



**THE IMPACT OF PERCEIVED SALESPERSON'S
BEHAVIOUR ON CONSUMER'S PURCHASE
DECISIONS
(With Reference to Apparel Retail Shops, Sri Lanka)**

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ABSTRACT

As a result of today's huge marketing competition, it can be stated that sales firms are challenged with more effective and efficient sale management strategy in order to win in its industry. Therefore, one of the essential goals of most managers is to enhance the performance and skills of their salespeople, thereby increasing the organization's total sales. In fact, marketing without the salespersons would not lead to its goals. It is critical to identify the behaviours which salespeople must use to determine how and where they need to be modified to meet or exceed goals. This study examines the impacts of salesperson's behaviour on consumer's purchase decisions in apparel retail shops in Sri Lanka. The literature suggests the behavioural traits of salespersons positively affect consumer's purchase decisions. The study was undertaken among 300 consumers of apparel retail shops and questionnaires were distributed to collect primary data within randomly selected seven provinces of Sri Lanka. The multistage- cluster sampling was applied to choose the sample in the study and the co-relation multiple regression and descriptive statistics was performed to test hypotheses. Conceptual framework was adopted from Punwatkar and Verghese (2014)) and study explored four behavioural traits of salespersons on consumer's purchase decisions; ethical behaviour, listening ability, emotional intelligence, and relational skills and it provided confirmatory evidence that all the four behavioural traits have average positive relationship with the consumer's purchase decisions by encouraging the objective of the research. One of the main objectives was to identify the most influencing factor towards purchasing decisions in apparel retail shops and findings had given the ample support for the claim that salesperson's listening ability is the most influencing behavioural trait on consumer's purchase decisions. To analyze the data, the structural equation modeling embedded in the Statistical Packages for Social Science software was used. Inter-questionnaire limitation was one of a major limitation in this research. This study helps to the Apparel retailers in ensuring that the salespersons to develop the required skills by consistently keeping the check on them and this helps the managers to focus on behavioural traits while recruiting and training salespersons.

Keywords: *Ethical behaviour, Relational Skills, Emotional Intelligence, Listening Ability, Consumer's Purchase Decision*