

Supplementary Table 1. Constructs of variables

Factor analysis is used in order to estimate constructs. Separating items in two groups, transaction costs and relationship characteristics, constructs are obtained based on the common variance between each item and the rest of the items. To determine whether constructs such as asset specificity, behavioral uncertainty, environmental uncertainty, buyer commitment, expectation of continuity, and information exchange can be used in the model, each construct is evaluated in terms of individual item reliability, internal consistency (composite reliability and Cronbach's alpha "α") and discriminant validity (average variance extracted and interconstruct correlations) (Fornell & Larcker, 1981).
Individual item reliability was determined by examining the loadings of measures on their corresponding constructs (see Table 2). Except for the constructs behavioral uncertainty and environmental uncertainty, all constructs present loadings greater than or close to 0.7, indicating a high degree of individual item reliability.
Internal consistency was assessed using measures such as composite reliability and Cronbach's alpha. Regarding composite reliability, an internal consistency of 0.7 or greater is reasonable for exploratory research. Except for the construct environmental uncertainty, composite reliability for all constructs exceeds 0.70 (see Suppl. Table 2 (pdf)) indicating a good internal consistency. In terms of Cronbach's alpha, a minimum reliability of 0.7 is required. Except for the constructs behavioural uncertainty and environmental uncertainty, all constructs have values "α" closer to or higher than 0.7 (see Table 2).
The discriminant validity was carried out in two ways. First, the square root of the variance extracted (the numbers on the diagonal in Suppl. Table 2 (pdf)) should be greater than all construct correlations (the numbers on the off-diagonal in Suppl. Table 2 (pdf)), which is the case. Second, the test involves assessing how each item is related to the latent constructs. Suppl. Table 3 (pdf) reports item loadings and cross-loadings on the constructs. No item loaded more highly on the other constructs than it did on its associated construct. Both criteria indicate that the discriminant validity of the constructs used in the model is satisfied. Therefore, asset specificity, buyer commitment, expectation of continuity, and information exchange are reliable constructs.