

How do Enduring Relationships with Defected Customers Affect Customer Reacquisition:
B2B Buyer's Perspectives

Annie H. Liu, Texas State University, USA, aliu@txstate.edu
Mark P. Leach, Loyola Marymount University, USA, mleach@lmu.edu

ABSTRACT

B2B Customers switched suppliers for various reasons. As such, sales organizations need to strategically incorporate customer reacquisition as a CRM goal and aim to regain lost customers. In attempting to re-establish connections with defected customers, sales executives often seek to leverage positive relationships and circumvent negative ones (Leach & Liu, 2014). This study further our understanding of customer return from B2B buyers' perspectives. We developed and tested a customer switch-back framework by examining the impact of enduring relationships on relationship re-establishment and buyers' advocacy to switch back. Our results show that positive residual relationships enhance buyers' advocacy to switch back, meanwhile, negative relationships reduce the likelihood. Interestingly, the effects of enduring relationships on other mediating variables are not as conclusive. Managerial implications and future research directions are discussed.