COORDINATION COSTS IN DISTRIBUTOR-SUPPLIER RELATIONSHIPS:
AN INVESTIGATION OF THE MEDIATING ROLE OF DECISION CONTROL

Transaction cost analysis (TCA) is a prominent framework that has served as the theoretical basis for a considerable number of empirical studies in the area of business-to-business marketing, channels of distribution, and business-to-business marketing. In the present study, we elaborate on the manner by which a particular form of transaction costs, i.e., coordination costs, can be a direct and indirect function of factors that exemplify the safeguarding and adaptation problems identified in TCA, and highlight the mediating role of the decision control. The hypothesized relationships were tested using data collected in a national survey of industrial distributors.