

The role of salesperson in developing consumer purchase motives / an analytical study in the General Company for Cars and Machinery Trade

Osama Anmar Abdul Amir Aljbori

osama78anmar@gmail.com

Ministry of Higher Education and Scientific Research – Iraq

دور مندوبي المبيعات في تنمية دوافع الشراء لدى المستهلك/ دراسة تحليلية في الشركة العامة

لتجارة السيارات والمكائن

م. أسامة انمار عبد الأمير الجبوري

osama78anmar@gmail.com

وزارة التعليم العالي والبحث العلمي – مكتب الوزير

تاريخ استلام البحث 2022/ 7/31 تاريخ قبول النشر 2023/9/28 تاريخ النشر 2023/12 / 30

<https://doi.org/10.34009/aujeas.2023.182286>

Abstract:

The research aims to analyze the nature of the relationship between sales representatives and the development of consumers' purchase motives. The research focused on answering the question: What is the nature and level of influence of marketing representatives' skills on consumer purchase motives in the researched company? The General Company for Cars and Machinery Trading was selected as a group for the research, and to achieve the objectives of the research, it was necessary to choose a deliberate sample consisting of (35) managers and officials in the researched company, and the research forms were distributed. Training marketing representatives and providing them with the necessary skills to enhance their communication and persuasion abilities to achieve greater impact and thus achieve higher sales.

Key words: sales representatives; consumer purchase motives; The General Company for Cars and Machinery Trade.

المستخلص:

يهدف البحث الى تحليل طبيعة العلاقة بين مندوبي المبيعات وتنمية دوافع الشراء لدى المستهلكن، ركز البحث على الإجابة على التساؤل ما طبيعة ومستوى تأثير مهارات مندوبي التسويق في دوافع الشراء للمستهلك في الشركة المبحوثة؟ جرى اختيار الشركة العامة لتجارة السيارات والمكائن مجتمعاً للبحث ولتحقيق اهداف البحث اقتضى الامر اختيار عينة عمدية تتألف من (35) مدير ومسؤولاً في الشركة المبحوثة، ووزعت الاستمارات الخاصة بالبحث، اعتمد البحث المنهج التحليلي الوصفي واستعان ببرنامج التحليل الاحصائي spss v.26 لتحليل البيانات، وقد توصل البحث الى وجود علاقة اثر وارتباط بين مندوبي المبيعات وتنمية دوافع الشراء لدى المستهلكين وانهم يلعبون دوراً هاماً وحيوياً في التأثير على قرارات شراء المستهلكين وقد أوصى البحث بضرورة التركيز على تدريب مندوبي التسويق وتزويدهم بالمهارات اللازمة لتعزيز قدراتهم في التواصل والإقناع لتحقيق تأثير أكبر وبالتالي تحقيق مبيعات أعلى.

الكلمات المفتاحية: مندوبي المبيعات؛ دوافع الشراء لدى المستهلك؛ الشركة العامة لتجارة السيارات والمكائن.

Introduction:

It is considered Marketing one from most important factors that effect in success companies and organizations in market The competition daily And in Shade Development technological and changes in behaviours consumerism, I became a task reps Marketing more a challenge Complicatedly, it is delegates Marketing Interface live and interactive between company customers, where they enjoy by ability on communication direct with consumers And clarify features products or Services that you advance company.they enjoy also by ability on building Relations long term with clients and earn their confidence, Than contribute in more rates the sales And achieve success commercial.from during delivery Messages Marketing in a form effective and motivate consumers to take decisions the purchase, maybe to my reps Marketing that they play role decisive in development motives the purchase I have consumers.Therefore, Prepare to understand their turn and analysis their influence on interaction clients with products or Services pivot important to improve strategies Marketing And achieve More from potency And success.Come This is amazing the study to explore Role reps Marketing in development motives the purchase I have consumer, and analysis factors that effect in their effectiveness.We will discuss in this search Importance to improve performance delegates and more their influence on clients.as We will review Tools and techniques that maybe that they use it to achieve their goals marketing effectively. Aim to search to analysis nature Relationship between reps the sales And development motives the purchase I have consumers, to focus search on the answer on wondering what nature And a level impact skills reps Marketing in motives the purchase for the consumer in The company surveyed? he ran to choose company the public to trade the cars and machinery together Search And to achieve Goals search required matter to choose a sample deliberate composed from(35)boss And responsible in company surveyed,and distributed forms own search, I depend search curriculum Analytical descriptive And he used program analysis statistic spss v.26 to analyze data. The research was divided into four sections, the first section dealt with the research methodology, the second section dealt with the theoretical side and presented the literary contributions, and the third section was limited to the practical side of the research, while the fourth section presented the conclusions and recommendations reached by the research.

First / methodological side

1- Research problem:

meet organizations today a lot from obstacles hardships transmit between them And between Her goals Especially by the side catalog, so lack companies local for the angels marketing competent that own Experience And professional in grooming aspects behaviorism I have consumer And development motives the purchase he have. lack company surveyed in to divide Marketing she has from Existence Props Pillars the basic for marketing from during mix it up Specifically the corner promo And this Props represented with skills reps Marketing in mechanism investigation Connection effective and reduce dispersion and noise that may be transmit Without Access the message intended for the target any consumer And stir motives the purchase he have,as that non estimated on to set motives the purchase real for every consumer And its percentage sentimentality and rationality transmit Without her arrival to achieve Her goals Than reflected negatively on her share vulgarity And start By counting Descending for its location competitive in market And therefore affected negatively rest parts system from where output and manufacturing and

financing And in the end Access its product to phase Regression and get out from markets

lie problem search with the answer on questions coming:

- what Role reps Marketing in development motives the purchase I have consumer?
- What is it size efforts exerted for the company surveyed in development skills reps Marketing?
- Do There are relationship Engagement between skills reps Marketing and motives the purchase I have consumer in company surveyed?
- What nature and a level impact skills reps Marketing in motives the purchase for the consumer in the company surveyed?

2- research importance:

pop up Importance search from during Signal researcher direction two variables Essential in Axis Marketing for them precedence in to set status organizations produced and marketed for products consumerism are concentrated Importance Balati:

- 1- variables the researched (reps Marketing and motives the purchase I have consumer) form necessity strategy reflect status company in market local.
- 2- Submission frameworks Cognitive for variables Search Mma He increases from from Clarity of it Conceptually. And cognitively so Hopes researcher that adds Search account from Knowledge for studies previous in area Marketing.
- 3- sensor researcher important the skills marketing to my reps Marketing which fly up from matter the company is on level rivalry in sector from during make fiddle on strings behavior consumer and stir emotional motives and rationality and push it Toward take resolution the purchase and put it on threshold The first to manage relationship customer (CRM).
- 4- derive Importance search the operation from Importance Results that will arrive to her Researcher Waltie maybe from through it evaluation Role reps Marketing as an item effective in development motives the purchase I have consumer for customers company surveyed.

3- research aims:

- Aim to search to turnip look Departments role reps Marketing in development motives the purchase I have consumers to side investigation Objectives coming:
- diagnosis Reservoirs Weakness and reservoirs Power with the company surveyed within framework variables search
- to set nature Relationship associative and influence between reps Marketing and motives the purchase I have consumer Damn search.
- presentation some Recommendations for the company surveyed from Okay following methods which enable it from Reinforcement Role reps Marketing in development motives the purchase I have consumer.

4- Hypotheses search:

after to set the problem and review Importance and draw Objectives formulated hypotheses coming:

- there relationship Engagement morale to my reps Marketing in company and motives the purchase I have consumer.
- there relationship impact morale to my reps Marketing in motives the purchase I have consumer.

5- chart hypothesis Search:

The research hypothesis model was built to express the variables and to be a structural guide for the research hypotheses shown in the figure (1).

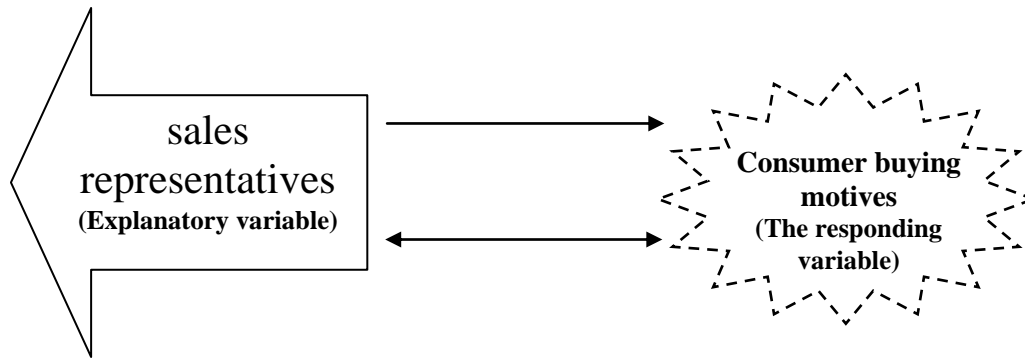


Figure (1) The hypothetical outline of the research

Source: prepared by the researcher

6- Research tools:

For the purpose of obtaining the required data that help implement the research objectives and reach the results, the following tools have been adopted:

- Theoretical side: includes scientific sources, periodicals, Arab and foreign research, theses and university dissertations, as well as the adoption of the global information network (Internet) to obtain the latest research and specialized studies in the field of study.
- The applied side: I relied on various sources to collect data to complete the practical side of the study. My agencies:

The research relied mainly on a questionnaire prepared by the researcher based on the research literature specifically for this purpose with a five-scale (likert) (strongly agree 5 - disagree 1) to measure the intensity of the response to the questionnaire items and their weights as shown below:

Table (1) Research scale

I don't agree at all	I do not agree	neutral	I agree	Totally agree
(1)	(2)	(3)	(4)	(5)

Source: prepared by the researcher.

use program (SPSS) for statistical analysis to answer research questions and ensure the validity of its hypotheses, and by relying on descriptive and analytical statistical methods and methods represented by percentages, frequencies, medians, and standard deviations,

which I benefit from in describing and diagnosing research variables. Cronbach's alpha coefficient was used to measure the validity and reliability of the data collection tool.

7- About the research community and sample:

To apply the methodological contents of the research, the General Company for Cars and Machinery Trading was chosen, which is one of the companies of the Ministry of Commerce. The company was established in 1999/1930, with a capital of (500,000) five hundred thousand dinars, a joint stock company. And when the nationalization decisions were issued on 7/14/1964 and Law No. 99 of 1964, according to which the General Company for Car Trade was established with a capital of (600,000) only six hundred thousand dinars. The company became one of the companies of the General Trading Corporation.

One year after the issuance of the decision by the Ministry of Commerce 1988, which provides for the abolition of the General Company for Trading in Machinery and Equipment and assigning its tasks and specializations to the General Company for Trading in Cars and transferring all rights, obligations and assignments to the company, so it was called the ((General Company for Trading in Cars and Machinery)) and its capital became (117) one hundred and seventeen million dinars paid in full, and its specializations were determined by importing and distributing cars, machinery, motorcycles, spare tools, hand tools, and providing after-sales services and maintenance work in its various workshops and according to the types of imported cars. And based on the decision of the honorable Council of Ministers in 2011, the company's capital became (5) five billion dinars, and the company enjoys the same terms of reference, and based on Companies Law No. (22) of 1997 that authorizes joint investment, the service method has been used to market cars and machinery with a commission rate of (5%) and commission (10%) for marketing tools.

8- the research community and sample

The General Company for Trading Cars and Machinery was chosen collectively for the research, and to achieve the objectives of the research, it was necessary to choose a deliberate sample consisting of (35) managers and officials in the researched company.

9- Research limits:

- The spatial boundaries were represented by the Ministry of Commerce / the General Company for Cars and Machinery Trading located in Al-Waziriyah Industrial / Al-Rusafa / Baghdad Governorate.
- Temporal limits: The temporal limits of the research were confined to the period between 1/4/2023 to 1/6/2023.

Second / the theoretical side

First: Sales representatives:

Sales representatives, also known as personal selling, are one of the promotional mix tools (Li et al., 2020). It plays a big and important role in implementing marketing strategies (Katsikeas et al., 2018). Institutions are very interested in sales representatives, as they are the first and direct line of contact with the customer (Badrinarayanan et al., 2020). Understanding is one of the tools of the company's success Understanding the link between the company, its products and customers (Kienzler et al., 2019). The sales representative is defined as the person who provides the customer with the necessary information in a

convincing manner to complete the sale transaction (Al-Mutairi et al., 2023). Salespeople are also known as presenters profile or Oral for a commodity or service or an idea, to pay the customer Toward Persuasion to purchase a good or service (Munyon et al., 2020). It is the function of linking the employee of the selling company with the customer through the products (Kim and Oh, 2022). It is an attempt to provide the consumer with information about the product or service to entice him or persuade him to buy through personal contact between the seller and the buyer (Peesker et al., 2019). (Jiang et al., 2013) stresses the need for the sales representative to understand the customer's behavior and evaluate his needs. He must possess additional technical and behavioral skills and abilities to gain the trust of customers (Mallapragada et al., 2022). The importance of sales representatives lies in the following: (Al-Aqaila, 2010)

- 1- be Power sales responsible in a form big on completion and implementation strategy Marketing for the organization in market or the field Required implement it, for being Administration executive in market Which responsible on relationship the organization with consumers, The force sales she As a tool Connectivity between the organization.
- 2- representative the sales less activities promotional in Marketing need to Supervisors on staff in activity, but she need and more from any activity last to practical Stimulus to achieve successes required in her job with others
- 3- as Lead representative the sales Instructions artistic For some Species goods complex like machines and hardware and equipment big Same uses own from during technicians They have Experience sufficient to deal with This is amazing hardware

be seen (Esmark and Noble, 2018) The presence of the sales representative with the customer greatly affects the customer's purchase decisions and motivations. Sales representatives play a big and important role in promoting products and services (Otterbring and Kristensson, 2021). (Nguyen et al, 2022) believes that improving sales performance is not easy and requires a great strategic focus because building good relationships with customers is essential from the sales representative and that the positive relationship between the representative and the customer is reflected in sales and profits together and increases the chances of repurchase. As the successful salesman is considered the one who has the ability to influence the customer and attract him to complete the sale process through the availability of a set of skills and personal characteristics, which can be explained as follows: (Amouri et al., 2019), (Khadija and Aisha, 2020)

- To be social and a good speaker and have the ability to influence others.
- To be characterized by acceptance and confidence, to be patient and thoughtful, to receive inquiries and respond to them.
- He has self-confidence and a great ability to endure, be organized and take responsibility.
- To be emotionally balanced and disciplined, not to get nervous and not get excited quickly.
- To have a broad imagination and to be intelligent and quick to learn.

Indicates (Kramer, 2023) to the job of the sales representative among the most stressful jobs in the organization, as the representative is obliged to perform more than one task at the same time, which raises the levels of stress. Often He is delegates the sales constrained by resources and burdened with tasks And they deal with levels different from Ambiguity and this affects the change in sales (Verbeke et al, 2011). Therefore, the sales representative

must adapt to the individual meetings of customers and adapt their strategies according to the circumstances as well (Epler and Leach, 2021).

Second: consumer purchase motives

The consumer's purchase motives are affected by a group of psychological factors, and the concept of purchase motives refers to the consumer's latent desires and needs, which make him feel the need to buy to meet these needs and desires (Lauterbach and Bantle, 2022). (Dalaa and Chihoub, 2018) defines purchase motives as an internal force that moves the individual and directs his behavior towards a specific goal. They are internal engines that move the individual consciously or involuntarily, stemming from the basic needs and desires of the consumer (Bin Awali and Ben Tarsha, 2022). Changes and the surrounding environment contribute to consumers' purchasing criteria and motivations (Skalkos et al., 2022). (Hennyeyová et al., 2021) believes that the characteristics and advantages that the product possesses affect the consumer's purchase decision. Quality also plays a big role in this (Allès et al., 2017). (Rafi et al., 2012) indicates that the brand plays a major role in consumer perception and greatly affects his purchase motives. (Dalaa and Chihoub, 2018) see that there are types of purchase motives that are divided into:

- Primary Motives: Which calls on the consumer to buy a particular commodity, regardless of the brand.
- Selective motives: These are the motives that drive the consumer to buy a specific brand over others.
- Dealing motives: These are the motives that make an individual prefer buying a specific product as a result of continuous dealing and the gained trust.
- Emotional motives: including mental motives resulting from continuous thinking of a specific thing and emotional motives resulting from the feelings that the consumer desires to acquire something only for the purpose of feeling proud or distinguished.
- Pleasure motives: These are the motives that make the consumer feel happy and pleasure as a result of purchasing that product. and motives for self-realization

Believes Freud that needs humanity Appear when levels different from Feeling Which not met him to note directly but inferred on her on road analysis psycho(Ahsan and Yassin, 2014). The extended theory of planned behavior shows that consumers' attitudes toward products influence their purchase intention. (Septiani et al., 2019). According to Maslow's hierarchy of needs, the motives of the individual's purchasing behavior start from the basic needs related to survival and living, then move to the needs of safety and stability, and then if these needs are satisfied, the purchasing motive will be towards social and luxury needs. Confirms (Vehapiand Mitic, 2021) However, there are barriers and barriers, and some call them negative motives that work to prevent the decision to buy. of motives Main to consume products and behaviors the purchase I have Consumers are influenced by a host of respective characteristics: functional , and taste and pleasure, and habit, and traditions and culture , and upbringing Social. It is the main factor selected to consume products she kra hey product or brand and belief in its effects health negative Motivation potential functional price and others (Samoggia and Riedel, 2019). Also, the quality of life and the nature of the environment and surroundings in which the consumer lives affect his purchase motives (Kim et al., 2020).

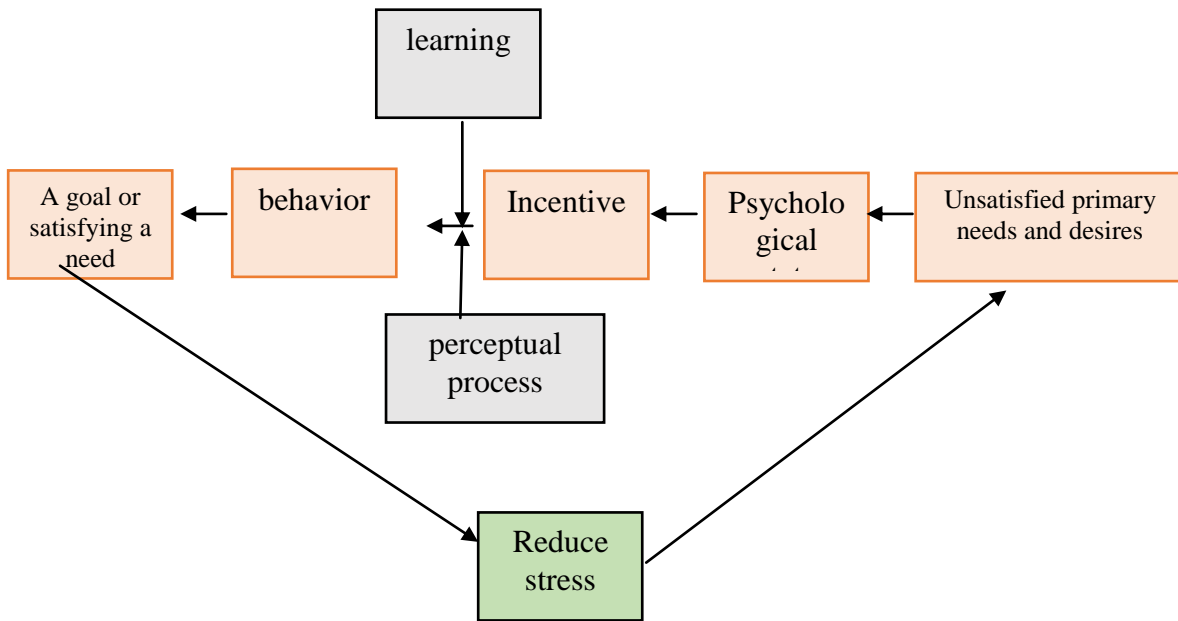


Figure (2) The role of motives in the formation of consumer behavior

Source: (Dalaa and Chihoub, 2018)

Figure (2) shows that the individual's unsatisfied need generates a state of psychological tension. This tension is a motive and incentive for behavior or action to satisfy this need. When the individual expands on his previous experiences and learns from his surroundings, he will have awareness of products and brands, and ease in choosing and satisfying this need, and then the tension decreases.

The third topic: the practical side of the research

1- Tests of validity and reliability of the questionnaire

In order to test the validity and reliability of the questionnaire and the data collected from the answers of the sample, the researchers resorted to testing the stability coefficient (Cronbach's Alpha) to reveal the validity and stability in the questionnaire, as the table indicates (2) that the stability coefficient value (Cronbach's Alpha) for the first variablesales representativeshas reached (0.842) which is a high percentage of more than (0.700), which indicates the stability of the items of the independent variable, while the dependent variableConsumer buying motivesThe stability coefficient was recorded as (0.882) which indicates high stability also in the dependent variable, and the total items of the questionnaire recorded a high stability coefficient value estimated at (0.869) and as in the following table.

Table (2) Stability test results (Cronbach's Alpha) for the paragraphs of the resolution

stability level	Stability coefficient	Study variables	
highVery j	0.842	sales representatives	X
highVery j	0.882	Consumer buying motives	Y
highVery j	0.869	The entirety of the questionnaire	

Source: prepared by the researchers according to the results of the program SPSS v26

2- Demographic analysis of the sample

Table (3) shows a complete presentation of the demographic information of the (35) sample members.

Table (3) demographic information for the sample

male	Sex	66%	23
feminine		34%	12
the total		100%	35
Less than 20 years old	the age	0%	0
From 21-30 years old		20%	7
From 31-40 years old		35%	12
From 41-50 years old		31%	11
51 years and older		14%	5
the total		100%	35
Less preparatory diploma	Academic achievement	0%	0
Bachelor's		24%	8
Higher Diploma		54%	19
Master's		11%	4
Ph.D		11%	4
the total		100%	35
From 1- 5 years	Years of Experience	14%	5
From 6-10 years		26%	9
From 11-20 years		29%	10
From 21 years and over		31%	11
the total		100%	35

Source: prepared by the researcher

notes from the table (3) The number of males is more than the number of females by (66%), as the number of males reached (23), while the number of females reached (12). to answer it. And that the most prominent years of service were (from 21 years or more) with a rate of (31%).

3- Descriptive analysis of the sample's response level, the independent and dependent variable.

The value of the weighted arithmetic mean for a dimensionales representatives(3.82) which is greater than the value of the hypothetical mean of (2), which shows that the responses of the sample members to this variable tended towards agreement, while the standard deviation was recorded (1,047) This confirms the homogeneity of the sample's answers to the variable, and the relative importance of the same dimension was recorded as much as (76.4% These results indicate the agreement of most of the sample.

Table (4) levelanswersThe sample is on the paragraphs of the independent dimensionales representatives

Relative importance %	standard deviation	Arithmetic mean	Paragraph symbol
70.86	1,491	3.54	x1

77.14	1,067	3.86	x2
78.86	0.526	3.94	x3
78.86	0.820	3.94	X4
72.57	1,123	3.63	X5
77.71	1,339	3.89	X6
75.43	1,123	3.77	X7
74.29	0.975	3.71	X8
77.14	0.950	3.86	X9
81.14	1,055	4.06	X10
76.4%	1,047	3.82	Total

Source: Prepared by the researcher According to program dataSPSS v26

table shows (5) of a variable Consumer buying motives The value of the weighted arithmetic mean for the citizenship behavior dimension was (3.80) which is greater than the value of the hypothetical mean of (3), which shows that the respondents' responses to this variable tended towards agreement, while the standard deviation was recorded (1.029) This confirms the homogeneity of the sample's answers to the variable, and the relative importance of the same dimension was recorded as much as (76%) These results indicate the agreement of most of the sample.

Table (5) Level answers The sample is in paragraphs Consumer buying motives

Relative importance %	standard deviation	Arithmetic mean	Paragraph symbol
77.14	0.891	3.86	Y1
73.71	1,104	3.69	Y2
73.14	0.938	3.66	Y3
74.29	1,504	3.71	Y4
77.71	0.751	3.89	Y5
78.86	1,055	3.94	Y6
70.86	1,373	3.54	Y7
72.57	1,182	3.63	Y8
81.14	0.703	4.06	Y9
79.43	0.852	3.97	Y10
76%	1,029	3.80	Total

Source: Prepared by the researcher answers Study sample and program dataSPSS v26

4- research hypothesis tests

table indicates (6) Accepting the first main hypothesis, which states (there relationship Engagement morale to my reps Marketing in company and motives the purchase I have consumer (at a significant level 0.05) as the value of the Pearson correlation coefficient between the two variables (0.654*) to confirm that there is a direct correlation between social responsibility and citizenship behavior.

Table (6) The results of the association test between the variables

		sales representatives
motives the purchase I have consumer	Pearson Correlation	0.654*
	Sig. (2-tailed)	0.05
	N	35

Source: prepared by the researcher based on the results of hypothesis testing using a program SPSS v26

5- Test the effect hypothesis.

The researcher relied on a test (F-TEST) to indicate the acceptance or rejection of an impact hypothesis sales representatives motivated the purchase I have consumer, if the probability value corresponding to the value of The calculated F is less than a significant level (0.05), which will accept the hypothesis, which confirms the acceptance of the hypothesis by (95%). Buying motives for the consumer to changes in sales representatives The coefficient of determination will be used R² (Coefficient Of Determination) It reached value calculated F (12,163) at a significant level (0.05), While the value of the determination coefficient (51.4%), indicating an effect percentage Salespeople on the consumer's buying motives Thus, the second main hypothesis is accepted, which states: "there Moral effect to my reps Marketing in company and motives the purchase I have consumer As indicated in the table (7).

Table (7) impact results Salespeople on the consumer's buying motives

a test F		The coefficient of determination R ² %	dependent variable	the independent variable
probability value	value F calculated			
0.000	12.163	51.4%	Consumer buying motives	sales representatives

Source: prepared by the researcher according to the results of the program SPSS v26

The fourth topic / conclusions and recommendations

First: conclusions

The research reached a number of conclusions, some of which can be summarized as follows:

- 1- There is an impact and correlation relationship between sales representatives and the purchase motives of the consumer, as the research showed that there is a positive correlation of up to (65.4*) between the independent variable and the dependent variable.
- 2- that reps Marketing, they play role vitally in development motives the purchase I have consumer. Considering delegates, the sales interface Lively and direct first seam between consumer and product. Allows for them their skills and their communication direct incentivize consumers and convince them worth products or Services offered and thus develop their purchase motives.

- 3- Thanks to communication direct and motivation Effective between the sales representative and the consumer and by using persuasion tools can contribute delegates Marketing in incentivize consumers to take decisions purchase through clarification the benefits and advantages that submit it the product and how can the consumer benefit from it and explain the representative in a way Personal to the consumer can increase from opportunities success the operation marketing.
- 4- Uses delegates Marketing group from Tools and techniques to promote persuasion and more gravity I have consumers. from during presentation, the information in a form direct and highlight the benefits that meet needs consumer, they can Strengthen response positivity from clients.
- 5- contribute relationship delegates by clients in building trust and loyalty towards products or Services.when He is I have consumer impression positive around delegate I trusted him in products, it Become more susceptible to complete practical the purchase.

Second: Recommendations

building on conclusions extracted from search We present Recommendations next to improve performance reps Marketing and more their influence on motives the purchase I have consumers:

- 1- He should on the general company for the trade of cars, machinery and other companies' investment in training reps Marketing and provide them with skills necessary to promote their abilities in communication and persuasion. maybe to provide courses training around Arts speaking and the show Presentation and techniques persuasion and development skills negotiation I have delegates.
- 2- on reps Marketing They understand needs consumers and their requirements. It should on them Go deeper in absorb what needs it the customer and guide communication building on that may be help operations poll and collect Notes from clients in this connection.
- 3- He should on reps Marketing to set Messages that meet needs individuality for every client and show how maybe that contribute products or Services in Solution their problems or to improve their lives.
- 4- necessity building Relations strong with clients and earn their confidence. maybe investigation that from during listen the good needs Client, and submit the support necessary, and meet Commitments streptococcus; accurately, and submit Solution constructive in condition happening problems.
- 5- on delegates Reliance sales on techniques and means communication modern to improve effectiveness their efforts. maybe Use means communication social and

mail mail and applications mobile to communicate with clients and a receipt Messages marketing in a form more effectiveness.

- 6- should on companies' analysis data available around performance reps Marketing and evaluation effectiveness their efforts. helps analysis data on to set points strobe and weakness in strategies Marketing and take procedures corrective necessary.
- 7- may be be the opportunity to motivate the purchase I have customers current ones Larger from incentivize customers neo. So, he should on reps Marketing the focus on building Relations sustainable with clients' current ones and motivate them to repeat in the purchase and stay with Brand Business, especially since the cost of acquiring a new customer is much greater than retaining an existing customer.

Sources:

- 1- Ahsan, Rula, and Yassin, Biruk (2014), analysis motives the behavior vpn in customer sector the phone Al-Naqwal, Master Thesis, Faculty of Economics and Management Sciences, University of Jijel, Algeria.
- 2- Allès, B., Péneau, S., Kesse-Guyot, E., Baudry, J., Hercberg, S., & Méjean, C. (2017). Food choice motives including sustainability during purchasing are associated with a healthy dietary pattern in French adults. *Nutrition journal*, 16(1), 1-12
- 3- Al-Maqtari, Aid, Al-Sami'i, Fatima, and Yahya, Ahmed, (2023), Athar adoption the behavior moral to my reps the sales on Strengthen loyalty customers-study from destination consideration clients Stores homework state Adrar, *Journal of Educational Sciences and Human Studies*, No. 30, pp. 606-628.
- 4- Amouri, Fadia, Ramzy, El-Abbassi, and Boubaker, Naroura (2019), Impact reps the sales pharmacological for an institution fishing the on the behavior descriptive

- Doctor's study a sample from the doctors in my state Annaba Biskra, a magazine development Al-Eqtisadiah, Volume 4, Issue 2, pp. 86-98
- 5- Aqaila,Zeyad slave The guider,(2010), Mada realize the behavior moral to my reps the sales And his turn in investigation Satisfaction clients in market(Business to business) study field to market to cut the cars in city Oman,message Master's,college Business,university the East Middle for studies Supreme.
 - 6- Badrinarayanan, V., Gupta, A., & Chaker, NN (2020). The pull-to-stay effect: influence of sales managers' leadership worth on salesperson turnover intentions. *Journal of Personal Selling & Sales Management*, 41(1), 39-55
 - 7- Bin Awali, Fatima, and Bin Tarsha, Wafa (2022), importance studies Quality in a statement motives resolution the purchase The consumer, a master's thesis, Faculty of Economics and Management Sciences, Ibn Khaldoun University, Tiaret, Algeria.
 - 8- Dellaa, Ahlam, and Chihoub, Yasmina (2018), Consumer Motivations Towards Purchasing Products With Counterfeit Marks, Master Thesis, Faculty of Economics and Management Sciences, University of Abdel Hafeez Boualsouf, Algeria.
 - 9- Epler, RT, & Leach, MP (2021). An examination of salesperson bricolage during a critical sales disruption: Selling during the Covid-19 pandemic. *Industrial Marketing Management*, 95, 114-127
 - 10- Esmark, CL, & Noble, SM (2018). Retail space invaders: When employees' invasion of customer space increases purchase intentions. *Journal of the Academy of Marketing Science*, 46, 477-496
 - 11- Hennyeyová, K., Janšto, E., Šilerová, E., & Stuchlý, P. (2021). Influence of Key Performance Indicators in Marketing on the Financial Situation of Wine Producers Using ICT. *AGRIS on-line Papers in Economics and Informatics*, 13(3), 49-58.
 - 12- Jiang, L., Hoegg, J., & Dahl, DW (2013). Consumer reaction to unearned preferential treatment. *Journal of Consumer Research*, 40(3), 412-427
 - 13- Katsikeas, CS, Auh, S., Spyropoulou, S., & Menguc, B. (2018). Unpacking the relationship between sales control and salesperson performance: a regulatory fit perspective. *Journal of Marketing*, 82(3), 45-69
 - 14- Khadija, Dahmani, and Aisha, Bayah (2020), Athar adoption the behavior moral to my reps the sales on Strengthen loyalty customers-study from destination consideration clients Stores homework state Adrar, Master Thesis, University of Colonel Ahmed Deraya, Algeria.
 - 15- Kienzler, M., Kindström, D., & Brashear-Alejandro, T. (2019). Value-based selling: a multi-component exploration. *Journal of Business & Industrial Marketing*, 34(2), 360-373.
 - 16- Kim, D., & Lim, H. (2020). Association between combinations of nutritional status and quality of life and food purchasing motives among the elderly in South Korea. *Health and Quality of Life Outcomes*, 18(1), 1-9
 - 17- Kim, JY, & Oh, HJ (2022). The effects of sales services and organizational member relationships of fashion brand salesperson on job performance and job satisfaction. *Human Ecology Research*, 60(1), 131-145
 - 18- Kramer, V., & Krafft, M. (2023). When and how information and communication technology affects salespeople's role stress orientation: the interplay of salesperson characteristics and environmental complexity. *European Journal of Marketing*, 57(3), 659-682

- 19- Lauterbach, J., & Bantle, C. (2022). "For More Diversity, Better Taste and My Own Health" Exploring Organic Consumers' Purchasing Motives for Heirloom Vegetable Varieties. *Sustainability*, 14(7), 4068
- 20- Li, M., Peng, L., & Zhuang, G. (2020). Sales control systems and salesperson commitment: The moderating role of behavior uncertainty. *Sustainability*, 12(7), 2589
- 21- Mallapragada, G., Gupta, A., & Josephson, B. (2022). The impact of social capital and transaction efficacy on salesperson performance. *Production and Operations Management*, 31(9), 3525-3542
- 22- Munyon, TP, Frieder, RE, Saturnino, CB, Carnes, AM, Bolander, W., & Ferris, GR (2021). Selling your network: how political skill builds social capital and enhances salesperson performance. *Journal of Personal Selling & Sales Management*, 41(3), 233-249
- 23- Nguyen, TTL, Hoang, XQ, Lien, PT, Pham, TH, & Pham, HH (2022). Antecedents of salesperson performance in information service industry: The role of guanxi, adaptive selling behaviors and customer orientation. *Cogent Business & Management*, 9(1), 2044433
- 24- Otterbring, T., Wu, F., & Kristensson, P. (2021). Too close for comfort? The impact of salesperson-customer proximity on consumers' purchase behavior. *Psychology & Marketing*, 38(9), 1576-1590
- 25- Peesker, KM, Ryals, LJ, Rich, GA, & Boehnke, SE (2019). A qualitative study of leader behaviors perceived to enable salesperson performance. *Journal of Personal Selling & Sales Management*, 39(4), 319-333
- 26- Rafi, A., Saqib, S., Choudhary, AI, & Akhtar, SA (2012). Exploring the purchasing motives of young Pakistani consumers for foreign brands. *Information Management and Business Review*, 4(3), 136-144
- 27- Samoggia, A., & Riedel, B. (2019). Consumers' perceptions of coffee health benefits and motivations for coffee consumption and purchasing. *Nutrients*, 11(3), 653
- 28- Septiani, S., Najib, M., & Sumarwan, U. (2019, October). Egoistic and altruistic motives on the purchasing behavioral model of organic food in the Indonesian market. In 2019 International Conference on Organizational Innovation (ICOI 2019) (pp. 40-45). Atlantis Press
- 29- Skalkos, D., Roumeliotis, N., Kosma, IS, Yiakoumettis, C., & Karantonis, HC (2022). The Impact of COVID-19 on consumers' motives in purchasing and consuming quality Greek wine. *Sustainability*, 14(13), 7769
- 30- Vehapi, S., & Mitic, S. (2021). GENERATION Z CONSUMERS' MOTIVES AND BARRIERS TO PURCHASING ORGANIC FOOD PRODUCTS IN SERBIA. *Economic Economics*, 68(4), 985-1000.
- 31- Verbeke, W., Dietz, B., & Verwaal, E. (2011). Drivers of sales performance: a contemporary meta-analysis. Have salespeople become knowledge brokers?. *Journal of the academy of marketing science*, 39, 407-428