

ATTITUDES TOWARDS DIFFERENT TYPES OF SALESPEOPLE AND THEIR RELATION WITH PURCHASING DECISION: AN APPLICATION IN İZMİR

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Abstract

Personal selling is a very effective marketing tool that has been taking the attention of researchers. Consumers' perception about salespeople can be an important determinant of sales call's success because it is known from the behavioral theories that attitudes have an important role in shaping intentions and behavior. Thus, in this study, the authors' intention is to determine the attitudes of consumers towards salespeople. The study also focuses on the relationship between attitudes and purchasing decision. However, it is known that salespeople are classified in different categories. Hence this classification can affect the attitudes of consumers. Therefore attitudes and purchasing decision is analyzed with respect to three types of salespeople: Over-the-counter salespeople, outside salespeople and peddlers. The results show that the respondents perceive salespeople as very talkative and very insisting. However, salespeople are rated low in their personality traits. All attitude variables except 'patience' differ significantly among different types of salespeople. Also

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respondents indicated that salespeople have moderate affect on their purchasing decision. However it is seen that attitudes about salespeople and degree of impact on purchasing decision are found to have significant positive relationship.

Key Words: Consumer behavior, attitude, salespeople, purchasing decision, personal selling

FARKLI SATIŞÇI TÜRÜNE GÖRE TUTUMLAR VE SATIN ALMA KARARI İLE İLİŞKİSİ: İZMİR İLİNDE BİR UYGULAMA

Özet

Kişisel satış, araştırmacıların ilgisini çeken etkili bir pazarlama aracıdır. Tüketicilerin satışçılara ilişkin algılamaları satış görüşmelerinin başarısında belirleyici bir rol oynamaktadır. Davranış teorileri, tutumun satın alma niyet ve davranışını şekillendirmede önemli bir role sahip olduğunu belirtmektedir. Bu nedenle, çalışmada yazarlar tüketicilerin satışçılara karşı tutumlarını belirlemeye çalışmışlardır. Aynı zamanda çalışma tutum ve satın alma davranışı arasındaki ilişkiyi belirlemeye çalışmaktadır. Ancak satışçıların değişik kategorilere göre sınıflandırıldığı bilinmektedir. Farklı satışçıların tüketici algıları üzerinde etkilerinin farklı olması beklenmektedir. Bu nedenle çalışmada üç farklı satışçı çeşidi üzerinde odaklanılmıştır: Kapıdan kapıya satışçılar, tezgahhtarlar ve seyyar satıcılar. Elde edilen sonuçlar, tüketicilerin satışçıları çok konuşkan ve çok ısrarcı olarak algıladıklarını göstermektedir. Ancak satışçılar, kişilik özellikleri konusunda olumsuz değerlendirilmişlerdir. Satışçının sabırlı olması dışındaki tüm tutum değişkenleri, satışçı çeşidine göre önemli düzeyde

farklılık göstermiştir. Satışçıların tüketici satın alma kararı üzerindeki etkisinin ise orta düzeyde olduğu görülmektedir. Fakat satışçıların tüketiciler tarafından algılanması ve tüketicilerin satın alma kararındaki etkisi arasında önemli bir pozitif ilişki olduğu da görülmektedir.

Anahtar Kelimeler: Tüketici davranışı, tutum, satışçı, satın alma kararı, kişisel satış

INTRODUCTION

Marketing is a process that provides exchange of products and services between buyer and seller. For effective communication between those parties, the communicator has to reach a common understanding with the receiver of the message (DeLonzier, 1976:1; McCarty & Perreault, 1994:297). Hence, it can be said that the source is very important for effective communication.

Salesperson is one of the sources used in marketing communications. As Lawlor (1995) states “sales staff is one of the principle ingredients that determine organizational success. “The manufacturer is fully dependent upon the attitudes and behaviors of salespeople to successfully build and maintain relationships with customers” (Langerak, 2001:232). Salespeople have a very important role in creating and increasing customer satisfaction, loyalty and trust, which are the corner stones of a long-term success (Dwyer, Schurr, & Oh, 1987; Roman, 2003; Sharma, Tzokoas, Saren & Kyziridas, 1999).

Customers must first trust the salesperson in order to trust the company and its products. For this reason, customers tend to be more loyal to salespeople rather than the firm (Weitz & Bradford, 1985). Attitudes and behavior of salespeople towards the customer affect customers’ attitudes about the reliability of the products and services produced by the firm (Guenzi, 2002: 75). Therefore, it can also be said that salespeople are influential in creating an image of the

company they represent. This influence becomes stronger in services sector (Zeithaml & Bitner, 2000).

Attitudes towards the salespeople have an influence on credibility and trust in salespeople (Doney & Cannon, 1997; Dorsch, Swanson & Kelley, 1998; Odabaşı & Oyman, 2001; Ray, 1982). As a result, they have an influence on the effectiveness of the communication (Kotler & Armstrong, 2001:525). In addition, these attitudes have been found to be important drivers of customer satisfaction (Dolen, Lemmink, Ruyter & Jong, 2002; Price, Arnould & Deibler, 1995; Winsted, 1997). However, each customer may have a different attitude towards salespeople. These differences may stem from the personal characteristics of the customer, environmental conditions as well as salesperson's indifferent behavior that does not consider the differences between customers' personal traits (Jobber & Lancaster, 2003: 83). In addition, the type of salespeople considered may also be influential on perceptions and attitudes of customers towards salespeople. Therefore, to have a more successful sales process, it is necessary to understand how customers perceive salespeople and how those attitudes are affected (Futrell, 1988: 82).

The aim of the present study is therefore to identify the attitudes of consumers towards salespeople, the influence of salespeople in purchasing decision, how these attitudes and purchasing decisions differ with respect to salespeople types such as peddlers, outside salespeople and over-the-counter salespeople, and the relationship between attitudes and the influence of salespeople on purchasing decision.

This study is expected to bring a different perspective to the Turkish personal selling literature as it considers the attitudes of consumers towards different types of salespeople especially peddlers which are a common type of salespeople in Turkey. The measurement of attitudes towards salespeople in general may lead to some problems. The term 'salesperson' covers different types of

salespeople. So when the consumers are asked to evaluate salespeople, it should be made clear what type of salesperson they should consider. By this way, the images of salespeople with respect to different types will be much clearer. It enables sales managers to direct their sales strategies either to improve or to protect the general image of the salespeople depending on which category they fit in. Hence, they can develop more effective and appropriate strategies.

1. THEORETICAL BACKGROUND

Personal selling holds an important place in marketing strategies of firms. The negative attitudes towards salesmanship appear to be an important problem for salespeople and firms to reach their objectives. Those negative attitudes can even hinder salesmanship to be evaluated as an occupation (Butler, 1996: 59; Simintiras, Lancaster, & Cadogan, 1994). Obviously, existing negative attitudes towards salesmanship affect attitudes towards salespeople negatively (Dubinsky & Jolson, 1991: 655; Siminitras, Lancaster & Cadogan, 1994: 7). Sales process, which depends on interpersonal communication, should generate in an environment where the customer and the salesperson understand each other completely. Attitudes of a customer about a salesperson are very important in providing this understanding.

In literature, some researchers tried to find out the characteristics of successful salespeople. Early texts of salesmanship emphasized the importance of possessing particular personal characteristics to become effective in selling (Bernstein, 1969; Bruce, 1988; Canfield, 1961; Gilliam, 1982; Keenan, 1993; Mayer & Greenberg, 1964; Russell, Beach & Buskirk, 1974; Stanton, 1981; Williams & Seminerio, 1985). The personal traits found in successful salespeople in these studies are persistence, aggressiveness, confidence, motivation, ego-drive, empathy, energy, creativity, ability to communicate, sensitivity, tendency to plan, realistic thinking, self-discipline, intelligence, etc.

However, there is a fundamental concern about the inconsistency of what makes a good salesperson (Mathews & Redman, 2001).

The impact of these characteristics on sales effectiveness, trust, and ethics are studied by several researchers (Anderson, Hair, & Bush, 1992:42; Dubinsky & Jolson, 1991: 651; Geyskens, Steenkamp & Kumar, 1998; Greenberg & Greenberg, 1983: 30-31; Lockeman & Hallaq, 1982; Michell, Reast & Linch, 1998; Plank & Greene, 1996: 2; Rasmusson, 1999; “What Do Good Salespeople Have In Common?”, 1984: 21). A group of other studies dealt with how salespeople perceive themselves (Gillis, Pitt, Robson, & Berthon, 1998; Tadepalli, 1995; Torlak, 2003).

Having the typical characteristic traits of a successful salesperson is important; however it does not guarantee the performance. If the customers generally have negative attitudes towards salespeople, sales process may end before it starts. The attitudes of customers have an impact on purchasing behavior (Odabaşı & Barış, 2002: 157). Therefore primarily the attitudes towards salespeople should be identified and the negative aspects should be either eliminated or should be changed to form positive attitudes.

1.1. Types of Salespeople

While attitudes towards salespeople are being considered, the effect of different types of salespeople should not be neglected. In literature, there are many classifications about salespeople. In general, these classifications are done according to either the *type of the market* (retailer, final customer, wholesalers and firms), *the nature of the selling function* or *the selling place* (outside -field- salespeople and over the counter salespeople) (Mucuk, 2001: 189-191).

Different authors or researchers have named salespeople types differently. Jobber and Lancaster (2003:5-7)’s classification depends on the selling function. They grouped salespeople according to their selling function in three main

categories which are further classified as follows: **Order takers** (inside order takers, delivery salespeople, outside order taker); **order creators** (missionary salespeople) and **order getters** (frontline salespeople [further grouped as new business salespeople, organizational salespeople and consumer salespeople]; sales support salespeople [further grouped as technical support salespeople and merchandisers]).

Cemalcılar (1995) classified salespeople in nine categories with respect to the nature of sales job like: Delivery salespeople, inside order taker, outside order taker, missionary salespeople, technical support salespeople, consumer salespeople, service salespeople, relation developing salespeople, and organizational salespeople. Arpacı et. al. (1992) used the same categories as Cemalcılar (1995) did except relation developing salespeople and organizational salespeople. The grouping Tek (1997) used is similar to Jobber and Lancaster's.

Salespeople can also be grouped with respect to the selling place. Salespeople are categorized under two general names such as outside (field) salespeople and over the counter salespeople (Kılış, 1977; Mucuk, 1998). Outside salespeople visit their potential customers. This kind of selling needs much more creativity because; customers can even resist talking to the salesperson. On the other hand, over the counter salespeople do not have to look for new prospects since the customers themselves visit the retail store. Both types of salespeople primarily have to get through the same sales process. However, the customer visiting the store may somewhat be ready to buy the product or already attracted by personal and/or commercial information sources. The job of the over the counter salesperson can be easier. So over the counter salespeople can skip some of the beginning steps of the sales process (Mucuk, 1998). But the need for creativity and effort can change from product to product.

Another group of salespeople is observed in Turkey even though it is not considered in literature. These salespeople can be considered as outside sales

force but they have some basic differences. They are both the owner of their business and the only seller. They sell their products by traveling around in the neighborhoods, selling products like vegetables, fruits, home textile products, pastry, etc. This type of salespeople is common in Turkey. In this study, these salespeople are referred as ‘peddlers’.

According to the Turkish Commercial Code, Article 17 (Official Journal, 9.7.1956), peddlers are considered as legal entities since they are small retailers or tradesmen. Also Code of Public Health and Hygiene, Article 194-195 (Official Journal, 24.12.2004), mentions about peddlers. To be considered legal, these peddlers have to take working permission from the municipality. Each municipality is responsible of giving working permission to peddlers or not.

Although there are a variety of classifications regarding salespeople, for the understandability of this research, three groups of salespeople explained above, namely: over the counter salespeople, outside salespeople and peddlers are used and the study is limited only to consumer markets.

2. RESEARCH MODEL AND METHODOLOGY

2.1. Research Objectives

The main objective of the study is to determine the attitudes of the selected sample group towards three types of salespeople. It is also aimed to search the perceived degree of influence of different types of salespeople on purchasing decision.

Our first research question is “Do consumers’ attitudes towards salespeople differ with respect to their types?” Different practices of considered groups of salespeople can lead consumers to form different attitudes. For instance, it is very common for consumers to be deceived by outside salespeople. Wrong product information may be given to the consumers. Besides, the firm represented can be artificial and does not exist. Therefore, in

the case of a problem, customers can not find any responsible person to complain. In addition, the customers may be cheated about the price of the product and forced to sign vouchers which they can not give up later. These practices accelerated the formation of negative attitudes regarding outside salespeople although the consumer protection law now limits the application of these unethical sales applications. On the other hand, there are fewer complaints about being deceived by over-the-counter salespeople and there is no information about what the Turkish citizens think about peddlers.

Our second research question is “Does the influence of salesperson on purchasing decision differ with respect to the type of salesperson?” Outside salespeople use more creative selling techniques as indicated above. So they may have greater influence in closing the sale. However, as customers come to the store by their own will, over-the-counter salespeople do not have to go through the initial stages of selling process, hence can be expected to be less influential on the prospect as indicated by Mucuk (1998). The influence may be much lower in the case of peddlers. Peddlers generally sell convenience products thus the involvement level of the consumers will be lower decreasing the need of assistance for a salesperson in the purchasing decision.

The final research question is “Is there a positive relationship between attitudes towards salespeople and salespeople’s influence on purchasing decision?” If consumers have a positive attitude toward the salesperson, they will let the salesperson to assist them. Therefore, the influence of a salesperson on the purchasing decision could be expected to be greater if the consumer has favorable attitudes about the salesperson.

The research model is given in Figure –1.

“take in Figure 1”

2.2. Sample Selection

Time and money constraints limit the study to be done in İzmir, the third largest city of Turkey. Consumers living in different districts can have different income and can come from different socio-cultural backgrounds, which can affect their experiences with and perception of salespeople. Thus, to reach these different respondents, the questionnaire was applied in 5 different districts of İzmir having different socio-economic structures. Respondents were chosen by using convenience sampling in the pre-determined districts. Fifteen volunteering Business Administration Department senior students were used to apply the questionnaires in the first two weeks of October, 2003. Three students were assigned for each district. Out of 750 questionnaires, 739 were provided but after a quick glance, 16 questionnaires were eliminated because they were not filled out properly and completely. As a result, 723 questionnaires were taken into consideration which is appropriate depending on the studies of Krejcie and Morgan (1970) and Roscoe (1975).

2.3. Data Collection Devices

Data were collected by a questionnaire consisting of three parts. In the first part, there were 19 statements to evaluate salespeople. Studies trying to determine the characteristics of salespeople were examined to identify attitude statements (Anderson, Hair, & Bush, 1992:42; Gilliam, 1982; Gillis, Pitt, Robson, & Berthon, 1998; Greenberg & Greenberg, 1983:30-31; Gürdal, 1990:28; Lockeman & Hallaq, 1982; Mucuk, 1998: 208-210; Rasmusson, 1999:34-37; Stanton, 1981:406; Russell, Beach & Buskirk, 1974; Tadepalli, 1995; Torlak, 2003; “What Do Good Salespeople Have In Common?”, 1984:21). After the inspection of all the characteristics and elimination of the overlapping ones, 29 statements were gathered. These statements were revised by a group of academicians, practitioners and consumers. Among 29 statements,

7 were eliminated because they did not seem suitable. These statements were also tested on 50 consumers who are representatives of the sample group by using five-point Likert scale. The respondents were also asked to give their opinions and recommendations about the questionnaire. At the end, the results of the pre-test reduced the number of statements to 19. The ratings were provided on a five-point Likert scale.

In the second part of the questionnaire, respondents were asked, “What type of a salesperson did you consider in your evaluation?” in a close ended question. The choices were “outside salesperson”, “over-the-counter salesperson”, “peddler” and other. Respondents were asked whether they agree or not that salespeople have an influence on their purchasing decision on a five-point Likert scale. (1= Strongly disagree, 5= Strongly agree).

In the third part of the questionnaire, questions related with the demographic characteristics of the respondents were included. There were 7 questions related with gender, age, education, income level, occupation, and working status.

2.4. Data Analysis

SPSS 11.0 computer statistical program was used to analyze the data. Some of the attitude statements needed to be recoded before analysis. To test the validity and reliability of the attitude scale, reliability test and t-test were used. Other analysis applied were frequency test, mean, Anova and correlation.

3. FINDINGS

3.1. Reliability and Validity of the Attitude Scale

Cronbach alpha of 19 attitude statements is found to be 0,80. This reliability score is higher than the acceptable level of 0,65 (Nunnally, 1967).

It is expected to have mutual influence between attitudes towards salespeople and the degree of influence of salespeople on purchasing decision. Therefore it

can be assumed that the degree of influence of salespeople on purchasing decision has an impact on attitudes towards salespeople. This assumption is used to test the concurrent validity of the attitude statements. For this purpose, the five-point Likert scale used in the measurement of the degree of influence of salespeople on purchasing decision has been reduced to 2 groups: 1) People who “*strongly agree*” and “*somewhat agree*” that salespeople do affect their purchase decisions, 2) People who “*strongly disagree*” and “*somewhat disagree*” that salespeople do affect their purchase decisions. T- test analysis showed that all 19 statements differ significantly with respect to these two groups. Hence it can be concluded that the attitude scale is valid and reliable.

3.2. Findings Related With the Sample

3.2.1. Profile of the Sample

Table I gives the demographic characteristics of the sample. The male and female distributions of the sample are almost equal ($n_{\text{female}}=361$, $n_{\text{male}}=362$) as well as the distribution of marital status ($n_{\text{married}}=371$, $n_{\text{single}}=352$). Regarding the age, the sample is intensive between the ages of 18-25 (33,5%), followed by those between 26-35 (25,2%), 36-45 (18,0%) and 46-55 (13,0%). Respondents older than 56 and younger than 17 makes up the 10,4 % of the sample. The respondents are generally high school and university graduates. Nearly 75% of the sample perceives themselves in the middle-income group, 15,8 % in the low-income group, while 10,7% in the high-income group. Students and self employed respondents make up one third (33,0 %) of the sample followed by retirees, teachers, housewives, and technical employees, respectively.

“take in Table I”

3.2.2. Salespeople Type Considered by the Sample

Table II shows the salesperson type considered in the evaluations of the respondents. Most of the respondents considered “over-the-counter salespeople” in their evaluations. The second group considered is “outside salespeople”. A small percent of the sample considered “peddlers”. The reason why the total number of respondents in this question is far lower than the actual sample size is that some of the respondents gave more than one answer in “other” choice, and these answers were eliminated.

“take in Table II”

3.2.3. Salespeople Influence on Purchasing Decisions of the Respondents

Table III gives the frequency distribution and mean value of agreement on the statement that the salespeople have influence on their purchasing decision. Almost half of (49,8 %) the respondents are indifferent about the influence of the salespeople. Approximately quarter of the sample agrees that salespeople have (29,3 %) influence on their purchasing decision, while 20,8 % of the respondents do not agree that the salespeople have influence. The mean value shows that in general, the respondents are indifferent about the influence of the salespeople.

“take in Table III”

3.2.4. Attitudes towards Salespeople

The mean values of the statements are given in Table IV. The respondents evaluated salespeople the highest in being “talkative” and as “a representative of the firm”. Also they rated salespeople high in being “good at personal relations”, being “friendly”, “patient” and “knowing the needs of the customers”,

respectively. In general, the personality traits of salespeople were evaluated positively. On the contrary, salespeople got the lowest ratings on “not being insistent“, “not only aiming to sell”, “not disturbing customers with their sales talk”, and “giving importance to customer needs and wants”, respectively. These results point out that even though salespeople know the needs and wants of the customers, they do not give importance to them. Besides, they are insistent, sales-oriented and tend to disturb customers.

“take in Table IV”

3.2.5. Attitude Differences with Respect to Salespeople Type

All statements except “being patient” and “not re-visiting where they are not welcomed” differ significantly with respect to salesperson type (see Table V). In other words, mean values related with over-the-counter salesperson, outside salesperson, and peddlers differ from each other significantly.

Outside salespeople are evaluated as the most insistent, while over-the-counter salespeople and peddlers follow them, respectively. Over-the-counter salespeople are found to give more importance to their customers’ needs than outside salespeople and peddlers. Outside salespeople are found to be the most disturbing with their sales talk followed by over the-counter salespeople and peddlers, respectively. Peddlers are perceived to be the least educated on their field followed by over-the-counter and outside salespeople. Over-the-counter salespeople are most successful on forming long-term relationships with their customers, while outside salespeople are the least successful. Outside and over-the-counter salespeople are found to represent their firms better than peddlers.

“take in Table V”

3.2.6. Types of Salespeople and Their Influence on Purchasing Decision

Respondents' ideas about the influence of salespeople on the purchasing decision differ with respect to the salesperson type considered (see Table VI). In other words, the mean evaluations about how much the respondents agree that salespeople affect their purchasing decision differs significantly with respect to salesperson type.

Respondents who considered outside salespeople in their evaluations agree more with the statement that the salespeople have influence on their purchasing decision while those who consider peddlers and over-the-counter salespeople agree less, respectively.

“take in Table VI”

3.2.7. Relationship between Attitudes and Influence of Salespeople on Purchasing Decision

There is a positive and significant relationship between all the attitude statements and degree of agreement about the influence of salespeople on the purchasing decision (see Table VII). This means that if salespeople are perceived to have positive attributes, this will increase their influence on the purchasing decision of the respondents.

“take in Table VII”

4. CONCLUSIONS AND IMPLICATIONS

One of the objectives of the study was to determine the attitudes of the sample towards salespeople. The attitude scale was developed by the researchers and found to be valid and reliable. The results of the study indicate that the respondents perceive salespeople as very talkative, representative of their firms,

good at personal relations and friendly. However, they are insistent, sales-oriented, disturbing and they do not give importance to customers' needs and wants.

These ratings change with respect to the salesperson type. Over-the-counter salespeople are generally perceived more favorably than outside salespeople and peddlers. It could also result from the fact that interactions with outside salespeople are unsolicited, whereas interactions with over-the-counter salespeople typically are a result of customers' own initiative. In addition, deception of Turkish consumers by outside salespeople affected their attitudes for this type of salespeople negatively.

Peddlers are found more disturbing than over-the-counter salespeople with their sales talk. On the other hand, outside salespeople are perceived as more talkative and more educated in their field than over-the-counter salespeople. In addition, respondents were almost indifferent about the influence of salespeople on their purchasing decision. Just like the case in attitudes, salesperson type is found to have significant impact on the evaluation of this influence. Outside salespeople have the greatest influence followed by peddlers and over-the-counter salespeople, respectively.

Attitudes towards salespeople and respondents' perception about the influence of the salesperson on the purchasing decision are found to have significant positive relationship. In other words, if the consumer holds a positive attitude towards a salesperson, he tends to be affected from that salesperson more.

The results of the study have several practical implications both for domestic and foreign firms, which operate in the Turkish market as well as for salespeople and sales managers. The results of the study indicate that generally speaking, salespeople are perceived to have good communication and personal relations skills while they are poor in their personality traits. More attention should be

given to the selection of outside salespeople regarding their personalities. Also education should be given to develop their notion of customer-orientation. Peddlers should try to develop their communication skills and try to form longer relations with their existing customers. Firms and sales managers should select more persuasive over-the-counter salespeople and should try to develop their persuasive skills through education.

4.1. Limitations and Directions for Future Research

One of the limitations of the study is related with the sampling. Time and money constraints limited the study to be applied only in İzmir, the third largest city of Turkey. This restricts the generalizability of our findings to Turkish consumers.

Another limitation extends from the fact that the attitude measurement items were taken from other studies and developed by the researchers. Even though the measurement was proven to be reliable and valid, future research should continue to test the reliability and validity of the scale by adding new items and deleting some others.

Although over-the-counter salespeople got the highest rating on attitudes, they had the least impact on purchasing decision. This dilemma can be searched in the future. Influence of salesperson type on the relationship between attitudes and salesperson influence on purchasing decision should be investigated.

Besides, the same study can be conducted considering only one type of salesperson to determine how consumer's experience with the salesperson (how frequently they meet over-the-counter salespeople, outside salespeople or peddlers?), respondent demographics, sectoral differences (service-manufacturing), and product type (complex, needs demonstration, needs services, etc.) affect the attitudes of the consumers and salesperson's perceived degree of influence on purchasing decision.

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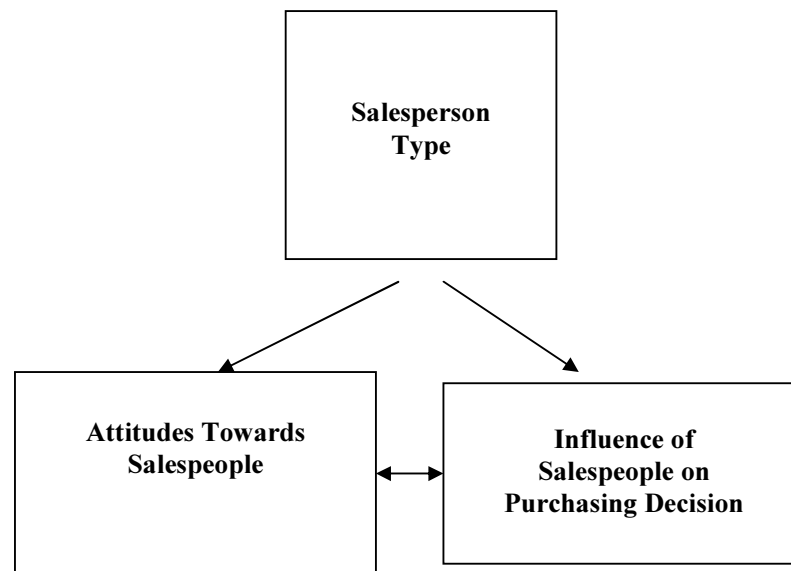


Figure 1: Research Model

TABLE I Sample Demographics

GENDER	n	%	MONTHLY INCOME	n	%
Female	361	49,9	Low	114	15,8
Male	362	50,1	Middle	532	73,6
Total	723	100,0	High	77	10,7
MARITAL STATUS			Total	723	100,0
Married	371	51,3	OCCUPATION	n	%
Single	352	48,7	Student	130	18,6
Total	723	100,0	Technical Employee	46	6,6
AGE			Retired	66	9,4
17 and below	20	2,8	Teachers	63	9,0
18-25	242	33,5	Worker	30	4,3
26-35	182	25,2	Health official	37	5,3
36-45	130	18,0	Accountant	33	4,7
46-55	94	13,0	Self Employed	101	14,4
56 and above	55	7,6	Civil Servant	37	5,3
Total	723	100,0	Housewife	59	8,4
EDUCATION			Marketing-PR. Officials	34	4,9
Illiterate	8	1,1	Unemployed	23	3,3
Literate	21	2,9	Other (*)	40	5,7
Primary School	41	5,7	Total	699	100,0
High School	358	49,5			
University	268	37,1			
Post Graduate	27	3,7			
Total	723	100,0			

- Other: Journalist, archeologist, consultant, chemist, inspector, lawyer, soldier, artist, manager.

TABLE II
Type of Salespeople Considered In Evaluation

SALESPERSON TYPE	n	%
Over-the-counter salesperson	309	47,5
Door-to-door salesperson	285	43,8
Peddler	57	8,7
TOTAL	651	100,0

TABLE III
Salespeople Influence on Purchasing Decisions of the Respondents

Agreement about the influence of salespeople	Strongly agree	Agree	Neither agree, nor disagree	Disagree	Strongly disagree	Total	Mean(*)	s.d.
n	43	169	360	95	56	723	3,0664	,9538
%	5,9	23,4	49,8	13,1	7,7	100,0		

- 1= Strongly disagree, 5= Strongly agree

TABLE IV
Mean Values of the Attitudes of the Respondents towards Salespeople

STATEMENTS	Mean	s.d
They are honest	3,0941	1,1162
They are not insistent	1,9129	1,1100
They are reliable	3,1314	1,8423
They are serious	2,8575	1,3368
They give importance to customer needs and wants	2,5781	1,2937
They do not only aim to sell	2,1784	1,2309
They sell without speaking ill of their competitors	2,9544	1,0911
They do not disturb customers with their sales talk	2,4910	1,2864
They do not re-visit where they are not welcomed	3,2891	1,0583
They are patient	3,6667	1,3329
They are good at personal relations	3,9710	1,0891
They are educated in their field	3,1549	1,3024
They transmit customer complaints to the firm	3,2697	1,3564
They are talkative	4,2918	,8787
They know the needs of their customer	3,5740	1,1132
They form long term relations with their customer	3,1079	1,1175
They are friendly	3,7123	,9834
They have a smooth family life	3,1978	,9581
They represent the firm	4,0014	1,0467
TOTAL	3,1808	0,5629

TABLE V
Differences in Attitudes With Respect To Salesperson Type (Anova Test)

STATEMENTS	OVER-THE-COUNTER(n=309)		OUTSIDE (n=285)		PEDDLER (n=57)		F
	Mean	s.d.	Mean	s.d.	Mean	s.d.	
They are honest	3,2395	1,1170	2,9123	1,0661	3,0175	1,2025	6,616***
They are not insistent	2,0356	1,1546	1,6491	,9511	2,1579	1,1921	11,739***
They are reliable	3,3139	2,5915	2,8737	,9105	3,0702	,9610	3,959**
They are serious	3,0162	1,4759	2,6246	1,1791	2,8596	1,1563	6,473***
They give importance to customer needs and wants	2,7638	1,2890	2,3614	1,2585	2,3158	1,2270	8,482***
They do not only aim to sell	2,3107	1,2615	2,0175	1,1999	2,0702	1,1158	4,434**
They sell without speaking ill of their competitors	3,0259	1,1016	2,8175	1,0689	2,9298	1,0667	2,737*
They do not disturb customers with their sales talk	2,6278	1,2512	2,2000	1,2213	2,7895	1,3328	11,003***
They do not re-visit where they are not welcomed	3,3172	1,0239	3,3018	1,0975	3,1053	1,0121	, 991

TABLE V (Continued)

STATEMENTS	OVER-THE-COUNTER(n=309)		OUTSIDE (n=285)		PEDDLER (n=57)		F
	Mean	s.d.	Mean	s.d.	Mean	s.d.	
They are patient	3,7540	1,3330	3,6316	1,3457	3,6667	1,3002	,635
They are good at personal relations	4,0097	1,0644	3,9789	1,0712	3,6491	1,2025	2,727*
They are educated in their field	3,1294	1,2777	3,270223	1,2730	2,4561	1,2966	9,648***
They transmit customer complaints to the firm	3,3981	1,3557	3,1123	1,3380	3,0175	1,3822	4,166**
They are talkative	4,3204	,8590	4,3439	,7879	3,9298	1,1317	5,780***
They know the needs of their customer	3,6375	1,1070	3,5333	1,0957	3,1053	1,0968	5,652***
They form long term relations with their customer	3,2557	1,1206	2,8316	1,0276	3,0702	1,1931	11,279***
They are friendly	3,7799	,9820	3,6561	,9970	3,4386	,9452	3,298**
They have a smooth family life	3,3139	1,0041	3,1158	,8944	3,0000	,9063	4,613**
They represent the firm	4,0356	1,0171	4,0316	1,0221	3,2105	1,2062	16,387***
TOTAL	3,2781	0,5697	3,0665	0,5295	2,9926	0,4561	14,237***

* p≤0,10

** p≤0,05

*** p≤0,01

TABLE VI
Influence of Different Types of Salespeople on Purchasing Decision (Anova Test)

SALESPERSON TYPE	n	Mean	s.d.	F	p
In store	309	2,7799	,8919	10,476	,000 ***
Outside	285	3,1228	,9544		
Peddler	57	2,8596	,9149		
Total	651	2,9370	,9351		

* $p \leq 0,10$ ** $p \leq 0,05$ *** $p \leq 0,01$

TABLE VII
Relationship between Attitudes towards Salespeople and Salespeople's
Influence on Purchasing Decision (Correlation Analysis)

STATEMENTS	r	p
They are honest	,159	,000***
They are not insistent	,081	,014**
They are reliable	,053	,079*
They are serious	,144	,000***
They give importance to customer needs and wants	,126	,000***
They do not only aim to sell	,110	,001***
They sell without speaking ill of their competitors	,117	,001 ***
They do not disturb customers with their sales talk	,150	,000 ***
They do not re-visit where they are not welcomed	,066	,038**
They are patient	,048	,099*
They are good at personal relations	,057	,064*
They are educated in their field	,093	,006***
They transmit customer complaints to the firm	,168	,000***
They are talkative	,083	,013**
They know the needs of their customer	,179	,000***
They form long term relations with their customer	,209	,000***
They are friendly	,168	,000***
They have a smooth family life	,104	,003***
They represent the firm	,140	,000 ***
TOTAL	,247	,000***

* $p \leq 0,10$ ** $p \leq 0,05$ *** $p \leq 0,01$