

## ABSTRACT

The emotions of negative valence are very common in sales, and one such emotion is jilting. It occurs when a salesperson anticipates the desired option, and the option becomes inaccessible. Desirability occurs while choosing an option that one values, and it requires resources for finding and choosing information about options. Anticipation occurs while considering the outcomes of receiving the desired option, and the resources are needed for making mental imageries about receiving and experiencing the desired outcomes. Any loss of resources leads to stressful conditions and, in turn, poor sales performance.

Desirability and anticipation are very common in sales that sometimes act as reference points for the salesforce to facilitate behaviours. An individual evaluates outcomes with respect to the reference point and gives more weight to the losses than to the gains. In the event of jilting, both the desirability and anticipation remain unfulfilled, and an individual tends to avoid such uncertain situations to reduce the chances of negative emotions. The aggregate loss of resources at the time of jilting can negatively influence the salesperson's performance. A surge or dip in sales performance directly influences the functioning of an organization. Thus, understanding jilting among salespeople and its impact on their intentions and performance is significant. Depending on the intensity of the negative emotions, a salesperson develops fears and anxieties that have adverse effects on the effort intentions and the self-evaluations of the salesperson. We attempt to analyse the effect of jilting on the effort intentions and performance measure of the salesperson. The salesperson might invest resources to restore the resources under threat or losses and improve performance. We examine the influence of both personal and social resources

on the perceived stressful condition of a salesperson and, in turn, on performance after the inaccessibility of the desired option.

With the help of scenario-based experimental design and experience sampling method, we analysed the effect of various levels of anticipation and desirability (keeping the inaccessibility constant) on jilting. And the influence of jilting on a salesperson's effort intentions, and performance.

The results show that keeping the inaccessibility constant, irrespective of the level of desirability, higher levels of anticipation have a more positive effect on the level of jilting and a more negative effect on the effort intentions of the salesperson. However, this is not true for the performance measure of the salesperson. Jilting negatively affects both the effort intentions and performance measures of the salesperson, and this effect has to reduce with the investment of valued resources, either personal or social.

Jilting as an emotion is very common in sales as in this field - failures, sales losses, rejections, and setbacks are experienced daily. However, it remains novel for researchers in sales. We make a novel attempt to study it and its impact on sales.

**Key Words:** Jilting, Selling, Anticipation, Desirability, Salespeople, Performance, Efforts Intentions, Conservation of resources, Emotions.