Figure 4  The Morgan-Hunt Model of relationship marketing

ANTECEDENT VARIABLES  MEDIATING VARIABLES  OUTCOMES

Termination Costs  +  +  Acquiescence
Relationship Benefits  +  Propensity to Leave
Shared Values  +  Cooperation
Communication  +  +  Functional Conflict
Opportunistic Behavior  -  -  Uncertainty

( + = positive effect; - = negative effect)

Source: Morgan and Hunt 1994