

4. Sometimes I go out of my way to help my supplier's reps do their job.
5. I always check out any new product or program from my supplier to make sure it is going to benefit me before accepting it. (Reverse)
6. I never just take my supplier's word at face value that I will benefit from his new products or programs.
7. I think I am a dealer who does much more than asked for in the contract.

Opportunism

Opportunism is defined as behavior that consists of self-interest seeking with guile. Breach of contract, lying, misinformation, and deception are all relevant aspects of this variable. The items that were developed to measure this variable are the following, which were presented using a five-point agree-disagree format.

1. On occasion, I have to lie to my supplier about certain things in order to protect my interests.
2. Sometimes I have to exaggerate my needs in order to get what I really need for my supplier.
3. Complete honesty does not pay when dealing with my supplier.

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4. I have always provided my supplier a completely truthful picture of my business. (Reverse)
5. Sometimes I have to alter the facts slightly in order to get what I need.
6. My supplier isn't always truthful with me, so I am not always completely candid with them.
7. I carry out my duties even if my supplier does not check up on me. (Reverse)
8. I have sometimes promised to do things without actually doing them later.
9. Sometimes I present facts to my supplier in such a way that I look good.
10. I feel that it is OK to do anything within my means that will help further my own interests.

Analysis

There is a particular approach that has been adopted in the construction of scales and in analyzing the several hypothesized causal relationships. This is the structural equation approach based on latent variables developed by Joreskog (1979, 1973, 1977). The terminology and basic approach used is described below.

Model

The general model here can be expressed as

$$B\eta = \Gamma\xi + \zeta \dots \dots \quad (1)$$