

CONSUMERS' MOTIVATION: AN ANALYTICAL STUDY OF INFLUENTIAL SALESPERSON BEHAVIOR ON CONSUMER EMOTIONS AND MOTIVATION.

Hari Govind Mishra¹& Sarabjot Singh²

Abstract: *This research paper examines the effect on consumer mind set when it comes under the influence of sales person rational behavior or exchange oriented behavior (provide all suitable information to convert inquiry in to purchase of goods). The research paper also focus on the effect of emotions in consumer buying behavior, the paper further discuss emotions by dividing it into positive and negative emotions and study its effect on goal attainment. Our primary interest is to find out the effect of salesperson behavior and consumer emotions on consumer buying habits. Depending on the consumer mind –set and the behavioral orientation of the salesperson either a congruent or an incongruent situation will be perceived by the consumer. This research is conducted in Jammu region on mobile I-tab and covered most of its areas.*

Keywords: Consumer assessment mind set, Consumer action mind set , Congruent outcome, Cognition, Emotion , Motivation, Out come behavior, Salesperson behavior.

¹ Assistant Professor, School of Business, Shri Mata Vaishno Devi University, RPO, SMVDU 15 C IIInd Extension Gandhi Nagar (Opp Bahu Plaza), Jammu-180004, govindhari1976@gmail.com

² Mr. Sarabjot Singh, Project Fellow, School of Business, Shri Mata Vaishno Devi University, RPO, SMVDU 15 C IIInd Extension Gandhi Nagar (Opp Bahu Plaza), Jammu-180004, singhsjot@yahoo.co.in

Introduction

This research examines the effect on consumer mind set and emotions during an encounter with salesperson and also examines how consumer emotions effect on consumer goal attainment. Our primary motive is the interaction between a consumer motivational mind set and a salesperson's behavior. The interaction is posited to lead to the following (1) goal attainment as a result of congruent salesperson attitude with situational consumer mind set; (2) effect of emotions on goal attainment/thwarting; (3) outcome behavior as a result of motivation and emotions. This propositions stem from a central part of the main theory in this research, which postulated that under a given motivational mind-set a consumer is more likely to view certain salesperson behaviors as either congruent or incongruent with the consumer's motivation for entering the encounter. The motivation and emotions are likely to reflect to the consumer goal attainment.

Conceptual overview

Motivation:

Consumer motivates by several factors when it enters interpersonal sales encounters; for example, to gather specific information about a product category pr a particular brand, to make a desired purchase, or simply to browse and find out what is new on the market. The concept of motivational mind- set used in this research is based primarily on research carried out by Gollwitzer (1990) and Hilton and Darley (1991) who differentiate between different types of motivational mind-sets. According to Gollwitzer and Moskowitz(1996) a specific mind-set emerges when a person addresses the distinct tasks associated with various action plans. Gollwitzer and colleagues (e.g., Gollwitzer and kinney 1989; Gollwitzer, Heckhausen, Steller 1990) discuss deliberative and implemental mind-set and associate each with a different phase of action. A deliberative mind-set associated with an individual's need to choose between goal options and an implemental mind-set associated with goal attainment. Similarly, Hilton and Darley (1991) apply the labels of assessment and action mind-set in order to differentiate between mind-set that stem from different motivations. The preceding provides an overview of the basic distinction between two motivational mind-set's utilized in this research. This research adopts the terminology used by Hilton and Darley (1991), thus, focuses on consumers in either an assessment or an action mind-set.

Salesperson behavior:

The personal selling literature emphasizes the importance placed on a salesperson's ability to adopt his or her behavior (Weitz, Sujan, Sujan 1986; Goff, Bellenger, Stojack 1994, Whittler 1996). The same literature streams also indicates that consumers at different phases of the decision making process are likely to view the role of the salesperson differently (Kernan and Reingen 1984). Thus, it follows that behaviors deemed appropriate in one situation may not be viewed as such in another. Based in part on theorizing by Cialdini (1984, 1999) and Cialdini and Trost (1998), the present research proposes that the influence strategies used by salespeople can be broadly classified as either relational-oriented behaviors or exchange oriented behaviors. Relational-oriented behaviors are those designed to help from relational ties based on liking, reciprocation, trust and expertise. Exchange oriented behaviors are those designed to reinforce decisions and initiate action based on social validation, scarcity and legitimate authority. (Lazarus 1991), predict that cognitive appraisal of the salesperson's theories of emotions that are specifically related to the congruency appraisal and the consumer's mind set.

Emotions:

Emotions affect or cause the negative thoughts. Lack of motivation prevents new learning. Emotions and learning occur in the brain. Learning means acquiring new knowledge and/or skills. Learning requires thinking. Our thoughts influence how we feel. How we feel influences how we think. These connections are bi-directional and complex. When we think about a happy incident, our mood improves and when we think about an angry incident, we are likely to feel angry. Because we cannot see emotions directly, we look to our behavior and to that of others to indicate how we feel. Emotions are a critical part of our learning (LeDoux 1993). The psychological states of the person also affect goal attainment or goal thwarting are based on Higgins' (1987) self-discrepancy theory. Higgins and colleagues (Higgins, Shah, and Friedman 1997; Forster, Higgins, and Idson 1998) link these psychological states (avoid the negative/prevention focus, achieve the positive/promotion focus) with specific emotional states, or emotional orientations. . The research draws on Richins' (1997) development of the Consumption Emotion Set, which contains individual emotions and specific clusters of emotions related to the consumption domain.

Wrosch, Scheier, Miller, Schulz, & Carver 2003:

Predicts that during periods of goal engagement, individuals focus on what is important and ignore irrelevant stimuli. They put key procedures in place, attune their attention and perception to stimuli that trigger or cue behavior, and shield themselves from potential distractions. During periods of goal disengagement, by contrast, goals are deactivated. This does not imply a gradual decrease in goal engagement; on the contrary, goal disengagement is an active process whereby the processes typical of goal engagement are counteracted. It involves degrading the original goal and enhancing the value and attainability of alternative goals, defending self-esteem against experiences of failure and, more generally, seeking to ensure that disengagement from a particular goal does not undermine motivational resources in the long term (J. Heckhausen, 1999). Goal engagement and goal disengagement can be seen as two motivational modes: go and stop. The thesis proposed in this research is that a consumer's motivation for entering a sales encounter has an impact on various aspects of the encounter.

Literature Review

Here we examine the key constructs of interest like motivation, emotions, cognition and outcome behavior.

Panksepp, 1998:

Predicts that the nature of separation distress was initiated in 1972 when the first neurotransmitter receptor, for brain uploads, was discovered. Social attachment and addictive dependencies share three key attributes: (1) an initial intense positive affect ("loving") phase, followed by (2) a tolerance phase with diminished positive feelings, which sets up (3) a powerful separation distress phase of opiate withdrawal in drug addiction and physiologies of grief following social loss. Such hypotheses have been extended to other high-incentive rewards, including food treats (Colantuoni et al., 2002).

Berkowitz, 1994 and Rubin, 1986: assumed that there is an obvious link between anger and behavior. Moreover, individual differences may occur in this regard: Not everyone, if angry, will behave in a similar way (e.g., Bo'ddeker & Stemmler, 2000).

Taylor and Brown (1988): proposed that a mentally healthy person is characterized not by accurate assessment of her or his qualities but typically by holding mildly self-aggrandizing

perceptions of the self. They argued that instead of being maladaptive these positively distorted self-perceptions actually foster positive self-regard, the ability to care for and about other people, the capacity for creative and productive work, and the ability to effectively manage stress. Despite the obvious positive consequence of moderate self-enhancement, the disturbing question: How do people with inflated self-concepts effectively identify and make use of negative feedback they may encounter in the world?

(Hiemisch, Ehlers, and Westermann, 2002):

Predict that research on mind set such as addressed individual differences in the activation of deliberative and implemental mindsets and their effects on cognition and behavior. For instance, mindset effects have been found to be dependent on a person's achievement motivation (Pucca & Schmalt, 2001), social anxiety, and goal commitment (Gagné & Lydon, 2001). In this research we check whether the consumer achieve its goal, when it is assisted by the salesperson.

Adler, 1927; Cantor, 1994; Emmons, 1989; Grant & Dweck, 1999 and Mischel, 1973:

Proposed that person's goals facilitate understanding and predicting the person's behaviors. Accordingly, not only researchers of personality but also ordinary observers seek the goals underlying others' behaviors and rely on goal-related assumptions to predict others' future behaviors (e.g., Bassili, 1989; Read & Miller, 1993). The people expect others to pursue different goals in different situations, such as job interviews, fraternity parties, and first dates (Cantor, Mischel, & Schwartz, 1982). In this research we check the factors which effect goal actualization/ goal thwarting.

Hilton (1998)

Motivation is defined as the activation of internal desires, needs and concerns which energize behavior and send the organism in a particular direction aimed at satisfaction of the motivational issues that gave rise to the increased energy (Pittman, 1998). Similarly, according to Hilton (1998), social perception almost always involves an interaction between motivation and cognition. Further researchers like Fiske and Neuberg (1990) and Hilton and

Darley (1991) also support the view that motivations shape cognitive processes and that one's future goals are profiled by the met expectations.

Ingrasci 1981; Goff,Bellenger,Stojack 1994; Whittler 1996:

Emphasizes his interested in personal selling and the importance of a salesperosn's ability to adopt his or her behaviors based on perceptions of the consumer (e.g., Ingrasci 1981; Goff,Bellenger,Stojack 1994; Whittler 1996). The concept of adaptive selling (Weitz, Sujan,Sujan 1986) has replaced previously held approaches to personal selling that involved canned presentations and high pressure tactics. According to Goff,Bellenger and Stojack (1994), selling should be part of the marketing practice and it should share the same customer oriented philosophy and methodology.

Saxe and Weitz 1982:

Emphasizes on selling effectiveness and customer-orientation scale (SOCO), having an idea that behavioral appropriateness on the part of the salesperson is a determinant of effectiveness. But, the scale was not intended to specify behaviors that are either sales or customer oriented, nor was it intended to address why certain behaviors would be viewed as such and under what conditions. The extant research typically focuses on only one half of the dyadic interaction - the salesperson (for an exception see Williams and Spiro 1985). The consumer and the motivations that she or he brings to the interaction are often ignored.

Cialdini (1984):

Focus on six basic principles of influence with specific types of behaviors used across a wide variety of influence attempts. Cialdini's principles of authority, social validation, scarcity, liking, reciprocation, and consistency provide a framework for classifying salesperson behaviors. Cialdini (1999) argues that influence principles work for [salespeople] precisely because they work for consumers. He states, "it is normatively adaptive to follow the suggestions of an authority, friend or similar other, or to repay benefits in a reciprocal fashion or to seize rare opportunities or to be consistent with one's attitudes, beliefs and actions.

Motivationally Driven Goals :

work done by Jones and Thibaut (1958) indicates that a perceier's goal for social interaction, motivation and situation more generally be used. Two primary assumptions underlie their

theory of interpersonal perception, one being that the strategic focus in social perception will vary as a function of the type of social interaction it supports, the second being that the perceiver in any social situation will act in such a way as to reduce the need for information to sustain the interaction process. In contrast to broadly defined motives, personal goals constitute individualized and cognitively elaborated representations of what a person wants to achieve (Brunstein 1993; Brunstein, Schulthesis and Grassman 1998).

Tomkins (1963) and Izard (1971, 1977):

Assert that emotions constitute the primary motivational system of human beings. Similarly, Young (1961) states that emotion regulates and directs behavior according to the principle of maximizing the positive and minimizing the negative. Also, Schwarz and Clore (1983) and Pham (1998) convey mood as a source of information in evaluative judgments. Further, Luce (1998) says that about consumers desire to cope with or minimize negative emotion in a given decision task. Thus, the present research aims to examine the arousal of-specific emotions associated with. specific motivational influences.

Westbrook, 1987 and Oliver,1991:

Predict that emotions are mental reaction consciously experienced as a subjective feeling state. Principally, consumption emotion refers to "the set of emotional response elicited specifically during product usage or consumption experiences. Emotions are distinguishable from the related affective state of mood based on their great psychological urgency, motivational potency, and situational specificity. According to Oiver (1997), emotions encompass both arousal and broader forms of affect including its cognitive domain. Yet, the concepts of emotions and affect are frequently used interchangeably in the literature.

Heckhausen, 1986; Heckhausen & Gollwitzer, 1987:

Note that the effects of deliberative thinking have not been examined in the context of ongoing self-regulation, and it is possible that prolonged deliberation may have costs as well as benefits. Shakespeare's Hamlet, after all, was only the Prince of Denmark, but he was the king of deliberation; yet, few would applaud him for his decision-making prowess or for his initiative. William James heaped further scorn on those for whom deliberation was an enduring state rather than a finite process stepped through en route to a goal: "There is no more miserable human being than one in whom nothing is habitual but indecision" (James,

1890). . According to the Rubicon model of action, there is a sharp distinction between this pre decisional, deliberative frame of mind and a post decisional frame of mind marked by thoughts about how a given decision might be implemented (yielding an "implemental mindset"; Gollwitzer, 1990; Gollwitzer & Bayer, 1999).

Emotional creativity:

Actually, a good deal of evidence suggests that emotional creativity is not only possible, but ubiquitous; hence, one of the above propositions must be incorrect. I will argue that it is the second, namely, that emotions are biologically primitive responses. Failure to recognize the creativity of emotional experience stems from deeply held cultural prejudices, dating back at least to the ancient Greeks, in which emotions have often been contrasted unfavorably with rationality, the presumed hallmark of humankind (Averill, 1984; p174). Evidence for emotional creativity stems from three main sources is:

1. Cultural variation in emotional syndromes: emotions differ greatly from one culture to another. Although such differences are widely recognized, that often missed as mere patina on more basic emotions, a corrosion of the pure emotional ore. Argument against such a position have been presented elsewhere and need not be presented here(averill, 1980, 1984).
2. Individual differences in emotional creativity: Not all people are equally creative in the emotional any more than in the intellectual domain. Hence, another way to demonstrate emotional creative. The interested reader is reflected elsewhere for details (Averill, 1999b).
3. The micro genesis of emotional episodes: An emotion does not spring fully formed from the head of a person, like Minerva from the head of Zeus, no matter how creative a person might be. Emotional episodes develop overtime. Borrowing a term from cognitive psychology, we may call this process microgenesis (Arieti, 1962; Hanlon, 1991).

Damasio (2000) and Le Doux (1998):

Predict that emotions are a basic part of our being human, and appear to be unrelated to culture. While the basic emotions comprising the affect program are fundamental to all human, believe that secondary emotions (emotions like embarrassment or guilt) are to some

extent acquired, and triggered by things people have come to associate with that emotion through experience.

Richins, 1997

Predicts that in consumer psychology, consumer behavior, and even in the marketing literature there are numerous batteries of scales for 'measuring' feelings (sometimes labeled emotions). We initially considered simply using an established set of scales, but we were 'concerned that when people talk about their feelings for things like adverts or brands they may not mean exactly that same thing that one might infer from a particular scale.

Positive and negative emotions:

Many papers acknowledge that positive and negative affect are “ever present in the experience of emotions”(Diener, 1999,p.804; see also Berkowitz, 2000; Watson et al, 1999). We have content-analyzed 10 seminal studies in psychology on emotions and emotion words (Frijda et al, 1989; Haylena et al, 1989; Morgan and Heise, 1988; Plutchik, 1980; Roseman et al, 1996; Russell, 1980; Shaver et al, 1987; Storm and Storm, 1987; Watson and Tellegen 1985; Watson et al , 1988). The research streams supporting the different emotion structures (positive/negative vs. specific emotions) seem opposing, but can in fact be seen as complementing. Shaver et al . (1987) and Storm and Storm (1987)and richens (1997) have suggested that emotions can be grouped into clusters, yielding a hierarchical structure.

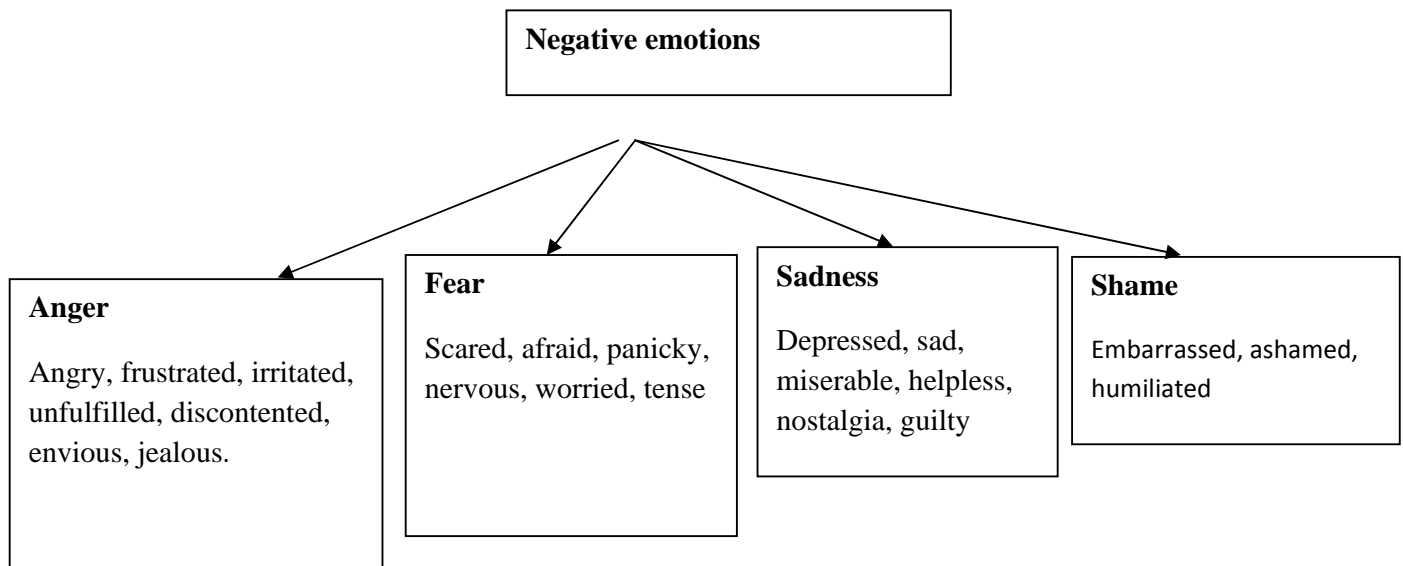


Fig1. Hierarchy of negative emotions

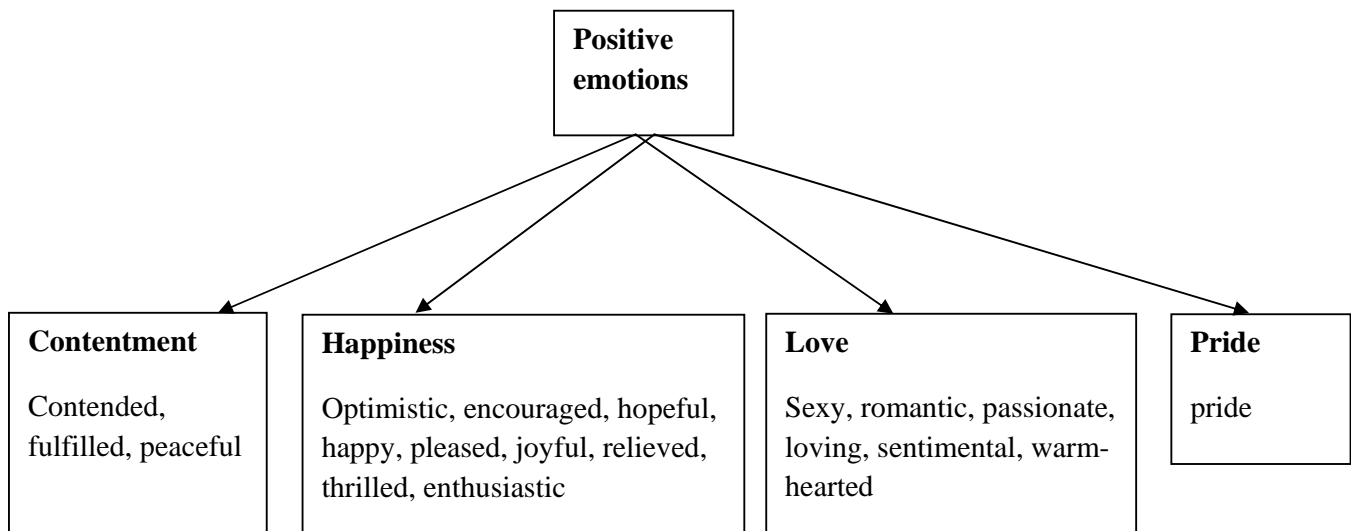


Fig2. Hierarchy of positive emotions

Behavioral outcomes:

According to Levine and Burgess (1997), negative emotions tend to signal a problem and may lead an individual to focus on specific aspects of the problematic situation. Also, as per Ellsworth and Smith (1988) and Oatley and Johnson-Laird (1987) negative emotional arousal should motivate an individual to change his or her current situation. Similarly, according to Smith and Lazarus (1993, p. 234), a particular type of emotional response prepares and mobilizes a person to cope with the particular appraised harm or benefit in an adaptive manner, that is, to avoid, minimize or alleviate the appraised harm or to seek, maximize or maintain the appraised benefit. Further, Stein and Levine (1989), Roseman (1991) and Levine and Burgess (1995, 1996) support the view that emotions are associated with different problem-solving strategies. Thus, review of relevant literature prompts the authors to use rationale to link emotion and cognition and motivation to outcome behaviors and further to examine the positive emotions and negative emotions aroused during a sales-encounter experience.

Objectives of the study:

1. Goal attainment as a result of congruent salesperson attitude with situational consumer mind set.
2. Effect of emotions on goal attainment/thwarting
3. outcome behavior as a result of motivation and emotions.

Hypothesis Development

H1: perceived goal facilitation/thwarting are not significantly affected by consumer assessment mind when the salesperson uses relational behavior.

H2: Goal facilitation/thwarting will not be affected by consumer action mind set when the salesperson use exchange oriented behavior.

H3: Goal facilitation/thwarting are not evoked by positive/negative emotions.

H4: Internally/Externally oriented emotions don't cause a significant effect on consumer assessment/action mind set.

H5a: Internally positive emotions will not play dominant role when goal facilitation is high.

H5b. Internally negative emotions will not play important role when there is goal thwarting.

H5c. Externally positive emotions don't affect goal facilitation when it is high.

H5d. Externally negative emotions don't play significant role when there is goal thwarting.

H6a: When goal facilitation is high and a consumer is concerned with avoiding negative outcome advancement and approach strategy will not be adopted.

H6b: When goal facilitation is low and a consumer is concerned with avoiding a negative outcome an avoidance strategy will not be adopted.

H6c: When goal facilitation is high and a consumer is concerned with achieving a positive outcome an actualization strategy will not be adopted.

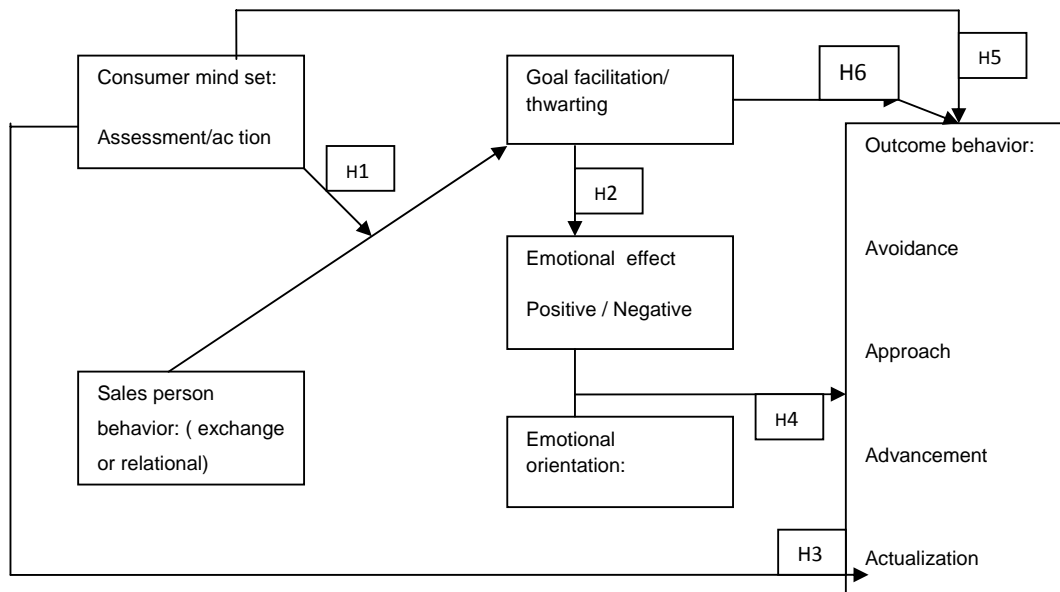


Fig no:3 A Conceptual Model of the Effects of Consumer Motivation During an Interpersonal Sales Encounter.

Reference: Lynnea Mallalieu 2000

Research design and Methodology

The main aim of research methodology is to find out the consumer motivational factors during conversation with salesperson study objectives as mentioned above. The methodology of research provides practical and systematic guidelines which helps in understanding the behavior of the consumer during purchase of the product. The methodology of research for the study is mentioned below as follows: -

Research design:

The research is descriptive in nature and it uses convenience sampling. The research is conducted through questionnaire and the subject used in pretest are under graduate students enrolled in engineering and the subjects used after pretest are under graduate engineering students and other under graduate science students in the age group of 17-24years. The scale used for this research is 7 point likert scale and the results are predicted using factor analysis and regression analysis. The variables define for salesperson behavior tested on 7 point likert scale with 1= extremely sale oriented and 7= extremely relational oriented, then cut off for

mean is set at 5.0. The variables whose mean value is above 5.0 are considered under relation oriented. Whereas, variables whose mean value is below 2.5 are considered for sale oriented behavior. Further, mean value is taken for consumer assessment mind set and consumer action mind-set. Whereas, to differentiate pre defined variables for goal thwarting, goal facilitation, emotions and outcome behavior we used factor analysis. The sample size taken for the survey consisted of 300 respondents and the survey is conducted at universities, colleges, malls, educational institutions. The data analysis is carried out using statistical tool like spss16.0 and customer mapping using MS Excel 2007 in order to achieve the desired objectives. The data interpretation is done by using regression analysis.

Significance of the study:

The study shows that how sales person behavior, effect the consumer mind-set; and convert the consumer action in to the sales of the goods. It also discussed that how emotions of the customers plat an important role in taking decisions during interaction with sales person; and how sales person attitude motivate them to purchase goods or service. This study show the new dimensions of understanding consumer mind during interaction with the sales person, and how sales person behavior help in increasing sales of goods or services provided by the organization.

HYPOTHESIS RESULTS

H1: perceived goal facilitation/thwarting are not significantly affected by consumer assessment mind when the salesperson uses relational behavior.

In this hypothesis goal facilitation and goal thwarting are dependent variables and consumer assessment and salesperson behavior are independent variable. The hypothesis is examined using regression analysis. From regression analysis, it seems that consumer goal achievement depends on the conversation between salesperson and the consumer assessment of that information. Whereas, the results of the regression indicate a significant interaction of consumer assessment mind-set and behavior with both goal facilitation and goal thwarting, (F= 8.66, p=.002) for goal facilitation and (F = 4.377, p=.003) for goal thwarting with adjusted R square value of .863. From this result it is clear that null hypothesis is rejected.

H2: Goal facilitation/thwarting will not be affected by consumer action mind set when the salesperson use exchange oriented behavior.

Here, goal facilitation and goal thwarting are dependent variables and consumer action mind-set and salesperson behavior are considered as independent variable. The hypothesis is tested using regression analysis. From the test, it is conclude that goal facilitation/ thwarting are significantly affected by consumer action mind set and salesperson behavior, along with a significant value for goal facilitation($F=6.337$, $p= .0576$) goal thwarting (($F=9.673$, $p=.005$) . The R-square value for goal facilitation is .761 whereas, for goal thwarting is .689.

H3: Goal facilitation/thwarting are not evoked by positive/negative emotions.

The subjects were asked to identify the emotions which evoke during interaction with salesperson. After applying factor analysis on emotional variables, mean value is taken with a reasonable cut off value, and those emotions which are of least importance are dropped from the study. The emotions terms were classified from Richens(1997) and some of them are explained in hierarchy of emotions. Results of the regression indicate a significant interaction of positive and negative emotions with goal facilitation and goal thwarting. Positive emotions ($F= 7.673$, $p=.0256$) for goal thwarting, and negative emotions ($F = 4.377$, $p=.003$) for goal thwarting and positive emotions ($F= 8.66$, $p=.002$) for goal facilitation, and negative emotions ($F = 4.377$, $p=.003$) for goal facilitation.

H4: Internally/Externally oriented emotions don't cause a significant effect on consumer assessment/action mind set.

The internally oriented emotions are basically inner feelings of the customer generated by the current facing situation. Whereas, external oriented emotions are generated from the behavior or the provided information from the salesperson, then a mean value is calculated for internal and external emotions. Here, internal and external emotions are independent variables and consumer assessment and consumer action are dependent variables. The results of the regression indicate a significant interaction of internal and external emotions with consumer assessment mind set and consumer action mind set. Whereas, Internal emotions ($F= 5.82$, $p=.005$) for consumer assessment, and external emotions ($F = 8.98$, $p=.003$) for consumer action mind set show more significant value than external emotions ($F = 4.4$, $p=.019$) for

consumer assessment mind set and internal emotions ($F= 5.93, p=.032$) for consumer action mind set

H5a: Internally positive emotions will not play dominant role when goal facilitation is high.

Goal facilitation is considered as dependent variable and internally positive emotions are considered as independent variable. From the test, it is concluded that goal facilitation is significantly affected by internal positive emotions like relieved and pleased. The results of the regression indicate a significant interaction of internal positive emotions with goal facilitation; having ($F=5.64, p=.001$), with R square value of .707.

H5b. Internally negative emotions will not play important role when there is goal thwarting.

Goal thwarting is considered as dependent variable and internally negative emotions are considered as independent variable. From the test, it is concluded that internally negative emotions like sad, unfulfilled and painful cause significant affect goal achievement. The results of the regression indicate a significant interaction internal emotions with goal thwarting ($F= 7.98, p=0.028$), with R square value of .741

H5c. Externally positive emotions don't affect goal facilitation when it is high.

Goal facilitation is considered as dependent variable and externally positive emotions are considered as independent variable. From the regression analysis, it is considered that external positive emotions like enthusiastic, warmhearted, eager affect on goal facilitation. Whereas, the results of the regression indicate a significant interaction of external positive emotions with goal facilitation having ($F=9.93, P=.008$), with R square value of .695

H5d. Externally negative emotions don't play significant role when there is goal thwarting.

This hypothesis considered the analysis for the talk between subject and the salesperson. The results of the regression indicate a significant interaction of externally negative emotions with

goal thwarting and the variables which significantly influenced this situation are astonished and anxious ($F=4.89, p=.007$)

H6a: When goal facilitation is high and a consumer is concerned with avoiding negative outcome advancement and approach strategy will not be adopted.

The advancement and approach strategy are considered as independent variable, where advancement means advancing in the decision process and approach means reasserting goals on the encounter, and goal facilitation is considered as dependent variable. The results of the regression indicate a significant interaction of goal facilitation with advancement and approach strategy with ($F=10.78, p=.039$).

H6b: When goal facilitation is low and a consumer is concerned with avoiding a negative outcome an avoidance strategy will not be adopted.

When consumer feels that information which is provided by the salesperson is not helping it to attain its goal then it try to avoid further talk with the salesperson and the sale is dropped. The results of the regression indicate a significant interaction of goal thwarting with avoidance strategy ($F=6.34, p=.047$) and the variables which influence this situation from customer behavior are (a) customer leave the store without purchase (b) never make a purchase from that salesperson in future.

H6c: When goal facilitation is high and a consumer is concerned with achieving a positive outcome an actualization strategy will not be adopted.

In this case consumer is hoping for achieving the desired product and is actually thinking of doing a purchase. The results of the regression indicate a significant interaction of goal facilitation with actualization strategy having ($F=4.11, p=.038$) and the goal facilitation is considered as dependent variable and actualization strategy as independent variables, and the variables which cause an important effect on goal facilitation with the assistance of salesperson are (a) make a purchase from that salesperson in future (b) salesperson is helpful in understanding my needs.

Conclusion:

In today scenario market revolves around the customer needs, wants and expectations and every one try to lure customer by value additions and focus on enhancing the ability of

boundary spanners. Thus, the foremost purpose of this paper is to study as to how and in what manner the interaction between consumers be motivational mind-set and a salesperson's behavior affects a consumer's cognitions, emotions, and outcome behaviors. Consumers have to interact with salespersons on most of the deals and most of the times it is seen that goal attainment/thwarting based on the interactive talks between salesperson and consumer. If, salesperson provide information as per the requirement of the customer than the chances of goal attainment is high otherwise every interaction with salesperson evoke negative perception in customer mind and leads to goal thwarting. Moreover, positive emotions whether internal or external play an important role on the interaction between salesperson and consumer and further leads to goal attainment. Whereas, negative emotions whether internal or external leads to goal thwarting. When goal facilitation is high consumer is moving toward goal achievement. Whereas, when goal facilitation is low, and when salesperson is not providing required information to the customer; in that situation interaction leads to goal thwarting. From the research it is concluded that there is a necessity for salespeople to understand what motivates consumers to enter a sale encounter. The research indicates that relational oriented behaviors are perceived as facilitating, thus, unlikely to drive a consumer away, however, it could be extremely difficult to recover from a situation in which exchanges behaviors are used on a consumer in an assessment min set.

Appendix I

Salesperson behavior

- Buy one get one free
- I can hold it for you for x no of days
- This product really suits you
- This item is very rare
- We can exchange the product for you
- This item is liked by everyone
- People mostly buy this quality of product only
- This item is in latest fashion

- This product works for years
- His product is very much in demand
- My expert opinion says you should buy this product
- In which range you would like to buy
- What you like fast colors or sober colors
- Would you like to try this product
- This is the last piece; which is left
- We have variety of color in this product category
- I like this product because of its price and quality
- This is easy to handle and wash
- It is a low maintenance product
- The performance of this product is very high
- There is a warranty on this product

Emotions as main variables

Reference	Emotions measured used	resulting
restructure		
Edell and Burke (1987)	Edell and Burke (1987)	upbeat, negative, and warm
Holbrook and Batra (1987)	Hilbrook and Batra(1987)	pleasure,arousal and domination
Westbrook(1987)	Izard (1977)	positive and negative effect
Olney et al.(1991)	Mehrabian and Russell(1974)	pleasure and arousal
Mano and Oliver(1993)	Watson et al(1988); Mano(1991)	upbeat, negative and warm

Steenkamp et al(1996)	Mehrabian and Russell(1974)	Arousal
Nyer (1997)	Richins (1997)	Anger,joy,satisfaction and sadness
Richens(1997)	Richins(1997)	Anger,discontent,worry,sadness,fear, shame,envy,lineliness,romantic,love,pain,contentment,optimism,joy,excitementand surprise.

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