



## International Journal of Marketing and Technology

(ISSN: 2249-1058)

### **CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
<u>1</u>	<b>Environmental Cost and Firm Performance: Evidence from Quoted Oil Companies in Nigeria.</b> Shehu Usman Hassan	<u>1-21</u>
<u>2</u>	<b>A Study Related To Customer Satisfaction On The Mobile Service Operators In India.</b> Mr. Pradeep Narwal and Mr. Anil Kumar	<u>22-44</u>
<u>3</u>	<b>A study of Corporate Governance– Evolution and Challenges with special reference to Implementation of E-government in India.</b> Ms. Renuka S Nifadkar	<u>45-67</u>
<u>4</u>	<b>Consumer Market In India:”A BIRDS EYE VIEW”.</b> Raj Kumar Sharma and Dr. Sambit Kumar Mishra	<u>68-86</u>
<u>5</u>	<b>“Financial Performance Analysis Of Co-Operative Sugar Factory”.</b> Prof. R. G. Sathe	<u>87-104</u>
<u>6</u>	<b>Using Fuzzy Cognitive Maps And Fuzzy Relational Maps To Analyze Employee-Employer Relationship In An Industry.</b> Dhrubajyoti Ghosh and Anita Pal	<u>105-130</u>
<u>7</u>	<b>A Study On The Purchase Behaviour Of Consumers With Reference To Toiletries And Packaged Food Items.</b> Dr. K. Sai Kumar and A.S. Gousia Banu	<u>131-150</u>
<u>8</u>	<b>Management of Corporate Liquidity and Profitability: An Empirical study.</b> Dr. A. VIJAYAKUMAR	<u>151-175</u>
<u>9</u>	<b>Workers Participation in Management: Theory and Practice.</b> Prof. Satish C. Sharma	<u>176-191</u>
<u>10</u>	<b>Scrap Management In Apsrtc – A Study And Analysis.</b> Dr. K. Sai Kumar	<u>192-215</u>
<u>11</u>	<b>An Inquiry Into The Beneficial Effect Of Agro Based Industrial Co-Operative Society In Salem Region.</b> Gandhimathy B and Dr. S Rajendran	<u>216-231</u>
<u>12</u>	<b>Influence of Customers Trust, Satisfaction and Perceived Listening Ability of the Sales Person on Anticipated Purchases.</b> Jose Varghese	<u>232-248</u>

## **Chief Patron**

**Dr. JOSE G. VARGAS-HERNANDEZ**

Member of the National System of Researchers, Mexico  
Research professor at University Center of Economic and Managerial Sciences,  
University of Guadalajara  
Director of Mass Media at Ayuntamiento de Cd. Guzman  
Ex. director of Centro de Capacitacion y Adiestramiento

## **Patron**

**Dr. Mohammad Reza Noruzi**

PhD: Public Administration, Public Sector Policy Making Management,  
Tarbiat Modarres University, Tehran, Iran  
Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran  
Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

## **Chief Advisors**

**Dr. NAGENDRA. S.**

Senior Asst. Professor,  
Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

**Dr. SUNIL KUMAR MISHRA**

Associate Professor,  
Dronacharya College of Engineering, Gurgaon, INDIA

**Mr. GARRY TAN WEI HAN**

Lecturer and Chairperson (Centre for Business and Management),  
Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

**MS. R. KAVITHA**

Assistant Professor,  
Aloysius Institute of Management and Information, Mangalore, INDIA

**Dr. A. JUSTIN DIRAVIAM**

Assistant Professor,  
Dept. of Computer Science and Engineering, Sardar Raja College of Engineering,  
Alangulam Tirunelveli, TAMIL NADU, INDIA

## Editorial Board

**Dr. CRAIG E. REESE**

Professor, School of Business, St. Thomas University, Miami Gardens

**Dr. S. N. TAKALIKAR**

Principal, St. Johns Institute of Engineering, PALGHAR (M.S.)

**Dr. RAMPRATAP SINGH**

Professor, Bangalore Institute of International Management, KARNATAKA

**Dr. P. MALYADRI**

Principal, Government Degree College, Osmania University, TANDUR

**Dr. Y. LOKESWARA CHOUDARY**

Asst. Professor Cum, SRM B-School, SRM University, CHENNAI

**Prof. Dr. TEKI SURAYYA**

Professor, Adikavi Nannaya University, ANDHRA PRADESH, INDIA

**Dr. T. DULABABU**

Principal, The Oxford College of Business Management, BANGALORE

**Dr. A. ARUL LAWRENCE SELVAKUMAR**

Professor, Adhiparasakthi Engineering College, MELMARAVATHUR, TN

**Dr. S. D. SURYAWANSHI**

Lecturer, College of Engineering Pune, SHIVAJINAGAR

**Dr. S. KALIYAMOORTHY**

Professor & Director, Alagappa Institute of Management, KARAIKUDI

**Prof S. R. BADRINARAYAN**

Sinhgad Institute for Management & Computer Applications, PUNE

**Mr. GURSEL ILIPINAR**

ESADE Business School, Department of Marketing, SPAIN

**Mr. ZEESHAN AHMED**

Software Research Eng, Department of Bioinformatics, GERMANY

**Mr. SANJAY ASATI**

Dept of ME, M. Patel Institute of Engg. & Tech., GONDIA(M.S.)

**Mr. G. Y. KUDALE**

N.M.D. College of Management and Research, GONDIA(M.S.)

## **Editorial Advisory Board**

**Dr. MANJIT DAS**

Assistant Professor, Deptt. of Economics, M.C.College, ASSAM

**Dr. ROLI PRADHAN**

Maulana Azad National Institute of Technology, BHOPAL

**Dr. N. KAVITHA**

Assistant Professor, Department of Management, Mekelle University, ETHIOPIA

**Prof C. M. MARAN**

Assistant Professor (Senior), VIT Business School, TAMIL NADU

**Dr. RAJIV KHOSLA**

Associate Professor and Head, Chandigarh Business School, MOHALI

**Dr. S. K. SINGH**

Asst. Professor, R. D. Foundation Group of Institutions, MODINAGAR

**Dr. (Mrs.) MANISHA N. PALIWAL**

Associate Professor, Sinhgad Institute of Management, PUNE

**Dr. (Mrs.) ARCHANA ARJUN GHATULE**

Director, SPSPM, SKN Sinhgad Business School, MAHARASHTRA

**Dr. NEELAM RANI DHANDA**

Associate Professor, Department of Commerce, kuk, HARYANA

**Dr. FARAH NAAZ GAURI**

Associate Professor, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University, AURANGABAD

**Prof. Dr. BADAR ALAM IQBAL**

Associate Professor, Department of Commerce, Aligarh Muslim University, UP

**Dr. CH. JAYASANKARAPRASAD**

Assistant Professor, Dept. of Business Management, Krishna University, A. P., INDIA

## Associate Editors

**Dr. SANJAY J. BHAYANI**

Associate Professor, Department of Business Management, RAJKOT (INDIA)

**MOID UDDIN AHMAD**

Assistant Professor, Jaipuria Institute of Management, NOIDA

**Dr. SUNEEL ARORA**

Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

**Mr. P. PRABHU**

Assistant Professor, Alagappa University, KARAIKUDI

**Mr. MANISH KUMAR**

Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

**Mrs. BABITA VERMA**

Assistant Professor, Bhilai Institute Of Technology, DURG

**Ms. MONIKA BHATNAGAR**

Assistant Professor, Technocrat Institute of Technology, BHOPAL

**Ms. SUPRIYA RAHEJA**

Assistant Professor, CSE Department of ITM University, GURGAON

**Title**

**INFLUENCE OF CUSTOMERS TRUST, SATISFACTION  
AND PERCEIVED LISTENING ABILITY OF THE SALES  
PERSON ON ANTICIPATED PURCHASES**

**Author(s)**

**Jose Varghese**

*Asst. Professor*

*Rajagiri Business School*

*Rajagiri Valley PO, Kakkannad*

*Kochi, Kerala - 682039*

**Abstract:**

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories  
Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gate, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

**International Journal of Marketing and Technology**

<http://www.ijmra.us>

Researchers and practitioners have widely recognized that effective listening is crucial for salespeople to succeed. Although listening is important in almost every profession, it seems particularly significant in the sales position, since it is a fundamental aspect of the Interpersonal communication process between the salesperson and the customer. In this research mobile phone users are selected as the respondents. This is because of the significance of emerging industry. The awareness of the customers regarding the service provided by various service providers is limited. This accounts for the reality that in the mobile phone services industry salesmen play a significant role in influencing the decision making. The purpose of the study is to demonstrate the impact of customer's perceptions of salesperson listening behavior on trust, satisfaction and anticipation of future interactions

**Key Words:** Salesperson, Listening behavior, Trust, Satisfaction and Anticipation of future interactions

### **Introduction:**

Researchers and practitioners have widely recognized that effective listening is crucial for salespeople to succeed. Although listening is important in almost every profession, it seems particularly significant in the sales position, since it is a fundamental aspect of the Interpersonal communication process between the salesperson and the customer. A sales person's role in the process of making and maintaining long term relationships with clients by organizations is of great importance in today's scenario. Though one might think that sales people would poses effective listening skills, an analysis of the literature would reveal that the average salesperson exhibits, at best poor listening skills.

Customers' perceptions of a salesperson's listening behavior play a major role in enhancing relational outcomes such as customer satisfaction, trust and anticipation of future interaction with the salesperson Ramsey and Sohi (1997). This study investigates the impact of customers' perception of salespersons listening behavior on trust, satisfaction and anticipation of future interaction. When customers perceive a high level of listening behavior by a salesperson, it enhances their trust in a salesperson and leads to greater anticipation of future interaction.

In this research mobile phone users are selected as the respondents. This is because of the significance of emerging industry. The awareness of the customers regarding the service provided by various service providers is limited. This accounts for the reality that in the mobile phone services industry salesmen play a significant role in influencing the decision making. In this era of multiple SIM usage future interaction in the form of repurchase will boost the revenue. The purpose of the study is to demonstrate the impact of customer's perceptions of salesperson listening behavior on trust, satisfaction and anticipation of future interactions. It has often been said that listening is an important aspect of negotiation process. Negotiation requires listening, and listening can serve as an inexpensive concession to the other party. The significance of active listening in building buyer-seller relationships has substantial implications for negotiation process. The salesperson who asks what a customer needs, listens to the response, and creatively provides a solution that would build a better relationship with customers which could be beneficial to the business directly and indirectly.

### **Significance of the Study:**

Listening errors could result in conflicts, missed business opportunities, estranged relationships and wastage of time and money. The consequences of poor listening can be even more far-reaching, as most salespeople make avoidable listening mistakes every day. Even though one would not dispute the importance of listening skills for a salesperson, there are limited research efforts addressing listening in the selling environment (Castleberry and Shepherd, 1993). Comer and Drollinger(1999) asserted that while several conceptual models of salesperson – customer communication and interaction have been developed, none of these models have included listening as an independent component. According to Ramsey and Sohi, although listening to the customer has been classified as a major source of selling effectiveness, it has also been identified as an 'under researched' behavioral phenomenon in the marketing literature. With a few exceptions, little has been told about the impact of listening behavior on buyer – seller relations

The purpose of the study is to understand the impact of customer's perceptions of salesperson listening behavior on trust, satisfaction and anticipation of future interactions. Listening is an



important aspect of any sales negotiation and the significance of active listening in building buyer-seller relationships has substantial implications for negotiation process. A salesperson who listens to the response of the customer can creatively provide meaningful solutions which will build a better relationship with customers that could be beneficial to the business.

### **Importance of Listening:**

Listening plays a major role in all human interactions. People tend to respect and respond to those who listen to them and this would lead to the development of successful exchange activity leading to beneficial relationships. In this context it is proposed that there is positive association between customer's perception of sales person listening behavior and their anticipation of future interaction with that sales person.

*Hypothesis 1: There is a positive association between customer's perception of sales person listening behavior and their anticipation of future interaction of future interaction with the sales person*

In this study, the impact of customer's perception of salesperson listening behavior on three relationship outcome variables: [a] trust in the salesperson, [b] satisfaction with the salesperson, and [c] anticipation of future interactions, are examined. It is also argued that there is a positive association between customer's perception of sales person listening and the trust in the sales person and satisfaction with the sales person.

*Hypothesis 2: There is a positive association between customer's perception of sales person listening behavior and their trust in the sales person.*

*Hypothesis 3: There is a positive association between customer's perception of sales person listening behavior and their satisfaction with the sales person.*

### **Relationship between Trust, Satisfaction and Future Interaction:**

Trust between salespersons and their customers is crucial element in developing and maintaining a successful service relationship (Swan et al., 1988). On the other hand, satisfaction occupies a central position in marketing thoughts and practices because of its significant influence on post-purchase behavior (Churchill and Surprenant, 1982). Trust of a person influences the level of satisfaction with that person (Crosby *et. Al* 1990), and this occurs in a spiraling fashion in that trust can be self heightening or self deflating (Dwyer and Lagace 1986; Zand 1972). In the light of the above literature evidences it would be reasonable to propose that customers' trust in a salesperson will be positively related to satisfaction with that salesperson.

*Hypothesis 4: There is a positive association between customer's trust in sales person and their satisfaction with the sales person*

A customer's anticipation of future interaction with a salesperson depends on the level of trust and satisfaction with that salesperson. A relationship that grows in trust becomes more valid for both the parties and that they would prefer to maintain the relationship than to begin a new exchange process where uncertainty exists (Macintosh, Anglin, Szymanski, and Gentry 1992). So it is proposed that there is positive association between customers Trust in a sales person with anticipation of future interaction with the sales person

*Hypothesis 5: There is a positive association between customer's satisfaction with the sales person and their anticipation of future interaction with the sales person.*

If the buyer trusts the seller, he or she will be more inclined to working with the same seller again (Morgan and Hunt 1994). Buyer seller interactions resulting in positive experiences could lead to the continuation of the relationship (Crosby et al, 1990). If a customer has trust in a sales person and experiences satisfaction in the sales interaction he or she would want to continue doing business with that salesperson. Support for these relationships in a services context is provided by Crosby et al. (1990), who found that relationship quality had a significant influence on customers' anticipation of future interaction with the salesperson.

*Hypothesis 6: There is a positive association between customer's trust in the sales person and their anticipation of future interaction with the sales person.*

### **Conceptual Model:**

Satisfaction with  
Sales Person

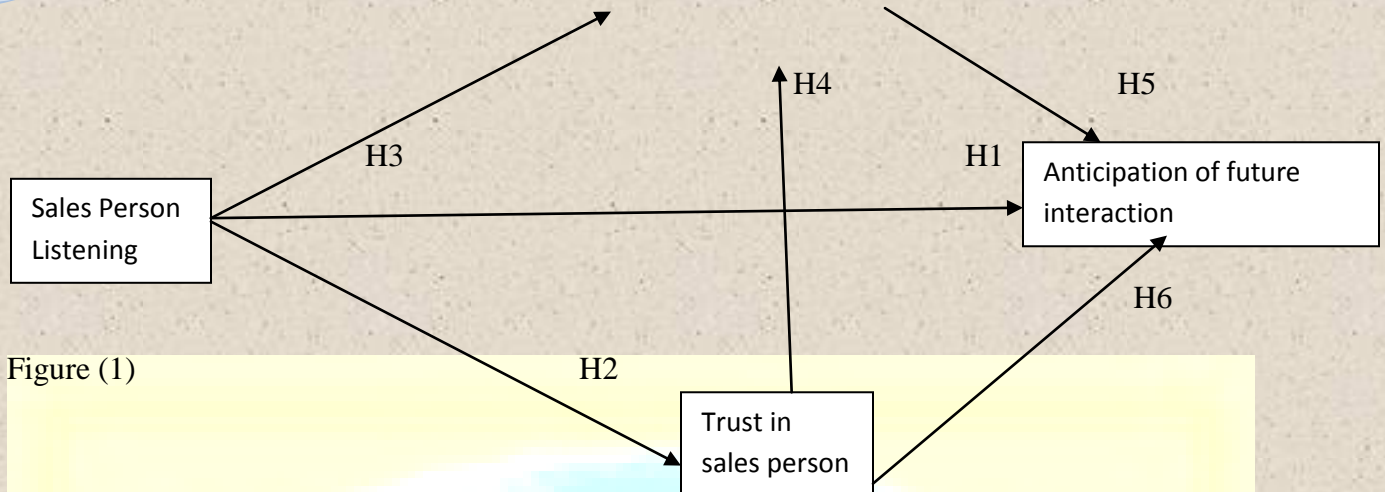


Figure (1)

### **Methodology:**

The data were collected during June 2010 to December 2010 in the Cochin city from those people who purchased a SIM from the service provider within six months. Mobile phone users are selected as the respondents for this study because of the significance of emerging industry. Since the awareness of the customers regarding the service provided by various service providers tend to be limited, salesmen play a significant role in influencing the decision making process. In an era of multiple SIM usage, future interaction in the form of repurchase could boost the revenue. The sample comprised of 399 people who have purchased a SIM, of Ernakulam district in Kerala. The respondents included 232 male and 167 female respondents. Standardized questionnaire was used for data collection. Non probability convenience sampling method was adapted. Initially 425 questionnaires were administered. 26 questionnaires were found defective and removed and hence the sample size reduced to 399.

### **Analysis of Results:**

A structural equation model was developed and tested for the relationships that were proposed. The model has a significant chi square value  $(243df) = 658.41$  ( $p < .001$ ). The NFI value of 0.85, RFI value of 0.83, IFI value of 0.90, TLI value of 0.89 and CFI value of 0.90 indicate that the

data has acceptable level of fit to the model. The RMSEA value of 0.07 indicates a moderate fit. (Refer table 1)

S No.	Fit Measures	Default model
1	Discrepancy	658.41
2	Degrees of freedom(df)	243
3	P	0.00
4	GFI	0.88
5	Adjusted GFI	0.85
6	Normed fit index(NFI)	0.85
7	Relative fit index(RFI)	0.83
8	Incremental fit index(IFI)	0.90
9	Tucker-Lewis Index(TLI)	0.89
10	Comparative fit index(CFI)	0.90
11	Parsimony Ratio	0.88
12	RMSEA	0.07
13	Hoelter .05 index	170
14	Hoelter .01 index	180

Table 1 - Fit Measures

### **Overall Model Analysis:**

All the hypotheses are significant, since the p values for the relationships among the variables tested is lesser than 0.05. There is a positive association between the perceived listening behavior of the sales person by the customers and the trust and satisfaction in the sales person as well as with the anticipation of future interaction with the sales person. (Refer table 2)

Relationships (Regression Coefficients)	Model - Overall	
	Estimate	p- value
Trust<--Listening	0.84	0.00
Satisfaction<--Trust	1.03	0.00
Satisfaction<--Listening	0.29	0.00
Future interaction<--Satisfaction	1.24	0.00
Future interaction<--Trust	0.40	0.02
Future interaction<--Listening	0.27	0.00

Table 2 – Hypotheses testing (overall model)

### Gender wise Analysis:

When the relationships were tested in the male and female group variations in the p values were observed. In the male group the relationships like trust in the sales person by the customer and the anticipation of future interaction with the sales person ( $p = 0.35$ ) and sales person's perceived listening behavior by the customer and their anticipation of future interaction with the sales person ( $p = 0.10$ ) were not significant.

In the case of the female group the relationships like perceived sales person's listening behavior by the customer and satisfaction with the sales person ( $p = 0.19$ ), trust in the sales person and anticipation of future interaction with the sales person ( $p = 0.12$ ) and perceived sales person's listening behavior and anticipation of future interaction with the sales person ( $p = 0.16$ ) were not significant. One reason which is accounted as one of the limitations of this study could be the inadequate sample size in the male and female groups. (Refer table 3)

Relationships	Male	Female
---------------	------	--------

(Regression Coefficients)	Estimate	p- value	Estimate	P- value
Trust<--Listening	0.73	0.00	1.07	0.00
Satisfaction<--Trust	1.00	0.00	0.97	0.00
Satisfaction<--Listening	0.27	0.03	0.21	0.19
Future interaction<--Satisfaction	1.09	0.00	2.29	0.01
Future interaction<--Trust	0.14	0.35	1.51	0.12
Future interaction<--Listening	0.17	0.10	0.56	0.16

Table 3 - Hypotheses testing (male and female groups)

The results support the argument that customer perception of the sales person's behavior play significant role in building long term relationships. Effective listening could enhance this possibility. In a time when customer relationship management practices are of prime focus all business firms, this information could be of great use. The study also shows positive associations between listening behavior perceptions of sales people by customers and trust in the sales person. It goes well with the saying that people like to talk to those who listen. Perception of listening has positive influence on anticipation of future interaction. This may be the base for business firms in investing so much in maintaining or retaining of existing customers. Perceived listening behavior does not have significant effect on customer satisfaction. This finding is supported by the findings of Ramsey and Sohi (1997)

### **Implications:**

The base of any sales activity is the ability of the sales person to negotiate effectively. It has often been said that listening is an important aspect of the negotiation process (Karrass 1983). The roles of efficient negotiations in building buyer-seller relationships owe to a large extent to the ability to listen effectively. It then becomes the primary concern of any manager who takes control of the sales division to enhance the listening skills of the sales people so that long term relationships with the customers could be developed and maintained which would benefit the

business and organization in the long run. The findings also have implications for the recruitment and training of sales personnel. Recruiting procedures could be designed in such a way that could identify the listening defects of the candidates. The same could be designed for identifying the training needs of the existing people so that effective training could be imparted.

Listening is a skill that can and should be constantly improved (Senne 1988). Sales personnel can be taught to solve problems better (Guilford 1972) and enhance their creativity to process different information obtained through effective listening. The three dimensions of listening are to be given necessary focus in order to bring in the best of any sales professional. The training could be an ongoing process for sales professionals and managers for they spent most of their time in negotiations. The importance of effective listening could also be shared with the aspiring business graduates so that they would be better equipped and prepared for meeting the challenges of the future.

### **Conclusion:**

Although listening to the customer has been classified as a major source of selling effectiveness, it has also been identified as an area greatly neglected. Customers' perceptions of a salesperson's listening behavior play a major role in enhancing relational outcomes such as customer satisfaction, trust and anticipation of future encounters with the salesperson. When customers perceive a high level of listening behavior by a salesperson, it enhances their trust in a salesperson and leads to greater possibilities of future interactions.

### **References:**

- Castleberry, Stephen B. and C. David Shepherd. (1993). Effective Interpersonal Listening and Personal Selling. *Journal of Personal Selling & Sales Management* 13(winter): 35-49.
- Churchill, Gilbert A., Jr., Neil M Ford, Steven W Hartely, and Orville C. Walker, Jr. (1985). The Determinants of Sales Person Performance: A Meta Analysis. *Journal of Marketing Research* 22(May): 103-118.

- Crosby, Lawrence A., Kenneth R. Evans, and Deborah Cowles.(1990). Relationship Quality in Service Selling: An Interpersonal Influence Perspective. *Journal of Marketing* 54 (July): 68-81.
- Devine, Thomas G. (1978). Listening: What Do We Know After Fifty Years of Research and Theorizing? *Journal of Reading* 21 (January): 296-304.
- Dwyer, F. Robert and Rosemary R. Lagace. (1986). On the Nature and Role of Buyer Seller Trust. In *AMA Summer Educators Conference Proceedings*. Eds. T. A. Shimp and S. Sharma. Chicago: American Marketing Association, 40-45.
- Green, John O. (1988). Cognitive processes: Methods for probing its black box. In *A Handbook for the Study of Human Communication*. Ed. Charles. H. Trady, Norwood, N J; Ablex, 37-65.
- Guilford, J. P.(1972). Creativity in Interpersonal Relations. In *Climate or Creativity*. Ed. C.W. Taylor, New York: Pergamon, 63-74.
- Karrass, Chester. (1983). Listening: An Inexpensive Concession. *Purchasing* 95 (September): 15.
- Lundsteen, S.W. (1979). Listening: It's Impact on Reading and The Other Language Arts. Urbana,IL: National Council of Teachers of English.
- Macintosh, Gerrard, Kenneth A. Anglin, David M. Szymanski, and James W. Gentry. (1992). Relationship Development in Selling: A cognitive Analysis. *Journal of Personal Selling and Sales Management* 12(fall): 23-34.
- Morgan, Robert M. and Shelby D. Hunt. (1994). The Commitment Trust Theory of Relationship Marketing. *Journal of marketing* 58 (July): 20-38.
- Ramsey, P. Rosemary and Sohi .S .Ravipreet(1997). Listening to your customers: The impact of perceived salesperson listening behavior on relationship outcomes. *Academy of Marketing Science. Journal* 25(spring): 127-137.
- Senne, Jefferey. (1988). Say Good-Bye to Willie Loman. *Bank Marketing* (December): 23-24.



- Steil, Lyman K., Lary L. Barker, and Kittie W. Watson. (1983). Effective Listening: Key to Your Success. New York: Mc Graw-Hill.
- Swan, John E., Fred Trawick, Jr., David R. Rink, and Jenny J. Roberts. (1988). Marketing Dimensions of Purchaser Trust of Industrial sales People. Journal of Personal Selling and Sales Management 8 (May):1-9.
- Weitz, Barton A., Harish Sujana and Mita Sujana. (1986). Knowledge, Motivation and Adaptive Behavior: A Frame work for Improving Selling Effectiveness. Journal of Marketing 50(October): 174-191.
- Zand, Dale E.(1972). Trust and Managerial Problem Solving. Administrative Science Quarterly 17: 229-239.

