SALESPEOPLE, FAIRNESS AND BUYER SATISFACTION:
WHAT ABOUT EMOTION?

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Abstract
Purpose: The objective of this research is to deconstruct the satisfaction decision process in order to examine the affective dimension of the BtoB buying process. We broaden the knowledge about the formation of satisfaction in buyer-seller relationship, by integrating justice and emotions theories.
Design/methodology/approach: A quantitative study is conducted on 130 buyers who answered to a questionnaire. The mediation model is tested using structural equations modelling.
Findings: The results reveal that positive emotions moderate the effect of justice on satisfaction, only a partial mediation was found between procedural justice and satisfaction. Procedural fairness has a direct and indirect effect on satisfaction, through positive emotions.
Research limitations/implications: The present findings have implications for both marketing scholars and managers. Buyer in BtoB are not so rational and experts of BtoB should consider emotions in their models.
Practical implications: In addition to guaranteeing a “fair” outcome, sellers must ensure that buyers are treated with fair procedures and that their salespeople generate positive emotions.
Originality/value: The mediating impact of emotion between fairness and satisfaction has not been explored in a buyer-seller relationship until the present investigation.
Keywords: BtoB relationship, emotions, justice.

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