

**Collectivistic and Individualistic Performance Expectancy in the Utilization of Sales
Automation Technology in an International Field Sales Setting**

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Abstract

This study examines a model that discriminates between Internalized Collective Performance Expectancy (ICPE) and Evaluative Individual Performance Expectancy (EIPE) related to utilization of sales force automation technology in an international setting. A field study was conducted with a matched sample of 141 sales representatives utilizing sales force automation (SFA) technology in five countries. Results of the study showed that salesperson's Internalized Collective Performance Expectancy had a significant positive effect on utilizing SFA technology and salesperson's Evaluative Individual Performance Expectancy failed to show a significant effect on utilization of SFA technology. Salesperson's Evaluative Individual Performance Expectancy had a significant indirect effect on SFA utilization through salesperson's Internalized Collective Performance Expectancy. This research supports the need for better managerial and vendor understanding of cultural value specific factors related to field sales technology utilization.

Key Words: sales force automation, international, culture, individualism, collectivism, technology, utilization, CRM