounts for a  
4 large percentage of the study sample suggests that more future research is  
5 necessary in other industry (i.e. oil and gas industry) outside sales and marking  
6 in order for cross comparison of findings to be conducted. It is also evident from  
7 appendix 3 that each industry identified has a mixture of journal articles that  
8 deal with a relationship type that falls in either or both of; interpersonal  
9 relationship i.e. relationship between individuals, business to business  
10 relationship, business to customer relationship or customer to business  
11 relationship. This also suggests the need for future research in other relationship  
12 types like business to its local community relationship, or local community to  
13 business relationship.

### 31 **Geographical Location**

32 All journal articles (N = 122) reviewed for the purpose of this study were  
33 conducted in one of 24 different countries. About one third of these studies  
34 (33%) were carried out in Asia. Likewise, 27% and 29% of these studies were  
35 carried out in Europe and North America respectively. Less than 10% of these  
36 studies were carried out in Australia while an approximate of 1% each were  
37 conducted in Africa and South America (see appendix 6 for a detailed breakdown  
38 and figure for a summary). Hence, RQ has received attention from scholars  
39 within developed continents while it has received lesser or no attention from  
40 developing or under-developed continent like Africa.

41 Furthermore, four studies (3%) collected data from 2 or more countries. These  
42 studies measured RQ constructs in relation to cross-cultural variables by  
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1 comparing and contrasting data from multiple countries like Belgium, US,  
2 Netherland, Australia, UK, Sweden and Japan. The findings from these few  
3 studies suggested a need for further research into the significance of cultural  
4 sensitivity between developed and developing countries and vice vasa in order to  
5 allow generalisation of findings.  
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### 10 **Sampling Strategies**

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13 Of significant importance to the various journal articles reviewed was how study  
14 samples were chosen. Only 33% of the journal articles reviewed provided  
15 information on how research samples were chosen, while 67% were silent or did  
16 not make known any information as regards study sample selection. Over 75%  
17 of the studies that provided information on sampling method (i.e. systematic  
18 sampling, random sampling, stratified probability sampling, convenient sampling  
19 and judgemental sampling) used were qualitative studies, while less than 25%  
20 were qualitative studies.  
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### 36 **Limitation of the Study**

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40 There are two main sources of limitation to this study. First, limitation due to  
41 parameters utilised in the process of selecting journal articles for review, and  
42 second, limitation resulting from study components under investigation. Taking  
43 into consideration the parameters used, only peer reviewed academic journal  
44 articles were considered for the purpose of this study. While conference papers,  
45 published books and other non-peer reviewed or referenced journal articles were  
46 excluded. Therefore, the findings and conclusions of this study are limited to  
47 peer reviewed academic journal articles only. Also, the search strategy was  
48 limited to journal articles that had RQ as a key term in their title. However it is  
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worth noting that the search strategy might have excluded a range of journal articles which could possibly focus on RQ despite applying different search terms in test paper omission.

In addition, only journal articles written in English language were considered for study. This process resulted in the current study focusing on only English language speaking countries. The scope of the study was limited to the method of data collection, sample and sample characteristics, and analytic tools utilised by various studies under review. This was considered important in order to effectively evaluate journal articles selected for this study.

## **Conclusion**

This study extends the present understanding of methodological choices reported in RQ academic peer reviewed journal articles published between 1987 and 2015. The cited literature evidences an upsurge in research interest and knowledge (i.e. interpersonal relationship - individuals, business to customer, and customer to business) from different scholars in various fields of study since 2008. Also, many of the studies were undertaken in developed countries and carried out within the marketing context. This is not unexpected given the fact that the theme RQ emerges from the relationship marketing paradigm. However, the results obtained from existing studies (i.e. in developed countries and carried out within the marketing context) are not transferable to emerging or new studies within a novel context or within developing countries. For example, RQ has been applied in most studies to assess seller - buyer relationship where the seller offers a product or service in exchange for the buyer's consideration. However, a scenario whereby parties to a relationship (for example; a host community and an oil producing company a scenario typical to the Niger Delta

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Region of Nigeria) do not fit into the seller – buyer relationship requires prompt attention. In addition, researchers in the field of RQ should be more transparent and clear in giving detailed rationales for the selection of their research method(s) and research sample.

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Finally, it is obvious from the review that RQ research has been dominated by quantitative method of data collection with a specific emphasis on the use of questionnaires. It will be of great advantage if emerging studies in RQ field can take on board a qualitative method of data collection (for e.g. interviews, case studies) in order to get a more detailed understanding and insight into the different constructs that affect relationship quality in each context. Addressing these shortcomings in the application of research methodology will strengthen the evidences upon which RQ frameworks are developed.

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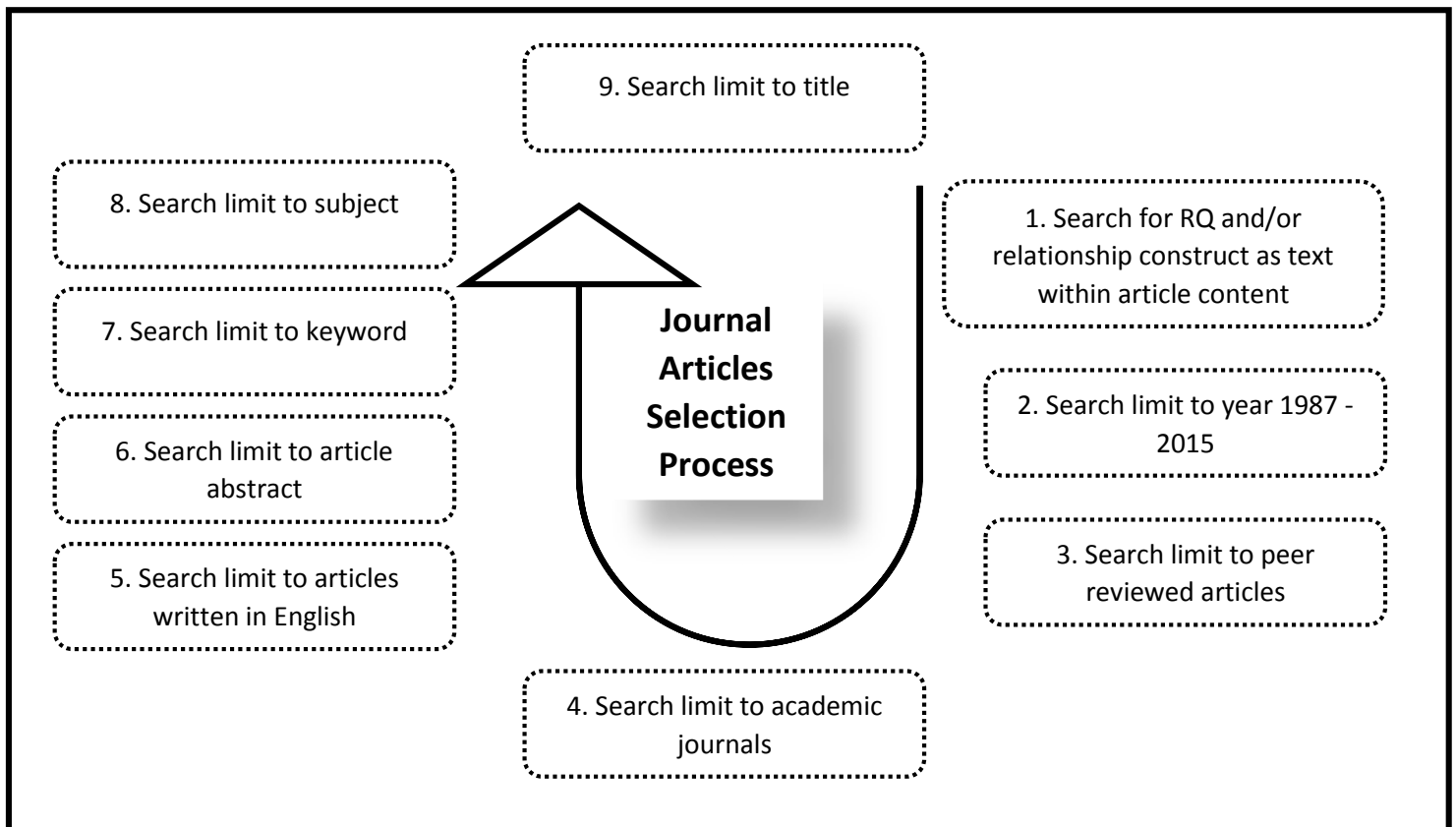
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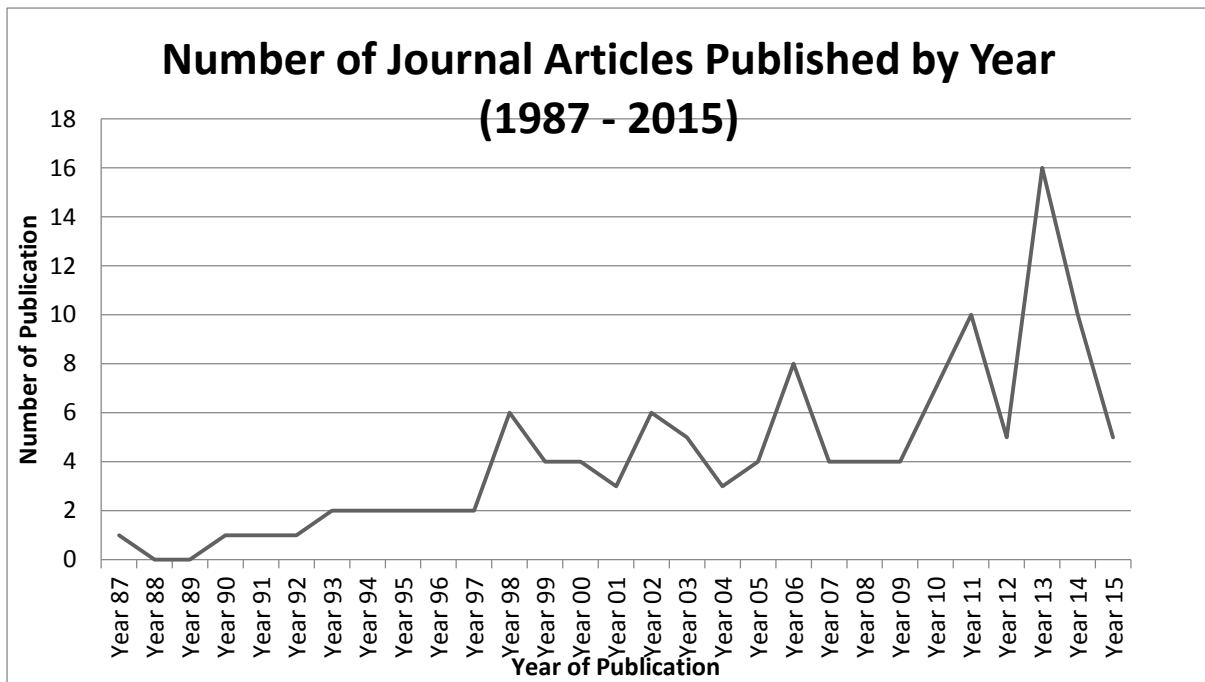
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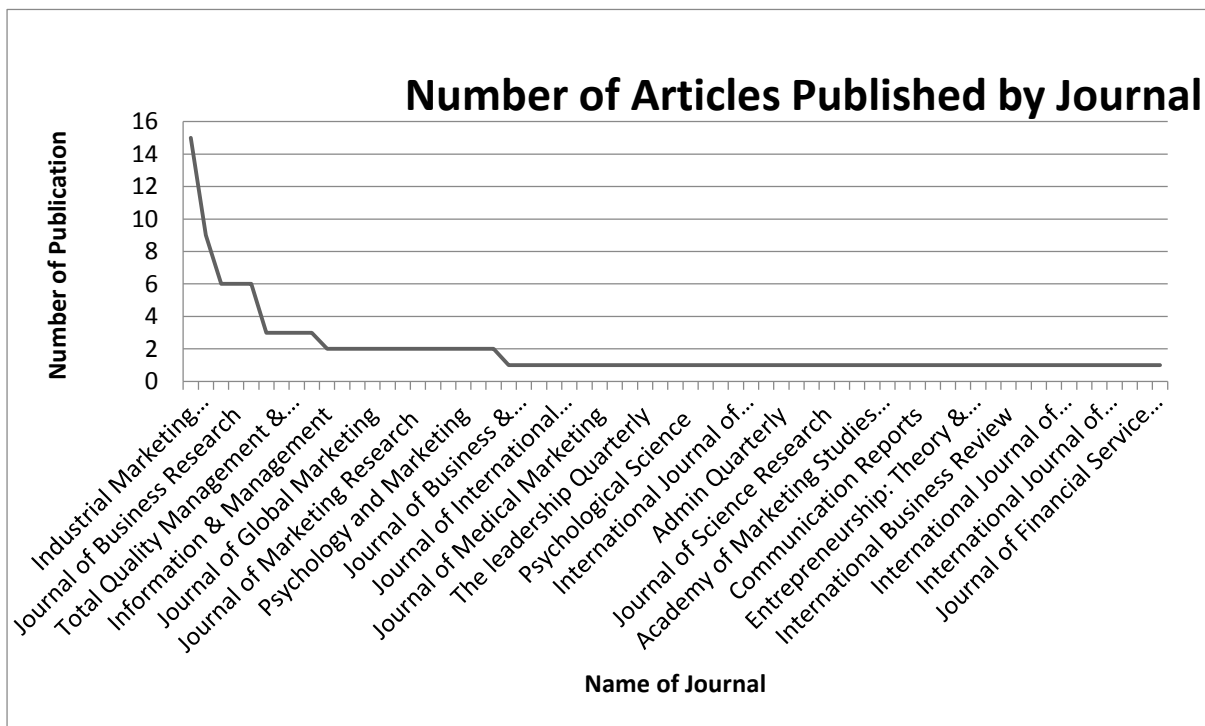
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**Figure 1:** Journal articles Selection Process

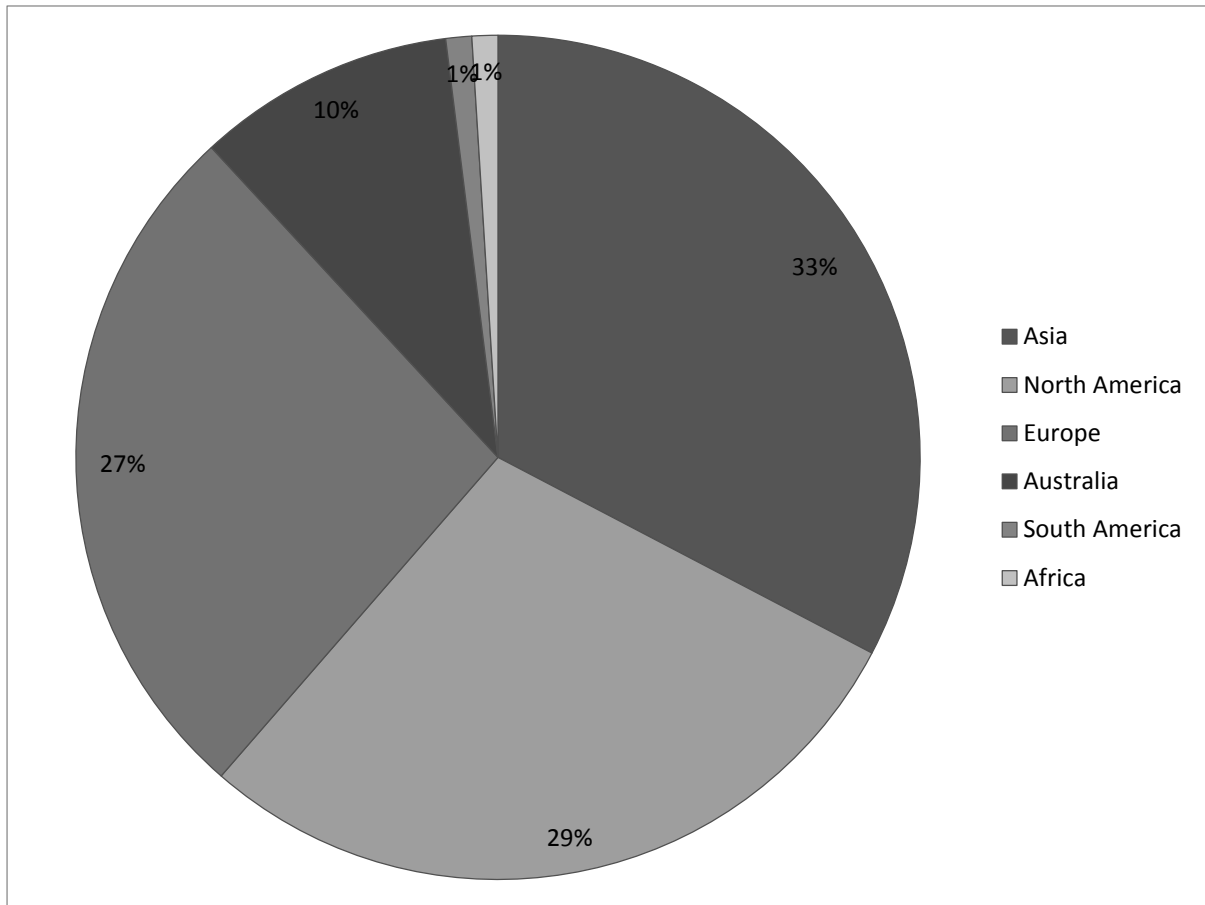
**Figure 2:** Graph of journal articles published by year (author generated)



**Figure 3:** Graph of articles published by journal (author generated)



**Figure 4:** Article Segregation by Continent (author generated)



**Table 1:** Definition/description of data search criteria

Definition of Search Criteria	Advantage	Disadvantage
<b>Search by text within article content:</b> search for RQ in every stored document as it matches the search criteria specified by user.	It enables <i>cross-referencing</i> of stored journal articles within the data base.	Is likely to retrieve many documents that are not <i>relevant</i> to the <i>intended</i> search purpose.
<b>Search by year:</b> limit the search focus to specific period of time.	Gives the search a specific focus.	Nil.
<b>Search by peer review articles:</b> limit the search to articles which have been scrutinised by researchers who are experts in the field.	It provides credibility. It assesses and controls the quality of journal articles under review.	This by no means prevents the publication of invalid research articles.
<b>Search by academic articles:</b> limit the search to articles with original research done by experts in the field.	Ensure articles selected have passed an academic quality assessment and meet academic standard of an article.	Generalisation made based on the result of the search will not be applicable to non-academic journal articles.
<b>Search limit to article written in English</b>	Allow easy understanding and analysis.	Result obtain will be limited to only article written in English.
<b>Search based on article abstract:</b> limit the search to article short summary description of the objective, method, result and conclusion of the study.	Allow a quick decision to be made as to whether it is worth selecting an article for further study.	Nil
<b>Search based on keywords:</b> limit the search by word/phrase that expresses the idea/topic the user is looking for.	Help generate highly relevant journal articles with good precision.	Keyword searching retrieve all articles that made mention of the word under search. Thus resulting in a large number of articles.
<b>Search based on subject:</b> search based on selected terminology	Allow search within controlled environment as oppose to keyword searching.	It does not guarantee a perfect result.

## Appendix 1

### Definition of relationship quality

Authors	Relationship Quality Definition
Gummeson 1987	Is a concept which has been formed to stress that skilled handling of relations between buyer and seller is part of customer-perceived quality
Crosby 1991; Crosby et al. 1990	Means that the customer is able to rely on the salesperson's integrity and has confidence in the salesperson's future performance because the level of past performance has been consistently satisfactory" i.e. ability to reduce perceived uncertainty
Storbacka et al. 1994	Considered as a link that brings together the concepts of service quality, customer satisfaction, relationship strength, relationship longevity and relationship profitability
Henning-Thurau and Klee 1997	Is the degree of appropriateness of a relationship to fulfil the needs of the customer associated with that relationship
Leuthesser 1997	Is a composite measure including both buyer satisfaction and buyer trust
Smith 1998a	Is a higher-order construct comprised of a variety of positive relationship outcomes that reflect the overall strength of a relationship and the extent to which it meets the needs and expectations of the parties
Jap et al. 1999	Is the evaluation of various aspects of relationship—attitudinal, process, and future expectations
Johnson 1999	Describes the overall depth and climate of the interfirm relationship
Henning-Thurau 2000	Is seen as a central determinant of customer retention
Holmlund 2001	Is the cognitive evaluation of business interactions by key individuals in the dyad, comparatively with potential alternative interactions
Hewett et al. 2002	Defined as a buyer's level of trust and commitment to a seller firm
Woo and Cha 2002	Is the customer perceptions and evaluations of individual service employees' communication and behaviour, such as respect, courtesy, warmth, empathy, and helpfulness
Henning-Thurau et al. 2002	Is a meta-construct composed of several key components reflecting the overall nature of relationships between companies and consumers
Wong and Sohal 2002	Means customer is able to rely on the service provider's integrity and has confidence in the service provider's future performance because the level of past performance has been consistently satisfactory.
Keating et al 2003	Is the quality of interaction between a firm and its customers and such is interpreted in terms of accumulated value
Walter et al 2003	It is a multidimensional construct which considers relationship quality as a higher-order construct including trust and satisfaction
Fynes et al 2004	relationship quality as the degree to which both parties in a relationship are engaged in an

	active, long-term working relationship and operationalise the construct using indicators of trust, adaptation, communication and co-operation
Lages et al 2005	In an exporting setting, relationship quality refers to relationships developed beyond national boundaries
Hennings-Thurau and Klee 1997; Bennett and Barkensjo 2005	Is the degree of appropriateness of a relationship to fulfil the needs of the customer
Smith 1998b; De Wulf et al. 2001; Huang and Chiu 2006	Is an overall assessment of the strength of a relationship and the extent to which it meets the needs and expectations of the parties based on a history of success or unsuccessful encounters or events
Carr 2006	It determines the beliefs held by the parties in the relationship and has an effect upon the future actions taken by each party to the relationship
Ndubisi 2006	Is a bundle of intangible values which augment products or services and result in an expected interchange between buyers and sellers
Golicic and Mentzer (2006)	Is the degree of closeness or strength of the relationship among organizations
Dorsch et al. 1998; Smith 1998a; Van Bruggen et al. 2005; Ulaga and Eggert 2006; Papassapa and Miller 2007	Is considered a higher-order construct that encompasses trust, satisfaction, commitment, minimal opportunism, customer orientation, and ethical profile.

## Appendix 2

### Definition/description of excel spreadsheet analysis categories

Categories	Description/Definition/Why
1.Author(s) and year of publication	Gives a brief description of article writer(s) and period of publication.
2.Journal of publication	Name of journal in which respective sample articles were published. To know the number of sample articles published within each journal.
3.Method	Tells how study data are collected.
4.Sample size	Considers the population in which data collected is drawn from.
5.Sample characteristics	Explores study sample features (for e.g., age, gender, profession/occupation, and location) of various sample articles under review.
6.Relationship type	Provides information on the type or kind of relationship (for e.g., interpersonal or business)
7.Industry	Considers the field in which research study has been carried out.
8.Constructs	Focused on what makes up RQ (for e.g., trust, satisfaction, commitment etc.).
9.Analysis	Explores various analytical instruments used for data analysis.

## Appendix 3

### Excel Spreadsheet Analysis of Journal Article Reviewed

Authors	Journal	Method	Sample size	Sample characteristics	Relationship type	Industry	Constructs	Analysis
Dwyer, Schurr and Oh 1987	Journal of Marketing	Survey and random sample	243	Dealers	Manufacturers and dealers i.e. sellers and buyers	Automobile	NIL	NIL
Morgan and Hunt 1994	Journal of Marketing	In-depth on-site interview for preliminary study, questionnaire and random sample	204	Medium-sized	Retailers and their customers	Automobile	NIL	LISREL VII and the covariance matrix
Kumar et al 1995	Journal of Marketing Research	Survey and random sample	706	New car dealers: 417 in US and 289 in Netherlands	Large manufacturers and small regional new car dealers	Automobile	NIL	N/A
Park and Deitz 2006	Journal of Business Research	Survey, convenience sample	199	Automobile salespeople that work in a major automobile Korean Manufacturer	Automobile manufacturers and their salespeople	Automobile	NIL	Confirmatory factor analysis
Ying-Pin, Y 2013	International Journal of Electronic Commerce Studies	Questionnaire	300	NIL	Suppliers and retailers	Automobile	Commitment, cooperation, trust, satisfaction, coordination, adaptation	NIL
Crosby et al 1990	Journal of Marketing	Survey i.e. questionnaire and random sample	151	25 to 44 years old.	Sales people - retail customers	Life insurance	NIL	Maximum likelihood estimation
Yen, C, Liu, L, Tsai, F, & Lai, C 2012	Services Marketing Quarterly	Questionnaire	276	NIL	Life insurance service provider and customer	Insurance	NIL	Multiple Regression Analysis
Lagace et al 1991	Journal of Personal Selling & Sales Management	Telephone request and mailed questionnaires	90	Medical doctors. Mean age of 43.8 years, average of 16.5 years of practice and 74% male	physicians and Pharmaceutical sales people	Medical	NIL	Factor and regression analysis
Shabbir, H, Palihawadana, D, & Thwaites, D 2007	Psychology & Marketing	Semi-structured interview	34	Donors	NIL	NIL	NIL	Qualitative analysis software package QSR*NUDIST/grounded theory
Al-alak, B.A., 2010	Social Marketing Quarterly	Questionnaire	542	Members drawn from fitness centres in Amman, Jordan. Male 72% (390) and female was 28% (152).	N/A	Health and fitness setting	NIL	Confirmative factor analysis and correlation analysis
Clark, M., Vorhies, D. and Bentley, J., 2011	Journal of Medical Marketing	Online questionnaire	518	Physicians	physician and the pharmaceutical sales representative	Medical	Relationship benefits, relationship investment, relational dependences	Confirmatory factor analysis (psychometric testing) and multiple linear regression analysis

Moorman et al 1992	Journal of Marketing Research	Survey i.e. questionnaire and convenience sample	779	Marketing managers, firm marketing researchers and non-marketing managers	Providers and users of market research e.g. internal marketing manager & researcher	Marketing research	NIL	Regression models
Hibbard et al 2001	Journal of Marketing Research	Mailed questionnaire	628	Active independent dealers	Manufacturers and their independent dealers	Market channel	NIL	Confirmatory factor analysis
Han et al 1993	Industrial Marketing Management	Survey i.e. questionnaire and convenience sample	85	41 purchasing agents and 44 salespeople.	buyers and suppliers e.g. Purchasing agents and sales people	Industrial relationship	NIL	Factor analysis
Johnson 1999	Journal of the Academy of Marketing Science.	Survey i.e. questionnaire and convenience sample	177	Key informants from distributor firms	Suppliers and distributors (buyer-seller)	Industrial machinery and equipment distribution	NIL	Confirmatory factor analyses
Goodman and Dion 2001	Industrial Marketing Management	Mailed questionnaire	Survey and random sample of 675	Firms from lists of Distributor Associations	Distributor-manufacturer	Industrial distribution channel	NIL	Factor and Correlation analysis
Leuthesser 1997	Industrial Marketing Management	Questionnaire and random sample	454	Members of National Association of Purchasing Management	Supplier to buyer (B2B)	various businesses	NIL	LISREL8
Naude and Buttle 2000	Industrial Marketing Management	Questionnaire	40	Middle to senior executives. Average age of 33 years. Been with the company for 6 years on the average	Executives in various industries and their suppliers (B-to-B)	Business	NIL	Cluster analysis, correspondence analysis
Friman et al 2002	Industrial Marketing Management	Case study	5	Services internationalization were studied in Sweden (2), Australia (2) and the UK (1).	Business to business i.e. service firms and international partners	International business	NIL	Critical incident technique
Hewett et al 2002	Journal of the Academy of Marketing Science	Questionnaire and convenient sample	166 and 81	Marketing executives in public manufacturing firm and sellers (goods and services). Buyers of industrial goods and service	buyer-seller	Industrial	NIL	Explanatory factor analysis
Sanzo et al 2003	Industrial Marketing Management	Questionnaire	174	Spanish industrial firms	Buyer-seller i.e. Industrial firms and suppliers	Industrial	NIL	Confirmatory factor analysis
Leonidou et al 2006	Industrial Marketing Management	Random i.e. questionnaire and systematic sample	201	US based small and medium-sized manufacturers engaged in export activities with over 20 years of business experience, employed over 180 full-time staff, achieved sales of US\$16.4m, and possessed assets worth US\$14.7m	US exporters and importer	Industrial export	NIL	Multivariate regression model
Park, J.E et al 2010	Industrial marketing management	Questionnaire	343	Senior managers having industrial selling responsibilities from various South Korean companies	NIL	Industrial selling	NIL	Structural equation modelling
Barry, J, & Doney, P	Journal of Global	Exploratory re-	202	Buyers of industrial services	Suppliers and	Industrial	Satisfaction, trust, and	Structural Equation



2011	Marketing	search, pretesting, and final survey administration		from 42 countries.	retailer	service marketing	commitment	Modelling
Vidal, D 2012	Journal of Business-to-Business Marketing	Questionnaire	171	Retailers	Supplier-retailer	Industrial distribution context	NIL	Exploratory factor analysis, structural equation modelling
Marquardt, A.J., 2013	Industrial Marketing Management	Questionnaire	942	NIL	Buyer-seller relationships	Industrial	NIL	Structural equations modelling (SEM)
Rašković, M et al 2013	Market	Email and web based questionnaire.	11	Purchasing managers	buyer-supplier relationships	industrial procurement	NIL	NIL
Sheu, J.B., 2015	Industrial Marketing Management	Face-to-face interview and questionnaire	237	NIL	Producer-dealer distribution channels	Distribution channels	NIL	NIL
Johnson et al 1993	Journal of Marketing	Survey i.e. mailed questionnaire and convenience sample	74	Managers of importing retailing firm	Japanese distributors of U.S. manufactured consumer products and U.S. suppliers	Consumer/ domestic goods	NIL	Maximum likelihood estimation and confirmatory factor analysis
Smith 1998a	Psychology and Marketing	Survey, random sample	366	professionals from Purchasing Management Association members: 185 male and 181 female	Purchasing professionals and sales representatives	Consumer/ domestic goods	NIL	least-squares (PLS) approach
Smith 1998b	Canadian Journal of Administrative Sciences	Survey, random sample	420	professionals from Purchasing Management Association members: 220 male and 200 female	buyer-seller relationship	Consumer/ domestic goods	NIL	Hierarchical regression analysis
Garbarino and Johnson 1999	Journal of Marketing	Survey i.e. questionnaire and random sample of	401	Customers of professional non-profit repertory theatre company in New York	Service providers and consumers	Charity	NIL	Structural equation analysis - LIS-REL VIII
Bennett and Barkensjo 2005	International Journal of Service Industry Management,	Survey i.e. interview and questionnaire and convenience sample	100	Beneficiaries of UK "helping and caring" charities; 34 employees and 37 students of the authors' home university, and 29 random people from 2 railway stations	Charities and their beneficiaries	Charity	NIL	Partial least square
Wray et al 1994	European Journal of Marketing	Telephone survey and random sample interview	564	Adult member of the household who is most involved in the purchase of financial services	Financial intermediary and customers of financial service intermediaries	Financial service	NIL	N/A
Zineldin, 1995	International Journal of Bank Marketing	Survey i.e. mailed questionnaire and random sample	179	Companies in Sweden, employment size	Banks and corporate customers	Financial service	NIL	Percentage distribution
Bejou et al 1996	Journal of Business Research	Survey i.e. questionnaire, random sample and telephone interviews	564	Conducted in 4 south eastern cities in USA. First, the three-digit exchanges of the telephone numbers were identified. Second, the last four digits of respondent's telephone numbers were generated using a random number table. Interviewers were asked to interview the	Sales people and retail customers	Financial service	NIL	Artificial neural network analysis (ANNA).

				adult member of the household.				
Athanasopoulou 2006	Journal of Business to Business Research	Case study, in-depth interview and document review	9 case studies that involved 27 in-depth interviews	Leasing companies and key informants from each company (i.e. product manager, marketing manager)	Corporate customers and financial service providers (leasing services)	Corporate financial service	NIL	Thematic content analysis
Ndubisi 2006	Journal of Financial Service Marketing	Survey i.e. questionnaire and convenience sample	220	Retail banks in Malaysia	Banks and retail customers	Banking	NIL	Structural equation modelling
Hsin Hsin, C, & Po Wen, K 2009	Total Quality Management & Business Excellence	questionnaire, case study and interview	700	Service, financial, insurance and retailing companies			satisfaction, trust, and commitment	Confirmatory Factor Analysis
Hunt, K, Brimble, M, & Freudenberg, B 2011	Australasian Accounting Business & Finance Journal	Questionnaire	106	59 financial planners and 47 clients	Financial planners and clients	Financial sector	NIL	Correlation and ANOVA
Keating, B.W., Alpert, F., Kriz, A. and Quazi, A., 2011	Journal of Computer Information Systems	Online questionnaire	451	Internet banking customers	Customer to business	Online banking service	Service delivery, loyalty	Partial least square (PLS) and the Smart PLS program
Ndubisi, N et al 2012	Journal of International Consumer Marketing	Questionnaire	19 banks and 450 customer	10 banks in Kuala and 9 banks in Ankara, 150 customer in Kuala and 300 in Ankara	Retail banking and customer	Retail banking	NIL	Factor and Hierarchical Multiple Regression Analyses
Tung, B, & Carlson, J 2013	Services Marketing Quarterly	Questionnaire	269	Customers: 42% of males and 57% of females	Retail banking and customer	Banking industry	NIL	NIL
Itani, O.S. and Inyang, A.E., 2015	International Journal of Bank Marketing	Questionnaire	175	25 Sales person and 150 customers	Sales person to customer	Retail banking	NIL	NIL
Lang and Colgate 2003	International Journal of Bank Marketing	Stratified probability sampling and questionnaire	1346	Consumers on electronic version of all New Zealand telephone books.	Financial service providers (banks) and online retail customers	Banking	NIL	Stratified probability sampling
Al-Alak, B.A., 2014	Journal of Retailing & Consumer Services	Questionnaire	1190	NIL	Banks-client	NIL	NIL	Confirmative factor analysis and correlation analysis
Menon et al 1996	Journal of Academy of Marketing Science	Mailed survey letter and questionnaire	262	Senior level marketing executives i.e. directors, senior vice presidents and vice presidents	Intraorganizational	Business	NIL	Critical incident technique
Naudé, P, Ashnai, B, Chaharsooghi, K, & Perzon, H 2007	Total Quality Management & Business Excellence	Questionnaire	48	Iranian managers	Manager to manager	Business	NIL	Conjoint analysis
Prinsloo, M, Bäckström, L, & Salehi-Sangari, E 2007	Total Quality Management & Business Excellence	Internal mail system questionnaire	141	NIL	Inter-functional	Small-medium size marketer	NIL	Factor analysis - ANOVA
Bellavance, F., Landry, S. and Schiehl, E., 2013	The British Accounting Review	Questionnaire	317	NIL	Superior-manager relationship	Organisation	NIL	Pearson's correlation
Brouer, R.L et al 2013	Journal of Leadership &	Questionnaire	271	NIL	Unit leader-staff personnel relationship	Academic/school	NIL	Hierarchical linear modelling (HLM)

	Organizational Studies							
Omlion-Hodges, L.M. and Baker, C.R., 2013	The Leadership Quarterly	Questionnaire	336	Undergraduate students	Individual-leader	Organisation/work place	NIL	Analysis of variance (ANOVA), confirmatory factor analysis
Doney and Cannon 1997	Journal of Marketing	Mailed questionnaire and random sample	210	National Association of Purchasing Management members	Supplier to buyer	Manufacturing	trust building process	confirmatory factor analysis procedures using LISREL8
Fynes et al 2004	Journal of Purchasing and Supply Management	Mailed questionnaire and convenience sampling	200	Manufacturing companies in the electronics sector	Supply chain relationship	Manufacturing	NIL	Confirmatory factor analysis
Ulag and Eggert 2006	European Journal of Marketing	Depth-interview and mailed questionnaire	400	Interviews with 10 senior level purchasing managers and 400 questionnaires survey with purchasing managers, members of the Institute for Supply Management of manufacturing companies and ranging from small enterprises	Industrial purchasing managers and vendors - various industries	Manufacturing	NIL	Partial least square analysis
Cater, T. and Cater, B., 2010	Industrial Marketing Management	Email and web based questionnaire.	447	Managers of manufacturing firms with over five employees	Business-to-business	Manufacturing	NIL	LISREL analysis
Gwinner et al 1998	Journal of the Academy of Marketing Science	In-depth interviews judgement sample and Survey and random sample	1st study: 21 and 2nd study: 299	1st study: customers through personal acquaintances. 2nd study:	Service provider and customers in	Various industries	please check	Qualitative data analysis
Baker et al 1999	Journal of the Academy of Marketing Science	Survey and convenience sample	380	suppliers indicated by reseller members of the National Association of Wholesalers: presidents/CEOs, 35.9%; vice presidents, 22.6%; purchasing managers, 13.0%; general managers, 9.3%; sales managers, 8.9%)	Suppliers and resellers	Channel: various industries	NIL	correlation analysis
Walter et al 2003	Industrial Marketing Management	Supplier-customer	230	Informants in German companies. Companies with average employees of 1345.	Manufacturing supplier and purchasing professional, various industries	Various industries	NIL	Confirmatory factor analysis
Roberts et al 2003	European Journal of Marketing	Questionnaire	232	Hairdressers, banks, medical service	Service firms and their customers	Various industries	NIL	Explanatory factor analysis
Dorsch et al 1998	Journal of the Academy of Marketing Science	Mailed questionnaire and random sample	94	purchasing executives on commercial mailing list	Vendors and purchasing executives	Purchasing	NIL	ANOVA
Selnes 1998	European Journal of Marketing	Prior telephone invitation and survey i.e. questionnaire and random sample	177	purchasing manager customers of a single supplier firm	Food producer and its customers	Food	relationship enhancement and risk, model	NIL

Kühne, B., Gellynck, X. and Weaver, R.D., 2013	Supply Chain Management: An International Journal	Questionnaire	90	NIL	Relationship between chain members	Food	NIL	SPSS 15.0 and R 2.1.9
Kang, B, Oh, S, & Sivadas, E 2013	Journal of Marketing Theory & Practice	Face-to-face interview and questionnaire	300	Franchisees	Business	Food	NIL	NIL
Bowen and Shoemaker 1998	Admin. Quarterly	survey i.e questionnaire and random sample	892	American Express Holders that have stayed at least three times in hotels of a list	Hotels and their guests	Hotel	NIL	SPSS
Scanlan and McPhail 2000	Journal of Hospitality & Tourism Research	Exploratory i.e. in-depth interview and descriptive research i.e. survey and convenient sampling	15 in-depth interviews and 119 questionnaires	Business travellers: 68% were male and 32% were female, and 80% were between the ages of 25 and 54	Business travellers and hotel receptionists	Hotel/tourism	NIL	Multiple regression analysis
Woo and Cha 2002	Hospitality Management	Questionnaire	198	Guests who stayed in 12 five-star hotels in Seo	Service provider i.e. hotels and guests	Hotel/tourism	NIL	Linear structural relationship (LISREL) model
Beatson, A, Lings, I, & Gudergan, S 2008	Service Industries Journal	Self-completed questionnaire	728	Travellers	Business and leisure travellers	Tourism	Satisfaction, trust, and commitment	Confirmatory factor analysis /structural equations modelling
Vieira, AL 2009	Portuguese Journal of Management Studies	Questionnaire	948	NIL	Business to business	Hotel	NIL	Exploratory and Confirmatory Factor Analyses
Lo, A.S.Y. and Im, H.H., 2014	Journal of Travel & Tourism Marketing	Questionnaire and in-depth interviews	238	NIL	NIL	Hotel	NIL	NIL
Lai, I.K.W., 2014	Journal of Travel & Tourism Marketing	Questionnaire	270	NIL	Business to customer	Travel agency industry	Service quality and perceived value are antecedents of relationship quality	Structural equation modelling
Jap et al 1999	Journal of Business Research	In-depth interviews and interaction data were obtained from four key informants	4	—three buyers in grocery procurement (GRO) and one in health and beauty aids (HBA)	Buyers-sellers	Retail	NIL	analysed to disclose patterns and themes
Wong and Sohal 2002a	International Journal of Retail and Distribution Management	Questionnaire	1261	Shoppers in Victoria Australia	Department store and retail shoppers	Retail	NIL	Structural equation modelling
Wong and Sohal 2002b	Managing Service Quality	Questionnaire	1261	Shoppers in a retail chain departmental store setting in Victoria, Australia	Employee and company	Retail	NIL	structural equation modelling (SEM) using LISREL VIII,
Ibrahim, H, & Najjar, F 2008	ICFAI Journal of Services Marketing	Questionnaire	1269	Customers: 62% females and 38% males	Retailer-customer	Retail	NIL	Structural Equation Modeling and Exploratory Factor Analysis (EFA)
Vesel, P. and Zabkar, V., 2010	Managing Service Quality	Telephone interviews	532	Respondents from retail loyalty club	Retail relationship	Retail	Trust, commitment and satisfaction	Structural model identification
Cannièrè, M, Pelsmacker, P, & Geuens, M 2010	Journal of Business & Psychology	Questionnaire	634	Customers	Customer-firm	Retail	NIL	Confirmatory factor analysis
Tareque Aziz, M. and Azila Mohd Noor, N.,	International Journal of Retail &	Questionnaire	300	purchase/procurement managers of retail	Retailer-supplier relationship	Retail	NIL	Factor and multiple regression

2013	Distribution Management,			companies				analysis
Tripathi, G. and Dave, K., 2013	Journal of Retailing and Consumer Services	Questionnaire	313	Shoppers	Customer-retail	Retail	NIL	Items scale was subjected to factor analysis through SPSS software
Henning-Thurau 2000	Journal of Marketing Management	Face-to-face questionnaire survey and random sample	293	Customers in northern Germany. 187 dealt with video recorder and 106 with reflex cameras.	Customers and manufacturers	Electronic/technology	NIL	Structural equation modelling
Boles et al 2000	Journal of Business Research	Survey i.e. questionnaire and random sample	1009	Business customers of a Fortune 500 communications firm including manufacturers, government agencies, retailers, and service firms	Business to business	Technology	NIL	Lisrel VIII. Chi-working
De Ruyeter et al 2001	Industrial Marketing Management	In-depth interview and questionnaire	54 and 491	Firms and business customers respectively	Business to business	Technology	NIL	Confirmatory factor analysis and path analysis
Huntley 2006	Industrial Marketing Management	Telephone survey and convenience sampling	203	Customers of Fortune-100 company	Buyer-seller	Technology	NIL	Confirmatory factor analysis
Carr 2006	Communication of the ACM	Interview	44	22 information systems managers and 22 information systems user in 11 large organisations	IS departments and IS users	Information systems/technology	NIL	N/A
Zhang, Y et al 2011	Information & Management	Questionnaire	360	NIL	Information systems professionals and online customer	Information systems/technology	NIL	Confirmatory factor analysis and Smart PLS
Vikas, G 2011	Romanian Journal of Marketing	Structured questionnaire	366	Customers	Customers and service providers	Service provider	NIL	Structural equation modelling
Henning-Thurau et al 2002	Journal of Science Research	Questionnaire	336	Undergraduate students from a major public university in the north western United States. 173 females and 163 males	Customers-services business	Service business	NIL	Measurement model and LISREL Version 8.3
Lin, S 2013	Journal of Relationship Marketing	Questionnaires	334	NIL	Customers and their service provider	Service provider	Trust and satisfaction	NIL
Keating et al 2003	Managing Service Quality	Focus groups and an online survey and convenient sampling	2 online focus group and 259 online survey	Online focus groups in Australia and online survey of student e-shoppers from Australia	Online retailing	Online retail	NIL	Confirmatory factor analysis
Rafiq, M., Fulford, H. and Lu, X., 2013	Journal of Marketing Management	Online questionnaire	519	49.3% female and 50.7 male	retailer and online grocery shoppers	Internet retail	Satisfaction, commitment, trust	NIL
Liang, T, Ho, Y, Li, Y, & Turban, E 2011	International Journal of Electronic Commerce	Questionnaire	411	189 males and 222 females	User's social sharing and social shopping	E-commerce	NIL	Partial least squares (PLS)
Huang, Q., Davison, R.M. and Liu, H.,	Information & Management	Online interview, web link and questionnaire	30 interviewe	Online buyers	Online customer - buyer	Online market	NIL	NIL

2014			es and 800 questionnaires					
Woo and Ennew 2004	European Journal of Marketing	Questionnaire	98	Senior government engineers from the Staff list of Hong Kong Government	B-to-B relationships	Professional services (consulting engineering services)	NIL	Structural equation modelling
Venetis and Ghauri 2004	European Journal of Marketing	Semi-structured interview and questionnaire, convenience sample	241	Members of Dutch trade associations of advertising and the Dutch Association of Advertisers (BVA)	Advertising agencies and business customers (products and services)	Advertising	NIL	Confirmatory factor analysis
Lages et al 2005	Journal of Business Research	Survey i.e. questionnaire and convenience sample	111	British enterprises.	Exporters - importers	Export market	NIL	Confirmatory factor analysis
Ahamed, A, & Skallerud, K 2013	Journal of Global Marketing	Questionnaires	180	NIL	Business to business.	Export market	NIL	NIL
Nguyen, T, & Nguyen, T 2014	Journal of Relationship Marketing	Questionnaire	297	51 (51%) state-owned firms and 146 (49%) firms	Business	Export	NIL	NIL
Ahamed, A.J., Stump, R.L. and Skallerud, K., 2015	Journal of Relationship Marketing	Questionnaires	180	NIL	Business to business	Export	NIL	NIL
Farrelly and Qvester 2005	Industrial Marketing Management	Survey i.e. interview and questionnaire and convenience sample	46	Australian football league (club and league) members	Football teams (Australian Football League) and their sponsors	Sport	NIL	AMOS
Van Bruggen et al 2005	International Journal of Research in Marketing	Survey i.e. mailed questionnaire convenience sample	317	Owners/heads of painting companies. 233 from Netherland and 94 from Belgium	B-to-B relationships Professional painters (owners/heads of painting firms) and distributors of paints	Channel distribution	NIL	Regression analysis
Ramaseshan et al 2006	Journal of Retailing	Survey i.e. questionnaire and random sample	295	Sub-tenants of departmental stores from Shanghai and Guangzhou	Department stores and their tenants	Distribution channel	NIL	Exploratory factor analysis
Rauyruen and Miller 2007	Journal of Business Research	Mail and online survey; convenience sample	306	Business customers in Australian small to medium enterprises (SMEs)	Business to business	Courier Delivery services	NIL	Structural equation modelling
Kilburn, A, & Kilburn, B 2008	Academy of Marketing Studies Journal	Online questionnaire	200	46 internal customers of medical supply and 154 bank respectively	internalcustomers and suppliers	organisation	NIL	Path analysis
Subramony, M., 2014	European journal of work and organizational psychology	Questionnaire	124	89 business units with average of 133 contingent worker survey responses, and 35 client responses	Firm-client	Business	NIL	Structural equations modelling (SEM)
Semrau, T, & Werner, A 2014	Entrepreneurship: Theory & Practice	Interview	379	NIL	Network relationship	Business	NIL	NIL
Hoppner, J et al 2015	Journal of International Marketing	Mailed questionnaire	580	296 Japan and 284 US	Business to business	Business	NIL	NIL
Skarmeas, D, & Robson, M 2008	British Journal of Management	Mailed questionnaire	292	Importing firms	Importers and foreign suppliers	International business	NIL	Confirmatory factor analysis

Leonidou, C.N et al 2013	International Business Review	questionnaire	189 importers	NIL	exporter-importer relationship	International business	cooperation, communication, trust, and commitment	correlation and structural equation modelling (SEM)
Akrouf, H 2014	Journal of Business-to-Business Marketing	Semi-structured interview	39	NIL	Business to business	NIL	NIL	NIL
Morry, M, & Kito, M 2009	Journal of Social Psychology	Questionnaire	253	145 women and 108 men	self-friend relationship	Interpersonal	NIL	Confirmatory Factor Analyses
Knobloch, L.K. and Knobloch-Fedders, L.M., 2010	Journal of Social and Personal Relationships	Questionnaire	170 individuals	69 married couples, 12 cohabitating couples, 4 dating couples, age from 21 to 72, 73.5% Caucasian, 10.5% Black or African American, 8.0% Hispanic or Latino/a, 5.6% Asian or Asian American, 1.9%	Actor-partner interdependence	Human relationship	NIL	Bivariate correlations and path analysis
Canevello, A. and Crocker, J., 2010	Journal of Personality & Social Psychology	Questionnaire	180	First-semester same-sex freshmen roommate who did not know each other prior to college	Interpersonal relationship	Human relationship	NIL	Factor analysis
Morry, M, Reich, T, & Kito, M 2010	Journal of Social Psychology	Questionnaire	82 introductory psychology students (73 men, 108 women)	NIL	Self-partner	Human relationship	trait, perception,	Regression analysis
Gentzler, A et al 2011	Cyber Psychology, Behavior & Social Networking	On-line questionnaire	211	College students	Parental relationship	Human relationship	Communication	Regression analysis
Petrican, R, et al 2011	Journal of Personality & Social Psychology	Questionnaire	18	Patients and their spouses: 6 women and 12 men	Partner-couple	Human relationship	NIL	Principal-components analysis
Weigel, D.J., Brown, C. and O'Riordan, C.K., 2011	Communication Reports	Questionnaire	230	University students: 175 females and 55 males	Individuals in romantic relationships	Human relationship	NIL	Hierarchical multiple and logistic regression analyse
Zimmerman, K, & Roberts, C 2012	Journal of Financial Counselling & Planning	Questionnaire	32	Couples	Couple	Marriage relationship	NIL	NIL
Uchino, B.N., Smith, T.W. and Berg, C.A., 2014	Psychological science	Questionnaire	136 married couples	NIL	spousal relationships	marriage relationship	NIL	ROC MIXED
Giota, K.G. and Kleftras, G., 2014	International Journal of Human-Computer Interaction	Questionnaire	278	132 men and 146 women	Facebook users	Online social media	NIL	NIL
Chu, Z. and Wang, Q., 2012	Journal of Supply Chain Management,	Questionnaire	130	Members of the China Federation of Logistics and Purchasing	Company-third party logistics providers	Supply chain	NIL	Partial Least Squares (PLS) technique of structural equation modelling
ATREK, B et al 2014	Ege Academic	Semi-structured interview	6	NIL	Business to business i.e.	Supply chain	Service performance,	NIL

	Review				Company & supplier		service quality, product quality	
Williams, P et al 2015	International Journal of Project Management	Questionnaires	588	484 client with project completed on time and 104 client with project completed late	Business/firm	Project management	NIL	NIL

## Appendix 4

### List of Journal Publications

	Year	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	#	12	13	14	15
<b>Publication</b>	<b>Total</b>																													
Industrial Marketing Management	15							1				1		1	2	1	2			1	2				2			1		1
Journal of Marketing Management	9	1			1		1	1	1			1		1	1													1		
European Journal of Marketing	6								1				1					1	2		1									
Journal of Business Research	6										1			1	1					1	1	1								
Journal of Academy of the Marketing Science	6										1		2	2			1													
Journal of Relationship Marketing	3																											1	1	1
Total Quality Management & Business Excellence	3																						2		1					
International Journal of Bank Marketing	3									1								1												1
Journal of Business to Business Marketing	3																				1						1	1		
Information & Management	2																									1			1	
Journal of Retailing & Consumer Services	2																											1	1	
Journal of Computer Information Systems	2																									1				









## Appendix 5

### List of Existing Industry of Study

Industry	No of Study	%
Automobile	5	4
Insurance	2	2
Health/Medical	4	3
Marketing research	2	2
Industrial relationship	15	12
Consumer/Domestic goods	3	2
Charity	2	2
Financial/Banking service	13	11
Business i.e. Intra-organisation	6	5
Manufacturing	4	3
Various industries	4	3
Purchasing	1	1
Food	3	2
Hotel/Tourism	7	6
Retail	8	7
Information systems/Technology	6	5
Service provider	3	2
Online retail	4	3
Professional services	1	1
Advertising	1	1
Export market	4	3
Sport	1	1
Channel distribution	3	2
Business i.e. Inter-organisation	7	6
Human relationship	9	7
Online social media	1	1
Supply chain	2	2
Project management	1	1
	<b>122</b>	<b>100</b>

**Methodological choices in Relationship Quality (RQ) research 1987 to  
2015: A systematic literature review**