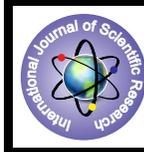


# Antecedents of Salesman Retention



## Management

**KEYWORDS :** Salesman retention, Convenience sample, Reliability analysis, Correlation analysis

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### ABSTRACT

Marketing in yester years, enjoyed the pride of place in the world of business. But in recent times, marketing has been under attack and marketing men on the firing line. Salesman retention Is the prime importance of all organizations. The main aim of the article is to study the antecedents of salesmen retention. Convenience samples of 363 respondents were taken. For data analysis Mean, Reliability analysis and Correlation analysis were employed. The study revealed Leader-Member relationship, career planning and development, Job satisfaction, intrinsic rewards, flexible working hours and Motivation are the antecedents for Salesman retention.

### Introduction:

Campion (1991) found that inescapable turnover was characteristically viewed as critical to an organization. Retention could be improved by many factors like better recruitment effort, selecting right man for the right job, continuous review of job specifications and job descriptions, compensation practices, leadership and supervision, career planning and development, working condition, team building, centralization, organization communication and commitment, counseling leavers, flexible working hours, employee participation, turnover policies and appreciations (Mobley, 1982; Arthur, 2001).

### IMPORTANCE OF RETENTION

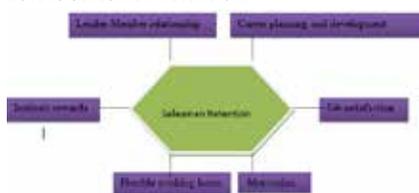
- ❖ High turnover often leaves customers and employees in the lurch; departing employees take a great deal of knowledge with them. This lack of continuity makes it hard to meet your organization's goals and serve customers well.
- ❖ Replacing the employees costs much expense. The cost of replacing an employee is estimated as up to twice the individual's annual salary (or higher for some positions, such as middle management), and this doesn't even include the cost of lost knowledge.
- ❖ Recruiting employees consume a great deal of time and effort, while sometimes much of this results in wild goose chase. You're not the only one out there vying for qualified employees, and job searchers make decisions based on more than the sum of salary and benefits.
- ❖ Bringing employees' up to the speed takes even more time. And when you are short-staffed; you often need to put in extra time to get the work done.
- ❖ In almost all cases, it is senseless to allow good people to leave your organization. When they leave, they take with them intellectual property, relationships, investments (in both time and money), an occasional employee or two, and a chunk of your future<sup>7</sup>.

### Objectives of the study

- Following are the major objectives of the study
- ❖ To know the importance of Salesman Retention in recent world
  - ❖ To determine the influencing factors of Salesman Retention.

### Theatrical Frame work

For this study the following theoretical Framework was formulated .Independent variables are Leader-Member relationship, career planning and development, Job satisfaction, intrinsic rewards, flexible working hours, Motivation and Dependent variable is Salesman retention.



Source: Author Research

### Research Hypotheses

Based on the theoretical Framework the following research hypotheses were formulated

- H1: There is a significant relation between Salesman Retention and Job satisfaction
- H2: There is a significant relation between Salesman Retention and Intrinsic rewards
- H3: There is a significant relation between Salesman Retention and flexible working hours
- H4: There is a significant relation between Salesman Retention and Motivation
- H5: There is a significant relation between Salesman Retention and Leader-Member relationship
- H6: There is a significant relation between Salesman Retention and career planning and development

### Methodology of Study:

For this study the following methodology was applied

- ❖ Sampling Method : Convenience
- ❖ Sample Size : 363
- ❖ Sampling Error : Response-363, Non-response - 12
- ❖ Primary Data : Questionnaire.
- ❖ Secondary Data : Journals, Magazines, Books, Websites.
- ❖ Data analysis : Percentages, Frequency tables, Reliability analysis, Pearson's correlation.

### Data Analysis:

#### Demographics

Demographics of the respondents for this study are as follows. Education: Up to Inter/Diploma=28, UG=162, PG and above=173, Age 30 and below =126, 31-40years=182, 41 and above=55, Income Levels: Below 200000= 137, 200001-300000=122, 300001-400000=74, 400001 and above =30, Marital Status: Married= 195, unmarried=168

### Reliability

Reliability test was administered to establish the goodness of data. In statistics, reliability is the consistency of a set of measurements. For this study Cranach's Alpha coefficient was calculated

**Table-1: Reliability**

S.NO	Dimension	Cron Bach's Alpha
1	Salesman retention	.821
2	Leader-Member relationship	.711
3	career planning and development	.742
4	Job satisfaction	.764
5	Intrinsic rewards	.747
6	flexible working hours	.739
7	Motivation	.700

Cranach's alpha for all dimensions is more than .70 hence the data is reliable for further analysis

**Hypotheses:**

H1: There is a significant relation between Salesman Retention and Job satisfaction

**Table-2**

	Salesman Retention	Job satisfaction
Salesman Retention Pearson Correlation Sig.(2-tailed)	1	.512 .000
Job satisfaction Pearson Correlation Sig.(2-tailed)	.512 .000	1

**Source-Primary data**

**Interpretation:**

Sig .value is <.05 hence rejected null hypotheses and accepted alternative hypotheses. Concluded that there is a positive relation between Salesman Retention and Job satisfaction i.e. More the Job satisfaction High will be the Salesman Retention.

H2: There is a significant relation between Salesman Retention and Intrinsic rewards

**Table-3**

	Salesman Retention	Intrinsic rewards
Salesman Retention Pearson Correlation Sig.(2-tailed)	1	.643 .000
Intrinsic rewards Pearson Correlation Sig.(2-tailed)	.643 .000	1

**Source-Primary data**

**Interpretation:**

Sig .value is <.05 hence rejected null hypotheses and accepted alternative hypotheses. Concluded that there is a positive relation between Salesman Retention and intrinsic rewards i.e. More the Intrinsic rewards high will be the Salesman Retention.

H3: There is a significant relation between Salesman Retention and flexible working hours

**Table-4**

	Salesman Retention	flexible working hours
Salesman Retention Pearson Correlation Sig.(2-tailed)	1	.481 .000
flexible working hours Pearson Correlation Sig.(2-tailed)	.481 .000	1

**Source-Primary data**

**Interpretation:**

Sig .value is <.05 hence rejected null hypotheses and accepted alternative hypotheses. Concluded that there is a positive relation between Salesman Retention and flexible working hours i.e. More the flexible working hours high will be the Salesman Retention

H4: There is a significant relation between Salesman Retention and Motivation

**Table-5**

	Salesman Retention	Motivation
Salesman Retention Pearson Correlation Sig.(2-tailed)	1	.564 .000
Motivation Pearson Correlation Sig.(2-tailed)	.564 .000	1

**Source-Primary data**

**Interpretation:**

Sig .value is <.05 hence rejected null hypotheses and accepted alternative hypotheses. Concluded that there is a positive relation between Salesman Retention and Motivation i.e. More the Motivation high will be the Salesman Retention

H5: There is a significant relation between Salesman Retention and Leader-Member relationship

**Table-6**

	Salesman Retention	Leader-Member relationship
Salesman Retention Pearson Correlation Sig.(2-tailed)	1	.632 .000
Leader-Member relationship Correlation Sig.(2-tailed)	.632 .000	1

**Source-Primary data**

**Interpretation:**

Sig .value is <.05 hence rejected null hypotheses and accepted alternative hypotheses. Concluded that there is a positive relation between Salesman Retention and Leader-Member relationship i.e. good the Leader-Member relationship high will be the Salesman Retention

H6: There is a significant relation between Salesman Retention and career planning and development

**Table-7**

	Salesman Retention	career planning and development
Salesman Retention Pearson Correlation Sig.(2-tailed)	1	.367 .000
career planning and development Correlation Sig.(2-tailed)	.367 .000	1

**Source-Primary data**

**Interpretation:**

Sig .value is <.05 hence rejected null hypotheses and accepted alternative hypotheses. Concluded that there is a positive relation between Salesman Retention and career planning and development i.e. good the career planning and development high will be the Salesman Retention

**Conclusions**

Results of research on antecedents of Salesman Retention stipulated following Conclusions:

There is a positive relation between Salesman Retention and Leader-Member relationship, career planning and development, Job satisfaction, intrinsic rewards, flexible working hours and Motivation

**Limitations:**

1. Sample size was limited to 363 because of limited time which is small to represent the Whole population
2. The research was limited to Medical representatives only

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