EXPLORING THE EFFECT OF SALES PERSONNEL’S DEMOGRAPHICS ON THEIR WORK PERFORMANCE IN THE ORGANIZED RETAIL STORES

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ABSTRACT

This study makes an attempt to explore the effect of sales personnel’s demographics such as gender, age, qualification and work experience on their work performance in the organized retail stores. The study was conducted in organized retail stores in Karnataka state, India. The results of the study revealed that only the work experience levels of the sales personnel had a significant effect on their work performance scores. The results of post hoc test confirmed that sales personnel working in the organized retail stores with high work experience had high work performance scores whereas those with low work experience had low work performance scores. Based on the study findings, suggestions are made to the retail organizations.

Keywords: Sales Personnel, Demographics, Work Performance, Organized Retail Stores