

The Personality Characteristics and Job Satisfaction on Sales Performance of Sales Staffs of Department Store

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ABSTRACT

It has become an unprecedented competitive era recently, because all kinds of retailers in Taiwan such as department stores expand their market widely and provide their service elaborately. Therefore, whether first line sales staffs at the retail counter who are equipped with good sales capacity or not will be a successful key point. This research focuses on the personality characteristics and job satisfaction on sales performance of salespeople of department store. The subjects of this research are 401 sales staffs in the large-sized department stores, be rated as the top five in Taiwan. This research used the questionnaires. The data were analyzed by reliability analysis, factor analysis, independent sample t-test, one-way ANOVA, Bivariate Correlations and Regression to examine the relationships between the personality characteristics and job satisfaction on sales performance. The findings of the study are as follows. (1)Personality characteristics correlate significantly with the job satisfaction. (2)Working conditions and whole satisfactions in the job satisfaction also have significantly correlation with sales behavior performance. (3)Personality characteristics correlate significantly with sales behavior performance. (4)Adaptive selling behavior in the sales behavior performance has significantly correlation with sales performance, too. According to the above results of the study, we present the following suggestions: (1)For sales staffs at the retail counters, they should strengthen their competitiveness, and fit in with demands from the different consumer by adjusting the ways of sales, which will promote the competitiveness and the sales achievement in their field. (2)For department stores or retail counters, choosing proper sales staffs and offering them with flawless job training. Meanwhile, we keep good interactive relation with salespeople by the nice communication, which will improve the whole sales performance efficiently. The findings of the study are as follows. (1)Personality characteristics correlate significantly with the job satisfaction. (2)Working conditions and whole satisfactions in the job satisfaction also have significantly correlation with sales behavior performance. (3)Personality characteristics correlate significantly with sales behavior performance. (4)Adaptive selling behavior in the sales behavior performance has significantly correlation with sales performance, too. According to the above results of the study, we present the following suggestions: (1)For salespeople at the retail counters, they should strengthen their competitiveness, and fit in with demands from the different consumer by adjusting the ways of sales, which will promote the competitiveness and the sales achievement in their field. (2)For department stores or retail counters, choosing proper salespeople and offering them with flawless job training. Meanwhile, we keep good interactive relation with salespeople by the nice communication, which will improve the whole sales performance efficiently.

Keywords : personality traits、 job satisfaction、 sales performance

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