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### SALESPERSON SKILLS IN BEAUTY STORES FROM CONSUMERS' PERCEPTION

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**Keywords: Beauty Market; Customer Perception; Customer Satisfaction; Employees Behavior; Performance; Salesperson**

#### ABSTRACT

The Saudi cosmetics market is one of the most dynamic and fastest growing sectors of the Saudi economy. Sales forces represent one of the key success factors of the sector as they represent one of the significant challenges of the cosmetics market, mainly because of the economic crisis and the Saudization. The purpose of this study is to identify the basic skills required for representing the best image of a salesperson's performance in beauty stores in Jeddah. This study used a descriptive research study to investigate the objective of the study. The online questionnaire survey is used to gather the primary data of this study. The questionnaire was prepared and distributed to the customers of selected beauty stores. The participants of the questionnaire are 66 beauty store's customers. The results showed that the majority of respondents embarked on retail shops with Saudi salesmen, because they were characterized as truthful, honest and patient. It has been observed that it is important to consider that the Saudi seller should possess the qualities of patience, faithfulness and seriousness at work. The study concluded that it was important to train the sales' persons on the important characters the salesperson should possess.

**Keywords: Beauty Market; Customer Perception; Customer Satisfaction; Employees Behavior; Performance; Salesperson**

#### INTRODUCTION

Job markets in Saudi Arabia faced a lot of changes recently in work fields, as women have entered the work fields the same as men lately they have faced new challenges with low experiences in performing their job accurately and professionally, due to the lack of exploration concerning consumers' experiences in shopping and this has a huge impact on the consumers' evaluation of their performance and interaction for better outcomes. With high training and development for women salesperson's better results will appear through interacting and building relationships with their consumers also having the required skills and capabilities that best represent themselves as well as the brand image.

The recent developments in the Labour Market following the new rules of The Saudi Ministry Of Labour which has forced organizations to recruit women in the work fields, even though this problem used to be there with Sales Men, so it's more needed now to empower women to achieve its development objectives [1].

Personal selling has been determined as beneficial for a salesperson to customize the marketing message to customers [2]. The role of selling has become increasingly analytical and it is a central topic on senior management's agenda in business markets. Still, sales strategy remains an under-researched topic in the business-to-business marketing domain. Very little is known about how to implement it effectively or about the mechanisms of how sales strategy affects performance [3].

According to Karl et al. [4] respondents believed that appropriate uniforms that meet the workplace attire had made them feel more competent and trustworthy and had a positive impact on customers' perceptions of overall service quality, and that unconventional hairstyles or hair colour, facial piercing and excessive makeup had a negative impact. Results suggest that "You Are What You Wear" [4].

The personality of sales' people and the brand they represent has a significant impact on the brand identification by the salesperson, including affecting intrinsic and extrinsic motivation. This identification has an important sales force outcomes for the brand, this theory shows the importance of understanding how the salesperson delivers the brand message to customers properly [5].

The manners of a salesperson mean a lot to a customer. So, sales' person's behaviour cannot be ignored in the entire buy-sell path [6]. Customers' reactions towards the sales' person's behaviours have a high impact on their behavioural job evaluation [7]. It is stated that customers develop positive behaviours' value and it is affected by different sales' persons' behaviours, trust, adaptive selling, customer oriented, selling oriented and UN/ethical behaviours [8-10].

The role of a salesperson's performance makes a positive impact on their selling behaviour and builds positive relationships with their customers through their appropriate performance. The results suggest that experienced salespersons make better performance. Also it was found that for less experienced salespersons the impact of job satisfaction of performing well is weaker than for more experienced sales' persons. In addition, adaptive selling strategy is more suitable for younger sales' persons. Customers gave different expectations that they wish to see inexperienced sales' persons. Customers' oriented selling, and job satisfaction is more important than adaptive selling, which lead to performing well [11].

Additionally, customers' satisfaction can positively affect employees' satisfaction by affecting the perceived appreciation the employee receives from the customer. Based on these findings, the results show that customers' satisfaction can enhance employees' satisfaction and retention. On the other hand, positive feedback from customers' satisfaction can affect the employees' satisfaction and recognition [12]. Therefore, this study identifies the basic skills required for representing the best image of a salesperson's performance in beauty stores in Jeddah

## **METHODOLOGY**

The methodology method used in this study is quantitative method, which gathers the primary data through online questionnaire survey among the beauty store's customers in Jeddah

### ***Research Design***

The research design used in this study is descriptive research design, which uses the survey method for data collection. This type of research design is used to document the prevalence of particular characteristics in a population. The research design offers an opportunity to establish relations and variations between subgroups in the population of study.

### ***Location of Study***

This study was conducted in Jeddah city in Saudi Arabia.

### ***Sample Size and Sampling Procedure***

The research comprised of 66 respondents located in Jeddah city in Saudi Arabia. The sample is randomly chosen among the customers from selected beauty stores. A sample refers to a subset of a particular population. In order to represent the salient characteristics of the accessible population and to reduce sampling error, a sample must be large enough. Welman and Kruger [13] suggest that any sample with less than 15 units of analysis should not be used but preferably one with more than 25 units of analysis.

The instrument used for the study was a questionnaire containing open ended questions. The questionnaires were administered using the mobile devices. After completing the questionnaire, the data is then stored in the excel workbook. These questionnaires are a list of questions that were imported into the mobile devices and then distributes to the respondents

### ***Data Collection***

The primary data were collected through online questionnaire survey. The respondents are the customers from selected beauty stores. The data was then tabulated in the excel workbook. The quantitative data approach was used for this research and the results were analysed using the statistical tool, SPSS (v21.0) Software.

## **RESULT AND DISCUSSION**

### ***Demographic Characteristics***

Table 1 shows the female respondents female are 59.38% of the total proportion and male respondents are 40.61% of the total respondents. Table 1 also indicates that majority of the respondents about 70.31% are less than 20 years old and 26.56% are age between 30 to 40 years old. There are 1.56% of the respondents are age between 20 to 30 years old and the remaining percentage is age above 40 years old. Table 1 also shows highest level of education of the respondents, majority of the respondents about 67.19% are bachelor's degree. The respondents with high school and master degree are 17.19% and 15.63% respectively. Regarding the preference of the customer to whom do they prefer to be a salesperson. Table 1 shows that respondents prefer women as sales lady are 59.8% and men as sales person are 40.2% of the total customers.

Table 1: Demographic of respondents

Items	Categories	Percentage (%)
Gender	Male	40.63
	Female	59.38
Age group (Years old)	<20	70.31
	20-30	1.56
	30-40	26.56
	>40	1.56
Highest education level	High school	17.19
	Bachelor's degree	67.19
	Master's degree	15.63
The preference of the customer to whom do they prefer to be a salesperson	Women	59.80
	Men	40.20

### Questionnaire Analysis

Based on Figure 1, Question 1 is “The perception of participants if the respectful skill required for a salesperson”. Majority of the respondents about 72.13% strongly agree and 13.11% agree that respectful skill required for a salesperson. Based on Figure 1, Question 2 is “The perception of participants if honesty is a skill required for a salesperson”. Majority of the respondents about 59.02% strongly agree and 21.31% agree that honesty is a skill required for a salesperson.

Figure 1, Question 3 is “Perception if patience is a skill needed for a salesperson”. Majority of the respondents about 63.93% strongly agree and 16.39% agree that patience is a skill needed for a salesperson.

Figure 1, Question 4 is “The Perception of participants if trustworthiness is a skill needed for a salesperson”. Majority of the respondents about 63.33% strongly agree and 16.67% neither agree nor disagree that trustworthiness is a skill needed for a salesperson.

Figure 1, Question 5 is “The Perception of the participants if helpful is a skill needed for a salesperson”. Majority of the respondents about 67.21% strongly agree and 14.75% agree that helpful is a skill needed for a salesperson.

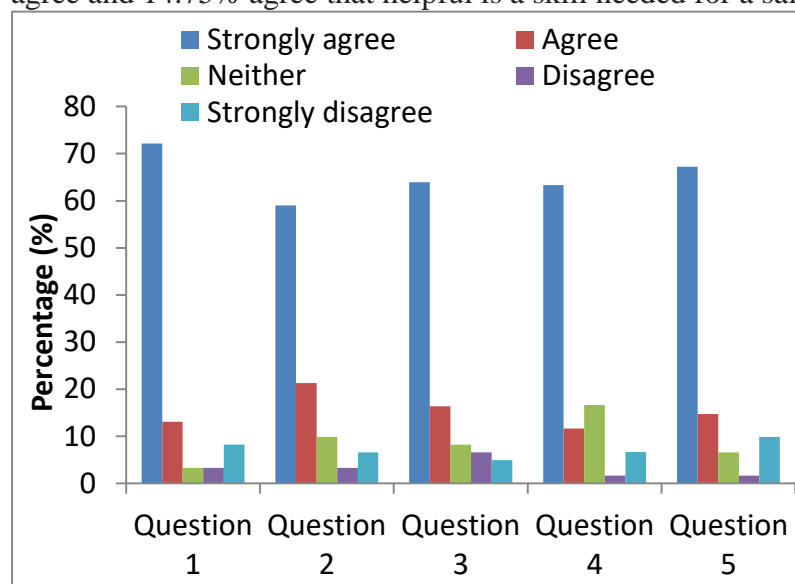


Figure 1: Respondent's feedback on Question 1 to Question 5

Figure 2, Question 6 is “The Perception of participants on unethical behaviour by salesperson that He or She encountered when shopping”. Majority of the respondents about 44.26% strongly agree and 22.95% agree that they have encountered unethical behaviour by salesperson when shopping. There are 21.31% neither agree nor disagree with this statement.

Figure 2, Question 7 is “The perception of participants that good appearance is a skill needed for a salesperson”. Majority of the respondents about 39.34% strongly agree and 24.55% neither agree nor disagree that good appearance is a skill needed for a salesperson. There are 21.31% agree with this statement.

Figure 2, Question 8 is “The perception of participants on the following statement towards salesperson. Women are performing their job well as a salesperson”. Majority of the respondents about 32.79% neither agree nor disagree and 22.95% agree that women are performing their job well as a salesperson. There are 16.39% strongly agree with this statement.

Figure 2, Question 9 is “The perception of participants on the following statement towards salesperson. I am satisfied with their behaviour and dealing with them”. Majority of the respondents about 31.15% neither agree nor disagree and 24.59% agree that they satisfied with the salesperson’s behaviour and dealing with them. There are 16.39% strongly agree with this statement.

Figure 2, Question 10 is “The perception of participants on the following statement towards salesperson. Supervision over women salespersons at beauty stores is done well”. Majority of the respondents about 27.87% neither agree nor disagree and 24.59% agree that supervision over women salespersons at beauty stores is done well. There are 18.03% strongly agree with this statement.

Figure 2, Question 11 is “The perception of participants on the following statement towards salesperson. Do you think they need to enhance their performance?”. Majority of the respondents about 40.98% strongly agree and 26.23% agree that salesperson need to enhance their performance. There are 16.67% neither agree nor disagree with this statement.

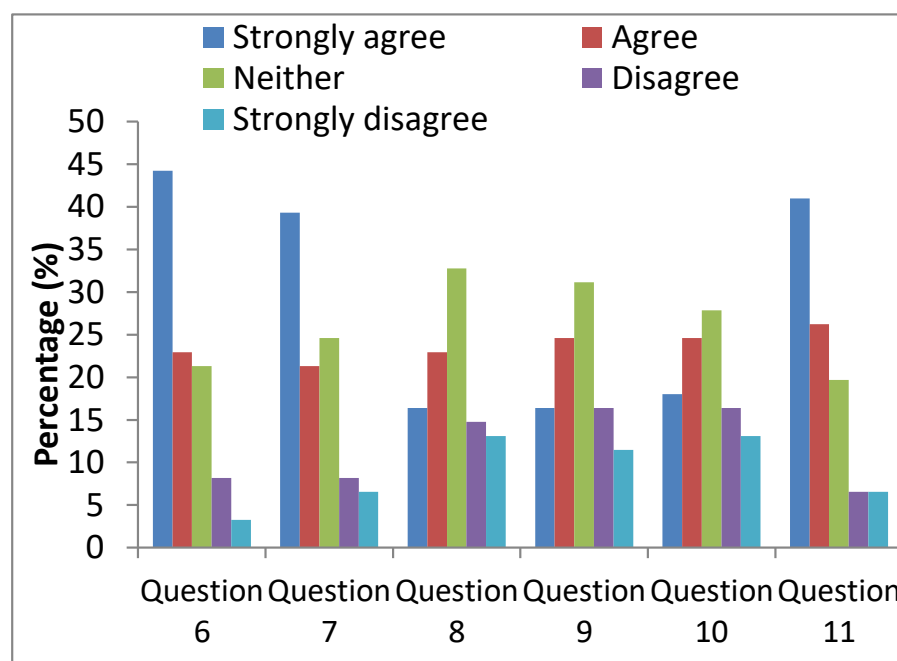


Figure 2: Respondent’s feedback on Question 6 to Question 11

Figure 3, Question 12 is “The perception of participants encountered in these situations while shopping: Laughter”. Majority of the respondents about 32.79% neither agree nor disagree and 27.87% agree that they have encounter situation of laughter while shopping. There are 16.39% disagree with this statement.

Figure 3, Question 13 is “The perception of participants encountered in these situations while shopping: Goofing around”. Majority of the respondents about 34.43% neither agree nor disagree and 26.23% agree that they have encounter situation of goofing around while shopping. There are 18.03% disagree with this statement.

Figure 3, Question 14 is “The perception of participants encountered in these situations while shopping: Distraction”. Majority of the respondents about 40.98% neither agree nor disagree and 22.95% agree that they have encounter situation of distraction while shopping. There are 18.03% disagree with this statement.

Figure 3, Question 15 is “The perception of participants encountered in these situations while shopping: Talkative”. Majority of the respondents about 31.15% neither agree nor disagree and 27.87% agree that they have encounter situation of talkative while shopping. There are 19.67% disagree with this statement.

Figure 3, Question 16 is “The perception of participants encountered in these situations while shopping: Unethical behaviour”. Majority of the respondents about 31.67% neither agree nor disagree and 25% disagree that they have encounter situation of unethical behaviour while shopping. There are 20% agree with this statement.

In addition, majority of the respondents have an opinions that the salespersons need to be trained on professionalism, salesmanship, how to talk to customers, the sales push-ups, the performance in a sales career, how to make a good communication, and segment segregation.

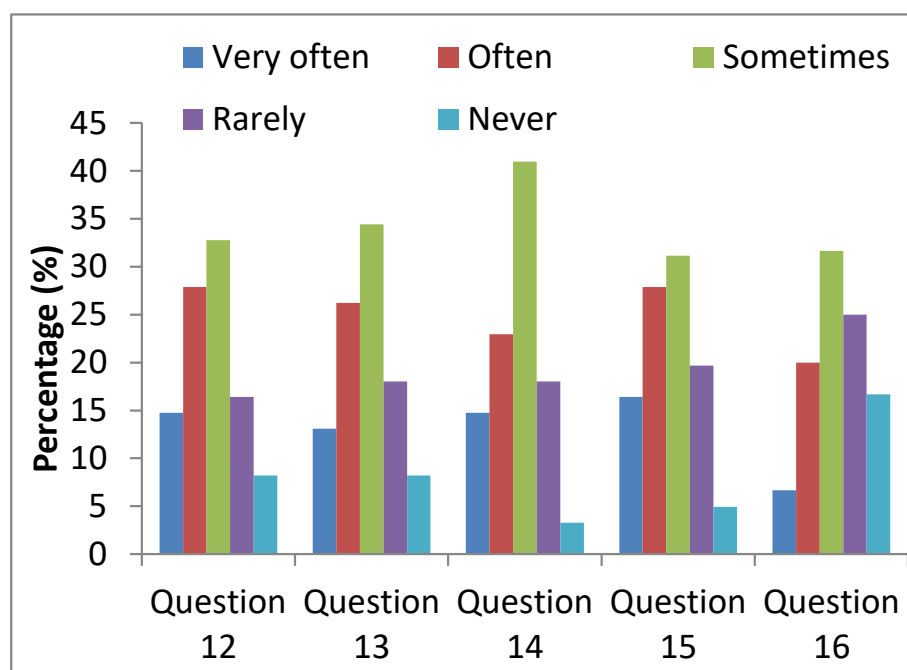


Figure 3: Respondent's feedback on Question 12 to Question 16

### **Overall Discussion**

Majority of the participants strongly agree that the salesperson in beauty stores in Jeddah should be equipped with the skills such as respectful, honesty, patience, trustworthiness, helpful and good appearance. There are neutral feedbacks for women who are performing their job well as a salesperson, satisfied with their behaviour and dealing with them and supervision over women salespersons at beauty stores is done well. Majority of the participants sometimes encountered the situations of laughter, goofing around, distraction, talkative and unethical behaviour while shopping. There are also a high number of participants who experience unethical behaviour by salespersons while shopping. Thus, they think that the salesperson should attend some courses to enhance their performance.

### **CONCLUSION**

Based on the obtained questionnaire survey result, this study concluded that the majority of the participants perceived that being honest, patient, and trustworthy are characters that the salesperson should possess. This study also concluded that women are said to perform their jobs well as salespersons and good appearance in a presentation is very important and that a salesperson should always have to attract more customers. Sales representatives in an organization determine a lot of profit making in that organization. Managers and human resource managers should manage their key metrics as well as behaviour indicators. Through systematizing on efforts in selling, sales force becomes more consistent, efficient as well as effective. The sales behaviours of sales representatives should be improved through the following in an organization: To start with, managers should ensure that they have built a relationship with their salespersons in an organization. This will enable the sales representatives to be free with their bosses on any issue. They will, therefore, be open to inform their managers on emerging issues in the market, which may develop good marketing of their products. Secondly, sales representatives in an organization should be promoted. Managers should ensure that they reward salespersons in the organization, to give them morale of continuing with the work.

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