

IMPACT OF SALESMAN BEHAVIOR ON CUSTOMER SATISFACTION: AN EMPIRICAL STUDY OF DAIRY RETAIL HANDLERS

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Abstract

With the monetary heightening of a nation and healthy life trends, the role of dairy product manufacturing companies is vital in this development. In a hyper-focused market of Pakistan organization involved in dairy business is confronted with difficulties of holding the current and attracting the new customers. The purpose of the research is to take the opinions of distinctive people groups in Lahore city of Pakistan trade about salesman behavior for retail outlets. A sample of 500 retailers from Lahore city is selected on convenience basis. To accomplish the fundamental objective of the research, the researcher of the paper created a survey intended for dairy handler retailers. After a long analysis we have found four variables assuming the critical part in order to make satisfied customers. In this manner, customer satisfaction is the key for dairy companies to stay alive in competition. The purpose of this study is to explain the relationship of salesman behavior with the customer satisfaction in packed milk industry of Pakistan.

Key words: Salesman Behavior, Customer Satisfaction

Introduction

In today's challenging environment, companies are totally based on customer retention because customers are the key factors of companies' success. That is why customer satisfaction is playing an important role in sustaining competitive advantage in the market. It is extremely critical and vital that organizations have the capacity to hold a devoted base of customers. Organizations perform different activities in order to satisfy their customers. Customer satisfaction has been considered the heart of victory in today's highly competitive world of organizations. It has a major contribution in sustainable profit growth of any organization. Customer satisfaction has become the top key performance indicator for evaluating the performance of organizations. It is the key to staying alive in competition (Saha et al., 2015). In order to get a good market and profit position, organizations formulate strategies for increasing customer satisfaction level (Mistry and Snehalkumar, 2013). One of the goes up against the organizations and private organizations confront however is to gauge buyers' satisfaction in a steady manner, to altogether anticipate customers' buy expectations and business acknowledgment of the items (Luan and Sudhir, 2010). Despite all management efforts, the behavior of front-line salesman also has important role in satisfying customers.

Ethical behavior of salesman is also very important in creating customer satisfaction because salesmen are presenting their organization image in their behavior and interactions with customers. According to Laith et al., (2012) salesman ethical behavior has a significant impact on customer relationship and commitment. When the salesman shows high ethical behavior, it means that customers will have a more

trust on the organization. So, the honest actions of the sales persons can increase the customer trust on salesman as well as on organization. This study is made on services industry (banking), which can be generalized in salesman behavior for dairy products. Because in dairy products there are possible chances of quality complaints which need to be tackled by salesman through their behavior. Lin (2012) also studied on ethical behavior of salesman and its impact on customer satisfaction. It shows a strong relationship between ethical sales behavior, confidence benefits, customer loyalty and customer satisfaction. It also revealed that ethical behavior of the salesperson has a noteworthy effect on satisfying customers and customer pleasure has a direct effect on loyalty to the sales person. It also indicates that sales person plays an important role in retaining customer loyalty. This study was conducted in services industry (Insurance) which can be generalized to other industries with different demographics of the respondents. An alike learning was researched by Pezhman et al., (2013) on insurance sector of Iran where they revealed that salesman ethical behavior has an important influence on satisfaction of customers. Considering the findings of this study, another study on different industry and on different demographic profiles can be suggested for future researchers.

The objective of this study is to explore the relationship of salesman behavior with customer satisfaction through the lens of market orientation theory. Given study looks for exactly based upon hypothetical and useful bits of knowledge into the contact connecting salesman behavior for customer satisfaction. This is proposed that ethical behavior of front-line salesman can ensure to achieve the desired level of customer satisfaction. According to Community Dairy Development Program (CDDP, 2011) by Tetra Pak, Pakistan is the fourth biggest milk maker in the world with a yearly production of more than 33 billion liters of milk. There are more than 56 million cows and buffaloes and 10 million smallholder cultivating families supplying more than 60 million consumers. Although Pakistani producers have tough competition with producers from all around the world, the dairy segment confronts various issues. Manufacturers of milk products are facing challenges in meeting customer satisfaction. Organizations need to control over supply uncertainty and counter the market challenges by offering best marketing activities with the supporting role of expert and ethical salesmen.

Literature Review

Customer satisfaction

Customer satisfaction plays a principal part in the achievement of every business association whether it is recommended for any product or an organization. Every business needs to hold its present clients and in like manner to expand client's base basically and it is possible correctly when target client is completely satisfied from relationship on a couple of parameters (Sabir et al., 2014). Fulfillment can be seen as a clearing standard kept up by quality (Zeithaml and Bitner, 2003). Consumer loyalty is generally delineated through Oliver's (1997) conditions: that it is the present purchaser's fulfillment result. Fulfillment is a mentality like creating when there is no unequivocal reference to longings or benchmarks of endlessness (Oliver, 2010). The clients in a general sense watch the new thing's execution and study it on absolutely down to earth estimations (Oliver, 2010). A late investigation of creating (Chandrashekar et al., 2007) reveals that fulfillment centers correspondence may be elucidated by the quality or deficiency with which individuals hold their fulfillment or disappointment. This methodology expands on the demeanor quality standard created in mind science composing (Krosnick et al., 1993). The piece of satisfaction is fascinating in association with satisfaction as a dynamic condition of all conceivable post buy reactions that consolidate disconfirmation frameworks, regret, attribution, or notwithstanding feeling states, for instance, elation. We suggest satisfaction as thing execution handling, which is an evident comparative standard, a significant part of the time insinuated as a mentality (Oliver, 2010). Customer satisfaction prompts customer devotion. Concerning commitment, Davis and Mentzer (2006) have communicated that customer devotion relies on upon

logistic administration quality, reliability, correspondence, comfort and responsiveness. In this sense, logistics may constitute a wellspring of solid associations in marketing channels (Ryssel et al., 2004). For any situation, in order to keep up a plan of reliable customers includes expanding connection with the assistance of telephone or online customer administrations (Lewis and Soureli, 2006). In this sense, there is verification that customer satisfaction depends on customer impression of the asset used for administration conveyance (Moutinho and Smith, 2000).

Ethical behavior of salesman is also very important in creating customer satisfaction because salesmen are presenting their organization image in their behavior and interactions with customers. According to Laith et al., (2012) salesman ethical behavior has a significant impact on customer relationship and commitment. When the salesman shows high ethical behavior, it means that customers will have a more trust on the organization. So the honest actions of the sales persons can increase the customer trust on salesman as well as on organization. This study is made on services industry (banking), which can be generalized in salesman behavior for dairy products. Because in dairy products there are possible chances of quality complaints which need to be tackled by salesman through their behavior. Lin (2012) also studied on ethical behavior of salesman and its impact on customer satisfaction. It shows a strong relationship between ethical sales behavior, confidence benefits, customer loyalty and customer satisfaction. It also revealed that ethical behavior of the salesperson has a noteworthy effect on satisfying customers and customer pleasure has a directly effect on loyalty to the sales person. It also indicates that sales person plays an important role in retaining customer loyalty. This study was conducted in services industry (Insurance) which can be generalized to other industries with different demographics of the respondents. An alike learning was researched by Pezhman et al., (2013) on insurance sector of Iran where they revealed that salesman ethical behavior has an important influence on satisfaction of customers. Keeping the findings of this study, another study on different industry and on different demographic profiles can be suggested for future researchers. Hazrati et al., (2012) studied on Panasonic and Sony electronics products in Iran where it was concluded that salesman ethical behavior has a significant relationship with customer satisfaction. During the survey of this research, a non cooperation and carelessness was observed from respondents and salespersons respectively. Therefore for future researchers a strong survey infrastructure should be used where non cooperation and carelessness among respondents and salespersons must be eliminated. So for future researchers, a different industry with different demographic profile customers is suggested. The study about effects of salesman behavior on customer satisfaction with mediating of product contamination and supply uncertainty is still under research in packed milk segment of Pakistan. This segment of study will help all the tetra pack companies in availability of quality products with the help of ethical behavior of salesman resulting in customer satisfaction and loyalty.

Salesperson Behavior:

Ethical & Listening Behavior:

Evans et al., (2012) described that ethics is connected with sales execution in light of its part in growing commonly advantageous organizations with two basic partners, customers and salespeople, and they urge specialists to direct experimental studies investigating the connections between ethics related variables and sales execution measurements. Multilevel reliability examination has demonstrated that a customer's connection to the salesperson brings general faithfulness for the firm (Sun & Lin, 2012). Researchers analyzed the impact of forefront service workers disposition and practices (e.g. worker compassion, engagement, esteem conveyance rehearses, and able to use both hands conduct) on customer social results in a dyadic manner. Moral sales promotion for customers assumes a huge part in business (Yusuf, 2010). At the point when a salesperson's conduct is seen as moral, the organization is additionally seen as moral (Lin 2012) and a salesperson with great ethics could set up a good

organization with the customer, consequently getting the consumer loyalty and trust (Hazrati 2012). If the salesperson gives right data, then the customer will feel more fulfilled by the service and the trust and fulfillment will be trailed by listening in on others' conversations suggestions. In this manner, it is clear that the positive moral sales conduct will diminish the exchange costs that outcome from false data and accordingly have a constructive outcome on consumer loyalty (Lin 2012). Researches show that effective relationship promoting endeavors enhance customer steadfastness and firm execution through more grounded social bonds (Alrubaiee and Alnazer 2010; Alrubaiee 2012).

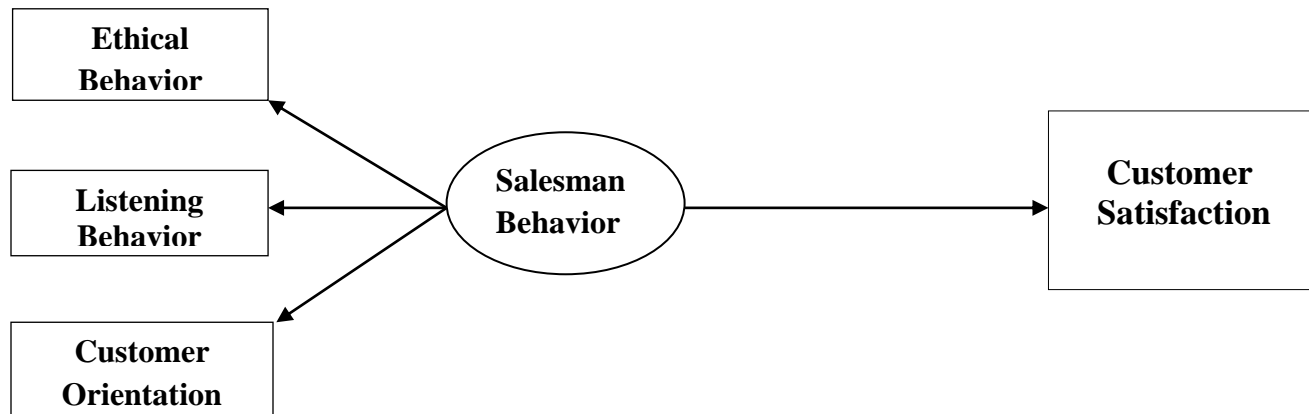
Customer Orientation:

In today's focused offering environment, organizations are deliberately activating to set up manageable points of interest in the commercial center through viable relationship advertising and customer orientation techniques (Deshpande et al., 1993; Morgan and Hunt 1994; Ramani and Kumar 2008). It is all around bolstered that customer arranged practices assume a basic part in affecting purchaser view of trust in B2B sales cooperation (Newell et al., 2011). Customer orientation is a bunch of benefits in sales which points on customer needs and fulfillment considering these as the need of a salesperson (Drucker, 1994). Homburg et al., (2011) define useful customer orientation as an arrangement of errand related practices went for helping customers settle on agreeable purchase choices. A salesperson's customer orientation concentrates on customer needs, the thought of customer hobbies by giving helpful customer arrangements, and the conclusion of sales through a communitarian treatment of any protests that may be put by a customer (Homburg et al., 2011). Additionally, in a versatile offering setting, which is a customer driven sales conduct, the characteristic inspiration of a salesperson assumes an imperative part and is absolutely connected with customer orientation (Roman and Iacobucci, 2010). Furthermore, normal prize systems have a constructive impact on effort and attention, and are in this way of compelling significance for consistent customer orientation in salespeople (Lee and Turban, 2010). However, to a salesperson, customer orientation is a vital occupation asset that upgrades his/her engagement with the employment (Zablah et al., 2012). In a sales connection, customer orientation in salespeople will lead them to recognize the customer's requirements, present answers for the customer, participate in shared treatment of any protests raised by the customer, and close sales by both utilizing educational shutting procedures and considering the customer's advantage (Homburg et al., 2011). Customer orientation in salespeople additionally goes about as a natural help on the grounds that it empowers them to serve their customers and satisfy their needs too (Zablah et al., 2012). Consequently, customer orientation in salespersons prompts customer situated sales experiences that are pointed towards accomplishing a concurrence with customers. In such sales experiences, a customer arranged salesperson connects with customer to comprehend complaints and arrange those protests through information closing (Homburg et al., 2011). Among a few different points of view on customer orientation, specialists have considered salespersons' customer orientation as a passionate venture that propels salesperson to convey more elevated amount of execution (Singh and Koshy, 2012). Salespeople with more noteworthy levels of customer orientation have long haul center, larger amounts of sympathy and the capacity to control/manage feelings of both self and customers (Pettijohn et al., 2010). Singh and Koshy (2011) found that a customer oriented salesperson is more prone to make esteem for the modern purchaser, and late discoveries from Homburg et al., (2011) uncovered that customer orientation builds customer devotion to the firm.

A salesperson's customer orientation and the relationship in the middle of that and their execution have been examined by a few scientists, and the discoveries range from the relationship being straightforwardly straight (Boles et al., 2001) to, all the more recently, being curvilinear (Homburg et al., 2011). On the other hand, there exists an absence of clarity in the matter of the relationship between a salesperson's particular practices and the aptitudes they have (which, thusly, impact the adequacy of

his/her customer orientation) in clarifying fluctuation in his/her sales execution (Wachner et al., 2008). Generally speaking, this includes further exact confirmation with respect to the key part of the customer orientation of bleeding edge service representatives in the service firms' prosperity (Coelho et al., 2010; Subramony & Holtom, 2012).

Theoretical Framework:



Methodology

The rationale behind this research to conduct in quantitative measure is that researcher is trying to confirm the viability of salesman behavior on customer satisfaction in dairy sector retail. In this way, for this specific reason, creator needs to apply factual strategies or to utilize quantitative methods so we have quantitative figures as proof. The effect trade examining so as to mark tools and salesman behavior is recognized them through mixture of angles and is advised accordingly in this research. The elements affect the customer satisfaction which is checked with the assistance of broad literature in past part. With the intention that these tools will affect the customer satisfaction at dairy sector this study is aiming to involve the level of effect and nature of effect of these tools on customer satisfaction. Things being what they are, here a critical question emerges that whether the customers are fulfilled by salesman behavior or not? In this study different variables that go under the classification of customer satisfaction are talked about and with the assistance of literature their viability is concentrated on to bolster the concept of this study. This study is especially conducted on retailers of dairy industry of Lahore, Pakistan, that whether the retailers of this city are fulfilled by salesman behavior.

Consequently 500 people were come to (that were retailers of dairy handlers and were requested to fill the reviews) out of which 391 respondents have completed their surveys and returned back to the producer. For this study, respondents were picked by applying a testing method which is known as 'convenience examining'. Surveys were hand passed on to those respondents and were assembled after the productive satisfaction by the respondents.

With the completed goal of data examination, a help was taken from the product which is AMOS (Examination of Moment Structures). Data was entered in this product and diverse tests were joined with check the validity and relentless nature of the instrument in like manner with the help of responses got in sort of this audit. Relationship between the dependent and independent variables was in like way checked and some other quantifiable tests were additionally associated with fortify the study, which were further brought into the data examination territory

Hypotheses

H1: There is a relationship between salesman behavior and customer satisfaction.

Data Analysis

Table 1 Demographic profile of respondents

Respondent Demographics	Frequency	%
Age (N = 391)		
25-30	27	7
31-35	42	11
36-40	38	10
41-45	60	15
46-50	75	19
51 years and above	149	38
Gender (N = 391)		
Male	391	100
Female	0	0
Income(N=391)		
PKR. 30,000 – PKR. 50,000	123	31
PKR. 51,000 – PKR. 70,000	220	56
PKR. 71,000 – PKR. 100,000	15	4
PKR. 101,000 and Above	33	9
Qualification (N = 391)		
Under Graduation	292	75
Graduation	84	23
Masters	05	2
Mphil	0	0
PHD	0	0
Shop Classification(N=391)		
Departmental Store	124	32
General Store	236	60
Bakery	14	4
Pan shop	9	2
Patro Marts	8	2

Table 1 shows that out of 391 respondents, the age of 27(7%) respondents are between 25-30, 42(11%) within 31-35, 38(10%) within 36-40, 60(15%) within 41-45, 75(19%) within 46-50 and 149(38%) are above than 51 years age. All respondents are males. The income of 123(31%) respondents falls between 30,000 to 50,000, 220(56%) respondents from 51,000 to 70,000, 15(4%) from 71,000 to 100,000 and 33(9%) respondents earn 101,000 and above income. The above table shows that 292(75%) respondents are undergraduate, 84(23%) graduate and only 5(2%) respondents hold masters degree. 124(32%) respondents are from departmental store, 236(60%) general store, 14(4%) bakery, 9(2%) pan shop and 8(2%) from petro marts.

Descriptive Summary**Table 2 Descriptive Statistics of Questioner Items**

Items	N	Minimum	Maximum	Mean	Std. Deviation
Salesperson asks probing questions	391	1	5	4.45	.737
Salesperson asks continuing questions	391	1	5	4.53	.709
Salesperson asks clarifying questions	391	1	5	4.43	.748
Salesperson restates	391	1	5	4.27	.841
Salesperson summarizes	391	1	5	4.16	.897
Salesperson helps out the shopkeeper	391	1	5	3.92	1.034
Salesperson answers my questions	391	1	5	4.07	.967
Salesperson tries to give me an accurate expectation of the product	391	1	5	3.77	.916
Salesperson tries to influence me	391	1	5	3.77	.987
Salesperson helps me in making a better decision	391	1	5	3.59	1.123
This salesperson is friendly and approachable	391	1	5	3.80	.966
This salesperson is sincere.	391	1	5	3.65	.932
This salesperson is honest	391	1	5	3.42	1.026
I feel very little risk when dealing with this salesperson.	391	1	5	3.34	.944
I would purchase the offering of this salesman again	391	1	5	3.40	.889
Overall I am satisfied with the company.	391	1	5	3.63	1.021
Company staff always understands our needs.	391	1	5	4.51	.708
It is easy to contact to the company representatives.	391	1	5	4.42	.747
The company always putts our interests first.	391	1	5	4.26	.842
Staff of the company has the ability to do the best for me.	391	1	5	4.15	.896

The information in this study was gathered through examiner comprising of 4 variables i.e. listening behavior, ethical behavior, customer orientation, and customer satisfaction. There was absolute 20 things to gauge the reaction of respondents. Inquiries were asked on five-point Likert Scale Mean scores of diverse things range from 3.40 to 4.51 and the estimation of standard deviations range from 0.708 to 1.034.

Table 3 Reliability of Measurement

Constructs	Valid N	Number of Items	Cronbach's alpha
Listening Behavior	391	5	0.791
Ethical Behavior	391	5	0.870
Customer Orientation	391	5	0.810
Customer Satisfaction	391	5	0.777
Over all	391	20	0.821

The above table demonstrates the unwavering quality of every measure of the questionnaire. For the given specimen Cronbach's Coefficient alpha differs from .777 to .870. listening behavior with 79%, ethical behavior with 87%, customer orientation with 81%, and customer satisfaction with 77%. The high Cronbach's alpha worth for every build infers that they are inside reliable. The general reliability of questionnaire is 82.1%.

Table 4 KMO and Bartlett's test

Constructs	No of items	KMO Measure of Sample adequacy	Bartlett's Test of Sphericity Chi-Square	Bartlett's Test of Sphericity Significance
Listening Behavior	5	.858	1384	0.000
Ethical Behavior	5	.665	612	0.000
Customer Orientation	5	.896	4295	0.000
Customer Satisfaction	5	.789	1821	0.000

The estimation of KMO=0.5 is poor, KMO=0.6 is satisfactory and KMO=1 is more suitable for component investigation. On the other hand, Hutcheson and Sofroniou (1999) further explain that (KMO=0.5 and 0.7) considered as inadmissible and (KMO=0.7, 0.8), (KMO=0.8 and 0.9) considered as acceptable where as quality over 0.9 is considered as outright impeccable Hinton et al., (2004). Taking into account Hinton (2004) it is delighted from table 4 that estimation of KMO for every construct is well above adequate level of KMO =0.858 for listening behavior, KMO =0.665 for ethical behavior, KMO =0.896 for customer orientation, KMO =0.789 for customer satisfaction which demonstrates that it merits conducting variable investigation for the situation of the present information.

Table 5 Eigen values and total variance explained

Constructs	Components	Initial Eigen values		
		Total	% of variance explained	Cumulative % of variance explained
Empathetic Listening	Comp 1	8.341	73.641	73.641
Ethical Behavior	Comp 1	3.931	77.432	77.432
Customer Orientation	Comp 1	4.677	45.743	45.743
Customer Satisfaction	Comp 1	5.837	63.250	63.250

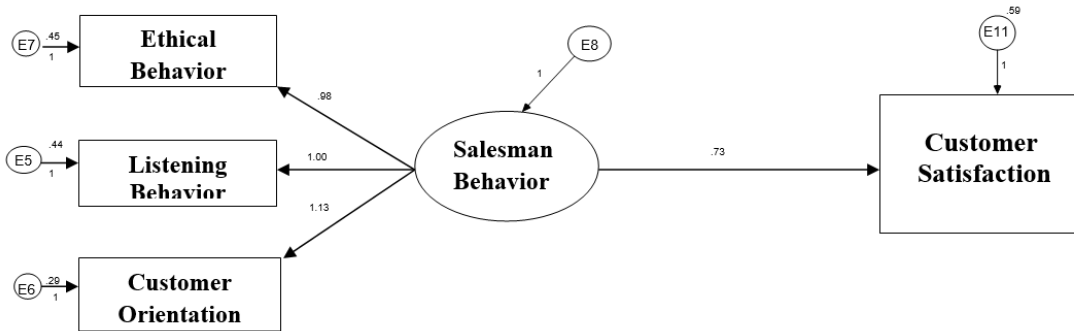
For the most part those segments of a construct thought to be the principal segments that have an eigenvalue more noteworthy than 1 and they are utilized for further investigation. The above table contains all Eigenvalues and additionally shows downright fluctuation explained for the constructs. Stand out principal segment was extricated from each of the three constructs by using the PCA extraction technique: EL (comprised of 5 things explaining 73.64% fluctuation), EB (comprised of 5 things explaining 77.43% difference), CO (comprised of 5 things explaining 45.74% difference), and CS (comprised of 5 things explaining 63.25% fluctuation)

Structure Equation Model

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 455
 Number of distinct parameters to be estimated: 61
 Degrees of freedom (455 - 61): 334

Path Diagram



Interpretation:

In the above figure 2, the regressions coefficients are shown with one headed jolts which depict the conformity in consumer loyalty (dependent variable) in light of a unit change in independent variable (customer satisfaction)

Table 6: Regression Weights

	Estimate	S.E.	C.R.	P
Customer’s Satisfaction Salesman Behavior	.727	.074	9.805	***

The above table demonstrates the regression values with their P-values for conceivable acknowledgment or dismissal of Null-hypothesis. In the above table estimate value demonstrates the adjustment in dependent variables because of unit change in independent variable while P qualities help us to accept or reject the hypothesis.

Table 7 Hypothesis Results

Hypothesis	Comments
There is relationship between salesman behavior and customer satisfaction.	P-value (***) (.727) Regression Estimate Supported with 1% level of Sig

Discussion and Conclusion:

The main model of the study analyzed for mediation analysis by structure equation modeling (SEM) through Amos software to test the main question of this study i.e. does the salesman behavior effect the customer satisfaction? This study concentrates on comprehension the impact of salesman behavior on customer adapting methods, satisfaction, and behavioral aims in the connection of dairy sales services. Results from this study demonstrate that customer orientation prompts more grounded salesmanship abilities in salespeople, as they have higher level of learning around customer needs. Salespeople with more noteworthy levels of customer orientation have long haul center, more elevated amounts of compassion and the capacity to control/direct feelings of both self and customers (Pettijohn, Rozell and Newman, 2010). Results from this study demonstrate that customer orientation prompts more grounded feeling regulation capacities in salespeople. Our discoveries emphatically recommend that a customer-situated salesperson puts additional exertion in understanding and directing the customer's feelings to impact customer inclination in a constructive manner. This makes the salesperson successful in sales transactions and bringing deals to a close through clear customer understanding. Results from our study propose that customer orientation works through salesmanship abilities and feeling regulation to convey sales execution. This study propels an option point of view on customer orientation by proposing that the relationship between a salesperson's customer orientation and customer satisfaction is best clarified through a mediational system. Late research has additionally scrutinized the significance of customer orientation regarding its impact on results esteemed by chiefs (e.g. Franke and Park, 2009). The finding that salespersons' behavior improves salesmanship aptitudes and feeling regulation capacity bolsters the thought that behavior impacts sales execution by upgrading a salesperson's fit with the requests and estimations of a sales work (Edwards, 1996).

Limitations:

There are number of imprisonments that this study faced. As an issue of first significance, customer satisfaction is the component where differing affiliations coordinate to satisfy their needs. This study is simply coordinated by coming to retailers working on better places. In like manner, just tetra milk industry bit in Lahore was revolved around that does not relate to the state of entire nation as the topographical condition in each extent would be specific.

Another containment is that, this study just covers the relationship of milk industry particularly included with tea whiteners however dairy region of Pakistan spreads exchange things like yogurt, milk, margarine, thus forward also.

This examination is an explorative examination led with the perspective to study inside and out the essential builds of salesman behavior. These proposed measurements of salesman behaviors can help to study customer satisfaction with an alternate point of view.

1. The examination is just led on retailer's perspective. The poll can be created for direct customers to investigate the satisfaction level of direct shoppers too.
2. Further studies can likewise incorporate the variables like media promotion as autonomous variable and merchant's business enthusiasm as interceding variables to definitely perceive the customer buy expectations and satisfaction level.
3. Keeping in view the span of the populace the specimen size can be an inquiry for any examines. The study is led in the center point of tea whitener purchaser and dairy consumption point i.e. Lahore. While different urban communities particularly remote territories are excluded in the exploration. Further specialists can incorporate the members of differed urban communities to reach more precise discoveries and suggestions.
4. The study is directed in an invented set up with no impedance with the respondent with close finished survey. Meeting routines can likewise used to further upgrade the legitimacy and

unwavering quality of the examination. The same number of shrouded estimations and remarks can just be removed by testing into the issue through immediate and roundabout inquiries of meetings.

Future Research Dimensions

Considering the study's suppression, number of future examination headings can likewise be drawn. As an issue of first essentialness, an expanded study may be finished by get-together information from retailers and direct clients. The meeting procedure can likewise be utilized as a part of request to get precise data. . This information gathering must be done all over the Pakistan and on all urban communities. The expansion in independent variable and mediating variable may improve the extent of the study. The feeling of real partners, for example, managers and customers with respect to product nature of an association would help in prepping further the estimation of salesman behavior. The religious introduction of customers in out of home fragment and different settings is additionally an imperative range to explore further. Future exploration ought to consolidate all the more adapting methodologies in the structure to inspect the administration disappointment results. In this examination we surveyed salesman behavior. Future examination ought to research the part of complaint behavior and saw recuperation endeavors to improve the outer legitimacy of the findings.

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