

Table 2
Scale items and measurement model results

	Construct reliability	Lamda loading
<i>Extensiveness of choice set</i> ^a	0.84	
We were able to choose from among many vendors for this purchase		0.89
There were many vendors who could have supplied what we need ^b		0.85
Many vendors would have been suitable for this product		0.80
When it came to selecting the specific product, there were not many options ^b		0.43
<i>Buyer power</i> ^a	0.79	
The suppliers were really competing to make this sale to us		0.83
We had much bargaining power in this purchase situation		0.74
The supplier was really motivated in making this sale to us		0.67
The vendor we choose gave us a much better deal than most of their customers		0.53
<i>Purchase importance</i> ^a	0.78	
This purchase was a major financial commitment for our organization		0.80
Compared to other purchases, high level approval was required		0.66
This purchase influenced many aspects of our organization		0.66
Considering all of the purchases that I am involved in, this one was not very important ^b		0.63

^a Seven-point response cues anchored at strongly disagree (1) and strongly agree (7).

^b Responses to this item were reverse scored.

^c Seven-point response cues anchored at were not at all (1) and very much (7).

Organizational (B2B) Buying Context

Hunter, Gary K., Michele D. Bunn, and William D. Perreault, Jr. (2006), "Interrelations among Key Aspects of the Organizational Procurement Process," *International Journal of Research in Marketing*, 23, 2 (June), pp. 155-170.