Effect of Salesperson Consultation on Situational and Individual Motivators on Consumer Behavior

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ABSTRACT
The purpose of this research is to investigate whether consulting with salespeople would enhance store performance or not. And if so what salesperson should do to increase the number of shoppers seeking salesperson consultation. In this study questionnaires were distributed among 402 respondents that were customers of hypermarket in Iran. Results of the research shows that purchase uncertainty, disposition toward salespeople, efficiency orientation and shopping enjoyment leads to consultation with salesperson and as a result the buying behavior is affected.

Keywords— Consumer behavior; Personal selling; Retailing; Salesperson consultation.

I. INTRODUCTION
Hedonic and utilitarian shopping worth describe two basic motivations that can effectively clarify varied shopping behaviors [1]. In overall, utilitarian shopping value reflects the duty-related value of a shopping feel while hedonic shopping value reflects the worth found in the shopping experience it self-reliant of duty-related exertion [2]. For retailers, constructive use of salespeople is a critical effect, especially in blaze of labor costs that constantly surpass 20 percent of retail sales [3]. In much of this printed studies, calls have been made to advance examine the major association with retail issue variables. Up to now, only a few studies have action to Relation shopping value to retail variables example delight [4], customer share [2], and patronage goal [5]. Even so, none of these researches have as their key core the complicate interrelationship between shopping value and retail variables, in fact though such correlate could seem to be especially important given the giant amount of resources and cost that retailers are devoting to effect satisfied and loyal customers. This is a explicit interest for the many retailers that rival on service. When these retailers’ services for shoppers generally entail easy aid from salespeople (e.g., detect products or according merchandise availability) and other services, affect salespeople (e.g., well-equipped shelves, fast checkouts). Salesperson consultation affect at least littlest talk of the shopper’s purchase matter, and may entail information on product characteristic and profit, possible product selection, applicable decision benchmarks, and/or advice [6]. Consumers may appetency to purchase products an effectual and timely form to attain their aim with minimum annoyance, and spend their stay time in the foremost on other “important” tasks. Patter, from the hedonic view, consumers may tend to absorb them in the shopping atmosphere and fancy the incitation or pleasure pending the “hunting” process. Shopping is average define by both worth and with disparate weights, depending on the shoppers, products, shopping keeping, and their interactions.

Generally, service-oriented retailers have two ways accessible to address the higher costs of consultation. From one side, retailers may distaste the level of consultation provided, on the base that the one-on-one time required to provide information to customers is very costly. Also the worth of such use of salespeople’s time is questionable [7]. On the other, retailers recognize consultation a central competitive tool. So long as both Attitudes may workable, choice the best strategy needs that retailers apperceive their customers’ motivation to consult with salespeople, and are informed of the Operation implications of the salesperson consultations. Otherwise, retailers may successful to provide require consultations and as a result lose factual sales, or they may incur unnecessary sales workforce costs. What motivates shoppers to consult with salespeople? First, the center on Unreliability and Reduce risk has reason scholars to
basicallv negleot other viable consumer motivations for consulting with salespeople. This is in difference to prior studies on shoppers [8] [9]. Second, as is assumed in the literature on information sort and sales, alive studies basically command salesperson consultation as a means for demoting Unreliability or perceived risk [10] [11] [12]. but violate to provide accordant evidence for a connection between the flexible [13]. Third, it exist unclear what previous discovery on consumers’ information quest can be generalized to the intention by shoppers to consult with salespeople. Most experimental studies central on roll up scale of search, which may vague the worth of various information origin such as consultations and terminate consultation behaviors [14]. Our quest broadens grasp of consumer information research motives as they illustrate to retail salespeople. Emphasize the inadequacy of observation hesitancy reduction as the prevailing motive for shoppers’ opinion to discussion with salespeople. Our detection proposes that retailers may effectively absorb such shoppers by goal those who revel shopping, or those who often have a theory of what they requirement or want, but not an overall accurate idea. Doing so could increment the usefulness of sales consultants, as our discovery indicate that consultation is positively associate with the measure of money spent by shoppers. This perusal also aids retailers to identify condition when exhorting salesperson consultation could be useful.

II. BACKGROUND AND HYPOTHESIS

Situational Motivators and Salesperson Consultation

Purchose uncertainty. Uncertainty about selecting the right crop for their needs motiates consumers to diminish that uncertainty (e.g., by get-ing information on best options or by recognize potentially negative subsequences) [15] [16]. Shoppers hold forth salespeople to have the data they need, and prognosticate that the data will be tailored to their needs through consultation [17] [18]. It ideate shoppers’ absence of information about purchase-related issues such as the proportion of their election rules, the pertaining alternatives (e.g., proper suits for an interview), or product properties and performance. Shoppers expect consultations to be an efficacious means for diminish their purchase uncertainty. As shoppers’ purchase uncertainty increases, they are increasingly fond in gain suitable information in order to diminish their purchase uncertainty. The increased liking to diminish purchase uncertainty reason shoppers to append higher value to the information they expect to gain in consultations. Then, shoppers’ purchase uncertainty must increase their motivaion to consult with salespeople. Also, search on shoppers’ anticipation about retail salespeople presents an obvious symptom of uncertainty diminution motivations [17].

H1. Purchase uncertainty increases consultation with salesperson.

Disposition toward salespeople

Before interaction with a salesperson, disposition toward these salespeople can be firmly-fixed on a shopper’s circumstance concerning the retailer, and/or on previous experiences with and witnessing of the retailer’s salespeople (e.g., in interactions with coworkers or other shoppers), and can include such topic as desire the salespeople or feeling friendly toward them. In the other words We describe disposition toward salespeople as the rating of a shopper’s affect for or versus the salespeople that the shopper could have to deal with in a special shopping condition [19]. Consultations are a straightforward and simple way to interact with salespeople for a lengthy course of time. Thus, a positive disposition toward salespeople must motivate shoppers to consult with them. The lesser positive the shoppers’ disposition toward salespeople is, the lesser maybe shoppers are to pending consultations with the salespeople to be hedonically requisite, and the lesser the shoppers are motivated to consult with those salespeople. The Research has shown that consumers increase social benefits from interactions with salespeople [20]. Moreover, the literature caters document supporting consumer anticipation of affect-related salesperson response [21].

H2. Positive disposition toward salespeople increases consultation with salesperson.

Individual Motivators and Salesperson Consultation

Efficiency Orientation. We describe efficiency orientation as the degree to which a consumer opinion shopping as an intentional activity directed at efficiently purchasing the products sought, and elude a utilitarian, cognitive, and non-emotional approach to shopping. Efficiency orientation include topic such as only going shopping when something is required or favorable, or buying only the special items sought [14]. Efficiency orientation is associated with having a enough comprehension of the goal products before starting a shopping trip (e.g., by give the meaning the shopping task with a shopping list or due to preexisting knowledge and pre-trip information search22]. consumers are more likely to scheme and devise their shopping trips and to prefer shorter shopping trips once in a store. extremely efficiency-oriented consumers “walk into a mall/store with a clear comprehension of what they want, buy the product(s) in the least quantity of time, and walk out” [9]. As a result, the shoppers comprehend that they have rather knowledge about the product amplitude (i.e., their subjective knowledge is higher) and a rather accurate idea about what product they requirement or want when eventually starting their shopping trips. The greater the shoppers’ intellectual knowledge and comprehension about what product to buy, the lower the wad urgency for extra in-store information in order to make a purchase decision.
and, thus, the lower the likely contribution of consultation to trip efficiency as perceived by the shoppers.

H3. The relationship between efficiency orientation and consultation with salesperson

Shopping enjoyment. Cite to such topic as experiencing pleasure when shopping, and enjoying shopping as an end in it. Shopping enjoyment is the rating to which a consumer views shopping as being an engage, emotion-driven activity [23]. Shoppers motivated by the enjoyment of the shopping procedure may be hold forth to consult with salespeople as a path to increase the enjoyment ripe from shopping trips. Previous investigation has established the inherent enjoyment that consumers take from the process of shopping as a significant shopping motivation, and has relevant that enjoyment to the social experiment of shopping [24] [25]. Backing for our rationale is found in research recognizes shoppers who seek social interplay and personal relationships while shopping [17]. Additional support is while by studies display that many consumers do take social benefits from interactions with retail salespeople [20] [26], and view an enjoyable shopping experiment, to an excellent gamut, as the outcome of interacting with friendly salespeople [27].

H4. Shopping enjoyment increases consultation with salesperson.

Salesperson Consultation and Buying Behavior

III. METHOD

These instructions give you guidelines for

Purpose of the study

In this research we investigated what impact can individual motivators and situational motivators on Consult with Salespeople and buying behavior have. We followed well-established procedures to develop the measurement instrument for this study.

Sample and data

To test the hypotheses , We focused on hypermarket because they feature a wide and profound product Classification, and they attract a larger share of consumers and cover a significant range of shopping conditions (Ganesh, Reynolds, and Luckett 2007; Levy et al. 2005). A complete survey was conducted between customers shop hyper star. The survey was conducted among 515 customers who shopping and those who have postponed their buying process are not included. Because technical problems and when the final number of people who participated in the survey reduced. 402 of the participated in the survey correctly of these (64 percent were female and 36 percent were male); between the age of 24 years to 70 years. Questions asked include: Purchase uncertainty, Disposition toward salespeople, Efficiency orientation, and Shopping enjoyment.

Measure

In this study, a questionnaire has been used 5-point Liker-type scales and also with 1 = completely disagree and 7 = completely agree.

IV. RESULTS

In order to test of Hypothesis we conducted structural equation modeling (SEM) analyses. The model for these analyses included four exogenous latent factors, Purchase Uncertainly, Disposition toward Salespeople, Efficiency Orientation and Shopping Enjoyment. Finally, the hypothesized model also included two latent endogenous factors, Consultation with Salesperson and Buying Behavior. The fit of the models was assessed with the 2 statistic, the Goodness- of-Fit Index (GFI), and the root mean square error of approximation (RMSEA). In addition, we used the Comparative Fit Index (CFI), the Incremental Fit Index (IFI), and the Non-Normed Fit Index (NNFI). For each of these statistics, values of 0.90 or higher are acceptable [28] except for the RMSEA for which values up to 0.08 indicate an acceptable fit to the data [29]. Furthermore, we controlled for the 90% confidence intervals around the RMSEA. A narrow confidence interval is an indication for good precision of the RMSEA [29].

As part of the World Wide Web Objects library, we have developed a Cacheable class. The class offers a small set of primitive caching operations which may be performed upon a Cacheable object, i.e., any object derived from the Cacheable class. These operations, in conjunction with appropriate concurrency-control, constitute the basic building blocks used by a client to explicitly specify whichever caching protocol is required. Invoking the basic operations in different sequences provides different protocols. One of these basic operations enables the proxies of Cacheable objects to obtain the state of their remote object. Client operations performed upon the proxy may then occur locally, i.e., the proxy can act as a cache. Another operation enables the proxy to write back the state to the object.

Descriptive Results, Measurement Model and Convergent validity

Means, standard deviations, and correlations between the variables, as well as the internal consistencies of the scales are presented in Table 1. As depicted in Table 1, the means of the constructs range from 3.155 to 3.753. The convergent and discriminant validity of the constructs were tested by confirmatory factor analysis using the ordinary Least Squares estimator of LISREL 8.73 [30]. The discriminant validity of the scales was checked by the [31]. As can be seen from Table 1, it can be seen that the values in the diagonals are greater than the values in their respective row and column thus indicating the measures used in this study are distinct. Composite reliability and average variance extracted to assess convergence validity (see table1). Composite reliabilities
range from 0.920 (for Buying Behavior) to 0.929 (for Efficiency Orientation), which exceed the recommended level of 0.7, (see table 1), therefore, demonstrate a reasonable reliability level of the measured items. We used the factor loadings (see table 2); the recommended values for loadings are set at > 0.5. From table 1 it can be seen that the results of the measurement model exceeded the recommended values thus indicating sufficient convergence validity.

Goodness of fit statistics:

The primary method for model testing was structural equations modelling by means of LISREL 8.73 and the polychromic correlation matrix as input. Ordinary Least Squares was used as the model estimation method due to using ordinal scales for measurement [30]. This testing confirms a model’s goodness of fit, and the hypothesized paths. Results of SEM analysis showed that model fits well to the data, (Goodness fit statistics: RMSEA=0.038, CFI=0.99, NNFI=0.99, GFI=0.94) (see fig1).

Table 1.
Descriptive Statistics, Bivariate Correlations, AVE, CR, CA and mean

<table>
<thead>
<tr>
<th>Construct</th>
<th>items</th>
<th>Loading factors</th>
<th>t-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying Behavior</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consultation</td>
<td>U1</td>
<td>0.92</td>
<td>9.22</td>
</tr>
<tr>
<td></td>
<td>U2</td>
<td>0.97</td>
<td>9.68</td>
</tr>
<tr>
<td></td>
<td>U</td>
<td>0.96</td>
<td>8.50</td>
</tr>
<tr>
<td></td>
<td>TS1</td>
<td>0.89</td>
<td>8.22</td>
</tr>
<tr>
<td>Disposition Toward Salespeople</td>
<td>TS2</td>
<td>0.92</td>
<td>8.47</td>
</tr>
<tr>
<td></td>
<td>TS3</td>
<td>0.96</td>
<td>9.49</td>
</tr>
<tr>
<td></td>
<td>O1</td>
<td>0.93</td>
<td>9.90</td>
</tr>
<tr>
<td>Efficiency Orientation</td>
<td>O2</td>
<td>0.85</td>
<td>8.48</td>
</tr>
<tr>
<td></td>
<td>O3</td>
<td>0.84</td>
<td>9.41</td>
</tr>
<tr>
<td></td>
<td>E1</td>
<td>0.90</td>
<td>9.84</td>
</tr>
<tr>
<td>Shopping Enjoyment</td>
<td>E2</td>
<td>0.97</td>
<td>9.44</td>
</tr>
<tr>
<td></td>
<td>E3</td>
<td>0.87</td>
<td>8.68</td>
</tr>
<tr>
<td>Consultation With Salesperson</td>
<td>WS1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WS2</td>
<td>1</td>
<td>1.12</td>
</tr>
<tr>
<td></td>
<td>WS3</td>
<td>0.96</td>
<td>0.66</td>
</tr>
<tr>
<td></td>
<td>WS4</td>
<td>0.95</td>
<td>0.37</td>
</tr>
<tr>
<td></td>
<td>B1</td>
<td>0.87</td>
<td></td>
</tr>
<tr>
<td>Buying Behavior</td>
<td>B2</td>
<td>0.82</td>
<td>5.72</td>
</tr>
<tr>
<td></td>
<td>B3</td>
<td>0.94</td>
<td>7.34</td>
</tr>
<tr>
<td></td>
<td>B4</td>
<td>0.91</td>
<td>7.16</td>
</tr>
</tbody>
</table>

Fig 1 Research Model in Estimation and Significant situation


Structural Model

In order to test the mediation effects formulated in Hypothesis, we followed Baron and Kenny’s approach (1986), according to which there are four steps in establishing a significant mediation effect. First, there must be a significant relationship between the predictor and the outcome. Second, the predictor must be significantly related to the mediator. Third, the mediator should be significantly related to the outcome variable. Finally, there is a significant mediation effect when the relationship between the predictor and the outcome becomes significantly weaker (partial mediation) or no significant (full mediation), after the inclusion of the mediator. The Sobel T test was used to examine the significance of the indirect effect. As shown in Table 3. To evaluate the structural models’ predictive power, we calculated the $R^2$, indirect effect. As shown in Table 3. Using a T-value technique with a sampling of 366, the path estimates and t-statistics were calculated for the hypothesized relationships: As shown in Table 3 and fig 1, the path coefficients and result of hypotheses.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Beta</th>
<th>t-value</th>
<th>$R^2$</th>
<th>Result</th>
<th>Sign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Uncertainty → Consultation With Salesperson</td>
<td>0.37</td>
<td>6.15</td>
<td></td>
<td>Supported</td>
<td>+</td>
</tr>
<tr>
<td>Salesperson Disposition Toward Salespeople → Consultation With Salesperson</td>
<td>0.17</td>
<td>3.28</td>
<td></td>
<td>Supported</td>
<td>+</td>
</tr>
<tr>
<td>Efficiency Orientation → Consultation With Salesperson</td>
<td>-0.14</td>
<td>2.56</td>
<td>0.16</td>
<td>Supported</td>
<td>+</td>
</tr>
<tr>
<td>Shopping Enjoyment → Consultation With Salesperson</td>
<td>0.24</td>
<td>3.00</td>
<td></td>
<td>Supported</td>
<td>+</td>
</tr>
<tr>
<td>Customer SATISFACTION → Buying Behavior</td>
<td>0.41</td>
<td>2.5</td>
<td>0.17</td>
<td>Supported</td>
<td>+</td>
</tr>
<tr>
<td>Purchase Uncertainty → Consultation With Salesperson → Buying Behavior</td>
<td>0.15</td>
<td>2.79</td>
<td></td>
<td>Supported</td>
<td>+</td>
</tr>
<tr>
<td>Disposition Toward Salespeople → Consultation With Salesperson → Buying Behavior</td>
<td>0.07</td>
<td>2.00</td>
<td>0.07</td>
<td>Supported</td>
<td>+</td>
</tr>
</tbody>
</table>

**V. CONCLUSION**

The result generated from this research contributes to the previous understanding of shoppers consultations with salespeople. Retail managers often have little knowledge and guidance of consultations with salespeople influencing buying behaviors our research results may help retailers to design salesperson training that would be proper for their current customers and also for attracting new ones. This study employed a survey to investigate the influencing motivators that lead customers to consult with a salesperson. The result of the current study indicates that situational motivators including purchase uncertainty and disposition toward salespeople leads to consumers more consultation with salesperson. Also individual motivators including efficiency orientation and shopping enjoyment result in more consultation with salesperson. Therefore consumer’s consultation with salespeople influences buying behavior.

REFERENCES
