

Ability of Business Employee and Customer Satisfaction Research in the Relationship-Modulating Effect of Purchasing Propensity -

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Abstract. The purpose of this study was the salesperson's ability to verify the impact on customer satisfaction. The ability of the salesperson (customer service, information delivery, business operations) was verified by dividing the capacity of each in detail the impact on customer satisfaction. And consumer buying propensity (utilitarian / hedonic) depending on the salesperson's skills could affect customer satisfaction were verified.

There was a main effect consumer buying tendencies. However, the adjustment was effective as an interaction effect. The results of the consumer buying tendencies than the adjustment of the variable effect of independent variables showed better. Customer's purchase propensity (utilitarian / hedonic) customer satisfaction, only the effects on the interaction with the salesperson had the ability. The results of this study of the ability of the salesperson customer service skills were more satisfied people are utilitarian. The ability to deliver information more satisfied people were the hedonic. Sales people are more satisfied with the ability to operate was a utilitarian.

In addition, the salesperson's skills according to the satisfaction of the customer orientation can be derived. The ability of the salesperson's customer orientation is important, but depending on the salesperson's skills will need additional training.

Key words: customer's buying propensity, salesperson's ability

1. Introduction

Whole study of corporate marketing activities, a key component of sales activity of sales staff is becoming increasingly important capability. However, the salesperson's ability to satisfy customers has been increasingly difficult, so the salesperson's ability to identify with the customer's inclination for research are becoming actively.

Selling skills are one of the most important skills that any business person should have. This is indeed true regardless of the product or service that you are selling. Babin, Darden, and Griffin (1994) reported development of a scale based on the hedonic and utilitarian evaluation of shopping as an activity. In addition, consumers' propensity to choose a product, said an important variable.

2. Literature Review

2.1. salesperson's ability

The fast-paced era of business skills and market conditions are important things that are required by. In recent years, more scientific and effective sales techniques and customer satisfaction through the required measures to satisfy our customers as a service to customers, and information delivery capabilities, sales and operational capability requirements is becoming reality.

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2.2. Customer service skills

That is a strong relationship between the buyer and the salesperson that the salesperson, the seller increases profits (Reichheld, 1993), the customer more likely to purchase products and services to increase the buyer's deviation lower, on word of mouth (word of mouth) argued that enable. (Zeithaml, Berry & Parasurman, 1996).

2.2.1 The ability to deliver information

Salesperson's expertise in the products or services, the size of the expertise, commitment and time and other resources available to fulfill degree of retention, professional image, the consistency of the components. Thus, companies specialized in the sales staff on product and market knowledge to strengthen the claim that their education was expanded (Stanton and Buskirt, 1987).

2.2.2 Business operating skills

Churchill et al (1985), developed according to the knowledge of the specific circumstances that apply in situations where the sales are proposed concept, and previous studies related to the salesperson and the salesperson's motivation, effort, performance and focus on the relationship between satisfaction was.

2.3. Customer's buying propensity

Investigation of the hedonic and utilitarian components of consumption has been addressed in such various disciplines as sociology, psychology, and economics. One author in the field of economics stated that, "We use goods in two ways. We use goods as symbols of status and simultaneously as instruments to achieve some end-in-view" (Hamilton, 1987). This view clearly combined the hedonic and utilitarian views of consumption, echoing a parallel theoretical development that has occurred in consumer research (Hirschman and Holbrook, 1982).

Interest in the hedonic/utilitarian construct in the discipline of marketing builds on a series of articles by Hirschman and Holbrook. Based on earlier work in motivation research (e.g., Dichter, 1960), Hirschman and Holbrook (1982) developed an experiential view of hedonic consumption centered primarily around aesthetic products such as novels, movies, and art. Their resulting propositions, however, extend to all product classes. Defining hedonic consumption as "those facets of consumer behavior that relate to the multisensory, fantasy, and emotive aspects of one's experience with products" several detailed propositions were developed under the general thesis that hedonically consumed products stimulate internal imagery and emotional arousal based on externally sensed, product related stimuli.

3. Theoretical Development

3.1 Effect of the salesperson's ability on customer satisfaction

Spiro and Weitz (1990) the salesperson's ability to increase sales performance, customer satisfaction, an important variable that affects ahead, that there were variable. In addition to the dealership's sales performance as a variable impact on the salesperson's skills were important.

H1: The ability of the salesperson will have an impact on customer satisfaction.

3.2 Moderating of customer's buying propensity

Bollen et. el (1989), according to the hedonic shopping orientation offered by the shopping experience the emotional benefits and personal satisfaction in terms of entertainment that was reflected. Babin et al (1994) orientation and the repurchase of the shopping behavior, and hedonic shopping tends to relate to each other than utilitarian shopping orientation had greater relevance.

H2: There would be interaction effects between the salesperson's ability and the customer's buying propensity on the customer satisfaction.

4. Method

4.1 Overview

Participants were randomly assigned to one of six conditions in a 3(salesperson's ability: Customer service skills, The ability to deliver information, Business operating skills) X 2(customer's buying propensity: hedonic/utilitarian) between-subjects experimental design. All variables were used 7-point Likert scale.

4.2 Participants

A total of 272 undergraduates were recruited from a large company(Ltd. SI) in Korea. Participants were consisted of 150 females (58%) and 122 males (42%). Most participants were between the ages of 30 and 50, with the average age being 38

5. Results

To assess how successfully this study manipulated, the salesperson's ability, participants were asked to indicate was on a 7-point scale (1 to 7). A one-way analysis of variance (ANOVA) revealed a significant difference in the perceived valence of the review [$F(2, 271)=202.02, p<.001$].

5.1 Hypotheses Testing

A one-way analysis of variance (ANOVA) was performed to test the previously stated hypotheses. ANOVA results are available in Table 1. Table 2 presents the means and standard deviations of the eight cells involved in the experimental design for this study.

The ANOVA including customer satisfaction as dependent variable, and salesperson's ability as independent factors indicated significant main effects of salesperson's ability($F(2,271)=3.275,p=.039$),while for customer's buying propensity the effect is not significant ($F(1,271)=1.649,p=.200$).And more importantly, the results include statistically significant 2way interaction effect ($F(2,271)=3.181,p=.043$).(seeTable1).

Table .1: Results of ANOVA

Source	Type III sum of squares	Degrees of Freedom	Mean square	F-value	Significance
Corrected model	8.408 ^a	5	1.682	3.340	.006
Intercept	3022.569	1	3022.569	6002.977	.000
salesperson's ability(a)	3.298	2	1.649	3.275	.039
buying propensity(b)	.830	1	.830	1.649	.200
(a)*(b)	3.203	2	1.602	3.181	.043
Error	133.934	266	.504		
Total	3260.875	272			
Corrected total	142.342	271			

a Adjusted $R^2=.059$ (Corrected $R^2=.041$)

Participants were expose that trust more utilitarian review than hedonic review in Table 2, and the difference is significant (mean utilitarian=3.46 vs mean hedonic=3.31, $t=3.748, p=.000$). Also, participants were expose that hedonic satisfy less than utilitarian. As this result, participants display that trust utilitarian better than hedonic.

Table.2:The cell mean and standard deviations for the message credibility

salesperson's ability	buying propensity		
	hedonic	utilitarian	
Customer service skills	3.15 (0.10)	3.39 (0.11)	3.26 (0.10)
The ability to deliver information	3.21	3.41	3.32

	(0.11)	(0.10)	(0.12)
Business operating skills	3.37	3.67	3.54
	(0.10)	(0.11)	(0.11)
Total	3.31	3.46	3.38
	(0.12)	(0.11)	(0.13)

6. Conclusion and Discussion

The purpose of this study on customer satisfaction and the salesperson's ability to look at what was a significant effect. In addition, the ability of the salesperson according to customer's buying propensity that affect customer satisfaction was to examine whether statistically significant.

Salesperson's ability to study the impact on customer satisfaction was significant. The three skills and salesperson customer orientation when you have a viable shopping satisfaction was highest. Depending on the ability of the salesperson that there is a difference in customer satisfaction demonstrated in this study.

In this study, the salesperson's skills divided into three types, and verification, but further research in accordance with various skills of a salesperson to verify the customer's satisfaction will be better.

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