

BUYER-SELLING FIRM RELATIONSHIP AND GENDER AS A MODERATING EFFECT

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ABSTRACT

This study examines how a buyer's level of economic satisfaction, relational duration and communication alignment frequency with a selling firm impacts a buyer's level of conflict with the firm. Further, this paper explores buyer's gender as a moderator between the above hypothesized relationships.

INTRODUCTION

Conflict has been found to be the leading cause of organizational setbacks and a significant determinant of cost. Conflict is a product of irreconcilable dissimilarity and should be managed appropriately so as to ensure relationship continuity. Surprisingly with a wide variety of studies focusing on conflict, little is known about how a buyer's economic satisfaction, relational duration and communication alignment frequency impact a buyer's level of conflict with a selling firm. Another issue facing buyer-selling firm relationship is the fact that gender differences exist that either magnifies or minimizes relationship conflict. With the foresight of gender differences in past research, this study intended to explore if differences between male and female buyers impact relationship conflict. Understanding the combined impact of the three hypothesized links on the level of conflict with a selling firm and determining if gender moderates their effects will contribute immensely to the current body of literature in this field.

RESEARCH OBJECTIVE

With the vast amount of research covering the phenomena of conflict, little is known about how a buyer's economic satisfaction, relational duration and communication alignment frequency with a selling firm impacts a buyer's level of conflict with the firm. Therefore, the intent of this study is to empirically investigate how a buyer's level of economic satisfaction, relational duration and communication alignment frequency with a selling firm impacts the buyer's level of conflict with the firm. The second objective of this study is to investigate if male buyers and female buyers differ in their level of economic satisfaction, relational duration and communication alignment frequency with a selling firm in order to avoid conflict with the selling firm.

SAMPLE

Employees working in the purchasing department of firms were asked to participate in this study. The employees were selected based on their face-to-face contact and buying experiences with the selling firm. The questionnaire was available for respondents online. Two hundred and twenty nine respondents completed the questionnaire and after listwise deletion, 188 respondents remained.

METHOD

Multiple regression was used to measure the effects of economic satisfaction, relational duration and communication alignment frequency on a buyer's level of conflict with the selling firm. The Chow test was conducted to examine gender differences with regards to the buyer's level of economic satisfaction, relational duration and communication alignment frequency on the buyer's level of conflict with the selling firm. Moderated regression was then applied.

References Available on Request.