



Sports Sellers' Psychological Capacity Effect on Sales Amount and Client Satisfaction

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ABSTRACT

Purpose: This study aimed to evaluate the effect of the psychological capacity of sports sellers on sales amount and client satisfaction mediated by Client-centred behavior.

Methodology: The research was applied correlational. Iranian leading sports sellers were selected as a sample. Data were collected using the Lussier and Hartmann (2017) questionnaire (reliability 0.7). The PLS Smart software was used to analyse the data.

Findings: The highest correlation was observed between the variables of psychological capacities and customer-oriented behavior (0.835). The lowest correlation was between customer satisfaction and sales performance (0.211). There was a positive and significant relationship (0.79) between psychological capacities and the seller's client-centered behaviors. Client-oriented behavior effect of sports sellers on sales amount (0.78) and client satisfaction (0.65) was also positive and significant.

Originality: Considering the impact of sports sellers' customer-oriented behavior on sales and customer satisfaction, it is recommended that sports sellers pay special attention to learning and applying customer-oriented behaviors.

Keywords

Client-Oriented Behavior
Client Satisfaction
Psychological Capacities
Sales Amount
Social Exchange Theory

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1. Introduction

The products of specialized stores are sold in a specific field. Therefore, these centers need sellers with knowledge, skill, and flexibility in the field of specialized products (Iqbal & Sharma, 2012). Depending on the type of goods and products and how they are sold, the role of sellers in improving the performance of stores is more prominent (Sachdeva & Goel, 2015). Vendors play an essential role in the store and consumer relationship when shopping (Hagberg et al., 2016). Vendors provide short-term and long-term benefits to customers and retailers (Spreer & Rauschnabel, 2016). They can create value through a friendly and honest approach, ability, and knowledge to introduce the product (Edirisinghe et al., 2020). Face-to-face communication with the customer is essential for stores' profitability and strategic benefits (Lieven, 2016). Chang and Hung (2018) showed that customer-centric sales behavior directly affects customer trust and satisfaction, and these two variables also directly affect customer loyalty (Chang & Hung, 2018).

Highly skilled salespeople create positive customer experiences, increase the likelihood of repurchasing, and increase store sales (Yurchisin & Park, 2010). Successful salespeople are equipped with various sales skills, such as knowing customer needs, adapting to customer-changing conditions, identifying new opportunities, and introducing a product and information about its exceptional features (Nielson & Border, 2016). Business men are increasingly required to have the right strategy to meet sales volume targets. Moreover, given the increasingly dynamic development of technology, humans are needed quickly and appropriately to act not to be less competitive. This qualitative research uses a questionnaire to collect the data (Ilyas & Mustafa, 2022). Terho et al. (2015) investigate the sales strategy's impact on performance concerning the client-centric mediating role. Findings showed that sales strategies (segmentation, prioritization, and value-based) are related to sales performance. Segmentation strategies directly and prioritization and value-based strategies indirectly affect sales performance through customer-centric impact (Terho et al., 2015). Bande et al. (2015) showed that promoting emotional skills is an excellent way to reduce work stress and increase sales by considering the feelings and desires of the salesperson regarding the effects of emotional intelligence and flexibility (Bande et al., 2015). However, Frank and Park found no relationship between vendors' customer-centric behaviors and their performance (Franke & Park, 2006).

According to social exchange theory, creating and maintaining a strong relationship between sellers and customers plays an essential role in the performance of business-to-business sales organizations, and a positive relationship between sports sellers and customers, in the long run, will increase sales and market share (Palmatier et al., 2007). Mansouri et al. (2022) examine the relationship between sellers' ethical behavior and customer loyalty. The mediating effect of trust and satisfaction in the relationship between ethical behavior and loyalty was also assessed in the sportswear industry. Data were collected from 265 consumers. There is a significant influence between sellers' ethical behavior and consumers' loyalty. Also, satisfaction and trust mediate the relationship between sellers' ethical behavior and consumers' loyalty. Trust is also found as the most proximal antecedent to customer loyalty.

Today new technologies and high competition have created a complex environment in stores (Flaherty & Gassenheimer, 2016), so 50 percent of sellers don't achieve their sales amount goals (Ahearn et al., 2013). Therefore, sports shops are looking for ways to increase the performance of their vendors (Groza et al., 2016). Theoretical foundations of sales show that direct and face-to-face communication between the seller and the buyer is strategically essential because sellers help specialty stores to differentiate themselves from competitors (Koistinen & Järvinen, 2016). There may also be increased customer skepticism in direct buyer-seller communication, and online shopping increases to avoid confrontation (Son et al., 2017). In addition, according to different perceptions of customers, vendors' behavior in stages before and during the purchase and in repurchase can be other. Therefore, vendors need to understand the customer better and change their behavior to create and maintain a lasting advantage (Edirisinghe et al., 2020).

Customers sometimes collect product information from online information sources such as social media, so stores may incur costs in selling their products directly by not being able to use an asset called sellers (Kim et al., 2016). Client-oriented behavior is designed to enhance seller-customer relationships and increase customer satisfaction. Vendors with client-centric behaviors are more committed to realizing and providing client requests (Saxe & Weitz, 1982). These people care for their clients (Jaramillo & Grisaffe, 2009) and use other methods besides the problem/solution method (Homburg et al., 2011). Also, customer-centric vendors regularly provide their information to the customer and pay close attention to their requests so that they can identify a solution that benefits both parties (Jaramillo & Grisaffe, 2009). In addition, customer-centric vendors tend to focus on understanding customer needs and adopting behaviors that strengthen relationships (Periatt et al., 2004). According to the results of Edirisinghe et al. (2020), The first step in customer-centric sales focuses on customer needs. Although many aspects of a store, such as location, product, and price, may create a competitive advantage, skilled and trained salespeople are essential in promoting sales. Because with such vendors, customers' online shopping is minimal, and most enjoy in-store experiences (Edirisinghe et al., 2020).

In the present article, two new aspects were considered: **The first** was the psychological effect of skills on client-centered behaviors of sports salespeople and the relationship between the two variables. Because psychological capacities such as optimism and resilience can be developed (Bande et al., 2015; Youssef & Luthans, 2007). The results showed that psychological skills have a positive effect on client-oriented behaviors. Client-centered behaviors also affect sales amount and client satisfaction. Funk (2017) introduced the framework of sports experience by examining the behavior of sports consumers. The results of his research showed that this framework with a comprehensive and stimulus-based approach includes cognitive, organizational, and physical factors and increases customer satisfaction and productivity by promoting the enjoyment of sports experiences (Funk, 2017). **The second** was client-centered behaviors impact the sales of sports vendors and customer satisfaction. Sales studies show a positive relationship between vendors' client-centric behaviors and sales amount (Brady & Cronin, Jr, 2001; Homburg et al., 2011; Korschun et al., 2014; Wachner et al., 2009). The impact of customer-centric behavior on customer satisfaction has also been proven (Brady & Cronin, Jr, 2001). Hence, a lot of investment is made in promoting customer-oriented

behaviors (Homburg et al., 2011). Lussier and Hartmann examined psychological skills, client-centric behaviors, sales amount, and client satisfaction relationships.

Therefore, the notability of mechanisms and procedure needed for the marketing effectiveness relation understanding (Palmatier et al., 2007) was also considered. In addition, the mediating role in the relationship between psychological capacity and sales performance was investigated. Finally, the mediating role of client-centered behaviors in the relationship between psychological ability and client satisfaction has also been investigated. Undoubtedly, the results of this article will contain important information for stores and managers of sports production industries. Also, sports sellers can use the findings of this article to increase the efficiency of the salesforce, return on investment, and customer satisfaction.

2. Methodology

The research was applied in terms of purpose and descriptive correlation based on the data collection method. In terms of time, it was a part-time survey. Zanzan leading sports sellers (N=93) were selected as the research sample. The data collection tool was the Lussier and Hartmann (2017) questionnaire consisting of 23 closed-ended questions with a 5-point Likert scale. The questionnaire reliability was confirmed using Cronbach's alpha coefficient, combined reliability (above 0.7), and its validity was established through convergent and divergent validity based on Fornell and Larker index. Data analysis was performed using descriptive statistics and confirmatory factor analysis. The research model was presented using the structural equation modeling technique in PLS software version 3. The model was fitted in 3stages. First, external model evaluation, and second, evaluation of the internal or structural model (path coefficients, coefficient of determination, predictive criteria, and effect size) was calculated. The general research model was fitted in the third stage using Theta, NFI, and SRMR RMS indices. Finally, the hypotheses were tested.

3. Results

Due to the importance and necessity of displaying these tables and to prevent the length of the content in the findings section, descriptive results and the most important cases have been refrained from presenting the tables. 75% of the statistical samples were male, and 25% were female. 31% of the statistical models were single, and 69% were married. 9% were under 20 years old, 21% were under 25, 44% were under 35, 13% were under 45, 4% were under 55, and 9% were over 55 years old.

3.1. Fitting the Proposed Model

3.1.1. Step 1: External model measurement

In the first step, validity and reliability were measured. According to the results, both convergent validity conditions were confirmed Table 1. Fornell and Larker indexes were

used for diagnostic validity. According to the results, divergent validity was also confirmed [Table 2](#). Reliability was also confirmed [Table 3](#).

Table 1. Factor loads and AVE value of each question.

Psychological capacities		Customer-centered behavior		Sales performance		Customer Satisfaction		AVE	
0.611	Q1	0.713	Q9	0.710	Q14	0.672	Q19	Psychological capacities	0.503
0.504	Q2	0.562	Q10	0.576	Q15	0.672	Q20	Customer-centered behavior	0.524
0.751	Q3	0.619	Q11	0.609	Q16	0.718	Q21	Sales performance	0.523
0.709	Q4	0.871	Q12	0.693	Q17	0.619	Q22		
0.864	Q5								
0.809	Q6	0.709	Q13	0.717	Q18	0.687	Q23	Customer Satisfaction	0.502
0.685	Q7								
0.748	Q8								

Table 2. Variance extracted from structures and their correlation.

Variable	Psychological capacities	Customer-centered behavior	Sales performance	Customer Satisfaction
Psychological capacities	<u>0.704</u>			
Customer-centered behavior	0.342	<u>0.824</u>		
Sales performance	0.421	0.502	<u>0.632</u>	
Customer Satisfaction	0.408	0.487	0.418	<u>0.702</u>

Table 3. Cronbach's alpha values and combined reliability.

Variable	Cronbach's Reliability	Combined Reliability
Psychological capacities	0.733	0.739
Customer-centered behavior	0.901	0.903
Sales performance	0.841	0.847
Customer Satisfaction	0.899	0.904

The correlation matrix between the research variables is shown below. This matrix shows how much each variable is related and correlated with other variables. The highest correlation was observed between the variables of psychological capacities and customer-oriented behavior ($r=0.835$), and the lowest correlation was observed between the variables of customer satisfaction and sales performance ($r=0.211$) ([Table 4](#)).

Table 4. Matrix of correlation coefficients between research variables.

Variable	Psychological capacities	Customer-centered behavior	Sales performance	Customer Satisfaction
Psychological capacities	1.00			
Customer-centered behavior	0.835	1.00		
Sales performance	0.230	0.801	1.00	
Customer Satisfaction	0.299	0.713	0.211	1.00

3.1.2. Step 2: Evaluation of the internal (structural) model

Three indicators of determination coefficient, predictive criteria, and effect size were measured in evaluating the internal model. The determination coefficient of R² values equal to 0.19, 0.33, and 0.67 are considered weak, medium, and significant, respectively. In the study of predictive power, Q² values above zero are acceptable, and the closer it is to number 1, the higher the predictive power is. Values of 0.02, 0.15, and 0.35 indicate low, medium, and strong predictive power, respectively. According to the results, all values are strong, and the values of predictive power are acceptable [Table 5](#).

Table 5. Values of R² and Q².

Variable	Determination Coefficient	The adjusted coefficient of determination	Q ²
Customer-centered behavior	0.624	0.622	0.067
Sales performance	0.454	0.451	0.181
Customer Satisfaction	0.356	0.354	0.076

In the study of effect size, F² values equal to 0.02, 0.15, and 0.35 indicate one structure's low, medium, and strong effect on another, respectively. All values obtained are above average [Table 6](#).

Table 6. F² values.

Variable	Customer-centered behavior	Sales performance	Customer Satisfaction
Customer behavior	-	0.426	0.252
Psychological capacities	0.511	0.161	0.040

3.1.3. Step 3: Overall Model Fitting

Three RMS Theta, NFI, and SRMR indexes were used in the overall model fitting. The value of the SRMR index (Criteria for the average difference between data) is between 0 and 1. The value of 0.08 is the red line of this index, and in larger values, the model has fundamental defects. Theta RMS index is the practical value of the residual covariance matrix from the remainder of the outer model. In this index, a value of less than 0.12 is considered desirable. In the NFI index, the acceptable value is more significant than 0.9.

According to Table 7, all values of fit indexes were acceptable, and the model's overall fit was confirmed.

Table 7. Model fitting.

Fit indicators	Optimal amount	Obtained value
SRMR	Less than 0.08	0.074
RMS Theta	Less than 0.12	0.107
NFI	More than 0.9	0.927

The variance-based structural equation modeling method is used to evaluate the effect of model variables. The results of the research path model are presented in two modes of standard coefficients Figure 1 and significance coefficients Figure 2, and the hypotheses test results are presented in Table 8. The values obtained for the impact coefficients in the structural model are evaluated in terms of sign, quantity, and significance. The coefficient of determination is also clear. However, the coefficients of determination of 0.25, 0.50, and 0.75 have been considered weak, medium, and strong values, respectively. Its optimal value depends on the research position on the one hand and the number of latent exogenous variables related to that endogenous variable, on the other hand, whose coefficient of determination has been calculated.

The diagram shows that most of the obtained coefficients show strong and medium values. However, psychological capacities and sales performance (0.15) and psychological capacities and customer satisfaction (0.21) have weak values. The path coefficient of psychological capacities with customer-oriented behaviors of sports sellers has (0.79). Therefore, the effect of psychological capacities on positive and significant customer-oriented behaviors and the first hypothesis was approved (See Figure 1 and 2).

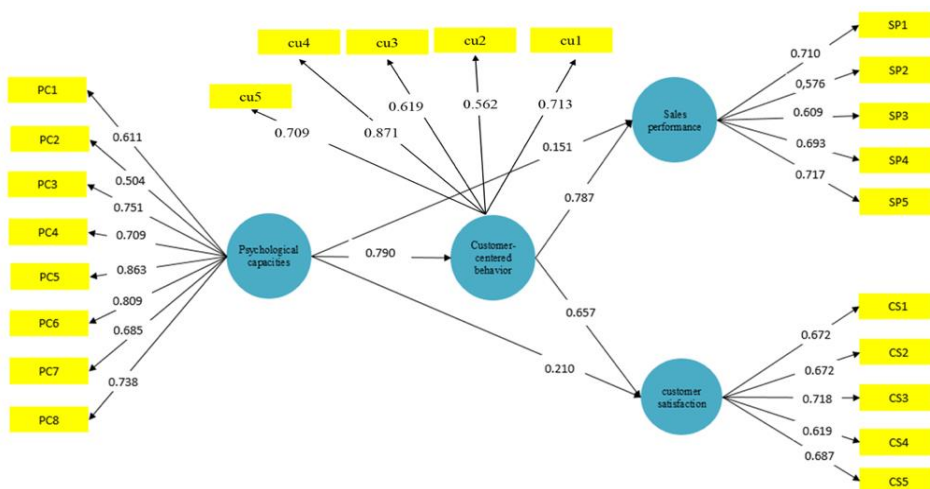


Figure 1. Research path model (standard coefficients).

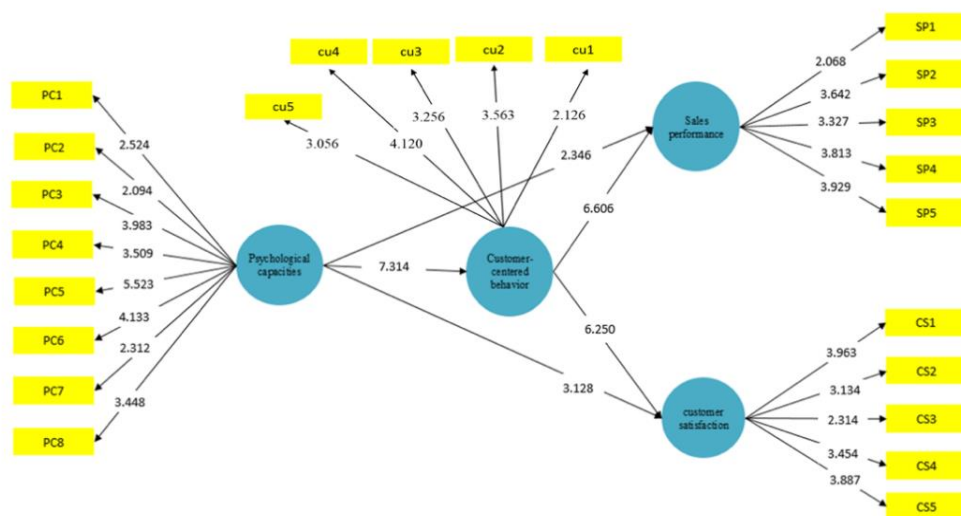


Figure 2. Research path model (significant coefficients).

The value of the path coefficient, the effect of client-oriented behavior of sports sellers on sales performance, was obtained (0.78). Therefore, the effect of client-oriented behavior of sports sellers on positive and significant sales performance and the second hypothesis was confirmed. The value of sellers' client-centered behavior path coefficient on client satisfaction was (0.65). Therefore, the client-oriented behavior of sports sellers has a positive and significant effect on client satisfaction Table 8.

Table 8. Results of research hypotheses.

Hypothesis	Path coefficient	t-value	p-value	Hypothesis results
psychological capacities, → customer-oriented behaviors	0.790	7.314	0.001	Confirmed
customer-oriented behaviors, → Sales performance	0.878	6.606	0.001	Confirmed
customer-oriented behaviors → Customer Satisfaction	0.657	6.250	0.001	Confirmed
psychological capacities, → Sales performance	0.151	2.346	0.001	Confirmed
psychological capacities, → Customer Satisfaction	0.210	3.128	0.001	Confirmed

All three mediation conditions (direct, indirect, and total effect) of client-centered behaviors of sports salespeople in psychological capacity and sales amount and client satisfaction relationship were confirmed Table 9. VAF analysis was used to determine the intensity of these relationships. This statistic is a value between 0 and 1. The closer this value is to 1, the stronger the effect of the mediating variable. The intensity of mediation of customer-centered behaviors of sports salespeople about psychological capacities with sports sales performance was 80%. Finally, the intensity of mediation of customer-centered behaviors of sports vendors in the relationship between psychological capacity and customer satisfaction was 71%.

Table 9. Investigating the mediating role of customer-oriented behavior of sports vendors

Variables	Effect type	Path coefficient	t-value	p-value	Results
Effective variable: psychological capacities Mediating variable :customer-oriented behaviors Dependent variable: Customer Satisfaction	direct	0.151	2.340	0.040	Condition1 Confirmation
	indirect	0.142	2.093	0.045	Condition2 Confirmation
	total	0.283	11.83	0.000	Condition3 Confirmation
Effective variable: psychological capacities Mediating variable :customer-oriented behaviors Dependent variable: Customer Satisfaction	direct	0.210	3.128	0.006	Condition1 Confirmation
	indirect	0.174	2.891	0.0012	Condition2 Confirmation
	total	0.383	16.509	0.000	Condition3 Confirmation

4. Discussion and conclusion

The results of the first hypothesis showed that the value of the path coefficient of psychological capacities with customer-oriented behaviors of sports vendors was (0.79). Therefore, the effect of psychological capacities on positive and significant customer-oriented behaviors and the mentioned hypothesis were confirmed. Consistent with this finding, [Lussier and Hartmann \(2017\)](#) showed that psychological skills positively affect customer-centered behaviors. Perhaps this is due to having positive moods such as optimism and resilience. Because these two important dimensions of psychological skills can play a role in increasing customer-centric behaviors. The findings of [Youssef and Luthans \(2007\)](#) also confirm this possibility. They found that positive moods, such as optimism and flexibility, lead to the development of adaptation mechanisms and problem-solving approaches. Because optimism increases the likelihood of focusing on failures as an opportunity to achieve the desired results by increasing commitment and influencing people's interpretation of situations. Also, optimism encourages a positive perception of the situation and the chance to consider them. As a result, it creates sustainable, diverse, exploratory, and client-centric behaviors. In other words, successful salespeople have a wide range of sales skills, such as knowing customer needs, adapting to changing customer conditions, identifying new opportunities, and introducing the product and information about its exceptional features ([Nielsen & Border, 2016](#)).

Also, optimism encourages people to know the impact on results and increases motivation to act. Accordingly, sellers with a higher level of optimism may experience better results in their interactions with customers. In addition, flexibility helps sellers be more resilient to problems and more prepared to face change. Therefore, a higher level of flexibility will allow vendors to perform client-oriented behaviors when faced with inconsistencies, challenges, and problems that occur to them regularly ([Schulman, 1999](#)). In addition, flexibility can enhance people's resilience in the face of inconsistencies, challenges, and failures ([Schulman, 1999](#)). Flexibility also encourages individuals to be pragmatic, strategic, and enlightened in response to failure ([Luthans et al., 2006](#)).

According to the results of the second hypothesis, the value of the path coefficient is the effect of the customer-oriented behavior of sports sellers on sales performance (0.78). Therefore, the impact of customer-oriented behavior of sports sellers on positive and significant sales performance and the second hypothesis was confirmed. Most sales studies' results indicate a positive relationship between vendors' customer-centric behaviors and sales performance. Recent Findings are aligned with the Results of (Brady & Cronin, Jr, 2001; Homburg et al., 2011; Lussier & Hartmann, 2017; Terho et al., 2015; Wachner et al., 2009). Also, Yabalooie et al. (2022) said that to develop the productivity of professional football clubs in Iran, marketing, supportive propellants, planning, and talent development are compelling and influential practical factors. So, these factors should be on the agenda of Iranian clubs' sports managers to reach a professional level. However, it contradicts the results of Franke and Park (2006), who did not find a relationship between vendors' customer-centric behaviors and their performance.

Terho et al. (2015) showed that sales are indirectly affected by customer-centric and value-based sales. Lussier and Hartmann (2017) showed that a vendor's client-centric behavior has a positive relationship with sales amount. Palmatier et al. (2007) also pointed out that establishing and maintaining strong relationships between vendors and customers plays the most important role in the performance of organizations. Therefore, most investments are spent on promoting customer-centric behaviors. According to social exchange theory, a positive relationship between sports sellers and customers, in the long run, will increase their sales and market share. Also, establishing and maintaining strong relationships between vendors and customers plays a vital role in the performance of business-to-business sales organizations (Palmatier et al., 2007). Given that the results of most studies on the subject of sales indicate a positive relationship between client-centered behaviors of salespeople and their sales amount, it can be said that customer-centered behaviors of salespeople are the main factor in increasing their sales because sellers can create value through actions such as being friendly and honest, having the knowledge, and the ability to introduce the product (Edirisinghe et al., 2020). Highly skilled salespeople also increase customer support, store support, and sales by creating positive experiences (Yurchisin & Park, 2010).

The result of the third hypothesis showed that the value of the coefficient of the customer-centered behavior of the sellers on customer satisfaction is (0.65). Therefore, the effect of the customer-oriented behavior of sports sellers on customer satisfaction was positive and significant, and this hypothesis was confirmed. Rabbani Nik et al. (2021), in the relationship between sensory marketing and customer satisfaction and loyalty in luxury sports clubs, showed factors such as the product's appearance should be considered because aesthetic features affect both emotions and perceptions of quality. Sensory marketing, consisting of sensory, emotional, behavioral, mental, and social experiences, has a vital role in customer satisfaction (Rabbani Nik et al., 2021). Perhaps this finding is because customer-centric behaviors include a wide range of actions aimed at promoting "customer satisfaction and building long-term bilateral relationships." Customer-centered behaviors include searching, assessing potential needs and solutions, providing valuable suggestions, overcoming barriers, and providing support and support throughout the sales process (Saxe & Weitz, 1982).

The impact of customer-centric behavior on customer satisfaction has also been confirmed by previous research. This finding is consistent with the results of many studies, including (Brady & Cronin, Jr, 2001) and (Lussier & Hartmann, 2017). Chang and Hung (2018) showed that relationship-based sales behavior directly affects customer trust and satisfaction. Edirisinghe et al. (2020) showed that Customer-centred sales are primarily focused on meeting customer needs. Perhaps the outstanding commitment of sellers to understanding and meeting the needs and wants of customers (Saxe & Weitz, 1982) is the reason for this finding. Increased customer care, exchange of information, and careful listening to customer feedback are also effective in discovering solutions that benefit both parties (Jaramillo & Grisaffe, 2009). Homburg et al. (2011) also showed that salespeople put less pressure on customers with customer-centric behaviors and increase their satisfaction.

Vendors play an essential role in the relationship between stores and consumers when shopping (Hagberg et al., 2016). Vendors are the main facilitators of increasing sales in specialty stores and creating customer satisfaction (Lieven, 2016). Undoubtedly, customer-centric salespeople strive to understand clients better and adopt behaviors that enhance client relationships. They also positively affect client satisfaction by identifying potential problems and solutions that the customer wants (Periatt et al., 2004). In examining the fourth hypothesis about the mediating role of client-centered behaviors of sports salespeople in the relationship between psychological capacity and sales amount, all three mediation conditions (direct, indirect, and total effect) were confirmed. The results of the VAF analysis indicated that the intensity of mediation of customer-centered behaviors in the relationship between psychological capacity and sales performance of sports vendors is 80%.

Also, in the fifth hypothesis, client-centered behaviors mediating the role of sports vendors in the relationship between psychological capacity and client satisfaction were investigated, and the above three conditions were confirmed. The intensity of mediation of client-centered behaviors of sports vendors in the relationship between psychological capacity and client satisfaction is 71%. These findings are consistent with (Bahrami et al., 2021). They showed a significant relationship between physical and quantitative characteristics and service quality with customer satisfaction. Also, there is an important relationship between customer satisfaction and the components of perceived factors, reliability, responsiveness, reliability, and empathy. In addition, the variables of physical and quantitative characteristics and quality of services are significant predictors of the variable of customer satisfaction. In that case, it can lead to customer satisfaction and more customer membership in that sports space. Also, Terho et al. (2015) examined the impact of sales strategy on performance concerning the mediating role of customer-centric and value-based sales. Findings showed that the three sales strategies (segmentation, prioritization, and value-based) are related to sales performance and directly or indirectly affect it. Classification strategies directly and value-based prioritization strategies indirectly affect sales performance by influencing customer-centricity. In addition, Lussier and Hartmann (2017) also examine psychological skills, client-centric behaviors, sales amount relationships, and client satisfaction. According to the results, client-oriented behaviors are affected by psychological skills. Client-oriented behaviors also affect sales

amount and client satisfaction. Client-centered behaviors play a mediating role in the impact of psychological skills on sales amount and client satisfaction.

Chang and Hung (2018) also showed that relationship-based sales behavior directly affects customer trust and satisfaction. Customer behavior in the pre-purchase, purchase, and repurchase stages can vary according to their perceptions. Therefore, customer perception and behavior change should be done by sellers because they are essential in creating and maintaining a lasting advantage (Edirisinghe et al., 2020). According to the results, the highest correlation between psychological capacities and customer-oriented behavior was (0.835). The lowest correlation between the variables of customer satisfaction and sales performance was (0.211). Also, a high correlation ($r = 0.801$) was seen between sales performance and customer-oriented behavior. Therefore, it can be said that by strengthening customer-oriented behaviors, sales performance can be improved. The correlation between customer-oriented behaviors and customer satisfaction is also high ($r = 0.713$), so it is possible to create more customer satisfaction by putting customer-centered behavior at the forefront.

According to the result, psychological capacities have a positive and significant effect on customer-oriented behaviors. Perhaps this is due to having positive moods such as optimism and resilience. Because these two essential dimensions of psychological skills can increase customer-centric behaviors, it is suggested that sports store managers pay more attention to these two psychological criteria (flexibility and optimism) in choosing the sales force. Also, considering the possibility of strengthening and promoting these factors, sales managers can increase sales and client satisfaction by providing the necessary training. According to the results, client-oriented behaviors are affected by psychological skills. Client-oriented behaviors also affect sales amount and client satisfaction. Client-centered behaviors play a mediating role in the impact of psychological skills on sales amount and client satisfaction. Therefore, it can be said that by strengthening customer-oriented behaviors, sales performance can be improved. The correlation between customer-oriented behaviors and customer satisfaction is also high, so it is possible to create more customer satisfaction by putting customer-centered behavior at the forefront.

Considering the impact of customer-oriented behaviors on sales performance and customer satisfaction, the training and application of these behaviors by sports salespeople are emphasized. According to the research results, sellers' customer-oriented behavior is the main factor in increasing their sales. Because customer-oriented behaviors include a wide range of actions to promote "customer satisfaction and build long-term mutual relationships." Therefore, activities such as identifying, evaluating, and meeting customer needs, providing valuable suggestions, solving customer problems, and providing the necessary support during the sales process are critical.

The research results showed that psychological capacities have a positive and significant effect on the customer-oriented behavior of salespeople. So that characteristics such as optimism and flexibility of salespeople as two psychological skills play an influential role in improving the level of their customer-oriented behaviors. Therefore, it is suggested that managers of sports stores pay attention to these two criteria in selecting and employing a sales force. Of course, considering the possibility of strengthening and

improving these two variables, sales and customer satisfaction can be increased by providing the necessary training in this field. Also, we showed that customer-oriented behaviors mediate the influence of psychological skills on sales and customer satisfaction. Therefore, it can be said that sales performance can be improved by strengthening customer-oriented behaviors. The correlation between customer-oriented behavior and customer satisfaction is also high, so it is possible to create more customer satisfaction using customer-oriented behavior.

Finally, due to the impact of customer-oriented behaviors on sales performance and customer satisfaction, training, and application of these behaviors by sports sellers are emphasized. The customer-oriented behavior of sellers is the main factor in increasing their sales. Because customer-oriented behaviors include a wide range of actions to promote "customer satisfaction and create long-term mutual relationships." Therefore, activities such as identifying, evaluating, and meeting customer needs, providing valuable suggestions, solving customer problems, and providing the necessary support in the sales process are significant.

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نقش ظرفیت روانشناختی فروشندگان ورزشی بر میزان فروش و رضایت مشتریان وفادار

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کلیدواژه

رضایت مشتریان
رفتار مشتری محور
ظرفیت روانشناختی
میزان فروش
نظریه تبادل اجتماعی

نوع مقاله

پژوهشی

چکیده

هدف: این مطالعه با هدف بررسی تأثیر ظرفیت روان‌شناختی فروشندگان محصولات ورزشی بر میزان فروش و رضایت مشتری با میانجی‌گری رفتار مشتری محور انجام شد.

روش: پژوهش از نوع همبستگی کاربردی بود. نمونه‌های تحقیق شامل تمام فروشندگان ورزشی استان زنجان بودند که به‌طور کل شمار انتخاب شدند ($N=93$). داده‌ها با استفاده از پرسشنامه لوسیه و هارتمن (۲۰۱۷) جمع‌آوری شد (پایایی ۰.۷). برای تجزیه و تحلیل داده‌ها از نرم افزار PLS Smart استفاده شد.

یافته‌ها: بیشترین همبستگی بین متغیرهای ظرفیت‌های روانشناختی و رفتار مشتری مداری (۰/۸۳۵) مشاهده شد. کمترین همبستگی بین متغیرهای رضایت مشتری و عملکرد فروش (۰/۲۱۱) بود. بین ظرفیت‌های روان‌شناختی و رفتار مشتری محور فروشندگان رابطه مثبت و معناداری (۰/۷۹) وجود داشت. تأثیر رفتار مشتری مداری فروشندگان ورزشی بر میزان فروش (۰/۷۸) و رضایت مشتری (۰/۶۵) نیز مثبت و معنادار بود.

اصالت و ابتکار مقاله: این مطالعه به تفاوت مشتریان گاه‌وبیگاه و مشتریان وفادار، توجه نموده و از این منظر توصیه نموده تا فروشندگان محصولات ورزشی، با توجه به این تفاوت، برنامه ویژه‌ای برای یادگیری رفتارهای مشتری محور داشته باشند.

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