



THE EFFECT OF PERSONAL CHARACTERISTICS
OF SALESPERSON ON CUSTOMER PURCHASING
IN DIRECT SELLING

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ABSTRACT

Direct selling is a social situation in which two people come together for a specific purpose and influence each other. That will include how salespeople face the customer that will get an attention from the customer. From the cooperation of the customer it will build the relationship among them. The important of personal selling between salespeople and customer is being identified. Therefore, this study will focus on the communication skill of the salespeople that need to have to communicate with each other to prevent misunderstanding. However, the image of the salespeople will influence the customer to attract to their products. The finding of the study will demonstrate that salesperson's characteristics are more influence on process of persuasion of the customer.

Keyword

Direct Selling, Salespeople Characteristics, Customer Relationship, Image of Salespeople

Design / Methodology / Approach

Those collected questionnaire that had incomplete answers and were left blank with no answer eliminated. The data were obtained from a random sample which is focusing in area of Kota Kinabalu Sabah. Required statistical methods are explained thus, this study conducts analysis of salesperson characteristics that affecting the customer influence of buying.