

# Salesperson-reported versus Customer-perceived Sales Force Adoption of Industrial Innovations: Main and Moderating Effects

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## **Abstract**

One main reason for the failure of innovations is the fact that potential customers perceive salespeople as not convinced of the new product. Prior research is limited to the self-reported sales force adoption of the salespeople and thereby failed to address how (potential) customers perceive the sales force adoption. Our research develops a theoretical framework and explores the discrepancies between the salesperson-reported and the customer-perceived sales force adoption. Beyond, we hypothesize contingencies with job satisfaction moderators. We base our analysis on a dyadic survey sample with salespeople and their visited (potential) business customers of a real offered industrial innovation. Our findings indicate that the relationship between salesperson-reported and customer-perceived sales force adoption is contingent on salesperson's pay satisfaction, job autonomy, and organizational support. Surprisingly, a salesperson's payment satisfaction negatively moderates the relationship between salesperson-reported and customer-perceived sales force adoption. Thus, sales managers may think of using common job satisfaction factors differently.

**Keywords:** *Salesforce; Adoption; Perception*

**Track:** Sales Management and Personal Selling