

# Interdependency, Contracting, and Relational Behavior in Food Industry

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## ABSTRACT

The dependency structure between manufacture and their major channel is posited to influence the type of contract--explicit and normative--used. In turn, dependency structure and type of contract is hypothesized to influence manufacture's performance on channel. This process occurs both directly and indirectly through some intermediate constructs, such as long-term orientation, relationship length, and relational behavior. The authors investigate three dependency structures : manufacture dependent on channel, channel dependent on manufacture, and high bilateral dependency. They obtain empirical support in food industries for many of the hypothesized linkages. The result as follows : 1. The more the channel is dependent on the manufacture, the more explicit is the contract governing the relationship. 2. When bilateral dependence between a channel and manufacture is high, the manufacture's long-term orientation toward the relationship will be greater. 3. The extent to which explicit contracts are used to govern the relationship between a manufacture and its channel has no significant bearing on the degree of relational behavior between those two parties. 4. High bilateral dependence between a manufacture and a channel increases relational behavior. 5. The greater the long-term orientation of a manufacture toward is relationship with its channel, the more relational behavior should develop. 6. Manufactures with a long-term orientation to their relationship with their channel will rely more on normative contracts than will those with a short-term orientation.

Keywords : Interdependency ; Contracting ; Relational Behavior ; Food Industry

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