

## **A THREE-DIMENSIONAL CUSTOMER COMMITMENT MODEL: ITS IMPACT ON RELATIONAL OUTCOMES**

Yaser F. Alabdi, Manchester Business School, United Kingdom  
Jikyeong Kang, Manchester Business School, United Kingdom

### **ABSTRACT**

Customers' ever-increasing bargaining power makes it particularly important that practitioners and researchers more thoroughly understand the nature of customer commitment. Not surprisingly, however, although the construct of commitment has emerged as one of the key constructs in relationship marketing and has been widely studied in literature, there has been very little agreement on the conceptualisation of the construct. This research regards commitment, measured from the customers' views, as the force that binds customers to the company, and its theoretical foundation is mainly based on the attitudinal commitment.

Building upon relationship marketing and organisational behaviour literature, we aim to extend our understanding of the nature of customer commitment by testing the separate and combined effects of three types of commitment (i.e., desire-based affective commitment, cost-based calculative commitment, and obligation-based normative commitment) on relational outcomes (i.e. intention to stay, word of mouth, and willingness to pay). We believe the outcomes of this research will make a unique contribution because only a few researchers have addressed the combined effects of these three types of commitment. Furthermore, most extant literature has focused only on affective and calculative commitment. More specifically, we attempt to address this gap by incorporating recent works on commitment found in the organisational behaviour literature.

In order to test our proposed theoretical model, a self-administered web survey will be conducted using a panel of contractual customers of mobile network services. Hypotheses concerning the relationships between commitment dimensions and relational outcomes will be tested using an approach of structural equation modeling as well as hierarchical multiple regression analysis.

References Available on Requests