

перед фахівцями з маркетингу. Адже вартість можливої помилки у випадку прийняття необґрунтованого управлінського рішення в умовах вагомих ресурсних обмежень, притаманних вітчизняному економічному сьогодні, буде вкрай високою. Як наслідок, підготовка висококваліфікованого фахівця з маркетингу не може бути забезпечена без активного залучення представників бізнесу до навчального процесу, розробки сучасних підходів до провадження освітньої діяльності у ВНЗ на основі компетентнісного підходу, періодичної експертизи робочих навчальних програм і навчальних планів підготовки маркетологів та ін. на основі вільного обміну думками між представниками бізнес-спільноти і вищої школи. Саме завдяки цьому можливо оперативно реагувати на зміни вимог до майбутніх фахівців з маркетингу.

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STUDYING CREDIBILITY OF A SALESPERSON IN RETAILING

The study aims to add the scientific and managerial knowledge about the fit between a buyer and salesperson, by analyzing judgments of buyers about salespeople, based just on the visual information.

Buyers evaluate credibility of salespeople based on a relatively large number of their characteristics, forming factors of salesperson credibility (Eisend, 2006). The result of this evaluation predetermines whether an advice of this person is to be considered, and, subsequently, whether the purchase will be made. Typically, potential buyers have limited time to evaluate characteristics of a salesperson. The decision whether to ask for an assistance of a salesperson is being made spontaneously, based just on a visual presence of a salesperson. The stereotyping of visual impressions is often limited to the age and gender of a salesperson, relating them with the store and product contexts (Kidwell & Hasford, 2014). Out of these characteristics potential buyers derive beliefs about personal and professional characteristics of a salesperson, and develop overall judgments regarding the trust-

fulness of the recommendations (Wood, Boles, Johnston, Bellenger, 2008).

In the study, three research questions have been analyzed:

RQ1: How evaluations of salesperson credibility differ, depending on his/her age and gender?; RQ2: What dimensions of salesperson credibility have influenced higher or lower judgments about the overall credibility of salespeople who have different demographic characteristics?; RQ3: How evaluations of credibility of salespeople, who differ in age and gender, vary depending on the age and gender of buyers?

Respondents have been shown four pre-tested pictures of salespeople, who differ among themselves in terms of their age and gender. The age categories matched to those of the respondents; two salespeople (male and female) represented younger adults (18-37 year old), two others — elder adults (above 37). The research instrument measured eight dimensions of salesperson credibility: Attractiveness, Experience, Dynamism, Comprehensiveness, Objectiveness, Sincerity, Expertise, and Accommodation (based on Eisend, 2006) on a seven point Likert scale.

RQ1. Repeated measures ANOVA with a Greenhouse-Geisser correction determined that perception of credibility was different ($F(2.44, 360.96) = 7.880, p < 0.01$). Post hoc tests using the Bonferroni correction revealed that younger male salesperson was evaluated better than other salespeople ($M_{YM} = 5.01$ vs. $M_{EF} = 4.74, M_{YF} = 4.60, M_{EM} = 4.62, p < 0.01$). Conclusion: the younger male is the most suitable age/gender combination for retailing of home furnishing products.

RQ2. Repeated measures ANOVA with a Greenhouse-Geisser correction used to find differences of characteristics among the four salespeople. Surprisingly, the younger male has been perceived as the best expert among the four; ($F(2.53, 374.96) = 30.573, p < 0.01$), post hoc tests using the Bonferroni correction showed this evaluation being significantly higher than of the others ($M_{YM} = 5.49$ vs. $M_{EF} = 4.48, M_{YF} = 4.28, M_{EM} = 4.47, p < 0.01$). The younger male together with the elder female were superior on evaluation of the experience and sincerity; the evaluation of younger male salesperson has been evaluated the best on the dimension of dynamism.

RQ3. Analysis performed with factorial ANOVA for each type (age/gender combination) of a salesperson.

Elder female salesperson. The difference was found on Gender ($F(1, 145) = 8.582, p = 0.004, \text{Power} = 0.829$), Age ($F(1, 145) = 4.429, p = 0.037, \text{Power} = 0.552$) and Age*Gender interaction ($F(1, 145) = 4.369, p = 0.038, \text{Power} = 0.546$). Female respondents evaluated the salesperson as more credible ($M = 4.86$) than male ($M = 4.60$); younger respon-

dents were more positive ($M=4.77$) than elder ($M=4.67$). The interaction showed that 38-57 male respondents evaluated credibility of this salesperson less positively, than all others. Conclusion: the elder female salesperson is the least suitable type for men of 38-57 years old in a home furnishing store.

Younger female salesperson. Statistically significant difference occurred as the effect of Age ($F1, 145=40.101, p=0.000, Power=1.000$) and Age*Gender interaction ($F1, 145=10.744, p=0.001, Power=0.903$). The elder group of respondents (38+) evaluated this salesperson as more credible ($M=5.21$) than 18-37 ($M=4.32$). Male respondents evaluated credibility lower ($M=4.09$), than female ($M=4.64$). Conclusion: the younger female salesperson is the least suitable demographic type of a salesperson for 18-37 years old men.

Younger male salesperson. The statistical difference was found for the main effect of the Age ($F1, 145=64.830, p=0.000, Power=1.000$) and Age*Gender interaction ($F1, 145=4.637, p=0.033, Power=0.571$). The elder respondents evaluated this salesperson as more credible ($M=5.85$) than younger ones ($M=4.63$). Interaction analysis disclosed that younger male respondents were skeptical about credibility of this salesperson ($M=4.50$) than females ($M=4.81$). Conclusion: the younger male salesperson is the most suitable for buyers who are elder than 38.

Elder male salesperson. The difference has occurred just for the main effect of the Age ($F1, 145=8.432, p=0.004, Power=0.822$); we only observed that the elder respondents (38-57) evaluated this salesperson as more credible ($M=4.90$) than the younger respondents ($M=4.50$).

The study helped researching the dyadic fit between buyers and salespeople, based on their age and gender, in regard of evaluation of salesperson credibility. Some findings go into the contradiction with the knowledge about the buyer-seller similarity, and even with the similarity-attraction paradigm (Dwyer, Richard, Shepherd, 1998).

References

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