

# An Examination on the Effects of Attitude of Salesclerks on Impulse Purchases of Customers

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## Abstract

**Background/Objectives:** This study will provide implications for marketing strategies to improve management performance to current shopkeepers and prospective start-ups.

**Methods/Statistical analysis:** The questionnaire was distributed and collected among 357 consumers who had purchased goods more than once at a luxury store in Cheongju. The data collected have verified the suitability of the structured model and the causality of each concept.

**Findings:** Employees should be trained to provide appropriate responses to their customer base through consumer psychology training. In addition, sales should be maintained or improved, and customers should be subdivided into appropriate provocative behavior strategies to stimulate customer's damaged self-esteem to the compensation psychology to lead to impulse buying. It is important to study consumer psychology and receive education related to it so that customers feel angry but do not lead to emotional fights, but purchase.

**Improvements/Applications:** The store owners and prospective employers will be provided with suggestions on marketing strategies to improve management performance through psychological training of employees.

## Article History

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## 1. Introduction

The success of a retail store greatly depends on the attitude and actions of the employee. Customers experience satisfaction and dissatisfaction through the attitude and actions of the employees rather than their ability to complete a task or to fulfil a specific requirement. As in the service industry customers determine their impression of the

store through face to face interaction, the employee's role is very important. Due to the characteristics of the service industry, customers must participate during the process of creating and delivering; as a service provider, employees must maintain the service quality, thus human factor is a crucial component on determining the service quality[1].

For example Harold, an owner of a deli

which sold households goods and victuals advertised how the shop was closing to improve the employee's unpleasantness and poor demeanor became a topic of interest in the American media. Harold claimed that he is planning to dismiss some employees who had the worst attitude and teach the rest on 'how to clean' and 'how to prepare food', as well as picking out topics that may be of the customers' interest to 'carry out a friendly conversation with the customers[2]. Like so, the attitude and actions of the employees towards the customers affect the image of the company and increase in sales. However some companies may still attract a lot of customers despite the employees being unpleasant[3].

Regardless of the employee's unfriendliness, it leads to a performance of management. However, research related to this area is incomplete.

On this note, we have the following objective: Firstly, investigating how the negative atmosphere effects the customer's impulsive purchases.

Secondly, based on the investigation carry out an empirical analysis.

Lastly, through empirical analysis, propose a marketing strategy to improve business performance for current and future proprietors.

## **2. Theoretical Considerations**

### **2.1. Psychological Stimulation**

Psychology is the state of the mind's behaviour and consciousness, provoking a reaction through external factors[4]. Therefore psychologically simulating the desire to purchase and differentiating services has a very close relation to what kind of communication to provide[5].

### **2.2. Comparison with others**

The dictionary definition of comparison is: the act of comparing two or more people or things, and that may be to observe differences, similarities or superiority[4]. Additionally, social conflicts; hindrance in mutual harmony and detestable feelings can be caused due to comparing one another. Others may react defensively to

discriminatory opinions, attitudes or prejudicial expression[6].

### **2.3. Comparing way of speaking**

The employee's insincerity, intimidating actions, poor language or attitude can create anxiety and dissatisfaction[7]. Also comparing with other can cause the feeling of shame, humiliation, jealousy and competitiveness in customers[8].

### **2.4. Self-esteem**

Majority of people would have had an experience where their pride was hurt or had to protect it at least once in their daily lives. Furthermore, most memories related to self-esteem are negative or associated with unpleasant emotions. Whoever had their self esteem damaged would want to recover it through various ways of projecting anger, exaggerating the other persons actions or bluffing to compensate for their self-esteem[9].

With this, we set up the hypothesis as follows:

H1: psychological stimulation will have a (+) effect.

H2: Comparing with others will have a (+) effect on self-esteem.

H3: Comparing way of speaking will have a (+) effect on self-esteem.

### **2.5. Inducing anger**

Provoking anger morally, physically and psychologically to make it feel personal is called an anger inducing situation[10]. As of anger inducing situations: an experience or an event where reaching a personal goal was disrupted[11]; experiencing frustration in personal relationships; being restrained physically and psychologically due to discrimination; feeling useless; when personally important matters are devalued; having an identity crisis or feeling shame[12].

Thus setting up these hypothesis:

H4: psychological stimulation will have a (+) effect on anger inducing.

H5: Comparing with others will have a (+) effect on anger inducing.

H6: Comparing way of speaking will have

a (+) effect on anger inducing.

**2.6. Impulsive buying**

Impulsive buying behaviour is when purchasing due to a very strong, sometimes irresistible, impulse[13]. There may not have been an intention to purchase previously however doing so on the spot could seem irrational but it also has a some good function. Setting a person who bought a book impulsively whilst browsing through the book shop as an example, in this case it could be an opportunity for that person to realise their cultural potential and consolation[14].

With this, we set up the hypothesis as

follows:

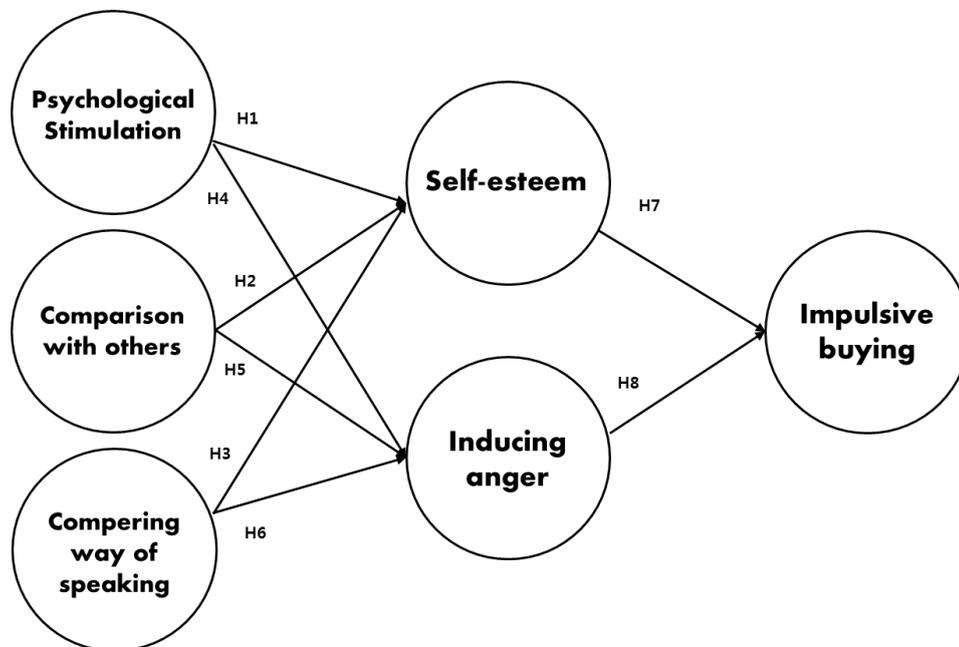
H7: Self-esteem will have a (+) effect on impulsive buying

H8: Inducing anger will have a (+) effect on impulsive buying.

**3. Research Design**

**3.1. Research Model**

For the empirical analysis of the following investigation we are focusing on psychological stimulation, comparison with others, comparing way of speaking, self-esteem inducing anger and impulsive buying to apprehend the relations between them.



**Figure 1. Hypothetical Mode**

**3.2. Operational Definition and Measurement**

For the following investigation, to measure psychological stimulation, comparison with others, comparing way of speaking, self-esteem inducing anger and impulsive buying, we based our preceding research as such: In this study, operational definition was formed based on the following previous researches conducted in order.

For Psychological stimulation, Kang HK(2007)[15] was referenced, for Comparison with others, Seo SJ(1995)[16], for Comparing way of speaking, Lim

JE(2018)[17], for Self-esteem, Gong-SJ(2013)[18], for Inducing anger, Kim SY (2015)[19] and lastly, for Impulsive buying, Park JG(2002)[20] was referenced, following which correction and supplementation were made to suite this research as a matter of formation. For general matters, the research of Lee JS et al(2019)[21] was referenced for use.

For each question 5 point criterion was used. 'not at all' as 1 point, 'not so much' as 2 points, 'average' as 3 points, 'much so' as 4 points and 'very much so' as 5 points.

### 3.3. Data collection and analysis

For collecting and analysing data, out of the standard method of non-probability method, judgement sampling was used to investigate. The survey was conducted on consumers who have purchased goods at least once at a luxury brand store in Cheongju.

Preceding research started from 1th August 2019 till 10st August, for five days, where 30 surveys were handed out and collected. Some unnatural parts were edited, reflecting based on the collected surveys for reliability and validity.

The main research started from 15st August 2019 till 30th August, for 15 days, where 400 surveys were handed out and 357 were collected.

For the valid collected samples, reliability was verified with Cronbach's a coefficient; for valid judgement and internal validity of convergence validity, confirmatory factor analysis was used. Moreover for the research subjects characteristics frequency analysis was used. Afterwards the appropriateness of the structural equation and each cause and effect relationship was verified.

## 4. Empirical Analysis

### 4.1. General characteristics of survey subjects

The characteristics of a research object is like the following [Table 1]. With a total of 357 people, which of 84 (23.5%) were men and 273 (76.5%) were women, thus females having the higher number. Moreover 123 (34.5%) people were aged 50 or older; 73 (20.4%) were housewives; 60 (16.8%) were self-employed. Majority of the people shopped once a week with 256 (71.7%) people. Internet shopping was the most popular choice with 240 (67.2%) people. Friends were the preferred company for shopping for 158 (44.3%) and 112 (31.4%) chose family; 267 (74.8%) people who are not married and people with 2 children had the highest figures. Those who graduated from two-year universities numbered 148 (41.5%) and those who graduated from high schools (40.1%). Finally, monthly average income of 2.5 million won or more topped the list with 107 or 30.0%, followed by 105 or 29.4% with less than 1 million won.

**Table 1. General characteristics of participants**

Category	Division	Frequency (persons)	%	Category	Division	Frequency (persons)	%	
Sex	Male	84	23.5	Shopping Information	Internet	240	67.2	
	Female	273	76.5		TV	27	7.6	
Age	Under 20	6	1.7		Magazine	6	.8	
	Over 20 ~ under 29	50	16.5		News paper	0	0	
	Over 30 ~ under 39	76	21.3		Acquaintance	19	5.36	
	Over 40 ~ under 49	93	26.1		Transportation advertisement (taxi, bus, etc)	0	0	
	Over 50	123	34.5		Etc	68	19.0	
	Occupation	Student	29		8.1	Educational background	High school graduation	143
Self-employed		60	16.8		2-year university graduation		148	41.5
Production		29	8.1		4-year university graduation		59	16.5
Office job		49	13.7	Graduate M.A	7		2.0	

					and above		
	Professional / Management	21	5.9	Income	Less than 1,000,000 won	105	29.4
	Business work	35	9.8		1,000,000 won ~ Less than 1,500,000 won	27	7.6
	Inoccupatio n	19	5.3		1,500,000 won ~ Less than 2,000,000 won	44	12.3
	Soldier	1	.3		2,000,000 won ~ Less than 2,500,000 won	74	20.7
	Housewife	73	20.4		More than 2,500,000 won	107	30.0
	Etc	41	11.5		Marriage status	Yes	167
Number of times to shop	Once a week	256	71.7	No		90	25.2
	Twice a week	68	19.0	Number of children	0 person	100	30.5
	Three times a week	19	5.3		One person	57	16.0
	Four times a week	8	2.2		Two person	127	35.6
	Five times a week	2	.6		Three person	64	17.9
	More than six times a week	4	1.1				
A shopping companion	Friend	158	44.3				
	Acquaintance	8	2.2				
	Family	112	31.4				
	Etc	79	22.1				
Total						357	100.0

#### 4.2. Variables and Reliability and Validity Verification

Reliability and feasibility of the data collected propose to the empirical analysis was verified. The reliability and feasibility of the measurement item through Cronbach's alpha coefficient and factorial analysis. The measurement item used in this research we like [Table 2], 0.767 or more. Referring to the standard of Cronbach's alpha coefficient [22], which recognises 0.6 or above as reliable, it seems to be enough to be valued as valid. T

o analysis validity of the construct factorial a nalysis was carried out. Confirmatory factorial analysis was for analysing measurement model to verify convergent validity and discriminant validity.

As of when the factor loading is more than 0.4% there is a great relation between cause and variables [23, 24, 25] it is enough as the construct validity appears to be similar to [Table 2]. Also there appears to be validity. All the AVE was 0.5 or above thus the question item represented the research items.

Afer confirmatory reason analysis, [Table 3] was in correlation to analyse the relation between the variable that was used in the

research. Overall the variables seemed to have a beneficial relation to each other.

**Table 2. Reliability and validity checks**

Constructs	Question questions	Std. Loadings	Error Variance	t-value	p-value	Cronbach's Alpha	CR	AVE
Psychological Stimulation	It is unpleasant to see my clothes, etc. and greet the waiter with a sneer.	.902	.136	15.296	***	.747	0.900	0.819
	I find it unpleasant to ask if an employee can purchase expensive products while showing them.	.835	.199	-	-	.746		
Comparison with others	I am offended by the employee's comparison with other people when	.907	.135	-	-	.748	0.921	0.854
	I am offended by the way my employees compare me with others.	.890	.142	17.323	***	.746		
Compering way of speaking	There are times when the store clerk speaks to me in a harsh, loud voice.	.896	.256	18.141	***	.752	0.901	0.820
	Sometimes the store clerk talks to me in an arrogant way.	.954	.120	-	-	.749		
Self-esteem	I am offended when an employee asks me why I don't buy a product when I buy one.	.942	.121	-	-	.742	0.831	0.712
	If the employees know me well, I feel angry if I don't give them the right treatment for my position or position.	.797	.495	12.068	***	.760		
Inducing anger	I feel angry at the waitress.	.985	.045	-	-	.738	0.867	0.767
	I want the employee to pay the price he deserves.	.808	.448	14.255	***	.754		
Impulsive buying	I make a purchase when I feel good.	.664	.513	-	-	.765	0.827	0.713
	I make a purchase if the atmosphere of the store is good.	.972	.046	3.383	***	.766		

\*\*\*p<0.01

**Table3. Correlation of matrix**

Variable	Psychological Stimulation	Comparison with others	Compering way of speaking	Self-esteem	Inducing anger	Impulsive buying
Psychologic	1					

al Stimulation						
Comparison with others	.641* (.041)	1				
Compering way of speaking	.068 (.044)	.048 (.050)	1			
Self-esteem	.504* (.046)	.479 (.051)	.062 (.062)	1		
Inducing anger	.122** (.046)	.103 (.055)	.547* (.086)	.178** (.068)	1	
Impulsive buying	-.004 (.015)	.040 (.020)	0.36 (.042)	.136 (.042)	.107 (.044)	1

Notice) \*p<.01

Notice) \*\*p<.05

Notice) ( ) Estimate Value Meaning

### 4.3. Model Analysis and Hypothesis Testing

#### 4.3.1. Structural Equation Model and Path Coefficient

To analyse the structural equation psychological stimulation, comparing with others, comparing way of speaking were set as latent variable; pride, anger inducing were set as intermediary role of endogenous variable; impulsive buying as endogenous variable. To analyse the structural equation psychological stimulation, comparing with others, comparing way of speaking were set as latent variable; pride, anger inducing were set as intermediary role of endogenous variable; impulsive buying as endogenous variable.

An appropriate data for the proposed model in the research is:  $X^2=123.652$ ,  $d.f=42$ ,  $p=.000$ ,  $X^2/d.f=2.944$ ,  $RMR=.043$ ,

$RMSEA=.074$ ,  $GFI=.945$ ,  $AGFI=.897$ ,  $PGFI=.509$ ,  $NFI=.951$ ,  $RFI=.922$ ,  $IFI=.967$ ,  $TLI=.947$ ,  $CFI=.966$ , comparing to the average values it is satisfactory. Thus the goodness of fit  $X^2/d.f$  was smaller than 3, for most GFI, NFI, RFI, IFI, TLI, CFI were greater than 0.9, RMR aslo resulted in less than 0.05, therefore using this model overall, to examine this research's hypothesis shouldn't be an issue.

#### 4.3.2. Verification of research hypothesis

Summerizing the valid results of the 8 hypothesis using structure relationship between Psychological stimulation, comparing with others, Comparing way of speaking, Self-esteem, inducing anger, impulsive buying is like the following [Table 4].

**Table4. Results of hypothetical path model**

Hypot hesis	Path	Path coeffi cient	Estim ate	Standar dized Estim ate	t- value	p- value	Suppo rted
H1	Psychological Stimulation→Self-esteem (+)	.33	.482	.334	4.503	***	Adopt ion
H2	Comparison with others→Self-esteem (+)	.26	.326	.264	3.620	***	Adopt ion
H3	Compering way of speaking→Self-esteem (+)	.03	.028	.032	.636	.525	Reject ion
H4	Psychological Stimulation	.08	.153	.085	1.248	.212	Reject

	→Inducing anger(+)						ion
H5	Comparison with others →Inducing anger(+)	.02	.023	.015	.226	.821	Reject ion
H6	Compering way of speaking→Inducing anger (+)	.56	.625	.562	11.133	***	Adopt ion
H7	Self-esteem →Impulsive buying(+)	.15	.098	.150	2.118	.034	Adopt ion
H8	Inducing anger →Impulsive buying(+)	.14	.072	.138	2.048	.041	Adopt ion

\*\*\*p<.01

## 5. Conclusion

This study was designed to identify the impact of psychological stimulation, comparison with others, comparing way of speaking others, self-esteem, and inducing anger on impulsive buying, and to propose marketing strategies to improve management performance to shopkeepers and prospective start-ups.

Therefore, the implications of this study are as follows.

First, it has been shown that psychological stimulation has a significant effect on the relationship with self-esteem, but not on the relationship with inducing anger. This analysis shows that if employees are judged to be non-purchasing customers because they are judged to be buying based on the customer's appearance, they are treated with the employee's unfaithful attitude, thereby hurting the customer's self-esteem.

Therefore, store owners and prospective start-ups should continue to educate employees about their attitude toward customer service from a long-term perspective, and various situations should be practiced to develop a positive attitude of buying customers.

Second, comparisons with others were found to have a significant effect on self-esteem, but not on inducing anger. These analyses usually indicate that employees are aware of the relative amount of money paid to customers who typically visit their stores, the major purchasing products, and the characteristics of the services they require. Therefore, it can be seen that the attitude of the employees is not burdensome for customers with higher social classes, but it is highly stimulating for their self-esteem if they are lower classes. From this perspective,

store owners and prospective start-ups will have to identify and respond to customer characteristics based on several situations and questions when employees face mid- and lower-tier customers.

Third, it has been shown that a comparing way of speaking with others does not have a significant effect on self-esteem. However, it has been shown to have a significant effect on vanger. The analysis shows that customers feel extremely angry when employees respond to them with their clumsiness, loud voices and arrogant speech.

Therefore, store owners and prospective start-ups need to be well-behaved and educated when their employees are treating their customers, so that they can speak softly and use language naturally, rather than speaking unpleasantly. In addition, when describing a product, it should be taught to explain the product with appropriate examples so that it does not provoke the customer as much as possible.

Fourth, self-esteem has been shown to have a significant effect on impulsive buying, and anger incitement has also been shown to have a significant effect on impulsive buying. The analysis shows that while the customer does not have to purchase the product because of pride and anger, if they give up the purchase under the current circumstances, the customer is being forced to buy it to save face because it is perceived as a disgrace to them.

Therefore, store owners and prospective start-ups need to actively respond to situations that do not lead to emotional fights when customers feel angry due to employee responses, but can maintain a minimum of customer face.

There are also problems to be solved in the

future, even though the study has put a lot of effort into presenting meaningful results and implications.

Future studies require studies of high-income and highly educated people with sufficient economic power to purchase luxury goods.

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