

### Abstract

The relationships between needs satisfaction, intrinsic motivation, and performance of retail salespeople have not been empirically studied in the past. This study aims to explore these relationships in 56 retail salespeople in Hong Kong. Participants completed self-report questionnaire assessing intrinsic motivation, needs satisfaction, and sales performance. A partial correlation analysis was performed to investigate the relationships. Results suggested that there are positive correlations between need for autonomy and intrinsic motivation, need for relatedness and intrinsic motivation, need for autonomy and sales performance, need for relatedness and sales performance, and intrinsic motivation and sales performance. An OLS regression path analysis was also performed to test the mediation effect of need for autonomy on need for competence and intrinsic motivation, and need for competence on intrinsic motivation and sales performance. Interestingly, need for competence is not related to intrinsic motivation and mediate the relationship between intrinsic motivation and sales performance. Results imply that need for competence does not relate to salespeople' intrinsic motivation and performance.

*Keywords:* Needs satisfaction; Self-determination Theory; Intrinsic Motivation; Sales Performance