

# THE EFFECTS OF SALES REPRESENTATIVE ON CUSTOMER SATISFACTION IN ELECTRONICS GOODS RETAILING IN KANNIYAKUMARI DISTRICT

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## ABSTRACT

A retail sales representative is a professional with a focus on customer service who helps customers select the appropriate products. They facilitate transactions, offer information, and encourage interaction to increase sales. In order to promote business success, their responsibilities include managing finances, maintaining inventory, and guaranteeing outstanding service to clients. Retail employees with a focus on directly selling consumers electronics including phones, televisions, and video game consoles are known as electronics sales associates. They typically operate in a larger retail environment and are more knowledgeable about a variety of connected products and technical gadgets. The main aim of the study is to identify the effects of sales representative on customer satisfaction in electronics goods retailing in Kanniyakumari district. Both primary and secondary data are extensively used in this study. Then, the primary data was collected through the questionnaire method from the sales representative. For this study 75 respondents were selected positively. For collecting necessary data, 75 respondents have been collected in Kanniyakumari by using convenience sampling method.

**Key words:** Retailing, Sales Representative, customer-oriented, stocking shelves.

## INTRODUCTION

A sales representative, quite simply, sells products or services for a company and represents their brand. They manage relationships with customers, serving as the key point of contact, from initial lead outreach to when a purchase is ultimately made. A sales representative promotes and sells products to customers on behalf of a company or organization. They pitch products to potential customers, present new ones to existing customers, and maintain existing customer accounts by ensuring a smooth sales process and customer satisfaction. Sales representatives generally must meet sales goals and report to their sales director. Sales

representative jobs can be found in many industries, from technology to manufacturing. An inside sales representative works from within an office whereas an outside sales representative travels to see customers. Many sales reps have flexible schedules, with work-from-home options in some cases. For anyone who enjoys working with others, it's a great career choice. Sales representative jobs can be lucrative and rewarding for a self-starter who's motivated and self-confident.

## STATEMENT OF THE PROBLEM

Ethical behavior by salespeople can significantly impact customer satisfaction. When sales professionals demonstrate ethical conduct, it leads to positive outcomes for both the customer and the organization. Sometimes it may lead to negative outcomes for both the customers and the organization. In this study it mainly focusing on the factors determining the customer satisfaction by sales representatives like Lack of managerial efficiency, Seasonal demand, lack of customer awareness regarding the products. Hence, the present study is an attempt to discuss and analyses the effects of sales representatives on customer satisfaction electronics goods retailing in Kanniyakumari district.

## REVIEW OF LITERATURE

- Tun-chihkou, Melissa vigil (2019) the study entitled “The effects of sales representatives on customer satisfaction in logistics service industry”. Logistics Service Providers (LSP) are companies that provide services as transportation, warehousing, handling, circulation and processing, delivery and information technology to other companies. Their industry has experienced an exponential growth worldwide, challenging their management to deliver solid value propositions to increasingly demanding customers, this is a task usually delivered by sales representatives, as they are the link between the customers and the company. This study focuses on investigate the impact of: sales representative trust, commitment to the sales representative, sales representative's consultative selling behavior and relational selling behavior in a customer's satisfaction. The data recollection was made by applying 200 questionnaires distributed to LSP's customers in Nicaragua, this information was later analyze with SPSS and AMOS. The results of this thesis demonstrate a positive relationship between the 4 independent variables: customer trust, customer commitment, consultative selling behavior and relational selling behavior with the dependent variable customer satisfaction.

## OBJECTIVES OF THE STUDY

The study has the following objectives

- ✓ To study the demographic profile of the sales representatives.
- ✓ To know the factors determining the customer satisfaction by sales

representatives.

## RESEARCH METHODOLOGY

The study is mainly based on primary and secondary data. The primary data is to be collected from the sample respondents in the study area. The secondary data will be collected from various books, journals, magazines, internet etc.

### ✓ Target Respondents

The target respondents for the study are the sales representative in electronics goods retail shop.

### ✓ Sample size

The sample size for the study is 75.

### ✓ Sampling Method & Type

The sampling technique used in this study was Convenience sampling method.

## RESULTS AND DISCUSSION

### DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Demographic factors are personal characteristics which are used to evaluate the data on people in a given population. In social science, research personal characteristics of respondents have significant role to play in expressing and giving responses about effects of sales representative on customer satisfaction in electronics goods retailing. In this study a set of personal characteristics namely age, gender, marital status, educational qualification, monthly income and Residential status of the 75 respondents have been presented in this table.

**TABLE 1**  
**DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

Category	Options	No of respondents	Percentage
Age	18-25	10	13.3
	26-35	35	46.6
	36-45	25	33.3
	Above 46	5	6.6
	<b>Total</b>	<b>75</b>	<b>100.00</b>
Gender	Male	41	54.7
	Female	34	45.3
	Total	<b>75</b>	<b>100.00</b>
Marital status	Married	56	71
	Unmarried	23	29

	<b>Total</b>	<b>75</b>	<b>100.00</b>
Educational Status	Illiterate	6	8
	Upto SSLC	29	38.6
	HSC	25	33.3
	Diploma	15	20
	<b>Total</b>	<b>75</b>	<b>100.0</b>
Monthly Income	Up to Rs 10,000	20	26.6
	Rs. 10,001- Rs 20,000	38	50.6
	Rs 20,001 – Rs 30,000	10	13.3
	Above Rs 30,000	7	9.3
	<b>Total</b>	<b>75</b>	<b>100.0</b>
Residential status	Rural	37	49.3
	Urban	38	50.6
	<b>Total</b>	<b>75</b>	<b>100.0</b>

**Source: Primary data**

From the above table, it shows that 46.6 per cent respondents were from the age group of 26-35 years. It is revealed that 54.7 percent of the respondents are male whereas 45.3% are female. Majority of the respondents were studied upto SSLC which constitutes 38.6 percent. Majority of the respondents were married which constitute 71 percent. The income of majority (50.6 percent) of the respondent's range between Rs 10,001-20,000 per month. 50.6% of the respondents are urban people followed by 49.3 percent are of rural areas.

**FACTORS DETERMINING THE CUSTOMER SATISFACTION BY SALES REPRESENTATIVES.**

**TABLE 2**

S.no	Factors that Determine the Customer Satisfaction	Mean Score		t-Statistics	p-Value
		Male	Female		
1	Lack of efficient labor	4.22	4.12	1.927	.055*
2	Lack of technical support	3.84	3.67	2.252	.025*
3	Lack of managerial efficiency	4.17	3.85	4.355	.000*
4	Limited financial resources	3.97	3.29	3.857	.000*

5	Intermediaries	4.00	3.29	4.211	.000*
6	Seasonal demand	4.10	3.61	2.518	.013*
7	Lack of consumer awareness about the product	4.05	3.61	2.362	.000*

**Source: Primary Data**

Regarding the factors determining the customer satisfaction by sales representatives relation to their gender, there is a significant difference have been identified in all the seven variable's they are "Lack of efficient labor", "Lack of technical support", "Lack of managerial efficiency", "Intermediaries", "Design", "Seasonal demand", "Lack of consumer awareness about the product". Since, the respective 't' statistics at five percent level. (i.e) p value is lesser than 0.05 percent.

**FINDINGS**

- It shows that 46.6 per cent respondents were from the age group of 26-35 years.
- It is revealed that 54.7 percent of the respondents are male whereas 45.3% are female.
- Majority of the respondents were studied upto SSLC which constitutes 38.6 percent.
- Majority of the respondents were married which constitute 71 percent.
- The income of majority (50.6 percent) of the respondent's range between Rs 10,001-20,000 per month.
- It shows that 50.6% of the respondents are urban people followed by 49.3 percent are of rural areas.
- Regarding the factors determining the customer satisfaction by sales representatives relation to their gender, there is a significant difference have been identified in all the seven variable's they are "Lack of efficient labor", "Lack of technical support", "Lack of managerial efficiency", "Intermediaries", "Design", "Seasonal demand", "Lack of consumer awareness about the product". Since, the respective 't' statistics at five percent level. (i.e) p value is lesser than 0.05 percent.

**SUGGESTIONS**

- ✓ Store has to improve its promotion strategies so as to attract middle-income group customers also.
- ✓ The services that are offered by store have to reach the customers properly through effecting promotion strategies.
- ✓ Providing product information has to be made clear to customers for picking up easily.

## CONCLUSION

Retail product management has the unique characteristics of service quality in addition to the typical characteristics of products quality because retail stores are part of the service industry, which provides a hybrid of goods and services. Although the store's services are inadequate, planning and procedure implementation need to be optimized. In order for a retail establishment to compete on a worldwide scale, it provides services aimed at increasing sales and cultivating client loyalty. Young clients who buy for themselves and their families should frequent the store. In addition, the store needs to focus on drawing in a diverse clientele. The majority of the store's patrons are from above-middle-class backgrounds, and they are the primary source of revenue for the shop. Customers are not receiving the services in a proper manner. The majority of clients expect key services from outlets, such as processing warranties and guarantees. A Store is able to provide a large selection of products for its clients, but in order for the products to be sold, retail services must be successful in order for the shop to rank among the best.

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