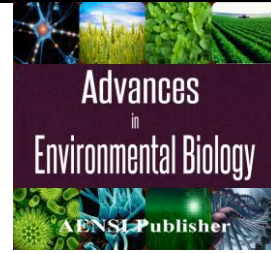




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### Studying Impact of Seller Interactive Behavior on Customer Satisfaction (Case Study: Saipa)

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#### ABSTRACT

Seller as leader of the exchange process through the use of behavioral styles vendors can have a huge impact on the fruition of the efforts of various units such as marketing department. This study was conducted to evaluate the impact of interactive behavior vendor customer satisfaction in Saipa that the vendor includes five interactive behavior of idealized influence, inspirational motivation, behavior, stimulate rational behavior, the behavior of individual considerations and sale of intelligent behavior was assessed by questionnaire. The population sample of 385 questionnaires that all car buyers dealers Saipa in Tehran in 2014, is distributed. Descriptive research method is as causal - comparison. To analyze the data using SPSS correlation coefficient, regression testing and Friedman rank test was used. The results indicate a positive relationship with all aspects of interactive vendor customer satisfaction. Vendor interaction between behaviors, behavior of individual considerations is most relevant to customer satisfaction. The results also indicate that the interaction between the behavior of the seller, the four dimensions (the behavior of idealized influence, inspirational motivation, behavior, attitudes and behavior of individual considerations intelligent sales) are positive and significant impact on the effective implementation of the strategy and only stimulate rational behavior in the regression equation. The results show that the interaction between the behavior of the person with the highest rank and priority considerations seller behavior and individual behavior are the lowest rank and priority considerations.

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#### INTRODUCTION

Certainly, profitable growth in the market is one of the main goals of institutions and businesses and one of the most important factors in evaluating the growth and profitability of these institutions is also its sales. To achieve sales and market share, continuous compliance with the expectations and needs of our customers is the key to corporate success and when it is possible to achieve success in the principles and techniques of sales, a good deal of professional sales force is applied. The method of selling products is especially in the current era, the establishment of a long-term relationship with the customer. A vendor who can attract customers, convince them to buy the loyalty of its creation and is a step ahead of other vendors of goods and services. That's why the quality of the relationship and the importance of sales concern the scientific and business research [8]. Interaction with customers, vendors and is considered to be an important factor affecting the performance of the vendor [9]. Seller's important role in developing, maintaining and servicing customers through improved customer satisfaction, commitment and confidence in them and eventually create loyal customers playing. Companies' retailers with high ability in the use of interactive behaviors with their clients have the potential to gain competitive advantage. Thus, interaction with customers plays an important role in the sales process. Vendors can improve the long-term relationships with customers that ultimately lead to improved performance, competitive advantage for the company to make. Consumer satisfaction is defined as evaluating the overall consumer experience and use of goods and services at any time. To keep customers satisfied, companies need to improve their performance in a highly competitive business environment to achieve sustainable competitive advantage. The main result is the customer satisfaction and customer loyalty, companies benefit from a lot of loyal customers due to increased rates of repurchase, many potential buyers, prices tend to be higher, positive

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behavior advice and replacement costs low. Due to the high value of the dealer in customer satisfaction, this paper examines the impact of vendor interaction with the customer satisfaction survey. Also determine which of the five aspects of behavior and that includes interactive vendor (seller idealized influence behavior, behavior, motivation, inspiration seller, stimulate rational behavior seller, the seller of personal considerations and sale of smart dealer) on customer satisfaction is more effective? So far, studies have been done in the field of interactive marketing, however unfortunately comprehensive investigation on the effectiveness of interactive behavior with customer satisfaction seller there. So now trying to address this gap in research on the effectiveness of interactive vendor and customer satisfaction are examined.

## 2. Theoretical Framework:

### 2.1. Relationship-oriented sales:

Unlike traditional sales or relationship-oriented sales transaction based on the necessity of forming relationships with existing and potential clients in all stages of the sales process is emphasized. The seller can be raised as communications director. Future sales opportunities depend on the quality of the relationship, as it is perceived by the customer [3]. Communication and buyer-seller relationship of trust at an early stage has a vital role in contributing to the seller [7]. The application of sales-oriented relationship of personality, individual skills, strategies, and processes and seamlessly integrate it, is always supported. Character style applied to understand the character of the buyer. Individual skills mean that the seller is the influence of the buyer. The seller's goal against the negative effects and enhances positive effects [6]. Traditional sales transaction based companies that want to communicate motion should have a careful look at all aspects of sales management such as the recruitment, training, and sales plan reward [13]. What is important is the buyer-seller relationship. The seller is said to cause adapt interactive strategies [11].

### 2.2. Relationship marketing oriented levels:

In the first phase, a subtle form of relationship marketing-oriented database (tool-based technologies by companies to manage their business and customer information to be used), uses. In the second (wider), relationship marketing orientation on the relationship between business and customer focused with an emphasis on customer retention. It is, at this level of relationship marketing oriented exception of relationships with suppliers and other trade partners, social or other relationships. At the third level (at a broader level), as a form of sharing customer relationship marketing oriented, will be considered. So that the buyer in the design and development of products or service vendor partners, so that the buyer and seller, the interaction is established and reasonable. This approach focuses on relationships as the key element of marketing; relationships are based on commitment, trust and personal relationships. In the fourth (the widest area), relationship marketing-oriented definitions have been developed, so that everything from databases to personal service, loyalty programs, brand loyalty, internal marketing, and social and personal relationships, strategic ties combined and integrated [6] and [10].

### 2.3. Interactive behavior of seller:

Leader seller of the exchange process through the use of behavioral styles vendors can have a huge impact on the fruition of the efforts of various units such as marketing department. The leading vendor defined by the interaction with customers. Interaction with customers is provided by the seller, the seller is deemed to be a strong factor and can lead to increased customer satisfaction and loyalty of its customers and consequently leads to repurchase the product. Thus it can be argued, interactive behavior dealer sales performance impact. The fundamental role of providing a link between the buyer and seller company [12]. A high level of consumer confidence in the evaluation of the product or service by the customer during the impact and value to the customer's relationship with the company increases [2]. Behavior in dealing with customers shows that the seller can be a leader-member exchange theory and the theory of transitional leadership discussed. By combining these two approaches and concepts of both theories, the seller of the following operating results that include:

#### 2.3.1. Idealized influence behavior:

Ideal effect refers to the behavioral characteristics of charismatic salesman and includes features such as a high level of confidence, determination; talent is immense, free of internal contradictions and conviction goals. It also features; advantages and benefits of the products offered by the seller can influence the effectiveness of these behaviors. These features can be created by a fundamental change in the attitudes of customers and the degree of customer knowledge to increase the company's goals and vision [2].

#### 2.3.2. stimulate rational behavior:

Sellers stimulate rational ideas and values that are the responsibility of the customer. Vendors challenge customers in the selection and purchases with a creative and innovative approach. This happen when the major vendors encourage customers to keep their minds open and the use of imagination in order to discover new ways

to solve old problems. It works by helping clients to develop solutions to address the challenges ahead, takes place [2].

### 2.3.3. Motivation inspiration behavior:

Customers through motivational incentives and appropriate choices are inspired by the seller for the purchase of a loyal and are committed to do [2]. Genuine dealer who has an art and knowledge needed to succeed in today's complex and competitive markets [4]. Sales began a long relationship with customers and vendors do not forget the good after-sale customer [6]. Effect on the selling point is the vendor's expertise in research is widely considered. Specialty retailer of a number of factors such as technical knowledge to assess her ability to describe and represent this knowledge, proven expertise in the relevant field and the ability and capacity of the service to our customers. In this respect, credibility, confidence, responsibility and ability to respond, is an important element of competition between the sales staff. In contrast to the above, aggression and improvisation are what detracts from the credibility and confidence in them [6].

### 2.3.4. Individual reservations behavior:

Seller to customers as supportive acts as a mentor and guide to enable the customer to meet the care and attention they need help. The clerk tried to identify individual concerns and needs of individual customers in order to enhance the ability to solve problems [2].

### 2.3.5. Smart sales behavior:

By changing the vendor and replace contact with customers during the sales perspective, this behavior shows. In this way he tries to sell the opportunity to come and assess the suitability of sales behaviors. By proceeding in this way to show appropriate behavior and adapt to the conditions [12].

## 2.4 Customer Satisfaction:

In relation to the different definitions of the concept of customer satisfaction, marketing theorists presented. Cutler, customer satisfaction as the degree to which a company's actual performance to meet customer expectations, defines [1]. If cutler is meet customer expectations and company performance, customer satisfaction and dissatisfaction is felt otherwise. Jamal And Nasser is defined customer satisfaction as a customer feeling or attitude toward a product or service after it. The researcher suggests that customer satisfaction is the result of marketing activity as acts of communication between the various stages of consumer buying behavior. For example, if customers are satisfied with a particular service, it is likely they will repeat their purchase. Satisfactory and probably others who speak about her experiences as a result of word of mouth advertising (verbal) positively affected. Dissatisfied customers are likely to cut his ties with the company and they are involved in negative word of mouth advertising. In addition, behaviors such as repeat purchases and word of mouth advertising directly affect the viability and profitability of a company.

## 2.5. Research hypothesis:

### 2.5.1. Main hypothesis:

H1- interactive behavior seller has a positive effect on customer satisfaction.

### 2.5.2. Secondary hypotheses:

H1a- seller has a positive influence on the behavior of idealized influence customer satisfaction.

H1b- behavior, motivation, inspiration seller has a positive effect on customer satisfaction.

H1c- stimulate rational behavior seller has a positive effect on customer satisfaction.

H1d- seller has a positive effect on customer satisfaction of individual considerations.

Smart Consumer behavior has a positive effect on customer satisfaction H1e- seller.

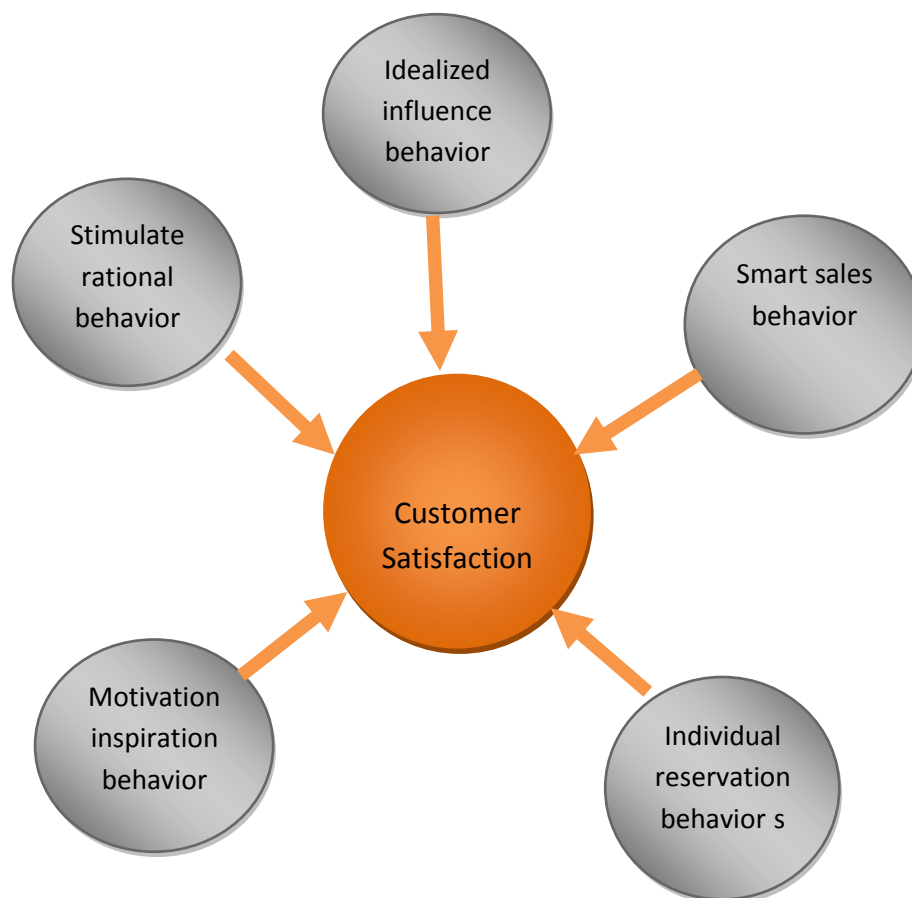
## 2.6. Conceptual model:

Figure (2) Model of research: Studying effect of interactive behavior vendor customer satisfaction

## 3. Research Methodology:

According to the method based on objective and descriptive, causal Comparison, using a Likert scale questionnaire with five options by members of the sample (Survey) were collected to test the hypothesis of a correlation testing, regression testing and Friedman rank test was used and data analysis software SPSS Was undertaken. The population consists of all buyers and car dealers sell customer Saipa are in Tehran. Sample data collection began in February 2014 in the Persian date Azar 2014 ended. Due to the cross-sectional survey method is likely over time, so the research results of the statistical population changes specific to the domain of research. Sample selection was stratified sampling method is based on the buyers Saipa car dealers in Tehran in five categories including car buyers from dealers in north Tehran, car buyers, dealers south of Tehran, car

buyers East of Tehran dealers, car buyers and car buyers on behalf of West Tehran Tehran on behalf of the research questionnaire is divided equally between buyers and car dealers Saipa in each of the regions are randomly distributed. Given that the exact number is not available to estimate the sample size formula to estimate the degree of error 5 % and maximum variance with the 50 % Used:



Davis Dyreen, (2008)

Relationship (1)

$$n = \frac{Z^2 pq}{e^2}$$

The number of samples 385 can be estimated. Stratified sampling based on the relative contribution of each of the 77 samples (20%) of car buyers and customers are randomly selected. To gather information about literature and the literature of library and taking notes and study to collect field data from the questionnaires have been used. The questionnaire consisted of two parts; an interactive questionnaire to conduct vendor and customer satisfaction questionnaire has been developed and is in the form of Likert five options. Interactive Behavior Questionnaire seller by renowned researcher in the old Davis [2] has been designed and developed. In the present study was to assess the interactive behavior of sellers and sellers of interactive behavior of the questionnaire. Customer satisfaction, according to the American Customer Satisfaction Index is designed to be used. Since the questionnaires relating to the organization and culture of their research is thus proportional to the questionnaire and questions with regard to marketing professors and our culture's localization. The questionnaire has been validated in other words, seems appropriate. If a steady questionnaire, Cronbach's alpha value is greater than 0.7. This value is closer to 1, and the higher the reliability of the questionnaire. The table below shows the Cronbach's alpha for the questionnaire and the dimensions of interaction seller and customer satisfaction are:

#### 4. Data analysis method:

##### 4.1. Demographic characteristics of the population:

The findings are based on gender, marital status, age and level of education. Based on gender, 40. Tens of men and 73% of respondents 0. Women constitute 27% of the rest according to marital status 4. 32% of respondents in the study and 6 singles. The other 67 percent are married according to age group 10. 8 percent of the respondents were between 20 and 29 years, 5. 40% between 30 and 39 years, 39. 2% between 40 and 49

years and 5 . 9% 50 years and older. The highest percentage of respondents aged between 30 and 39 years, according to Education 7. 6% of respondents had studied diploma, education level 6. 17% of respondents have an associate's degree, 8. 56 percent of master's and 9. MA is 18% higher. Most of the respondents have a Bachelor's degree.

**Table 1:** Questionnaire Reliability Calculation Results.

	Component	Cronbach's alpha value	Number of items
Interactive seller behavior	Idealized influence behavior	0.68	4
	Motivation and inspiration behavior	0.83	4
	Stimulate rational behavior	0.81	4
	Personal considerations behavior	0.71	4
	Smart sales behavior	0.86	3
Dependent variable	Customer Satisfaction	0.93	19
	Total Inventory	0.95	38

#### 4.2. Analysis of this study was to test the hypothesis:

The hypothesis of this study is to analyze the Pearson correlation test was used. The results of this test in Table 2 are:

**Table 2:** Summarizes the results of the Pearson correlation test.

Interactive behavior of the seller	Significant number (sig)	Correlation coefficient
Idealized influence behavior	.001	.537
Motivation inspiration behavior	.001	.178
Stimulate rational behavior	.004	.365
Personal considerations behavior	.001	.682
Smart sales behavior	.002	.516
Sellers of interactive	.001	.662

Given the significant correlation between the numbers seen above, which affect the behavior of ideal and there is a significant relationship between customer satisfactions. Because the value of this correlation is positive, we conclude that there is a direct relationship between customer satisfaction and idealized influence behavior. And admit that the behavior of customer satisfaction there is inspiration and motivation. Because the value of this correlation is positive, we conclude that there is a direct relationship between customer satisfaction and behavior, motivation, inspiration. And the stimulation of rational behavior and customer satisfaction, there is a significant relationship. Because the value of this correlation is positive, we conclude that there is a direct relationship between the sizes of the variable. And also between individual behavior and customer satisfaction there is a concern. Because the value of this correlation is positive, we conclude that a direct relationship between the behavior of individual considerations and customer satisfaction there. And finally admit that the behavior of an intelligent sales and customer satisfaction, there is a significant relationship. Because the value of this correlation is positive, we conclude that there is a direct relationship between these two dimensions. Overall results of Pearson correlation between vendor and customer satisfaction interactive behavior shows that, as P The value of this test less than 0.05 is the default rule area  $H_0$  and interaction between vendor and customer satisfaction admit that there is a significant relationship. The correlation value is equal to 0.662, and the fact that this correlation is positive, we conclude that there is a direct relationship between seller and customer satisfaction interactive behavior.

#### 4.3. Multiple regression analysis to compare the effectiveness of interactive behavior vendor customer satisfaction:

Variable regression equation into the core of the regression analysis is shown in the table below:

As shown in the table above is due to the significant level variable stimulation of rational behavior is more than 0.05, so the regression equation into not be delivered. The regression equation cannot be used with standard coefficients column was calculated as follows:

Customer satisfaction = 0.197 (idealized influence behavior) + 0.024 (inspirational motivation behavior) + 0.31 (personal observations behavior) + 0.154 (smart sales behavior)

So to judge the contribution of each variable to the column on customer satisfaction standardized coefficients is given as standardized beta coefficients are not the units of measurement to compare the effect of different variables, standard beta coefficients are used. There can be observed among the three variables; variable concerns the behavior of an individual with the highest impact factor of 0.489 standards. The variables that influence the behavior of ideal standards by a factor of 0.229 the second priority is, then changing the behavior of intelligent sales by a factor of 0.176 standards the third priority is finally changing behavior, motivation and inspiration with standardized coefficients 0.176 is the fourth priority.

**Table 3:** Significance of the regression coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.333	.263		5.058	.001
	Idealized influence behavior	.197	.100	.229	1.972	.004
	Motivation inspiration behavior	.024	.015	.153	4.134	.001
	Stimulate rational behavior	.019	.045	.045	1.619	.111
	Personal considerations behavior	.310	.077	.489	4.034	.001
	Smart sales behavior	.154	.072	.176	2.138	.002

a. Dependent Variable: ejrayestategy

#### 4.4. Friedman rank test:

When a researcher wants variables to the value and importance of Friedman test ratings can be used for this purpose.

**Table 4:** Friedman test statistic result.

N	385
Chi-Square	22.071
df	4
Asymp. Sig.	.001

a. Friedman Test

Given that a significant number (0.000) which is smaller than 0.05 is therefore the null hypothesis is rejected and deemed to be an approval. In other words, there is minimal difference between the two variables. The following table shows the average scores.

**Table 5:** Ranking Friedman.

	Average rating
Personal considerations behavior	.973
Stimulate rational behavior	.573
Motivation inspiration behavior	.523
Idealized influence behavior	.532
Smart sales behavior	.422

No average rating of greater importance here is the variable behavior of individual considerations are better rated and stimulate rational behavior, behavior, inspirational motivation, idealized influence behavior and behavior are smart sales in the next place.

#### 5. Conclusions and recommendations:

Given the importance of this interaction vendor and customer satisfaction, this study aimed to assess the impact on customer satisfaction was to conduct an interactive dealer, vendor and customer satisfaction results showed significant correlation between the interactive behavior and a strong are being observed, and it can be concluded that these two variables have a direct impact on each other. The results also show a significant positive correlation between all of the seller's interactive behavior (behavior of idealized influence, inspirational motivation, behavior, stimulate rational behavior, the behavior of individual considerations and sale of intelligent behavior) with the consent of the customer. The results show that the interaction between the behavior of the seller, the behavior of individual issues most relevant to customer satisfaction. In other words, companies can pay special attention to criteria such as customer support and consideration by the seller of his interests, to understand the differences by the customer and vendor to deal effectively with each sympathy their customer ties seller Well time share appropriate by the vendor to the customer and provide accurate information about the product from the vendor more than other factors may increase a person's behavior and considerations Seller interactive behavior and ultimately increase customer satisfaction provide . Regression results show that the interaction between the behavior of the seller, the four dimensions (idealized influence behavior, behavior, motivation, inspiration, and personal observations of the behavior of an intelligent sales) has a positive and significant impact on the effective implementation strategy and only provoke behavior Rational not enter the regression equation. The results show that the interaction between the behavior of the person with the highest rank and priority considerations seller behavior, which in turn reflects the importance of the subject matter purchasers of the appropriate behavior and the seller of dissatisfied with the company. And behavior of

individual concerns and priorities are the lowest rank, which indicates that the company does not use the right incentives for customers who need to reconsider this issue.

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