

Salespersons' Personality Traits Based on Customers' View

(A study on Supershop of Dhaka, Bangladesh)

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Abstract—Selling as a foremost part of business organization depends on the human driven interaction. Supershop as a retail chain is such type of business where every singly minute customer is interacting with the salespeople. The decision of buying or not buying majorly depends if the interaction was fruitful or not. Traditional role of a salesperson is to influence customer's decision by providing logical arguments on differentiating products or brands. The salesperson's personality traits create a big impact on this interaction and its output. So this research focuses on finding the traits that customer care more from the salesperson of a Supershop. Different types of trait factors related to the success-failure of this interaction between the customer and salesperson are being examined by the researcher. Total 385 respondents participated in this research from 18 Supershop branches of three influential areas of Dhaka city. Importance scale is being used to collect data. SPSS 19 and Microsoft excel is used to analyze frequency, Mode and Weighted average score. The finding shows that customer consider Good communication as the most significant skill of Supershop salespeople. Although all the traits are considered important the less significance is given to Friendliness.

Index Terms— Salesperson, Personality, Traits, Customers' view, Supershop, Dhaka, Bangladesh

1 INTRODUCTION

ACCORDING to Dixon A. L., & Tanner J.F (2012), 'Selling' is "The phenomenon of human driven interaction between and within individuals/organization in order to bring about economic exchange within a value creation context" (Tanner J. F. & Castleberry F. B., 2019). The sale is supposed to proceed along a linear and controlled process (Dixon A. L., & Tanner, J.F., 2012; Haas, A., Snehota, I., & Corsaro, D., 2012). Sales literature for long time is focusing on these processes and pertinent strategic tools-techniques. In recent years there is been increased talk about the interactive nature of the process of sales (Blocker, C.P. et al., 2012; Dixon A. L., & Tanner, J.F., 2012). Literature couldn't make it clear how or by which factors the whole interaction is influenced in real life scenario by which values are co-produced (Haas, A., Snehota, I., & Corsaro, D., 2012; Vargo, S.L., & Lush, R.F., 2004). Majority of the factors are directly related to the traits of the salesperson.

Traditional role of a salesperson is to influence customers decision by providing logical arguments about the way one product or service is different with another, or why should one brand is superior thus be selected (Alamaki A. & Kaski T. 2015).

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In addition, long term survival of the firm fundamentally depends on value creation which depends on in-depth knowledge of customer's world and situation in which they are living (Vargo, S.L., & Lush, R.F., 2004; Dixon A. L., & Tanner J.F., 2012). So, sales person's role and more precisely their expected skill and traits from customers view point are extremely necessary.

2 LITERATURE REVIEW

2.1 Customer relationship and Salesperson's traits:

Furthermore, literature of personal selling proposes that, a customer relationship where customer and salespeople interact frequently and exchange information helps to create close friendship (Grayson 2007; Price & Arnould 1999; Swan et al. 2001). Practitioners and academic for the past two decades have shown reappearing interest on the development of long-term relationship between sellers and buyers (Foster and Cadogan 2000; Grönroos 1994; Parsons 2002). Different types of factors related to the success-failure of this relationship between the buyers and sellers are being examined by the researchers (Crosby et al. 1990; Morgan and Hunt 1994; Parsons 2002). Good-quality buyer-seller relationships are being created by the customer-oriented behaviors by salespersons (Williams & Attaway, 1996). The quality of this type of relationship determines the continuity of interchange (Crosby et al. 1990). The individual personality traits of salespeople are extremely important factors to consider in a buyer-seller relationship (Dion et al. 1995). Business performance on the basis of customer loyalty, satisfaction and word of mouth are affected by

the customer-salesperson relationship (Beatty et al., 1996; Boles et al., 1997; Parasuraman et al., 1991; Reynolds and Beatty, 1999; Sivadas and Baker-Perwitt, 2000). And if this sort of relation is successful, it is capable of creating positive emotions, thus creating positive outcomes for both parties (Beatty et al., 1996; Boles et al., 1997). Since frequent negotiations on price, quantity, delivery, other terms, and product specifications are required mostly in a buyer-seller relationship, it needs cooperation in the area of needs and conflicting interests. That's why the traits of salespeople impacts relationship management, influence the customer's perception regarding service quality. The literature regarding salespersons personality traits shows that purchasing behavior is linked with individual salesperson's traits and those results in the shape of a better and longer-term relationship (Barrick and Mount 1991; Dion et al. 1995; Lamont 1977; Tabassum F. et al., 2014).

2.2 Retail environment and Salespeople's traits:

The marketing paradigm has changed its focus to mutual, interactive relationships since the 1980s (Williams 1998). Seller-buyer relationship is now focused more in marketing literature (Crosby et al. 1990; Dwyer et al. 1987; Ganesan 1994; Morgan and Hunt 1994). As in retail environment salespeople are the one who are communicating to customer, their behavioral traits are crucial relationship and customer retention (Crosby et al. 1990; Sharma 1997; Williams 1998). There are two components that lead to a consumer's behaviour: cognition and affect (Bagozzi et al. 1999; Cohen and Areni 1991; Shiv and Fedorikhin 1999; Zaltman 2000). In general, affect can be defined as a valenced feeling state (Cohen and Areni 1991). According to many researchers, emotion is one of the specific mental processes and a subset of affect, although there is no clear definition. It has been interchangeably used with affect, moods and attitudes (Bagozzi et al. 1999; Cohen and Areni 1991; Erevelles 1998; Richins 1997). Although emotions and moods are not easy to be defined, one core distinction is that emotions are derived from an object (stimulus), but a mood may not be (Clore et al. 1994). Therefore, a definition of emotion can be a valenced affective reaction to perceptions of situations (Clore et al. 1987; Ortony et al. 1988; Richins 1997). According to Menon and Dube (2000), interpersonal communication is the reason for arousal of emotion. Considering the interpersonal retail shopping experience, a key influence on emotions are retail salespeople. After all, they are a primary source of the service experience and communication for customers (Bitner 1990; Sharma 1997). Customers feel excitement, delight, comfort, and contentment, while they are interacting with polite, empathic, and knowledgeable retail salespeople. On the other hand, they may feel worry, frustration, and anger, when they are dealing with annoying, aggressive, or untrustworthy retail salespeople. Emotions can be derived from the retail salespeople's perceived interpersonal attributes such as empathy, courtesy, expertise, friendliness and forcefulness (Baker et al. 1992; Baker et al. 1994; Wakefield and Blodgett 1999; Yoo et al. 1998).

2.3 Salespeople's traits factors:

According to the study of trait theory which explores salesperson's personality argues that, salesperson's performance is a function of traits which in other words means "sales success may be a result of degree to which an individual possessed certain personality traits" (Dion et al. 1995). Barrick & Mount, (1991) stated that, the performance of different occupation may expect to vary based on different personality. There is a widely accepted classification known as Five-factor classification of personality (Digman 1990; Barrick & Mount 1991 and 1993). The Big-five model talks about the individual difference of personality are classified on the basis of five domains (Gosling et al. 2003; John & Srivastava 1999; McCrae et al. 1998). This has been utilized in theoretical frameworks, with a variety of samples and instruments (which includes samples from diverse cultures) with ratings, obtained from several different sources (Barrick and Mount 1993; Barrick et al. 2002; Digman 1990; McCrae and Costa 1985; Norman 1963). The five-factor are- Extraversion, Agreeableness, Conscientiousness, Openness to experience, Emotional (in) stability, has different meanings. Extraversion may mean sociable, assertive, talkative, and active (McCrae and Costa 1985; Norman 1963). Agreeableness could be described as flexible, trustworthy, forgiving, soft-hearted, good-natured, cooperative and tolerant (Guilford and Zimmerman 1949; McCrae and Costa 1985). Conscientiousness may mean being careful, thorough, responsible, organized, resourceful, hardworking, achievement-oriented and persistent (Norman 1963). Openness to experience could be featured as curious, original, broad-minded, imaginative, cultured, intelligent, and artistically sensitive (Digman 1990; Norman 1963). Emotional (in) stability which is considered from the negative pole, is featured as being tensed, angry, embarrassed, worried, anxious insecure, depressed, and nervous (Barrick and Mount 1991). Two assumptions are considered while generating the above features; One-certain personality traits have been seen as more suited to a sales process than to others (Barrick and Mount 1991; Dion et al. 1995; Lamont and Strom L., 1977) and Two-similarities in seller/buyer personalities lead to positive outcome in sales (Barrick and Mount 1991; Crosby et al. 1990; Dion et al. 1995; Gosling et al. 2003).

Salesperson's personality traits, types and behavior are considered as one of the vital components in buyer seller relationships (Dion et al. 1995). This paper considers personality traits of retail salespeople in Supershops that are likely to influence customer behavior and buyer seller relations are considered. By reviewing the germane literatures 11 key traits are found in common which are: Motivated, Trustworthy, Knowledgeable, Logical/Analytical, Good communication, Creative, Confident, Empathy (Understanding customers), Manages good relation, Flexible, and Friendliness.

Motivation is component of enthusiasm. It is a vital trait that sales managers consider when selecting new salespeople (Churchill et al. 1997). Anselmi and Zemanek (1997) stated from customers perspective that the amount of salespeople's eagerness is positively related to customer satisfaction. Cus-

tomers perceived employee effort during their interaction. Perceived effort is defined as the level of motivational strength salespeople expend on a service behavior for customers (Mohr and Bitner, 1995). This trait refers to the tendency to pursue instrumental, work-related goals (C. F. Lounsbury *et al.*, 2004). It is related to salesperson success because of the salient relationship between work effort and work outcomes in the sales profession (Brown and Peterson, 1994).

Trust is one of the vital element to be considered for creating human interaction which effects longterm relationship. (Czepiel 1990; Dion *et al.* 1995; Dwyer *et al.* 1987; Ganesan 1994; Gundlach and Murphy 1993; Leuthesser 1997; Morgan and Hunt 1994). Trust involves interpersonal state of customer that reflects the extent to which they can predict a salesperson's behavior. In a situation where high trust is devoted customers are likely to maintain a relationship with the salesperson despite having a uncertain future (Hawes *et al.* 1989).

According to Beatty *et al.* (1996), a customer who is initially attracted to a knowledgeable salesperson will feel positive about the salesperson. Salesperson knowledge becomes even more important when customers have expectations that the relationship will be continued (Beatty *et al.* 1996; Crosby *et al.* 1990)

Previous researches of decision making recognized intuition, much of this scientific work focused on deliberative judgments rather than intuitive inferences (Tversky & Kahneman, 1974). Analytical processes are integral to rational decision making, which consists of utilizing relevant information, such as costs and benefits, and eventually coming to a deliberative decision (Alexander, 1979). According to Ryals L. and Marcos J. (2012), Cognitive skills and capabilities include innovative problem solving; the ability to identify opportunities; the ability to work under pressure; and mental toughness and resilience. These cognitive skills are important in a consultative selling role because the best future sales opportunities may be found within existing customers, not necessarily within new customers, and the sales person needs the skills to recognize and develop these opportunities. Dvorak D. (2016), states about communication skill of sales people like- "When it comes to sales, knowing how to say something eloquently is often more important than knowing exactly what to say. Mastering effective communication skills is extremely important for any sales person". Andrews A., (2016) says that, selling is all about persuasion in which a salesperson will fail unless being a good communicator.

Openness to experience is the idea of an individual's willingness to listen to others' ideas and perspectives (Borghans, Duckworth, Heckman, & Ter Weel, 2008). It talks about an individual who is intellectually curious, open to new ideas, and possesses a creative cognition style (Waheed, Yaang and Weeber, (2017); Johnson & McGe-och, 1997).

According to Megan Ingenbrandt, social media assistant, General Floor-

" If you don't believe in your product, you aren't going to make a customer believe in your product. If you can confi-

dently explain how your product or service is going to solve a problem for the customer, then you've got the customer in the palm of your hand."

Another vital trait of a salesperson is empathetic helping (Comer and Drollinger 1999). Empathetic concern refers to the idea of internal emotional reaction which creates understanding of another's feelings (Davis *et al.* 1999; Duan and Hill 1996). The previous researches provide evidence that empathy contains a salutary influence on perceived service quality, sales performance, and successful selling (Greenberg and Greenberg 1990; McBane 1995; Parasuraman *et al.* 1988; Parasurman *et al.* 1991; Plank *et al.* 1996). According to Beatty *et al.* (1996) empathetic skill allows customer relationships to form and become enhanced, ultimately leading to customer loyalty.

According to Karin Hurt, founder, *Let's Grow Leaders* - "Your customers want to know you; understand their challenges, dreams and goals, and have carefully considered why your solution makes sense. And, they want to be sure you have their best interests at heart. They have to be sure you care [more] about their mission and the greater good, than your numbers." (Fernandes P., 2016)

Weitz and Bradford (1999) consider that managing good relation is applied to a number of different marketing activities ranging from consumer frequency marketing programs to selling activities. (Weitz, Barton A., & Bradford, Kevin D. (1999).

Giving priority to Flexibility Boyette M. (2011) said that salespeople who are successful aren't necessarily the extroverted and persuasive-sales type person. But all of them have one distinctive trait- flexibility which refers to the idea of adjusting the personality to match the demands of the situation in which the salesperson exist.

Friendliness refers to the level to which an individual portrays a pleasant, cheerful demeanor toward another person. This can be considered to be a critical attribute for successful retail salespeople (Anselmi and Zemanek 1997; Hawes *et al.* 1993; Jap *et al.* 1999). According to Ostrom and Iacobucci 1995, friendliness of service personnel is crucial to increase satisfaction. It is a non-verbal form of communication which helps foster an atmosphere in which the interaction between a customer and salesperson functions smoothly and allows the two to share openly and collaboratively (Jap *et al.* 1999). Customers likely to have enhanced feelings of stimulation or excitement in terms of salespeople who they perceive to be helpful, friendly and positive (Wakefield and Blodgett, 1999). In addition, Customers may hold favourable or unfavourable perceptions of retail salespeople based on whether sales personnel look professional. Potential indicators of salesperson professionalism might be, for example, clothing, neatness, hairstyle, articulateness and behaviour. Such factors are considered critical to selling success (Anderson 1995; Molloy 1983).

3 RATIONALE OF THE RESEARCH

Retail shops are considered as places for salespeople and consumers to socialize (Hu and Jasper, 2006). From the core characteristics, Supershop is considered as a kind of retail stores. Most retailing researches tried to explain customer shopping behavior on the basis of environmental influence on emotional response (Babin and Darden 1995; Bellizzi and Hite 1992; Donovan and Rossiter 1982). The retail environment is combined of three factors- ambient factors (e.g. temperature, lighting, music), design factors (e.g. colour, layout, space), and social factors (e.g. the number, type, and behaviour of salespersons) (Baker *et al.* 1994; Baker *et al.* 1992; Sherman *et al.* 1997). Interestingly ambient and design factors are considered in most researches but some researchers have found that salespeople are an important social stimulus that influences customer emotion (Baker *et al.* 1992; Sherman *et al.* 1997; Wakefield and Blodgett 1999; Yoo *et al.* 1998). Even though the salesperson's role is a very critical element in the process of enhancing customer shopping experience, few researches has been conducted to investigating which psychological values of customers can be fulfilled through salespersons traits in a Supershop.

4 RESEARCH METHODOLOGY

Sample and procedures: Receiving approval of engaging respondents in the research, a survey is conducted through a structured questionnaire. In total, 18 supershop branches, located in Dhaka, Bangladesh, were selected as the retail chain context for the research. These Superstores are located in Uttara, Banani and Dhanmondi, which are known as the renowned and populated most influential areas in Dhaka. Purposive sampling method is used in order to fulfill the criteria of the sample, which is participants are regular customer of those specific shops. 4 student volunteer team each containing 10 members participated in data collection. All the volunteers received one ballpoint pen and notebook as souvenir gift. A total of 450 questionnaires were distributed, of which 385 were returned to the researchers. All the 385 were properly filled and there wasn't any missing value. The majority of the respondents were male (68.3 per cent) and rest 31.7% were female. A great percentage of the respondents (83.1 per cent) were aged from 18 to 29 years. Table 2 and 3 contains more characteristics of participants.

Measures: Importance scale is being used to collect data where weights are given on four category- very important is weighted by 4, somewhat important is weighted by 3, Not too important is weighted by 2, Not at all important is weighted by 1. Weighted total score is calculated by multiplying total respondent (Frequency- f) by weight (x). Then Average scores are calculated by dividing the total weighted score by total number of respondents (n=385). Descriptive statistic Mode is also being calculated. SPSS 19 and excel are used for analyzing and presenting the analysis and findings.

5 ANALYSIS AND FINDINGS

For this research 11 key traits - Motivated, Trustworthy, Knowledgeable, Logical/Analytical, Good communication,

Creative, Confident, Empathy (Understanding customers), Manages good relation, Flexible, and Friendliness are being selected based on germane literature. The data are being analyzed by the measure of weighted average. Descriptive statistic Mode is also being calculated by using SPSS 19.

Table 1 Statistics

		Statistics												
		Gender	Age	Highly Motivated	Trustworthy, dependable and ethical	Knowledge	Logical Decision	Communication	Creative	Confident	Understanding of Customers' Emotion	Good Relation with customer	Flexible Customer Dealings	Friendliness
N	Valid	385	385	385	385	385	385	385	385	385	385	385	385	385
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0
	Mode	0	1	1	1	1	1	1	1	1	1	1	1	1

Table 1 provides the statistics of 11 traits variable and two demographic variables. Total 385 respond is being valid and there is no missing value. The Mode analysis shows that most of the respondent were male (Male is characterized by 0 and Female by 1). Also most respondents are from age group (18-29) which is represented by Mode 1. Now according to data input 'Very important' is represented by 1. As for the entire trait factors the mode is 1, it represents that all these traits are very important from customers' point of view.

Table 2: Gender of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	263	68.3	68.3	68.3
	Female	122	31.7	31.7	100.0
Total		385	100.0	100.0	

Table 2 represents gender of respondents. Among the 385 respondents 263 are male 68.3% and 122 are female representing 31.7% of total respondents.

Table 3 is about age of respondents. Among the 385 re-

Table 3: Age of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	320	83.1	83.1	83.1
	30-44	57	14.8	14.8	97.9
	45-59	7	1.8	1.8	99.7
	60+	1	.3	.3	100.0
	Total	385	100.0	100.0	

spondents, 83.1% are from 18-29 years of age, 14.8% is 30-44 years age, 1.8% is from 45-59 years age, and 0.3% is 60+ years age.

According to Table 4, out of 385 respondents 266 representing 69.1% of total respondents, thinks that it is very important for Supershop salespeople to be highly motivated towards their job. 89 respondents representing 23.1% of total, think that it is somewhat important. 20 respondents representing 5.2% of total, think that it is not too important. And 10 respondents representing 2.6% of total, think that it is not at all important for Supershop salespeople to be highly motivated towards

their job. The total weighted score of 'Highly Motivated' is 1381. The average score is 3.587013 or 3.59 (Rounded)

Table 4: Highly Motivated

		Frequency	Percent	Valid Percent	Cumulative Percent	Weight (X)	Weighted Score (fx)	Average
Valid	Very Important	266	69.1	69.1	69.1	4	1064	
	Somewhat Important	89	23.1	23.1	92.2	3	267	
	Not Too Important	20	5.2	5.2	97.4	2	40	
	Not at all Important	10	2.6	2.6	100.0	1	10	
	Total	385	100.0	100.0			1381	3.587013

Table 5 states that out of 385 respondents 271 representing 70.4% of total respondents, thinks that it is very important for

Table 5: Trustworthy, dependable and ethical

		Frequency	Percent	Valid Percent	Cumulative Percent	Weight (X)	Weighted Score (fx)	Average
Valid	Very Important	271	70.4	70.4	70.4	4	1084	
	Somewhat Important	81	21.0	21.0	91.4	3	243	
	Not too Important	27	7.0	7.0	98.4	2	54	
	Not at all Important	6	1.6	1.6	100.0	1	6	
	Total	385	100.0	100.0			1387	3.602597

Supershop salespeople to be Trustworthy, dependable and ethical. 81 respondents representing 21.0% of total, think that it is somewhat important. 27 respondents representing 5.2% of total, think that it is not too important. And 6 respondents representing 1.6% of total, think that it is not at all important for Supershop salespeople to be Trustworthy, dependable and ethical. The total weighted score of 'Trustworthy, dependable and ethical' is 1387. The average is 3.602597 or 3.60 (Rounded)

Table 6: Knowledgeable

		Frequency	Percent	Valid Percent	Cumulative Percent	Weight (X)	Weighted Score (fx)	Average
Valid	Very Important	275	71.4	71.4	71.4	4	1100	
	Somewhat Important	89	23.1	23.1	94.5	3	267	
	Not too Important	18	4.7	4.7	99.2	2	36	
	Not at all Important	3	.8	.8	100.0	1	3	
	Total	385	100.0	100.0			1406	3.651948

Information on Table 6 represents that out of 385 respondents 275 representing 71.4% of total respondents, thinks that it is very important for Supershop salespeople to have good knowledge about the products and services. 89 respondents representing 23.1% of total, think that it is somewhat important. 18 respondents representing 4.7% of total, think that it is not too important. And 3 respondents representing 0.8% of total, think that it is not at all important for Supershop salespeople to have knowledge about the products and services. The total weighted score of 'Knowledge' is 1406. The average is 3.651948 or 3.65 (Rounded)

According to Table 7, out of 385 respondents 215 representing 55.8% of total respondents, thinks that it is very important

for Supershop salespeople to be logical. 123 respondents representing 31.9% of total, think that it is somewhat important. 37 respondents representing 9.6% of total, think that it is not

Table 7: Logical Decision

		Frequency	Percent	Valid Percent	Cumulative Percent	Weight (X)	Weighted Score (fx)	Average
Valid	Very Important	215	55.8	55.8	55.8	4	860	
	Somewhat Important	123	31.9	31.9	87.8	3	369	
	Not too Important	37	9.6	9.6	97.4	2	74	
	Not at all Important	10	2.6	2.6	100.0	1	10	
	Total	385	100.0	100.0			1313	3.41039

too important. And 10 respondents representing 2.6% of total, think that it is not at all important for Supershop salespeople to be logical. The total weighted score of 'Logical Decision' is 1313. The average is 3.41039 or 3.41 (Rounded)

Table 8 represents that out of 385 respondents 295 representing 76.6% of total respondents, thinks that it is very important for Supershop salespeople to be good in communication. 72 respondents representing 18.7% of total, think that it is somewhat important. 16 respondents representing 4.2% of total, think that it is not too important. And 2 respondents representing 0.5% of total, think that it is not at all important for Supershop salespeople to be good in communication. The total weighted score of 'Communication' is 1430. The average is 3.714286 or 3.71 (Rounded)

Table 8: Communication

		Frequency	Percent	Valid Percent	Cumulative Percent	Weight (X)	Weighted Score (fx)	Average
Valid	Very Important	295	76.6	76.6	76.6	4	1180	
	Somewhat Important	72	18.7	18.7	95.3	3	216	
	Not too Important	16	4.2	4.2	99.5	2	32	
	Not at all Important	2	.5	.5	100.0	1	2	
	Total	385	100.0	100.0			1430	3.714286

Based on Table 9, out of 385 respondents 199 representing 51.7% of total respondents, thinks that it is very important for Supershop salespeople to be creative. 126 respondents representing 32.7% of total, think that it is somewhat important. 42 respondents representing 10.9% of total, think that it is not too

Table 9: Creative

		Frequency	Percent	Valid Percent	Cumulative Percent	Weight (X)	Weighted Score (fx)	Average
Valid	Very Important	199	51.7	51.7	51.7	4	796	
	Somewhat Important	126	32.7	32.7	84.4	3	378	
	Not too Important	42	10.9	10.9	95.3	2	84	
	Not at all Important	18	4.7	4.7	100.0	1	18	
	Total	385	100.0	100.0			1276	3.314286

important. And 18 respondents representing 4.7% of total, think that it is not at all important for Supershop salespeople to be creative. The total weighted score of 'Creative' is 1276. The average is 3.314286 or 3.31 (Rounded)

According to Table 10 out of 385 respondents 245 representing 63.6% of total respondents, thinks that it is very important for Supershop salespeople to be confident. 102 respondents representing 26.5% of total, think that it is somewhat important. 30 respondents representing 7.8% of total, think that it is not too important. And 8 respondents representing 2.1% of total, think that it is not at all important for Supershop salespeople to be confident. The total weighted score of 'Confident' is 1354. The average is 3.516883 or 3.52 (Rounded)

Table 10:Confident

	Frequency	Percent	Valid Percent	Cumulative Percent	Weight (X)	Weighted Score (fx)	Average
Valid	Very Important	245	63.6	63.6	4	980	
	Somewhat Important	102	26.5	90.1	3	306	
	Not too Important	30	7.8	97.9	2	60	
	Not at all Important	8	2.1	100.0	1	8	
Total	385	100.0	100.0			1354	3.516883

Table 11 states that, out of 385 respondents 201 representing 52.2% of total respondents, think that it is very important for Supershop salespeople to have Empathy/understanding of Customers' Emotion. 129 respondents representing 33.5% of total, think that it is somewhat important. 40 respondents representing 10.4% of total, think that it is not too important. And

Table 11: Empathy

	Frequency	Percent	Valid Percent	Cumulative Percent	Weight (X)	Weighted Score (fx)	Average
Valid	Very Important	201	52.2	52.2	4	804	
	Somewhat Important	129	33.5	85.7	3	387	
	Not too Important	40	10.4	96.1	2	80	
	Not at all Important	15	3.9	100.0	1	15	
Total	385	100.0	100.0			1286	3.34026

15 respondents representing 3.9% of total, think that it is not at all important for Supershop salespeople to have understanding of Customers' Emotion. The total weighted score of Empathy/Understanding of Customers' Emotion' is 1286. The average is 3.34026 or 3.34 (Rounded)

Table 12: Good Relation with customer

	Frequency	Percent	Valid Percent	Cumulative Percent	Weight (X)	Weighted Score (fx)	Average
Valid	Very Important	250	64.9	64.9	4	1000	
	Somewhat Important	103	26.8	91.7	3	309	
	Not too Important	29	7.5	99.2	2	58	
	Not at all Important	3	.8	100.0	1	3	
Total	385	100.0	100.0			1370	3.558442

Table 12 represents the 'Good Relation with customer'. Out of 385 respondents 250 representing 64.9% of total respondents, thinks that it is very important for Supershop salespeople to have Good Relation with customer. 103 respondents representing 26.8% of total, think that it is somewhat important. 29 respondents representing 7.5% of total, think that it is not too important. And 3 respondents representing 0.8% of total, think that it is not at all important for Supershop salespeople to have Good Relation with customer. The total weighted score of 'Good Relation with customer' is 1370. The average is 3.558442 or 3.56 (Rounded)

According to Table 13 out of 385 respondents 193 representing 50.1% of total respondents, thinks that it is very important for Supershop salespeople to be Flexible in Customer Dealings. 137 respondents representing 35.6% of total, think that it is somewhat important. 41 respondents representing 10.6% of total, think that it is not too important. And 14 respondents representing 3.6% of total, think that it is not at all important for Supershop salespeople to be Flexible in Customer Dealings.. The total weighted score of 'Flexible Customer Dealings' is 1279. The average is 3.322078 or 3.32 (Rounded)

Based on Table 14, out of 385 respondents 195 representing 50.6% of total respondents, thinks that it is very important for Supershop salespeople to be Friendly Personality. 113 respondents representing 29.4% of total, think that it is somewhat important. 53 respondents representing 13.8% of total, think that it is not too important. And 24 respondents representing 6.2% of total, think that it is not at all important for Supershop salespeople to be Friendly Personality. The total weighted score of 'Friendly Personality is 1249. The average is 3.244156 or 3.24 (Rounded).

Table 13: Flexible Customer Dealings

	Frequency	Percent	Valid Percent	Cumulative Percent	Weight (X)	Weighted Score (fx)	Average
Valid	Very Important	193	50.1	50.1	4	772	
	Somewhat Important	137	35.6	85.7	3	411	
	Not too Important	41	10.6	96.4	2	82	
	Not at all Important	14	3.6	100.0	1	14	
Total	385	100.0	100.0			1279	3.322078

Valid	Very Important	195	50.6	50.6	4	780	
	Somewhat Important	113	29.4	80.0	3	339	
Valid	Not too Important	53	13.8	93.8	2	106	
	Not at all Important	24	6.2	100.0	1	24	
Total	385	100.0	100.0			1249	3.244156

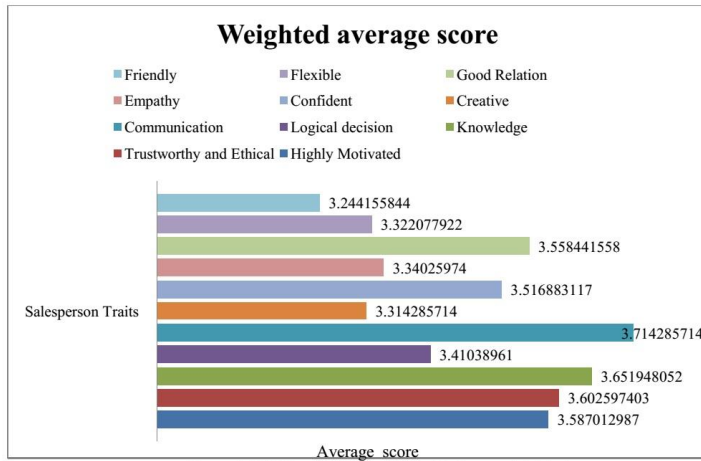


Figure 1: Weighted average score of Salespeople's Traits

The overall finding is projected by Figure 1 and Table 15. Figure 1 represents Salespeople's Traits with their respective weighted average score. Among the 11 key traits 'Communication' has the highest importance score (3.714285714), then the next is Knowledgeable scoring 3.65, and lowest scored trait (3.244155844) is Friendliness. Which means in a Supershop the first characteristic a customer prefer for the salespeople to have is good communication skill and next is adequate knowledge about the products and services. The least likeable characteristics customers of Supershop expect from salesperson is friendliness.

Table 15 Ranking

Rank	Trait	Weighted average (Rounded value)
1	Good in Communication	3.71
2	Knowledgeable	3.65
3	Trustworthy, Dependable and Ethical	3.60
4	Highly Motivated	3.59
5	Maintains good relation	3.56
6	Confident	3.52
7	Logical	3.41
8	Empathy	3.34
9	Flexible customer dealing	3.32
10	Creative	3.31
11	Friendly	3.24

Finally, all the weighted scores are ranked based on their rounded weighted score (Table 15). The 1st important trait of a salesperson of a Supershop of Dhaka city to a customer is Good in Communication (Score 3.71), 2nd is Knowledgeable (Score 3.65), 3rd is Trustworthy, Dependable and Ethical (Score 3.60), 4th is Highly Motivated (Score 3.59), 5th is Maintains good relation (Score 3.56), 6th is Confident (Score 3.52), 7th is Logical (Score 3.41), 8th is Empathy (Score 3.34), 9th is Flexible customer dealing (Score 3.32), 10th is Creative (Score 3.31), and the last or 11th trait is Friendly (Score 3.24).

6 CONCLUSION

Sales persons' personality traits impact their interactions with customers. Customers also expect some traits while they interact with salespeople. Especially in Supershop of Dhaka

city salespeople every day uses majority of time dealing with customers. This is the reason this study finds out what traits customer expects more from the salespeople of Supershop. Previous researches and literatures talked about various traits based on success of the sales but there was no research which focused on customers view on salespersons' traits. In this research the salesperson's trait criteria (Motivated, Trustworthy, Knowledgeable, Logical/Analytical, Good communication, Creative, Confident, Empathy (Understanding customers), Manages good relation, Flexible, and Friendliness) were selected based on germane literatures and then they were scrutinized based on customers view and opinion. So it's been found that the most significant traits among all from customer point is the 'Good communication' of sales person of Supershop. In fact not of the traits got insignificance in the research but comparatively the least significant is the 'Friendliness' of salesperson.

The finding can be utilized by the management of the Supershop. Especially when it comes to train the sales force these factors can be utilized to develop the training contents and the depth can be considered by utilizing the weighted average ranking found in this research. Finally it can be concluded by saying that, more in-depth researches can be conducted based on each of these traits and their impacts on consumer behavior. As well as their relationship with each other could be a topic for further researches.

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