



The Impact of Personal Selling on Purchasing towards Clothes

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Abstract

This study aimed to find the impact of personal selling on the purchasing behavior in buying clothes. To achieve the objectives of the study, questionnaire was formulated through google form. The questionnaire design on the basis of personal characteristics of salespersons and their display of goods, promotion done by salespersons in the sale of clothing, and customer's purchasing behavior. The sampling showed that salespersons in retail stores are honest in dealing with their customers but do not have the ability to negotiate with them. The study recommended the importance of training and qualification for salespersons in personal selling to help them deal truthfully with customers and develop the ability to negotiate.

Keywords:

personal selling, buying behavior, sales persons, purchasing behavior, clothes

Introduction:

The successful organizations in business are those that are able to achieve success in the study of consumer behavior and determine the factors that affect the development of marketing strategies, which enable them to reach the target consumers through the process of personal selling. The process of direct contact between buyer and seller plays an active role in strengthening the relationship between both of them. This is reflected, in turn, in the decision to purchase products displayed in retail stores; therefore, organizations are giving a great consideration to hiring salespersons because they are aware that they represent a key element in the achievement of personal selling in contact with buyers and in creating a good impression about the organization and its products. Personal selling is defined as a face-to-face contact process between buyer and seller in order to achieve planned goals, which are sales, and build long-standing relations with consumers (Kotler & Armstrong, 2013). Personal sales success depends on the implementation of eight processes: searching for salespersons, determining the course of action, assessing needs, nature of the offer, method of presentation, dealing with objections, commitment, and follow-up. Personal selling represents the strategy that salespeople use to persuade customers to buy their products, provide them with all the information relating to the

products, and work to eliminate consumer fears about such goods. indicates that workers in personal selling work to convince consumers to make a purchase decision and that the personal characteristics, which are characterized by a man showing great personal strength and confidence and the ability to persuade and negotiate, are instrumental to winning consumers, influencing buying, guiding decision about replacement of items and even trying to help them get unavailable commodities they are seeking to buy.

Research Objectives

The main objective of this research was to identify the impact of personal selling and purchasing behavior of consumers towards clothes. Personal selling and organizations' staff represent the link between the organization and consumers. Deficient personal selling will reflect negatively on the performance of the organization and its ability to achieve set goals.

Given the above, this study aims to:

- 1). Identify the impact of the characteristics of the salespersons on the purchasing behavior of consumers.
- 2). Identify the impact of the presentation of the goods by salespersons on the purchasing behavior of consumers.
- 3). Identify the impact of sales promotion by salespersons on the purchasing behavior of young consumers.

Literature Review

Referring to the study done to develop marketing & sales skills, the importance of personal sale arises as salespersons act like a connection ring between the organization and consumers. Personal salespersons contribute to creating an excellent mental impression and a good image for the organization among its customers.

Besides the major role that personal selling plays in the promotion program to implement marketing plans for the organization, using personal sale by women groups largely affects the increase of product sales—by walking from door to door, walking in markets, telling people about their products and persuading them to buy. Peoples' knowledge of the product is raised further, and the product awareness will increase sales. After peoples' awareness they expect an increase in sales.

The employers in personal sale are able to affect the clothes-buying behavior of customers when they are aware of all information concerning the commodities they are selling and their competitors. In addition, when they listen to customers, dialogue with them and identify their needs, all these will make them complete the selling process . The interaction between salespersons and customers and the quick response from them play a great role in identifying the demands and desires of the customers and fulfilling them.

Research Methodology and Information Collection

The present study is based on the perceptions, buying behavior and satisfaction of the consumers in Indian market. Both the primary and secondary data collection methods were considered. The primary data was collected through google form. In addition, the researcher depended on designing a questionnaire composed of 10 questions that were implemented on a sample of 100 people. The sample members (individuals) preferred to deal with specialized clothing stores and dealt directly with salespersons. Secondary data was taken from Websites and resources represented by the available literature.

Findings:

Table-I: profile of buyers

Basic factors	Categorization	No. of respondents
Age	Below 18 years	16
	19-25 years	44
	26-30years	26
	31-35years	24
Profession	House wife	11
	Employee	29
	Business	14
	Students	46
Monthly Family income (in Rs.)	Below 30000	25
	30000-50000	46
	Above 50000	29
Sex	Male	59
	Female	41

Table-II: Do you find salespersons in clothes sale stores honest in dealing with buyers?

Particulars	No. of Respondents
Yes	68
No	42

Table-III: Do salespersons in clothes sale stores have sufficient information about the commodities (goods) they are dealing with?

Particulars	No. of respondents
Yes	84
No	16

From above two tables, it is clear that customer evaluation for presenting commodities (goods) by salespersons is good and accepted.

Table-IV: Salespersons present to you the clothes that motivate you to buy.

Particulars	No. of respondents
Yes	63
No	47

Table-V: Salespersons listen carefully to you so that he can present the material suitable for you.

Particulars	No. of respondents
Yes	76
No	24

Table-VI: Salespersons are flexible enough when presenting the commodity.

Particulars	No. of respondents
Yes	71
No	29

From the above three tables, these results show that evaluation of the customers for the characters of clothes sale stores is good.

Table-VII: Salespersons play an important role to promote commodities in retail stores.

Particulars	No. of respondents
Yes	62
No	48

Table-VIII: Salespersons play a major role in retail clothes sale stores to stir up and inflame demand.

Particulars	No. of respondents
Yes	67
No	43

Table-IX: Salespersons play a major role in retail clothes sale stores to attract buyer attentions.

Particulars	No. of respondents
Yes	72
No	28

From the above three tables, the result shows that buying behavior towards clothes is affected by salespersons' personal characters, their way of presentation (demonstration), the direct contact with the salesperson and what they provide as promotion activities.

Table-X: Personal characters of salespersons play an important role in influencing buying behavior towards clothes.

Particulars	No. of respondents
Yes	69
No	31

Table-XI: Face to face contact between salesperson and buyer has an impact on buying behavior towards clothes.

Particulars	No. of respondents
Yes	77
No	33

From the above two tables the result shows that there is an impact of personal sales on youth buying behavior towards clothes, personal sales factors found in salespersons' personal characters, the way clothes are presented by salespersons, characters of clothes sale stores and promotion done by salespersons.

Research Limitation:

The study has been conducted based on the data acquired from the buyers of India only and the findings may not be applicable to other countries of the world because of socio-cultural differences and sample size is very small.

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