The Dilemma of Perceived Crowding to Sales Performance in Retailing: The Intervening Role of Perceived Work Overload

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ABSTRACT
Previous research has indicated that the relationship between crowding and task performance is still not understood. In this study, sales performance replaces task performance is more practical in the retailing setting. Furthermore, it expands on the previous research and investigates the intervening effects of work overload on the relationship between perceived retail crowding and sales performance. After conducting a survey involving 346 frontline salespeople among Taiwan's department store tenants, perceived work overload was determined to have an intervening (full mediation) effect on the relationship between perceived retail crowding and sales performance. In addition, the present study also presents some suggestions for managerial practice and future research.

Keywords: Perceived crowding, perceived work overload, sales performance

REFERENCES