

Sales People Innovativeness on Customer Knowledge Management For Increasing Sales Performance In Organic Food Products

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Abstracts:

The study has examined salespeople innovativeness with influence of the customer knowledge management in the organic products. The organic products are reaching the market with high health benefits. Compare the conventional products the organic products are priced slightly high because of long course of time for production. This study has focused the conceptual model with sales organizational learning framework which enhance the knowledge of sales people and develops the organizational memory for leveraging involvement for improving best performance, sales person with innovativeness Variables like (Sales People Innovativeness, Sales Team Knowledge Exchange ,Value Based Selling, Positive selling ambience) with mediator variables like customer knowledge management and Dependent variables are sales performance of organic products. Data collected from the sales person in the organic retail store which is located Chennai. The study has tested with reliability test, t-test, Regression analysis, then the formulated hypothesis would support for the organizational learning factor for improving sales person success in organic market, The study result that out of four variables only Sales Team Knowledge Exchange, Value Based Selling has significant effect on the sales performance with influence of the customer knowledge management for organic products.

Keywords: sales innovativeness, customer knowledge management, organic products,

Introduction

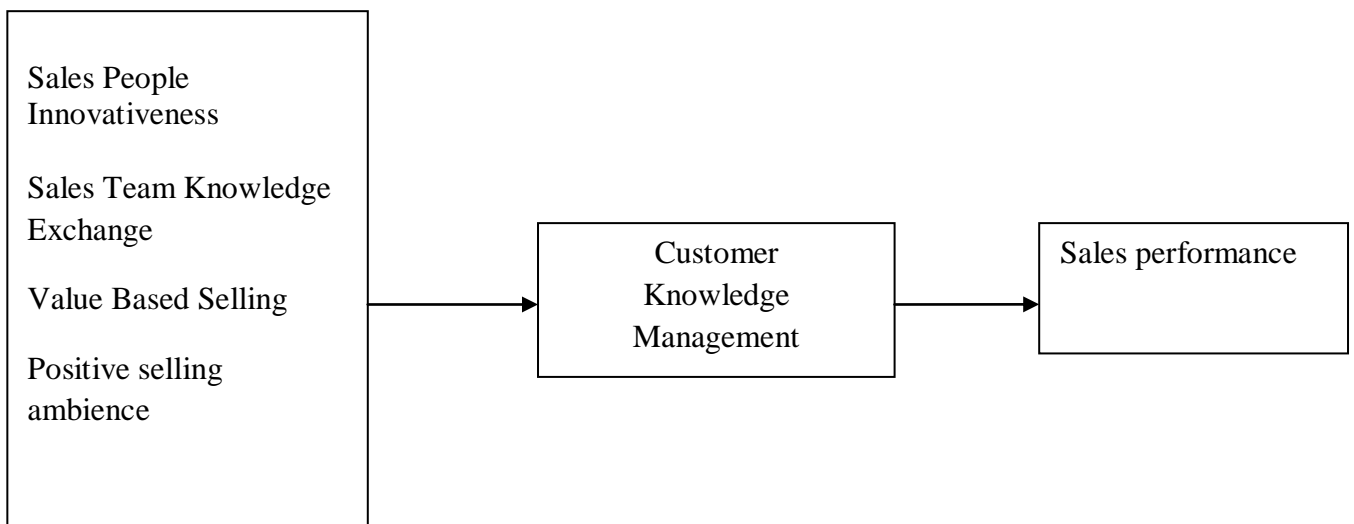
Sales innovativeness has play an important role in salesperson carrier with influence of customer knowledge management. Salespeople has made the organic product to consumer for safety life style. Innovativeness on salespeople is completely depends on the individual traits but today's organization has encouraged the sales people to adopt the innovativeness with motivational factors like incentives, promotions, etc customer knowledge management enhanced the knowledge from customer, for customer and about the customer its entirely focus on the customer characteristic for organic products. Organic products are not new to this environment. It is originated along with human traditional life but due to over population across world it has been disappeared by chemical fertilizer. To overcome the food crisis need of green revolution has adopted all around the world but later came out with a lot of problems to consumers it reduce the human life span reason by lot of disease like cancers, diabetics, high blood pressure, cardiac problems etc in human life. Almost all the country has realised the need of organic food has assumed to healthy, it contains high vitamins, proteins nutrients in food products. By considering all this importance factor the study has focus the sales people involvement in customer knowledge management towards consumers has increase the sales performance with innovativeness dimensions like Sales people Innovativeness, Sales team knowledge exchange ,Value based Selling, Positive selling ambience. This dimensions are explains the different characteristic of sales people innovativeness

The study aims to fill the research gap by adding the organic products in sales people innovativeness dimensions. Although frame work link the innovation and customer knowledge management has established by previous studies (Taherparvar et al., 2014) this research paper has focused in the context of India, which in developing stage in producing the organic products in south Asian country. Now most of agricultural farmer are aware of producing the organic is safe to consumer and soil health. Owing to large population the farmer involvement in the organic farming too small. It not possible to cover the all population in the India with organic products with marginal price. Farmer are encourage to

add the bio fertilizer, natural manure which are not hazard to humans simultaneously it increase the production and decrease in the price for organic products in India to simulate consumer to buy a organic products rather on the conventional foods. so it need salesperson participation for innovations to increase sales performance to organic food industries.

Conceptual Framework

Sales Innovativeness



(Fig. 1: Proposed conceptual model of the study)

Review literature and Hypothesis development

Sales People Innovativeness and sales performance

Development of new products or service begins with important factor like creative thinking, novelty development, Deep analysing, Getting experience in the new technology (Dess and

lumpkin 1996); understanding of flexibility and willingness is a new approach for sales perception, It entirely far away from the traditional way of problem solving technique and It include important function in salesperson. The factor has examine the relationship between the sales innovativeness and sales performance and Further approaches the sales people to focus on new solution to old problem which enhance the efficiency to sales force. With introduction of the new product to the society with influence of new technology. Bruce (1994) has identified different effect on environment change unpredictable situation are reason to implement innovativeness in organization. By changing sales method and solving of customer problems with innovation are increased the sales performance along with factor are satisfaction and loyalty (Srivastava 1998; Evan 1984), sales innovativeness is also the kind of personality traits that builds sales manager trusts. This traits gives freedom to act in organization with high involvement in works which increase sales performance (Lumpkin and Pelton, (1993) Thus, the following hypothesis is proposed:

Hypothesis 1: Sales innovativeness positively affects sales performance.

Sales team tacit knowledge exchange and Sales Performance.

Tacit knowledge are build a knowledge to salesperson without experience in the fields by learning the solution to problems with influence of sharing knowledge from learned group to fresher group in the organization by forming the network association with influence of social media. It is coping mechanism which make more interaction about sales method adopted by the sales person and Networked sales groups has ability to generate more information while facing new customer in sales deals. Developing of tacit knowledge has builds strong root for organizational performance by the sales people which is executed by written rules and regulation, norms are framed by organization top management. It is only possible by establishing sharing knowledge from single sales person to multiple salesperson with experience (Cavusgil et al., 2003). It is long term portfolio to build the trust for customer which demands experience in handling the customer with intuition of understanding the customer mindsets. Sharing of knowledge taken in the part training to fresher in the organization. while some sales person with loyalty are voluntary to share the information to peer groups in process of the selling the organization products (Chalkiti, and Sigala 2007)

has analysed that knowledge boost the specific skills, attitude and adaptive selling situations efforts by sharing the successful and unsuccessful information routinely. This considered to be the important asset in organization for sharing of the valid information which empower the sales force team and Develops the other relevant skills and attitudes for increasing the sales performance (Yen-Chun et al., 2017) Based on the above discussion, it is proposed that:

Hypothesis 2: Sales Team Knowledge Exchange positively affects sales performance.

Value based selling and Sales performance

The value based selling is important for building the customer satisfaction and repurchase intention among the consumer with the capability of the building the value importance to leveraging that coping the customer with expected products (Rajala and Töytäri 2015). This study has shows that sales persons play major role in the distribution network to distribute the product from the manufacture to consumer. Based on the value added feature to the product, salesperson with the innovative strategies has build the individual traits, selling strategies will emphasis customer to get the optimal price. Value based products in the market represent the effort, time, and money all factor are important for their satisfaction of customer. Salesperson important job to identify product suits for suitable customer to make their money worthiness and satisfying the sales deals. Experienced intelligent sales person are simply gives valuable products to their valuable money in the market with suitable distributive channel. The innovative sales person is creative in ability to analysis different solution to different kind of the customer with leveraging the value therefore is proposed that

Hypothesis 3: Value Based Selling positively affects sales performance.

Positive selling ambience and sales performance

Creating the positive selling situation toward the customer is important strategies for salesman it completely depends on ability of sales man to create positive environment to encounter the demanding market place. According to (Chakrabarty et al. (2014), the study

implies the sales person attributes like active impressive conversation, make a positive twist, feel like comfortable and conversation smoothly for positive attitude for customer by salespeople. Handling of the positive selling ambience by the sales person emphasis the friendly and helpful, caring them personally which attract the sales deals only from salesperson knowledge. Developing capability by transplanting similar experience and skills to be other sales persons to finish the sales deals Accordingly, the following hypothesis is proposed

Hypothesis 3: Positive selling ambience positively affects sales performance.

Customer knowledge management and sales performance

Knowledge management and customer relationship management both rely on one thing and it is to find the resources to support the business processes of a firm. Therefore, the combination of both theories of knowledge management and customer relationship management which is called customer knowledge management is recognized as the appropriate way to acquire knowledge from the customer and provide appropriate knowledge to him. Customer knowledge management means the use of tools and techniques of KM to support the exchange of knowledge between organizations and their customers and enable the firm to make appropriate commercial decisions (Paquette, 2006, Murillo and Annabi, 2002). customer knowledge management is simply sharing the information to the customer from organization perspective through sales person. They enables organization to be successful in the business and CK is nothing but relation between the customer. It relies on same process then customer relation management is named as the customer knowledge management. then it is splitted into the knowledge from, for, about customer to enrich the organization products (Rowley, 2002) Customer knowledge management means grabs the core competencies by getting and sharing the information from customer to get maximum return on investment for organization and Its also a considered to be an important strategies to face competition from other organization. customer knowledge management also change products image, quality, service, customer satisfaction and increase the sales growth and retain the customer long period of time (Feng 2005): customer knowledge management are innovate the new concept, service and Improving the product according to customer which act as a

important advantage for customer satisfaction. Make the customer involvement in innovation process has to be held the different ways. Mechanism to handle the customer knowledge management about the products suppliers and distributor are in current trends systematically have a innovative ideology. By analysing the customer characteristic. The need of product with demographic characteristic like shopping habits, buying power of customer.(Najaflou, Shami Zanjani 2011)

Knowledge about the customer

Three important characteristic about customer are psychological, behavioural and demographic, (Bose 2003) This types are include in the organization to know what is need from the customer and how to satisfy the customer with repurchase intension. knowledge has analysed and interpreted among different kind of the customer which is benefits organization and quality of product to the customer identify the needful process for the sales person.

Knowledge for the customer

Organization has implement the product and service with adequate information about the customer. which is gathered by the various information source like competitor customer ,institutions, consultancy research survey Data, information or knowledge to the customer (Rowley, 2002) customer knowledge management is understanding customer products and service which gives relation from customer to organization so it is named as one way process (Day G.S, 2000). From Zanjani and Shami (2008), analysed the sharing of information source from buying power in the current customer. It makes aware of environment information of organization and knowledge of the organization strategies and marketing information about the current products and service (Rowley , 2002).

Knowledge from the customer

Knowledge from the customer has receiving the information from customer in perspective of status of products, products quality, products functions from the organization. It is easy for the organization to understand the customer in the successful business. It also fulfil the customer trends and future need for the customer for innovating the new product for the

customer. In doing so the customer are in creative in handling products for specific needs and preference From(Zanjani and Shami et al (2008) portrays that the knowledge from the customer has improving the products in relation to improving service by identify the current products competitor.The organization related information has resulted in form of the customer perspective and its competitors (Rowley, 2002).

Research method

Sample and data collection

The respondents are sampled from 26 organic product manufacture company in India. The sub-branch office is managed by a sales supervisor who agreed to participate in this research. The sub-branch offices are the operational units of a marketing company owned by a organic food products, producing several product classes for more than 50 items that are sold across India and several countries in South East Asia. The study's area is formed of all the province of south India, one hundred and sixty salesmen working under 28 sales supervisors controlling the sales office or stock point depot participated in this study. Questionnaires were delivered to sales supervisors. The sales supervisors will evaluate the process performance and output performance of each salesman in the sales area and put a score into the questionnaire's items. Finally, data from 160 salesmen were analysed. After the data normalization processing step, only 143 data units are used to finalize the process of testing the hypotheses. This study investigates (salespeople's innovativeness and value-based selling capability sales team tacit knowledge exchange and positive selling ambience) and mediator customer knowledge management and dependent variable as sales performance in the setting of sales process management. The primary consideration in choosing the respondents is based on the methodological study of Mount et al. (1994), who demonstrated both that the validity of personality constructs may be understated through reliance on the self-report method alone and that observer ratings (such as supervisor, co-worker or customer) are valid predictors of performance ratings for job-relevant dimensions. This is the reason for choosing sales supervisors to rate the input performance, process performance and output performance of salespeople under their supervision.

Analysis and Discussion

Table 1: Reliability values

Variables	No. of items	Cronbach's Alpha
Sales People Innovativeness	4	0.837
Sales Team Knowledge Exchange.	5	0.828
Value Based Selling.	3	0.751
Positive selling ambience.	2	0.708
Customer knowledge management.	4	0.811
Sales performance	3	0.928

Table (1) The reliability values (Cronbach's Alpha) for all the variables are found satisfactory as they are above 0.7 (Hair et al, 2013). Hence, all the variables are carried forward for further analysis. The Cronbach's Alpha values for all the variables are shown in the table above.

Table 2: t-test between gender Sales People Innovativeness, Sales Team Knowledge

Variable	Gender	N	Mean	Std. Deviation	t -value	p-value
Sales People Innovativeness	Male	88	2.3125	.57517	-1.137	.843
	Female	55	2.4227	.54618	-1.150	
Sales Team Knowledge Exchange.	Male	88	2.4091	.58401	.296	.594
	Female	55	2.3782	.64368	.289	
Value Based Selling.	Male	88	2.4053	.65204	.050	.291
	Female	55	2.4000	.55333	.052	
Positive selling ambience.	Male	88	2.4343	.73213	.239	.169
	Female	55	2.4061	.60866	.250	
Customer knowledge management.	Male	88	2.2471	.61177	-.987	.413
	Female	55	2.3545	.66265	-.969	
Sales performance.	Male	88	2.5303	.73176	1.295	.255
	Female	55	2.3758	.62872	1.341	

Exchange, Value Based Selling, Positive selling ambience, Customer knowledge management. and sales performance in organic products.

It is inferred from the above table that there is no significant difference between male and female on Sales People Innovativeness. (.843), Sales Team Knowledge Exchange. (.594), Value Based Selling. (.291), Positive selling ambience (.169), Customer knowledge management. (.413), Sales performance (.255). There are no significant differences in their mean values too. We can infer that there is no considerable difference in their mean scores and none of the p-values is substantial at 95% confidence level. Hence, the proposed hypothesis rejected

Table 2 : Regression analysis

Variables	Beta	T	Sig
Sales People Innovativeness	-.072	-.823	.412
Sales Team Knowledge Exchange.	.197	2.087	.039
Value Based Selling	.609	2.106	.037
Positive selling ambience.	-.315	-1.089	.278
Customer knowledge management.	.184	1.839	.068

The results of the regression analysis of sales people innovation dimensions are Sales People Innovativeness, Sales Team Knowledge Exchange, Value Based Selling, Positive selling ambience., (as the independent variable) Customer knowledge management as Mediator and sales performance (as the dependent variable). R square measures the effects of the independent variables on the dependent variable. In this case, R^2 is 19 %, In other words, about 19 % of the variation of sales performance of organic products was explained by the four dimensions of sales innovativeness the beta coefficients could be used to explain the relative importance of the four dimensions (independent variables) in contributing to the variance in sales performance of organic products (dependent variable). According to Beta

value, two dimensions of sales performance have a significant positive impact on sales performance. Sales Team Knowledge Exchange (.039), Value Based Selling (.037) are the most important dimensions in contributing to increase in sales performance in organic food. The reliability had a great impact on sales performance. Nevertheless, Sales People Innovativeness and Positive selling ambience is the lowest dimensions contributing to sales performance. finding that contact is the lowest important Looking at results, the first hypothesis (H2,H3) of the study supported

Conclusion:

The models describes that important variables in the study which in returns shows the two importance variable Sales Team Knowledge Exchange, Value Based Selling which has significant impact on the sales performance. Sales team tacit knowledge exchange established the sales force team to share the hidden information about products, with this information they build the trust and capability to improve the knowledge over both product and service to customer. It resulted that sales organization are with application of knowledge over the period of the time specifically in the operation areas, supply chain management, Distribution management areas which is strongly associated with the value creation and improved sales performance. The study has lending the tacit knowledge which includes the activities like testing, the information gathering, sales innovativeness has key point for salesperson which is cultivated by learning sales skills and sharing knowledge. the second important variables are value based selling capacity which build value to sales person and products which empowers the sales person to increasing the sales performance in form of specific skills, sharing experience and unarticulated knowledge but simultaneously sales conversation has share the both profit and non profit deals to the other sales person, with this sales deals has to develop the positive conversation and influence the organic consumer toward the sales person impressive conversation both tacit knowledge and value based selling variables influence the sales person in the organic industries to increase the sale performance with influence of customer knowledge management. The study tackles with field related work to sales person for increasing the sales performance has to achieved.

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