



Personality, Self Esteem Oriented Conflict Resolution in Purchase Decision Making Among Working Couples

D. THIYAGARAJAN

Assistant Professor, Dept. of Business Administration, Annamalai University

Dr. D. SENTHIL

Assistant Professor, Dept. of Business Administration, D.D.E, Annamalai University

ABSTRACT

This research aims to identify the purchase decision making of working couples. This is measured by independent variables such as personality, self esteem and conflict resolution. In addition, focuses were made in comparing the couple's role in the recent purchase of products and services in a determined area of Villupuram. A convenience sampling method was carried out among Villupuram town working couples only. 50 couples were identified and valid surveys were obtained and regression was performed to find the influence of independent variable on dependent variable. Findings show that, as far as personality was considered, husbands were having more good personality qualities than wives were. With respect to self esteem, wives were having more confidence than husbands were. Regarding conflict resolution, wives were having more negotiation ability to resolve the disagreement compared to husbands. Overall wives were influenced by the purchase decisions compared to husbands

KEYWORDS

personality, self esteem, conflict resolution, purchase 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 should be made create a great potential for purchase decision making conflict.

Personality:

Personality is a most important factor on conflict in purchase decision making process. Personality includes stable and enduring traits that reveal themselves in various situations. Global assessments of personality have shown that the personality characteristics found among satisfied couples are different from those found among dissatisfying couples. Although research has shown how personality is generally associated with marital satisfaction (Amiri et al., 2011; Decuyper et al., 2012), the main part of this study addresses the impact of certain personality characteristics on marital satisfaction. The behaviors associated with specific personality characteristics can contribute to tranquility or conflict in the relationship (Craig & Olson, 1995).

Self esteem:

Self esteem is your opinion of yourself and your worth. In other words, your perception of your value as a person, particularly with regard to the work you do, your status, achievements, purpose in life, your perceived place in the social order, potential for success, strengths and weaknesses; how you relate to others and your ability to stand on your own feet.

Everyone holds opinions about the type of person that they are. These opinions are at the heart of self-esteem and they affect how you feel about and value yourself. Self-esteem is

not static and fixed; your beliefs about yourself can change throughout your life as a result of circumstance and experience. If you have low self-esteem these beliefs will often be negative. You may focus on what you feel are your weaknesses, and mistakes that you have made.

According to James, self-esteem is a product of 'perceived competence in domains of importance' (James, 1890). This means that self-esteem is derived from thinking we're good at things that have significance to us, but not those we don't personally. Charles Horton Cooley, an early sociologist, proposed that feelings of self-worth also stem from the 'looking glass self' our perceptions of how we appear in the eyes of others (Cooley, 1902). Interestingly, self-esteem is often impacted more powerfully by the opinions of acquaintances than close others (Harter, 1999), meaning that the foundations of self-esteem can be vague and ill-formed.

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:

Conflict:

Gianopoulos, (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.

Baucum & 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 others from problems, and they also attribute each other's negative actions to broad and unchangeable traits.

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 more 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.

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.

Personality:

David.M.Buss, (1991), Conflict in Married Couples, Personality Predictors of Anger and Upset, This research had two central goals: to examine the role of personality in (a) performing actions that anger spouses, and (b) eliciting anger-provoking actions from spouses.

Adrienne Kaufman, (2011), Personality, Partner Similarity and Couple Satisfaction, Do Opposites Attract or Birds of a Feather Flock Together, The goal of the study was to examine the relationship between personality and marital satisfaction and partner pairing. A national sample of 10,000 married couples took the Prepare ,enrich couple assessment and the results were examined to determine whether couples with similar personalities were more satisfied in their marriage than couples with dissimilar personalities and whether individuals were more likely to pair with someone with a similar personality or different personality.

Claxton,A.,O'Rourke,N.,Smith, J.Z.,& DeLongis,A,(2011), Personality traits and marital satisfaction within enduring relationships, An intra-couple discrepancy approach, found that the traits other than neuroticism were related to relationship satisfaction. They calculated a value representing the mean of the self- and partner-reports on each trait to test whether and which traits were related to marital satisfaction. Using this intra-couple trait average they found that relatively higher levels of conscientiousness were related to higher marital satisfaction for husbands and wives, while relatively higher levels of neuroticism were related to lower satisfaction only for husbands.

Self Esteem:

Samuel D. Gosling, (2016), Age and Gender Differences in Self-Esteem—A Cross-Cultural Window, Self esteem on gender and age differences in self-esteem have played a prominent role in psychology over the past 20 years. However, virtually all empirical research has been undertaken in the United States or other Western industrialized countries, providing a narrow empirical base from which to draw conclusions and develop theory. To broaden the empirical base, the present research uses a large Internet sample (N = 985,937) to provide the first large-scale systematic cross-cultural examination of gender and age differences in self-esteem. Across 48 nations, and consistent with previous research, we found age-related increases in self-esteem from late adolescence to middle adulthood and significant gender gaps, with males consistently reporting higher self-esteem than females. Despite these broad cross-cultural similarities, the cultures differed significantly in the magnitude of gender, age, and Gender × Age effects on self-esteem. These differences were associated with cultural differences in socioeconomic, socio demographic, gender-equality, and cultural value indicators.

Kristin D. Neff, (2011), Self-Compassion, Self-Esteem, and Well-Being, This article focuses on the construct of self-compassion and how it differs from self-esteem. First, it discusses the fact that while self-esteem is related to psychological well-being, the pursuit of high self-esteem can be problematic. Next it presents another way to feel good about one: self-compassion. Self-compassion entails treating oneself with kindness, recognizing one's shared humanity, and being mindful when considering negative aspects of one. Finally, this article suggests that self-compassion may offer similar mental health benefits as self-esteem, but with fewer downsides. Research is presented which shows that self-compassion provides greater emotional resilience and stability than self-esteem, but involves less self-evaluation, ego-defensiveness, and self-enhancement than self-esteem. Whereas self-esteem entails evaluating oneself positively and often involves the need to be special and above average, self-compassion does not entail

self-evaluation or comparisons with others. Rather, it is a kind, connected, and clear-sighted way of relating to ourselves even in instances of failure, perceived inadequacy, and imperfection.

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 on the basis of questionnaires. We will focus on each working couple's role in the purchase decision-making conflict resolution of different products. The study's target population is working couples. A convenience sampling was carried out among villupuram town 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: Influence of personality on purchase decision among working couple

Personality	Husband	Wife
No of respondent	50	50
R	0.589(a)	0.158(a)
R ²	0.347	0.025
Adj R ²	0.333	0.005
F Value	25.463	1.231
Beta	0.589	-0.158
t	5.046	-1.109
Sig	0.000	0.273

Dependent variable: purchase decision making

This table provides the husband's Multiple Correlation squared R² is 0.333 which means that 33.3 percent of the variation on overall purchase decision is determined by the independent variables. Wife's Multiple Correlation squared R² is 0.025 which means that 2.5 percent of the variation on overall purchase decision is determined by the independent variables. The multiple correlations refer to the combined correlation of each predictor with the outcome. However, husband's multiple correlation squared is an optimistic and wife's multiple correlation squared is a bit pessimistic therefore, the adjusted R² is less appropriate. To check the significance of R², ANOVA was performed and the result shows a significant outcome for husband's purchase decisions (F = 25.463; p < 0.000) which means that the husband's related to personality significantly influence (dependent variable) overall purchase decision. When considering the husbands, they were having more good personality qualities compared to wives.

Table 2: Influence of self esteem on purchase decision among working couple

Self esteem	Husband	Wife
No of respondent	50	50
R	0.429(a)	0.574(a)
R ²	0.184	0.330

Adj R ²	0.167	0.316
F Value	10.816	23.641
Beta	0.429	0.574
t	3.289	4.862
Sig	0.002	0.000

Dependent variable: purchase decision making

This table provides the husband's Multiple Correlation squared R² is 0.184 which means that 18.4 percent of the variation on overall purchase decision is determined by the independent variables. Wife's Multiple Correlation squared R² is 0.330 which means that 33 percent of the variation on overall purchase decision is determined by the self esteem. The multiple correlations refer to the combined correlation of each predictor with the outcome. However, husband's multiple correlations squared is a pessimistic therefore, the adjusted R² is less appropriate and wife's multiple correlations squared is an optimistic. To check the significance of R², ANOVA was performed and the result shows a significant outcome for wife's purchase decisions (F = 23.641; p < 0.000) which means that the wife's related to self esteem significantly influence (dependent variable) overall purchase decision. When considering the wives, they were having more confidence compared to husbands.

Table 3: Influence of conflict resolution on purchase decision among working couple

Self esteem	Husband	Wife
No of respondent	50	50
R	0.272(a)	0.515(a)
R ²	0.074	0.265
Adj R ²	0.055	0.250
F Value	3.825	17.336
Beta	-0.272	-0.515
t	-1.956	-4.164
Sig	0.056	0.000

This table provides the husband's Multiple Correlation squared R² is 0.074 which means that 7.4 percent of the variation on overall purchase decision is determined by the conflict resolution. Wife's Multiple Correlation squared R² is 0.265 which means that 26.5 percent of the variation on overall purchase decision is determined by the conflict resolution. The multiple correlations refer to the combined correlation of each predictor with the outcome. However, husband's multiple correlations squared is a pessimistic therefore, the adjusted R² is less appropriate and wife's multiple correlations squared is an optimistic. To check the significance of R², ANOVA was performed and the result shows a significant outcome for wife's purchase decisions (F = 17.336; p < 0.000) which means that the wife's related to conflict resolution significantly influence (dependent variable) overall purchase decision. When considering the wives, they were having more negotiation ability to resolve the disagreement compared to husbands.

Conclusion

This study contributes to couple purchase decision-making.

Findings show that, as far as personality was considered, husbands were having more good personality qualities than wives were. With respect to self esteem, wives were having more confidence than husbands were. Regarding conflict resolution, wives were having more negotiation ability to resolve the disagreement compared to husbands. Overall wives were influenced the by purchase decisions compared to husbands. This study has few limitations that can be rectified in future. This research concentrated only on couple's purchases decisions. Future research can be carried out regarding elderly purchase decisions.

Reference:

1. Adrienne Kaufman,(2011),Personality, Partner Similarity and Couple Satisfaction, Do Opposites Attract or Birds of a Feather Flock Together.
2. Amiri, M., Farhoodi, F., Abdolvand, N., & Rezaie Bidakhavidi, A. (2011). A study of the relationship between big-five personality traits and communication styles with marital satisfaction of married students majoring in public universities of Tehran. *Procedia - Special and Behavioral Sciences*, 30, 685-689.
3. Barelds, D. P. H. (2005). Self and partner personality in intimate relationships. *European Journal of Personality*, 19, 501-518.
4. Baucum & Eipstein, (1990). Once an individual notices certain behavior, he or she might make inferences to explain the behavior.
5. Bell Gerald D (1967), "The Automobile Buyer after Purchase", *Journal of Marketing*, Vol. 31, No. 3.
6. Caughlin, J. P., Huston, T. L., & Houts, R. N. (2000). How does personality matter in marriage. An examination of trait anxiety, interpersonal negativity, and marital satisfaction. *Journal of Personality and Social Psychology*, 78, 326-336.
7. Claxton, A., O'Rourke, N., Smith, J.Z., & DeLongis, A. (2011). Personality traits and marital satisfaction within enduring relationships: An intra-couple discrepancy approach. *Journal of Social and Personal Relationships*, 29(3), 375-396.
8. Davis, Harry I., and Rigaux, Benny p. Perception of Marital Roles in Decision Processes. *J. Consumer Res.* 1, pp. 51-62, June 1974.
9. David.M.Buss, (1991), Conflict in Married Couples, *Personality Predictors of Anger and Upset* , Volume 59, Issue 4 Pages 663-668.
10. Davila, J., Karney, B. R., Hall, T. W., & Bradbury, T. N. (2003). Depressive symptoms and marital satisfaction: Within-subject associations and the moderating effects of gender and neuroticism. *Journal of Family Psychology*, 17(4), 557-570.
11. Gianopoulos, A. & Mitchell, H. E. (1957). Marital Disagreement in Working Wife Marriages as A Function of Husband's Attitude Towards Wife's Employment. *Marriage and Family Living*, 19(4), 373-378.
12. Kristin D. Neff,(2011), Self-Compassion, Self-Esteem, and Well-Being, *Social and Personality Psychology Compass* , 1-12, 10.
13. Samuel D. Gosling.,etc,(2016),Age and Gender Differences in Self-Esteem—A Cross-Cultural Window, *Journal of Personality and Social Psychology*, Vol. 111, No. 3, 396-410.
14. Sheth, Jagdish N. (1974), "A Theory of Family Buying Decisions," in *Models of Buyer Behavior*, ed. J.N. Sheth, New York, Harper & Row, 17-33.
15. Shuptrine and Samuelson, (1976), found out that neither spouse is completely dominant in the purchase decision.
16. So, S. L. M. & Yau, O. H. M. (2006). Chinese Husbands: A Path-Analytic Study of a Model of Family Buying Decisions. *Asia Pasific Management Review*, 11(5), 283-294