

SOCIAL EXCHANGE: A SCALE DEVELOPMENT OF INDIVIDUAL DIFFERENCE ORIENTATIONS

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ABSTRACT

Researchers have been intrigued by exchange for decades. Some of the theories of buyer-seller exchange behavior propose that customers' relationships with firms vary in the continuum of discrete transactions to relational orientations (Dwyer, Schurr, and Oh 1987). Furthermore, Morgan and Hunt (1994) offer a general model based on the commitment-trust framework for relationship marketing in business-to-business contexts. These frameworks provide a significant guidance for relationship marketing at the firm level. One avenue of research that has not received much attention revolves around individual differences towards exchange. Individual differences play a significant role on consumers' attitude on variety issues regarding building relationships with brands and firms. Differentiating exchange orientations at the individual level would help better understand consumers' behavior and develop marketing strategies accordingly for marketers. The focus of this study is to examine individual differences in exchange behavior, a phenomenon noted, but rarely examined. The present study attempts to introduce a new instrument, CATE (Characteristic Approaches to Exchange Scale) which is designed to tap into individual differences in preferred exchange styles.