

**The Impact of Salesperson's Perceived Behaviour on Consumer's
Purchase Decisions
(with Reference to Apparel Retail Shops, in Sri Lanka)**

L.P.D.R.Yapa¹ and P.I.N.Fernando^{1*}

¹*Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka*

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. Marketing without the salespersons would not lead to its goals. This study examines the impacts of salesperson's behavior on consumer's purchase decisions in apparel retail shops. The literature suggests the behavioral 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 and the correlation multiple regression and descriptive statistics were performed to test hypotheses. Conceptual framework was adopted from Punwatkarn and Verghese (2014) and study explored four behavioral traits of salespersons; ethical behavior, listening ability, emotional intelligence, and relational skills and it provided confirmatory evidence that all four behavioral traits have average positive relationship with the consumer's purchase decisions by encouraging an objective of the research. Another objective was to identify the most influencing trait 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 behavioral trait on consumer's purchase decisions. 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 behavioral traits while recruiting and training salespersons.

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