

A Study of Factors Influencing Salesperson's Corporate Identity– Evidence from Industrial Real Estate Corporate in Wuxi City

^{1*} Zhang Yipeng , ² Yang Hongmei 

^{1,2} Rattanakosin International College of Creative Entrepreneurship,
Rajamangala University of Technology Rattanakosin, Thailand

*Corresponding Author: zhang.yipeng@rmutr.ac.th

Information of Article

Article history:

Received: Feb 2023

Revised: Mar 2023

Accepted: May 2023

Available online: Jun 2023

Keywords:

Corporate Identity

Role Positioning

Self-Worth Realization

Sense of Organizational Support

Structural Equation Model

ABSTRACT

This study explored the factors influencing the corporate identity of sales personnel in industrial real estate enterprises, collected data by questionnaire, used SPSS for reliability and validity analysis, and constructed a structural equation model to analyze the data and verify the seven hypotheses proposed. The results showed that there was a positive relationship between corporate identity and role positioning and self-worth realization; between role positioning and organizational support; between self-fulfillment of value and organizational support; and between organizational support and corporate identity among sales staff of industrial real estate companies. In addition, there is a mediating relationship between the sense of organizational support between role positioning and corporate identity and between self-actualized value and corporate identity. These findings suggest that companies can enhance salespeople's corporate identity by improving their role positioning and self-fulfillment values and enhancing organizational support for salespeople. In addition, by enhancing the sense of organizational support, it can also facilitate the development of salespeople's role positioning and self-fulfillment values, which can indirectly improve salespeople's corporate identity. This study provides some valuable suggestions for companies to improve salespeople's corporate identity. These findings suggest that companies can enhance salespeople's corporate identity by improving their role positioning and self-fulfillment values and enhancing organizational support for salespeople. In addition, by enhancing the sense of organizational support, it can also facilitate the development of salespeople's role positioning and self-fulfillment values, which can indirectly improve salespeople's corporate identity. This study provides some valuable suggestions for companies to improve salespeople's corporate identity.

1. Introduction

1.1 Research Background

In today's competitive marketplace, a company's sales force is critical. They are the bridge between companies and their customers and can help companies achieve their sales goals and stand out from the competition. However, salespeople in companies face many challenges. As the third most important industrial city in the province and eleventh in the country in terms of total industrial output value, Wuxi has been known for its traditional industries such as metallurgy, building materials and textiles since the 1980s; with the adoption of the Yangtze River Delta City Cluster Development Plan at the State Council executive meeting in 2016, Wuxi began to move traditional industrial enterprises westward on the one hand and introduce high-tech enterprises relocated from Shanghai on the other hand. With the adoption of the Yangtze River Delta Urban Agglomeration Development Plan by the executive meeting of the State Council in 2016, Wuxi started to move traditional industrial enterprises to the west and introduce high-tech enterprises relocated from Shanghai, while supporting local science and technology innovative enterprises. In recent years, many newly built industrial parks no longer allow traditional enterprises to move in, and industrial real estate sales staff are faced with high customer requirements, the need to find customers across districts, and increasingly fierce competition in the market. In this context, corporate identity is of great importance to the performance of salespeople. Corporate identity refers to the degree to which employees identify with the company to which they

belong. The importance of corporate identity to sales staff is self-evident because sales staff, as the front-line personnel of the enterprise. Their work quality and efficiency are directly related to the sales performance of the enterprise. The study of the factors influencing corporate identity can help companies improve the motivation and efficiency of their salespeople, thus enhancing their competitiveness. When salespeople have a higher sense of identity with the company they work for, they will feel more motivated and positive, and will make greater contributions to the development of the company. Corporate identity is an important topic in corporate psychology research, and there have been many studies that have focused on the impact of corporate identity on employee performance. For example, in a 2015 study, Li noted that when employees have a high sense of identification with the company they work for, they are more motivated and active and contribute more to the development of the company. Employees with high corporate identity are more willing to think and act from a corporate perspective. Employees with high corporate identity are more willing to accept the company's values, norms, and goals, and to enhance their corporate image as part of their self-concept, thus actively demonstrating behaviours that are beneficial to the organization. However, most studies are based on surveys of all employees, and fewer studies have been conducted on salespeople. Therefore, this study aims to investigate the influencing factors of salesperson's corporate identity by investigating salesperson's corporate identity in industrial real estate enterprises in Wuxi, and to provide effective management suggestions for promoting salesperson's corporate identity in industrial real estate enterprises in Wuxi.

1.2 Research Scope

The purpose of this study is to explore the factors influencing the corporate identity of salespeople in industrial real estate companies in Wuxi city. The study sample was representative of working real estate salespeople from Wuxi City, Jiangsu Province, China, and was obtained from the top four industrial real estate companies in Wuxi City in terms of assets. Based on the determination of the study sample size, more than three hundred salespeople within the scope of the study were selected to participate in the questionnaire survey.

1.3 Research limitations

Due to the limitations of my research conditions and research ability, the survey subjects I have access to are all local employees in Wuxi, which inevitably brings about regional limitations of the study; at the same time, this study is conducted for industrial real estate sales staff, and due to the characteristics of low unit price, large area, and low volume of industrial real estate, the method of enhancing employees' corporate identity may not be applicable to sales staff in the whole industry.

2. Literature Review

2.1 Definition of industrial real estate concept

A real estate development company is an enterprise that engages in the construction and operation of infrastructure and housing on land where the right to use state-owned land has been acquired in accordance with the law to obtain profits. Real estate development companies are responsible for financing, organizing, managing and coordinating real estate projects and, according to the relevant regulations in China, should meet a series of strict conditions: approved by the government in accordance with the law and legally established; the houses sold should comply with national laws and regulations and specific contractual agreements; they must hold the state-owned land use right certificate, land planning license, commodity house pre-sale license, construction planning license, construction The five documents, such as state land use right certificate, land planning license, commodity house pre-sale license, construction planning license and construction license, are required for sales. The establishment of real estate development companies in accordance with the law, should meet the independent name and organization, a fixed place of business, a registered capital in line with state regulations, professional and technical personnel and other conditions stipulated by law and regulations. Among them, industrial real estate refers to industrial land use nature of all gross land, ripe land, as well as buildings and appurtenances on such land, as distinct from residential,

commercial, and comprehensive land other than the fourth nature of land. There are a wide range of building uses on industrial land, including industrial manufacturing plants, logistics warehouses and industrial R&D buildings. In China, the land lease for industrial real estate is 50 years. Real estate development and operation requires a large amount of capital to support, and most enterprises take loans from banks to finance their operations. How to sell plants quickly to recoup funds is an important issue for every real estate enterprise, which further strengthens the importance of sales employees within the enterprise. Therefore, it is particularly important to study the corporate identity of sales staff.

2.2 Overview of the development of Wuxi's industrial real estate industry

Jiangsu Provincial People's Government website shows that in 2021, the total output value of industries above the scale of Wuxi City is 213.7639 billion yuan, and the number of industrial enterprises in the city exceeds 80,000, of which the number of industrial enterprises above the scale reaches 7003. The number of enterprises listed in the "Top 500 Chinese Enterprises" and other four lists remain the first in Jiangsu. This provides a rich soil for the development of industrial real estate industry. At present, there are six industrial real estate companies in Wuxi City building parks, with a total of 470 employees.

2.3 Theoretical basis

Organizational identity theory is the theoretical basis of corporate identity. Organizational identity has its roots in the social psychology of social identification, which refers to an individual's perception of membership, values, and emotional attachment to the organization, and cultural identification, which refers to an individual's sense of belonging and internal commitment to the culture and cultural group to which he or she belongs. It is a psychosocial process of maintaining and innovating one's own cultural attributes. Patchen considers organizational identity as an individual's sense of solidarity with the organization, attitudes and behaviours that support the organization, and the perception of shared characteristics with other members of the organization. O'Reily and Chatman consider organizational identity as a process based on organizational members' identification with organizational goals, maintaining emotional satisfaction and self-defined relationships of attraction and expectation. Organizational culture provides the core content of organizational identity, i.e., the identification of values and goals. Scholars Xi analysed through empirical research and regarded cultural identity as one of the constituent elements of organizational identity. "Organizational culture identity is built on organizational identity, and both organizational culture identity and organizational identity emphasize employees' sense of belonging to the organization, only that the degree of belonging differs. Organizational identity focuses on role affiliation, while organizational culture identity not only emphasizes role affiliation, but also highlights the purpose and value of role affiliation, i.e., the value belief of "what I should do".

2.4 Hypotheses

In summary, this study continues with the hypothesis that: H1: There is a positive relationship between the Role Positioning of salespeople and corporate identity in industrial real estate companies in Wuxi. H2: There is a positive relationship between the self-worth realization and corporate identity of sales staff in industrial real estate companies in Wuxi. H3: There is a positive relationship between the role positioning of salespeople and the sense of organizational support in industrial real estate companies in Wuxi. H4: There is a positive relationship between the self-fulfilling value of salespeople and the sense of organizational support in industrial real estate companies in Wuxi. H5: There is a positive relationship between the sense of organizational support and corporate identity of sales staff in industrial real estate companies in Wuxi. H6: There is a mediating relationship between role positioning and corporate identity in the sense of organizational support of salespeople in industrial real estate companies in Wuxi. H7: There is a mediating relationship between self-fulfilling value and corporate identity in the sense of organizational support of sales staff in industrial real estate companies in Wuxi.

3. Methodology

Since the author is also currently working in an industrial real estate enterprise in Wuxi, he has certain resources and advantages in the whole survey and research process and can more conveniently contact the sales staff of our company and competing companies to facilitate the collection and collation of survey data and other related activities. The survey will be conducted among four industrial real estate enterprises, and 378 questionnaires will be distributed according to the principle of stratified sampling. The questionnaire of this study uses the Likert scale, which is the most used one of the genus rating summation scales, where these items belonging to the same construct are scored in a summation way, and individual or individual items are meaningless. It was improved by the American social psychologist Likert in 1932 based on the original total plus scale and is now quite mature. In this paper, a 7-item scale will be used. The questionnaire consists of three parts, investigating respondents' basic information, corporate identity, and related influencing factors. The form consists of 34 questions, which are shown in the Appendix. The influencing factors are divided into three dimensions, C20-24 Role positioning, C25-28 Self-worth realization, and C29-33 Sense of organizational support.

4. Data Analysis and Results

4.1 Descriptive statistical analysis

The survey was distributed to 378 respondents and 371 questionnaires were successfully collected. After further screening and cleaning of the data, incomplete responses and duplicate submissions were excluded, and 352 valid questionnaires were identified. The effective questionnaire recovery rate was 93.12%.

Table 1 Frequency

Items	Categories	N	Percent (%)	Cumulative Percent (%)
Gender	Male	185	52.56	52.56
	Female	167	47.44	100
Age	25 years old and below	103	29.26	29.26
	26-35 years old	156	44.32	73.58
	36-45 years old	63	17.9	91.48
	46 years old and above	30	8.52	100
Marital Status	Unmarried	136	38.64	38.64
	Married	199	56.53	95.17
	Divorced	17	4.83	100
Educational Background	Junior high school or below	5	1.42	1.42
	High school/ Technical secondary school	16	4.55	5.97

	Junior college	152	43.18	49.15
	Undergraduate	126	35.8	84.94
	Master's degree or above	53	15.06	100
Time in the company	1 year or less	26	7.39	7.39
	1-3 years	139	39.49	46.88
	4-6 years	111	31.53	78.41
	7-10 years	41	11.65	90.06
	10 years or more	35	9.94	100
Total		352	100	100

As shown in Table 1, in terms of gender, there are more male than female industrial real estate sales employees interviewed in Wuxi; in terms of age, the most are aged 26-35, accounting for 44.32%; in terms of marital status, more than half are married; in terms of educational background, most are undergraduates; and in terms of time in the company, the sample is concentrated in 1-6 years. Subsequently, this paper tests the dispersion for the independent, dependent, and mediating variables corresponding to the questionnaire, and the standard deviation of Table 2 is obtained by the formula $s = \sqrt{[\sum(x_i - \bar{x})^2 / (n - 1)]}$.

Table 2 Descriptive Analysis

Items	N of samples	Min	Max	Mean	Std. Deviation	Median
Corporate Identity	352	2.143	6.929	4.342	1.043	4.214
Role Positioning	352	1.4	7	4.528	1.16	4.4
Self-worth realization	352	1	7	4.571	1.115	4.5
Sense of organizational support	352	1	7	4.609	0.975	4.6

As shown in the table above. The scores of corporate identities are 4.342, role positioning is 4.528, self-worth realization is 4.571, and organizational support is 4.609, all with a standard deviation of about 1. This proves that the sample dispersion of this survey data is small and can be analysed in the next step.

4.2 Reliability test

Table 3 Reliability Statistics (Cronbach Alpha)

Factor	Items	Corrected Item-Total Correlation (CITC)	Cronbach Alpha if Item Deleted	Cronbach α
Scale overall				0.942
	B6	0.736	0.934	
	B7	0.732	0.934	
	B8	0.684	0.935	
	B9	0.69	0.935	
	B10	0.726	0.934	
	B11	0.666	0.936	
Corporate Identity	B12	0.684	0.935	0.939
	B13	0.709	0.935	
	B14	0.696	0.935	
	B15	0.709	0.935	
	B16	0.648	0.936	
	B17	0.718	0.934	
	B18	0.707	0.935	
	B19	0.704	0.935	
	C20	0.697	0.86	
	C21	0.714	0.855	
Role Positioning	C22	0.718	0.854	0.881
	C23	0.718	0.854	
	C24	0.726	0.852	
	C25	0.674	0.816	
	C26	0.679	0.814	
Self-worth realization	C27	0.722	0.796	0.85
	C28	0.683	0.812	
Sense of organizational support	C29	0.654	0.834	0.858

C30	0.674	0.829
C31	0.654	0.834
C32	0.719	0.818
C33	0.67	0.83

The reliability analysis of the scale was conducted using SPSS 24.0 with Cronbach's alpha coefficient as the measure. As can be seen from the above table, the reliability coefficient values for each dimension were greater than 0.8, thus indicating that the reliability of the study data was of high quality; for the Cronbach alpha coefficient after item-by-item deletion, the reliability coefficient did not produce a significant increase after any question item was deleted, thus indicating that the question items should not be removed from the treatment. For the "CITC values", the CITC values of the analysed items are all higher than 0.4, which indicates that there is a good correlation between the analysed items, and also indicates a good level of reliability. In summary, the reliability coefficient values of four factors, namely, corporate identity, role positioning, self-worth realization and organizational support, are all higher than 0.8, which collectively indicates that the data are of high reliability quality and can be used for further analysis.

4.3 Validity test

In this paper, the KMO and Bartlett's sphericity test values were output directly by Amos software.

Table 4 KMO and Bartlett's Test

KMO		0.951
	Chi-Square	5513.599
Bartlett's Test of Sphericity	<i>df</i>	378
	<i>p</i>	0

As shown in Table 4 , the KMO was 0.951, which is greater than 0.6, meeting the prerequisite requirements for factor analysis, indicating that the data are suitable for factor analysis studies. Also, the data passed Bartlett's sphericity test ($p < 0.05$), which indicates that the study data are suitable for factor analysis.

4.4 Validated Factor Analysis CFA

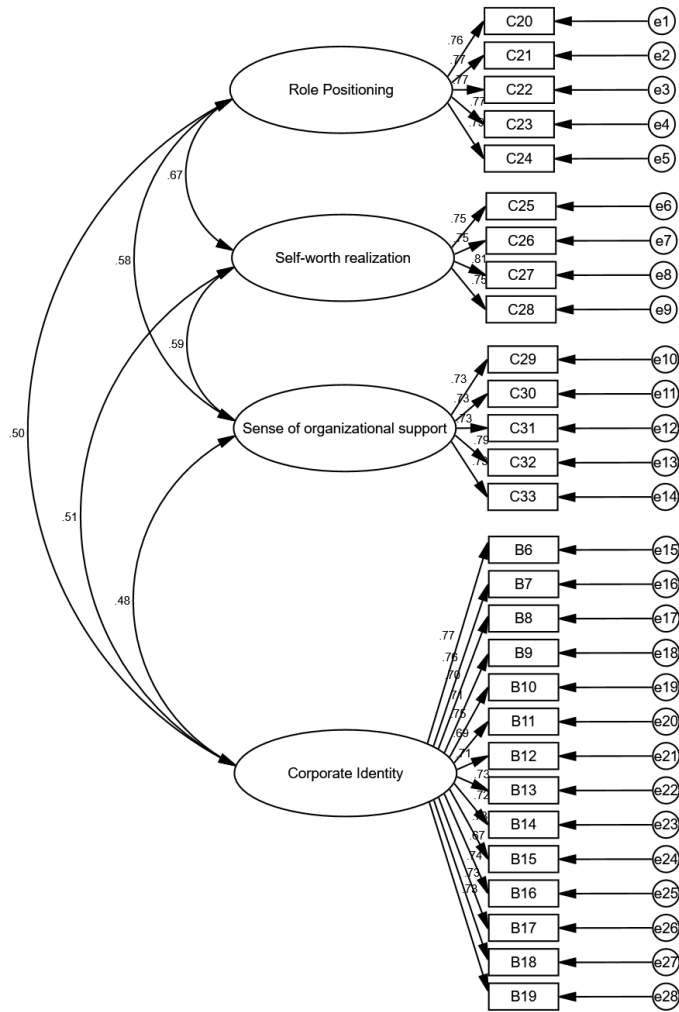


Figure 1 Validated Factor Analysis CFA

4.4.1 Model fitting test

Table 5 Model fitting indicators

Index	χ^2/df	GFI	RMSEA	RMR	CFI	NFI	TLI	IFI
Judgment criteria	<3	>0.9	<0.10	<0.08	>0.9	>0.9	>0.9	>0.9
Value	1.296	0.920	0.029	0.063	0.981	0.921	0.979	0.981

These goodness-of-fit metrics are used to assess the degree of fit and validity of the model. χ^2/df (Chi-square/degree of freedom): The chi-square value divided by the degree of freedom is used to eliminate the effect of sample size on χ^2 , the smaller the better. Usually when the value is less than 5, it means the model fits well. GFI (Goodness-of-Fit Index): The goodness-of-fit index reflects the degree of agreement between the observed values and the predicted values of the model, ranging from 0 to 1, the closer to 1 the better. RMSEA (Root Mean Square Error of Approximation): The root means square error, which measures the degree of model prediction error, takes a value between 0 and 1 and is recommended to be less than or equal to 0.05. RMR (Root Mean Square Residual): Mean square root of residual, used to measure the error of the model, usually the recommended value is less than 0.08. CFI (Comparative Fit Index): The relative goodness-of-fit index is compared with the fit of the perfect fit model, and the value closer to 1 indicates a better fit. NFI (Normed Fit Index): Standard goodness-of-fit index, similar to GFI, takes values between 0 and 1, the closer to 1 the better. TLI (Tucker-Lewis Index): TLI is similar to CFI and is also a relative goodness-of-fit index that takes values between 0 and 1, with a recommended value greater than or equal to 0.9. IFI (Incremental Fit Index): Incremental Fit Index, similar to CFI and TLI, takes a value between 0 and 1, with a recommended value greater than or equal to 0.9. As can be seen from the above table, the model fit indicators all meet the standards, indicating that the model fits well.

4.4.2 Aggregate validity analysis

Table 6 Aggregation validity

			Estimate	S.E.	C.R.	P	STD. Estimate	CR	AVE
C20	<---	Role Positioning	1				0.76		
C21	<---	Role Positioning	0.927	0.064	14.435	***	0.768		
C22	<---	Role Positioning	0.973	0.067	14.555	***	0.774	0.881	0.597
C23	<---	Role Positioning	0.944	0.065	14.512	***	0.772		
C24	<---	Role Positioning	1.025	0.069	14.89	***	0.79		
C25	<---	Self-worth realization	1				0.747		
C26	<---	Self-worth realization	1.038	0.077	13.496	***	0.752	0.85	0.587
C27	<---	Self-worth realization	1.119	0.077	14.5	***	0.811		
C28	<---	Self-worth realization	1.035	0.077	13.504	***	0.753		
C29	<---	Sense of organizational support	1				0.727	0.859	0.549
C30	<---	Sense of organizational support	1.028	0.081	12.743	***	0.728		

C31	<---	Sense of organizational support	0.989	0.078	12.707	***	0.726	
C32	<---	Sense of organizational support	1.068	0.078	13.77	***	0.79	
C33	<---	Sense of organizational support	1.032	0.08	12.838	***	0.733	
B10	<---	Corporate Identity	0.94	0.063	14.913	***	0.753	
B11	<---	Corporate Identity	0.858	0.063	13.535	***	0.693	
B12	<---	Corporate Identity	0.919	0.066	13.827	***	0.706	
B13	<---	Corporate Identity	0.946	0.066	14.438	***	0.733	
B14	<---	Corporate Identity	0.972	0.069	14.097	***	0.718	
B15	<---	Corporate Identity	0.947	0.066	14.464	***	0.734	
B6	<---	Corporate Identity	1				0.766	0.939 0.526
B7	<---	Corporate Identity	1.013	0.067	15.052	***	0.759	
B8	<---	Corporate Identity	0.911	0.066	13.789	***	0.704	
B9	<---	Corporate Identity	0.928	0.066	13.969	***	0.712	
B19	<---	Corporate Identity	0.971	0.068	14.278	***	0.726	
B18	<---	Corporate Identity	0.95	0.066	14.399	***	0.731	
B17	<---	Corporate Identity	0.946	0.065	14.603	***	0.74	
B16	<---	Corporate Identity	0.846	0.065	12.993	***	0.669	

The current study conducted a validated factor analysis (CFA) analysis for the four factors and the 14 analytical terms they contained. As shown in Table 6, the average variance explained value (AVE) corresponding to each factor was greater than 0.5, and the construct reliability (CR) value for each factor was higher than 0.7, indicating that the data used in this study had good convergent validity (convergent validity). In addition, in terms of measurement relationships, the absolute value of the standardized loading coefficient for each measurement relationship was greater than 0.6 and the p-value of the significance test was less than 0.05, indicating that the measurement relationships in this study were good and could better measure the relationships between the study variables.

4.4.3 Discriminant validity test

Table 7 Discriminant validity

	AVE	Role Positioning	Self-worth realization	Sense of organizational support	Corporate Identity
Role Positioning	0.597	0.773			
Self-worth realization	0.587	0.576	0.766		
Sense of organizational support	0.549	0.511	0.510	0.741	
Corporate Identity	0.526	0.448	0.451	0.432	0.725

In the current study the same analysis was conducted for discriminant validity. Specifically, according to the data in the table, the square root value of AVE on the diagonal can be seen. For Factor 1, the AVE square root value is 0.773, which is greater than the maximum value of the absolute value of the correlation coefficient between the factors, 0.576, indicating that this factor has good discriminant validity. Similarly, for Factor 2, the AVE square root value is 0.766, which is greater than the maximum value of the absolute inter-factor correlation coefficient of 0.576, indicating that the factor has good discriminant validity. For Factor 3, its AVE square root value is 0.741, which is greater than the maximum value of the absolute value of the inter-factor correlation coefficient of 0.511, which also means that it has good discriminant validity. For Factor 4, the square root of AVE was 0.725, which was greater than the maximum value of the absolute value of the inter-factor correlation coefficient of 0.451, also implying that it had good discriminant validity. This indicates that all four factors involved in this study have good discriminant validity and the results have high reliability.

4.4.4 Correlation test

Table 8 Pearson Correlation

	Role Positioning	Self-worth realization	Sense of organizational support	Corporate Identity
Role Positioning	1			

Self-worth realization	0.576***	1		
Sense of organizational support	0.511***	0.510***	1	
Corporate Identity	0.448***	0.451***	0.432***	1

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

As shown in Table 8. The Pearson correlation analysis was used to verify the correlation between role positioning, self-worth realization, organizational support, and corporate identity, and the Pearson correlation coefficient was used to indicate the strength of the correlation. The Pearson correlation coefficients indicate the strength of the relationship. The analysis shows that the correlation between role positioning, self-worth realization, organizational support, and corporate identity is significant, and the correlation coefficients are all greater than 0. This means that there is a positive relationship between role positioning, self-worth realization, organizational support, and corporate identity, which provides preliminary evidence to test the hypothesis of this paper.

4.5 Hypothesis testing

In this study, the SEM structural equation model of the factors influencing salespeople's corporate identity was constructed by Amos software, and the model is shown in the figure below.

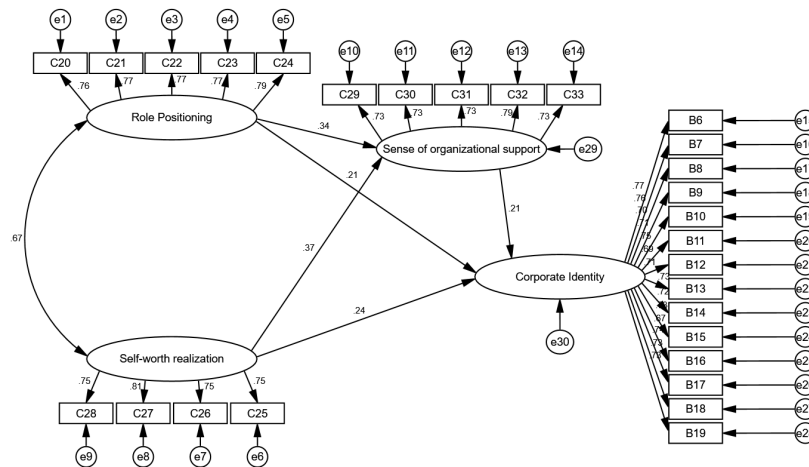


Figure 2 SEM structural equation model of the factors influencing salesperson's corporate identity

4.5.1 Model fit test

Table 9 Model fitting indicators

Index	χ^2	<i>df</i>	χ^2/df	GFI	RMSEA	RMR	CFI	NFI	TLI	IFI
Judgment criteria	-	-	<3	>0.9	<0.10	<0.08	>0.9	>0.9	>0.9	>0.9
Value	445.924	344	1.296	0.920	0.029	0.063	0.981	0.921	0.979	0.981

As shown in Table 9, the GFI, RMSEA, RMSEA, RMR, CFI, NFI, TLI, and IFI fit indicators of the model meet the judgment criteria, indicating that the model fits well and can be further tested.

4.5.2 Direct validity testing

Table 10 Path validity test

	Path		Estimate	S.E.	C.R.	P	ST. Estimate
Sense of organizational support	<---	Role Positioning	0.265	0.062	4.312	***	0.336
Sense of organizational support	<---	Self-worth realization	0.333	0.072	4.633	***	0.37
Corporate Identity	<---	Self-worth realization	0.265	0.089	2.974	0.003	0.242
Corporate Identity	<---	Sense of organizational support	0.26	0.088	2.97	0.003	0.214
Corporate Identity	<---	Role Positioning	0.202	0.075	2.687	0.007	0.21

As can be seen from the above table, the paths all hold ($p < 0.05$) and the standardized path coefficients are all greater than 0. The direct validity test passes, which can indicate that hypotheses H1 to H5 are all valid.

4.6.3 Intermediation effect detection

Table 11 Intermediary Effect test

Effect	Parameter	Estimate	Lower	Upper	P	Effect Ratio
Direct effect	Role Positioning → Corporate Identity	0.21	0.051	0.363	0.012	74.47%

	Self-worth realization → Corporate Identity	0.242	0.072	0.401	0.008	75.39%
Indirect effect	Role Positioning → Sense of organizational support → Corporate Identity	0.072	0.02	0.15	0.004	25.53%
	Self-worth realization → Sense of organizational support → Corporate Identity	0.079	0.022	0.168	0.004	24.61%
	Role Positioning → Corporate Identity	0.282	0.127	0.425	0.001	-
Total effect	Self-worth realization → Corporate Identity	0.321	0.174	0.463	0	-

As can be seen from Table 11, the 95% confidence intervals for both paths of the indirect effect do not include 0, indicating that the mediating effect is valid, i.e., proving that hypotheses H6 to H7 are also valid. At the same time, since the 95% confidence interval of the direct effect also does not include 0, it indicates that organizational identity is a partial mediation case, in other words, partial mediation means that the mediating variable plays a role in explaining the relationship between the independent variable and the dependent variable, but the direct effect still has some influence, which is worthy of more in-depth study.

5. Conclusion

From the descriptive statistical analysis in the previous chapter, we can see that from the gender, men account for 52.56%, more than 47.44% of women; from the age, 26-35 years old is the most, accounting for 44.32%; from the marital status, the number of married people accounts for 56.53%; from the educational background, 43.18% of college graduates and 35.8% of undergraduates; from the time of serving in the company From the viewpoint of education background, 43.18% are college graduates and 35.8% are bachelor's degree holders. Considering that the industrial real estate industry has long been rich in returns, it can attract practitioners to engage in the industry for a long time. At the same time, industrial sales still require certain relevant professional knowledge, and practitioners with higher education level can further accumulate relevant experience in their long-term work, and their intention to jump ship professionally is relatively low. In the correlation test in the previous chapter, the correlation of factors affecting corporate identity is from strong to weak in order of self-worth realization (0.451), role positioning (0.448), and sense of organizational support (0.432). The cause of this phenomenon may be the innate human desire for affirmation and recognition. Salespeople gain a sense of accomplishment and self-actualization at work by completing sales tasks, which can help them feel more valuable and confident, which in turn increases their sense of identification with the company. Self-actualization is also one of the basic motivations that drive people's self-development and progress. Being able to continuously improve their skills and gain a sense of accomplishment in the work of salespeople plays a vital role in enhancing their sense of belonging and identification with the company. From an organizational behaviour perspective, role positioning and a sense of organizational support go hand in hand. Salespeople's role positioning can help them better understand their position and responsibilities in the company, better adapt to the corporate culture, and thus develop a stronger sense of identity. At the same time, a sense of organizational support can provide the necessary resources and support to help salespeople do their jobs better, meet their own needs, improve their capabilities, and thus enhance their sense of identification with the company. However, compared with self-actualization, role positioning and organizational support are relatively less

important for salespeople's sense of identity, probably because self-actualization and achievement are more likely to satisfy people's natural needs for achievement and self-actualization.

References

- O'Reilly, C. A., & Chatman, J. (1986). Organizational commitment and psychological attachment: The effects of compliance, identification, and internalization on prosocial behavior. *Journal of Applied Psychology*, 71(3), 492.
- Ding, Y., & Luo, N. (2013). A study on the mechanisms of organizational support, organizational culture identity and emotional work. *Statistics and Information Forum*, 28 (2), 98-103.
- Guo, Y. (2011). An analysis of the application of role theory in social work practice. *Journal of China Youth Politics Academy*, 1.
- Lichtenstein, D. R., Drumwright, M. E., & Braig, B. M. (2004). The effect of corporate social responsibility on customer donations to corporate-supported nonprofits. *Journal of Marketing*, 68(4), 16-32.
- Pan, Y. (2022). Study on the effect of informationization on economic growth in urban clusters in central China (Doctoral dissertation). *Shanxi University of Finance and Economics*.
- Xi, J. (2008). A study of organizational identity and related factors in Chinese family firms. *Doctoral dissertation, Guangdong Jinan University*.
- Zhou, F. (2022). Research on the improvement of KPI performance appraisal system for sales staff of YG company (Master's thesis). *Donghua University*.
- Almahdi Ejreaw, A. M., & Annawari, N. B. (2023). Knowledge and use of Information Communication Technology in Libyan SMEs. *Journal of Reproducible Research*, 1(1), 37–49. Retrieved from <https://journalrrsite.com/index.php/Myjrr/article/view/15>
- Alkipsy, E., Hanston, E., & Raju, V. (2023). Comprehending the Value of Process Communication Model (Pcm): in the Context of Management, Personal, Inter-Culture and Scientific Perspectives. *Journal of Reproducible Research*, 1(1), 103–108. Retrieved from <https://journalrrsite.com/index.php/Myjrr/article/view/23>
- Qu, W., & Raju, V. (2022). Research on the Relationship Between the Development of Start-up Companies and The Quality of Entrepreneurs. *Journal of Reproducible Research*, 1(1). Retrieved from <https://journalrrsite.com/index.php/Myjrr/article/view/7>
- Kee, L. H. (2023). Analysis of Entrepreneurial Growth and Skill: Case Study on Global Innovation. *Journal of Reproducible Research*, 1(1), 90–93. Retrieved from <https://journalrrsite.com/index.php/Myjrr/article/view/21>
- Dahwan, A., Raju, V., & Kassim, S. (2022). The Role of Organizational Challenges and Technical Challenges on the Implementation of E-government Military Institutions: . *Journal of Reproducible Research*, 1(1), 9–21. <https://doi.org/10.58288/jrr.v1i1.5>
- Rasadurai, M., & Raju, V. (2023). Entrepreneurship and Innovation – A Review. *Journal of Reproducible Research*, 1(1), 83–89. Retrieved from <https://journalrrsite.com/index.php/Myjrr/article/view/18>
- Agarwal, M., Dr. Valliappan Raju, Dr. Rajesh Dey, & Dr. Ipseeta Nanda. (2023). Descriptive Research on AI-based tools to aid personalized customer service: Case of ChatGPT. *Journal of Reproducible Research*, 1(1), 140–146. Retrieved from <https://journalrrsite.com/index.php/Myjrr/article/view/27>
- Gao, H., & Raju, V. (2023). Entrepreneur Ability And Firm Growth. *Journal of Reproducible Research*, 1(1), 61–66. Retrieved from <https://journalrrsite.com/index.php/Myjrr/article/view/16>
- Huiwu, Y., & Hongmei, Y. (2023). The Influencing Factors of Turnover Intention of Post-90s Employees — Evidence from small and medium-sized graphic design enterprises in Chongqing. *Journal of Reproducible Research*, 1(1), 109–122. Retrieved from <https://journalrrsite.com/index.php/Myjrr/article/view/24>

- alkhaled, Y., Raju, V., & Kassim, S. (2023). Factors to Improve Customer Loyalty towards Yemeni Student Recruitment Agencies in Malaysia. *Journal of Reproducible Research*, 1(1), 50–60. Retrieved from <https://journalrrsite.com/index.php/Myjrr/article/view/12>
- Alfawazan, L. (2023). The effect of firm size, profitability, liquidity and industry type on firm value. *Journal of Reproducible Research*, 1(1), 94–102. Retrieved from <https://journalrrsite.com/index.php/Myjrr/article/view/22>
- Lumeizi, F., & Hongmei, Y. (2023). The Influencing Factors on Employees' Job Well-being -- Data from Architectural Material Enterprises in Guangdong Province, China. *Journal of Reproducible Research*, 1(1), 123–139. Retrieved from <https://journalrrsite.com/index.php/Myjrr/article/view/25>
- Elburase, E. . A., & Addokali, B. M. (2023). Eb Business intelligence technology success factors determine business performance within Libyan commercial businesses. *Journal of Reproducible Research*, 1(1), 71–82. Retrieved from <https://journalrrsite.com/index.php/Myjrr/article/view/20>
- BUSADRA, A. (2023). Abdulgawad. H.A.busadra Libyan national football assessment and future prospective: Asia metropolitan University, Malaysia, *Corresponding Author: coachjawad239@gmail.com. *Journal of Reproducible Research*, 1(1), 67–70. Retrieved from <https://journalrrsite.com/index.php/Myjrr/article/view/17>
- Lumeizi, F., & Hongmei, Y. (2023). The Influencing Factors on Employees' Job Well-being -- Data from Architectural Material Enterprises in Guangdong Province, China. *Journal of Reproducible Research*, 1(1), 123–139. Retrieved from <https://journalrrsite.com/index.php/Myjrr/article/view/25>
- Annamalai, R., Kalathinathan, A., & Vally, M. (2022). Pratt Software's Phonological Characteristics, Prosodic Features, and Importance. *Journal of Reproducible Research*, 1(1), 1–7. <https://doi.org/10.58288/jrr.v1i1.4>