

DYNAMICS AND CONFLICT OF SPOUSAL PURCHASE DECISION: A REVIEW STUDY

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ABSTRACT

This study aims at developing a comprehensive theoretical framework for dynamics and conflict of Spousal buying decision (SBD). The study also build a conceptual model of **Spousal-joint Purchase Decision Matrix Model (SPDCM)** used by spouses for purchase decision making exercise. The basic purpose of above is to explain the spousal involvement in family purchase decision and their conflict that arise in decision which lead to either joint or autonomous decision and finally arriving at a final decision with the help of conflict resolution strategies. Based on the theoretical evidences (C.B.Ward, 2003), it was concluded that Low initial level of disagreement results in lower level of relative conflict while High initial level of disagreement results in higher level of relative conflict among couples and High levels of disagreement should produce higher levels of relative conflict than low levels of disagreement for across product category decisions, while, for within product category decisions, there is no difference between high and low levels of disagreement on relative conflict.

KEYWORDS: SPDCM, Family Decision Making, Sex Role Orientation, Spousal Conflict, Household Decision Behaviour