

The relationship between salesperson's dress and customer's price sensitivity

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ABSTRACT

Previous literature indicated that physical factor was a one of the critical factors in affecting consumer purchasing decision-making. The physical factor refers to company's physical appearance and product. However, the physical factors associated with salesperson have not been studied and the relationship between physical factors of salesperson in terms of salesperson's dress and consumer's price sensitivity is still remained unclear. Therefore, the objectives of this study examined the relationship between salesperson's dress and customer's price sensitivity and further, to specify this relationship the mediating effects of corporate image, salesperson's professional expertise and job involvement were also included. 280, 222 customer's each from clothes industry and restaurant were selected and totally 502 interviewees were interviewed by 5 trained interviewers. Sex, age, educational attainment and income were taken as controlled variables based on past literature and the hierarchical regression was used in testing the research hypotheses. The empirical results are as follows: The neatness of salesperson's dress (either cleanness, tidiness or both) is significantly effecting to customer's price sensitivity regardless uniform or informal dress. There is a mediating effect within the neatness of salesperson's dress, customer's perception towards corporate images, and price sensitivity of customers. There is also a mediating effect within the neatness of salesperson's dress and customer's perception towards salesperson's expertise, and price sensitivity of customers. The mediating effect is existed within the neatness of salesperson's dress and customer's perception towards job involvement of salesperson, and price sensitivity of customers. Finally based above mentioned empirical results, the managers all implications and the suggestions for further study are also discussed.

Keywords : salesperson's dress、price sensitivity、corporate image、professional expertise、job involvement

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