

Table 1. Definitions of Social Bonds in the literature.

Definition of Social Bond	Author	Literature
'(Family) interaction'	Turner, 1970	Sociology
'Positive interpersonal relationships between buyer and seller'	Turnbull and Wilson, 1989	Industrial Marketing and Purchasing Group
'The degree to which certain ties link and hold a buyer and seller together closely in a personal (emotional sense)'	Han, 1992	Marketing
'Personalized service delivery and the transformation of customers into clients'	Berry and Parasuraman, 1991	Services Marketing
'Strong personal relationships between interacting individuals'	Halinen, 1994	Industrial Marketing and Purchasing Group
'The degree of mutual personal friendship and liking shared by the buyer and seller'	Wilson, 1995;	Marketing Tourism
'Personal ties or linkages forged during interaction at work'	Smith, 1998 (based on Turner 1970) Liang and Wang, 2007; Wang, 2008 (based on Turner, 1970)	Sociology
'Focuses on service dimensions that contain interpersonal interactions and maintain customer loyalty through friendship'	Ling, Weng and Hsieh, 2003	Services marketing
'Social bonds are defined as investments of time and energy that produce positive interpersonal relationships and collaborative practice between partners'	Thao and Swierczek, 2008	Marketing and Logistics
'Social bonds are a subset of affiliative or positive social behaviours, which, in turn are most simply defined by approach rather than avoidance or withdrawal'	Saxena, 2006	Tourism
'The degree of reciprocal friendship and personal liking between the buyer and the salesperson'	Mavondo and Rodrigo 2001	Services
'A combination of the customer's perceived obligation toward the service worker and the perception of the service provider as a resource'	Selnes and Hansen, 2001	Services
'Investments of time and energy that produce positive interpersonal relationships between the partners'	Perry, Cavaye and Coote 2002	Marketing
'The ties that are created between the interacting individuals of the two partner organizations'	Venetis and Ghauri, 2004	Marketing
'Social bonds are personal ties that focus on service dimensions to develop buyer-seller relationships through interpersonal interactions, friendships and identifications'	Chiu, Hsieh, Li and Lee, 2005 (based on Berry, 1995; Wilson, 1995; Smith, 1998; Turner, 1970)	Services marketing
'A tie between two or more individuals that is stable over time and across contexts'	Brown and Brown, 2006	Psychology

‘The social bond involves developing stronger customer relationship through social interaction or friendship to provide an important psychosocial benefit’	Chen and Chiu, 2009	Marketing
‘The depth of personal attachment, willingness to seek personal advice, and outside business socializing that occurs between the buyer’s key contact employee and the seller’s key contact employee’	Schakett, Flaschner, Gao and El-Ansary, 2011 (based on Coulter and Ligas, 2004)	Marketing

Table 2. Scales of Social Bonds in Business-to-Business (B2B) and Customer Relationships

Author/s	Scale/s	Theory Used	Unidimensional/ multidimensional
Čater, B. (2008) Čater, B. and Zabkar (2009)	Social bonds	Briefly mention interaction and network theories	Unidimensional
Chen and Chiu (2009)	Social bond	Briefly mention relationship marketing	Unidimensional (social bond is one of the relational bonds)
Chiu, Hseih, Li and Lee (2005)	Social bonds	Stimulus–organism–response (S–O–R) paradigm, value research and relationship marketing	Unidimensional (social bond is one of the relational bonds)
Crotts, Aziz and Raschid (1998)	Social bond	No specific theory	Unidimensional (social bond as a measure of buyer-seller relationships)
Dash, Bruning, and Guin (2009)	Social bonding	Briefly mention exchange relationships in the network approach	Unidimensional (social bond is one dimension of bonding)
Gounaris and Venetis (2002)	Customer bonding	Briefly mention business-to-business marketing theory	Unidimensional (social bond items are included in a scale of customer bonding)
Huang, Fang, Huang, Chang and Fang (2014)	Social bonds	No specific theory	Unidimensional (social bond is one of the relational bonds)
Lee, Kim, Kim, Lee and Lim (2015)	Social bond	Social exchange theory	Unidimensional (social bond is one of the relational bonds)
Li and Huang (2017)	Social bonding	Briefly mentions relationship marketing	Unidimensional (social bonding is one dimension of relational bonding)
Liang and Chen (2009)	Online social bonds	Briefly mentions relationship marketing	Unidimensional (social bonds is one of the online relationship bonds)
Liang, Chen and Wang (2008)	Social bonding tactics	Briefly mentions relationship marketing	Unidimensional (social bonding tactics are one dimension of relationship bonding tactics)
Liang and Wang (2007)	Social bonding tactics	Briefly mention relational exchange theory	Unidimensional (social bonding tactics are one dimension of relationship bonding tactics)
Lima and Fernandes (2015)	Social bonds	No specific theory	Unidimensional (social bonds is one of relational bonds)
Lin, Weng and Hsieh (2003)	Social bonds	No specific theory	Unidimensional (social bonds is one dimension of relational bonds)
Mavondo and Rodrigo (2001)	Social bonding	Briefly mention relational theory, channel relationships, buyer-seller relationships, network theory and social exchange	Unidimensional
Mohd Noor, Perumal and Goail (2015)	Social bond	Briefly mention channel relationships, social exchange	Unidimensional (social bond is one of the interpersonal bonds which is

		theory and relationship marketing literature	one type of relational marketing bond)
Narteh, Agbemabiese, Kodua and Braimah (2013)	Relational bonds	Relationship marketing	Unidimensional (only social bond items loaded on the relational bonds scale)
Nath and Mukherjee (2012)	Social bond	Briefly mention relational exchange and relationship marketing literature	Unidimensional (social bond is one of the relational bonds)
Patterson and Smith (2001)	Social bond	Behaviourist exchange theory	Unidimensional
Peltier and Scovotti (2004)	Social bond	Relationship marketing	Unidimensional
Perry, Cavaye and Coote (2002)	Social bonds	No specific theory	Multidimensional (five social bonds are: equity, trust/trustworthiness, conflict, benevolence and commitment)
Rodriguez and Wilson (2002)	Social bonding	Social exchange theory and resource dependency theory	Unidimensional (social bonding is part of relationship bonding)
Selnes and Hansen (2001)	Social bond	Briefly mention social network theory	Unidimensional
Schakett, Flaschner, Gao and El-Ansary (2011)	Social bond	Embeddedness theory, social exchange theory, marketing exchange theory and attribution theory	Unidimensional (social bond is one of the relationship bonds)
Shanka and Buvik (2019)	Social bond	Social exchange theory	Unidimensional
Smith (1998)	Social bonds	Social exchange theory	Unidimensional (social bonds is one dimension of relational bonds)
Thao and Swierczek (2008)	Social bonds	Briefly mention the theory of relationship marketing	Unidimensional (social bonds is one dimension of customer relationships)
Venetis and Ghauri (2004)	Social bond	Briefly mention interdependency theory and interaction and network theories	Unidimensional (social bond is one dimension of relational bonds)
Woodside and Baxter (2015)	Social bonding	Relationship marketing and Homans' framework for social behavior	Unidimensional

Table 3. Preliminary Scale of the Security Bond.

	Item
1	I have a comfortable relationship with my service provider
2	I appreciate my service provider
3	I have a secure business relationship with my service provider
4	My service provider is responsive to my needs
5	I can depend on my service provider
6	In an emergency situation, I know I can contact my service provider
7	I am confident that my service provider would help me if required
8	My service provider provides a stable environment for doing business*
9	If a work situation became difficult, my service provider would make me feel secure*
10	My service provider is available when I need him/her*
11	My service provider gives me reassurance*
12	My service provider keeps his/her promises*
13	My service provider takes on my problems so I don't need to worry about them*
14	I am confident that we would overcome any challenges in our work*

*item was deleted for final scale

Table 4. Preliminary Scale of the Closeness Bond.

	Item
1	My service provider and I share humour or light-hearted banter*
2	I look out for my service provider's best interest*
3	My service provider and I share attitudes or values*
4	My service provider and I share advice beyond the scope of our work
5	I contact my service provider to have a chat or a gossip
6	My service provider and I have shared good and bad experiences*
7	I care about the well-being of my service provider*
8	My service provider and I have a mutual understanding or a shared outlook*
9	I know my service provider well*
10	I share personal information about myself with my service provider*
11	I share similar interests with my service provider
12	I listen to my service provider*
13	I would be happy to get together socially with my service provider
14	My service provider and I have shared memorable experiences at work
15	I talk to my service provider about things other than the work we are doing
16	I behave naturally with my service provider*
17	I share information about my business openly with my service provider*

*item was deleted for final scale

Table 5. Skewness and Kurtosis.

	Variable	Study 1		Study 2		Study 3	
		Skewness	Kurtosis	Skewness	Kurtosis	Skewness	Kurtosis
	Security Bond						
1	I have a comfortable relationship with my service provider	.33	1.05	-1.11	2.71	-1.70	4.26
2	I appreciate my service provider	.06	-.02	-.88	1.01	-1.43	2.93
3	I have a secure business relationship with my service provider	-.48	1.43	-1.13	2.82	-1.33	2.39
4	My service provider is responsive to my needs	-1.64	3.90	-1.02	1.50	-1.45	2.71
5	I can depend on my service provider	-1.20	-2.99	-.96	1.70	1.42	2.74
6	My service provider is available when I need him/her	-.01	.04	-1.05	2.14	-1.28	2.59
7	In an emergency situation, I know I can contact my service provider	-.15	-.47	-1.26	1.27	-1.38	3.00
	Closeness Bond						
1	My service provider and I share advice beyond the scope of our work	.05	-.76	-.08	-.64	-.13	-.63
2	I share similar interests with my service provider	-.47	.03	-.20	.21	-.02	.22
3	I would be happy to get together socially with my service provider	-.01	-.30	.11	-.82	.09	-.90
4	I talk to my service provider about things other than the work we are doing	-.07	-.53	-.05	-1.00	-.18	-1.02
5	I contact my service provider to have a chat or a gossip	.46	-.49	.83	.25	.69	.17
6	My service provider and I have shared memorable experiences at work	-.85	1.16	.19	-.36	.13	-.75

Table 6. Means, Standard Deviations, EFA loadings and CFA loadings.

	Variable	Study 1			Study 2			Study 3		
		Mean	SD	EFA loadings	Mean	SD	CFA loadings	Mean	SD	CFA loadings
	Security Bond									
1	I have a comfortable relationship with my service provider	4.12	.48	.57	4.06	.74	.82	4.25	.84	.89
2	I appreciate my service provider	4.18	.56	.74	4.08	.83	.88	4.07	.89	.89
3	I have a secure business relationship with my service provider	4.11	.62	.68	4.14	.74	.83	4.12	.89	.82
4	My service provider is responsive to my needs	3.94	.85	.77	4.05	.83	.87	4.01	.92	.88
5	I can depend on my service provider	3.97	.78	.72	4.06	.79	.88	4.08	.90	.75
6	My service provider is available when I need him/her	3.88	.57	.33*	3.92	.81	.80	3.93	.87	.69
7	In an emergency situation, I know I can contact my service provider	4.20	.62	.29*	4.16	.92	.81	4.04	.87	.61

Closeness Bond										
1	My service provider and I share advice beyond the scope of our work	3.31	.88	.76	3.17	.99	.74	3.06	1.15	.73
2	I share similar interests with my service provider	3.28	.94	.67	2.90	.87	.70	2.90	.97	.71
3	I would be happy to get together socially with my service provider	3.18	1.01	.78	2.66	1.11	.77	2.78	1.19	.83
4	I talk to my service provider about things other than the work we are doing	3.14	.96	.73	2.90	1.12	.82	3.00	1.20	.82
5	I contact my service provider to have a chat or a gossip	2.65	1.10	.83	2.18	1.04	.67	2.15	1.01	.72
6	My service provider and I have shared memorable experiences at work	3.55	.92	.65	2.63	1.03	.57	2.73	1.16	.84

***factor loading below 0.40**

Table 7. Cronbach's alpha, composite reliability (CR) and average variance extracted (AVE).

Variables	Study 1			Study 2			Study 3		
	Alpha	CR	AVE	Alpha	CR	AVE	Alpha	CR	AVE
1. Security	.74	-	-	.94	.94	.71	.93	.92	.64
2. Closeness	.86	-	-	.86	.86	.51	.90	.90	.61

Table 8

Inter-construct correlations and squared root of AVEs

Study 2*	Security	Closeness
Security	.84	
Closeness	.54	.71
Study 3*		
Security	.80	
Closeness	.55	.78

*Inter-correlation coefficients are below the diagonal and squared root of AVE values are on the diagonal

Table 9: Affective Commitment: Means, Standard Deviations and Factor loadings

Variable				
		Mean	SD	Factor loadings
Affective Commitment				
1	I would be happy to remain with my service provider for the foreseeable future	4.11	.93	.76
2	I would choose to maintain my business relationship with my service provider	3.82	.99	.84
3	I like the way my service provider works so I would work with him/her again	3.93	.92	.91
4	I like this service provider so I would not consider a different one for this service	3.62	1.16	.79