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The Impact of salesperson's behavior on Consumer's Purchase decision (With reference to Apparel Retail, Mysore city)

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Abstract: This article emphasize on the impact of salespersons behaviour on consumers purchase decision. The salespersons can be considered as the key around whom the sales and profitability of any business or retail store rotates. A bunch of effective salespersons can decide the success or failure of any business. The objectives of the study are to understand the ethical behavior, emotional intelligence, listening ability and Relational skills of sales person that impact on a purchase decision on buyer. The Research design was exploratory research and Casual research Design. The primary data was collected by distributing the questionnaire to 75 customers and were collected. The sampling method was Convenience sampling. Descriptive Statistical and co-relation multiple regression analysis tools were used to analyze the data. As the results of this study indicate, a salesperson should understand the importance of the required skills and strive to develop these skills. The findings of the study would also help the apparel retailers in ensuring that the salespersons develop the required skills by consistently keeping a check on them. Retailers may also focus on these skills while recruiting and training salespersons.

Keywords: Sales Person, Emotional Intelligence, Relational Skills, Listening Ability and purchase decision.

I. INTRODUCTION

The salespersons can be considered as the key around whom the sales and profitability of any business or retail store rotates. A bunch of effective salespersons can decide the success or failure of any business. As a salesperson remains in constant interaction with one or other customer, he should be efficient in certain behavioral aspects, so that a customer can be moulded into a loyal one. Once a customer becomes comfortable with them, they will gradually become dedicated towards the store or business. So, the Salespersons should make attempts and keep check on their behavior with consumers so as to delight them. In the present study, attempts have been made to detect the effectiveness of such relevant aspects of salesperson's behavior.

II. OBJECTIVES

The following are the objectives

- To understand the ethical behavior of sales person that impact on a purchase decision on a buyer.
- To understand the listening ability of sales person that impact on a purchase decision on a buyer.
- To know the emotional intelligence of sales person that impact on purchase decision on buyer.
- To understand the Relational skills of a person that as impact on the purchase decision on buyer.

III. SCOPE OF THE STUDY

Scope of the studies is listed below.

- This Study may help to understand the behavior of Salesperson.
- This study helps to the Apparel retailers in ensuring that the salespersons to develop the required skills by consistently keeping a check on them.
- This study helps the Apparel Retailers to focus on ethical behavior, emotional intelligence, listening ability and Relational skills while recruiting and training Salespersons.

IV. REVIEW OF LITERATURE

Rosemary R. Lagacea, Robert Dahlstromb & Jule B. Gassenheimerc conducted a study on the Relevance of Ethical Salesperson Behavior on Relationship Quality: The Pharmaceutical Industry. There has obviously been a recent increased concern over unethical business practices. Certainly, in this era of customer-orientation and emphasis on long-term business relationships, unethical salesperson behavior would be a detriment. In regression analyses, ethical behavior and expertise of pharmaceutical salespersons impact both trust of the salesperson and satisfaction with the exchange as reported by physicians. Implications and suggestions for the pharmaceutical industry were offered.

Dhruv Grewala & Arun Sharma emphasize on the Effect of Sales force Behavior on Customer Satisfaction: An Interactive Framework. Sales force behavior can have a significant effect on customer satisfaction. This paper presents a conceptual framework examining the impact of the sales force policy on customer satisfaction. Within the context of the framework, it is suggested that salespeople and sales managers can increase customer satisfaction through adaptive selling behavior and by developing customer feed-back systems respectively. Testable propositions are suggested for future research, and potential managerial implications of the research are discussed. The paper emphasizes that the determination and improvement of customer satisfaction should be essential goals of sales force management.

V. RESEARCH METHODOLOGY

Research Design: Exploratory research and Casual research Design.

Source of Data Collection

The data was collected by the following method.

Primary Data

The primary data has been collected through the questionnaire survey. Here 75 sampling have been collected.

Secondary Data

Secondary data has been collected through Online, Newspapers, Journals, and Articles.

Sample Size: 75

Sample method: Convenience sampling

Statistical tools: Descriptive Statistical and Co-relation Multiple Regression Analysis

VI. LIMITATIONS

Following are the limitations of the study.

- The study is limited to Mysuru city.

- Time duration of the study was limited.
- Sample size of the respondents is limited to 75.
- The study is limited to understand the salespersons behavior of apparel retailers.

VII. DATA ANALYSIS AND INTERPRETATIONS

RELIABILITY ANALYSIS

The Cronbach's Alpha Test applied to check the reliability of the questionnaire. The Alpha value of is found to be 0.658 which can be considered reliable for further testing of Hypothesis.

HYPOTHESIS

To fulfill the objective of the study, following statistical hypothesis was constructed and tested subsequently.

Statistical Hypothesis

H₀: There was no correlation between Salesperson's behavior and Consumer's Purchase decision.

H₁: There exists correlation between Salesperson's behavior and Consumer's Purchase decision.

To test H₀, First Correlation analysis was used and then Multiple Regression Analysis was made.

The computations made for Correlation was tabulated in the following table

Table 20		
Correlation		
		PURCHASE DECISION
ETHICAL BEHAVIOUR	Pearson Correlation	.297**
	Sig. (2-tailed)	.010
	N	75
LISTENING ABILITY	Pearson Correlation	.243*
	Sig. (2-tailed)	.035
	N	75
RELATIONAL SKILL	Pearson Correlation	.233*
	Sig. (2-tailed)	.044
	N	75
EMOTIONAL INTELLIGENCE	Pearson Correlation	.395**
	Sig. (2-tailed)	.000
	N	75

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

From the above table following inferences were drawn:

- The correlation between purchase decision and ethical behavior was positive, $r = 0.297$ with $P = 0.01 < 0.05$, the test was significant at 5% levels. i.e. there exists significant correlation between purchase decision and ethical behavior and it was found to be statistically significant at 5% levels.
- The correlation between purchase decision and listening ability was positive, $r = 0.243$ with $P = 0.03 < 0.05$, the test was significant at 5% levels i.e. there exists significant correlation between purchase decision and listening ability and it was found to be statistically significant at 5% levels.
- The correlation between purchase decision and relational skill was positive, $r = 0.233$ with $P = 0.04 < 0.05$, the test was significant at 5% levels i.e. there exists significant correlation between purchase decision and relational skill and it was found to be statistically significant at 5% levels.
- The correlation between purchase decision and emotional intelligence was positive, $r = 0.395$ with $P = 0.00 < 0.05$, the test

was significant at 5% levels i.e. there exists significant correlation between purchase decision and emotional intelligence and it was found to be statistically significant at 5% levels.

Then Multiple Regression was computed and it was tabulated below

Variables Entered/Removed			
Mode	Variables Entered	Variables Removed	Method
1	EMOTIONAL INTELLIGENCE ETHICAL BEHAVIOUR LISTENING ABILITY RELATIONAL SKILL	.	Enter

a. Dependent Variable: PURCHASEDECISION
b. All requested variables entered.

Model Summary				
Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.480 ^a	.231	.187	1.53185

a. Predictors: (Constant), EMOTIONALINTELLIGENCE, ETHICALBEHAVIOUR, LISTENINGABILITY, RELATIONALSkill

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.261	4	12.315	5.248	.001 ^b
	Residual	164.259	70	2.347		
	Total	213.520	74			

a. Dependent Variable: PURCHASE DECISION
b. Predictors: (Constant), EMOTIONALINTELLIGENCE, ETHICALBEHAVIOUR, LISTENINGABILITY, RELATIONALSkill

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.819	2.186		.832	.408
	ETHICAL BEHAVIOUR	.340	.137	.283	2.471	.016
	LISTENING ABILITY	.205	.151	.164	1.363	.177
	RELATIONAL SKILL	-.132	.151	-.124	-.878	.383
	EMOTIONAL INTELLIGENCE	.406	.174	.343	2.326	.023

A. Dependent Variable: Purchase Decision

The multiple regression of Purchase decision on the Salesperson behavior was given by purchase **decision = 1.819 + 0.340 (Ethical Behavior) + 0.205 (Listening Ability) – 0.205 (Relational Skill) + 0.406 (Emotional Intelligence).**

VIII. FINDINGS

Following results were listed from the analysis made above:

- There exists significant correlation between purchase decision and ethical behavior and it was found to be statistically significant.
- There exists significant correlation between purchase decision and listening ability and it was found to be statistically significant.
- There exists significant correlation between purchase decision and relational skill and it was found to be statistically significant.
- There exists significant correlation between purchase decision and emotional intelligence and it was found to be statistically significant.
- The multiple regression of Purchase decision on the Salesperson behavior was given by Purchase decision = 1.819 + 0.340 (Ethical Behavior) + 0.205 (Listening Ability) – 0.205 (Relational Skill) + 0.406 (Emotional Intelligence).

IX. SUGGESTIONS

Based on the multiple regression test outcomes, it was observed that behavioral aspects like listening abilities, relational skills, ethical behavior and emotional intelligence of a salesperson significantly influence the buyers in reaching their purchase decision. But Ethical behavior and emotional intelligence should be improved so that a salesperson's behavior may be effective and impact on consumer purchase decision.

X. CONCLUSION

In this Research study the four behavioral aspects—emotional intelligence, ethical behavior, listening ability and relational skills—of the salesperson to determine their impact on the consumer's purchase decision are studied. Based on the findings, it can be concluded that a majority of the respondents agree that the salesperson's behavior plays a vital role in the eventual buying decision of the buyers.

Based on the multiple regression test outcomes, it was observed that behavioral aspects like listening abilities, relational skills, ethical behavior and emotional intelligence, of a salesperson significantly influence the buyers in reaching their purchase decision. Buyers seek attention from the salesperson right from the time when they enter the outlet till the time of their leaving, and it becomes vital for the salesperson to listen properly to the needs of the consumers and respond accordingly. Moreover, the relational skills ensure consumer's loyalty and the long-term profitability of the business. In this crucial duration, the salesperson's behavior ensures the fruitful stay of buyers in the outlet as well as their future loyalty.

In the present competitive scenario, it is of utmost importance to achieve success in business and for that, one should achieve a healthy and prospering seller-consumer relationship. This is conceivable when a salesperson, apart from enhancing his intellectual skills, concentrates on improving his behavioral and emotional abilities. As the results of this study indicate, a salesperson should understand the importance of the required skills and strive to develop these skills. Further, the findings of the study would also help the apparel retailers in ensuring that the salespersons develop the required skills by consistently keeping a check on them. Retailers may also focus on these skills while recruiting and training salespersons.

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