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## **Importance of seller's ethical behaviour and its Impact on sales performance at the sole proprietorship level businesses in Jalalabad market of Afghanistan**

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**Abstract.** It's crucial for businesses to have trusted customers. To have trusted customers, sellers need quality ethics. Customer loyalty, customer decision to buy, satisfaction, competitive advantage, perceptions, sales force output, and buyer-seller relations can help in creating a long-term customer base, which has an important role in businesses' sales performance. The main aim of the research was to determine the impact of a seller's ethics on their sales performance in Jalalabad, Afghanistan. Primary data for the study were obtained from lecturers, School Teachers, Office workers, Traffics and employers and some others. In order to select a sample for the study, we used a non-probability technique. In non-probability, we chose convenience and quota sampling technique. 400 questionnaires were given to the respondents. For analysing primary data, we used SPSS software and the OLS method. Besides, we checked different relevant assumptions of the OLS method. Dimensions for seller man's ethics were acceptable ethics, greeting, mutual respect, happiness, quality service, honesty, and planning to continue purchasing and truthfulness. Whereas traffic, product turnover, good market share, product shortage, sales volume, and need fulfillment were dimensions for sales performance. We used structured questions to gain the answers for each dimension, and the questions were used collectively to give the meaning of each variable. The result of the study finally indicated that seller ethics are important and have a strong positive impact on sole proprietorship sales performance working in the Jalalabad market in Afghanistan.

**Keywords.** seller's ethics; sales performance; Jalalabad market; Afghanistan; sole proprietorship level businesses

### **1. Introduction**

Different variables such as seller proficiency, customer orientation, ethical behavior, shop environment, product package, shop location, promotion, shop structure, and so on influence customer purchase decisions, customer loyalty, satisfaction, and buyer-seller relations. In today's competitive world, companies, organizations, and businesses must conduct marketing research if they want to stay alive and achieve their vision and mission. Consider

Pepsi A.M due to not conducting marketing research to gain its place in the New York Failure museum. Marketing research helps in finding loyal customers, a seller's success, and appropriate behavior by which kind of behavior influences shoppers to become permanent customers. In today's competitive and sophisticated sales market, it is crucial to encourage salespeople to act more ethically. Gaining the buyer's trust, commitment, communication, and eventual word-of-mouth marketing by the client are all examples of ethical seller behavior. A salesperson's ability to develop relationships with consumers and win their satisfaction, trust, and loyalty is increased when they act ethically (Hansen and Riggle, 2009). While unethical behavior includes lying, inflating the benefits of products, recommending products that don't fit the demands of customers, and using high-pressure sales techniques decreased trust, loyalty and relationship with consumers (Robertson and Anderson, 1993; Román and Ruiz, 2005). Customers are willing to pay more for the goods produced by businesses that comprehend morality and social responsibility (Carvalho et al., 2010).

Customers frequently look to salespeople who represent businesses for the right information and direction (Howe, Hoffman, & Hardigree, 1994). Good business ethics can therefore improve financial performance, which in turn promotes the long-term growth of firms (Weeks, Loe, Chonko, & Wakefield, 2006). Customers are inclined to break off the relationship if they feel that salespeople have treated them unfairly (Morgan & Hunt, 1994). According to Roberson and Anderson (1993), a salesperson's ethical conduct is described as adhering to societal norms such as fair play, honesty, and full disclosure. These characteristics allow salespeople to build trusting, long-lasting relationships with their clients (Roman & Munuera, 2005).

Prior research (Hansen & Riggle, 2009; Lagace et al., 1991; Roman & Ruiz, 2005) has highlighted the fact that short-term salesperson activity that allows them to profit at the expense of clients is regarded as unethical sales behavior. These activities, which can cause customer annoyance, negative perceptions, lost sales and profits (Cooper & Frank, 2002; Futrell, 2002), include giving misleading benefits of a product or service, lying or exaggerating product availability, or the competitor's information, selling out-of-date products or services, responding to customers with unreliable answers, and using pressing selling techniques (Burnett, Pettijohn, & Keith, 2008).

In financial services, ethics is a crucial concern (Dunfee and Gunther 1999). The development and maintenance of long-term connections with clients can be greatly aided by ethical sales behavior (Wray et al. 1994). For salespeople's companies, ethics can result in liability issues through both intentional and unintentional comments (Boedecker et al. 1991). Based on how much a suggested action is viewed as right or wrong, good or evil, fair or unfair, or just or unjust, definitions of ethical behavior and unethical behavior are used (Hunt and Vite 1986). Individuals who practice ethics must conduct themselves in accordance with their moral system (Gundlach and Murphy 1993). The foundation for judgment in interpersonal relations is ethics (Bartels 1967). Businesses must place a strong emphasis on their ethical standards (Jones et al. 2005). Because more consumers are taking a company's ethical reputation into account when making purchases, some sales organizations are embracing ethics as a primary selling point (Gilbert 2003). Even in sectors plagued by ethical issues, a focus on sales ethics can aid sales organizations in attracting new clients and preserving and growing relationships with current ones. (Roman and Ruiz 2003). The effect of a seller's skill level on sales performance is a topic that has received considerable scientific attention. A variety of key components that contribute to a seller's competence include his quantifiable technical knowledge, his communication and representation skills, his ability to demonstrate his expertise

in a related sector, and his capacity for customer service. And Customer orientation is a result of successful sellers providing excellent customer service and recognizing their clients' demands. One of the most pressing demands that are being placed on sales managers is to run an increasingly effective selling unit while adhering to consumer requests for "more ethical" behavior (Jones et al. 2005, p. 109).

A short-term salesperson's actions that allow them to profit at the expense of the consumer are considered unethical sales behavior. Giving answers when the answer is not actually known, using manipulative influence techniques, or using high-pressure selling techniques are some examples of such behaviors. Other examples include lying or exaggerating about the benefits of a product or service; lying about availability; lying about the competition; selling products or services that people do not need; and giving answers when the answer is not actually known (Hoffman et al. 1991; Lagace et al. 1991; Wray et al. 1994; Howe et al. 1994; Tansey et al. 1994; Cooper and Frank 2002). Customers may perceive inequity if they believe the salesperson is treating them unfairly (for instance, due to unethical behavior) (Alexander, 2002).

If companies, organizations, and businesses want to survive, grow, and compete, they should have loyal customers because loyal customers are more profitable, more likely to repurchase, account for a larger share of the market, and spread the word about the company more. This increases their chances of making a profit. "(David, 2000). Permanent clients, also known as loyal clients, assist businesses in advancing their operations and improving customer relations (Wachner, 2009). Because the sales team interacts with clients first, the strategies they employ are crucial (Nasehifard, 2007). Selling that its impact on performance improvement has been approved requires specific talents (David, 2000). Customer orientation refers to the activities, attempts, and interactions that sellers use to satisfy their customers' demands (Thomas, 2001). The capacity to "perceive clients' wants" is a seller's skill, which may be broken down into three categories: technical skill (such as sales expert knowledge), nonverbal skill (such as sales capability), and communicative skill (such as verbal and nonverbal communication skills) (Rentz, 2002). A professional seller is someone who possesses the skills and information necessary to succeed in today's challenging and fiercely competitive marketplaces. One of the key metrics used to assess effective salespeople in the sector is the development of strong client relationships, which ultimately leads to the long-term profitability of the business (Gwinner et al., 1998). A customer orientation or customer focus is a "set of beliefs that puts the customer's interest first, while not excluding those of all other stakeholders such as owners, managers, and employees, in order to develop a long-term profitable enterprise," according to Deshpandé, Farley, and Webster (1993, p. 27). It goes without saying that salespeople are essential in fostering these relationships through a customer-oriented viewpoint (Beverland 2001; Leigh and Marshall 2001; Swanson, Kelley, and Dorsch 1997; Williams 1998) that emphasizes honesty and eschews dishonest and deceptive tactics (Saxe and Weitz 1982). Evidence demonstrates that ethical behavior improves organizational and salesperson performance (Schwepker and Ingram 1996; Barles et al. 2002; Verschoor 1999, 2003), highlighting its importance as an organizational strategy (Childers 2005), especially among employees who interact with customers (Brown et al. 2002). Although training and hiring have a big impact on a company's performance and profits (Darmon 1993; see also Ingram et al. 2006), little is known about how these processes affect the sales force's ethical conduct. Due to the high cost of turnover (which may be caused by ethical and legal transgressions), businesses are under added pressure to hire the "correct" people (Jones et al. 2005). Rewards and penalties have also been utilized to shape the ethical climate of the

company and successfully influence ethical conduct (Hegarty and Sims 1978; Posner and Schmidt 1987). According to studies, creating an ethical climate through the use of ethical codes, ethical rules, and ethical rewards and punishments offers a control mechanism that should reduce the likelihood of making unethical decisions as defined by the organization (Schwepker, Ferrell, and Ingram 1997). According to Ingram et al. (2005), field sales managers should assure comprehension and adherence to the organization's ethical and legal framework. Senior sales leadership should be in charge of setting the criteria for ethical sales behavior. Finally, salespeople should actively participate in enforcing strict legal standards with clients, colleagues, and other members of the sales organization. It has been emphasized that using ethical sales techniques is essential for developing and preserving long-term client relationships (Rom and Ruiz, 2005; Roman and Munuera, 2005; Boroujerdi et al., 2020).

Sales performance is the ability to sell more than the targeted number of units and sell products with a high profit margin (Scott, 2009) in other words effectiveness of your sales staff over a given time period is referred to as sales performance. One of the most popular methods for monitoring and managing the work of sales reps from the start to the end is to implement sales performance management.

A company's sales team's total efficacy is measured by their sales performance. It serves as a gauge for the effectiveness of both the sales team as a whole and of individual reps. Performance is evaluated based on how well individuals and teams accomplish their sales goals through their selling efforts.

Nowadays, many companies implement customer respect oriented strategies to attract, retain, and get on well with customers (Chang & Chen, 2007).

## **2. Literature review**

Roberto Román (2003) published an empirical study in the *Journal of Marketing Management* with the title "The Impact of Ethical Sales Behaviour on Customer Satisfaction, Trust and Loyalty to the Company: An Empirical Study in the Financial Services Industry." The analysis of the function of ethical sales behavior, as seen by bank customers, in creating and keeping relationships with customers began with research. The research found that a salesperson's ethical behavior increases client pleasure, trust, and loyalty to the bank they work for.

According to Oliver and Swan's (1989) findings, when a customer believed that a salesperson had been fair in the transaction, which is related with ethical sales behavior, the client's happiness with the salesperson improved (Futrell 2002). Customer loyalty is a direct result of customer happiness, according to a large body of research in services marketing (Crosby and Stephens 1987).

According to Davis (2000), customer orientation and each of its dimensions have a direct impact on output. According to studies by certain marketing researchers about the nature and outcomes of customer orientation, there is a favorable relationship between building buyer-seller relations and customer orientation. These results suggest that, in a customer-oriented approach, a corporation could have a significant influence on the sales force.

Studies have examined managers and direct reports in a metal products company (Vardi 2001), retail jewelry salespeople (Wimbush, Shepard, and Markham 1997), human resource managers (Bartels et al. 1998), employees of lodging properties (Upchurch and Ruhland 1996), college graduates (Peterson 2002), and salespeople in the Netherlands to find positive relationships between ethical climate and ethical behavior (Verbeke, Ouwerkerk, and Peelen 1996). The study by Verbeke, Ouwerkerk, and Peelen (1996), which focused on

salespeople in particular, discovered a favorable correlation between the sales force's ethical behavior during the hiring and training phases. It is believed that the main formal control mechanism is ethical climate. Employee impressions of ethical standards, regulations, and enforcement, as well as sanctions for unethical behavior, make up the climate.

Results by Moutinho and Smith (2000) with a sample of bank customers showed that bank loyalty was significantly and favorably impacted by consumer satisfaction with the bank.

According to the exploratory study's findings, customers were more satisfied with salespeople whose perceived ethical standards were higher also they asserted that customers of financial services who engage in ethical sales activities are more likely to have faith in the salesperson. (Wray et al 1994).

According to several exploratory research, salespeople can gain the trust of their clients by acting honestly (Swan et al., 1985; Swan et al., 1991).

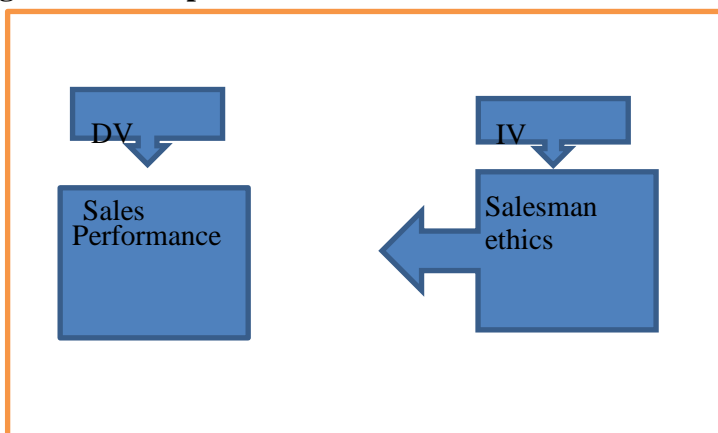
We anticipate a strong correlation between moral sales conduct and client confidence in the business. When considering the crucial function that salespeople play in the service industry, this can be explained. Thus, in the view of the customer, salespeople serve as the organization's front-line service representatives (Zeithaml and Bitner; 2000, p.287). Because "consumer perceptions of contact employees will affect their perceptions of the company," the organization is more likely to be seen as ethical if salespeople are viewed as acting ethically (Ganesh et al. 2000, p.68). According to Roman's research from 2003, ethical sales practices increase client happiness, trust, and brand loyalty.

According to research, upholding moral principles has a significant impact on customers' decisions to purchase items, boosts customer happiness, and ultimately gives businesses a competitive advantage (Gauzente and Ranchhod, 2001).

By fostering long-lasting relationships with customers and fostering customer trust, ethical sales practices have a direct impact on client loyalty (Tuan, 2015).

Customer loyalty is important for an organisation as it increases profits, improves sales success and allows for sustainable growth (Bhat et al., 2022). Customer retention has recently attracted considerable attention because it shows a competitive advantage (Shafiee and Bazargan, 2018).

**Figure 1. Conceptual Framework**



### **3. Research Hypothesis**

**HO:** Sellers ethics has no impact on the sales performance in Jalalabad Market of Afghanistan.

**H1:** Sellers ethics has impact on the sales performance in Jalalabad Market of Afghanistan.

#### **4. Problem statement**

The idea of this current research came when I fulfilled the basic needs of my home or purchased for myself when needed. There were two shops near to our home. The nearest shopper didn't follow accepted respect, wasn't honest, or in whole almost had unethical behavior, while the second one, located far away, was almost as good as the nearest one in ethics. That was the reason that I preferred to buy from the 2<sup>nd</sup> shop. Then I decided to search whether ethics are important when customers are buying, whether ethics are a major factor in influencing customers' purchasing decisions or whether salesmen's ethics can influence sales performance. Besides, no research has examined the effect of sellers' ethical behaviors on sales performance at the sole proprietorship level business in Nangarhar, Afghanistan. In other words, although ethical sales practices have a positive impact on sales performance, there haven't been many scientific studies to back this up.

#### **5. Research Objectives**

The study's main goal is to know the advantages of ethical behaviour and see the impact of salesmen ethics on their sales performance in Nangarhar, Afghanistan.

#### **6. Research Question**

What is the impact of Sellers ethics on sales performance?

#### **7. Methodology**

As the current study is conclusive in nature we followed descriptive form, while in descriptive we selected cross-sectional research design. Eligible respondents in the study were those that had responsibility of fulfilling necessities, basic or other needs for their homes, as well as eligible respondents are retailers in Nangarhar province. The questionnaire for the research was structure questionnaire and has three parts. In the first part of the questionnaire, we asked regarding respondents' gender, education, marital status, respondent specification, income, leaving location, and occupation. In the second part, we asked 10 questions regarding an independent variable, that is, salesman ethics, and in the third part of the questionnaire, we asked 10 questions regarding a dependent variable, i.e., sales performance. Besides, the current study used secondary data as well in order to collect secondary researcher's studies regarding the mentioned variables that were conducted in different countries by different scholars. Furthermore, in order to collect primary data for the study, my beloved students helped me. First I explained the questionnaire to them and told them regarding eligible respondents. Then I gave them the assignment to complete the questionnaire. I am sure that the percentage of ambiguity of questions for the respondents might be less. Cause those who helped me in data collection they studied marketing research subject and have sufficient knowledge regarding research. To select a sample for the study, we used a non-probability sampling technique. In non-probability technique then we selected convenience and quota sampling technique. We distributed 400 questionnaires to respondents, i.e., lecturers, school teachers, office workers, traffic, employers and some others. The mentioned categories of respondents were chosen for several reasons. Firstly, they were easily accessible and available for survivors. Secondly, most of them were voluntarily ready to give data. Thirdly, most of them are responsible for buying house materials. Of the 400 questionnaires, 380 were returned back. From 400 questionnaires,

190 were distributed to the lecturer and school teachers, and the remaining 210 were distributed among students as assignments. In their assignments, each student must conduct a questionnaire survey and must record the interview with eligible people. Regarding measurement, we asked likert scale structured questions in front of each question. Respondents were asked to answer as 1 agree, 2 strongly agree, 3 neutral, 4 disagree, and 5 strongly disagree.

#### 8. Reliability of the instrument

The instrument's reliability refers to whether or not Likert scale questions are related to one another. With the help of Cronbach's alpha value we can check the reliability of our questionnaires. The range for Cronbach's Alpha is between (0-1). To check reliability, we conducted pilot study value for Cronbach's Alpha was (.716). As a result, the measures' reliability was confirmed, with coefficient alpha greater than the recommended level of (.7) (Nunnally 1978). Thus according to Cronbach's Alpha value, which is (.716) so this value comes in an acceptable range. We concluded that there is internal consistency among questions, meaning there is a link between Likert scale questions of the research.

**Table 1. Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.852	.716	20

#### 9. Data analysis

Almost in marketing research process data analysis is second last step and is very important step without data analysis it is difficult for researchers to have suggestions for the relevant people. In order to analyse the primary data we used SPSS software and conducted different tests such as regression, correlation, ANOVA, Model summary, coefficients we also used OLS method for analyzing and different related assumptions were checked.

#### 10. Econometrics model

$$SP = B_0 + B_1 (BE) + \varepsilon$$

**Where**

SP= Sales performance

B<sub>0</sub>= intercept

B<sub>1</sub>= slope

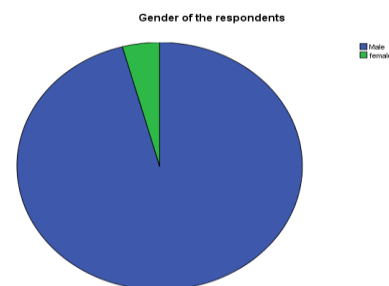
BE= Business ethics

$\varepsilon$ = error term

### 11. Interpretation of data

**Table 2. Gender of the respondents**

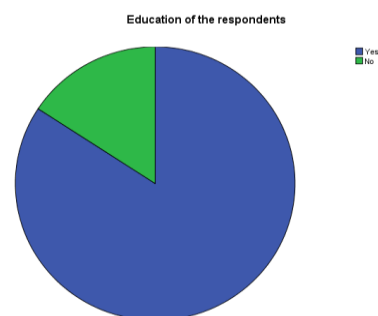
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	364	95.8	95.8	95.8
female	16	4.2	4.2	100.0
Total	380	100.0	100.0	



The table indicates that (364) respondents are male and (16) are female, out of a total of (380) respondents, or (95.8) percent of respondents are male, and only (4.2) percent of respondents are female, meaning most of our respondents are male.

**Table 3. Education of the respondents**

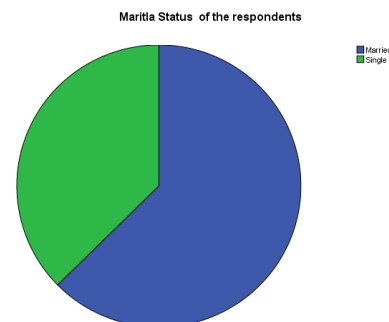
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	320	84.2	84.2	84.2
No	60	15.8	15.8	100.0
Total	380	100.0	100.0	



The table indicates that of a total of (380) respondents, (320) whose percentage is (84.2) are educated and the remaining (60) whose percentage is (15.8) are uneducated.

**Table 4. Marital Status of the respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Married	238	62.6	62.6	62.6
Single	142	37.4	37.4	100.0
Total	380	100.0	100.0	

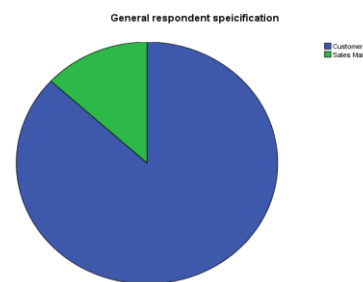


The above table shows that (238) respondents of the research are married, which percentage is (62.6%) and (142) respondents of the research, whose percentage is 37.4%, are single.

**Table 5. General respondent specification**

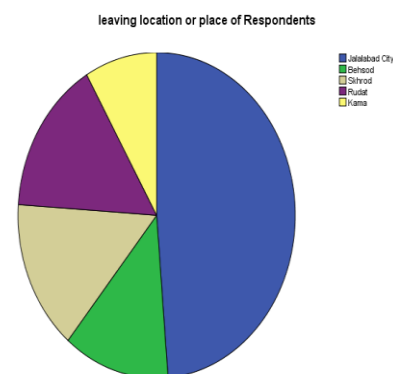
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Customer	330	86.8	86.8	86.8
Sales Man	50	13.2	13.2	100.0
Total	380	100.0	100.0	

The table demonstrates that (330) respondents, whose percentage is (86.8) percent, are customers and (50) other respondents, whose percentage is (13.2) percent, are salesmen.



**Table 6. leaving location or place of Respondents**

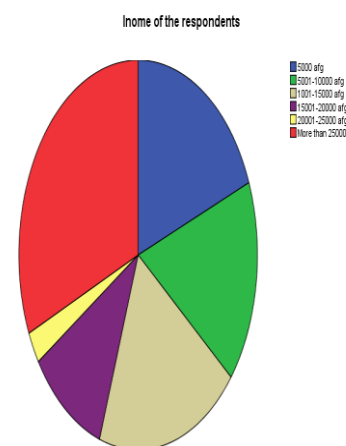
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Jalalabad City	185	48.7	48.7	48.7
Behsod	47	12.4	12.4	61.1
Skhrod	57	15.0	15.0	76.1
Rudat	59	15.5	15.5	91.6
Kama	32	8.4	8.4	100.0
Total	380	100.0	100.0	



The table indicates that (185) respondents to the research are located in Jalalabad city, (47) located in Behsod district, (57) located in Skhrod district, (59) located in Rudat district, and (32) respondents are located in Kama district.

**Table 7. Occupation of the respondents in the society**

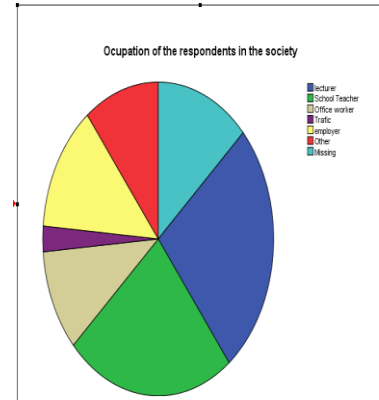
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lecturer	100	26.3	30.3	30.3
School Teacher	90	23.7	27.3	57.6
Office worker	40	10.5	12.1	69.7
Traffic	10	2.6	3.0	72.7
Employer	50	13.2	15.2	87.9
Other	40	10.5	12.1	100.0
Total	330	86.8	100.0	
Missing System	50	13.2		
Total	380	100.0		



(100) of the survey's respondents are lecturers, (90) are school teachers, (40) are office workers, (10) are traffic, (50) are employers, and the remaining (40) are from other occupations.

**Table 8. Income of the respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5000 afg	72	18.9	18.9	18.9
5001-10000 afg	64	16.8	16.8	35.8
1001-15000 afg	74	19.5	19.5	55.3
15001-20000 afg	40	10.5	10.5	65.8
20001-25000 afg	10	2.6	2.6	68.4
More than 25000	120	31.6	31.6	100.0
Total	380	100.0	100.0	



The above table indicates that respondents who have a median income of 5000 afg are (72), respondents whose income is among (5000–10,000 afg) are (64), respondents whose income is among (1001–15000 afg) are (74) respondents whose income is among (15001-20000 afg) are (40) respondents whose income is among (20001-25000 afg) are (10) and those respondents whose income is more than (25000 afg) are (120).

**Table 9. Correlations**

		sales_performan ce	Salesman_ethi cs
Pearson Correlation	sales_performance	1.000	.799
	Salesman_ethics	.799	1.000
Sig. (1-tailed)	sales_performance	.	.000
	Salesman_ethics	.000	.
N	sales_performance	380	380
	Salesman_ethics	380	380

The correlation between salesman ethics and sales performance is (79.9) percent, indicating that there is a strong direct relationship between strategic planning and organizational performance.

**Table 10. Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.799 <sup>a</sup>	.638	.637	6.23209

a. Predictors: (Constant), Salesmen ethics

b. Dependent Variable: sales performance

According to the output of SPSS, there is a (79.9) percent relationship between salesmen's ethics and sales performance indicates that there is a strong direct link between salesmen's ethics and

sales performance. Another one is the coefficient of determination (R-Square). It shows the variation in dependent variable which is explained by independent variable. In above table we see the value of R-squared, which is (63.8%). It means that the dependent variable is (63.8%) explained by the independent variable while remaining (36.2%) is considered the effect of other variables. Besides, the goodness of fit is good because the value of R-square is more than (50%).

**Table 11. ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	25909.084	1	25909.084	667.091	.000 <sup>a</sup>
	Residual	14681.113	378	38.839		
	Total	40590.197	379			

a. Predictors: (Constant), Salesman\_ethics

b. Dependent Variable: sales\_performance

The (F) value in the above table is in the acceptance region, and the table's Sig score is less than the Alpha value. We finally concluded that our all estimated b's are statistically significant so the null hypothesis (H<sub>0</sub>) is rejected, while the alternative hypothesis (H<sub>1</sub>) is accepted. If the p value (sig) is less than 0.05, the null hypothesis is rejected (Durden).

**Table 12. Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.487	.849		7.640	.000
	Salesman_ethics	.786	.030	.799	25.828	.000

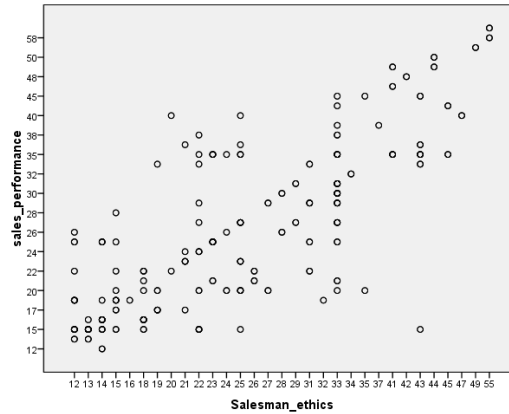
a. Dependent Variable: sales\_performance

We see the value for constant is (6.487). It means that if the salesmen do not show acceptable ethics for customers and consumers, their sales performance percentage will be (6.487). Besides, the value of slope is (0.786). This means that if a unit (%) change or focus takes place in salesman ethics, it will bring (0.786%) changes in organizational performance. Besides, in the table we see that the (t) value is (7.640). This value is beyond the range of (-2 and +2). We reject the null hypothesis and accept the alternative hypothesis. Furthermore, the sum of constant and slope distributed by two is greater than the standard error, so we can also accept (H<sub>1</sub>) and reject (H<sub>0</sub>).

**12. OLS Assumptions:**

**Figure 2. First assumption linearity**

It is assumed that the two variables are linearly related.



So we see the above graph that the points are scattered not in specific pattern we concluded that the relationship among dependent variable and independent variable is linear.

**12.1.Third assumption of OLS method:**

**The value of residuals are independents**

**Table 13. Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.799 <sup>a</sup>	.638	.637		6.23209	1.725

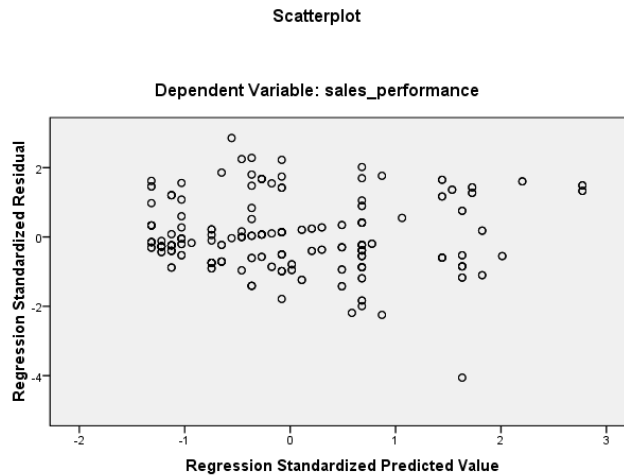
a. Predictors: (Constant), Salesman\_ethics

b. Dependent Variable: sales\_performance

In the above table, in column of Durbin-Watson, the value is (1.725), so this value is greater than one and smaller than two point two, so it is concluded that there is no problem of autocorrelation in the data. DW test statistic values in the range of (1.5 to 2.5) are relatively normal. Values outside this range could, however, be a cause for concern (Will Kenton).

**Fourth Assumption of OLS method**

**Figure 3. The variance of the residual is constant (HomoScedasticity)**

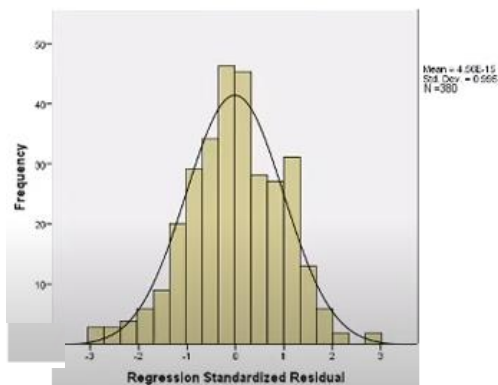


Homoscedasticity, also known as homogeneity of variances, is the presumption that variations in various groups being compared are equivalent or comparable. Because parametric statistical tests are sensitive to any differences, this is a crucial presumption. Results from tests are skewed and biased when sample variances are uneven.

The above graph is not in a funnel shape; it is scattered or completely disheveled, so we concluded that the variance of the residual term is constant or that there is homoscedasticity in the residual term, thus the assumption of homoscedasticity has been met.

**12.2.Fifth assumption of OLS method:**

**The value of residuals are normally distributed**



A data set must (when graphed) follow a bell-shaped, symmetrical curve that is centered around the mean in order to be regarded as having a normal distribution. Additionally, it must follow the empirical rule that shows the proportion of the data set that lies within (plus or minus) 1, 2, and 3 standard deviations of the mean. Data have a normal distribution when they are symmetrically and skew-free distributed. As one moves away from the center, values start to taper off and the majority of values are concentrated in this area.

In a normal distribution, the mean, mode, and median are identical measures of central tendency (Aban). Above graph indicates that the values of residuals term are normally distributed thus the fifth assumption of OLS method has been met.

### 12.3. Sixth assumption of OLS Method

#### There is no individual cases biasing data

Cook's distance, which measures how much a particular case affects the model as a whole. According to Cook and Weisberg (1982), readings higher than 1 can be cause for alarm.

COO_1	COO_1	COO_1	COO_1	COO_1	COO_1	COO_1	COO_1	COO_1	COO_1	COO_1	COO_1	COO_1	COO_1	COO_1
0.0001	0.0010	0.0268	0.0035	0.0001	0.0030	0.0006	0.0030	0.00155	0.0001	0.0017	0.0062	0.00129		
0.0003	0.0019	0.0066	0.0017	0.0008	0.0041	0.0008	0.0010	0.00281	0.0041	0.0002	0.0046	0.00147		
0.0000	0.0033	0.0246	0.0169	0.0007	0.0045	0.0011	0.0025	0.00129	0.00439	0.0001	0.0040	0.00147		
0.0000	0.0114	0.0216	0.0048	0.0004	0.0072	0.0001	0.00276	0.00147	0.0001	0.00269	0.00328	0.00147		
0.0000	0.0076	0.0038	0.0063	0.0105	0.0063	0.0003	0.0095	0.00147	0.0001	0.0008	0.00811	0.00674		
0.0006	0.0030	0.0122	0.0025	0.0010	0.00348	0.0019	0.0010	0.00147	0.00269	0.0008	0.00811	0.00674		
0.0008	0.0015	0.0017	0.0017	0.0015	0.0068	0.0047	0.00707	0.00147	0.00658	0.00021	0.00781	0.00332		
0.0011	0.0030	0.0063	0.0017	0.0033	0.0062	0.0034	0.0030	0.00674	0.00327	0.0008	0.00599	0.00298		
0.0003	0.0025	0.00281	0.0001	0.0006	0.00486	0.00114	0.00059	0.00332	0.00216	0.00025	0.01414	0.00439		
0.0019	0.00276	0.00129	0.0041	0.0038	0.00404	0.00114	0.00147	0.00298	0.0001	0.00149	0.00098	0.00775		
0.0047	0.0066	0.00147	0.00439	0.00790	0.00328	0.0096	0.00129	0.00439	0.0000	0.00002	0.00956	0.00012		
0.0034	0.0010	0.00147	0.0001	0.0017	0.00811	0.0022	0.00208	0.00775	0.00048	0.00017	0.01180	0.00035		
0.0114	0.00707	0.00147	0.00289	0.00002	0.00781	0.00095	0.00137	0.00012	0.00001	0.00008	0.00105	0.00653		
0.00095	0.0030	0.00674	0.0058	0.0001	0.00559	0.00010	0.00120	0.00035	0.00398	0.00025	0.00010	0.00298		
0.0002	0.00147	0.0032	0.0027	0.00289	0.01414	0.0003	0.00145	0.00653	0.0000	0.00398	0.00001	0.00235		
0.0095	0.00129	0.00439	0.0001	0.0008	0.0009	0.00096	0.00145	0.00298	0.00001	0.00010	0.00003	0.00355		
0.0008	0.00208	0.00775	0.0000	0.0000	0.0000	0.00034	0.00093	0.00235	0.00004	0.00025	0.00000	0.00205		
0.0010	0.00137	0.00012	0.0048	0.0002	0.00021	0.00556	0.00034	0.00355	0.00025	0.00728	0.00000	0.00017		
0.0033	0.00120	0.0035	0.0001	0.00009	0.01180	0.00355	0.00093	0.00205	0.00001	0.00040	0.00000	0.00169		
0.0034	0.0003	0.0063	0.0038	0.00149	0.00010	0.00019	0.00086	0.00012	0.00008	0.00030	0.00006	0.00048		
0.0035	0.00145	0.00298	0.0000	0.00002	0.00001	0.00010	0.00045	0.00012	0.00008	0.00030	0.00006	0.00048		
0.0041	0.00083	0.00235	0.0001	0.00017	0.00003	0.00019	0.00019	0.00012	0.00008	0.00030	0.00006	0.00048		

Above tables indicate that no outliers exist in the data or there is no influential cases biasing in model. Because cook's distance values are below from one so we concluded that this assumption has been met.

### 13. Recommendations

Sellers should pay special attention to the words and phrases they say to the customer when presenting their product to gain trust and keep customers loyal to their brand, should follow acceptable ethics against customers, should respect customers, should attention to their services and finally should focus on providing believable information it will help them to increase profit, success, growth, customer loyalty, customer decision to buy, satisfaction and finally will help them in obtaining competitive advantage over its competitors.

### 14. Conclusion

The result of the analysis of this study revealed that seller ethics have a positive effect on the sales performance of sole proprietorship businesses working in the Jalalabad market of Afghanistan, and this effect is statistically significant. Scholarly words regarding this study also reveal that sellers' seller's ethics affect sales performance, profits, sales success, and growth (Schwepker and Ingram 1996; Barles et al. 2002; Verschoor 1999, 2003; Bhat et al., 2022; Shafiee and Bazargan 2018) In order to find the result, various statistical analyses and techniques were run. Data for the study were collected through the survey method and design of the questionnaire consist of the respondents' gender, education, marital status, respondent

specification, income, leaving location, and occupation. Then questions regarding independent and dependent variables followed. Data for the study were collected from 380 respondents. SPSS was used for analyzing and different models were run to know the relationship. I.e., correlation test Pearson, validity, reliability, ANOVA, besides all relevant assumptions of the OLS method being used and checked. In summarizing the correlation, Pearson has been run to investigate the relationship among salesman ethics and sales performance, which shows the significant correlation (.799) that indicates the relationship. I.e., correlation test Pearson, validity, reliability, ANOVA, besides all relevant assumptions of the OLS method being used and checked. In summarizing the correlation, Pearson has been run to investigate the relationship among salesman ethics and sales performance, which shows a significant correlation (.799), which indicates that the independent variable of the study has a strong positive impact on the dependent variables of the study, which are salesman ethics and sales performance.

### **15. Further Research**

The ideas put forth in our paper are meant to entice sales researchers to empirically test them. To ensure its broad applicability, more research should also be done in other business sectors.

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