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# The Impact of Personal Selling on the Purchasing Behavior towards clothes among Business Administration Students of Polytechnic University of the Philippines

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## Abstract

This study works towards the effect of using personal selling as a method in relation to the purchasing behavior of students from the College of Business Administration at Polytechnic University of the Philippines. To achieve the objectives of the study, data were gathered, formulated, and tested on the sample from students of the college department, which comprises of 337 students through random sampling. The survey design questionnaire which comprises of thirty-two (32) questions was partitioned into five dimensions, four dimensions predicated on the personal qualities of salespersons and their display of goods, characteristics of clothing stores, promotion is done by salespersons in the sale of clothing, and the fifth focused on youth's clothes purchasing behavior. The results of the study that has been conducted were shown that the mean of the evaluated for the salesperson in buying behavior store were personal characters of salesperson play an important role in influencing buying behavior scored (4.2284) and salesperson in way of presenting that has an impact on buying behavior got (4.0326). By this, this shows the salespersons' credibility, commitment to the promises, patience in dealing with customers and their appearance have a great impact on customer satisfaction (Ziad, 2010).

By which, salespeople should be aware of how does the market behaves and how will the person selling will work towards particular factors that could affect both sides of dealing a communication and deal.

Keywords: personal selling, buying behavior, salespeople, purchasing behaviour, clothes

## 1. Introduction

Does personal selling really affects how consumer behaves? Personal selling is a method of selling which a salesperson contacts directly to the customer or consumer and salespeople are those who contribute on implementing the selling disposition. In this method, direct selling can connect on how will the people avail with the face-to-face way of selling. Direct selling is an effective way to build long-lasting customer relationships and grow a flexible, low-cost business. On the other hand, the purchasing behavior or widely-known as consumer behavior is one of the factors that

organizations of the business eyeing on planning sales force program. Consumer behavior refers to the selection, acquisition, and consumption of goods and services to meet their needs. Though, consumer behavior affects the way they avail the product or item they want based on the factors that is inclined with the decision to buy like demographics on which there are certain focal point of target market; the cultural factors that affects deeply influencing by having share of each company in the particular area where they raised; also the societal factors on which roles and statuses belong; personal factors that has significant impact from lifestyle, economic status, occupation, and personality; and

the psychological factors wherein affects the consumer's perception, motivation, learning, beliefs, and attitudes. These factors might lead to the cause of having a decision on availing the product from personal selling: in which using it's direct method while the consumer possibly interacted straightforwardly towards the salesperson, it is either to avail or not accordingly.

People are all familiar with the sales forces used by business organizations to sell products and services to customers around the world. Sales forces are found in non-profit as well as profit organizations. Personal Selling is an oral presentation in a conversation with one or more prospective purchaser for the purpose of making sales (AMA). A potential customer is someone who has an ability to buy. Personal selling should search for new markets and these are referral, sourcing internal of company, networking sales people, cold canvassing, and standard databases. Also qualifying, means the prospect is qualified to meet the necessary standards and receive further attention. 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). In personal selling it also enties with the behavior of the consumers wherein it affects the selling disposition of the company who uses personal selling as method. According to Walters, the consumer behavior provides such a definition by stating that a consumer is an individual who purchases, has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires.

In the current studies, personal selling represent as a practice to encourage individuals to make a purchase decision and that the personal attributes of a man with a high degree of self strength and confidence and the ability to convince and negotiate are influential in retaining buyers, in influencing buying, in influencing the decision to replace goods and even in enabling them to acquire unavailable goods. According to Hani & Mohammad, it was found that activating sales factor is the most effective factor of consumer decision in choosing a communication firm as well as usage, compared with other factors. The importance of commercial advertising and personal sales is weakened when we take each one alone. The research is charged with assessing salesperson consumer satisfaction about communication, bargaining capacity, information problems, skills, provision of services and outward appearance.

On having instances from purchasing behavior of the consumers on availing the goods or services they are heading to, salesperson must to imbue with the necessary adaptability to enable them to activate sales and to provide special offers

to customers in order to encourage them to purchase. By this, the can regaining the resolution of dealing with customers reach towards direct selling that the salesperson using as a method.

## 2. Literature Review

According to Hani and Mohammad, by studying the impact of promotion mixture elements on decisions of Jordanian consumers in using cellular phones (Mobiles), it was found that activating sales factor is the most effective factor of consumer decision in choosing a communication firm as well as usage, compared with other factors. The importance of commercial advertising and personal sales is weakened when we take each one alone. The study is concerned with identifying customer satisfaction about salespersons concerning presentation, capability to negotiate, knowledge issues, skills, providing services and external appearance. The study concluded that the customers are satisfied with salespersons' performance, which stresses the importance of the role played by personal sales to achieve customer satisfaction.

In addition, personal sale is a very effective factor in establishing contact between salespersons and buyers in two directions. The customers can inquire and ask the salespersons face-to-face questions. At the same time, they can discuss and reach a clear understanding and take a proper buying decision, which encourages them to re-deal. In the study of Alsamydai & Yousif, in order to identify and know more about the impact of personal sale on increasing sales volume from retail merchants to prospective consumers, we take as a case study Alejawi Company, where a comparison is made between what was spent on personal sale and sales each year. After the analysis is done, a strong relation with strong impact between accomplished sales quantity and personal sale for each year was found. In the study of Samer stated that this demonstrates that personal sale has an important role in increasing sales. But the study indicated that there is no impact from the gender factor, scientific qualification and years of experience of salespersons on increasing sales quantity from the point of view of the retail merchants.

According to Ziad, reveals that salespersons' credibility, commitment to the promises, patience in dealing with customers and their appearance have a great impact on customer satisfaction. From those factors that affects how selling works when using a personal selling method, retail merchants in direct sale stores have a fundamental role in gaining customers, providing them with relevant information that affects their buying decision.

### Roles of Personal Selling

- Face-to-face contact
- Two-way communication
- Helps build long-term customer relations
- Highly effective for promotion
- Flexible
- Expensive



Figure 1. Buying behaviour study model.

### 3. Methods and Materials

The purpose of this study is to know the impact of personal selling on the buying behavior of the students of Polytechnic University of the Philippines. The sampling technique that the researchers used is the simple random sampling to get the sample population that is needed in the study. The respondents came from Polytechnic University of the Philippines College of Business Administration students. The College of Business Administration (CBA) has a total population of 2702 students, (821 students coming from Department of Marketing Management, 809 students from Department of Human Resource Development, 624 students from Department of Office Administration and 448 students from Department of Entrepreneurship). To get the ideal sample size for the study the researcher’s use Cochran Formula and get a result of 337 respondents. The total respondents needed is 337 which 102 respondents coming from Marketing Management, 101 from Human Resource Management, 78 from Office Administration, and 56 from Entrepreneurial Management. Using Cochran formula the researchers can get the ideal sample size with the desired precision for the large population of the College of Business administration. Cochran formula the most appropriate in specially large population.

College of Business Administration	Population	Sample
Office Administration	604	78
Entrepreneurial Management	448	56
Human Resource Management	804	101

**Table 1.** Shows the population and the sample size we needed in each department of College of Business Administration

The researchers used the instrument of a study that they chose to research upon. The instrument is composed of 32 questions that were answered by the 337 respondents of CBA students. The first part of the survey is composed of the personal information of the respondents, the second part would be the for the salesperson personal characters, third part is the presenting of commodities (goods) by salespersons, fourth part would be characters of clothes sales stores, fifth would be the promotion conducted by the salespersons in clothes sale stores, last part is the buying behavior.

#### 3.1 Test of Reliability

Cronbach’s alpha test was used to determine the reliability of each set of questions in the survey questionnaire and it concluded that the questionnaire is 83.32 % which is a good value because the accepted average is 60%.

QUESTION	RELIABILITY
1 to 8	75.8%
9 to 14	86.6%
15 to 20	81.8%
21 to 27	83.7%
28 to 32	88.7%
	<b>83.32%</b>

#### 3.2 Results Analysis

- 1.) Results regarding the first question (What is the impact of salespersons’ personal characters on consumer buying behavior towards clothes) answer the question. The total average for salespersons personal characters was concluded, also the value of (t) was calculated (one simple test). One sample test shows the value of (t) and we set our (t test) confidence interval to 95%. Overall, salespersons personal character results show that the average mean to the second table is 3.7236, and the value of the calculated (t) is 5.8324, and it is greater than the tabular value (4). This results show that customer evaluation for salespersons personal character was generally good.

Questions	Mean	T
1. Do you find salespersons in clothes sale stores honest in dealing with buyers?	3.575668	-8.9186
2. Do salespersons in clothes sale stores have sufficient information about the commodities (goods)	3.771513	-6.3327
3. Salespersons in clothes sale stores have good negotiation capability.	3.759644	-6.3247
4. Salespersons in clothes sale stores have good capability to persuade	3.857567	-3.7522
5. Salespersons in clothes sale stores are described to have an attractive appearance.	3.706231	-7.4958
6. Salespersons in clothes sale stores are described to have a balanced personality.	3.575668	-10.461
7. Salespersons in clothes sale stores own the required skills.	3.78635	-5.0015
8. Salespersons in clothes sale stores have the capability of helping you to make proper choices of clothes that are suitable for you.	3.756677	-5.8778
	<b>3.723664</b> <b>75</b>	<b>-</b> <b>5.8324875</b>

**Table 2.** Salesperson personal characters

2.0 Presenting of commodities (goods) by salespersons

Here the researchers present the results regarding the second questions (Does the way of presenting commodities (goods) by salespersons impact consumers buying behavior towards clothes?) Results show that the total average mean is 3.2551 and the value of calculated (t) is 4.5441. This clearly

indicates that customer evaluation for presenting of commodities by salespersons is good and accepted.

Questions	Mean	t
9. Salespersons present to you the proper clothes that fit you.	3.789318	-4.6144
10. Salespersons present to you the clothes that motivate you to buy.	3.807122	-3.9465
11. Salespersons listen carefully to you so that he can present the material suitable for you.	3.74184	-6.1041
12. Salespersons present to you more than one commodity to enable you to select what is suitable	3.759644	-5.4587
13. Salespersons are patient while dealing with buyers and presenting commodities to them.	3.818991	-4.052
14. Salespersons are flexible enough when presenting the commodity.	3.869436	-3.0893
	<b>3.255193</b>	<b>-4.544166667</b>

**Table 3.** Presenting of Commodities (goods) by salespersons

3.0 Now, regarding to the question (Does the characters of clothes sales store affects customer buying behavior towards clothes? The results points out that the general average for the mean is 3.29 and the value of (t) is 3.7627, which is less than to the tabular value (4). This indicates that that customer evaluation for the characters of the sales stores and its location is not totally affecting customers buying behavior towards clothes.

Questions	Mean	T
15. Clothes sale stores are described to be large enough that you may take your shopping tour and move easily.	3.780415	-5.3084

16. Clothes sale stores are described with their special internal order.	3.747774	-6.4424
17. The clothes are displayed in an attractive way on the store fronts.	3.997033	-0.067168
18. Decorations of retail stores are described to be of high-class taste.	3.836795	-3.5596
19. The internal order in clothes sale stores helps you to get the required commodity easily.	3.771513	-5.6465
20. The location of clothes sale stores makes it easy for the buyer to	3.928783	-1.5524

**Table 4.** Characters of clothes sales store

4.0 In terms of the question (Does promotion conducted by salespersons in clothes sales stores affect customers buying behavior towards clothes?) answer the question. The table below shows the statistical data that the promotion conducted by salespersons in clothes sales stores does not affect customers buying behavior, with a total value of (t) -1.86.

	Mean	T
21. Salespersons play an important role to promote commodities in retail stores.	4.089021	-1.9956
22. Salespersons provide discounts in retail clothes sales stores which encourage you to deal with them repeatedly.	3.833828	-3.5601
23. Salespersons play a major role in retail clothes sale stores to build reputation / fame for the store and commodities he deal with.	3.881306	-2.9667
24. Salespersons play a major role retail clothes sale stores to stir up and inflame demand.	3.875371	-2.8225

25. Salespersons play a major role in retail clothes sale stores to attract buyer attentions.	3.991098	-0.21907
26. Salespersons play a major role in retail clothes sale stores to build up a positive image about commodities.	4.038576	-0.97707
27. Salespersons identify commodities by an attractive way.	3.979228	-0.48135
	<b>3.9554897</b>	<b>-1.86034</b>

**Table 5.** Promotion conducted by salespersons in clothes sales stores

5.0 Results show that the average mean is 4.11 and the calculated value of (t) is 2.42. This means that the buying behavior is good and totally affecting customers buying behavior.

Buying Behavior	Mean	T
28. Personal characters of salespersons play an important role in influencing buying behavior towards clothes.	4.228487	5.1671
29. Salespersons way of presenting has an impact on buying behavior of clothes.	4.032641	0.72323
30. The internal order in clothes sale stores has an impact on buying behavior towards clothes.	4.020772	0.50072
31. Salespersons promote commodities (clothes) they are dealing with, which has an impact on buying behavior toward clothes.	4.029674	0.73273
32. Face to face contact between salesperson and buyer has an impact on buying behavior towards clothes.	4.21365	4.9775
	<b>4.1050448</b>	<b>2.420256</b>

**Table 6.** Buying Behavior

#### 4. Discussion

The sampled individuals evaluated for the salespersons in buying behavior store were personal characters of salesperson play an important role in influencing buying behavior in clothes (4.2284) and salespersons way of presenting has an impact on buying behavior of clothes (4.0326).

The sampled individuals found that salespersons in clothes sale stores were not honest in dealing with customers (3.575668) and did not have the capability to negotiate (3.759644); they also did not have the required skill (3.78635). The salespersons did not present clothes to customers in a way that encouraged them to buy (-6.4424). The salespersons played a small role in activating sales to affect buying behavior (4.089021).

In the study of Ziad, shows that salespersons' credibility, commitment to the promises, patience in dealing with customers and their appearance have a great impact on customer satisfaction. So, therefore, salespersons' personal characteristics is a vital component to success in sales. A salespersons personality is more important than a salespersons knowledge about the product. No matter how good your product or service is, if a salesperson does not possess a good personality, salesperson may not be able to convince someone to buy it. This is what makes salesperson characters important.

This study showed that salespersons characteristics is important in dealing with customers which supports Ziad who showed that salespersons have a fundamental role in gaining customers, providing them with relevant information that affects their buying decision.

#### 5. Recommendations

Coming up from the research results, the researchers provide the following recommendations:

- To develop more the salespersons' awareness about the importance of dealing with customers directly
- To keep working on the training and qualification of salespersons and increase their capabilities to negotiate so that they can deal properly with customers;
- To equip more the salespersons with the required flexibility, which enables them to activate sales
- To work more on developing the personal characters of salespersons and paying more attention to stores concerning internal order

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