

Analyzing the Influence of Motivation Methods Directed Salesperson Behavior on Food Products

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Abstract: The purpose of this study is to investigate the effects of motivation methods on salesperson behavior in the sales of textile products. The study included definitions of motivation and motivation methods in order to identify those methods that are important to consider when evaluating the levels of motivation. The purpose of measuring instrument is to identify importance of motivation methods. In this study was analyzed the impact of motivation methods in the sales of food products in the Bukhara region, Uzbekistan. Motivation methods are analyzed salesperson behavior on food products.

Keywords: motivation, motivational method, development communication method of motivation

Introduction

In the conditions the modernization of the economy, improving relation in the management marketing of enterprises managing subjects, regardless of the influence of its surround in internal and external environment change in a positive way.

Deep introduction ratio of the market economy, the main manifestation of its change in economic motions, managerial influence the behavior of people by the most avant-garde and productive methods of motivation for quality raising even higher level by circumstance.

At our national industry companies encourage salespersons in activities through the methods of motivation for definite direction in the definite quantity and quality, the unpopularity of advanced experience and the promotion causes new problems. Besides the above produced will motivate limited only by motivating salespersons.

The experience of countries with developed market economy shows that enterprises do not enter motivation policy which made successive location of this page, adapted, impressionable productive methods of motivation, and it can hit with a negative impact not only external but also internal factors even.

Nowadays meaning, mechanisms, concepts, key factors, funds and specific motivation develops in the impact of changing, new social-economic relations.

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Including in industry in the implementation of structural change, modernization of it, diversifying study the properties of motivation application and identify the need for the introduction into the life of their results.

Determination of the main direction of the use of methods of motivation in industrial practice, today one of the practical problems that have been waiting its decision.

Effective managers realize that in order to motivate their salespersons and consumers of organizations products they need to understand their salespersons and identify what motivates them. It is important to realize that people have different needs, goals and objectives and will act differently toward obtaining or achieving their goals or satisfying their need deficiencies. Striking a balance between organizational goals and employee personal goals will go a long way to ensure a workforce that is motivated to achieve the level of performance that is expected of them while simultaneously satisfying their own personal goals and needs. Marketing-managers can however only be effective at motivating their workforce if they are familiar with both the internal and external factors of motivation and the importance of these factors in motivating salespersons. For the continued success of an organization, motivated salespersons are very important. The issue of motivating salespersons is a continuous journey that companies need to undertake. Low motivation levels of salespersons reflect poorly on the overall impression of the organization. Motivated salespersons, on the other hand, will ensure that the company flourishes. Motivation is a very complex issue due to the uniqueness of people and the wide range of various factors that impact on it. Organizations exploit various resources in order to compete successfully. Few people realize that in comparison to other resources, human resources are the only resource that increases in quality and capacity the more it is utilized. Organization cannot afford to ignore this valuable resource. Motivation is a calculated technique that marketing managers can use to explore human potential and talents. Organizations cannot compete successfully without a motivated workforce.

Literature review

Motivation and its mechanisms are studied in modern science – modern economy, management, marketing, as one of the main directions. Modern foreign scientists M.Albert, M.Meskon, F.Hedouri, Robbins. S P, Griffin. W, Moorhead. G, Mills. J C, Mills. H, Bratton. J, Forshaw. C, Dessler. G, Griffiths. J, Lloyd-Walker. B, Kotler.P, Amstrong. G [6; 7; 4; 8; 3;9,12,13] in their scientific literature have produced scientific researches on the system of motivation, this methods and mechanisms convention events.

Motivation is an internal force, dependent on the needs that drive a person to achieve. According to Robbins (2001), motivation is a needs-satisfying process, which means that when a person's needs are satisfied by certain factors, the person will exert superior effort toward attaining organizational goals.

Another view from Griffin and Moorhead (2009) is that motivation is the set of forces that causes people to engage in one behavior, rather than some other alternative behavior. Mills et al (2006) define motivation as the individual's desire to direct and sustain energy toward optimally performing, to the best of his or her ability, the task required in order to be successful in a work position.

However, in industry questions of application of motivation methods are unstudied as a separate, scientific object in this area is not carried out full-scale scientific scrutiny. In terms of motivation characteristics, influence on consumers considered too little for the studied question. In view of the need to develop scientific - founded proposal and recommendations for improving the use of methods to motivate enterprises in the industry was the basis to define the purpose and tasks of the research.

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The experience of the world's famous companies that achieved success, shows, that modern systems and ways of motivation are organized with application of stimulation of such aspects as manufacture of goods needful for a consumer taking into account the requirements of a society; research of the social and ecological consequences related to a consumer, satisfaction of requirements by means of supervision over the target market, manufacture of goods taking into account the study of behavioral models of consumers, competitors and partners in business, creative products in integration with consumers. So it is necessary to draw a conclusion that motivation meeting modern requirements should stimulate first of all manufacture of goods and services considering the interests of consumers.

The Motivation is a system of the stimulation, promoting achievement of purposes of the organization with the account of interests of not only workers, but also consumers.

Scientists in industry management and marketing methods by studying the effect of motivating people, almost all the researchers did not explain that one group of internal method will be predominant.

Administrative influence on people in economic practice is a management method. Motivation methods are a set of factors, means, key factors and stimulus promoting stimulation of separate persons or a group of persons to certain purposeful behavior. According to motivational purposes in the management marketing of salespersons' action goes on an achievement of high results of work, qualitative, creative activity, the intensity of work and other purposes. The motivation goes on stimulation of buyer to big and long purchases, preservation of its loyalty.

In our opinion, the organizational purposes is necessary to divide the methods of motivation applied to introduction of necessary changes in actions of people under motivational influence, the adaptation of these actions on big groups:

This group of motivational methods is a complex of factors, means, key factors and the stimulus motivating buyers to get more and with a loyalty of goods on the food enterprise.

1. Psychological and behavioral
2. Organizing on sale
3. By participation in management at decision-making
4. Economic
5. Communication development

Results of the study

Further, we will familiarize with results of the evaluation of the efficiency of motivational methods of applied to salespersons of the enterprise. Also, we will familiarize with opinions of salespersons concerning the importance of motivational methods. Results of the interrogation spent for the purpose of studying of methods of motivation at the enterprises of light-processing industry, functioning in Bukhara region, have led to following conclusions:

- ✓ according to salespersons, motivational method of based on care from the point of view of the importance are taken by the third place (M=5,13), by estimations of salespersons, at those enterprises where they work, to motivational method of care the attention in that degree as which they consider normal (M=3,40) is paid;

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- ✓ groups simplification about the importance of a psychologically-creative motivational method, have not come to uniform opinions (M=3,35), however thus they have estimated level of application of these method at the enterprises where they work as satisfactory (M=3,45);
- ✓ almost all workers underlining the high importance of the material method of motivation (M=5,80), assert, that the management of the enterprises in small degree is improved by these methods (M=2,62)
- ✓ they have estimated level of use an administrative method in the organization have given an appreciation of degree of using these methods (M=3,56), however, according to salespersons, does not follow will pay excessive attention to use of these methods. Therefore, proceeding from the opinion of salespersons on the importance of methods, an administrative method has been placed on the latest place (M=2,40).
- ✓ Behavioral method of motivation from the point of view of the importance also take the second place (M=5,38), however from results of interrogation it becomes obvious, that chiefs of the enterprises use these methods in wide to a measure, then it is necessary (M=3,69);

Problems of our researches also include studying of a condition of influence on consumers of an administrative motivational method.

Therefore, we had been spent interrogation by the technique set forth above and opinions, estimations and offers of consumers concerning this sphere are studied. Results of the interrogation displaying the relation of consumers of production of light-processing industry to motivational method, applied by the enterprises making this production, will lead to the following results having the scientific and practical importance:

- ✓ consumers have stated a positive estimation also to psychological and behavioral method of motivation (M=3,04). The same as in a case with motivational method by organizing on sale, these positive estimations concern manufacturers to a lesser degree;
- ✓ at the same time, it is necessary to note, by personal and communication development motivational method has made upon consumers positive impression (M=2,63). This certificate of that the enterprises are in a course of events and have the full and detailed information, therefore, the steady effect of influence is reached. However, consumers have estimated the importance of motivational method by personal and communication development much lower (M=2,6);
- ✓ at the same time, it is necessary to note, motivational method of by personal and communication development have made upon consumers positive impression (M=2,63). This certificate of that the enterprises are in a course of events and have the full and detailed information, therefore, the steady effect of influence is reached. However, consumers have estimated the importance of motivational method of communication development much lower (M=2,6);
- ✓ a principal cause of that the attraction motivational method of by participating in management at decision-making gives small effect, consists that the enterprises of light-processing industry functioning in the branch, have not established direct contacts to the consumers;
- ✓ The efficiency of the economic method for consumers has been estimated below only (M=2,41). Here the first and solving reason is that the enterprises don't give sufficient attention to measures on attraction of consumers by economic method of motivation, on stimulation to big and longer purchases, besides, the basic part of not numerous developed measures on material stimulation is mastered by intermediaries. At the same time, consumers have noticed, that economic method of

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motivation in comparison with other methods are more effective (M=4,8) as consumers point of view.

Conclusion

From the relation of the personnel of the enterprise and consumers to the methods of motivation applied by the enterprises of light-processing industry, defined by means of sociological interrogation, it is possible to draw the following general conclusion: almost all industrial enterprises have improved the measures, the systems of motivation directed simplification in the enterprise, however, external motivation, that is measures on stimulation of consumers to the big and long purchases, is improved insufficiently. That is, measures on motivation are directed on achievement of such purposes how to make as much as possible production, cost price decrease, labor productivity increase, stimulation of manufacture of the qualitative goods, perfection of properties of consumer goods. Therefore, a level of the organization of manufacture high, however, the absence of direct connections with consumers does measures on stimulation of consumers vain. The basic part of these measures of stimulation accustoms intermediaries.

The main purpose of this paper was to evaluate motivational methods which salespersons and consumers of food industrial enterprises products are motivated. Findings from the results section of the survey, which is aimed at measuring the extent to which certain methods of motivation are provided for in the food industry enterprise at Bukhara region, Uzbekistan. Highlighted those methods of motivation that are adequately provided for and, therefore, are of concern. Recommendations that follow are aimed at specifically improving these areas of concern.

Salary is a hygiene factor and not a motivator, although the literature revealed that hygiene factors cannot motivate salespersons, they can lead to salespersons dissatisfaction if these factors are not provided for. Therefore, it remains important not to neglect any of the hygiene factors. The study has concluded that material methods of motivation ranked as the first most important method of motivation, and working conditions, which are more than adequately provided for by the organization. Research also revealed that salespersons will compare their salaries with their peers to establish if they are fairly or equitably rewarded. Our opinion that this can be prevented, to a large extent if the organization is more transparent about salaries. Creating pay grades for each job title, which salespersons are familiar with, will prevent salespersons from making inaccurate assumptions regarding their salaries. Annual salary increases should be inflation related. It is recommended that exceptional performance is not rewarded through salary increases, but rather by bonus or incentive schemes. Rewards should be transparent and the basis of distributing rewards should be communicated to the entire organization. Marketing management needs to ensure that marketing managers salaries are reviewed annually to ensure that marketing manager wages are market-related. These statistics should also be made available to the entire organization. It is important to remember that the cost of replacing a trained individual is far greater than the cost of retaining an existing one; therefore, ensuring that salespersons are paid fairly is vital for staff retention. Our opinion that constant communication between management and salespersons is essential to prevent dissatisfaction caused by inaccurate assumptions. Salespersons should be encouraged to have discussions with management if they have any remuneration related concerns. Keeping salespersons and involving consumers motivated is a challenging prospect, hence the many theories of motivation that have been developed over many years. Motivation is a complex dynamic, due to the fact that people behave differently when faced with the same challenges under similar circumstances. It is important however to continuously measure salesperson and consumer motivational methods to proactively anticipate areas of concern that might lead to a decline in the methods of motivation within the organization,

which could have an adverse effect on the profitability of the organization due to reduction in overall productivity and performance.

This research represents a first attempt to motivational methods directed salespersons of food industry enterprises products.

Perspective. we believe that this is an emerging research topic that will gain more interest for salespersons of food industrial enterprises.

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