

GLOBAL JOURNAL OF ENGINEERING SCIENCE AND RESEARCHES IMPACT OF SALES PERSON ON CUSTOMER PURCHASE: A STUDY ON ORGANISED RETAILING

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ABSTRACT

Retailing is the most active and attractive sector of last decade while the retailing industry itself has been present since ages in our country it is only the recent post that it has witnessed so much dynamism the emergence of retailing in India has more to do with the increased premising power of buyers especially post liberalization increases in product verity and increase in economics of scale of with the help of modern supply and distributions solution Indian retailing today is at an interesting crossroads the retail sales are at the highest point in history and technologies are improving retail productivity. This study critically examines the existing domains, conceptualizations and operationalizations of the salesperson's customer orientation constructs present in the literature. The widely used Salesperson orientation-Customer orientation (SOCO) construct is examined in detail, and several inconsistencies were found. However, the role played by salesperson relational and task behaviours in buyer-seller relationships, which consider the importance of the purchase, has received limited attention from an empirical research perspective. This study investigates customer perceptions of salesperson relational and task behaviours and how they impact customer purchase of relationship loyalty with the supplier under different levels of purchase importance. The results indicate that customer perceptions of relationship loyalty are linked to relationship and task behaviour, but it appears that purchase importance has limited or no effect.

Keywords: *Customer Perception, Loyalty, Retailing and Salesperson.*

I. INTRODUCTION

Retailing is the most active and attractive sector of last decade while the retailing industry itself has been present since ages in our country it is only the recent post that it has witnessed so much dynamism the emergence of retailing in India has more to do with the increased premising power of buyers especially post liberalization increases in product verity and increase in economics of scale of with the help of modern supply and distributions solution Indian retailing today is at an interesting crossroads the retail sales are at the highest point in history and technologies are improving retail productivity.

Modern retailing has entered India in form of sprawling malls and huge complexes offering shopping entertainment leisure to the consumer as the retailers experiment with a variety of formats from discount stores to supermarkets to hypermarkets to special chains however kiranas still continue to score modern formats primarily due to convince factor.

In today's competitive business environment, salespeople are expected to make sales targets and build long-term, profitable business relationships. Salespeople play a vital role in creating and maintaining buyer-seller relationships. Salespeople are responsible for making initial contact, determining client needs, and identifying products or services to satisfy needs as well as providing follow-up support services. To make this happen, salespeople engage in certain behaviors to develop and nurture long term relationships with representatives of buying firms.

The sales person plays a vital role in assessing the customers, influencing the customer in building brand image and good relationships. A host of factors and customer expectations have impact on customers. A good sales person

must have the ability to recognize and understand customer moods, emotions and his own behaviour affecting the customer. There was a need to figure out what role the sales person should play in this retailing business. The gap was identified and the problem statement was arrived. This study explores what is important for customers in relation to sales person. Salespeople play a vital role in creating impact on customer purchase through buyer-seller relationships (Shepherd 1999). Salespeople are responsible for making initial contact, determining client needs, and identifying products or services to satisfy needs as well as providing follow-up support services (Pelham 2002).

To make this happen, salespeople engage in certain behaviours to develop and nurture long term relationships with representatives of buying firms. These behaviours, which are categorized as relational and task, are especially vital in accounts that are very large, or for other reasons, considered important. These "major" accounts are often handled under a key account or global account framework (Wilson and Weilbaker 2004; Jones, Dixon, Chonko, and Cannon 2005). Unfortunately, salesperson relational and task behaviour's has received very limited attention in the sales literature (Guenzi, Pardo, and Georges 2006). Specifically, the relationship between purchase importance, salesperson relational and task behaviours and relationship loyalty has not been explored.

Accordingly, the purpose of this study is to contribute to the business marketing, sales management, and procurement literature by providing new insights regarding the influence of salesperson relational and task behaviours and their impact on perceptions of relationship loyalty. In addition, the issue of importance of the purchase will also be examined. Finally a short reflective scale defining both relational and task behaviours was developed and tested for this paper and is an additional contribution. Thus, the study primarily makes a contribution by explicitly examining the impact of salesperson relational and task behaviours on perceived relationship loyalty and how the buyer's perceived purchase importance impacts on this relationship. But, it also adds additional value by providing a measure that may be usable for future research. Following a review of the literature on key account selling, purchase importance, salesperson relational and task behaviours, and relationship loyalty, we then discuss findings and implications of our empirical study, future research directions, and limitations of the study.

II. REVIEW OF LITERATURE

While most of the research examining this issue has been from the perspective of the seller, other researchers have initiated research from the perspective of the buyer (Burt 1989; Pardo 1997; Kumar, Bragg and Creinin 2003). Research has been broad in scope and is well documented. Recent empirical work has expanded the view and approach to understanding the processes of major account management by focusing on the individual salespeople themselves. For example, Schultz and Evans (2002) examined collaborative communication by account representatives, and linkages to perceived trust, role performance, and synergistic solutions between buyer and seller.

Sengupta, Krapfel, and Pusateri (2000) took a broader view and examine determinants of key account salesperson effectiveness. An earlier work by Millman and Wilson (1996) conceptually defined key account competencies that resulted in explicit competencies for key account selling. Of interest to our study is the recent work by Guenzi, Pardo, and Georges (2006) that explicitly looked at salespersons relational behaviours. The organizational buying process is often viewed as dynamic and complicated. To capture these complexities scholars developed classification schemes or taxonomies of purchase decisions that vary from the simple to the complex (Robinson, Faris and Wind 1967; Corey 1978; McQuiston 1989; Bunn 1993).

Moreover, empirical evidence has indicated that purchase importance influences many aspects of the purchase decision process, such as the size and structure of the buying center (Johnston and Bonoma 1981; Moriarty and Bateson 1982), perceived influence on the decision participants (McQuiston 1989), nature of buying activities (Lau et. al., 1999) information source usage (Bunn and Clopton 1993) and as a moderator variable in the link between satisfaction and loyalty (Wangenheim 2003).

Oliver 1990; Day 2000 Hutt and Speh (2004). Finally, Bunn (1993) differentiated the simple "straight rebuy" buying approaches (casual, low routine priority) from the complex "new task" buying approaches (judgmental, strategic).

Doney and Cannon (1997) found that relational behaviors influence buyers perceptions the expertise, likeability and similarity of the salespeople that they interacted with. In turn, these behaviors seemed to positively impact buyers' perception of salesperson trust and their ultimate choice of suppliers.

Crosby, Evans, and Cowles (1990) referred to relational behavior as a "salesperson's behavioral tendency to develop, maintain and grow the buyer seller relationship." They found relational salespeople made frequent contact with buyers, solicit buyer disclosure of personal and needs related information, and express to buyers their cooperative intentions.

III. RESEARCH OBJECTIVE

1. To study the impact of sales person on customer purchase
2. To Study the customer expectations from a sales person in the retail environment.

IV. DATA ANALYSIS AND INTERPRETATION

As the study explores the important factors which effect the customer expectation and role of the sales person in choosing the retailing industry. The following variables were considered for this study. Principal component analysis was used since it was an exploratory factor analysis. For deducting the important attributes see table a set of the above mentioned statements were listed and each respondent was asked to rate them. According to examine the sales person impact on a scale of 1 to 5 (with 1 being Strongly Agree and 5 being Strongly Disagree). Factor analysis was used here to understand the interdependence amongst the attributes.

Table No.1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.622
Bartlett's Test of Sphericity	Approx. Chi-Square	70.695
	df	28
	Sig.	.000

Table No.2: The customer variables

The statement which expresses Customer Intentions/ Preferences	
S.No	Customer Variables
1	Positive body language
2	Attire and manners
3	Understanding and detailing
4	Assisting
5	Acting on customer's interest
6	Recognizing the customer
7	Convincing skills
8	Making personal enquiry

Table No.3: Communalities

	Initial	Extraction
A smiling and well receiving expression	1.000	.678
Neat dress with an adequate manners	1.000	.701
Understand our doubts and try to explain with details	1.000	.800
Guidance and assisting you in purchasing	1.000	.727
They should act fairly in you interest only	1.000	.680
They should recognize you as a regular customer/class of customers	1.000	.659
Do you likes a les person having with convenience skills	1.000	.809
Do you like making a personal enquiry?	1.000	.718

Extraction Method: Principal Component Analysis

Table No.4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.802	35.024	35.024	2.802	35.024	35.024	2.361	29.507	29.507
2	1.878	23.471	58.495	1.878	23.471	58.495	2.092	26.145	55.652
3	1.093	13.657	72.152	1.093	13.657	72.152	1.320	16.500	72.152
4	.703	8.792	80.944						
5	.628	7.847	88.791						
6	.385	4.809	93.600						
7	.295	3.686	97.286						
8	.217	2.714	100.000						

Extraction Method: Principal Component Analysis

Table No.5: Component Matrix(a)

	Component		
	1	2	3
A smiling and well receiving expression	-.440	.696	.025
Neat dress with an adequate manners	-.115	-.547	.623
Understand our doubts and try to explain with details	.666	.480	.355

Guidance and assisting you in purchasing	.763	.367	-.103
They should act fairly in you interest only	.678	-.321	.343
They should recognize you as a regular customer/class of customers	.722	.286	.236
Do you likes a les person having with convenience skills	.673	-.116	-.585
Do you like making a personal enquiry?	-.368	.728	.227

Extraction Method: Principal Component Analysis a 3 components extracted

Table No.6: Rotated Component Matrix (a)

	Component		
	1	2	3
A smiling and well receiving expression	-.067	.812	.120
Neat dress with an adequate manners	-.060	-.276	-.788
Understand our doubts and try to explain with details	.884	.128	.039
Guidance and assisting you in purchasing	.729	-.106	.429
They should act fairly in you interest only	.564	-.549	-.245
They should recognize you as a regular customer/class of customers	.802	-.086	.086
Do you likes a les person having with convenience skills	.262	-.557	.656
Do you like making a personal enquiry?	.089	.842	-.029

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.a Rotation converged in 5 iterations.

The initial factor analysis was run using principle component analysis in SPSS windows. The results were not satisfactory as one of the attribute showed an M.S.A value below 0.6 which was taken as minimum level for acceptance. After removal of that attribute with low M.S.A value, it was found that a solution containing 8 variables gave a high K.M.O and high individual M.S.A values. [M.S.A = Measure of Sample Adequacy Criteria] where low values of the variables indicate that they are not sufficiently correlated to other variables.

Note: The cutoff value here is 0.6.

The certain for extracting initial factors were Eigen value of over 1. As the number of variables was (less than) <50, Eigen value was used as the criterion. In the first iteration a total of 3 factors were extracted with total variance being 72.152. Varimax rotation was applied for the variables (Table No.6). The factor loadings of the 8 variables were then observed and variables clubbed in to 3 factors. Hence null hypothesis is rejected and alternative hypothesis is accepted i.e., Attributes are correlated with the population. The K.M.O and Bartlett's tested conducted

(refer Table No.1) which was adequate to conduct factor analysis. The factors were name accordingly the factors and there constitutes are given below.

Table No.7: Factor Constituents

S.No	Factor Description	Variables
1	Customer orientation	Understanding our doubts and try to explain with details.
		They should recognize you as a regular customer/class of customer.
		They should act fairly in your interest only.
		Guiding and Assisting you in purchasing.
2	Good manners	A smiling and well receiving expression.
		Do you like making a personal enquiry?
3	Building confidence	Do you like sales person having with convincing skills.
		Neat dress with an adequate manner.

V. CONCLUSION

This study would lead the way to determine, within each set of salesperson behaviours, whether one or more behaviours seem to be more powerful in their impact on sales performance (Customer Purchase). The factors mentioned the Table No. 7 is very important expectation from customers on the role that has to be played by the sales person in the retail outlet. It is critical to take a more process framework to the general research question examined here as relationships among and within variables are likely to be different at different stages in the development. The research outlined here fits into that framework as it seeks to understand the behavioural components have impact on customer purchase.

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