Investigating the Effect of Popularity of Sales Force on Customer Behavior with an Emphasis on the Role of Empirical Value Added by Sales Force (Case Study: Active Iran Khodro Departments in Isfahan)

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ABSTRACT
The sales force's performance is one of the key issues for companies in today's competitive environment. Sales force is the executive arm of organizations in attracting customers and selling goods or services. All efforts of the various units of the organization are summarized as a result of the sales force's performance. As competition intensifies, the importance of sales force performance has increased. Today's vendors are more than ever a dynamic powerhouse in the world of commerce, and their efforts have a direct impact on diverse and diverse activities. Maintain the company's position in the market, evaluate the status of competitors, and ultimately provide the grounds for success and development of the company. This research attempts to investigate the effect of sales force reputation on customer behavior with an emphasis on the role of empirical value added by sales force. The statistical population of the present study is the employees and customers of Iran Khodro authorized dealers in Isfahan city and the number of samples A total of 390 patients were selected. The research type is applied and the method of the survey is descriptive and the data collection tool is a questionnaire. The data were analyzed using SPSS software and Lisrel software. The results show that the reputation of sales force is influential on economic value, service productivity, service superiority, pleasurable interactions, and the mentioned variables have a positive effect on customer behavior in Iranian car dealerships, and it is suggested that these agents In order to raise the trust of customers, they are more seriously committed to their commitments and are committed to their customers and meet their needs.

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Introduction
Profitability through the sale of products - both goods and services - is the main reason for the formation of business companies, and having a strong sales force in creating and maintaining long-term relationships with customers, as well as introducing and selling products in these companies, has a great role. The key to profitability is their growth and survival. The forefront of corporate competition is their sales force, and sales force performance is a vital indicator and key pulse of the company's performance in the competitive market. Identifying the effective factors on this function leads to better planning and strengthening of the abovementioned factors and facilitates them. Of course, as well as the successful performance of sales forces can lead to the growth of the business organization, their poor performance also means waste of human capital, financial, social, and ultimately loss of business customers. During the recent decades, the intensification of the competition between economic firms in order to gain more market share has led them to more accurate and deeper understanding of the needs and demands of customers. In this research, The effect of sales force performance on customer behavior is investigated. The structure of this article is as follows: first, the statement of the problem and theoretical foundations of the research is presented, then the research background is expressed and after presenting the research hypotheses, the methodology includes the society and the statistical sample, the variables studied and the test method. The assumptions will be expressed and, in the end, the results of the research, suggestions and limitations will be presented.

Problem statement
All human efforts and activities are carried out in order to achieve a definite and definitive outcome. In the field of commerce and commerce, the end of the activity of a person, a team or a company and organization, depends on their success in sales, and this success depends on the activity and sales power and salespeople performance (Purcelli et al., 2014: 1393). Profitability through the sale of products (including goods and services) is the main reason for the formation of business companies, and having a powerful and creative sales force in maintaining long-term relationships with customers, as well as introducing and selling products in these companies, plays a key role in profitability, growth and survival. The forefront of corporate competition is their sales force, and sales force performance is a vital indicator and key pulse of the company's performance in the competitive market. Identifying the effective factors on this function leads to better planning and strengthening of the abovementioned factors and facilitates them. Of course, as well as the successful performance of sales forces can lead to the growth of a business organization, their poor performance also means waste of human, financial, social, and ultimately loss of...
business customers (Habibi and Safarzadeh, 1395: 28). On the other hand, customer satisfaction is the main factor in the success of many organizations and in numerous studies, the relationship between customer satisfaction with oral-to-mouth communication, loyalty, purchase repeat and profitability of organizations are mentioned. Changing customers' needs, expectations and expectations is an undeniable reality. So, first, you need to know what the customer wants and then look for the means to realize it. A complete knowledge of the customer, his needs and desires, requires close relations with the customer. In this regard, some organizations have adopted policies to encourage employees to establish close relationships with the customer. Among these policies, it is possible to mention organizational rewards. Competition for organizational rewards is the reputation and credibility of a tool used by sales managers to stimulate the motivation of sales force (Purcelli, 1393: 75). In recent years, the value of experience for the customer has been considered as an important issue in marketing research. Creating empirical value for customer satisfaction and loyalty is very important as O'Heart et al. (2007), Shobir et al. (2013) and Baben et al. (2013) emphasized this. Creating superior customer experience is one of the most important goals in today's retail environment. In addition, in the service sector, customer experience helps retailers to create sustainable competitive advantage, and as the focus on customer value increases the role of sales force. In the value added process, it should be noted, because customers are demanding value-added services for vendors for long-term relationships, this important role of sales force in creating value has also recently been addressed by Bloker et al. (2012). In this regard, the researchers pointed out that sales force is not only the communication value of a company but it can also create it (Achachi, 2016: 25). The sales force's performance is one of the key issues for companies in today's competitive environment. Sales force is the executive arm of organizations in attracting customers and selling goods or services. All efforts of the various units of the organization are summarized as a result of the sales force's performance. As competition intensifies, the importance of sales force performance has increased. Today's vendors are more than ever a dynamic powerhouse in the world of commerce, and their efforts have a direct impact on diverse and diverse activities. They introduce the company's products to customers, receive sales orders that send products to customers. Maintain the company's position in the market, evaluate the status of competitors, and ultimately provide the grounds for success and development of the company. The customer is the only source of current profits and growth of the organization. Of course, recognizing, attracting and retaining a customer that brings a lot of profit to the organization is difficult for vendors to work with due to increased customer awareness and consequently a change in their level of expectations, but with the correct use of information technology. It is possible to identify and manage customers in the best possible way (Mansouri and Yavari, 1395: 72). Companies are adopting a suitable method for selling their products. One of the influential methods on the customer is the sales force experience that helps customers to make purchasing decisions in accordance with their needs. This satisfaction remains in the memory of the customers and, while recommending to other people, they will be willing to buy the product for other products. Thus, the reputation of the company's sales force will be to sell the products (even new products), therefore, the main purpose of the present research is to examine the effect of the popularity of sales force on customer behavior in Iran Khodro departments in Isfahan.

**Background research**

Haber (2017), in a research study of interpersonal and instrumental variables. The tool variables of this model include product, distribution price and marketing communications, which each company necessarily uses in the marketing mix of these variables. The model itself varies between satisfaction with instrument variables and satisfaction with the variables among individuals who are relationships. For variables, the model variables include credibility, benevolence, and opportunistic. The reason for choosing these variables is to recognize the dimensions of trust, because trust is a multi-dimensional concept and plays an important role in developing and maintaining long-term customer relationships and supplier relationships. The results showed that there is a direct relationship between the instrumental factors (product satisfaction, satisfaction with pricing, satisfaction with distribution) and communication satisfaction. Achachi (2016), Based on the theory-based resource-based approach and empirical value-model, he examines how empirical value added by the seller to intermediation deals with the relationship between seller's reputation and customer behavior. In this regard, a questionnaire was created, and data was collected from 229 customers who were employed by financial vendors in five banking organizations in Canada. Structural equation model was used to evaluate the proposed experimental model. The empirical results showed that the two dimensions of empirical value, ie, economic profit and service life, mediate between the credibility of the seller and the customer loyalty to the seller and the customer's stock in the portfolio. However, enjoyable engagement is the only mediator of the relationship between vendor credit and customer loyalty. Management concepts have been investigated. Roxis (2015) In this research, we investigated the effect of communication satisfaction on communication commitment with respect to marketing mix. He stated that the basis of all marketing tools is based on a marketing mix and these tools have a positive effect on communication satisfaction. He assumes that a customer who satisfies the product, price, distribution, promotion will most likely be satisfied with the relationship between the buyer and the seller. The results showed that there is a direct relationship between satisfaction (product, price and distribution) and communication satisfaction. Hazrati et al. (2012) have argued that although the seller's ethical behavior leads to increased sales, less research has been done to examine its effect on the customer. This research has been conducted on customers of Sony e-Panasonic e-products and finally concluded that the seller's ethical behavior has a great influence on the customer's satisfaction, trust and commitment. Lin and Woo (2012) investigate the relationship between seller unethical behavior, customer benefits and customer satisfaction based on the transaction cost theory, which ultimately leads to customer loyalty. The results of this research show that the customer's customer benefit from seller's unethical behavior is an important factor in determining customer satisfaction and loyalty. The study also states that contrary to many previous researches, although customer satisfaction has a direct impact on its loyalty to the vendor, it has little to do with customer loyalty. This research emphasizes the key role of the vendor in maintaining customer loyalty.

Javanmard and Hosseini (1396), in "Determining the relationship between mental image of the store, dimension of
distance, customer satisfaction and behavioral intentions of buyers”. The results of data analysis showed that the attitude toward marketing and attractiveness of marketing to positive mental image of the store has a positive effect. The effect of attitude toward service and low mileage on positive mental image of the store is not confirmed. On the other hand, positive mental image of the store and low mileage have a positive effect on customer satisfaction. Positive mental image of the store and customer satisfaction also have a positive effect on the customer’s behavioral intentions. The positive effect of low mileage on purchasing behavioral intentions is also not confirmed. They suggested trying to create a good mental image of their store in the minds of customers. Considering this important point, it is further emphasized that if the mental image of the organization is good in the mind of the customer, the problems that the customer may face, such as high distance to the store, is likely to be largely ignored by the mental image. To be Safarzadeh (1395),

The theoretical framework of research

Based on the model, the variables included in this research are independent variable, dependent variables and control; as in the seller's reputation as an independent variable, customer behavior is considered as a dependent variable, and the control variables are: Population variables, such as gender, age, and customer education, affect the customer loyalty that these variables are identified as a control variable at the individual level. Therefore, in this research, we try to investigate the relationship between the reputation of sales force and customer behavior. The conceptual model of the research based on the Achacobi model (2016) in Fig. 1 is as follows.

Hypotheses

Main hypothesis
The seller's reputation affects customer behavior.

5.2 Sub-hypotheses
Hypothesis 1: The reputation of an economically vendor influences customer loyalty.
Second hypothesis: Merchant reputation affects customer loyalty with service productivity.
Hypothesis 3: Merchant reputation with customer superiority affects customer loyalty.
Fourth hypothesis: The seller's reputation is influenced by customer satisfaction interactions.
Fifth hypothesis: The reputation of an economically vendor influences customer purchasing budget.
The sixth hypothesis: The seller's reputation affects customer service budget through service productivity.
Seventh hypothesis: The seller's reputation is influenced by customer service budget superiority.
Eighth hypothesis: The reputation of the vendor is impressive on the purchasing budget.
9th hypothesis: The reputation of a vendor with an economic value affects customer perception.
Tenth hypothesis:The seller's reputation with service productivity affects customer perception.
Elementary hypothesis: Merchant reputation with service superiority affects customer perception.
The twelfth hypothesis: The seller's reputation is influenced by customer satisfaction interactions.

Research Methodology

This research is a descriptive survey of applied and temporally cross-sectional nature. In this research, a survey method has been used to collect information, so it can be included in field research. The statistical population of this research is employees and customers of Iran Khodro authorized dealers in Isfahan. The data collection method is library and field studies. The data gathering tool was a questionnaire and a snapshot. This research is done by sampling, which determines the sample size using the Cochran formula for employees and the Morgan table for customers. Sampling method is simple random sampling. The data analysis method will be applied at two levels of descriptive and inferential statistics. According to the level of data measurement and distribution of data, parametric statistical tests are used.

Information Collection Method

To collect information about the theoretical literature and its history, the library method includes the study of books, articles, journals, research projects and Internet banks, which had the most similarity with the research topic. And data collection and data collection are used by the statistical community to analyze the field method. In this research, data collection tools and questionnaire information are used. Information analysis method

To analyze the data, descriptive and inferential statistics were used. Descriptive statistics (mean, variance, ...) were used to describe and summarize the collected data. Inferential statistics were used to analyze and test the research hypotheses. Also for data analysis and extraction of research results, Lisrel software has been used.

Statistical population and sample size

The statistical population in this research is employees and customers of Iran Khodro authorized dealers in Isfahan. The statistical population of the research is the authorized personnel of Iran Khodro in the city of Isfahan, which is 600 people. In this research, accessible sampling method was used. So, by referring to the representatives, their employees were randomly sampled.

\[
n = \frac{NZ^2pq}{Z^2pq + (N - 1)d^2}
\]

\[
n = \frac{600 \times (1.96)^2 \times 0.5 \times 0.5}{(1.96)^2 \times 0.5 \times 0.5 + 599 \times (0.05)^2} = 236
\]

The sample size of the staff was 236, and 236 questionnaires were accepted as the basis for the study. Subsequently, 232 questionnaires were returned. Due to the fact that the size of the statistical society of Iran Khodro authorized dealers in Isfahan is unlimited, the sample size is calculated as follows.

\[
n = \frac{s^2pq}{\chi^2_{(1-p)^2}} = \frac{1}{n(\frac{1-p}{p} - 1)}
\]

\[
n = \frac{(1/96)^2(0/5)(0/5)}{(0/05)^2} = 384/16
\]

Therefore, the sample size of the customers was 384, and 384 acceptable questionnaires were used for the study. After the distribution of the questionnaire, 377 questionnaires were returned to the statistical community.

Research findings

Checking the Normality of Variables

According to the Kolmogorov Smirnov test table, if the level of significance for all independent and dependent variables is greater than the test level (0.05), the distribution of data is normal.

It can also be used to measure the normal distribution of variables by the central limit. In this case, if the sample size is greater than 30, then the distribution of data can be considered normal.
In the methodology of the structural equation model, it is first necessary for the resident to verify the structural validity to determine that the selected markers are accurate to measure their structures. For this purpose, confirmatory factor analysis is used. In this way, the factor load of each marker with its structure is t higher than 1.96. In this case, this indicates the precision required to measure that structure or attribute. In this study, we used the measurement model, or the confirmatory factor analysis of the questionnaire, to determine the extent to which the research structures have been selected by the markers to measure them. The results of this study are presented below.

**Variation in seller's reputation variable**

After determining the validity of the items for each index, all indicators will be measured under a general index. Therefore, this index is comprised of the sum of the indexes of the investigated indicators. The model of measurement of each of these methods is shown in Fig. 2. Based on this initial model, it is determined that all components have an amount of t greater than 1.96 and therefore are acceptable references.

**Confirmation Factor Measurement or Analysis Model**

In the methodology of the structural equation model, it is first necessary for the resident to verify the structural validity to determine that the selected markers are accurate to measure their structures. For this purpose, confirmatory factor analysis is used. In this way, the factor load of each marker with its structure is t higher than 1.96. In this case, this indicates the precision required to measure that structure or attribute. In this study, we used the measurement model, or the confirmatory factor analysis of the questionnaire, to determine the extent to which the research structures have been selected by the markers to measure them. The results of this study are presented below.

**Customer Measures Variable Measurement Model**

After determining the validity of the items for each index, all indicators will be measured under a general index. Therefore, this index is comprised of the sum of the indexes of the investigated indicators. The model of measurement of each of these methods is in Model (3) and come. Based on this initial model, it is determined that all components have an amount of t greater than 1.96 and therefore are considered to be acceptable.

### Table 1. Kolmogrov-Smirnov Test of Research Variables.

<table>
<thead>
<tr>
<th>Variables</th>
<th>meaningful level</th>
<th>Test statistic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reputation seller</td>
<td>0/232</td>
<td>0/303</td>
</tr>
<tr>
<td>Economic value</td>
<td>0/196</td>
<td>0/285</td>
</tr>
<tr>
<td>Productivity Services</td>
<td>0/168</td>
<td>0/211</td>
</tr>
<tr>
<td>Service excellence</td>
<td>0/117</td>
<td>0/117</td>
</tr>
<tr>
<td>Enjoyable interactions</td>
<td>0/142</td>
<td>0/188</td>
</tr>
<tr>
<td>Customer loyalty</td>
<td>0/155</td>
<td>0/254</td>
</tr>
<tr>
<td>Customer purchase budget</td>
<td>0/083</td>
<td>0/083</td>
</tr>
<tr>
<td>Customer perception</td>
<td>0/122</td>
<td>0/122</td>
</tr>
<tr>
<td>customer behavior</td>
<td>0/119</td>
<td>0/144</td>
</tr>
</tbody>
</table>

As it is clear from the data in Table (1), the significance level of the Kolmogrov-Smirnov test for all variables is greater than the value of 0.05. As a result, these variables have normal distribution in this study. Parametric tests can be used to prove the research hypotheses.

**Structural Model (Route Analysis Model)**

After verifying the model of the model and calculating the constructive and diagnostic validity at this stage, one can test the relationship between the research structures, the final model and the structural model. For this purpose, the model is implemented in LISREL software. Considering that the root mean of estimating the variance of the RMSEA approximation error for the research measurement models is less than 0.1, therefore, there is no need for correction for accurate estimation of the path coefficients to test the hypotheses of the research. So we'll have:

### Table 2. Goodness indicators of model fit on the basis of confirmatory factor analysis.

<table>
<thead>
<tr>
<th>Fitness Index</th>
<th>X²</th>
<th>RMSEA</th>
<th>GFI</th>
<th>AGFI</th>
<th>CFI</th>
<th>NFI</th>
<th>NNFI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantity</td>
<td>17/41</td>
<td>0/018</td>
<td>0/96</td>
<td>0/78</td>
<td>0/97</td>
<td>0/96</td>
<td>0/95</td>
</tr>
</tbody>
</table>

In general, there are several fitness characteristics for evaluating the path analysis model. In this research, we evaluated the X² indices, RMR, GFI, AGFI, SF, NFI, NFP, Incremental Fitness Index (AGFI), Comparative Fitness Index (GFI) and a very important second-order indicator of estimating the variance of the RMSEA approximation error.

### Table 3. Structural Model Fitness Maturity Indicators.

<table>
<thead>
<tr>
<th>Estimated value</th>
<th>desired limit</th>
<th>index</th>
</tr>
</thead>
<tbody>
<tr>
<td>0/020</td>
<td>Close to zero</td>
<td>RMR</td>
</tr>
<tr>
<td>0/010</td>
<td>Close to zero</td>
<td>SRMR</td>
</tr>
<tr>
<td>0/96</td>
<td>0/9</td>
<td>GFI</td>
</tr>
<tr>
<td>0/96</td>
<td>0/9</td>
<td>NFI</td>
</tr>
<tr>
<td>0/95</td>
<td>0/9</td>
<td>(NNFI)</td>
</tr>
<tr>
<td>0/78</td>
<td>0/9</td>
<td>AGFI</td>
</tr>
<tr>
<td>0/97</td>
<td>0/9</td>
<td>(CFI)</td>
</tr>
<tr>
<td>0/18</td>
<td>0/1</td>
<td>RMSEA</td>
</tr>
</tbody>
</table>
As the fitness characteristics of the table show, the data of this research are fitted with the structure of the factor and the theoretical basis of the research, and this indicates the validity of the structure. As the fitness characteristics of the table show, the final structural model has a very high credibility and hence the final model has suitable fit and does not need to be modified and fitted. Also, to test the research hypotheses, we can examine:

<table>
<thead>
<tr>
<th>R²</th>
<th>p.value</th>
<th>The statistics</th>
<th>Path coefficient</th>
<th>Dependent structure</th>
<th>Independent structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0/000</td>
<td>2/49</td>
<td>0/46</td>
<td>Customer behavior</td>
<td>Reputation seller</td>
</tr>
</tbody>
</table>

Analyzing the results of the research hypothesis test Analyzing the results of the test, the first hypothesis of the research, has a significant effect on customer loyalty. Based on regression test, multiple correlation is 0.859. This means that there is a stronger correlation and multiple coefficient of determination is 0.837. That is, the independent variable 0.83% could explain the variance of dependent variable. The value of F is 857.29 and the level of significance is equal to (Sig = 0.000), because the significance level is less than 0.05. So the regression model was meaningful and well fitted, therefore, considering that the significant level of customer loyalty variable was Sig <0.05. Therefore, the first hypothesis of the research is confirmed in the sense that the existence of a reputable seller with a value of economic affects customer loyalty.

Analyzing the results of the test The second hypothesis of the dealer's reputation is affected by the service productivity on customer loyalty.

Based on the regression test, multiple correlation is 0.798. This means that there is a stronger correlation and the coefficient of multiple determination is 0.637. That is, the independent variable 63% could explain the variance of dependent variable. The value of F is equal to (532.46) and the level of significance is equal to (Sig = 0.000), because the significance level is less than 0.05. So the regression model was meaningful and well fitted, therefore, considering that the significant level of customer loyalty variable was Sig <0.05. Therefore, the second hypothesis of the research is confirmed in the sense that the seller's reputation with the service productivity has a positive effect on customer loyalty in Iran car dealerships.

Analysis of the results of the test The third hypothesis of the research is the seller's reputation with the superiority of the service on customer loyalty.

Based on the regression test, multiple correlation is 0.755, meaning that there is a stronger correlation and multiple coefficient of determination is 0.570. That is, the independent variable 57% could express the variance of dependent variable. The value of F is 403.77 and the level of significance is equal to (Sig = 0.000), because the significance level is less than 0.05. So the regression model was meaningful and well fitted, therefore, considering that the significant level of customer loyalty variable was Sig <0.05. Therefore, the third hypothesis of the research is confirmed in the sense that the presence of seller's reputation with the superiority of services on customer loyalty has a positive effect on Iran car dealerships.

Analyzing the results of the test The fourth hypothesis of the research has influenced the seller's reputation with delightful interactions with customer loyalty.

Based on the regression test, multiple correlation is 0.811, that is, a stronger correlation exists and the multiple determination coefficient is 0.812, which means that the independent variable of 81% could explain the variance of the dependent variable. The value of F is 801.29 and the level of significance is equal to (Sig = 0.000), because the significance level is less than 0.05. Therefore, the regression model is meaningful and well fitted, therefore, considering that the significant level of customer loyalty is Sig <0.05. Therefore, the fourth hypothesis of the research is confirmed in the sense that the existence of seller's reputation with positive interactions on customer loyalty has a positive effect on Iran car dealership.

Analyzing the results of the test The fifth hypothesis of the research affects the reputation of the seller with a value on the customer purchase budget.

Based on regression test, multiple correlation is 723/0, that is, stronger correlation exists and multiple coefficient of determination is 629/0, meaning that the independent variable 62% can express the variance of dependent variable. The value of F is 574.92 and the level of significance is equal to (Sig = 0.000), because the significance level is less than 0.05. Therefore, the regression model is meaningful and well fitted, therefore, considering that the significant level of customer purchase budget is Sig <0.05. Therefore, the fifth hypothesis of the research is confirmed in the sense that there is a positive effect on the existence of the seller's reputation with the economic value on the purchasing budget of the car dealers in Iran Khodro.

Analysis of the results of the test The sixth hypothesis of the seller's reputation affects the service productivity by service productivity.

According to the regression test, multiple correlation is 0.692. This means that there is a stronger correlation and multiple coefficient of determination is 0.560. That is, the independent variable 56% could express the variance of dependent variable. The value of F is 483.41 and the level of significance is equal to (Sig = 0.000), because the significance level is less than 0.05. Therefore, the regression model is meaningful and well-fitted, therefore, considering that the significant level of customer purchase budget variable is Sig <0.05. Therefore, the sixth hypothesis of the research is confirmed in the sense that the existence of seller's reputation with the service productivity on the purchase budget of customers in Iran Khodro agencies has a positive effect. Analysis of the results of the test The seventh hypothesis of the seller’s reputation research with the superiority of service on the budget budget

According to the regression test, multiple correlation is 309/0, that is, there is a weak correlation and multiple coefficient of determination is 119/0, which means that the independent variable 11% could not explain the variance of the dependent variable. The value of F is 192.73 and the level of significance is equal to (Sig = 0.000), because the significance level is greater than 0.05. Therefore, the regression model is not meaningful and well fitted, therefore, considering that the significance level of the purchasing budget variable is Sig <0.05. Therefore, the seventh hypothesis of the research is confirmed in the sense that the existence of reputation of the seller with the superiority of services on the purchase budget of customers in Iran Khodro departments is not positive.

Analyzing the results of the test The eighth hypothesis of the research has influenced the seller's reputation with pleasurable interactions with customer purchasing budget.
According to the regression test, multiple correlation is 0.886; that is, a stronger correlation exists and the multiple determination coefficient is 0.774, meaning that the independent variable of 74% could explain the variance of the dependent variable. The value of F is 7449.55 and the level of significance is equal to (Sig = 0.000), because the significance level is less than 0.05. Therefore, the regression model is meaningful and well-fitted, therefore, considering that the significant level of customer purchase budget variable is Sig <0.05. Therefore, the eighth hypothesis of the research is confirmed by the fact that the seller's reputation has a positive effect on the purchasing budget of the car dealers with the pleasurable interactions.

Analysis of the results of the test The ninth hypothesis of the research has a significant effect on the customer perception of the value of the seller.

Based on the regression test, multiple correlation is 0.702, that is, a stronger correlation exists and the coefficient of multiple determination is 0.759, meaning that the independent variable of 75% could explain the variance of the dependent variable. The value of F is 722.92 and the level of significance is equal to (Sig = 0.000), because the significance level is less than 0.05. Therefore, the regression model is meaningful and well-fitted, therefore, considering that the significant level of customer perception variable is Sig <0.05. Therefore, the ninth hypothesis of the research is confirmed in the sense that the existence of a seller's reputation with economic value has a positive effect on customer perception in Iranian car dealerships.

Analysis of the results of the test The tenth hypothesis of the research influences the seller's reputation with the service productivity on customer perception.

Based on regression test, multiple correlations are 0.717. This means that there is a stronger correlation and multiple coefficient of determination is 694/0, meaning that the independent variable 69% can express the variance of dependent variable. The value of F is 632.66 and the level of significance is equal to (Sig = 0.000), because the significance level is less than 0.05. Therefore, the regression model is meaningful and well-fitted, therefore, considering that the significant level of customer perception variable is Sig <0.05. Therefore, the tenth hypothesis of the research is confirmed in the sense that the existence of reputation of the seller is positively influenced by the efficiency of the customer perception in the car dealership of Iran.

Analysis of the results of the test The eleventh hypothesis of the research affects the seller's reputation with the superiority of the service on customer perception.

Based on the regression test, multiple correlation is 0.799. This means that there is a stronger correlation and multiple coefficient of determination is 0.701. That is, the independent variable 70% could explain the variance of dependent variable. The value of F is 751.41 and the level of significance is equal to (Sig = 0.000), because the significance level is less than 0.05. Therefore, the regression model is meaningful and well-fitted, therefore, considering that the significant level of customer perception variable is Sig <0.05. Therefore, the eleventh hypothesis of the research is confirmed in the sense that the presence of seller's reputation with the superiority of services has a positive effect on customer perception in Iranian car dealerships.

Analyzing the results of the test The twelfth hypothesis of the research affects the seller's reputation with pleasurable interactions on customer perception.

According to regression test, multiple correlation is 0.841, that is, there is a stronger correlation and multiplication coefficient is 0.719. That is, the independent variable could express the variance of dependent variable by 71%. The value of F is 782.77 and the level of significance is equal to (Sig = 0.000), because the significance level is less than 0.05. Therefore, the regression model is meaningful and well-fitted, therefore, considering that the significant level of customer perception variable is Sig <0.05. Therefore, the twelfth hypothesis of the research is confirmed in the sense that the presence of seller's reputation with positive interactions on customer perceptions has a positive effect on Iran car dealership.

Discussion and conclusion

The result of inferential analyzes in this research suggests that the effect of ethical sales behavior on customer loyalty through the intermediary variables of customer satisfaction and customer trust in the company is more than its direct effect. Vendors have a significant impact on the perception of customers in terms of reliability on the organization. The vendors who have won the customer's trust are aware that their respective organization (which itself is also a subdivision of this organization) is trusted. Also, buyers assume that seller behavior reflects the values and attitudes of his or her organization.

Therefore, if the customer has limited experience with the service provider, he will place his trust in the organization based on the reliability of the vendor. Especially considering that the nature of the car is in such a way that the customer relationship with the participation in its minimum, then one can expect that the customer's trust in the dealer, which results from the seller's moral sales behavior, suggests acceptance The organization's value is the customer service provider. Over time, this acceptance leads to a sense of customer-agency interdependence and brings customer commitment to the organization.

Also, by creating trust in customers, the service provider can expect future customers to buy from the organization, which will increase the market share of the service provider and reduce the premium. Also, the ethical behavior of sellers and the introduction of the desired product effectively leads to customer satisfaction. Following the customer satisfaction, the expectation of the commitment can be considered that this commitment will in some way lead to the establishment of long-term relationships and thus create loyalty in customers.

Loyal customers in the automotive industry have many benefits, including the benefits of the organization's profitability, reduced marketing costs, increased sales of the company, low customer price sensitivity, and so on. With increasing sales, the company can increase its investment in different markets and have a larger market share. On the other hand, car manufacturing companies can easily, by spending less, by educating marketers to adhere to the ethics and satisfy the customers' satisfaction and trust by selling them ethically, attracting loyalty to customers, which leads to a reduction in costs Attract new customers. Also, by increasing customer loyalty, increasing the share of purchases of oral and oral products can be expected.

Suggestions based on the findings of realization

Suggestions based on research hypotheses

According to the first hypothesis, Iran Khodro dealers should periodically evaluate their customers' satisfaction. Maintaining communication with the customer through a central organization apart from maintaining a vendor relationship is a very important factor. For this purpose,
questionnaires should be designed with a specific time period and, in the opinion of customers, should be informed about the type and level of their satisfaction with the services.

According to the second hypothesis, Iran car dealership is intended to be more serious about its obligations in order to raise trust, while paying attention to the reactions of customers and meeting their needs and needs and responding. It gives confidence to customers that are important to these agents and committed themselves to the customer, while paying attention to their benefits to their benefit and satisfaction.

Based on the third hypothesis, agents are suggested to increase satisfaction by improving the ethical behavior of sales using the dynamic and dynamic sales of sellers through the creation of sales networks as groups in the agencies and in the care of those who They work with each other to cooperate and exchange. Of course, in this case, you can also use inter-group competition and award winners or encourage for successful teams.

Based on the fourth hypothesis, the representative proposes to increase the attention paid to ethical codes by their vendors, to highlight the ethical charter in the organization's environment and to emphasize and promote it among its agents.

According to the fifth hypothesis, in order to increase customer satisfaction and trust, an association for monitoring the ethics of selling life insurance will be created considering the status of sales of products in the agencies, which monitors sales ethics and Emphasizes that it also serves as a safeguard for the interests of buyers and serves as a bridge between customers and the service provider to serve customer loyalty.

According to the sixth hypothesis, agents are advised to use congratulatory letters, postcards, or similar items on specific occasions for their customers or purchasers.

According to the seventh hypothesis, it is suggested: the role and importance of customer perception in the creation of repeat purchases of goods and customer loyalty to the products that are taken together and taken from their direct and indirect relationship to the company's products.

Based on the eighth hypothesis, it is suggested that: understanding customer knowledge as a valuable resource in production innovation and improving the process for controlling the potential of production processes and supporting appropriate systems; and the organization must-must-serve customers as Find a valuable resource and provide conditions for customer interaction.

According to the ninth hypothesis, it is suggested to: Match the activities of creating customer perceptions with the processes of customer relationship management system. Integrating supportive processes with the true performance of the relationship managers will enhance the production processes by the organization. In other words, the consequence of considering customer knowledge as a separate task is to reduce efficiency. Accordingly, the best way to effectively manage knowledge is to integrate it with the main processes.

Based on the tenth hypothesis, it is recommended to: Create an integrated knowledge repository within the organization. The integrated view of customer related data plus a set of related systems is a critical factor in success. A central knowledge reservoir can help us overcome the regional boundaries and divide the labor units. Knowledge warehouse is also a prerequisite for establishing criteria and criteria for evaluating customer value and marketing competition in different product groups.

Based on the eleventh hypothesis, it is recommended to: Encourage relationship managers to capture and disseminate customer knowledge in addition to understanding the customer as a valuable source of knowledge, senior management to encourage an organization's culture where employees are sharing knowledge “for, from him” about customers Work with each other and use the knowledge provided by others.

According to the twelfth hypothesis, companies are recommended to measure and measure lost losses based on the level of customer perception of financial and non-financial damage.

**Suggestions based on research findings**

Considering the effect of knowledge management capabilities on the success of customer relationship management, Iran Khodro departments can use the communication and interactive tools of knowledge sources (views and suggestions of customers, market) to improve processes. Also, by holding Training courses for individuals in customer relationship management units and customer complaints to enhance their knowledge and skills. Also, it is necessary for the organization to identify the required knowledge as well as knowledge development in order to provide the basis for its growth in the bank.

Iran Khodro Manufacturing Company can utilize the appropriate facilities and tools as well as using the technology of the day to create a favorable situation in the exchange of information with customers and by conducting group interviews in particular and cross-sectional surveys in the direction Fixing service defects and promoting customer satisfaction index and loyalty index.

With the establishment of Knowledge Bank, Iran Khodro Manufacturing Company can identify the domestic market (Knowledge for people such as employees, retirees, transferees, etc.), such as knowledge of customers, colleagues, competitors, etc. And acquire a variety of books including visual, audio and written software, as well as an appropriate context for storing knowledge as well as knowledge exchange between managers, staff and customers to provide new and applied ideas for optimal services. More and more diverse to the customers of the organization. In this regard, improving the structure of the customer relationship management system and establishing appropriate communication between the units, for the purpose of customer information flow, market changes, and knowledge of the best service methods can help the organization to optimally use the information.

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