



**ADDIS ABABA UNIVERSITY  
SCHOOL OF GRADUATE STUDIES  
DEPARTMENT OF MARKETING MANAGEMENT**

**THE INFLUENCE OF PERSONAL SELLING ON CONSUMERS  
PURCHASE DECISION:  
THE CASE OF SELECTED REAL ESTATE COMPANIES**

**THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY, SCHOOL OF COMMERCE  
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**BY: MATIAS GETACHEW**

**ADVISOR: MESFIN WORKINEH (PHD)**

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**ADDIS ABABA UNIVERSITY**  
**SCHOOL OF GRADUATSTUDIESES**  
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**BY: MATIAS GETACHEW**

**APPROVED BY BOARD OF EXAMINERS**

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ADVISOR

\_\_\_\_\_

SIGNATURE

\_\_\_\_\_

EXTERNAL EXAMINER

\_\_\_\_\_

SIGNATURE

\_\_\_\_\_

INTERNAL EXAMINER

\_\_\_\_\_

SIGNATURE

## **DECLARATION**

I thus announce that this examination entitled " the influence of personal selling on consumers purchase decision: The case of selected real estate companies" is my unique work, ready under the direction of Mesfin Workineh (PHD). All wellsprings of materials utilized for this exploration have been properly recognized, the analyst further affirms that the examination has not been submitted either in that frame of mind in full to some other higher learning organization to acquire any degree.

Name: Matias Getachew

Place: School of Commerce, Addis Ababa University, Ethiopia

Date of Submission: \_\_\_\_\_

Sign.: \_\_\_\_\_

## **STATEMENT OF CERTIFICATE**

This is to certify that Matias Getachew has carried out her research work entitled “The influence of personal selling on consumers purchase decision: The case of some selected real estate companies” in partial fulfillment of the necessity for the Award of Masters Degree in Marketing Management at Addis Ababa University School of Commerce.

Mesfin Workineh (PHD)

Sign.: \_\_\_\_\_

Date: \_\_\_\_\_

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## **Abbreviation and Acronyms**

EIA..... Ethiopian Investment Agency

SD..... Standard Deviation

WB..... World Bank

## **Abstract**

*The targets of the current review were to comprehend the impact of sales abilities aspects which incorporate interpersonal skills, salesmanship skills, technical skills, and marketing skills on customers' buy choices, on account of selected Real Estate situated in Addis Ababa. This is an explanatory research with a quantitative examination approach, especially connection research philosophy. Information was gathered utilizing a self-report survey from clients of the chosen real estate companies as respondents. The information has been broken down utilizing SPSS programming version 26 utilizing the expressive insights, predictive correlation coefficient of ordinal regression analysis was employed to measure the relationship between personal selling skills and consumer purchase decision. The ordinal regression analysis correlation coefficient between sales skills of salespeople and consumer purchase decision showed that all sales abilities have measurably huge relationship with customers buy choice at  $p = 0.01$ . Form the findings the study we have concluded that all the dimensions of sales skill of salesperson have a significant influence on consumer purchase decision. Therefore we recommend the real estate companies to give attention on the improvement of Interpersonal, technical and marketing and salesmanship skills of sales reps can assist with augmenting the business execution of salespersons by affecting the client buy choice subsequently expanding the organization's benefit.*

**Key Words:** *Sales Skills, consumer's purchase decision, Real Estate, Ethiopia*

# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the Study

Personal selling, fundamentally, is connected to pushing toward the potential client directly and presenting the proposal of one's product or service to either make a sale or create client information database. Considered to have been cleaned sooner than another sort of business, displaying current or tangled work and items is used. Individual selling incorporates coordinated effort among people, which allows the agent to grasp the necessities of and adjust the system that suits the buyers' tendency. This approach similarly makes the air for a strong business relationship. In particular, the buyer will feel obliged to tune in and answer with a yes or no, rather than other restricted time mix decisions (Kotler, 2005).

To do a truly great job that would ultimately persuade the client in the purchase decision, the sales rep ought to acknowledge the entryway really and handle the client's prerequisites generally all through the discussion. Through the discussion with the buyer, the agent would have the option to fathom what could compel the buyer pick when he would make the purchase decision, and what conditions could hold the arrangement back from happening (Burnett, 2010).

The sales rep goes probably as the face, ears, and eyes of the association they address, and as various people from the association probably won't get the chance to meet the client clearly. Through their participation, they can have a two-way correspondence as for the recommendations of the association and the prerequisites of the client. This occupation helps with accomplishing customer dedication by conveying the impetus and any assistance they could expect through the purchasing cycle or for their aftersales needs as well (Baker, 2003).

The agent goes likely as the face, ears, and eyes of the affiliation they address, and as different individuals from the affiliation presumably will not be able to obviously meet the client. Through their investment, they can have a two-way correspondence with respect to the suggestions of the affiliation and the essentials of the client. This occupation assists with achieving client devotion by conveying the impulse and any help they could expect through the buying cycle or for their aftersales needs also (Baker, 2003).

As per a (Forbes magazine 2021) report for the fourth sequential year, Brookfield Asset Management took the best situation in the rankings. The Canadian firm brags \$600 billion in assets under organization, remembering for abundance of 400 million square feet of office, with private and retail space. Following Brookfield Asset, the two American organizations American Tower Corporation with a market worth of \$110.578 billion and Prologis with a market worth of \$84.233 billion positioned second and third individually.

Inside a very restricted ability to concentrate time land has become potentially the most remunerating business in Ethiopia. With the creating economy, the interest for private close by business advancements has generally extended. Their shows have experienced a positive existing improvement starting around 2001 paying little notice to current political shortcoming stresses that have provoked an extension in ensuring unfairly snatched and flight of occupants from their real land plots under the front of private hypothesis and metropolitan new development.

The Ethiopian land industry is, hence, fundamentally depicted by hurried organization, and degradation, which happened in making the deliberate or fake deficiency of land-plot to manufacture a house for low and focus pay occupants in most metropolitan districts. Such counter Ethiopian land industry is, subsequently, fundamentally portrayed by feverish organization, debasement, and political terrorizing which brought about making deliberate or fake shortage of land-plot to fabricate a house for low and center pay residents in most metropolitan regions. Such counterfeit deficiency of land plots in the capital and major local urban communities along with the quickly developing urbanization (4.6%) yearly development rate exasperated the interest.

(EIA, 2019). As of December 2018, a sum of 559 land engineers in the nation are enrolled of which 100 (17.9%) are in activity and persistently pursuing changing the metropolitan scene of Addis Ababa and rural areas of provincial urban communities Lack of land plots in the capital and significant regional metropolitan regions, as well as the rapidly creating urbanization (4.6%) yearly improvement rate, upset the premium (EIA, 2019).

As per the World Bank's site, the Ethiopian population grew by around 2.5% in 2020. This development involves the requirement for private houses. Both government and real estate partners are attempting to fill this hole, yet one can see that there's yet colossal interest that isn't fulfilled.

World Bank (2021) The Addis Ababa dwelling improvement and association office at present has around 1,000,000 enlisted people who are believing that the division will construct and convey apartment suite houses under the 20/80 and 40/60 plans Capital Newspaper (2022). Various classified originators are in like manner embraced tremendous improvement in and around Addis Ababa zeroing in on the middle and high level compensation segments.

Addis Ababa is the city that houses a few worldwide affiliations' headquarters, prominently the African Union and the United Nations Economic Commission for Africa, and in excess of 50 political missions, the interest for a generally excellent quality real estate complex is creating. Consistent property ownership is allowed to either Ethiopians, considered Ethiopians with a yellow card, or associations with dynamic hypothesis licenses in Ethiopia. The property leasing market is showing improvement with rental costs taking off as a result of revenue and supply openings in the city Capital Newspaper (2022).

## **1.2. An overview of Ethiopian real estate Industry**

One of the fastest-growing sectors of the Ethiopian economy has been the land business. Furthermore, over the last ten years, it has contributed 12.5% to neighborhood development. The hidden genuine gift market in Addis Ababa (the capital city with a population of several million) is evolving into a new mix of sprawling government-built condominiums (obviously for low-pay occupants), mid-market improvements by lodging cooperatives, and, above all, generally excellent quality homes built by land engineers close by property holders themselves. Classified interest in the certifiable space region should fill sooner rather than later and driving factors considered include: by and large money related new development; monetary issues (the metropolitan dwellers remains incremental; a long history of disregarded occupancy returns; the advancement of infrastructure; and, charge what's more, speculation impetus plans, including a broadening of experience regions, extended rent periods, and reduced individual commitment (Deme, 2016). Private homes and localities worked by land engineers are presently turning out to be more and more normal starting from the principal enormous scope advancement was started by the trailblazer in this area, to be specific Ayat Real Estate. As of now, the principal land engineers for private manor homes incorporate Ayat Real Estate, Sunshine Real Estate, Habitat New Flower Homes, Ropack International, Ambassador Real Estate, Tracon Real Estate, Gift Real Estate, Enyi Real Estate, Country Club Developers, Flintstones Homes, and others.

A lot more are likewise functional, however with additional minimal exercises. For condo advancements, the absolute most dynamic engineers incorporate Ayat, Sunshine, Metropolitan, Eagle Hills, Century, Noah and Flintstones Homes. The improvements of these real estate designers range from exceptionally extravagant, high end developers that sell multi-million Birr homes to merchants of additional respectably estimated homes (Capital paper land area report: 2010)

### **1.3. Statement of the Problem**

The example in the Ethiopian land industry uncovered that the lack of private houses and real estate land developers upholds the interest of additional housing workplaces past the restriction of the current providers (Central Statistics Agency of Ethiopia (ECSA), 2012). Be that as it may, lately, later having tremendous changes powerfully in the land and lodging improvement region, different classified monetary supporters and accomplices have been encouraged to participate in the creating industry area to ease the social crisis by restricting the opening to a particular level. As seen from the past example, it gives off an impression of being inefficient to serve the raising urbanization and designers' inconsistency and nonattendance of consistency which gathered their basic burden on the improvement energy of the business (Ethiopian Investment Agency - EIA, 2019).

According to ECSA (2018), as a result of the critical prominence supply opening which addressed commonly around a million houses, and the presence of few real estate developers in the country, land advertisers and organizations battle the need or reasonability of marketing correspondence procedure as they really acknowledge the market enjoys not been taken benefit of yet.

Totally uneven by the advantage of the business, they offered less due thought for a strong brand dealing with by and large around arranged and completed marketing correspondence. On the inverse, the land associations distribute and take care of a colossal proportion of money on different restricted time marketing strategies. Likewise, attempts have been made in client prospecting through distinguishing proof of client needs, strong and capable usage of essential to show up at target customers, talking with a singular voice suggesting that all messages moved to centers across correspondence channels with consistent touch center, consolidating associations

with clients, all in all, delivering a fitting conduct reaction. However, their practices have forgotten to redesign their arrangements presentations as expected or expected.

The regulatory difficulties and trivial political intercessions in the business were as of now directed to a particular level to get ready to rehearse their freedom and comparable collaboration to the close by market. The land firms in the city should, subsequently, complete effective moreover, capable extraordinary instruments for conferring their item or brands to the conceivable outcomes. Effective utilization of the particular contraptions is ensured when they are executed in a fruitful and useful manner as per the legitimate targets.

Enduring investigates uncovered that business associations in the Ethiopian setting utilized one of a kind restricted time marketing gadgets to persuade and attract anticipated that clients should achieve their arrangements volume, target, and advancement (Biruk, 2012; Yared, 2008; Notwithstanding, the example in the country showed that tremendous proportion of money is contributed on the standard way (media advancing) without evaluating how promoting messages should be progressed through consolidated extraordinary restricted time mix to further develop their specific arrangements execution (O'Guinn, 2006).

To be sure, even the most recognizable land firms like Gift, Noah, Ayat, Ropack, Sunrise, Tsehay, Eney, Flintstone, Daylight, and Zenebe Frew for their trustworthy standing, generally assign and spend critical extraordinary spending plans for business publicizing alone without assessing their overall tremendous effects on bargains presentations. Furthermore, despite the fact that business execution is a run of the mill subject of purchaser research in Ethiopia (Zelalem, 2016; Bruh, 2018; Zeresenay, 2018), little has been done in evaluating the Influence of individual selling on clients purchasing choices in land company's arrangements execution.

Subsequently, the inspiration driving this study is to assess the effect of individual selling on clients' purchase decisions in chose real estate companies in Addis Ababa. In doing in that capacity, it adds to the ongoing gathering of data on how individual selling affects the client purchasing decisions of the land business in the Ethiopian setting. As well as it helps concerned Marketing supervisors with utilizing their money related hypothesis capably regarding distributing their extraordinary monetary plans in an effective way.

## **1.4. Research Questions**

The examination issue of this study was figured out to evaluate the impact of individual selling on customer buy choices. Inside the setting of the above foundation talked about and the investigated literary works this study endeavored to respond to the fundamental inquiry of the exploration. "What is the impact of individual selling on buy choices in the selected housing market?"

Notwithstanding its principal question, the exploration additionally endeavored to answer the accompanying essential sub-questions:

- What is the effect of interpersonal skills on consumer buying decisions in the case of selected real estate developers?
- What is the effect of salesmanship skills on consumer buying decisions in the case of selected real estate developers?
- What is the effect of technical skills of salespeople on consumer buying decisions in the case of selected real estate developers?
- What is the effect of the marketing skills of salespeople on consumer buying decisions in the case of selected real estate developers?

## **1.5. Objectives of the study**

### **1.5.1. General objective**

The primary target of the review was to evaluate the influence of personal selling on consumers' purchase decisions in selected real estate companies located in Addis Ababa.

### **1.5.2. Specific objective**

- To examine the effect of interpersonal skills of salespeople on consumer buying decisions in the case of selected real estate developers.
- To investigate the effect of salesmanship skills on consumer buying decisions in the case of selected real estate developers.
- To investigate the effect of technical skills on consumer buying decisions in the case of selected real estate developers.

- To assess the effect of marketing skills of salespeople on consumer buying decisions in the case of selected real estate developers.

## **1.6. Significance of the study**

This study was fundamentally expected to decide the meaning of individual selling on account of chosen real estate companies in Addis Ababa. The discoveries are fundamental to the deals and marketing supervisors of the organization to design and use various procedures; when a proactive methodology is expected to expand genuine estate benefits through carrying out successful individual selling strategies, the hypothetical worth of this study helps advertisers and concerned directors to evaluate the viability of their salespersons' way to deal with upgrade the results of their outreach group execution; and it will likewise aggregately affect the current information on the land promoting speculations and ideas. Moreover, marketing, and other related sociology understudies might track down the significant discoveries for additional reference throughout checking on the connected bits of writing while at the same time directing a senior exposition or proposition with respect to individual selling and client buy choice.

## **1.7. Scope of the Study**

### **1.7.1. Delimitation**

The overview was directed on clients of chosen real estate companies in Addis Ababa barring other administrative and real estate projects in the suburb of the city (Oromia districts) for their homogeneity and moderately less in numbers. Geologically the extension was restricted to the way that it is conservative and delegate to overview the chose real estate companies that are just situated in the capital city.

The review was comprised on four autonomous characteristics of personal selling characteristics (Interpersonal abilities, technical skills, Marketing skills, and Salesmanship skills) factors that will decide the results of the reliant variable-client buy choice. Though it disregarded numerous different components that impact a sales rep's viability, including character qualities, job characteristics, inspiration, inclination, and hierarchical attributes. This study disregards any remaining factors and spotlights exclusively on the restrictions of individual deals in navigation.

The review is restricted as far as philosophy to an unmistakable exploration procedure and a quantitative examination plan. It utilizes a co-social exploration philosophy to research the connection between private selling and independent direction by utilizing surveys and meetings.

### **1.7.2. Limitations of the study**

This example populace for this exploration was chosen from Addis Ababa just regardless of the way that the example may not address the whole housing market client in Ethiopia. The review has utilized a comfort inspecting technique to choose overview respondents. The specialist directed the examination by recognizing the reaction and end will be founded on the example just and may not address the whole populace.

### **1.8. Organization of the Study**

This postulation is coordinated in to five parts which are sub-partitioned into little segments. The principal section manages a general presentation and gives an outline of the whole review. The subsequent section presents the hypothetical foundations and literary works connected with the review and components of marketing blend that thought about in this review. The third section presents the review plan and test utilized in the review. This section incorporates conversation on type and wellspring of information, inspecting plan, and Data assortment instruments and methodology and information investigation. The fourth section gives brief synopsis of the information and investigation i.e., it manages the unmistakable examination. At long last, the last section (fifth part) endeavors to contrast the aftereffect of this review and the past examination results and finishes up the outcome and forward significant suggestions in light of the discoveries.

### **1.9. Definition of terms**

This section provides definitions of terms used throughout the paper in order to familiarize the readers with the meanings, for ease of understanding.

**Real estate** – is a company that is engaged in the development and sales of properties that serve for commercial or residential purposes.

**Personal selling** - It is a promotional method by which the salesperson uses his or her skills and abilities to make a sale in a face to face discussing with the prospective customer

**Decision making** - the process of deciding about something important

**Salesperson** – a person who sells goods, services and/or ideas to other entities.

**Customer** – is anyone who is interested in buying or have already bought a property.

**Purchase Decision** – is the buyer's decision about which brand to purchase.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITRATURE**

#### **2.1. Theoretical Review**

Churchill et al. (1985) disseminated an essential paper on the forerunners of arrangements execution or arrangements accomplishment. Considering a meta-investigation on the determinants of sales rep execution, bargains expert capacities were seen as the second most determinants of arrangements execution near private components. Bargains execution insinuates direct the way in which the agent's approach to acting adds to the targets of the firm, for instance, the slice of the pie, bargains pay, selling high net income things, quickly making arrangements of new things and outperforming bargains centers among others (Behrman and Perreault 1982; Hunter and Perreault 2007; Sujan, Weitz and Kumar 1994).

As demonstrated by Rentz et al. (2002), capacities to sell, as the person's learned limit at playing out the vital undertakings for the plans work, includes three explicit parts: (1) Interpersonal capacities, like knowing how to conform to and resolve clashes; (2) Salesmanship abilities, for instance, knowing how to make a sell and the best way to conclude an arrangement; (3) Technical abilities, for instance, data on thing components and benefits, abilities to plan, and the procedures expected by association methodologies. To disengage essentially proficient salesmen from lesser-gifted sales reps, they energized a three part model of selling limits considering the game plans execution forming between 1985–1999. In their last scale, they gathered social limits, convincingness limits and specific information into 15 things scale. These three capacities are at this point saw by experts today as abilities containing agent execution (Plouffe, Hlland and Wachner 2009).

As ought to be noticeable, contemporary abilities to sell and approaches to acting, for example, information working with and consultative, social, client organized and respect selling approaches are absent in this scale, however today, north of 10 years in a little while, these limits are arranged fundamentally on the capacities to sell rankings. They changed the names of the abilities to sell depicted by Rentz et al. (2002) as smaller than expected and all out abilities to sell. Lesser than predictable capacities include social capacities and a degree of adaptability while full scale selling combines selling associated data.

Traditional magnetism capacities were superseded by a level of adaptively considering the given significance of the agent's adaptability in the selling forming. Inferable from the importance of information based manages serious results in regards to clients; the class of specific limits was supplanted by the selling-related information, which further sorted (Ahearne and Schillewaert, 2000) into specific capacities and abilities to display. The goal was other than highlighted focusing in on the extravagance and extent of data required today in selling. In their assessment, Verbeke et al. (2011) found that five sub-classes of 18 sub-portrayals showed enormous correlation: A. selling-related information, B. level of adaptations, C. work dubiousness, D. mental tendency and E. work responsibility. They saw as in like manner that in expecting social arrangements execution, or if nothing else, relationship quality, social capacities, objective heading, the external environment, and authoritative power style, all of them gave off an sense of being more considerable determinants.

Against all suppositions, dispositional features, or at the very least, largely real estate properties, proved to have a more proven relationship with typical rather than social presentation. They focused on those sales salespeople who have evolved into data middlemen who require adequate intellectual abilities (Verbeke et al., 2011). Coming up next salesperson's capacities related to work performance, as compiled by Johlke (2006), include: A. complete concentration; B. variable trade tactics to acting; C. handling client hostilities; D. finalizing arrangements trades; E. squabbling with trades; and F. perceiving likely conceivable outcomes. The findings suggest that provisioning practice emphasizes the entire course of arrangements show capacities while preparing outfitted partners with adaptable marketing and prospecting abilities.

The capacities shown in the arrangements were considered as unmistakably linked to the execution of deals. Johlke (2006), in contrast to the three-section selling capability model, emphasizes the importance of social, flexible approaches to acting on the sales rep's better performance. The investigation of salespeople's flourishing variables among the group leads of a few projects leans toward the seller side's point of view of selling abilities and methods to behaving.

According to Marshall et al. (2003), achievement variables are classified into six levels of relevance, with the best, second, and third levels of importance being the most important. Six of the seven things in the primary level of significance depiction can be comprehensively organized

as social capacities: listening abilities, adaptability capacities, determination to stay with an errand, useful, verbal correspondence, and limit in assisting various individuals in clients' affiliations, and the going with sales of the most fundamentally arranged is follow-up capacities, which implies concentrating on the help of client associations.

The second level of importance characterization tends to generally standard convincingness or selling process capacities: overcoming fights, abilities to close, abilities to orchestrate, abilities to prospect and capacities in setting up a business visit, and compassion critical for relationship building. Individual arrangement and time utilization capacities and abilities to think. An exhaustive round of questioning of importance characterization addresses for the most part affiliation and social capacities. Client and item data were not well managed, and project managers emphasized the need for more helpers (Marshall et al., 2003). According to Marshall et al. (2003), revelations should demonstrate the significance of all parts of the traditional seven periods of the selling model.

By and large, much of the evaluation of bargains process phases and cutoff points was done before 1990, and there is a need to refresh the substance of capacities to meet the mentioning of the relationship-selling time and the altering location of expert. The most widely seen study points in the planning industry have been the marketing framework and selling procedure, with the goal of improving the sensitivity of the purchaser transporter interaction at the specific level (Williams and Plouffe, 2007).

According to Dubinsky (1981), the unique selling process consists of seven steps that a salesperson may go through while selling and finalizing an agreement. For each movement, a salesperson can employ a pair of selling techniques. The assurance of a suited approach is contingent on the item being marketed, such as whether it is a thing or an association. It also depends on the client type, such as whether the buyer is a cutting-edge customer, an auxiliary, or an end-client. The model was created using an illustration of 181 agents tasked with 15 different tasks.

The normal seven-period selling period, as discussed in the preceding section, is possibly the most pre-planned viewpoint in the planning discipline. With the exception of step-7 (for example, follow-up), the means have essentially remained the same for more than 80 years.

These processes have clarified the process of plan orchestration, as evidenced by the fact that most plan course readings nowadays follow this model (Moncrief and Marshall 2005). According to the survey's findings, selling process study is crucial because general persuasion abilities have been interwoven with bargaining process abilities, ignoring the arrangements connection building and course of action based bargaining abilities, such as follow up advance. At a higher level, data the board expertise denotes an organization's ability to create, disseminate, and utilize data, while knowledge limits approaches at the affiliate level as much as possible at the individual level (Arnett and Badrinarayanan 2005).

Specific data abilities at a sales rep level and distributed information limits into object information, client information, and rivalry information, according to Rentz et al. (2002). Experts should be aware of the items, their affiliation, the customer, and the client's market. They are drawn to information in order to create fearlessness, earn a client's trust, and meet a client's needs. Information aids them in modifying their devotion to styling to clients and game plans conditions in a similar way (Manning, Reece, and Ahearne, 2012; Weitz, Castleberry& Tanner, 2009).

Information has evolved into a vital component of value development (Verbeke et al. 2011). Improvements, development and selling, and displaying provide a wealth of information for managing deals. The sales representative's job has a different perspective, and agents should act as data subject matter experts, providing specific facts to clients. Reid, Minton, and Plank (1997). They divide agents' data management capabilities into three categories: acquiring, using, and giving information and they recommend that the capacity to use client information is the most important for salespeople, while getting and supplying information is more important for buyers. Furthermore, because of the Internet and digitized data, customers clearly understand the market better than anyone could have predicted (Verbeke et al. 2011).

### **2.1.1. Personal selling**

Individual selling, according to Etzel (2010), is a brief correspondence between a game plans subject matter specialist and multiple potential consumers with the goal of returning to one another in buying conditions. Personal selling, according to Futrell (2012), is the specific correspondence in which a merchant methodically encourages a potential client into purchasing work and goods, a notion, or anything that satisfies the individual. Individual selling is the most

effective tactic at a specific point in the purchasing process, especially when it comes to forming consumers' proclivities, convictions, and behaviors. It features one-on-one correspondence between two people, allowing each of them to see different requirements and attributes and make quick improvements. Then, at that point, Kotler (2006), looks at that singular selling in this way allows presents a critical opportunity for a large number of relationship with make, beginning from generally ordinary contribution relationship with individual collaborations.

To establish a viable relationship, the persuasion sales representative takes the client's benefit seriously. Finally, with individual selling, the buyer is typically enthused to listen in, and the reaction is a courteous "no thank you." Without the help of anyone else, these outstanding qualities are pushed to the limit. The size of an arrangements force is striving to change, and it demands trustworthy responsibility more than advancing. Publicizing may be capricious, but it requires trustworthy responsibility more than progressing. Individual selling is also the organization's over-the-top development tool, resulting in a significant cost savings. Sales staff in a bank, for example, require a vehicle and time to meet with a client.

Personalized selling is an oral presentation in a dialogue about one or more upcoming purchases in order to make bargains. A potential client is someone who has the ability to purchase. References, obtaining within an association, putting together agents, cold seeking, and standard informational collecting are all new company sectors that individuals selling should look into. Qualifying, on the other hand, denotes the possibility of satisfying the fundamental standards and gaining further consideration.

Individual selling is described as an eye-to-eye to eye connection process among buyer and sales rep to achieve organized targets, which are arrangements, and building deeply grounded relations with purchasers (Kotler and Armstrong, 2013). In private selling, it in like manner substances with the approach to acting of the customers wherein it impacts the selling disposition of the association that includes individual selling as a methodology.

Personal selling is a vital part of any marketing strategy. Individual selling is an individualistic methodology that is intended to meet the particular need of possibilities, as opposed to publicizing and deals advancement, which focus on raising awareness about the presence of an item or administration and providing data about the item's highlights, accessibility, and cost on a mass scale. It's usually timed to coincide with specific market segments. It performs a vital role

in the entire commerce process, in addition to its primary function of presenting correspondence. That is, participating in the activities of all the many elements of the advertising mix, especially appropriation (place).

Individual selling entails a variety of activities, according to the New Zealand Qualifications Authority (2008), including determining client needs and requirements, displaying items, utilizing selling strategies, utilizing deals aids, attempting to sell something, overcoming complaints, bringing deals to a close, finishing documentation, getting installments, recording deals, using deals innovations, providing after-deals administrations, and following up. However, according to (Palmer, 2005), basic components of individual selling include up close and personal collaboration, impact, adaptability, deal advancement, the inventory of Information, and shared advantage. Individual selling is portrayed as the individual correspondence of data to convince a forthcoming client to purchase something a decent, administration, thought, or something different. (Futrell, 1992 as referred to in Jaramillo and Marshall, 2003). Jaramillo and Marshall (2003) accept that individual selling messages can possibly be more influential than publicizing or exposure because of up close and personal correspondence with clients. Brooksbank (1995) recommends that individual selling is a basic part of marketing achievement. The individual selling process, according to him, is defined as the placement of labor and products in the psyche of a certain future client. (Brooksbank, 1995, p. 63; Jaramillo and Marshall, 2003).

### **2.1.2. The Personal Selling Process**

Individual selling isn't one time process; rather it is handled by making a few strides. As reconsidered by Marshal and Moncrief (2005), there are six stages of selling and a portion of the effective conversation of each selling step that one could track down in many deals reading material. The Six Steps are investigated by Marshal& Moncrief (2005) as follows:

#### **Prospecting**

Prospecting is the technique by which sales reps look for new clients and possible clients. One clear justification behind prospecting is to extend the client base, which is critical that most deals associations lose clients consistently (Jolson and Wotruba, 1992 as referred to in Marshal and Moncrief, 2005). Deals reading material ordinarily talk about techniques for prospecting, like references, organizing, bird-hounding, cold campaigning, and various others. Prospecting for the

most part incorporates a conversation of qualifying the possibility and in this manner fostering a screening methodology of some sort or another.

Customarily, sales reps were supposed to track down their own possibilities. Prospecting was a fundamental and enormous piece of the selling position and for some sales reps, this was the most troublesome and monotonous piece of the gig. As a matter of fact, it is a part of deals occupations that have pursued off many would be sales reps.

### **Pre-approach**

The pre-approach step incorporates all post prospecting exercises before the genuine encounter with a possibility or client. The pre-approach step happens in practically every deals call. Merchants are doing all necessary investigation on the possibility or client, diving more deeply into the client's requirements, checking on past correspondence, and arranging some other new and significant material that may be suitable for bringing to the deals call itself. Pre-approach exercises additionally incorporate conversing with guardians, doing schoolwork on the client (individual and association), intellectually getting ready for the methodology and show (practice), and breaching the client's office on passage.

### **Approach**

The methodology for the most part requires the principal moment or minutes of a deal. It comprises of the methodologies and strategies utilized by sales reps while acquiring a crowd of people and laying out introductory compatibility with the client. The methodology incorporates opening casual conversation, the handshake, eye to eye connection, and for the most part establishing a decent introductory connection. Most deals reading material incorporate a wide range of approaches that could be utilized, including the starting methodology, the evaluation approach, the item approach, the purchaser benefit approach, the reference approach, the consultative methodology, and numerous others.

### **Presentation**

The show is the fundamental body of the deals call and ought to happen after the sales rep has foreordained the requirements of the client. This progression can be one show or different introductions throughout some undefined time frame. Objectives for the business show will fluctuate. First-time purchasers should get adequate data to satisfactorily comprehend the item's

advantages, which might be worked with by building the show around an item exhibition. Selling focuses and credits are envisioned and worked around a call plan or deals proposition. This progression can be mind boggling, and arrangement is fundamental. Conquering complaints, Objections can be comprehensively characterized as client questions and reluctances about the item or organization. Sales reps ought to expect that complaints will be experienced in each deal show. There are many reasons for complaints, and despite the fact that they can delay the sales cycle, they can be viewed as important from an inspiring standpoint. This is because true buyer demands might be discovered by investigating complaints. Contract complaints were once viewed as an impediment that sales professionals needed to overcome in order to close a deal. In more modern times, a real complaint may be interpreted as an indication not to pursue the sale further, given that a need may not be met with a specific item

### **Close**

The nearby is characterized as the effective consummation of the deals show finishing in a guarantee to purchase the great or administration. When any complaints have been effectively survived, the sales rep should really look for the business and in this manner start the most common way of bringing the deal to a close. This progression customarily has been trumpeted as challenging for some sales reps (particularly new sales reps) in light of the fact that many essentially don't request the request.

### **Follow-up**

The subsequent advance is a moderately more up to date expansion to the means of selling wherein the sales rep doesn't expect the deal is done with the acknowledgment of a request. Rather, much work starts after the deal to ensure the client is content with the item/administration and that all that was guaranteed is being conveyed. Models that are as often as possible given incorporate a thank-you letter to the client or a subsequent call to guarantee the client is cheerful.

### **2.1.3. Buyer Behavior**

An association that needs to find lasting success should think about purchaser conduct while fostering the advertising blend. Purchaser conduct is the moves individuals initiate with respect to purchasing and utilizing items. Advertisers should figure out purchaser conduct, for example, what raising or bringing down a cost will mean for the purchaser's impression of the item and in

this manner make a vacillation in deals, or how a particular survey via web-based entertainment can make a completely new heading for the showcasing blend in light of the remarks (purchaser conduct/contribution) of the objective market.

To comprehend purchaser conduct, advertisers should comprehend how clients settle on purchasing choices. Customers and organizations have processes for arriving at conclusions about buys. These dynamic cycles are impacted by social, social, individual, and mental variables.

#### **2.1.4. The Decision-Making Process**

The interaction begins with need acknowledgment. Need acknowledgment could be pretty much as straightforward as running out of espresso. Need acknowledgment could likewise happen more than a while, for example, when rehashed vehicle fixes impact a purchaser to settle on a choice to purchase another vehicle. Williams, M. R. (2004).

Then, the purchaser accumulates data. On the off chance that the customer is settling on a choice to buy a house, the individual in question could explore data about supporting, accessible homes, styles, areas, etc (Step 2). When the purchaser has accumulated the data, the individual in question should assess options (Step 3). Then, at that point, the customer settles on the buy choice, the choice to purchase or not to purchase (Step 4). At long last, the customer evaluates the actual choice and their fulfillment with the buy, which would incorporate the home, however the purchasing experience also (Step 5). Various variables impact the interaction. Social, social, individual, and mental variables affect purchaser independent direction. McBane, D.A. (1995)

#### **Influences on Consumer Decision-Making**

Social, social, individual, and mental factors influence client choice creation from the time an individual sees a need through post-purchase direct. We will check out at all of these factors in more detail. Understanding the meaning of these effects on buyer autonomous direction is fundamental. *McBane, D.A. (1995)*

#### **Culture**

Culture by definition is social in nature. Human communication makes esteems and recommends satisfactory way of behaving. Culture provides request to society by making normal assumptions. Up to a worth or conviction addresses the issues of society, it will remain part of the way of life. On the off chance that it is at this point not utilitarian, the worth or conviction disappears.

For instance, the worth that exceptionally enormous families are "great" is not generally held by a larger part of Americans. This is on the grounds that most Americans live in a metropolitan as opposed to a provincial climate, and youngsters are not generally expected to perform ranch errands. Stafford, T.F. (1996).

### **Social Factors**

Most purchasers are probably going to search out the assessments of others to diminish their pursuit and assessment exertion or vulnerability, particularly as the apparent gamble of the choice increments. Purchasers may likewise search out others' perspectives for direction on new items or administrations, items with picture related characteristics, or items where property data is missing or uninformative. In particular, purchasers communicate socially with reference gatherings, assessment pioneers, and relatives to acquire item data and choice endorsement. Every one of the formal and casual gatherings that impact the purchasing conduct of an individual are viewed as that individual's reference gatherings. Purchasers might utilize items or brands to relate to or become an individual from a gathering. They gain from seeing how individuals from their reference bunches consume, and they utilize similar standards to settle on their own purchaser choices. A reference gathering may be a brotherhood or sorority, a gathering you work with, or a club to which you have a place. Plank, (1996).

### **Individual Influences**

As per Stafford, T.F. (1996). An individual's purchasing choices are likewise impacted by private qualities extraordinary to every person, like orientation and character. Individual attributes are for the most part stable throughout the span of one's life. Every purchaser has a one of a kind character. Character is an expansive idea that can be considered an approach to coordinating and gathering how an individual ordinarily responds to circumstances. Along these lines, character consolidates mental cosmetics and ecological powers. It incorporates individuals' fundamental attitudes, particularly their most predominant attributes. In spite of the fact that character is quite possibly of the most un-valuable idea in the investigation of purchaser conduct, a few advertisers accept that character impacts the sorts and brands of items bought. For example, the kind of vehicle, garments, or gems a purchaser purchases might reflect at least one character qualities.

## **Psychological Influences**

According to McBane, D.A. (1995). A singular's purchasing choices are additionally affected by mental factors like discernment, convictions, and perspectives. These variables are what purchasers use to collaborate with their reality. They are the apparatuses purchasers use to perceive their sentiments, accumulate and investigate data, figure out contemplations and suppositions, and make a move. Not at all like the other three impacts on purchaser conduct, mental impacts can be impacted by an individual's current circumstance since they are applied on unambiguous events. For instance, people will see various improvements and cycle these upgrades in various ways relying upon whether the individual is sitting in class focusing on an educator's talk, sitting beyond class conversing with companions, or sitting at home staring at the TV. Reid, D. (1997).

## **2.2. Empirical Literature Review**

### **2.2.1. Salesperson performance**

The ability of salespeople to sell has been viewed as a determinant of salesperson execution for an unusually long time (Churchill et al., 1985; 2000). Apart from wellness, job shrewdness, inspiration, character, and authentic parts, deals restrictions also influence specialized execution, according to Churchill and Hartley (1988), who are credited with pioneering study in this field. Rentz et al. (2002) divided talents to offer into three categories: explicit Salesmanship skills, Interpersonal skills, and Technical skills, according to another review. The perspectives on these arrangements' capacities had been regarded as important indicators of sales rep execution. Marketing skills were also proposed by Ahearne and Schillewaert (2000) as several markers of a sales rep's execution.

### **2.2.2. Interpersonal skill and consumer purchase decision**

Interpersonal skills insinuate mental and correspondence computations applied during social correspondence additionally, coordinated effort to show up at explicit effects and results. According to Rentz et al. (2002), the components of Interpersonal skills are tuning in, compassion, completely honest intentions, and saw discernment capacities. These perspectives had been operationalized and tentatively attempted uninhibitedly to address social capacities estimates in anticipating sales rep execution.

In this manner, these perspectives are most likely going to overall recognize strong Interpersonal skills and, subsequently, sales rep execution as achieving high selling execution obviously requires a sales rep with strong communicational capacities.

Comer and Drollinger (1999); Shepherd (1993); Ramsey and Sohi (1997), and Shepherd ET. al., (1997) observed that persuading tuning idiocies were huge correspondence inclination for effective salespersons.

Meanwhile, Comer and Drollinger (1999) brought up that thoughtful limit added to specialist execution. McBane (1995), Pilling in addition Plank ET. al., (1996) kept up with this. Furthermore, Rich and Smith (2000) discovered that people with high responsive characteristics have more incredible specialized certification or clever knowing cutoff points when it comes to other people's social styles, which are important attributes for useful salespeople. Jane and Dawn (2002, 2003) suggested that smart and keen others' sentiments may undoubtedly benefit from expert execution. In her assessment of the impact of important facts on work execution, Rapisarda (2002) emphasized that the empathetic limit is unmistakably linked to execution. Past evaluations consistently revealed a good association between the four social constraints and salesman execution. As a result, we expect a similar association to emerge among our model edge of salespeople in the ongoing study.

### **2.2.3. Salesmanship skills and consumer purchase decision**

The pieces of charismatic skill capacities can be for the most part organized into five subcategories that are: Adaptability, consultative offering, discussion and tending to, and agent signs and correspondence style capacities. Past evaluations had involved each perspective autonomously to address appealing expertise limits in testing its relationship with agent execution (Rentz et. al., 2002).

Trade is another critical course of selling (Futrell, 2006) set that conversation capacities moved by a sales rep added to the salesperson's flourishing. It is believed that a sales rep's perceptual limits, including looking at, explaining a few major problems, tuning in, and distinguishing verbal and nonverbal clues, give the good sense to flexible selling. Schuster and Danes (1986) certified these disclosures when they set that the trade and addressing limit moved by a sales rep added to the salesperson's flourishing.

Besides, correspondence style played a fundamental impact on a salesperson's ability to wrap bargains up (1990; Futrell, 2006). Williams and Spiro (1985) found that compelling salespersons would be the ones who could change their correspondence styles appropriately to speak with clients. In like manner, William ET. al., (1990) furthermore suggested that salespersons who vacillated their correspondence styles practically identical to the clients could basically construct the likelihood to wrap the arrangement up.

Additionally, one person's nonverbal signs could influence another person's approach to acting (Cho, 2001). Salesperson nonverbal signs have emerged as a fundamental piece of productive selling (Futrell, 2006 ;). William ET. al., (1990) put that using four nonverbal delegate verbalizations like voice qualities, nonverbal vocalization, body improvement, and spatial distances could achieve a likelihood of an arrangement.

In this way, Peterson ET. al., (1995); found that particular voice characteristics compared extraordinarily with yield bargains execution. Consultative capacities are another piece of appealing expertise factor which influence agent execution (DeCormier and Jobber, 1993;

As a result, any discerning effort on the part of the salesperson to change the negotiation environment based on signals from the buyer, when combined with other contrasting magnetism capacities such as consultative contribution practices, ability to be a wonderful middle person, mastery in observing and tending to client needs, and having magnificent social capacities, both verbal and nonverbal; should give the vendor a decent tendency regarding their presentation.

#### **2.2.4. Technical and Marketing Skills and consumer purchase decision**

Salespeople's method to delivering information on the order and detail of things, as well as the uses and components of things and organizations, is suggested by particular data. Salespersons, on the other hand, have data about the business and examples in everyday life, such as the client's market and things; competitors' things, organizations, and arrangement methodologies; data on competitors' item offering and data on clients' projects (Futrell, 2006), and they include a salesperson's abilities to demonstrate. As a result, these data assets reflect a salesperson's knowledge of the business in which the person being referred specializes. A large data base is essential for a salesperson since it allows them to respond to the ever-changing market environment. A noticeable association has been established that the use of certain data results in improved salesperson execution (Babakus et. al., 1996)

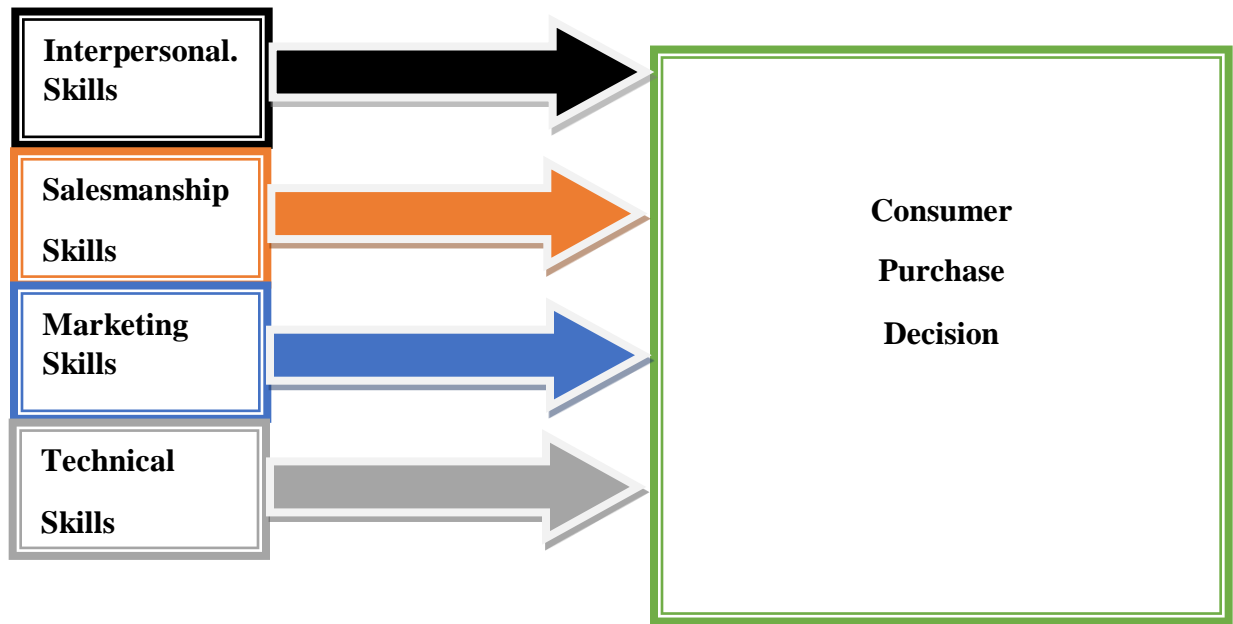
Furthermore, Churchill ET. al., (2000) discovered that data about external and various tiered frequent difficulties was important to salespeople as they went about their business. Client information is also critical for sales rep execution, according to researchers (see Smith and Owens, 1995). When they noticed that client data was a vital element for salespeople getting ready, Ingram ET. al. (2004) maintained this.

It is besides seen that sensible agent has more extravagant and more interrelated information structures about their clients than the less persuading (Sujan et. al., 1988b). Moreover, Weitz (1978) put that there was an enormous positive relationship among execution and methodology definition limits (with respect to display which requires sweeping information open, contenders, things, and so on.).

Furthermore, Ahearne and Schillewaert (2000) demonstrated in a large investigation that salesman execution is influenced by progress capacities. Meanwhile, Sengupta ET. al., (2000) discovered that two further individual-level characteristics, important breaking point and innovative cutoff, were critical drivers of agent sensibility or execution. The information provided was minimal. Ingram ET. al., (2004) improved the two assessments by adding and emphasizing that the item knowledge that an agent should have includes its advantages, applicability, determined attributes, and requirements.

### **2.3. Conceptual framework**

Kotler (2013) noticed that individual selling is a helpful vehicle for speaking with present and likely purchasers. Individual selling includes the twofold ways stream of correspondence between a purchaser and merchant frequently in eye-to-eye experience intended to impact a people or gatherings buy choice. Be that as it may, with progresses in innovation, individual selling likewise happens via phone, through video conferencing and intuitive PC joins among purchaser and vender however private selling stays an exceptionally human concentrated action notwithstanding the utilization of innovation. Individual selling serves three significant jobs in an organization generally marketing exertion. Sales reps are the basic connection between the firm and its clients; sales reps are the organization in a client's eyes. They address what an organization is or endeavors to be and are many times the main individual contact a client has with the organization; and ultimately, individual selling might assume a predominant part in an organization marketing program (Kotler, 2013).



**Figure 1:** Conceptual Framework of the Study Oluyinka, Solomon. (2019)

## 2.4. Research Hypothesis

Based on the above-revised literature the following hypothesis is generated.

- H1- There is a noteworthy positive relationship between salesperson interpersonal skills and customer purchase decision
- H2- There is a considerable positive relationship between salesperson salesmanship skills and customer purchase decisions.
- H3- There is a major positive relationship between salesperson technical skills and customer purchase decisions.
- H4- There is a substantial positive relationship between salesperson marketing skills and customer purchase decisions.

## **CHAPTER THREE**

### **METHODOLOGY OF THE RESEARCH**

#### **3.1. Introduction**

This chapter presents the research approach and design, sampling design, source of data, data collection methodology, data collection instrument, data analysis methods, reliability and validity.

#### **3.2. Research Approach**

The energy research focus on using a quantitative investigation approach in data mix, evaluation, and cognizance of information to achieve the motivation driving the overview. Thusly, the quantitative technique is utilized suitably to consent to the particular investigation requests of the continuous review. In the going with subsections, unequivocal procedures of checking out, data mix, strategies for sales and moral issues are portrayed consistently.

#### **3.3. Research Design**

To accomplish this study levelheaded, explanatory research design was utilized. Explanatory research configuration is utilized to research the impact of the autonomous factors i.e components of individual selling (Interpersonal skills, salesmanship skills, technical skills, and marketing skills) on client buy choice. As per Riaz (2011) explanatory research is directed to distinguish the degree and nature of circumstances and logical results connections. Explanatory research can be directed to evaluate effects of explicit changes on autonomous factors that change the reliant variable. Such investigations center around an examination of a circumstance or a particular issue to make sense of the examples of connections between factors.

#### **3.4. Data type and Source**

Primary data were gathered from the customers of who already brought or in the process of buying residential building from the selected real estate companies through a structured questionnaire.

#### **3.5. Study Area**

Addis Ababa is capital city of Ethiopia, which located at with the GPS coordinates of 9° 0' 19.4436" N and 38° 45' 48.9996" E with a population of nearly 5 million of people in an area of 540 square Kilometers. The city comprises 11 sub cities and 116 woredas. Peoples from different

regions of Ethiopia populate the city. The 1880s was the decade which marks the beginning of the establishment of Addis Ababa.

Currently, there are around 630 real estate investments across the country with a total investment capital of 3.5 billion birr. According to data from Ethiopian Investment Commission, since 2015, close to 117 companies took an investment license to invest on 56 different real estate projects. From 117, 99 percent of them are owned by Ethiopians or in joint venture with foreign investors. Some were still fully owned by foreigners. The primary destination of the real estate industry in Ethiopia, of course, is Addis Ababa. Out of the existing 56 real estate projects to date, 43 are located in Addis Ababa. Out of the 43 real estate developers this study included only the luxury home developers in Addis Ababa namely: Nufoqya Luxury apartments, Matts real estate, Romark Real Estate, Eagle Hills, Metro and Legacy real estate companies.

### **3.6. Sampling Design**

#### **3.6.1. Study Population**

The population of the study was customers who plan to or have already bought apartment units from selected real estate development companies based in Addis Ababa. For the purpose of this research, the researcher has focused on Nufoqya, Matts real estate, Romark Real Estate, Eagle Hills, Metro and Legacy real estate companies. These developers have a total of about over 800 apartment units for sale currently. The unit of observation comprised of approximately 64 customers per organization.

#### **3.6.2. Sampling Techniques**

A convenience sampling technique was used to select respondents from the selected real estate companies. The researcher used convenience sampling because it is a type of sampling where the first accessible primary data source was used for the research without additional requirements. In other words, this sampling involves getting participants wherever you can find them and typically wherever is convenient. In this sense, convenience sampling was utilized.

$$Sample\ Size = \frac{Z^2 \times p \times (1 - p)}{d^2}$$

### 3.6.3. Sampling Size

A total of 384 customers of selected real estate companies were taken as the sample of the study using the following universally accepted statistical formula for sample determination.

**Where;**

$Z^2 = 95\%$  of confidence level and equals 1.96  $P =$  expected prevalence which equals 50%  $d^2 =$  is the level of precision or sampling error and equals 5% (0.05) So the sample size is determined to be 384 as shown below. a

$$\text{Sample Size} = \frac{1.96^2 \times 0.5 \times (1 - 0.5)}{0.05^2} = 384.16 \approx 384$$

This study used 384 customers as a sample in the study and among the total 384 samples 16.67% (64) were allocated for each of the selected real estate developers.

### 3.7. Methods of Data Collection and Instruments

The data collection instrument for the primary data type for this study was questionnaire. A structured survey questionnaire was used to be completed by the customers of the selected real estate companies. This questionnaire has three parts: The first part contains questions about the demographics of the customers such as gender, age, place of residence (local vs diaspora), level of monthly income, and education. The subsequent part comprises of proclamations for every one of sales rep abilities that action the Interpersonal, Salesmanship, Technical and Marketing skills. The third piece of the survey includes proclamations that action the buy choice of respondents at 5-point Liker scale.

### 3.8. Methods of data processing and Analysis

The data collected from the respondent were analyzed using quantitative data analysis techniques. Quantitative analysis was used for the data which were collected from the customers of the selected real estate companies.

In accordance with this, the concentrate additionally utilizes unmistakable measurements to make data examination. Information gathered from respondents were filled to computer software called statistical package for social science (SPSS) version 26 for examination. For introducing information fittingly, the analyst utilized various kinds of descriptive data analysis s those were frequency, percentage, mean and standard deviation, and after testing the basic assumption to

precede with the best regression model the ordinal regression analysis was employed to determine the relationship between the elements of personal selling and consumer purchase decision. Finally, based on the result from the analysis part, the conclusion and recommendation were forwarded.

### **3.9. Validity and Reliability**

#### **3.9.1. Validity**

In this study, the validity of the study was ensured using data collecting tools that are based on sound theoretical foundations. Therefore, the study has ensured the instruments or procedures used in the research measured what they were supposed to measure by double-checking different theorists and sources, besides, and was also adopted from standardize questionnaire Oluyinka, Solomon. (2019) in addition, past investigations utilized a comparative instrument showed the Likert scale things have extraordinary legitimacy values. For example, Predictive and Separate Validity done by Basir (2010) on one-followed Pearson relationship tests were utilized to evaluate prescient legitimacy of the self-directed variables (interpersonal, salesmanship skill, technical and marketing abilities) matched to the dependent variable -purchase decision demonstrated relationship coefficients of 0.63, 0.54, 0.51 and 0.52 p-value of 0.01 respectively.

#### **3.9.2. Reliability**

Concerning unwavering quality of the instruments of the review was investigated utilizing Cronbach's Alfa coefficients with SPSS most recent adaptation 26 to see the degree of consistence of everything. Lopsided enduring quality assessment of the general huge number of factors displayed that purchase decision conveyed the base Cronbach's alpha coefficient of 0.89 and publicizing inclination put on the most over the top Cronbach's alpha coefficient of 0.95. Taking into account everything, the all-out trustworthiness result of the business mastery is 0.95, while the rigid relentless steady nature of the constant audit (for example all review things) showed Cronbach's alpha coefficient of 0.91, the two coefficients display generally critical enduring nature of the outline which kept up with for the legitimacy of instrument.

**Table 3.1** Reliability Analysis of Variables

NO	Variable	Number of item	Cronbach's alpha
1	Interpersonal skill	5	0.91
2	Salesmanship skill	3	0.88
3	Technical skill	5	0.85
4	Marketing skill	4	0.95
5	Consumer purchase decision	3	0.89
6	Entire scale	3	0.91

Source: own survey 2022

As to comprehension of Cronbach's Alpha coefficients, scales with coefficient alpha some place in the scope of 0.7 and 0.99 are considered to have commonly magnificent quality and extraordinary trustworthiness concerning our case the gathered information have accomplished phenomenal degree of dependability.

## CHAPTER FOUR

### RESULTS AND DISCUSSION

#### 4.1. Descriptive Analysis

Variable things tending to their particular components were then added up to and mean was applied as an extent of central penchant, which showed that all components were over their midpoint level (3.00) as shown in Table-1. It offers a general picture of the data without silly submerging one with all of the discernments in an enlightening record. The scattering of the data as evaluated utilizing the standard deviation values are adequately near 1.14 and 1.6 which displays the mean attributes are inside the degree of 3 to 5-point Likert scale (insinuate Table-1).

**Table 1:** Descriptive analysis of study items

Variable	Mean	Median	SD	Range	Min	Max
Interpersonal skill	3.9	4.25	1.6	4	1	5
Salesmanship skill	4.7	4.5	1.24	3	2	5
Technical skill	4.2	4.33	1.54	3	2	5
Marketing Skill	3.8	4.33	1.43	3	2	5
Consumer purchase decision	3.77	4	1.14	2	3	5

Source: own survey 2022,

#### 4.2. Demographic profile of the respondent

As demonstrated on section three a sum of 384 surveys for clients of selected real estates were disseminated trying to gather information from 64 clients from each chose real estate companies and a sum of 366 (95.3%) reaction was accomplished, the rate was thought of as palatable. The reactions of the respondents concerning research question were talked about as follows.

**Table 2:** Descriptive statistics on Demographic profile

<b>Demographic profile</b>	<b>Response</b>	<b>Frequency</b>	<b>Percentage %</b>
<b>Gender</b>	Male	252	68.9%
	Female	114	31.1%
<b>Age</b>	18-30	106	28.9%
	30-49	219	59.9%
	>50	41	11.2%
<b>Level of income per month</b>	Less than 30,000	49	13.4%
	30,000-60,000	163	44.5%
	60,000-90,000	89	24.3%
	Above90,000	65	17.8%
<b>Occupation</b>	Self employed	153	41.8%
	Government employee	58	15.9%
	Private employee	123	33.6%
	Other	32	8.7%
<b>Previous place of residence</b>	Local	104	28.4%
	Diaspora	262	71.6%

*Source: own survey in 2022.*

As introduced on the above table a sum of 366 clients were remembered for the concentrate out of those 366 respondents 252 (68.9%) were male and 114 (31.1%) were females which shows the vast majority of our respondents of our examination were male.

Concerning age of our respondent, we have viewed as 106 (28.9%) were between the age of 18-29, 219 (59.9%) were between the age of 30-50 and the leftover 41 (11.2%) were the period of over 50 years which demonstrate most of the clients of selected real estate genuine bequests were the between the age of 30-50 years followed by age bunches from 18-29 and > 50 individually.

Concerning assessment of month to month pay, most of the respondent 163 (44.5%) were found to have the pay of 30,000-60,000 birr each month the other respondents pay 49 (13.4%), 89 (24.3%) and 65 (17.8%) were under 30 thousand birr, 60 - 90 thousand or more 90 thousand individually.

With respect to occupation, most of the respondents 153 (41.8%) were viewed as independently employed and the rest 38 (15.9%) were government representatives, 123(33.6%) of them are private workers and those remembered for the other segment were 32 (8.7%).

Concerning past spot of home, most of the respondents 262 (71.6%) were Diasporas and the leftover 104 (28.4%) were neighborhood, with this respect the vast majority of the clients of selected real estate companies was Diasporas.

### **4.3. Data Preparation and Assumptions**

The impact of the deals expertise aspects (interpersonal skill, salesmanship skill, technical and marketing skills) on the buy choice of the clients was directed. In relapse examination the principal thing we need to check is the ordinariness of the information appropriation to continue with climate different multiple linear regression or ordinal regression investigation. With this respect the specialist have directed the ordinariness test on the information by utilizing kolmogorov-smirnov endlessly trial of linearity, as well as multicollinearity test were utilized and the outcomes is introduced in the accompanying segments.

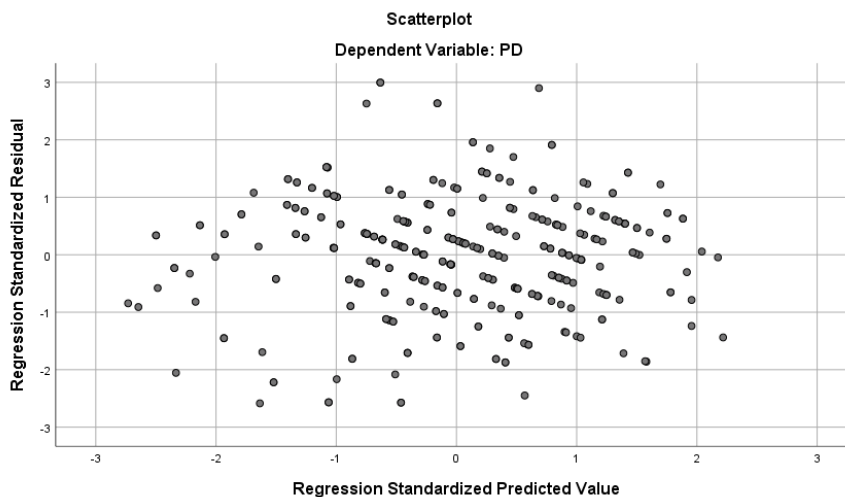
#### **4.3.1. Normality**

As for the test of normality the researcher employed KS test and the result of sig level was P value < 0.05, with this regard the researcher proceed with ordinal regression analysis with the test of the remaining assumption.

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Consumer-purchase decision	.181	366	.017	.918	436	.000
Interpersonal skill	.279	366	.000	.783	436	.000
Salesmanship skill	.229	366	.002	.832	436	.000
Technical skill	.277	366	.001	.861	436	.000
Marketing skill	.219	366	.000	.895	436	.000

As shown in the above (Table 3) all the P values under the kolmogorove smirnov test is statically significant(i.e.,<0.05) therefore we the researcher assumes the data is not normally distributed and we use the ordinal regression analysis method to measure the extent of each personal selling traits with respect to the customer purchase decision.

#### 4.3.2. Linearity



**Figure 2.** Scatter plot analysis result

#### 4.4. Ordinal. Regression Analysis

In order to proceed with the ordinal regression analysis, the researcher employed the model fitness test for the data. The goodness-of-fit test shows that deviance statistics with (value = 1.000) is large. This indicated that the model fits the data well. (Table 4).

**Table 4:** Goodness of Fit test

	Chi-Square	Df	Sig.
Pearson	576.224	366	.064
Deviance	407.007	366	1.000

Furthermore, Nagelkerke's  $R = 0.687$  suggested that 68.7% of the variations among dependent variables in our case consumer purchase decision, were explained by existing independent variables (interpersonal skill, salesmanship skill, technical and marketing skills) in the model, and the remaining 32.3% were accounted for by error.(Table 5).

**Table 5:** Pseudo R-Square test (test of model power)

Cox and Snell	.696
Nagelkerke	.687

In order to accept the parametric estimation result of ordinal regression analysis the scholar also carried out a trial of parallel lines and the result was statistically not significant (P-value 0.369) that means we do not violated the basic assumption of proportional odds (Table 6) therefore we can proceed to interpret the parametric estimates of the ordinal regression analysis result.

**Table 6:**Test of Parallel Lines

Model	-2 Likelihood	Log Chi-Square	Df	Sig.
Null Hypothesis	109.711			
General	98.860	10.851	5	.369

The parametric gauge of ordinal relapse investigation demonstrated the relationship between the four sales rep abilities (interpersonal skill, salesmanship skill, technical and marketing skills) and buyer buy choice on parametric connection values (0.90, 0.91, 2.37, and 1.26) are genuinely huge with p-value= 0.01 (allude Table-7).

**Table 7:** Parametric Estimate

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[PD = 1]	-5.726	.933	7.635	1	.000
	[PD = 2]	-2.281	.624	3.353	1	.000
	[PD = 3]	-1.061	.614	2.984	1	.084
	[PD = 4]	.084	.612	7.019	1	.891
	[PD = 5]	1.655	.620	13.121	1	.008
Location	IPS	.900	.126	8.512	1	.000
	SMS	.750	.112	5.971	1	.000
	TS	1.37	.109	19.586	1	.000
	MS	1.26	.117	7.155	1	.000

As shown in (Table 7) the predicted change in the log odds of being in a higher class (as opposed to lower) group on the purchase decision of the customer. For every one unit increase in the interpersonal skill of the salesperson there is a predicted increase 0.9 unit in customer purchase decisions, as for the salesmanship skill also shows an increase in the like hood of influencing customer purchase decision.

Technical skill has been found to significant positive predictor of customer purchase decision. For every one-unit increase in Technical skill there is a predicted increase in the consumer purchase decision by 1.37. The result of marketing skill also shows a predicted increase in the customer purchase decision with 1.26 unit and all found to be statistically significant (p-value < 0.001).

## **4.5. Hypothesis Testing**

Based on the result of the analysis the significant values for all independent variables were less than 0.05, i.e. it was significant at 5% level of significance with 95% of confidence interval. Consequently, the test upheld the dismissal or rejection of the null hypothesis and acceptance of the alternate hypothesis therefore we conclude:

H1- There is a noteworthy positive relationship between salesperson interpersonal skills and customer purchase decision

H2- There is a considerable positive relationship between salesperson salesmanship skills and customer purchase decisions.

H3- There is a major positive relationship between salesperson technical skills and customer purchase decisions.

H4- There is a substantial positive relationship between salesperson marketing skills and customer purchase decisions.

## **4.6. Discussion of the finding**

### **4.6.1. Relationship between Interpersonal Skills and Consumer buy choice**

The consequence of the ebb and flow concentrate on the connection between Interpersonal Skill and client buy choice is predictable with past directed research. This investigation discovered that there is a positive connection between Interpersonal skills and sales rep execution (Predictive gauge = 0.90, with,  $p\text{-value} < 0.01$ ). The consequence of the ebb and flow concentrate on the connection between relational abilities and client buy choice as far as sales rep execution is reliable with that of past exploration, which exhibited that Interpersonal skills fundamentally anticipate sales rep execution (Pilling and Eroglu, 1994, Anselmi and Zemanek, 1997 and Rozell et al., 2006).

### **4.6.2. Relationship between Salesmanship Skills and Consumer buy choice**

Measurably critical connection is tracked down on present concentrate in anticipating connection between Salesmanship skills and customer buy choice. Investigating the mean upsides of deals abilities, Salesmanship skills have the most noteworthy mean worth ( $M = 4.5$ ) in contrast with different deals aspects including marketing and Salesmanship skills, a generally more significant level of charisma abilities portion foresee high like hood of client purchasing the specific thing with a prescient assessment of 0.75 contrasted with others. Past investigations additionally have predictable outcome with our review fundamental impact of Salesmanship skills on client buy

choice, (Baldauf et al., 2001; Katsikan and Skarmeas, 2003; Baldauf and Cravens, 1999). In this manner, Salesmanship skills like capacity to arrange and the ability in introducing the proposition are significant to impact the client to purchase the specific item.

#### **4.6.3. Relationship between Technical Skills and Customer buy choice**

There was critical relationship in the close to advertising and Technical Skills due it its moderately higher mean worth current concentrate between technical skills and sales rep execution (prescient gauge of = 1.,  $p < 0.01$ ). This is unsurprising with past disclosures considering the volume of past verification supporting that particular capacities influence client purchase decision (Baldauf et al., 2001). In this manner, land clients are more drawn in on the off chance that the courses of action specialists have unprecedented information on property movements, staying ends and thing consolidates, (for example, area of lodging, client benefits and distance from client's work, and so on) as well as land passage method and comprehend exchange cycles and supports on legitimate liabilities land industry. Connection between Marketing Skills and Customer buy choice.

#### **4.6.4. Relationship between marketing Skills and Customer buy choice**

The ordinal relapse examination on the association between marketing Skills and salespersons execution showed that marketing Skills (prescient estimate= 1.26,  $p < 0.01$ ) anticipate the customer buy choice. Market information mirrors a salespersons' information about the business overall (e.g., rivalry, patterns). A broad information base is significant for salespersons in light of the fact that it permits them to adapt to complex market conditions. It is normal that salespersons with praiseworthy marketing Skills will eventually impact client buy choice (Leigh and McGraw, 1989). Thusly, revelations from this study adjust to Ahearne and Schillewaert's (2000) disclosures that marketing Skills have a basic relationship with clients purchase decision.

Getting showing limits, as an overview addressed (Wachner, Plouffe, Grégoire, 2009) with test that combine land deals informed authorities, showed that raised degree of client heading possibly prompts more undeniable game plans execution by the time it met with a raised degree of selling limit; by thought this recommends that the added salesclerks are client systematized the further they possess additional strength in using propelling limits that upholds the business execution of courses of action prepared experts.

## CHAPTER FIVE

### SUMMARY, CONCLUSION, AND RECOMMENDATIONS

#### 5.1. Summary of the Finding

In light of the result of the information examination, it very well may be reasoned that interpersonal skill, salesmanship skill, technical skill and marketing skills showed measurably critical relationship with clients' buy choices. Furthermore, when compared to stronger Interpersonal skills, technical skill and marketing skills is the most significant indication of clients' purchase decision. Sales representatives have exceptional Marketing abilities, for example, the capacity to recognize patterns, be well-educated and gather data about the organization, provide clients with continuous and cutting-edge data, and see their clients' requirements.

Furthermore, sales reps who have great technical abilities, for example, Salespeople of land who have magnificent information about areas of the houses, Salespeople of real estate companies who have astounding information about extraordinary highlights of the houses, Salespeople real estate companies who have phenomenal information cost of the house, Salespeople of real estate companies who have incredible information on installment choice and installment process including the bank are bound to impact customers buy choice.

Besides, compelling deals specialists likewise have productive Interpersonal skills, which incorporates, Salespeople of Real Estate organizations who are magnificent at drawing in additional clients, Salespeople of real estate companies have a phenomenal capacity to communicate their thoughts, and Salespeople of Real Estate Company have fantastic capacity in paying attention to clients' requirements, Salespersons in land who are portrayed to have a reasonable character, Salespersons in land who are depicted to have an appealing appearance, Salespeople of real estate companies who are brilliant at controlling and directing inclination, salespersons in real estate companies who seemed legitimate in managing purchasers, and Salespeople of the land who are superb in responding to purchasers question are bound to impact clients buy choice.

At long last, sales rep who additionally have a decent sales expertise characteristics like Salespersons in land who has the capacity of assisting clients with settling on legitimate decisions of the house that are reasonable, Salespeople of Real Estate Company who have

magnificent capacity in introducing offers to clients, Salespeople of real estate companies who have phenomenal capacity to support clients, Salespersons in land who have great discussion capacity, The sales rep in land who have fantastic comprehension of clients need from the hint they get from them are probably going to get the arrangement from the purchasers.

## **5.2. Conclusion**

Considering the consequence of the information investigation, it will in general be assumed that interpersonal skills, salesmanship skills, technical and marketing skills showed really tremendous connection with purchasers' purchasing decision.

Sales people with ideal information on marketing skills, for example, Sales individuals of Real Estate Company who give a continuous data about lodging choice accessible, Sales individuals of real estate companies have a ton of data on industry patterns, Sales individuals of real estate companies who are very much informed about significant occasions in their organizations, Sales individuals of the organization who have a decent information about deals strategies (choice of installment for the client), Sales individuals of the organization who have data about their rivals item are bound to impact clients buy choice.

Close to marketing skills, interpersonal skills of sales reps have been found to foresee the buy choice of clients, sales reps who have data of real estate companies have a magnificent capacity to communicate their thoughts, and Salespeople of Real Estate Company have phenomenal capacity in listening clients' requirements, Salespersons in land who are portrayed to have a reasonable character, Salespersons in land who are depicted to have an appealing appearance, Salespeople of real estate companies are fantastic at controlling and directing inclination, salespersons in real estate companies who seemed legitimate in managing purchasers, and Salespeople of the land who are brilliant in responding to purchasers question are bound to impact clients buy choice are bound to impact client buy choice.

Technical skills, for example, information about extraordinary highlights of the houses and cost of the house, Salesmanship abilities, for example, in introducing offers to clients, capacity to support clients, great discussion capacity, additionally displayed to anticipate clients purchasing choice.

### 5.3. Recommendation

In light of the examination and ends, discoveries in this exploration recommend that attention on the improvement of Interpersonal, technical and marketing and salesmanship skills of sales reps can assist with augmenting the business execution of salespersons by affecting the client buy choice subsequently expanding the organization's benefit. Along these lines, endeavors to further develop selling abilities of salespeople in exhibiting their interpersonal, salesmanship, technical, and marketing skills should procure essential contemplations. In this manner, Sales and marketing managers in the real estate business should prepare and further develop their salespeople to have the accompanying ideal personal selling abilities:

- Interpersonal skills, for instance, enabling to convey verbal and non-verbal correspondences, Familiarity with general talking, prepared to help an idea about and direct their sentiments through seeming Earnest trust and cheerfulness to clients.
- Technical skills: including extraordinary data about property progressions, dwelling specifics, transport strategies, clients' benefit of thing, trade processes, legitimate responsibilities as well as thing incorporates - an area of housing, client advantages, and distance from clients work in the business.
- Marketing skills: for example, drawing in salespersons in friendly event and giving data on predictable, steady, industry plans as well as proposing the locale that is awesome to a client's necessities.
- Salesmanship skills: similar to conversation limits, offering buying decision, scrutinizing client's assumption and non-verbal correspondence

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**APPENDIX A:**  
**QUESTIONNAIRE**

**ADDIS ABABA UNIVERSITY**  
**SCHOOL OF GRADUATE STUDES**  
**DEPARTMENT OF MARKTING MANAGEMENT**

Dear sir/madam,

My name is Matias Getachew, I am a master's Student at Addis Ababa University, school of Commerce Department of Marketing Management and I am doing my dissertation under the supervision of MesfinWorkineh (PhD). You are requested to participate in this research in title: — **The influence of personal selling on consumers purchase decision: The case of selected real estate companies**

This questionnaire is designed to gather data from customers regarding their purchase decision in the selected real estate. The aim of this survey is to identify the influence of personal selling on consumers purchase decision.

Your response is highly valuable for the study and there are no identified risks from participation in the survey. The survey is anonymous. Participation in the research is completely voluntarily. It will take you approximately 7-10 minutes to complete filling this questionnaire.

Reports to the survey will only be communicated in aggregate form to protect the identity of the respondents. The findings of the study will be published in academic journals and presented in research conferences. If you wish to get the report on the findings of the study, you may contact me on the below email address.

In advance, I thank you for your kind cooperation and precious time. For any further information, the researcher may be reached on the following addresses:

Matias Getachew

Cell: +251- 911-11-22-98

EMAIL: [matiaskebede@gmail.com](mailto:matiaskebede@gmail.com)

**Part –I: Demographic profile**

**Gender**      male     female

**Age**    18 – 30 years       30-50 years       above 50 years

**Level of Income per month in birr**

0 -30,000     

30,000-60,000   

60,000-90,000   

Above 90,000   

**Educational level**

1-8 grades complete

9-10 grades complete

Certificate

Diploma

Degree and above

**Occupation**

Self employed

Government employee

Private employee

Other

**Part II: Personal Selling on Consumers Purchase Decision**

Please show the extent to which you agree or disagree with the statements given below. This is to assess the following on the scales of strongly disagree to strongly agree. Strongly disagree is given the least weight of 1; while strongly agree is given the highest weight of 5.

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Salespeople of real estate company have excellent knowledge about locations of the houses					
2	Salespeople of real estate company have excellent knowledge about special feature of the houses					
3	Salespeople of real estate company have excellent knowledge price of the house.					
4	Salespeople of real estate company have excellent knowledge of payment option and payment process involving the bank					

**Section one: Questions related with salesperson technical skill.**

**Section two: questions related with salesmanship skill**

II	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Salespersons in real estate have the capability of helping you to make proper choices of house that are suitable for you					
2	Salespeople of real estate company have excellent ability in presenting offers to customers					
3	Salespeople of real estate company have excellent ability to service customers					
4	Salespersons in real estate have good negotiation capability.					
5	Salespersons in real estate have excellent understanding of your need from the clue you give them					

**Section 3: questions related with sales person Interpersonal skill**

<b>III</b>	<b>Interpersonal skills</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1	Salespeople of real estate company are excellent in attracting more customers					
2	Salespeople of real estate company have excellent ability to express themselves					
3	Salespeople of real estate company have excellent ability in listing customers' needs					
4	Salespersons in real estate are described to have a balanced personality					
5	Salespersons in real estate are described to have an attractive appearance					
6	Salespeople of real estate company are excellent in controlling and regulating emotion					
7	Do you find salespersons in real estate honest in dealing with buyers?					
8	Salespeople of the real estate are excellent in answering your question					

**Section four: Questions related with salespersons marketing skill**

<b>IV</b>	<b>Marketing skills</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1	Salespeople of real estate company provide a real time information about the new housing option available					
2	Salespeople of real estate company have a lot information on industry trends					
3	Salespeople of real estate company are well informed about important events in our industry					
4	Salespeople of the company have a good knowledge about sales polices (option of payment for the customer)					
5	Salespeople of the company have information about their competitor's product					

**Section five: Questions related with customers purchasing decision**

No	ITEMS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Salesperson way of approach has an effect on your purchase decision of the house?					
2	Salespersons way of presenting has an impact on buying decision of house.					
3	Salesperson knowledge about the house the company provides has an impact on your buying decision of the house					
4	Salesperson close follow up (e.g., with phone call) has an impact on your buying decision of the house					
5	Personal characters of salespersons play an important role in influencing buying behavior towards house.					
6	Salespersons promote commodities (houses) they are dealing with, which has an impact on buying behavior toward house					

## Appendix B

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Marketing, slesmanship, Tech, INP <sup>b</sup>	.	Enter

### Correlations

		PD	Tech	slesmanship	INP	Marketing
Pearson Correlation	PD	1.000	.405	.210	.411	.560
	Tech	.405	1.000	.273	.273	.407
	slesmanship	.210	.273	1.000	.278	.195
	INP	.411	.273	.278	1.000	.513
	Marketing	.560	.407	.195	.513	1.000
Sig. (1-tailed)	PD	.	.000	.000	.000	.000
	Tech	.000	.	.000	.000	.000
	slesmanship	.000	.000	.	.000	.000
	INP	.000	.000	.000	.	.000
	Marketing	.000	.000	.000	.000	.
N	PD	366	366	366	366	366
	Tech	366	366	366	366	366
	slesmanship	366	366	366	366	366
	INP	366	366	366	366	366
	Marketing	366	366	366	366	366