

Examining the relationship between customer orientation, perceived empathy, and customer satisfaction using dyadic data

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Abstract

This research examines if there is an influence of a salesperson's empathy on buyer's satisfaction and whether customer orientation is related to empathy. The study is based on dyadic data that includes assessments provided by salespeople (customer orientation) and their customers (perceived empathy, satisfaction). Using structural equation modelling, questionnaire data generated from 71 sales role-play participants is analysed. Our findings indicate that perceived empathy is a significant predictor of buyer's satisfaction. Furthermore, the model reveals that customer orientation is positively related to perceived empathy. Our work has important implications for recruiting and sales trainings.

Subject Areas: *Customer Relationship Management and Customer Satisfaction, Sales Force*

Track: Sales Management and Personal Selling