

## **The effects of perceived interdependence on dealer attitudes**

**Authors:** Nirmalya Kumar, Lisa K. Scheer, and Jan-Benedict E.M. Steenkamp

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### **Academic Article Abstract:**

Channels research has consistently argued that asymmetric channel relationships are more dysfunctional than those characterized by symmetric interdependence. The authors propose that the degree of both interdependence asymmetry and total interdependence affect the level of interfirm conflict, trust and commitment. Using survey data from automobile dealers, they demonstrate that, with increasing interdependence asymmetry, the dealer's trust in and commitment to the supplier decline while interfirm conflict increases. In addition, they demonstrate that relationship with greater total interdependence exhibit higher trust, stronger commitment, and lower conflict than relationships with lower interdependence. The effects on conflict are consistent with those predicted by bilateral deterrence theory and the effects on trust and commitment are in accord with the author's bilateral convergence predictions.

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