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Review the behavioral characteristics of sellers on customer orientation, communication and customer satisfaction (Case Study: City Carpet)

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Abstract

The aim of this study was to investigate the behavioral characteristics of sellers on customer orientation, communication and customer satisfaction. This research is applied research and the method of doing research is descriptive. The study population after models in the field of carpet is the perfect model of combining the three models is selected. In this study, a questionnaire was used to collect data. In order to measure the variables of an ordinal scale in a Likert scale of five animals were used. Completing the internal consistency reliability of the questionnaire using Cronbach's alpha values were measured and evaluated. Construct validity (validity) questionnaire using confirmatory factor analysis and calculation of load factor and average variance extracted were measured. The findings of analytical and testing hypotheses, Pearson correlation analysis, structural equation modeling techniques one-sample t-test was used. The results showed behavioral attributes on customer orientation vendors and has a significant direct relationship. As well as customer orientation and customer relationship variables directly related to customer satisfaction.

Keywords: Job satisfaction, level of education / experience vendors, the quality of the relationship between client and vendor, vendor performance, customer orientation, communication, customer satisfaction.

Introduction

Studies by Mvlhrn in 1999, Nyrazh in 2001 and Rynartz in 2005 show that a better understanding of customer needs, to develop management practices and that the results of work by Brown in 2002 and in 2009 Jarre Amylv and Prysyf improves sales results. The management based on customer orientation will show better profits because their views in this way that resources are limited Then it should be used carefully in line with customer requirements to create more value in 2007. As stated Valenzuela direct improvements in business will follow. Due to the introduction Z.ltnrz, thoracic and Lvmyh in 2008 suggested that the skills, abilities, values and motives sellers will affect consumer behavior and therefore organizational performance improvement. Sachs and Weitz, who are the founders of the topic of customer-orientation in 1982 suggest that, if reluctant sellers and their buyers and the repression of customers' interest in producing goods abstain wishes can sell effectively. Williams and Weiner pointed out in 1990 that anything that causes short-term needs of the client seller of the long-term needs him the most Has little effect on customer orientation and result in sales will weaken him. The degree of customer orientation can vary according to the type of industry or target market. Hernandez pointed out in 2009 that the group's need to increase sales to customers, advise them, listen to concerns and formulate solutions to be created. Due to the importance of carpets in the economy are blind and powerful foreign competitors such as China, India and Pakistan need to create and maintain a national competitive advantage in the industry seems natural. The purpose of this study was to investigate the behavioral characteristics of sellers on customer orientation, communication and customer satisfaction resulting in increased sales in the city paving follows. While creating customer relationship and satisfaction in business relationships with customers is important, but it has paid little articles. We work on the basis of theory and Weitz laid Sachs, to examine how customer orientation and customer satisfaction in creating and improving relations and to examine the effect of lateral relations obtained. And continue to factor in this investigation will be unknown and obscure. Why in spite of and compliance with all terms and conditions satisfactory level of sales is not, and why not supply customer satisfaction. Although many factors can effect on it we will try to find a confused customer orientation that may directly or indirectly have a negative impact on sales. And we will try our best and we can provide a solution to resolve the issue of customer satisfaction we create.

According to the above, the present article tries to answer the following questions:

1. Is job satisfaction has significant relationships with customer orientation?

2. Is the level of education has a direct and significant correlation with customer orientation?

3. Is vendors experienced a significant direct relationship with its customer orientation?

4. Is the quality of the relationship between the employer and the seller has a direct and significant correlation with customer orientation?

5. Does the vendor has significant relationships with customer orientation?

6. Are customer orientation significant relationships by interacting with customers?

7. Is communicating with customers direct and significant relationship with customer satisfaction?

The main factor that has been proposed as a key factor in customer-oriented personnel operating personnel to examine three factors have been considered: Organizational commitment, job satisfaction and intrinsic motivation and their effect on the behavior of population management and customer orientation. However, in term of communication in business relationships with customers is important, but so far they have little articles. In fact, none of the articles are objective role of customer orientation as cause and effect is not reviewed.

The concept of job satisfaction

Creating "job satisfaction" in person depends on several factors that together they would achieve a satisfactory result and perhaps not a person among persons who are dissatisfied with their job of it.

Income, soul and nature of work and its social status, prestige, organizational, job promotion, security of employment, lack of role ambiguity, physical conditions, organizational structure and culture, and staff, according to the characteristics of the person, performance evaluation, fitness, flexibility, innovation and approaches and ...

Job satisfaction is of two types: The outer and inner satisfaction, Job satisfaction comes from two sources Feel the pleasure and enjoyment that as a result of his work responsibilities and his or her progress and the appearance of some individual capabilities and willingness to lose. Exterior satisfaction with working conditions and environment are linked and change, but internal factors are more stable and sustainable than satisfactory outdoors. People the satisfaction that provides jobs for them are very different. Many studies have been conducted on job satisfaction. The principle governing all research is that employee job satisfaction human needs are numerous, many of these needs, if not most of them, if he produced and are pleased to be useful in job satisfaction.

Background of Internal and External Research

Table 1. Literature Review

The results of the research and the important variables in research	research title	Researcher
The results indicate that affective commitment and normative commitment, job satisfaction and job performance and ultimately affect employment participation on job satisfaction and job performance impact.	The impact of job involvement and organizational commitment, and job satisfaction of employees in the hotel industry in Mashhad	Hamid Drakhshide
While expressing job satisfaction factors to the conclusion that managers' communication skills , Understanding their needs, attention and respect of employees including the factors affecting their job	Its managers' communication skills and job satisfaction Region 2	Farahnaz Shirmoham madi

satisfaction		
	The effect on customer satisfaction and loyalty behavior carpet sellers (vendors Carpet Central Province)	Amir Hossein Afshar
This paper examines the impact of in-service training in the workplace Bank Sepah and its effect on job performance and job satisfaction leads to positive	The effect of in-service training on the job performance of the staff of Bank Sepah Tehran	Fatemeh Ghasemi
The results from this research is that the quality of communication a major impact on the quality of customer consumption, loyalty, willingness to buy the product. The results show that customer satisfaction has a positive result on relationship quality on customer attitudes and this in turn increases the company's profits and the value of customer life cycle.	The relationship between customer relationship management and quality associated with the value of customer life cycle in private banks (Bank)	Elham Salariyeh
	Effect of customer relationship based on customer satisfaction as a mediator Innovation (Mashhad Municipality)	Seyed Mojtaba BaradaranMohsenian
The results of tests, customer-oriented, sales-oriented sales skills and a positive and significant impact on vendor performance?	Oriented and customer-oriented sales impact on the performance of the sales force selling skills with emphasis on the role of moderator (representatives of insurance companies in the Asia-Mashhad)	Mustafa Mhrafrvz

Iran rubber industry journal, 68, pp 46-34	The impact of market orientation on performance in the third millennium (from the perspective of customer satisfaction)	Amini, d. Habibi
This study of the impact of the three dimensions of customer orientation and customer relationship management, human resources and technical resources on the capabilities of customer relationship. The results show that the positive impact of customer orientation and customer contact technology with the capabilities of customer relationship there	Factors customer-oriented and customer relationship management and communication capabilities (Alborz Insurance Company)	Atiye Nouri Zade Ghasri
This study examined the impact of the conceptual aspects of customer relationship management on customer satisfaction	Effect of customer relationship management on customer satisfaction	Reza Balaghi Enaloo
The findings suggest that the interaction between vendor and vendor performance in the industry there is a significant relationship between audio and video.	Vendor and customer interaction with the vendor	Abolfazl Tajzade Namin
	Customer Satisfaction Survey and private fitness clubs Gorgan	Neda Salamat
Seven factors as job satisfaction raised important factors include: the provision of material and spiritual needs, relationships with colleagues and customers, nature of work, relations with supervisors, dignity, responsibility and respect, workplace and organizational climate are factors on customer-oriented and ultimately it affects customer satisfaction and loyalty.	Important factors for job satisfaction	Mohammad Khodayari
All research showed that communication skills and good human relations are the most important determinants of customer satisfaction in banks.	The relationship between communication skills and job satisfaction with customer satisfaction Bank Saderat Iran	Simin Jafari
Journal of Management Studies improvement and transformation of the spring 87) 57(	Customer relationship management and customer satisfaction	Kamran Feizi

In this study, please adaptive behavior and quality plan seven hypothesized relationship between sales performance and job satisfaction working relationship with vendors is investigated.	The relationship between job satisfaction and the quality of working relationships with vendors and role model behavior and performance of USB On Sale	Kambiz Heidarzadeh
	The effect of business and customer relationship management in business	Zainab Tucker
Despite the fact that value creation in business relationships is very important but has little relevance to the nature of the soul create or destroy value in B2B sales is customer-oriented. In addition, very few studies have been done on Argham markets, especially in the BRIC countries is small-scale and medium-sized paper explores sale - customer-oriented and customer-oriented and value creation in eliminating the sales value orientation is discussed. Create value, improve relations and customer satisfaction as a direct result of customer orientation has been achieved. On the other hand, sales of value despite short-term returns is to take Abyan. Also found that customer satisfaction is unrelated to trends seller.	Is customer orientation dealer in B2B relationships will create value? Case Study: India	Ramndra Sin, Abraham Cauchy
	Quality of service and quality management services	Gongoloye and Roy

Although the concept has been analyzed in an individual sense, but how do vendor That brings fully be evaluated case has been largely ignored. This study examines the role of the employer in creating the concept of vendor relations and working in a cross-cultural mix. For a better understanding of how different work cultures of East and West together with data from Canadian and Chinese telecommunications industry collected The results show that progress depends on the percentage of Canadian culture, customer orientation and vice versa. In China, the quality of relationships with the employer is responsible for this role. And thus the owners of a particular industry must consider the culture of your employees.	Effect relationship between the vendor and the client on the quality of work, study, Canadian and Chinese sellers	Henry Fek, Frederick Yim, Michelle Rodriguez
The purpose of this research is to identify how the effectiveness of the experience, training and job satisfaction seller also other factors such as the role of vendor, role ambiguity and general policies on how customer-oriented and thus affect sales. The survey among 327 business site and upstream companies in Chile are obtained. Mostly service sector companies that impact on the economy and society are mutual.	Organized impact on improving resource management	Asif M.
	Successful strategies in customer relationship management implementation of computer information security	Tvyvyn
Journal of Retail & Consumer Services	The concept of customer satisfaction and loyalty in the service	Budet

	Human Resources Management Inc.	John Ivan switch

The level of staff training

One of the key factors that have a significant effect on productivity and can play an important role in increasing employment, training. Many definitions have been proposed for the concept of education;

Some education experts believe the words of: "Attempts to promote knowledge, technical skills and Occupational and desirable behavior in employees so that they are ready to accept their responsibilities."

Krill and Kvzmyt, six important goal of education have expressed thus:

1. performance improvement up to date information 2. Staff 3. Promotion jobs4. solve problems 5. Preparation for promotion6. familiarize new employees with organizational goals.

Methodology

The study population carpet in Tehran and all vendors and customers a set of carpet (at km 15 Makhsus road) as the study population.

The sample consisted of two groups of vendors and customers. Census method was used to determine the sample size retailers. Carpet seller's city of Tehran are 100 100 people were selected as sample questionnaires were distributed between them, and prepare an analysis of 89 questionnaires were filled. According to a sample of dealers, customers have attempted to determine the sample size Finally, by eliminating incomplete questionnaires, 106 completed questionnaires were obtained from clients and customers based on a sample size of 106 is equal to the total sample of two groups of 195 people. Method: In this study, in conjunction with vendors and customers is different. In connection with the sellers because all the vendors were selected as the unit of observation and questionnaires were distributed between all of them, so instead of sampling from the census and the census survey and sampling will be done on all members of society in the case of customers from simple random sampling method was used in determining the sample size of Morgan method is used.

Therefore, among the customers who had bought or want to buy a set of carpet were randomly questionnaires were distributed.

Two questionnaires were used in this article. At the beginning of each demographic questionnaire, general questions or suggestions that include gender, marital status, age and education. The questionnaire contains 14 questions questionnaire that clients specialized and questionnaire contains 35 questions questionnaire that specialized dealers. The questionnaire was developed and approved based on 8 variables were professors and experts and between 100 and 106 customer's series was broadcast seller. To assess construct validity of the questionnaire technique was used confirmatory factor analysis. In the

case of customers from simple random sampling method was used so that the customers who had bought a carpet of questionnaires were distributed randomly. In the study software's SPSS 22, LISREL 9.1 and Excel Data were analyzed. Completing the internal consistency reliability of the questionnaire using Cronbach's alpha values were measured and evaluated. Construct validity (validity) questionnaire using confirmatory factor analysis and calculation of load factor and average variance extracted were measured. Normality of variables using statistical indicators tilt (skewness) and kurtosis and Shapiro-Wilk test was evaluated. The findings of analytical and testing hypotheses, Pearson correlation analysis, structural equation modeling techniques one-sample t-test was used. The maximum level of alpha error was considered to test the hypotheses 05/0.

Analysis of data

Univariate and multivariate outlier values at baseline were evaluated. Univariate outlier values were determined using frequency distribution and box plot and if the amount was excessive, evaluated and, if necessary, were excluded from the analysis. Maser et al (1391) for lost data management to maximize the expected recommend using documents Because this method to estimate the size of the alternative does well (maser, Gamst and Garynv, 1391, 104). Using incomplete data available to maximize the expected values were replaced.

Check the validity of job satisfaction

scale Given the amount of factor loadings obtained for all questions and the job satisfaction scale that is significantly lower than 30/0 01/0 (01/0> P) are, we conclude that the validity of job satisfaction scale approved. The average variance extracted or AVE job satisfaction scale equal to 46/0 is obtained.

Check the validity of the scale level of education

Considering the scale factor loadings obtained for all questions and the level of training that is significantly lower than 30/0 01/0 (01/0> P) are, we conclude that the validity of the scale level of education approved. The average variance extracted or AVE scale education level equal to 53/0 is obtained.

Check the validity of the scale experienced dealers

Given the amount of factor loadings obtained for all the questions that most sellers experience scale and significance level of less than 30/0 01/0 (01/0> P) are, we conclude that the validity of the experience scale approved vendors. The average variance extracted or AVE scale of experienced dealers 59/0 is obtained.

Check the validity of the employer and seller relationship quality scale.

Given the amount of factor loadings obtained for all questions regarding company and the vendor's quality scale that is more than 30/0 And the significant level of less than 01/0 (01/0> P) are, we conclude that the relationship between the company and the vendor's quality scale validity is confirmed. The average variance extracted or AVE relationship between the company and the vendor's quality scale equal to 48 /. Has been achieved.

Check the validity of the performance scale retailers

Considering the scale factor loadings obtained for all questions which the vendor is more than 30/0 And at significantly less than 01/0 (01/0> P), with the result that the validity of the scale there where the vendor is approved. The average variance extracted or AVE scale equal to 39/0 vendor's performance is achieved.

Check the validity of the scale customer-oriented

Considering the scale factor loadings obtained for all questions that more than 30/0 customer orientation and meaningful level of less than 01/0 (01/0> P) are, as a result there where the validity of the scale customer orientation is confirmed. The average variance extracted or AVE scale equal to 66/0 customer orientation is obtained.

Check the validity of scale make contact

Given the amount of factor loadings obtained for all questions regarding the scale that is more than 30/0 And the significant level of less than 01/0 (01/0> P) are, we conclude that the association is confirmed construct validity of the scale. The average variance extracted or AVE scale linking 54 /. Has been achieved.

Check the validity of customer satisfaction scale

Given the amount of factor loadings obtained for all questions the customer satisfaction scale that is more than 30/0 in meaningful level of less than 01/0 (01/0> P) are, we conclude that the validity of customer satisfaction scale is confirmed. The average variance extracted or AVE scale customer satisfaction equal to 45 /. Has been achieved. Table 4 -8 means the amount of load factor and scale factors drive customer satisfaction

Variable descriptions

Table 4-9 describes the main variables (job satisfaction, level of education, experience vendors, the quality of the relationship between client and vendor, vendor performance, building relationships, customer oriented and customer satisfaction) were evaluated. Variables using statistical methods such as mean, standard deviation and minimum and maximum values were characterized. The results show that an average of all the variables in the range of 3 to 4 shows mean average of all the variables more than the average (scores range from 1 to 5, and the average score is equal to 3) is. The highest variables communicate with sellers with an average value of 3.86 and 3.82 is experience and the lowest related to the variable quality of Company and the Vendor with an average of 3.20 and 3.29 is the average job satisfaction. Average main variables in the following histogram (Figure 1) is provided.

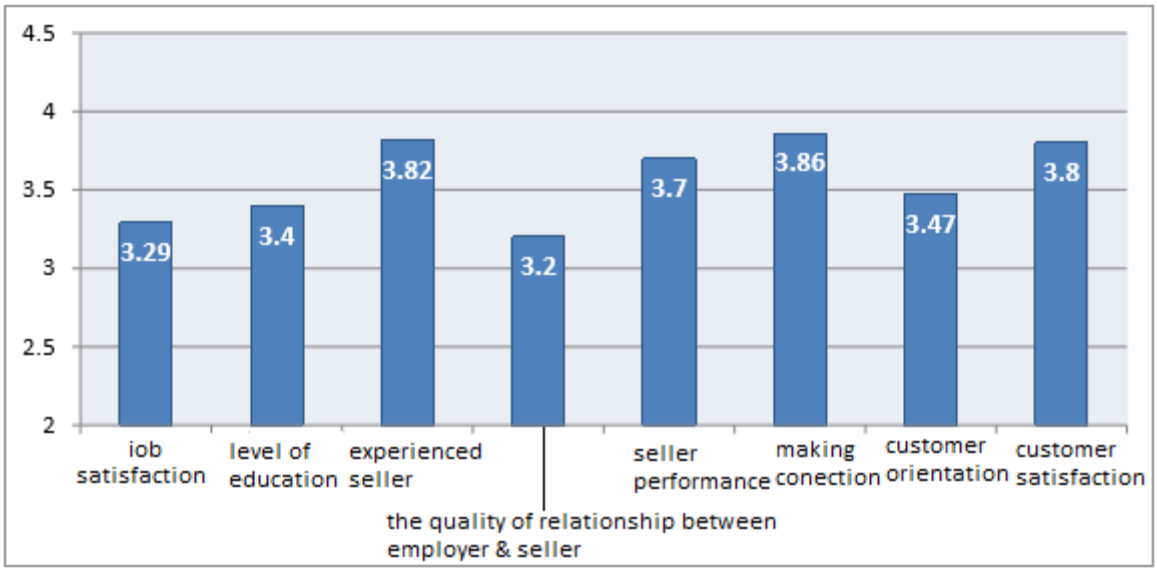


Figure 1 Average main research variables

Continued research is reported in the structural model. Figure 1 and Figure 2 model research in standardized coefficients in the model the values t (a significant amount) shows. The following indices obtained models and the significance test the hypothesis, we rely on the results of structural equation modeling. The results obtained from testing the structural model indicates that all connections and routes is a significant model and the impact of data is confirmed statistically in 95% confidence level (05 /.> P). For all the relationships and positive impact.

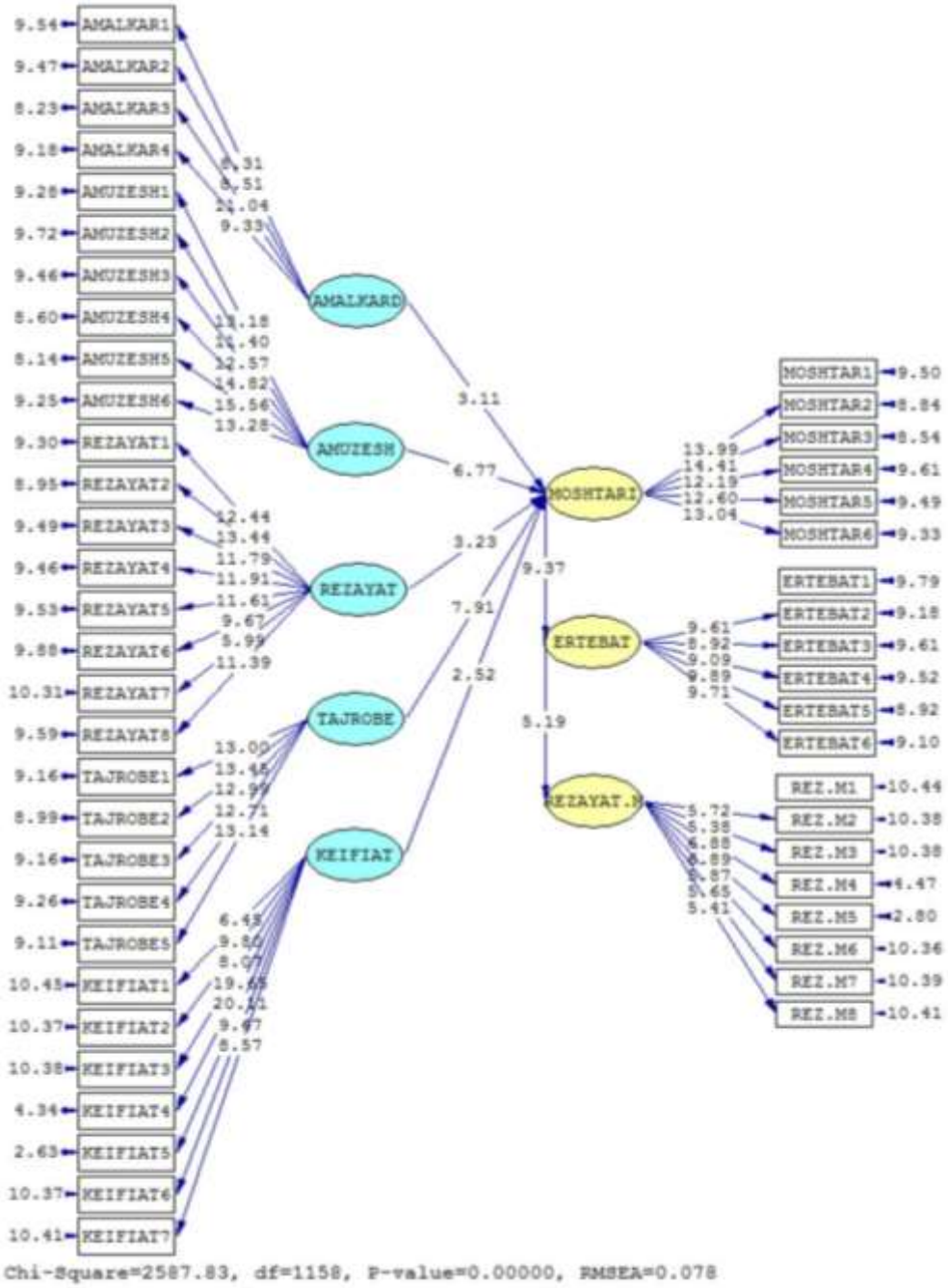


Figure 2 Standardized coefficients in the model test

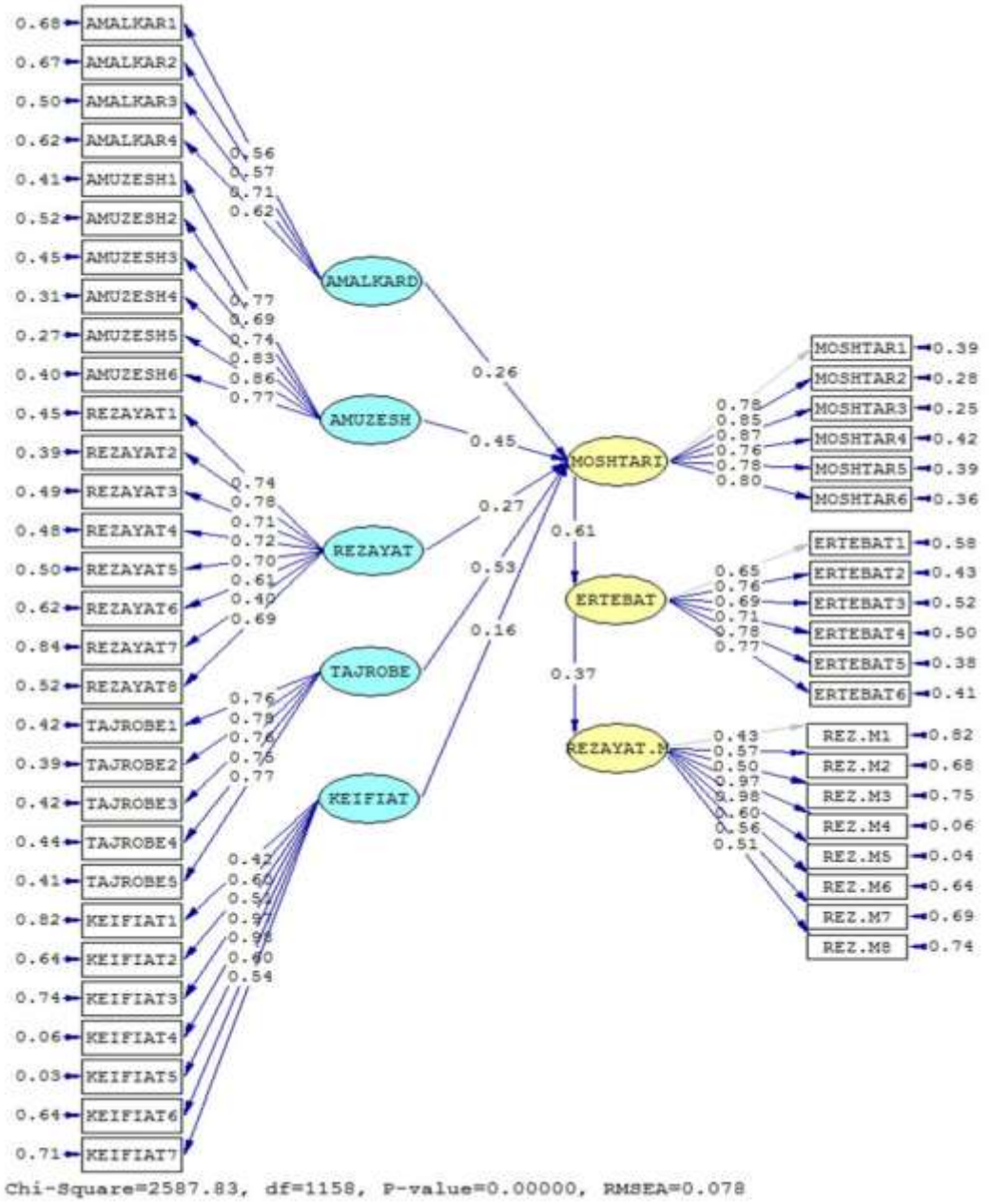


Figure 3 The model test values or significant t (t-value)

Test research hypotheses

Test the hypothesis, is the structural model. Research hypotheses test results are reported in Table 4-28.

The standardized path coefficient, t-test value and significance level (P-Value) have been reported. As can be seen Relationships and Conceptual Model Research shows that all hypothesis is confirmed (01 /. ≥P). In connection with the t must be said that when the amount is greater than 96.1 indicates significance between the 95% confidence level (05 /. ≥P) and when the value t is larger than 58/2 show the significance of the relationship between the level of 99% (01 /. ≥P) is.

Table 2 test results the hypothesized model: standardized coefficients, t value and significance level

Result	The significance level	The amount of t	Standardized coefficients	Type of impact
	01< ./P	3.23	27./	Job satisfaction on customer orientation
Hypothesis	01< ./P	6.77	45./	Customer-oriented education level
Hypothesis	01< ./P	7.91	53./	Experience in customer-oriented vendors
Hypothesis	05< ./P	2.52	16./	Client relationship quality and customer-oriented seller
Hypothesis	01< ./P	3.11	26./	Performance of customer-oriented vendors
Hypothesis	01< ./P	9.37	61./	Customer focus on communication
Hypothesis	01< ./P	5.19	37./	Communication on customer satisfaction

Conclusion

As noted above H1 impact job satisfaction is all positive and meaningful impact on customer orientation, according to this hypothesis as the research Mohammed Khodayari (1388) noted the important factors for job satisfaction While expressing satisfaction at the positive relationship between job satisfaction factors noted on customer orientation. As well as research Asif (2010) noted that the effects of organized resources on improving job satisfaction seller also other factors such as the role of vendor, role ambiguity and general policies on how customer-oriented and thus affect sales. The second hypothesis given the evidence and statistical calculations the fourth quarter to direct and significant relationship between the level of education variable refers vendors and employees on customer orientation According to research results Fatemeh Ghasemi (1392) The effect of in-service training on the job performance of Bank Sepah and Farhad Asghari (1391) The effect of training on productivity of their employees on the same principle refers Red Crescent Society of Kermanshah province. In the third and fifth hypothesis that confirmed the hypothesis about experience all the customer-oriented and customer-oriented vendor performance as a result of the same investigation Mustafa Mhrafrvz (1391) sales impact on performance-oriented and customer-oriented sales force's selling skills with emphasis on the role of moderator. The fourth

hypothesis which confirms the direct relationship between the employer and seller relationship quality on customer-orientation The art research jaw, Frederick Yim, Michelle Rodriguez (2010) Effect of vendor relations and employer on the quality of work that explores the role of vendor relations and employer in the concept of working in a cross-cultural mix noted. In the sixth hypothesis confirmed a direct and significant relationship to the creation of customer-oriented customer relationship refers to the gift of Noorizadeh palace (1390) of customer orientation and customer relationship management and communication capability as well as Ramndra Sin, Abraham Cauchy (2011) can be named. In the seventh hypothesis confirmed a direct and significant relationship between variables such as customer relationship satisfaction can be inspired to research Salariyeh (1392) The relationship between customer relationship management and quality associated with the value of customer life cycle in private banks Simin Jafari (1387) The relationship between communication skills and job satisfaction with customer satisfaction Bank Saderat Iran, Mojtaba brothers Mohsenian (1392) Effect of customer relationship management on customer satisfaction through innovation interface noted.

Since the statistical analysis has shown attributes on customer-oriented behavior and vendors in customer relationship and customer satisfaction is the result of the hypothesis

In relation to the first hypothesis:

Administrators can create job satisfaction, motivation, respect, timely payment of wages and other motivational factors other vendors to create satisfaction.

The second hypothesis:

The level of education of the city of carpet can hold training courses for vendors set them to improve sales and profits help.

In the third hypothesis:

Sellers have to attend classes and training courses related to their jobs sales skills gained in their careers and has acquired expertise in the field of professional experience provided her

The fourth hypothesis:

Managers communicate with their employees and try to satisfy their employees and improve relations with employee participation in decision-making, some aspects of the organization of creative use them to provide the basis for greater efficiency in the organization.

The fifth hypothesis:
Managers and supervisors with performance evaluation and staff development to improve the performance and effectiveness of their

In the sixth hypothesis:

The carpet in the ability to communicate with existing customers, retain them longer, attract new customers, encourage existing customers to buy other products from this collection encourage

In the seventh hypothesis:

Employees and supervisors set and regularly measure customer satisfaction with the services of this collection more attention to after-sales service (including the answers to questions Buyers rugs and carpets) pay Should assess the degree of employee commitment to customer service and satisfaction in them should be considered as important strategies in this series.

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