

A STUDY ON IMPACT OF BEHAVIOUR OF SALES PERSONNEL ON CUSTOMER SATISFACTION

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Abstract- Customer satisfaction is a prerequisite for long term success and survival of any organisation. In organised retailing various factors such as product quality, store characteristics, service quality, sales promotion etc will play an important role in influencing the satisfaction of the customers. Along with all these factors there is another factor which influence customer satisfaction. i.e; sales personnel. The personnel play a pivot role in attracting and persuading the customers to purchase the products. The skills, attitude of the personnel, their knowledge about the organised retail store policies, knowledge about the product are crucial in influencing the shopping experience of the customers. The present paper is an attempt to study the impact of sales personnel on organised retail customer satisfaction.

Index Terms- Customer Satisfaction, Sales Personnel, Organised Retailing etc.

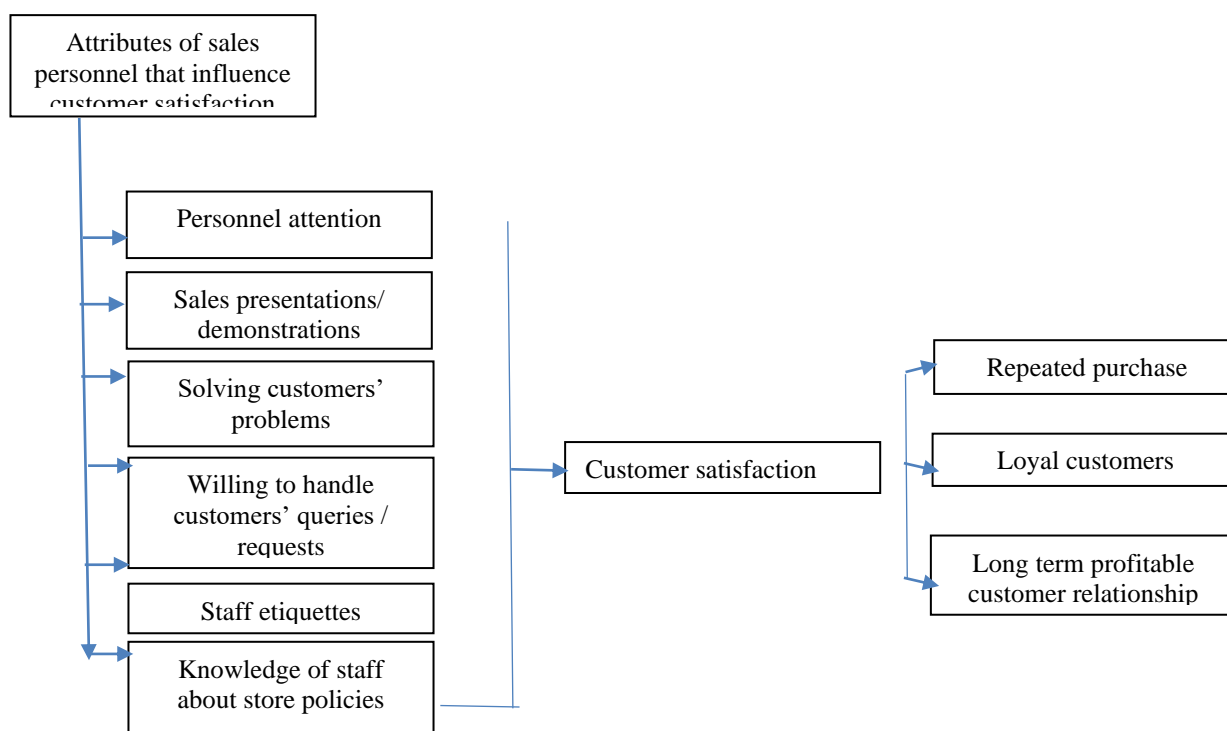
expectations of the customers. Customer satisfaction is vital because it provides companies a metric which can be used to manage and improve their businesses. Today organisations are facing an increased and intensified competition. The question is how organisations can win customers by beating out its rivals in the market place? This can be achieved by performing effectively higher than customer expectations. Customer focused companies aim at not just producing products but building customers; they are capable at not just product engineering but market Behaviour of Sales Personnel and Customer Satisfaction

Sales personnel are the primary source of communication for the customers in retail market situations. Behaviour of sales personnel is an antecedent of overall customer satisfaction. The behaviour of the sales person has a note - worthy effect on satisfying customers because the personnel present their organization image in their behaviour and interactions with customers. Honest interactions of the sales personnel can increase the customer trust and customer satisfaction.

I. INTRODUCTION

Customer satisfaction explains about various products or services provided by the company are according to the

Relationship between Behaviour of Sales Personnel and Customer Satisfaction and its Outcomes



REVIEW OF LITERATURE

John B.Clark and Hojong Hwang (2000) different attributes such as helpfulness, friendliness, politeness and number of salespeople that affect customer satisfaction, **Alisa Nilawan (2008)** prompt and attentive services of salespersons were the main factors that influence customers at Metro Mall, Sukhumvit station, **Ian Grace. B. Lukoma (2011)** courtesy of the staff influence customer satisfaction, **Sameera (2015)** identified that behavior the employees influence retail customer satisfaction, **Md Alauddin (2016)** training of the sales personnel regarding query and complaint handling helps them to provide error free services to the customers.

OBJECTIVES OF THE STUDY

- To study the factors of behaviour of sales personnel that impact customer satisfaction
- To analyse the variance in customer satisfaction towards behaviour of sales personnel among different demographic variables
- To examine the relationship between customer satisfaction and repurchase intention of the customers
- To examine the relationship between customer satisfaction and customer loyalty

METHODOLOGY OF THE STUDY

The regular and occasional buyers who visit Spencer's at Guntur constituted the population for the present study. A total of 215 questionnaires were distributed out of which 180 questionnaires were returned filled up in all respects. Primary data was collected with the help of observation method and survey method. In this research, researcher combined these three techniques in the form of a survey through questionnaires, direct observation of the researcher and exit interviews of the customers. The secondary data was obtained from Books, Journals, Periodicals, Abstracts, Directories, and Research reports, Conference Papers, Web Sites, Newspapers and Magazines. Questionnaire consisted of structured questions (close ended). Closed ended questions save time for the respondents and reduces the waiting cost for the researcher. Means and Standard deviations were calculated for the total sample. MANOVA (Multiple Analysis of Variance) was calculated to find whether there exists any significant difference in the levels of customer satisfaction experienced towards behaviour of sales personnel by the respondents belonging to different demographic variables. Correlation was calculated to examine the relationship between customer satisfaction and repurchase intentions and loyalty of the customers.

Analysis and interpretation of results

Table1: Factors of Behaviour of Sales Personnel

Behaviour of Sales Personnel	Mean Scores	Standard Deviation
Attention	3.50	.749
Sales presentations/ Demonstrations	3.35	.748
Solving customer problems	3.06	.757

Willing to handle customer queries/ Requests	3.26	.772
Knowledge of staff about store policies	3.12	.737
Staff etiquettes	3.04	0.85

Customers who scored high were particular about the behavior of sales personnel and their satisfaction will get influenced by them. Personal attention and sales presentations/ demonstrations found to be more satisfactory. This finding is similar with that of the **Goff C. Brent et.al (1997)** which found that customer satisfaction not only depend on product performance but also on the interaction with the sales person's efforts, **John B Clark and Hojong Hwang (2000)** identified that helpfulness of the sales persons, friendliness and number of sales people determines customer satisfaction, **Aisa Nilawan (2008)** observed that the attention of sales person towards customers influences their satisfaction, **Manjunath S.J. (2012)** results showed that interaction of the sales people and satisfaction of the customers were related positively.

Table 2 Impact of Behaviour of sales personnel on customer satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.307 ^a	.094	.074	.642

The results showed that there was a significant impact of behaviour of sales personnel on customer satisfaction.

Table 3 Comparison of Satisfaction of customers with respect to behaviour of sales personnel across different demographics factors

Demographic Variables		Behaviour of sales personnel satisfaction
AGE	Lambda	0.987
	F value	2.198
	p-value	0.048
Gender	Lambda	0.995
	F value	0.812
	p-value	0.518
Marital status	Lambda	0.995
	F value	0.764
	p-value	0.549
Educational Qualification	Lambda	0.995
	F value	0.852
	p-value	0.032
Occupation	Lambda	0.993
	F value	1.194
	p-value	0.312
Monthly Income	Lambda	0.996
	F value	0.615
	p-value	0.652

- From the results it was found that the calculated P value is 0.048 which is less than 0.05. This shows that there is a significant variance in the satisfaction towards behaviour of sales personnel with respect to age.
- The calculated P value is 0.032 which is less than 0.05. This shows that there is a significant variance in the satisfaction towards behaviour of sales personnel with respect to educational qualification.
- The calculated p value is 0.518 is greater than 0.05. This shows that there was no significant variance among the satisfaction levels toward behaviour of sales personnel with respect to Gender.
- The calculated p value is 0.549 is greater than 0.05. This shows that there was no significant variance among the satisfaction with respect to Marital status.
- The calculated p value is 0.312 which is greater than 0.05. This shows that there was no significant variance in level of satisfaction of the customers towards behaviour of sales personnel with respect to occupation.
- The calculated p value is 0.652 is greater than 0.005, this shows that there was no significant variance in the satisfaction levels related to behaviour of sales personnel with respect to income.

Table 4: Overall satisfaction of the retail customers

Highly dissatisfied		Dissatisfied		Neutral		Satisfied		Highly satisfied		Total	
Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent
15	8.1	23	12.4	27	14.9	40	21.6	80	43.2	185	100

Customer satisfaction is key for building long-term relationship. Retail organisations should continuously assess the satisfaction of their customers. The feedback from the customers helps them to know where the improvement in the service is needed or not. The results showed that 43.2% of the sample respondents were highly satisfied with the organised retail marketing.

Table 5: Opinion on Visiting the Spencer’s once Again in the Future

Very likely		Not so likely		Neutral		Very likely		Most likely		Total	
Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent
13	7	20	10.8	30	16.2	45	24.3	77	41.6	185	100

Retail organisations should be careful with the satisfaction of their customers because consumers will spread both good as well as bad word of mouth to others. Satisfied customer would be the one who would visit again and along with five other customers. From the results it was observed that 41.6% of the respondents opined that they are most likely to visit the Spencer’s retail outlet once again in the future as they had a satisfying shopping experience.

Table 6: Relationship between Customer satisfaction and Repurchase intention

Variables	Correlation
Customer satisfaction & Repurchase intention	0.397

*Significant at 0.05 level

The relationship between customer satisfaction and the repurchase intention of the customers was examined by calculating correlation. It was observed that there was a positive relationship between these two indicating that the higher the satisfaction the customer intends to visit the store again and again.

Table 7: Opinion on having a long – term relationship with Spencer’s

Never		Rarely		Occasionally		Often		Always		Total	
Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent
20	10.8	32	17.2	25	13.5	38	20.5	70	37.8	185	100

Table 8: Relationship between Customer satisfaction and customer loyalty

Variables	Correlation
Customer satisfaction & Customer loyalty	0.317

*Significant at 0.05 level

The relationship between customer satisfaction and customer loyalty was examined with the help of correlation and found that there was a positive relationship between customer satisfaction and customer loyalty which indicates that a satisfied customer is a loyal customer.

Table 9: Opinion on Recommending Spencer’s to Friends and Relatives

Never		Rarely		Occasionally		Often		Always		Total	
Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent
22	11.8	34	18.3	27	14.5	34	18.3	68	37	185	100

Satisfied customers are more likely to recommend the brand, product or firm to their family, friends and social media connections. As a result of this a steady flow of new customers can be generated from word-of-mouth referrals. The results show that majority of the respondents expressed that they recommend Spencer’s to their friends and relatives.

CONCLUSION

Customer satisfaction is key for building long-term relationship. Retail organisations should continuously assess the satisfaction of their customers. The feedback from the customers helps them to know where the improvement in the service is needed or not. Retail organisations should be careful with the satisfaction of their customers because consumers will spread both good as well as bad word of mouth to others. Satisfied customer would be the one who would visit again and along with five other customers. Satisfied customers are more likely to recommend the brand, product or firm to their family, friends and social media connections. As a result of this a steady flow of new customers can be generated from word-of-mouth referrals. Behaviour of sales personnel found to be significant antecedents of customer satisfaction.

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