



The effect of emotional factors on the sales performance of sports stores in Isfahan

Poster Presentation

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Abstract

Introduction: In the constantly changing and competitive world of today, most companies are looking for ways to increase their competitive advantage, one of which is to pay attention to the emotional and impact factors of sales performance. The aim of this study was to investigate the effect of emotional factors on the sales performance of sporting goods stores in Isfahan.

Methods: The research method was applied in terms of purpose and descriptive correlation in terms of data collection. Structural equation modeling was used to investigate the relationships between the variables. The statistical population of the study included all managers and employees of sporting goods stores in Isfahan province (800 people). The sample size of this research according to (Lajsi table, Morgan) was 260 people. Sampling was done in a stratified manner. The data collection tool was a questionnaire. The validity of the study was obtained through a panel of experts (12 people) and the reliability was obtained through Cronbach's alpha which included emotional factors (0.903) and sales performance (0.886). Analytical descriptive statistics, inferential statistics, and structural equations were used in SPSS version 20 and Lisrel 8.80 software.

Results: There is a significant relationship between emotional factors (with a coefficient of 0.45) and sales performance.

Conclusion: According to the research findings, managers of sporting goods stores are advised to pay attention to individual and personality variables, especially the variables of emotions and feelings of people when hiring, due to the effect of emotional work dimensions on sales performance, there are many jobs that require emotional work if there is no balance among the employee and the job and the organization, it can cause the analysis of a person's emotional resources.

Keywords

Emotional factors; Sales performance; Sports shops

Reference:

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