SELLING ORIENTATION – CUSTOMER ORIENTATION BEHAVIOUR OF THE MEDICAL SALES PERSON AND ITS RELATIONSHIP WITH CUSTOMER'S TRUST TOWARDS THE MEDICAL SALESPERSON IN PHARMACEUTICAL INDUSTRY

[1]ARUN G, [2]C.G. MANOJ KRISHNAN

[1]Research Scholar (Management), SCSVMV University, Enathur PO, Kanchipuram, Tamil Nadu
[2]Associate Professor, TKM Institute of Management, Karuvelil P.O., Kollam, Kerala
E-mail: professorarungopi@gmail.com

Abstract - This study deals with the "How the Selling Orientation and Customer Orientation Behaviour of the sales person creates changes in customer's trust towards the salesperson. Here the salesperson is Medical Sales Representatives. In this study researchers found that Medical Sales Representatives who practice Customer Oriented sales Behaviour is inducing a positive trust towards the Medical Sales Representative. If a Medical Sales Representative is practicing Selling Orientation Behaviour, it leads to a negative relationship with customer's trust towards the Medical Sales Representative.

Keywords - Selling Orientation, Customer Orientation, Trust

I. INTRODUCTION

Saxe and Weitz are the two persons who introduced the concept of Customer Orientation (CO) to overcome the problems created by Selling Orientation (SO) Behaviour of the Salesperson. In Selling Orientation behaviour high amount of pressure will be inserted to customers as a selling tactics. One of the greatest qualities of a Salesperson who practice Customer Orientation is "Concern for others". The selling approach in Customer Oriented selling is "to understand the needs and wants of the customers or finding an adequate solution to the customer's problem" (Saxe and Weitz, 1982). In one of the researches it has been said that a salesperson will fall between two contrasting salesperson behaviour i.e., Selling Orientation and Customer Orientation. A salesperson practicing Selling Orientation behaviour has a good amount of impulsiveness in his behaviour and he will never give importance to the needs and wants of the customers.

If a salesperson is practicing Selling Orientation, he will try to pressurize the customer to buy a product even if it is not according to the needs and wants of the customer. On the other side salespersons practicing Customer Orientation will always try to understand the curiosity and need of the customer (Bagozzi et al. 2012). Recent trends in sales management is Consultative selling and relationship selling. If a salesperson wants to adopt Consultative Selling or Relationship Selling, they had to practice Customer Oriented Selling Behaviour (Guenzi, De Luca &Troilo, 2011).

1.1 Objectives

1. To realize the relationship between Selling Orientation behaviour of a medical sales representative (Salesperson) and Customer trust towards the medical sales representation (Salesperson).
2. To realize the relationship between Selling Orientation behaviour of a medical sales representative (Salesperson) and Customer trust towards the medical sales representation (Salesperson).

II. LITERATURE REVIEW

In one of the researches, it portrays that, Customer Orientation behaviour is an implementation of Marketing Concept among the salespersons(Saxe and Weitz, 1982). Saxe and Weitz are considered as great researchers who contributed to the Sales Literature in 20th Century(Leigh, Pullins,and Comer 2001). If the salespersons of the company are practicing Customer Orientation, then the company is implementing Marketing Concept through the Salesperson. In this research what the researcher tried was to understand the relationship of Selling orientation Sales Behaviour and Customer orientation Sales Behaviour towards Customer Trust. In another study, female salespersons work more ethical than male salespersons. Many of the Male salespersons are Selling Oriented rather than Customer Oriented (Powell et al., 1985).

The salesperson's Selling Oriented behaviour and Customer Oriented Behaviour has a direct impact on sales performance also (Javed et al., 2017).

1.2 Selling Orientation

Selling Orientation Behaviour of a Sales person canbe explained as follows:

- Salespersons will not be sure about which type of a product is more suitable to the customers.
- He tries to sell more is the basic instinct than satisfying the needs and wants of the customer
- He will try to give all false justification about the product for meeting his targets.

- This people will exaggerate the truth and gives a rosy picture about the product offered to the customer (Periatt, LeMay & Chakrabarty, 2004).

Work pressure exerted by the company or immediate supervisors is one reason for practicing Selling Orientation among salespersons. The sales target should be realistic, if not it will lead to the practice of Selling Orientation behaviour among the salespersons (Sumrall &Sebastianelli, 1999). If supervisor is not supportive, it will lead to Selling Orientation as well (Babin& Boles, 1996). A research says that male salespersons are more selling oriented and female salespersons are more customer oriented (Ping, 2007).

2.2 Customer Orientation

Customer Orientation is a trending concept in modern sales theory. It is all about meeting the needs and wants of the customers (Browm et. Al, 1998).
Customer Orientation Behaviour of the salesperson can be explained as follows:

- Salesperson will create only adequate expectations about the product offered to the customers.
- Salespersons first priority will be discussing about the needs and wants of the customers. Its all about understanding the expectations of the customers.
- Salespersons will never give a wrong information about the product intentionally.
- Salespersons will have good Product Knowledge.
- Salespersons will give much importance to the Customers rather that their sales target.
- Salespersons believe in long lasting customer relationships, he also believes only by satisfying customer he can be successful as a salesperson (Periatt, LeMay & Chakrabarty, 2004).

A very good organisation climate and working environment is mandatory for the salespersons to practice Customer Orientation (Jaworski & Kohli, 1993). Customer Oriented Behaviour of salesperson will help the customers to make an adequate purchase decision according to their necessity, they will describe about the product with at most accuracy and they will never pressurize the customer to purchase an unwanted or less relevant product (Rasul, 2017).

2.3 Customer Trust

Customer trust related to a salesperson is all about creating a level of confidence in the mind of the customers about their behavioural approach of creating a long-lasting customer - salesperson relationship (Crosby, Evans, andCowles 1990). If the customer trust towards the salesperson had to be improved, the customer should feel that the salesperson is giving more importance to the customer's welfare in terms of selecting the product and it is all about creating the credibility about the salesperson in the minds of the customers (Doney& Cannon 1997). Honesty, reliability, credibility, dependability and trust worthiness are the major antecedents of customer trust towards the salesperson (Swan, et al. 1988).

III. RESEARCH METHODOLOGY

The type of research design used in this study is descriptive research design. For doing analysis, researcher used SEM with the help of data analytical software SPSS AMOS. Here in this study population is known, i.e., 632 allopathic doctors treating diabetes. In a pharmaceutical industry salesperson meets the doctors to promote their brands. As far as a Pharmaceutical Industry is concerned, the doctors are the customers and the consumers are their patients. This study is focussing on the Customer Trust, so the population taken for the research is doctors treating Diabetes in south Kerala. Since the population is known which less than 650, we can take a sample of 250 according to Kerjcie and Morgan Table. Researcher distributed 300 questionnaires out of that we got completely filled 252 questionnaires. So, we can say that the sample size is 252. Researcher used convenience sampling technique for this study.

3.1 Hypothesis

H1: Selling Orientation Behaviour of a medical sales person is having a negative impact on Trust with the medical sales person.

H2: Customer Orientation Behaviour of a medical sales person is having a negative impact on Trust with the medical sales person.

IV. RESULTS

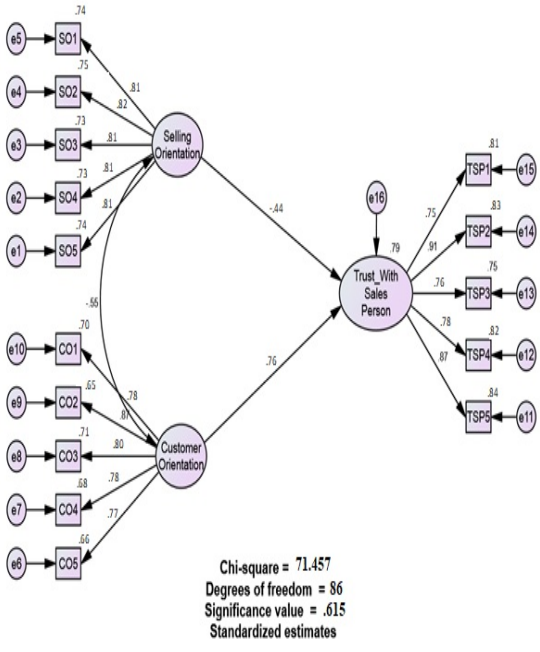


Figure: 4.1 SOCO – Trust Model

4.1 Structural Model Validation of Hypothesis H1 & H2

Table 4.1 Structural Model Validation

CMIN/DF	$\chi 2$	GFI	AGFI	RMSEA	NFI	IFI	TLI	CFI
0.838	71.457	0.74	0.73	0.2	0.83	0.84	0.88	0.85

According to the table 4.1 researcher can infer that the totalfit of the structural model for testing the two hypothesis is upright. The maximum recommended value of CMIN/DF is 5 and our calculated value of CMIN/DF is 0.838.

The minimum recommended value of $\chi 2$ 0.05 and our calculated value is 71.45 which is greater than the minimum threshold limit. The maximum threshold limit of RMSEA is 0.8 and our calculated value is 0.2 which is less than the recommended threshold limit.
The maximum threshold limit of GFI, AGFI, NFI, IFI, TLI and CFI is 0.9, Calculated Value of GFI,AGFI, NFI, IFI, TLI and CFI is 0.74, 0.73, 0.83, 0.84, 0.88 and 0.85 which is less than the maximum threshold of 0.9. From these results researcher can conclude that there is a good overall fit of structuralmodel is there.

4.2 Hypothesis Testing

H1: Selling Orientation Behaviour of a medical sales person is having a negative impact on Trust with the medical sales person.

Table 4.2 Structural Model Testing of Hypothesis 1 (H1)

Hypothesis	Relationship	Unstandardized Regression Weight	SE	Standardized Regression Weight	CR
H1	TSP ← SO	-0.311	0.031	-0.388	-8.221

(Source: Primary Data)

From the table 4.2, the unstandardized regression weight is -0.311 with 0.001 level of significance. Hence researcher can infer that, Selling Orientation Behaviour of a medical sales person is having a negative impact on Trust with the medical sales person.So, the researcher can say that H1 is accepted.
H2:Customer Orientation Behaviour of a medical sales person is having a negative impact on Trust with the medical sales person.

Table 4.3 Structural Model Testing of Hypothesis 2 (H2)

Hypothesis	Relationship	Unstandardized Regression Weight	SE	Standardized Regression Weight	CR
H2	TSP ← CO	0.726	0.056	0.736	14.325

(Source: Primary Data)

From the table 4.3, the unstandardized regression weight is 0.726 with 0.001 level of significance. Hence researcher can infer that, Customer Orientation Behaviour of a medical sales person is having a negative impact on Trust with the medical sales person.So, the researcher can say that H2 is accepted.

V. DISCUSSION AND IMPLICATIONS

If an allopathic pharmaceutical company wants to create a long-lasting relationship with the customer by proving proper customer value, it is mandatory to give training to salespersons or medical sales representatives on the topic "How to create a Customer Orientation" in their sales behaviour. Selling Orientation behaviour of a salesperson leads only to a short-term success and relationship with the customer.
For creating trust towards the sales person from the side of the customer you are supposed to practice customer orientation sales behaviour. If you practice selling Orientation you will pressurize the customer to buy products which might not be suitable to their needs and wants. The salesperson who practice Customer Oriented sales behaviour, they will first understand the needs and expectation of the customers. The salespersons who practice Customer Oriented behaviour in their sales, they should first understand the problem of the customer and giving proper guidance and solutions to solve their problem is important. In this highly competitive pharmaceutical industry, the company should give maximum emphasis on training the medical salespersons/ representatives to implement customer-oriented sales behaviour.

CONCLUSION

If a pharmaceutical company want to successful for a long time, they had to treat customer like a king. For treating customer like a King, the company should meet or go beyond the expectations of the customers and should create customer delight rather than Customer Satisfaction. For that the pharmaceutical

companies should make sure that the medical salespersons / representatives are supposed to practice Customer Oriented sales behaviour in front of the customers. Its all about understanding the needs, wants and expectations and delivering right products to the customers.

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