

Involvement, Family Communication Oriented Conflict Resolution in Purchase Decision Making Among Working Couples

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Abstract

Main aim of this research is to identify the purchase decision making of working couples. This is a measured by independent variables such as involvement, family communication and conflict resolution. In addition, focuses on made in comparing the couple's role in the recent purchase of products and services in a determined area of Villupuram. . A convenience sampling carried out in Villupuram town among working couples only. Fifty, (50) couples of valid surveys were obtained and ANOVA was performed to find the influence of independent variable on dependent variable. Result shows that, as for as involvement and conformity orientation are considered, wives are having more involvement and conformity orientation than husband. With respect to conversation orientation and conflict resolution, husbands are having more conversation orientation and conflict resolution than wives are.

Keyword: Involvement, family communication, conflict resolution, purchases decision-making.

Introduction

Conflict is inadvisable process in an every movement within the family of couples. The opposing needs and interests of the couples lie at the purchase decision making conflict. Conflict is an interpersonal conflict exists whenever an action by one person prevents, obstructs or interferes with the actions of another person (Johnson 1990), Conflict in general is described as the process that begins when one party perceives that the other one has frustrated some concerns of his/hers (Thomas; 1976) . Conflict in purchasing situation, couples interest or involvement of the purchasing product differences in satisfying their individual, and they experience from their spouse in decision-making. In the couples, there is a great need to negotiate the changing role of husband and wife. Discussing about resolution of purchase decisions and how they have should be made create a great potential for purchase decision making conflict.

Involvement

The involvement is a one of the process for conflict resolution in purchase decision making among working couples. Those casual observations suggest that some consumer decisions involve other family members in addition to the husband-wife relationship and acknowledge the importance of wife and husband interactions in purchase decisions. (Davis, 1976)

The Dimensions of Advertising Involvement, Purchasing Involvement has been one of the central issues in the consumer behaviour literature because it can be an important mediator of consumer behaviour, which can fundamentally influence the consumer's evaluation processes on certain objects. (Mitchell, 1981),

Family communication

Communication in a couple is the process of transferring information. The information is a way of concentrating or encapsulating events. It concentrates, among others, on words, emotions, expectations, decisions and plans. Family Communication pattern is also an

affected to purchase decision making within working couples. Family Communication pattern within the family is extremely important because it enables members to express their needs, wants, and concerns to each other.

Family's communication initially conceptualized the notion of socio-oriented and concept-oriented families, which later became conversation orientation and conformity orientation typologies. Conversation orientation refers to whether or not the family encourages or discourages communication about the members' feelings, emotions, opinions and/or beliefs. (McLeod and Chaffee 1972).

This is especially important when attempting to resolve problems that arise between family members family communication refers to the way verbal and non-verbal information is exchanged between families members (Epstein, Bishop, Ryan, Miller, & Keitner,(1993).

Conflict resolution:

The couple's skill in conflict resolution and the subsequent impact that such resolution has on each partner hold the key to whether the marriage continues to function in a constructive way or becomes a destructive or malfunctioning system. Hence, in most interpersonal conflicts it is important to find a resolution. The unresolved conflict may lead to a feeling of resentment and furthermore, unresolved conflict can impact negatively on the mental health of one of the partners or both (Baccocchi, 1997 Markman, et al., 1993). The way the couples handle conflict is usually described in terms of resolution "style" or "Strategies" which are interpersonal behaviors used in the context of a relationship to resolve disagreements (Marchand, 2004). The most effective strategies bring advantage to one's self as well as others, ensuring a harmonious relationship and ineffective behavior tries to defeat the other person or avoid issue.

Purchase Decision-making:

The power to make the final decision on behalf of one or more others is derived from sources including the ability to coerce or reward, expertise, a legitimate role or office, and social attractiveness (French & Raven, 1959). Power is a fundamental aspect of interpersonal relations because it underlies the ability to achieve a desired outcome, which creates personal freedom and autonomy (de Charms, 1968) .The research suggests that features common to decision alternatives "cancel out" and do not help decision-making because they are non-diagnostic (Tversky 1972); only unique features help consumers make a decision.

Decision making as an expression which expresses that it is the process by which family build choices and on the basis of that they make judgments and the finally come to the conclusion which direct that behavior, Moreover, Scanzoni and Polonko (1980).

Review of literature:

Involvement

Engel, Kollat, and Blackwell, (1968), Consumer behavior, have indicated that the extent of husband-wife involvement varies considerably from product to product. These authors report husbands having a greater tendency to be involved in problem recognition when the product is technically or mechanically complex, as in the case of automobiles.

Davis, (1976), Decision Making within the Household, The relative investment theory is rooted in the relative involvement that each person has in a particular choice decision. According to this theory, the importance associated with various decision outcomes determines how members within the family interact in a decision situation. If decision outcomes are extremely important and related to woman, then woman attempts to dominate. For a different decision, however, the male may be dominant.

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important mediator of consumer behaviour, which can fundamentally influence the consumer's evaluation processes on certain objects.

Family communication

Sadegm,Hezardastan,Ahmadi,Bahram,Estemadi and Fatemzadef,(2011),The effect of training through transactional analysis approach on couples communication patterns, The family communication as an effect of training through transactional analysis approaching on couples communication patterns. The point of interest to this study was to examine the effect of group training on the communication patterns through transactional analysis approach. To pursue this purpose, a semi experimental research was carried out with the population including couples who visit consulting centers in Khoram-Abed city during 2009-10.In this regard, thirty couples were selected voluntarily as the research sample .The participants, then were randomly assigned to the experimental and control groups. Predominantly couples completed the communicational pattern questionnaire and then the experimental group was asked to attend eight training session based on TA approach. At the end as the post-Test, the questionnaire administered again. Covariance analysis showed significant differences between the two groups based on CP questionnaire. It means that training in the form of transactional analysis on mutual constructive, demand withdraws and mutual avoidance communication pattern was meaningful. This approach will equip couples with effective communication skills so that they can recognize their and the partners ego states and make an appropriate complementary communication especially through noticing verbal and non-verbal clues.

Farid Abbasi, Karim afsharina,(2015),Relationship between Couples Communication Patterns and Marital Satisfaction, This study examines the relationship between three patterns of mutual constructive communication, demand/withdraw and mutual avoidance deals with marital satisfaction. For this purpose, a sample of 30 couples is selected randomly from student couples of Kermanshah University. To gather relevant information from the two questionnaires: communication patterns (CPQ) and marriage satisfaction questionnaire (ENRICH) were used. Both tools have high reliability and validity. Questionnaires completed by both spouses. Pearson's correlation coefficient a used to analyze the data while the data was analyzed by SPSS software. The results showed that the highest correlation between mutual constructive relationship and marital satisfaction in women. In this group, the communication pattern of demand / withdraw did not show any relation with marital satisfaction and a negative correlation was obtained between marital satisfaction and mutual avoidance communication. Men and women groups had similar results. In this group, the highest correlation had seen between the mutual constructive communication and marital satisfaction. There was a relation near to zero between demands/ withdraw pattern and marital satisfaction and finally a negative communications was obtained between mutual avoidance pattern and marital satisfaction.

Conflict:

Gianopulos, (1957), Marital Disagreement in Working Wife Marriages as A Function of Husband's Attitude towards Wife's Employment, stated that husbands' perception towards wife's employment is one of the important factors in determining level of conflict in family decision-making process.

Shuptrine and Samuelson, (1976), found out that neither spouse is completely dominant in the purchase decision, but each spouse is dominant in certain aspects of the purchase decision.

Baucom & Eipstein, (1990).Once an individual notices certain behavior, he or she might make inferences to explain the behavior. Numerous studies indicate that attributions in distressed and non-distressed couples are different. Distressed partners tend to blame each other's from problems, and they attribute each other's negative actions to broad and unchangeable traits.

Conflict Resolution:

Bell,(1967),When a purchase transaction gets completed, most of the consumers feel that their decision has got hugely effected by the sales interventions being made by the seller and hence their cognitive consistency has been compromised to the various marketing interventions made by the seller .

Sheth, (1974), highlighted four types of conflict resolution, suggested that conflict may exist due to different purchase motives or evaluations about alternatives and attempts to resolve conflict may vary according to the cause of the conflict. Problem solving (involving further information search), persuasion (interaction among family members to resolve conflict), bargaining (conflict explicitly acknowledged) and politics (the formation of coalitions to isolate the family member with whom there is conflict and force this individual to join the majority).

DAVIS, (1976), states that families quite often bargain, compromise, and coerce rather than problem-solve in arriving at decisions. DAVIS used two models of decision strategies in dealing with the conflicts: persuasion and bargaining. Persuasion is an act of demanding the others do something by using emotional techniques such as crying in order for the others to follow what he or she wants. When family members have different buying motives, they might approach the bargaining strategy. Bargaining influence tactics comprise waiting for the next purchase, impulse purchasing, and procrastination. Family members recognize that there is a conflict between them and they try to solve it in fairness and equity.

Purchase decision-making:

Hoyer & MacInnis, (2004), Family decision-making and purchasing may lead to alternatives in marketing strategy in order to appeal to specific region and country. Many companies should adjust their marketing strategy to accommodate global consumer differences. As such, not observing such cross-cultural differences can debase a company and cause products to fail.

So and Yau,(2006). With wife also contributing to family income, husband will now have to step down to equal role with his working wife in deciding purchase of goods and services. It is interesting to see how husband react to this changes of role in family, for example, how husband react to new family relationship structure and to new power distribution in decision making .

Methodology

This paper is part of a broader research line that focuses on comparing the couple's role in the recent purchase of products and services in a determined area of villupuram based on questionnaires. We will focus on each working couple's role in the purchase decision-making conflict resolution of recent purchasing products. The study's target population is working couples. A convenience sampling carried out in villupuram town among working couples only. The reasons for using the difficulties of finding couples willing to take part in a study that analyzes sensitive issues like conflicts resolution in purchase decision-making processes. They have a working husbands and the other at working wives, 50 couples of valid surveys were obtained, enough for a this study.

Analysis and interpretation

Table 1: Characteristics of husband and wife

Socio demographic variable	Categorical variable	Percentage of husband	Percentage of wife
Age	25 and below	46	54
	26-35	26	14
	36-45	10	12
	46- 55	10	16
	Above 55	08	4
Education	School level		
	Diploma	4	10
	Under-Graduation	4	44
	Post-Graduation	58	24
	Professional degree	20	14
	Others	8	4
Occupation	Salaried	6	4
	Professional	24	14
	Self Employed	12	4
	Others	40	54
Income	Less than 25,000	24	28
	25,001 – 50,000	46	14
	50,001 -75,000	18	26
	Above 75,000	8	54
Length of marriage	Less than 5 Years	4	12
	5-10 Years	2	12
	11-15 Years	18	32
	16-20 Years	52	22
	More than 20 Years	24	22

When the age considered, below 25 age group of working couples are more when compared to other age group. With respect to education, UG completed husbands are more when compared to other educated group and diploma-holding wives are more when compared to other educated group. Regarding occupation, most of the couples are self-employed. When Income has taken into consideration, most of husbands are earning between Rs. 25001 to 50000 and most of the wives are earning between Rs50001 to 75000. When length of married life is considered, most of the husbands belong to 16-20 years and most of the wives belong to 11-15 years.

Table 2: Influence of involvement on purchase decision among working couple

	Gender Category	Husband only	Husband more than Wife	Both	Wife more than Husband	Wife only	Nobody	F	Sig
Involvement	Husband	2.50	2.50	3.11	3.70	3.60	1.60	2.890	.024
	Wife	1.00	2.71	3.33	3.52	4.10	2.00	4.276	.003

The table two shows couple involvement on purchase decision. In order to find the influence on purchase decision among the couple with respect to their involvement, ANOVA performed. The result shows that there is significant difference existing among the couple with regard to their involvement towards purchase decision ($F = 2.890$; $p < 0.024$) and ($F = 4.276$; $p < 0.003$) for husband and wife respectively. The results from P value show that the wives are having more than involvement a husband.

Table 3: Influence of family communication on purchase decision among working couple

	Gender Category	Husband only	Husband more than Wife	Both	Wife more than Husband	Wife only	Nobody	F	Sig
Conversation Orientation	Husband	2.50	2.00	2.67	3.20	4.00	2.60	2.488	.045
	Wife	1.00	3.00	3.67	3.70	4.00	3.67	2.285	.062
Conformity Orientation	Husband	2.25	2.00	3.11	4.10	4.60	1.80	6.418	.024
	Wife	1.00	2.86	3.35	3.83	4.00	3.00	4.276	.003

The table 3 reveals that couples family communication on purchase decision. In order to find the influence on purchase decision among the couple with respect to their conversation orientation, ANOVA performed. The result shows that there is significant difference existing among the couples with regard to their conversation orientation towards purchase decision ($F = 2.488$; $p < 0.045$) and ($F = 2.285$; $p < 0.062$) respectively husband and wife. These results shows from P value, husbands are having more conversation oriented then wives.

With the purpose of find the influence on purchase decision among the couple with respect to their conformity orientation, ANOVA performed. The result shows that there is significant difference existing among the couple concerning their conformity orientation towards purchase decision ($F = 6.418$; $p < 0.045$) and ($F = 4.276$; $p < 0.003$) respectively husband and wife. These results show from P value, wives are having more conformity oriented then husband.

Table 4: Influence of conflict resolution on purchase decision among working couple

	Gender Category	Husband only	Husband more than Wife	Both	Wife more than Husband	Wife only	Nobody	F	Sig
Conflict Resolution	Husband	2.50	2.50	3.44	3.50	3.50	3.00	1.481	.215
	Wife	1.00	3.86	2.83	4.04	4.60	2.33	4.276	.003

The table 4 exhibits that conflict resolution on purchase decision. In order to find the influence on purchase decision among the couple with respect to their conflict resolution, ANOVA performed. The result shows that there is significant difference existing among the couples with regard to their conflict resolution towards purchase decision ($F = 1.481$; $p < 0.215$) and ($F = 4.276$; $p < 0.003$) respectively husband and wife. These results shows from P value, husbands are having more conflict resolution then wives.

Conclusion

Our study makes four contributions to couple purchase decision-making research. First, our findings show that, as far as involvement and conformity orientation are considered, wives are having more involvement and conformity orientation than husbands are. With respect to conversation orientation and conflict resolution, husbands are having more conversation orientation and conflict resolution than wives are. Our study has few limitations that can be rectifying in future. This research concentrated only on couple’s purchases decisions. Future research can be a carried out regarding rural area or semi urban area couples in purchase decisions.

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