



SALESPERSON VOICE SPESIFICATIONS, TRUST AND PURCHASE INTENTIONS

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Salesperson is an important factor of efforts to change, shape or strengthen the consumer's reactions, attitudes, and intentions in personal selling process that requires trust to convince the consumers. Verbal and non-verbal communication tools can be used to design the trust as moderator effect on consumers' purchase tendency. In personal selling process, salesperson's voice may be more effective and powerful than words. So the voice itself is a non-verbal cue that must be researched as a factor to effect purchasing tendency. This study investigates the moderator effect of perceived emotional and cognitive trust of salesperson between voice and purchase intention based on subjective voice evaluations. Five salesperson voices was selected from direct marketing presentations on TV and recorded. Then these voices were listened and evaluated by a sample of one hundred people as consumers. Participants were asked to evaluate the voices recorded on five scales regarding of voice spesification-perception, voice liking, cognitive trust perception emotional trust and purchase intention in survey questionnaire using five point likert scale.

Keywords: Salesperson, Voice, Trust, Purchase intention, Moderating effect.

Literature Review

Salespersons constitute the most basic means of altering, shaping, or empowering consumers' reactions, attitudes, intentions (Mallalieu, 2006). In this context, verbal and non-verbal behaviors of salespeople contribute to the increase or decrease of the desired effect (Malik and naeem, 2010) and mostly nonverbal behaviors are effective in persuading a customer to buy a product. (Fennis and Stel, 2011). However, nonverbal communication has an effect on the customer's credibilites (Sundaram and Webster, 2000) and trustworthiness (Wood, 2006). Facial and voice features are also important to create an influence on the other side, but there are some differences in effect between them: both load different codes (Juslin and Scherer, 2005). The voice quality of salespersons have an effect on persuasion and communication (Williams and Spiro, 1985;Peterson et al.,1995) and processing Claypool et al., 2004). In this manner,

voice is a strong confidence-maker and a factor related to feelings and emotions perceived by a person (Gobl and Chasaide, 2003; Pittam and Scherer, 1993; Murray and Arnott, 1993). In this sense, the voice characteristic may result in trust or insecurity in communication with customer.

Research and Findings

Research problem was to find which trust factor (cognitive or emotional) is moderator between perceived voice attitude and purchase intentions of customers. We used anonym five salesperson voices of direct marketing presentation in TV. Product groups are selected that are familiar to everyone in order to reduce product involvement influence and increase answer intentions. However, in order not to create bias, brand name and brand associations were not used. The recordings were recorded from the hd-specific TV broadcasts and then a 1-minute portion was extracted and played. Standard sentences were selected in the extracted section. The use of standard cues is important for not creating language and meanings. Then these voices were listened and evaluated by a sample of one hundred people as consumers. Participants were asked to evaluate the voices recorded on five scales regarding of voice spesification-perception, voice liking, cognitive trust perception emotional trust and purchase intention in survey questionnaire using five point likert scale. All indices and reliability values were in acceptable level (GFI= .892, CFI=919, RMSEA=.07, Cognitive trust α (5 items) : .773, Emotional trust α (3 items): .852, Voice attitudes α (8 items): .752, Purchase intentions α (2 items): .891. SEM analysis was conducted. In this analysis, we found that cognitive trust is a moderator between perceived voice attitudes and purchase intentions. But not for emotional trust. It means that customers perceive the voice attitudes and transfer them by cognitive way to buying.

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