

USING DISCRIMINANT ANALYSIS IN RELATIONSHIP MARKETING

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ABSTRACT: The purpose of the present paper is to describe and apply discriminant analysis within a relationship marketing context. The paper is structured into two parts; the first part contains a literature review regarding the value chain concept and the dimensions it is built on, while the second part includes the results of applying discriminant analysis on several value chain dimensions. The authors have considered the client-company relationships of the gas-station market as proper for studying the differences between gas-stations based on relational dimensions, such as: perceived value and satisfaction.

Keywords: relationship marketing, discriminant analysis, value chain, perceived value, satisfaction

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