

Assessing the Measurement Model of Negotiation Styles and Marital Satisfaction among Couples in Nigeria

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This study investigates the measurement model of negotiation styles and marital satisfaction among married couple in Nigeria. To achieve the purpose a cross-sectional survey design was adopted with a sample of 385 married couples in Kwara state Nigeria. The instruments used are tagged 'Negotiation Styles and Marital Satisfaction Scales' which contained 40 items spread among the 8 sub-constructs, a 4 level Likert type was adopted throughout the scale. The data collected was entered into Microsoft Excel 2016 and SPSS 20 for data cleaning and filtered to the SmartPLS 3. The data was checked for normality using two indicators: Skewness and Kurtosis. The data analysis was conducted using Partial least square structural equation modelling approaches with SmartPLS 3 software. The measurement models were evaluated by items loading, composite reliability (CR) and average variance extracted (AVE). The results revealed that the measurement model assessed in this study showed acceptability with validity and reliability tests results presented in the preceding sections. The convergent validity was examined through the factor loadings, composite reliability (CR), and average variance extracted (AVE). Thus with the satisfaction of all the measurement requirements, it can be concluded that the developed Negotiation Styles and Marital Satisfaction Scales validated in this study can be used to assess the Negotiation Styles and Marital Satisfaction Scales among married couples in Nigeria.

Key words: *Negotiation styles, marital satisfaction, validity and reliability measurement.*

Introduction

In the African context, a family is recognized as an important part of marital life. Despite the embracement of Western culture (Esere, 2008), a typical Nigerian man still believes that a strong family bond ensures an individual's survival within the societal traditional norms. This perhaps, has contributed to making Nigeria the most populous country in Africa with around 193 million people (but forecast to be 390 million by 2050) and with the existence of 252 officially documented languages or dialects (Our Africa, 2018).

In Nigeria, marriage is usually between two families in contrast to the concept of just two people in the Western world. When an individual is getting married, the two families come together. In most occasions, it is the intending couples' parents who do the courtship on behalf of their son or daughter (Okunlola et al., 2015). In some neighboring countries (Benin republic, Niger republic, Ghana, Zambia, and Togo), families make enquiries into the family their son/daughter is marrying into. Having been satisfied with the family status and attributes, both families are introduced before the traditional wedding day. It was even a forbidden act for the intending couple to meet even on the street before the marriage night. This is because it is regarded as social and family dishonor and disgrace for a bride not to be found as a virgin on the night of the wedding (Arowolo, 2002), which can lead to big shame to the whole family.

When problems occur in a marriage, elders from both families get involved and one feels obligated to stay in such relationship (Adewole, 2005). Nigerians would rather endure than go against what their doctrines preach, thus, many marriages in Nigeria are being endured rather than being enjoyed. Studies state that it is not also strange in Nigeria to find couples married for 30 or 40 years having separate rooms and not having sex for many years, yet they might not think of divorce (Adewole, 2005).

The above explained the marriage system in Nigeria before the advent of the British missionaries. Then, marriage was usually polygamous in nature; women were regarded as subjects to men but due to foreign influence and forces on the peoples' culture with improvement in the quality of life, women are now agitating for equal status with men in national issues (Okunlola et al., 2015). Women's liberation from the patriarchal ideology of the Nigerians has led to dramatic changes in marriage and family system. The marriage system in Nigeria is leaning towards the nuclear type rather than the early practice of polygamy. However, many Nigerians still prefer large families, and attach a high value to getting married and having children. Hence, marriage practice is on a daily basis, increasing with its enormous challenges. Researchers reported that more positive and productive problem-solving strategies are compromise, agreement, assertion, reasoning and negotiation as well as giving the partner necessary support, engagement in rational argument and

listening actively when there is a demand for it (Yahaya, 2016), (Regan, 2008).

Negotiation is part of communication; essential for marital satisfaction. Good negotiation styles could lead to acceptable solutions and decision making to a contending issue between couples and will strengthen their relationship; which in turn help them achieve satisfaction in their marriage. Negotiation is essential because when couples have to take wise decision on important conflicting issues it can breakdown the marriage ties. For instance, it is inevitable that couples would make a concrete decision about their sexual life, finance, child bearing and rearing among others. It appears however, that many couples do not understand that only behavior and decisions can be negotiated and that individuals' social values, integrity, religiosity, feelings, attitudes and trust cannot be negotiated (Bader, 2015).

This might lead to chaos and tension. Negotiation process is usually characterized by finger pointing, selfish demands and resentful compliance; which is normal because of individual differences and emotions (Lukman et al., 2019). Marital dissatisfaction may prevail when couples lack the skills to manage unruly emotions while negotiating (Lukman et al., 2019). The study thus, assesses Measurement Model of Negotiation Styles and Marital Satisfaction among couples in Nigeria.

Methodology

Study Design

This study is descriptive research with a planned data collection and analysis using cross-sectional survey design to validate the developed Measurement Model of Negotiation Styles and Marital Satisfaction. The goal is that the fully developed and validated scale can be used to assess the Negotiation Styles and Marital Satisfaction among couples in Nigeria.

Negotiation Styles and Marital Satisfaction

The instrument tagged 'Negotiation Styles and Marital Satisfaction Scales' was developed by the researchers following the established procedures in the literature. The scale contained 40 items spread among the eight (8) sub-constructs (4 in Negotiation Styles and 4 in Marital Satisfaction). A four points (4) Likert's type scale was adopted throughout i.e. SD= Strongly Disagree; D= Disagree; A= Agree; SA= Strongly Agree.

Participants

The participants were the 385 married couple drawn from mostly secondary school teachers as defined in the study's population in Kwara State Nigeria. The distribution of the participants includes male and female respondents.

Data Collection

The consent of the respondents was sought by providing them with the designed informed consent form. After obtaining the consent of the respondents, the scale was administered to the selected sample by the researchers; the participants' responses were coded, scored and used as data in this study.

Data Analysis

The questionnaires checked were next entered into a design spreadsheet file using Microsoft Excel 2016 where the responses were filtered for scoring into a single dataset. Finally, the data were transferred to SmartPLS 3 to create a dataset appropriate for the software for further analysis. The two indicators of assessing normality namely Skewness and Kurtosis were used to assess the normality of the data set as recommended by (Lukman et al., 2019). (Hair et al., 2014) the measurement models were all assessed using some set of indicators. The measurement models were evaluated by items loading, composite reliability (CR) and average variance extracted (AVE)

Results

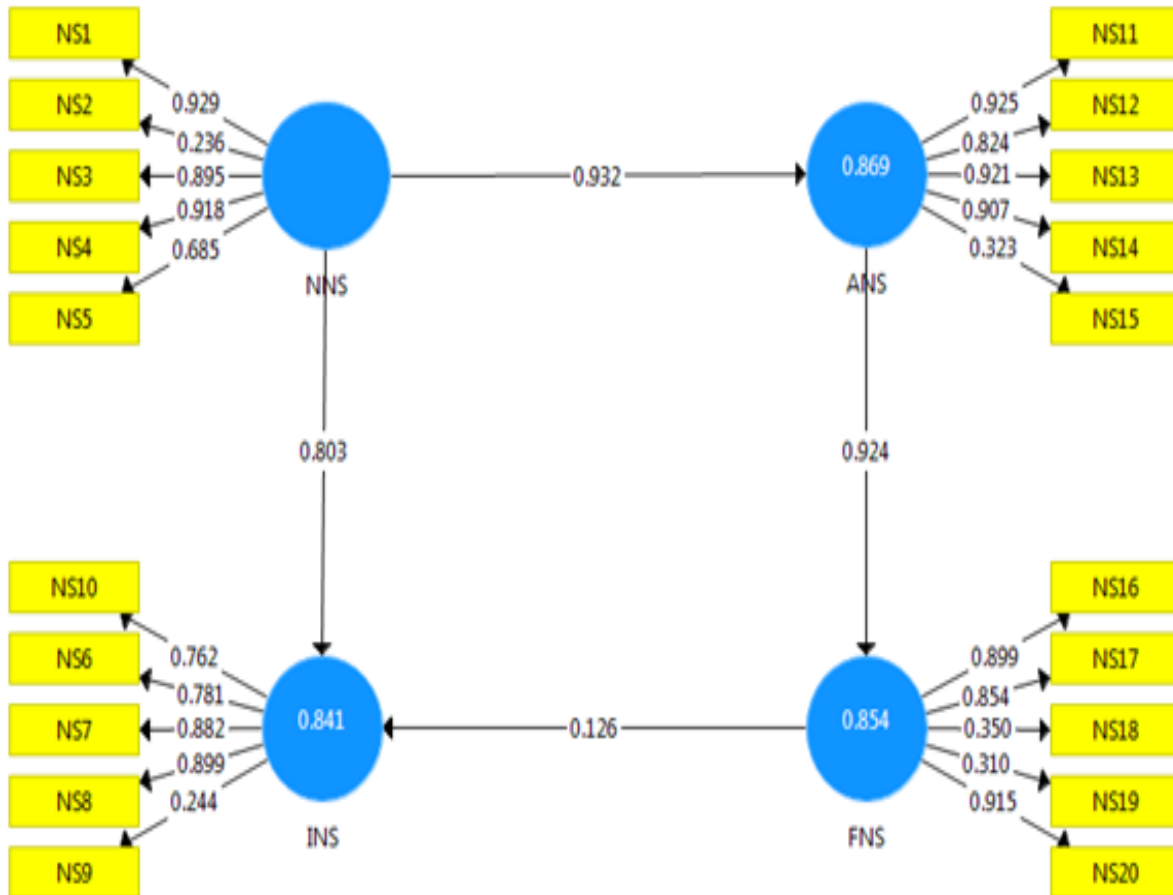
To identify the level of significance of areas of Negotiation Styles and Marital Satisfaction components; measurement models of each of the eight sub-constructs of Negotiation Styles and Marital Satisfaction were developed. These models are presented in the following subsections

Measurement Model of Negotiation Styles

The Measurement model of the negotiation styles construct was evaluated by items loading, composite reliability (CR) and average variance extracted (AVE). Items loading of at least 0.7 showed satisfactory indicator reliability for the measurement model by (Hair et al., 2014). The item/factor loadings of the 20 items measuring 4 sub-constructs of negotiation styles

were assessed as first order constructs. The initial measurement model is presented in Figure 1 below.

Figure 1. Measurement Model of Negotiation Styles



Based on the analysis results of the first order constructs, the 20 items measuring the negotiation styles through 5 sub-constructs showed loadings 0.7 and above except for item NS2, NS9, NS15, NS18 and NS19 which showed loadings index of 0.236, 0.244, 0.323, 0.350 and 0.310 respectively (see Figure 1). Consequently, these items with low loadings were dropped to form the valid measurement model used in the construction of pooled measurement model by (Hair et al., 2014). The model was assessed again and all indicators showed satisfactory loading. The loading output after omitting distortion trait from the measurement model presented in Table 1 below.

Table 1: Summary Measurement Model of Negotiation Styles

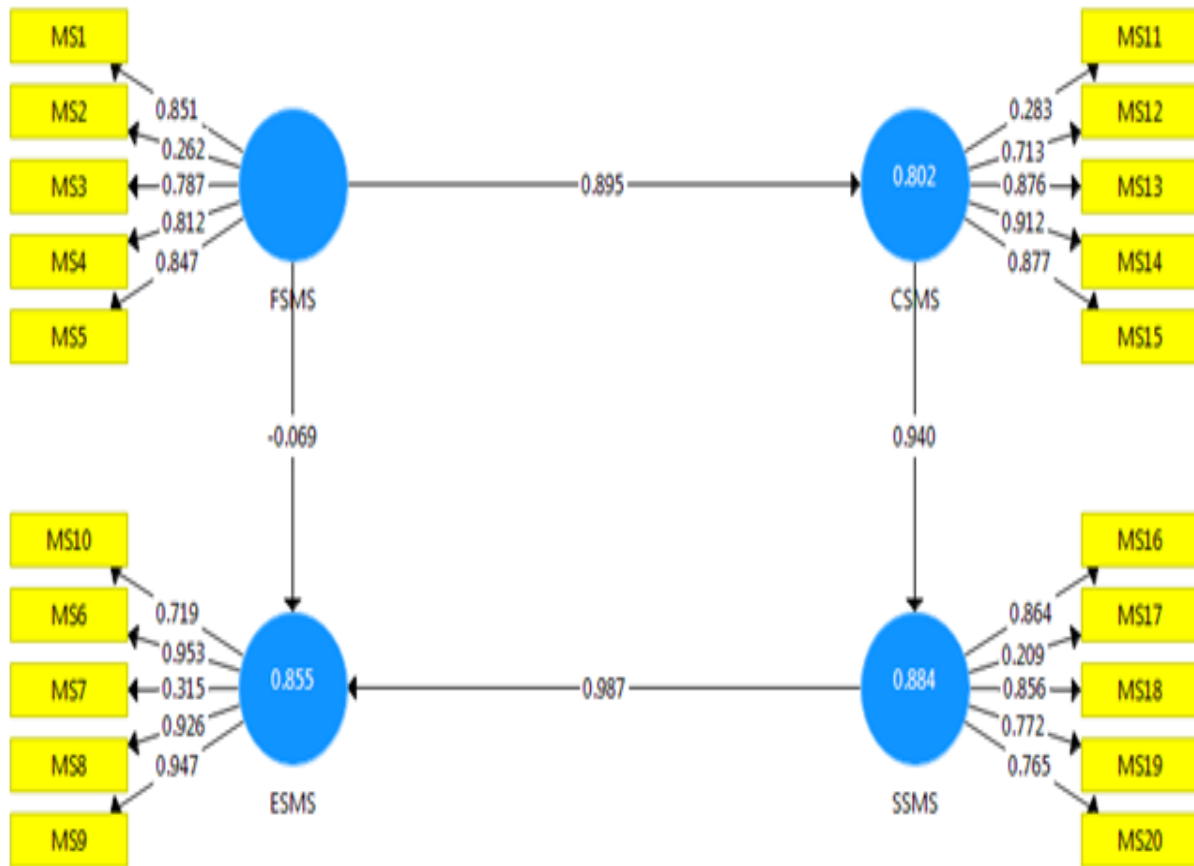
Construct	Sub-Construct	Item	Factor Loadings	AVE	CR
	Normative Negotiation Styles	NS1	0.930	0.921	0.748
		NS2	0.896		
		NS3	0.920		
		NS4	0.692		
	Intuitive Negotiation Styles	NS5	0.786	0.903	0.700
		NS6	0.886		
		NS7	0.899		
Negotiation		NS8	0.766		
Styles	Analytic Negotiation Styles	NS9	0.933	0.944	0.808
		NS10	0.827		
		NS11	0.924		
		NS12	0.907		
		Factual Negotiation Styles	NS13	0.906	0.927
	NS14	0.864			
	NS15	0.929			

Similarly, all the 4 sub-constructs achieved a satisfactory reliability with the composite reliability (CR) of more than 0.7, an indication that, the CR for the measurement model is above the recommended minimum value of 0.7, as presented in Table 1. Thus, the outcomes specify that the items represent the constructs with adequate reliability and internal consistency. Convergent validity assessed through investigating average variance extracted (AVE) value; in cases where constructs have an AVE value equal or greater than 0.5, convergent validity is acceptable. Table 1 shows that all sub-constructs in the problem solving strategies have AVE ranging from 0.5 to above. This exhibits that the proposed measurement model had satisfactory convergent validity.

Measurement Model of Marital Satisfaction

The Measurement model of the marital satisfaction construct was evaluated by items loading, composite reliability (CR) and average variance extracted (AVE). Items loading of at least 0.7 showed satisfactory indicator reliability for the measurement model. The item/factor loadings of the 20 items measuring 4 sub-constructs of marital satisfaction were assessed as first order constructs. The initial measurement model is presented in Figure 2 below.

Figure 2. Measurement Model of Marital Satisfaction



Based on the analysis results of the first order constructs, the 20 items measuring the marital Satisfaction through 5 sub-constructs showed loadings 0.7 and above except for item MS2, MS7, MS11 and MS17 which showed loadings index of 0.262, 0.315, 0.283 and 0.209 respectively (see Figure 2). Consequently, these items with low loadings were dropped to form the valid measurement model used in the construction of pooled measurement model. The model was assessed again and all indicators showed satisfactory loading. The loading output after omitting distortion trait from the measurement model is presented in Table 2 below.

Table 2: Summary Measurement Model of Marital Satisfaction

Construct	Sub-Constructs	Item	Factor Loadings	AVE	CR
Marital Satisfaction	Financial Satisfaction	MS1	0.850	0.897	0.686
		MS2	0.795		
		MS3	0.819		
		MS4	0.848		
	Emotional Satisfaction	MS5	0.957	0.941	0.801
		MS6	0.927		
		MS7	0.951		
		MS8	0.722		
	Companionship Satisfaction	MS9	0.713	0.912	0.723
		MS10	0.881		
		MS11	0.915		
		MS12	0.879		
	Sexual Satisfaction	MS13	0.864	0.889	0.668
		MS14	0.855		
		MS15	0.777		
		MS16	0.769		

Similarly, all the 4 sub-constructs achieved a satisfactory reliability with the composite reliability (CR) of more than 0.7, an indication that, the CR for the measurement model is above the recommended minimum value of 0.7, as presented in Table 2. Thus, the outcomes specify that the items represent the constructs with adequate reliability and internal consistency. Convergent validity assessed through investigating average variance extracted (AVE) value; in cases where constructs have an AVE value equal or greater than 0.5, convergent validity is acceptable. Table 2 shows that, all sub-constructs in the problem solving strategies have AVE ranging from 0.5 to above. This exhibits that the proposed measurement model had satisfactory convergent validity.

Discussion and Conclusion

The Measurement Model of Negotiation Styles and Marital Satisfaction among married couple in Nigerian were assessed for different validity and reliability evidences. Based on the review of the instrument and empirical assessments, a series of statistical analyses were conducted to established validity and reliability evidences of the scale. Generally, the measurement model assessed in this study showed acceptability with validity and reliability tests results presented in the preceding sections. The convergent validity examined through the factor loadings, composite reliability (CR), and average variance extracted (AVE) 11,12 .



Internal consistency of the constructs was measured using composite reliability (CR) as proposed by Nunnally (1978). For CR, 0.70 is the threshold criterion and all the latent variables involved in this study exceeded the threshold criterion. Moreover, the convergent validity of the constructs was assessed by assessing the factor loadings as well as the average variance extracted (AVE) (Cronbach, 1951), the factor loadings are acceptable between 0.6-0.7 for social science studies. Likewise, the AVE value above 0.5 suggests an adequate convergent validity (Cronbach, 1951; Bagozzi and Yi, 1988). All validity and reliability tests confirmed the validity of the model. This indicates that a valid and appropriate model is presented in this study and the estimation of parameters within the structural model to be developed using this measurement model can also be validated. Thus with the satisfaction of all measurement requirements, it can be concluded that the developed Negotiation Styles and Marital Satisfaction Scales validated in this study can be used to assess the Negotiation Styles and Marital Satisfaction Scales among married couples in Nigeria.

Despite the significance of this study, there are some limitations as well. For instance, this study did not include the content validity process through which the selected dimensions have been included in the study. In addition, since, while it was conducted in the context of Nigerian married couples it did not examine the differences among the married couples. Thus, to overcome the above study's limitations, this study recommends describing the process of content validity in details through which the researchers can select specific dimensions of Negotiation Styles and Marital Satisfaction. Moreover, this study strongly recommends that future studies collect data from different types of respondents.



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