

DETERMINING SALES GROWTH THROUGH EFFECTIVE PERSONAL MARKETING IN THE TELECOMMUNICATION INDUSTRY

A. Anthony Kifordu,

Business Administration Department, Delta State University, Abraka

anthony.kifordu@yahoo.com, aakifordu@delsu.edu.ng

&

Tina Ufuomanefe,

Marketing and Entrepreneurship Department, Delta State University, Abraka

Abstract

This study is assessing the effects of personal selling and sales growth as its focus. It attempted to establish whether canned personal selling effects on the sales growth. It investigated how features personal selling can influence sales growth, and the impact of system personal selling on sales growth performance of sales force. This study adopted the quantitative and qualitative survey design and used game theory. A sample size of 56 was selected out of a population of 58. The simple random sampling method was adopted as a method of sample selection. Data collected were subjected to appropriate statistical analysis using tables and simple percentages. Multiple regression was used to test the hypothesis accordingly. Three hypotheses were formulated for this study and were tested at 0.05 level of significance. The findings of the study reveal among others that: there is a significant relationship between canned personal selling, features personal selling and system personal selling on sales growth. The study recommendation that Sales representative of an organization should be well trained on what is expected from them on the job. This would enable them to be able to convince the customers as to why they need to purchase such a specific product.

Keywords: Sales Growth, Telecommunication, Personal Marketing.

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1. Introduction

Personal selling is a presentation made by a company's sales team with the goal of increasing sales and developing relationships with customers (Kotler & Armstrong, 2010). The necessity for personal selling endeavours has grown because of fierce rivalry, market expansion, shifts in consumer preferences and technology, expansion of the client base, and a rise in the company's sales volume. Personal selling is a technique used by bank personnel to show clients

and consumers the extent to which the services they are offering may meet their needs. They offer their customers the chance to inquire further about their offerings. This helps them tailor the services to their needs. Customers are informed about new goods and services by business representatives (marketing officers), who also instruct them on how best to use these goods. Personal selling helps banks find new clients, keep hold of existing ones, and persuade them to purchase the company's goods. It also helps banks grow their market.

Olumoko (2022), a product with excellent design and production using the greatest materials and the most recent technologies, cannot sell itself. It is essential to inform the target market about the fact that such a product even exists. A product or service must react favourably to the marketing mix for it to function to its maximum potential in the market. Promotion, also referred to as marketing communication, is a crucial component of the marketing mix. It further educates both potential and actual buyers of a product on the usage, benefits, availability, price, and other features of the product. Several studies agreed that personal selling has an influence on sales. For instance, Akinyi (2021) carried out research and affirmed that personal selling influenced sales which turned out to be different from the study of Musyoki (2019) who justified there is no significant difference effect on sales. However, the difference may have been caused by geographical differences as Akinyi carried out her research in rural setting while Musyoki carried out research in town setting. Akinyi's finding was consistent with Kivuva (2013) that, those products which are on personal selling tend to have more demand than those which do not. Due to differences in findings that might be traced to locations and unit of analysis. Thus, researcher needs to find out if personal selling can have influence on sales among distributor outlets in Nigeria context.

The canned personal selling strategy is a memorized sales talk covering the main points while a formulated approach identifies the buyer's needs and buying style and then uses an appropriate approach (Cheserem, 2016). Salespeople memorize and deliver sales pitches verbatim when they utilize a script based selling strategy. This selling strategy works well when the needs of customers do not vary much. The salesperson will ask the customer a few questions to uncover his or her need, and then provides the details that meet it as spelled out in the script (Moghareh Abed & Haghighi, 2016). This approach is used by many telemarketers trying to sell an inexpensive product and untrained people are used for this type of selling. The salesperson virtually does all the talking and has no interest in understanding (or satisfying) your needs (Carelse, 2017).

The system selling strategy is selling interrelated goods or services together as a package rather than selling them separately or independently (Tapera & Gororo, 2016). The goods that are clubbed together are mostly complementary. This increases the sales volume of the products, and it helps the customers to save time as well; hence it creates a win-win situation for both. Further, customers are increasingly looking for a solution rather than buying an individual product (Banerje, 2014). The system's selling strategy entails persistent communication with the customers, selling the products as a package and further interlocking goods and integrated services (Adesoga, 2016; Waithaka, 2014).

In the consultative personal selling strategy, the salesperson associates with customers and understands the customer's problem (Tapera & Gororo, 2016). Mbugua (2014), reports that a good consultative personal selling strategy should include building a relationship, identifying solutions, and enhancing active listening. Consultative selling is considered a preferable sales technique, particularly when interacting with prospective commercial accounts (Oketch, 2014). Consultative personal selling strategy requires sales professionals to focus on identifying and satisfying the needs and wants of their customers. This technique focuses on building relationships, creating an atmosphere of trust and selling the way customers want to buy, not the way you like to sell.

Telecommunications firms such as MTN and Globacom suggested adopting personal selling in their operations to remain relevant in the marketplace that is full of competition, to enhance the customer relationship, and increase sales volume. Thus, appeal towards the concept personal selling attracted this study to investigate whether personal selling could be adopted in the banking industry and unravel positive impact of personal selling on the productivity (sales volume, building customer relationship and customer retention).

Statement of Research Problem

A cornerstone for developing numerous relative advantages, such as strong client relationships and increased sales growth, could be described as personal selling. Additionally, through personal selling, relevant information about products and services is shared to lower the risk associated with use and purchase; to raise awareness; and to pique interest and desire. In response to several significant changes, including the rising sophistication and complexity of goods and services, businesses engage heavily in personal selling. Customers now demand higher levels of quality, value, and service across the majority of product and service categories

due to rising competition. Personal selling appears to provide remedies to these tendencies in response to them. Direct communication with consumers is the implication of personal selling. This is the process of building relationships with customers by determining their wants, devising and offering items that meet those needs, and creating marketing communication techniques that help the customer make a purchase choice. Despite the significant benefits that personal selling has provided to various corporate organisations, detractors continue to disregard it as a viable marketing tactic. They frequently place a lot of emphasis on elements like marketing, public relations, sales promotion, etc. They think that personal selling is costly, does not result in a speedy response to the product being offered, and does not boost sales growth. However, sales representatives from telecommunications companies are unable to convince potential clients to make a purchase and do not give them the information they need to encourage them to acquire goods and services that will benefit them. Indeed, by showing less emphases on personal selling such marketers and organization as a whole fail to understand the fact that personal selling apart from inducing, gathering market information also help customers to know the features of the product, their price, important and how such product can be used.

Also, it was observed that this problem is worsened by the fact that some of the salespersons are half back and lack the ability to express their sales properly not only that it was observed that most salespersons lack the ability to possessing self-confidence. Also, it was observed that the salespeople are not good listeners. The salespeople do not allow the customers to talk with them. Despite all the positive attributes of personal selling, does it impact on sales growth? Is it true that exposure to personal selling influence sales growth for products? Therefore, there is a need to have a literature back up for this study.

Research Objectives

- i. Examine the effect of canned personal selling has effect on sales growth.
- ii. Determine the effect of features personal selling have effect on sales growth.
- iii. Evaluate the effect of system personal selling on sales growth.

Statement of Hypotheses

The following are the hypothetical statements of the study.

H01: canned personal selling does not have significant effect on sales growth.

H02: features personal selling does not have significant effect on sales growth.

H03: system personal selling does not have a significant effect on sales growth.

2. Literature Underpinning and Conceptual Review

Personal Selling

Personal selling is direct spoken communication between sellers and potential customers, usually in person but sometimes over the telephone. Personal selling serves as a communication bridge between the organization and the target audience. It is effective because it permits direct two-way communication between buyer and seller. This gives the organization a much greater opportunity to investigate the needs of their consumers and a greater flexibility in adjusting their offers and presentation to meet these needs (Doyle & Stern, 2016). According to Kotler and Armstrong (2010) in today's hyper-competitive markets (including manufacturing industry) buying is not about transaction anymore; Company salespeople must know their customers businesses better than customers do and align themselves with customers' strategies. Personal selling remains an essential promotional mix element that listens to customers, assesses customer needs, and organizes efforts to solve customers' problems.

Personal selling (PS) is the most expensive form of promotion. In essence PS involves the building of relationships through communication for the purpose of creating a sales transaction. Weitz and Castleberry (2014) study defined personal selling as an interpersonal process whereby a seller tries to uncover and satisfy buyers' needs in a mutual long-term manner suitable for both parties. Thus, personal selling is affirmed to be an interpersonal communication relating to the goods and services. Engel and Kollat (2021) affirmed that communication is the most basic activity for the sales representative during personal selling and exchange; It is a social situation involving two persons in a communication exchange. Success depends on how well both parties achieve a common understanding enabling mutual goal fulfillment through social interaction (Kotler, 2013). Furthermore, Weitz (2014) states that the role of sales representative is to engage and collect information about a prospective customer, develop a sales strategy based on that information, transmit a message that implements organizational strategy, evaluate the impact of these messages, and adjust upon this evaluation.

Kotler (2013) noted that personal selling is a useful vehicle for communicating with present and potential buyers. Personal selling involves the double ways flow of communication between a buyer and seller often in face-to-face encounters designed to influence a person's or group's purchase decision. However, with advances in technology, personal selling also takes place over the telephone, through video conferencing and interactive computer links between buyer and seller though personal selling remains a highly human intensive activity despite the use of technology. Personal selling serves three major roles in a firm's overall marketing effort. Salespeople are the critical link between the firm and its customers; salespeople are the company in a customer's eyes. They represent what a company is or attempts to be and are often the only personal contact a customer has with the company; and lastly, personal selling may play a dominant role in a firm's marketing program (Kotler, 2013).

Procedure and Stages of Personal Selling

The following are the seven underlying processes and stages that firms must carry out to achieve an effective personal selling communication.

Pre-sale preparation stands for stage one: selection, training, and motivation of salespersons. The sales personnel must be knowledgeable of the firm, its products/offerings, the market environment, be skillful in selling, and be well informed about the competitors' products and the degree of competition. They should also be acquainted with the techniques of effective selling and the policies of the firm.

Prospecting/qualifying stands for stage two: this entails finding and identifying prospects that need the product and possess the ability to make a purchase decision. For example, a child may be a prospect for a toy, but the qualified prospect is the parents who make the purchase decision.

Approach stands for stage three: the salesperson should approach the customer in a polite and dignified way. Sales personnel should make the customer feel that he/she is getting the proper attention of the salesperson. The salesperson should be very careful in his approach as the first impression lasts for a long time.

Handling objections stands for stage five: The salesperson should clear up all doubts and objections without entering controversy and without losing his temper. He/she must be

articulate and possess the ability to convince and persuade the prospect. He should not lose patience if the prospect puts too many queries and takes time in arriving at any decision.

Presentation/Demonstration stands for stage four: At this stage, the salesperson gains customers' attention and presents the products by describing or explaining their attributes and benefits to the prospect. However, selling products may require their demonstration/workings to the prospect to arouse interest and convince the prospects to decide. A good demonstration often results in sales decisions by prospects.

Sales decision stands for stage six: at this stage, the prospect decides to buy or not to buy. However, the salesperson could guide but not cajole the prospect to make the decision. He should assure the customer that he has made the right choice if he/she chooses to buy. But if the prospect closed the sales by not buying, the salesperson could politely request a repeat visit at his/her convenience.

After sales activities stands for stage seven: at this stage, the salesperson investigates if the customer was satisfied with the purchase/decision. On the other hand, prospects are revisited to enhance sales, probably at subsequent visits. It helps to secure repeat sales, to identify additional prospects and to evaluate salesman effectiveness.

The Role of Personal Selling to Organizations

The impact of personal selling on the productivity of an organization cannot be underestimated. Personal selling is personal contact with one or more purchases for the purpose of making a sale. Personal selling is more persuasive among the marketing communication mix element. Personal selling (service selling) task is to consolidate existing customers, to preserve and expand the volume of business these customers do and maintain inertia in the buyer-seller exchange relationship. It is an interpersonal, face-to-face interaction for the purpose of creating, modifying, exploiting or maintaining a mutually beneficial exchange relationship. It involves direct face-to-face contact and thus is the only promotional tool that can encourage and make use of on-the-spot consumer reaction. Personal selling is the process of assisting and / or persuading a prospective customer to buy a product or service or to act favorably upon an idea that has commercial significance to the seller (Donaldson, 1995; Agbonifoh et al., 2002). Donaldson (1995) opined that the role of personal selling has two interrelated functions - information and persuasion. The information role is part of a two-way process whereby information about the company's product or offer needs to be communicated to existing and

potential customers and, in the reverse direction, customers' needs are correctly interpreted and understood by management. Salespersons impart knowledge about the product or service which provides benefits to customers and a range of information on promotional support, finance, technical advice, service, and other elements which contribute to customer satisfaction. Salespersons are also the face-to-face contact between purchasers and the company and for good reason are referred to as the eyes and ears of the organization. The second role of personal selling is the persuasive nature of personal selling. Identifying customers' needs and market opportunities can never be overstated. Nevertheless, in competitive markets (manufacturing industry) prospective customers are usually faced with an abundance of choice. Customers/purchasers will have to be convinced that their needs have been correctly identified by the company and that the offer provides benefits over any other firm. Personal selling remains an essential marketing tool in convincing customers to patronize a firm offering. Personal selling plays a key role in the marketplace and for the organization.

Canned Personal Selling and Sales Growth

Nguyen, Nguyen, and Phan (2018) examined the determinants of customer satisfaction and loyalty in Vietnamese life-insurance setting. The study adopted the descriptive research design, and the targeted population was 1476; however, the sample size was 275. A path analysis technique was applied to test the proposed framework on the direct and indirect relationship between variables. The findings of the study suggested that a life-insurance service provider should focus on enhancing service quality and corporate image to obtain 14 customer satisfaction that leads to customer loyalty. The study presents a contextual gap because it was conducted in Vietnam,

Olumoko, Dansu and Abass (2014) examined the role of personal selling in enhancing client satisfaction in the Nigerian insurance market. Descriptive cross-sectional survey research was adopted. The targeted population of the study was 110 respondents selected from the insurance firms randomly. The data were analyzed using the descriptive and inferential statistical instruments, while independent T-test was used to test the hypotheses. The findings of the study reported that personal selling strategy is the most beneficial marketing communication tool that should be embraced by Nigerian firms. It may also be used to improve the image of the industry. The study presents contextual gap because it was conducted in Nigeria.

A study was done by Auka, Bosire and Matern (2015) to investigate the perceived service quality and customer loyalty in retail banking in Kenya. The study mainly analyzed the relationship between service quality dimensions and customer loyalty. The study utilized descriptive research design and the data was collected from a sample of 384 current customers of commercial banks on the five dimensions of service delivery: tangibility, reliability, responsiveness, assurance, and empathy. The results of the study indicated that all the aspects of service quality have a positive and significant influence on customer loyalty in retail banking. The study presents a conceptual gap because it focused on service quality.

Ondieki, Okibo, Nyang'au, Obenge, Nyongesa and Nyamasege (2014) examined how direct selling strategies employed by commercial banks in Kisii County affect customer loyalty and its role on customer retention. The study adopted a quantitative approach with a descriptive research survey that allowed a researcher to collect primary quantitative data through structured questionnaires. The total population was 983 respondents, and the sample size was 283, comprising salespeople, customers, and sales managers. The data was analyzed using quantitative methods. The findings indicated that all banks in Kisii County engage in direct selling activities as a way of increasing volume sales without much regard to customer retention. The banks' engagement in direct sales paid little attention to customer loyalty. As a recommendation, the researcher proposed the establishment of a practical, direct sales approach that ensures a successful customer retention implementation program. The study presents a contextual gap because it mainly focused on telecommunications firms.

System Personal Selling and Sales Growth

Banerje (2014) examined the roles of personal selling in enhancing client's satisfaction' in Indian home insurance market. The study adopted the descriptive cross-sectional survey, and the targeted population was 100. A census was conducted, and the data was analyzed using content analysis. The findings of the study recognized that Personal selling has a lot of advantages that could bring about a long-term business relationship between the two parties involved in an insurance contract. The results also showed that personal selling ensures that clients get the exact quality of the service they require because, with personal selling, products and information could be modified to suit specific needs. The study recommended the volume of personal selling should be increased so that customers will get more valuable information about home insurance. The study presents a contextual gap since it was conducted within Indian home insurance market.

Tapera and Gororo (2016) conducted a study to examine the effectiveness of marketing strategies employed by Zimbabwean Insurance companies for creating competitive advantage. The specific objectives of the study were to explore the effect of advertising, internet marketing and personnel selling strategy on creating a competitive advantage. A cross-sectional survey methodology was used to gather data from a sample of organizations within the insurance industry and two instruments were primarily used for data gathering: the questionnaire and the depth interview guide. The findings of the study established that personal selling and advertising were mainly used as the main promotional strategies.

A study was conducted by Mbugua (2014) to examine the personal selling strategies and performance of pharmaceutical firms in Nairobi. The study used a descriptive cross-sectional survey research design. The study used primary data and was analyzed using statistical package for social sciences and presented in tables and charts. The study found out that the pharmaceutical firms were using personal selling strategy to market their products and it resulted in improved performance in terms of a more significant volume of sales, faster movement of drugs, adjusted profit margin, pharmaceutical firm education and sponsorship of events and increased financial performance. A Methodological gap exists since the study used cross-sectional survey research design while the current study used descriptive research design.

Cheserem (2016) conducted a study to examine the Influence of Marketing Mix Strategies on Customer Loyalty in Fast Food Restaurants in Nairobi, Kenya. The specific objectives of the study were to investigate the influence of branding, product marketing, price considerations and location on customer loyalty. The study used descriptive survey design. The study stratified fast-food restaurants into the three constituencies. The findings of the study showed that branding, product marketing, price considerations and location are positively associated with customer loyalty. The study ascertained that the role of the marketing channels does not only focus on the demand satisfaction by offering goods but also need to stimulate demand through information, creating proximity and promotion by customer. The study concluded that customer loyalty is one of the indicators of business performance metrics. The study presents a contextual gap since the unit of analysis was SMILE Telecommunications.

Features Personal Selling and Sales Growth

A study was conducted by Moghareh Abed and Haghghi (2016) to examine the effect of selling strategies on sales performance in the insurance firms operating in Bingley, United

Kingdom. The specific objectives that guided the study were to investigate the influence of customer-oriented selling, adaptive selling, and relational strategy on sales performance. The findings of this study clearly showed that managers' perception of the adoption of strategy on the part of the selling firm is associated with the adoption of some specific classes of behaviors (i.e., customer-oriented selling, adaptive selling, relational approach) which can contribute to the creation of durable and long-lasting positive relationships with customers. The study presents a contextual gap since it was conducted in United Kingdom.

Adesoga (2016) examined the relevance of personal selling in selected Bottling Companies in Lagos State, Nigeria. The unit of analysis was the managers from different departments and the targeted population was 57 respondents. The study adopted a case study design. The study was analyzed using content analysis. The study revealed that personal selling accentuated relationship building, fostered creative selling, and represented the company well to the customers. The study concluded that personal selling was still relevant and a critical success factor in today's marketing activities despite the advent of digital marketing. Managers concerned about the competitive edge in the market edge as well as the top and bottom line will find personal selling helpful. The study adopted a case study design thus presents a methodological gap.

Waithaka (2014) studied the influence of customer retention strategies on the performance of insurance companies in Nairobi, Kenya. The study was a cross-sectional descriptive survey design which used quantitative methods. The targeted population comprised of the 48 insurance companies and a census was carried out. The study showed that customer retention was positively related to the performance of the companies. Further, the study concluded that companies should strengthen their customer bonds to increase customer retention, increase market share as well as grow their sales volumes. The study recommended that companies should improve their market intelligence to identify new trends in markets as well as competition. The study used a census approach, while the current study employed simple random sampling, thus presents a methodological gap.

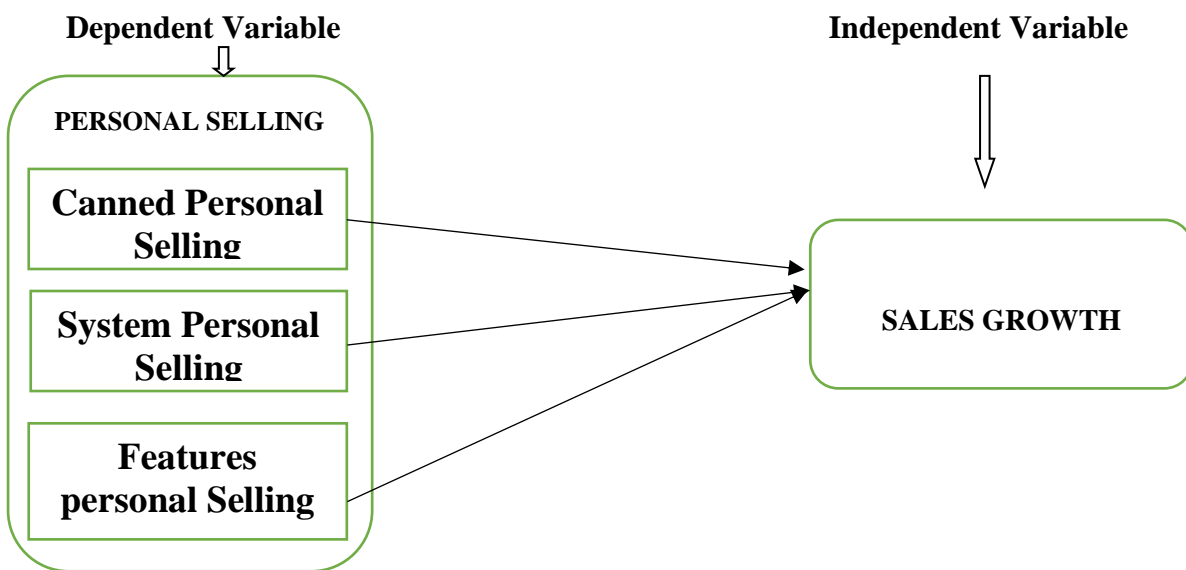
Personal Selling and Sales Growth of a Firm

According to Smith and Harrison (1996) and Bubnjevic (2011), a cordial seller-buyer relationship enhances sales. Sales volume is the profit a firm gets in activities/operation over a period. Knowing customers' needs and providing the same would create customer value and

firms' profitability. Personal selling as a two-way communication process creates direct face-to-face contact between sellers and buyers, as well as facilitate quick customer response. Personal selling to a large extent directly increases the sales volume of a firm. Thus, game pricing theory is considered as the core theoretical framework for this study.

Conceptual Framework

A conceptual framework is a diagrammatical representation that shows the relationship between dependent and independent variables. The structure encourages the researcher to see the proposed associations between the variables in the assessment.



Source: Researcher construction, 2023.

The conceptual framework above shows the presumed relationship between the independent and dependent variables. According to the above illustrated framework, the independent variable comprises of personal selling dimensions (canned personal selling, system personal selling, features personal selling, consultative personal selling), while sales growth is the dependent variable.

Theoretical Framework

Game Pricing Theory as the theoretical Framework; the core theory of emphasis is based on the premise of parties' interaction and since personal selling involves parties' communication and interaction it therefore prompted the need of this theory. However, detailed description of these theories is given below:

Game Pricing Theory

According to Ezeudu (2015), it is a collection of tools for predicting outcomes of a group of interacting agents where an action of a single agent directly affects the payoff of other participating agents. It is the study of multi-person decision problems (Gibbons 1992). It could also be referred to as a bag of analytical tools designed to help us understand the phenomena that we observe when decision-makers interact (Osborne and Rubinstein 1994). Myerson (1997) defines it as the study of mathematical models of conflict and cooperation between intelligent rational decision-makers. Game pricing theory studies interactive decision-making. There are two key assumptions underlying this theory: Each player in the market acts on self-interest. They pursue well defined exogenous objectives, i.e., they are rational. They understand and seek to maximize their own payoff functions. The first assumption stated that each player in the market acts on self-interest. They pursue well-defined exogenous objectives, i.e., they are rational. They understand and seek to maximize their own payoff functions. The second Assumption related plan of action strategy which stated that a player considers the potential responses/reactions of other players. She considers her knowledge or expectations of other decision makers' behavior, i.e., the reasons strategically. A game describes a strategic interaction between the players, where the outcome for each player depends upon the collective actions of all players involved (Bolton and Lemon 1999). In accordance with the literature reviewed and theoretical framework proposed objectives, research, and hypotheses of this study.

Empirical Review

Adewale, Adeniran and Oluyinka (2022) examined the effect of personal selling and marketing on firm sales growth using PZ Nigeria Ltd, Lagos-State and Dangote Nigeria Plc, in Ogun state as the unit of analysis. This is a descriptive study. A sample size of 100 respondents selected with the aid of convenient sampling technique of which 98 respondents considered usable in this concluded study. Statistical package for social science (SPSS) version 20 adapted to the data from the questionnaire. This study justified there is a relationship between personal selling and organizational sales volume. Also, personal selling has an influence on customers' demand for a product and therefore this study recommended that sales representatives of an organization should be well trained in what is expected from them on the job. This would enable them to be able to convince the customers as to why they need to purchase such a specific product.

Arori and Rugami (2020) examined the influence of personal selling strategies and customer loyalty among insurance companies in Malindi town, Kilifi County, Kenya. The study adopted a descriptive research design. The targeted population was 967 employees working in the selected four insurance companies in Malindi, namely Gateway insurance company limited, Marangi insurance agency, Blue shield Company Limited, Tausi Insurance Agency. The unit of analysis was a sales manager, salespersons, and customers. SPSS was used to organize code and analyze information and generate quantitative reports. The data were analyzed using descriptive and inferential statistics. The study concluded that selling strategy, Systems selling strategy, Features selling strategy and Consultative personal selling strategy were positively and significantly associated with customer loyalty. Moreover, the study concluded that selling strategy, Systems selling strat, Features selling strategy and Consultative personal selling strategy were positively and significantly related to customer loyalty. The examination recommended that the insurance agencies in Malindi can utilize the canned selling technique, system selling methodology, features selling system and individual consultative strategy to build the devotion of the clients since they have a personalized experience. Moreover, the research suggests that based on the level of completion in the market, the management in all insurance companies in Kenya to carry out various personal selling strategies to enable the companies to grow and diversify their portfolio to minimize losses and cut down the cost thus enhancing their competitiveness. Moreover, the study recommended systems selling strategies should be put in place to improve operational efficiency and improve the decision-making process to increase their performance. The study also suggested insurance to be more involved in advocating selling their products by clearly establishing the features of a product before making the presentation and to be revealing all the components of any product without hiding any information.

Sirak (2018) investigated the effect of personal selling on customer Loyalty: The case of Ethiopian Airlines. The study used quantitative research methods and employed explanatory research design to objectively answer the research questions. For achieving the study objectives, 384 sample respondents were selected through non-probable convenient sampling technique. Accordingly, data were collected through a self-administered questionnaire from sample respondents. Out of 384 respondents, workable data were obtained from 372 respondents. The Data was analyzed using SPSS software to obtain descriptive statistics, comparing mean scores (i.e., independent t-test and ANOVA) and other analyses (i.e., correlation analysis and multiple linear regressions). According to the study finding, among

five variables, two variables (selling skill and trust) were identified as the main factors that affect the loyalty of Ethiopian Airlines customers. The study also finds out that the remaining 3 variables: selling strategy, product or service knowledge and organizational policy and procedure knowledge have no significant effect on the loyalty of Ethiopian Airlines Customers. The finding of the study showed that there is a significance difference in perceiving the five factors between and among the customers of Ethiopian airlines with different demographic profiles. Furthermore, based on the research finding, appropriate recommendations along with implications for further studies have been forwarded.

Anyadighibe, Awara and Esu (2014) focused on the impact of personal selling on the productivity of selected banks (First Bank Plc and Stanbic IBTC) in Calabar Metropolis. The study determined the significant relationship between personal selling and customer relationship; determine the significant relationship between personal selling and customer retention and the significant relationship between personal selling and sales volume. Hypotheses were tested using the Ordinary Least Square (OLS) method. Findings from this study showed that personal selling had a significant relationship with customer relationships. The study revealed that personal selling had a significant relationship between customer retention. The study showed that personal selling increases the sales volume of a firm. The study recommended that personal selling should continuously be adopted by banks in enhancing productivity. Banks should employ personal selling to educate and guide customers so that they can make an informed choice of the services / product which will best satisfy their needs.

3. Methodology

The survey design was used to obtain relevant data. The use of the survey design in this study enabled the use of a closed-ended questionnaire to solicit information relating to the topic and the objectives of study. A sample of the staff from the textile firms in Onitsha Urban area was used for this study. The total is 58 employees of SMILE Nigeria in Asaba and Warri, Delta State. A sample size of respondents representing 40% of total staff size was selected. Questionnaires were randomly administered to the selected 58 samples. Out of this number, a total of 56 questionnaires were returned properly filled. As such, the 56 respondents who returned their questionnaires properly filled constitute the actual sample size of this study. The simple random sampling method was adopted as a method of sample selection. To data analysis, the descriptive statistical approach of simple percentages and inferential statistical

approach which is the use of Multiple Regression to test the hypothesis. The SPSS software pack version 20 was used to analyze the regression.

4. Data Presentation/Discussion

Regression Analysis, Interpretation and Discussion of Findings

Hypotheses Testing

The three null hypotheses raised for this study in this paper are hereby tested. Thus, multiple regression analysis was employed as an analytical tool for testing the hypotheses. The calculated p-values reported in the regression coefficient tables are used for testing the study hypotheses.

The Decision Rule

If the probability value calculated is greater than the critical level of significance, then the null hypotheses will be accepted while the alternate hypotheses is rejected and vice versa. If the probability value of 0.00 is smaller than the critical value of 5% (i.e., $0.00 < 0.05$), we will conclude that the given parameter is statistically significant. In this situation, it is accepted that there is need to reject the null hypotheses and to accept the alternate. More technically, the p-value is the lowest significant level at which a null hypothesis can be rejected. Thus, the p-value is at 0.05 {5% }.

Table 1 Multiple regression results of hypothesis one, two, three.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.864 ^a	.746	.732	.99211	1.777

a. Predictors: (Constant), canned personal selling, features personal selling, system personal selling

b. Dependent Variable: sales growth

Table 2: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	205.524	3	51.381	52.202	.000 ^b
	Residual	69.884	53	.984		
	Total	275.408	56			

a. Dependent Variable: sales growth

b. Predictors: (Constant), canned personal selling, features personal selling, system personal selling

Table 3

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.346	1.752		1.910	.060
	Canned personal selling	.599	.052	.734	11.470	.000
	Features personal selling	.131	.056	.147	2.323	.023
	System Personal selling	.136	.040	.220	3.448	.001

a. Dependent Variable: Sales Growth

N.B: R=0.864 , R2=0.746 , Adj=0.732 , F=52.202, DW=1.777

Hypothesis One

H₀₁: Canned personal selling does not have significant effect on sales growth.

From the multiple regression results in Table 8 above the calculated p-value (i.e .000) is observed to be less compared to the p-value critical (0.05). The decision rule is to reject the null hypothesis H₀ which states that there is no significant relationship between canned personal selling and Sales Growth and therefore accept the alternate hypothesis which states that there is a significant relationship between Sales Reward and Sales Growth. Also as observed by the Beta value (i.e β=0.734 or 73.4%) means that a change in bonus pack will bring about a 73.4% positive change in Sales Growth.

Hypothesis Two

H₀₂: Features personal selling does not have significant effect on sales growth.

As the result obtained from the multiple regression in Table 8 above have indicated the calculated p-value (i.e .023) is observed to be less compared to the p-value critical (0.05). The decision rule is to reject the null hypothesis H₀ which states that there is no significant relationship between Features Personal Selling and Sales Growth and therefore accept the alternate hypothesis which states that there is a significant relationship between Features personal selling and Sales Growth. Also as observed by the Beta value (i.e $\beta_4=0.147$ or 14.7%) means that a change in features personal selling will bring about a 14.7% positive change in sales growth.

Hypothesis Three

H₀₃: System personal selling does not have a significant effect on sales growth.

In line with the result obtained from the multiple regression in Table 8 above indicating that the calculated p-value is (i.e .001) which was therefore observed to be less compared than the p-value critical (0.05). The decision rule is to reject the null hypothesis H₀ which states that there is no significant relationship between system personal selling and sales growth and therefore accept the alternate hypothesis which states that there is a significant relationship between system personal selling and sales growth. Also as observed by the Beta value (i.e $\beta=0.220$ or 22.0%) means that a change system personal selling will bring about a 22.0% positive change in sales growth.

4. Discussion

From the test of hypothesis one Table 8, the calculated p-value was observed to be less compared to the p-value critical. This was why the null hypothesis (H₀) was rejected while the alternate hypothesis (H₀₁) which implies that there is a significant relationship between canned personal selling and Sales Growth was accepted. The implication is that based on the regression result, there is a significant relationship between canned personal selling and sales growth. In order words, it means that canned personal selling has the potential to increase the volume of sales and impact Sales Growth positively. From the test of hypothesis two Table 8, the calculated p-value was observed to be less compared to the p-value critical, his was why the

null hypothesis (H_0) was rejected while the alternate hypothesis (H_{02}) which implies that there is a significant relationship between features personal selling and Sales Growth was accepted. The implication is that based on the regression result, there is a significant relationship between features personal selling and Sales Growth. In other words, it means that features personal selling have the tendency to increase the volume of sales and impact Sales Growth positively. This is in alignment with Sirak (2018) who found that consumers' perceptions of features personal selling help to potentially aid the sales growth of an organization.

From the test of hypothesis three, it clearly indicates the calculated p-value was observed to be less compared to the p-value critical. This was why the null hypothesis (H_0) was rejected while the alternate hypothesis (H_{03}) which implies that there is a significant relationship between system personal selling and Sales Growth was accepted. The implication is that based on the regression result, there is a significant relationship between system personal selling and Sales Growth. In other words, it means that system personal selling has the potential to impact Sales Growth positively and increase the revenue level of the firm.

5. Conclusion and Recommendation

This study was undertaken to assess the effect of personal selling and sales growth, an extant literature approach. It can therefore be concluded that the objectives were positively met. At first, the study found that when the sales representative of an organization is viable and competent, there is a positive increase in the demand of consumers. The term competency as used in this context indicates some basic attributes which are expected from a sales representative.

The study therefore recommends as follows:

- i. Sales representatives of an organization should be well trained in what is expected from them on the job. This would enable them to be able to convince the customers as to why they need to purchase such a specific product.
- ii. The study recommended that personal selling should continuously be adopted by banks in enhancing productivity. Banks should employ personal selling to educate and guide customers so that they can make an informed choice of the services / product which will best satisfy their needs.

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