

THE EFFECT OF PERSONAL SELLING AND MARKETING ON FIRM SALES GROWTH (A STUDY OF PZ AND DANGOTE NIGERIA PLC)

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ABSTRACT

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

Keywords: *Personal Selling, Customers Demand, Organizational Sales Volume, Marketing Mix and Organizational Profitability.*

Background to the Study

Personal selling is a presentation by the firms' sales force for the purpose of matching, sales and building customer relationship (Kotler and Armstrong, 2010). The need for personal selling activities has increased because of stiff competition, widening of market, changes in tastes of customers and technology, increasing customer relationship and sales volume of the firm. Through personal selling, banks representatives explain to their clients/customers how well the services they are selling can satisfy their needs.

They give their clients opportunity to make more enquiries about their services. This assists them to match their needs and the services. Banks representative (marketing officers) informs customers of new products / services and explain to them how best they can use these products. Personal selling equally assists banks to increase their sales and expand the market by identifying new customer, retaining old customers and persuading them to buy the firms product.

Olumoko et al (2012) a product that is well conceived and produced through the combination of most modern technologies and the best of inputs cannot sell itself. There is the need for the existence of such product to be made known to the target market. A good or service should respond favorably to the marketing mix which will result to the full performance of any good or service in the market. However, an important element of the marketing mix is promotion, otherwise known as marketing communication. This is an element that brings the existence of product or service to the awareness of consumers or clients. It further educates both potential and actual buyer of a product on the usage, benefits, availability, price and other features of the particular product.

Several studies agreed that personal selling has influence on sales. For instance, Akinyi (2011) carried out a research and affirmed that personal selling had effect on sales which turned out to be different from the study of Musyoki (2009) who justified there is no significant difference effect on sales. However, the difference may have been caused by geographical difference as Akinyi carried out her research in rural setting while Musyoki carried out research in town setting. Akinyi's finding was consistent with Kivuva (2003) that, those products which are on personal selling tend to have more demand than those which do not. Due to differences in findings that might be traced to locations and unite of analysis. Thus, researcher needs to find out if personal selling can have influence on sales among distributor outlets in Nigeria context.

Manufacturing industries such as PZ and Dangote Nigeria Plc suggested adopting personal selling in their operations to remain relevant in the market place that is full of competition, to enhance the customer relationship, and increase sales volume. Thus, appeal towards the concept personal selling attracted this study to investigate whether personal selling could be adopted in the banking industry and unravel positive impact of personal selling on the productivity (sales volume, building customer relationship, customer retention).

Statement of Research Problems

Personal selling could be suggested as a cornerstone towards building several relative advantages including strong customer relationship; increase in sales volume, customer retention, and the needs of customers, taste and preferences of customer, stimulating the demand of firms' products. In addition, through personal selling, information is provided about the relevant of products/services in order to reduce the risk involve in purchase and use; create awareness, arouse desire and interest

Firms make large investments in personal selling in response to several major trends: products and services are becoming increasingly sophisticated and complex. Competition has greatly increased in most product/services areas and demand for quality, value, and service by customers has risen sharply. In response to these trends, personal selling seems to offer solution to these trends. Personal selling implies direct communication with customers. This is the process of developing relationship, through identifying customers' needs, designing

and providing products based on these needs, as well as tailoring marketing communication strategies that facilitate his purchase decision making process.

Despite the immense contributions of personal selling to different business organizations, critics still fail to recognize it as a marketing strategy to reckon with. They tend to lay many emphases on variables such as advertising, publicity, sales promotion etc. They believe that personal selling is expensive and does not bring quick response to product offering and increase sales volume. However, Sales representative of mobile phones fail to persuade prospective customers to buy and do not provide the necessary information that can motivate potential buyers to buy products and services that can be of benefit to them.

Indeed, by showing less emphases on personal selling such marketers and organization as a whole fail to understand the fact that personal selling apart from inducing, gathering market information also help customers to know the features of the product, their price, important and how such product can be used. Also, it was observed that this problem is worsened by the fact that some of the sales persons are half back and lack the ability to express their sales properly not only that it was observed that most sales persons lack the ability to possessing self-confidence. Also it was observed that the sales people are not good listeners. The sales people do not allow the customers to talk with them Udeagha (1999). In spite of all the positive attributes of personal selling, does it actually impact on the sales volume? Is it actually true that exposure to personal selling influence customers' demand for product? If yes, then to what extent? Therefore, there are needs to have a literature back up for this study.

Literature Review

Overview of personal selling, procedure and stages of personal selling, importance, sales and profitability volume of a firm shall be reviewed in this study

Personal Selling: Overview.

Personal selling is a direct spoken communication between sellers and potential customers, usually in person but sometimes over telephone. Personal selling serves as a communication bridge between the organization and the target audience. It is effective because it permits a direct two-way communication between buyer and seller. This gives the organization a much greater opportunities to investigate the needs of their consumers and a greater flexibility in adjusting their offers and presentation to meet these needs (Perreault and McCarthy, 2000; Doyle and Stern, 2006).

According to Kotler and Armstrong (2010) in today's hyper-competitive markets (including manufacturing industry) buying is not about transaction anymore; Company salespeople must know their customers businesses better than customers do and align themselves with customers' strategies. Personal selling remains an essential promotional mix element that listens to customers, assess customer needs, and organize efforts to solve customers' problems.

Personal selling (PS) is the most expensive form of promotion. In essence PS involves the building of relationship through communication for the purpose of creating a sales transaction. Weitz and Castleberry (2004) study defined personal selling as an interpersonal process whereby a seller tries to uncover and satisfy buyers' needs in a mutual long term manner suitable for both parties. Thus, personal selling affirmed to be an interpersonal communication relating to the goods and services. Engel & Kollat (2011) affirmed that communication is the most basic activity for the sales representative during personal selling and exchange; It is a social situation involving two persons in a communication exchange. Success depends on how well both parties achieve a common understanding enabling mutual goal fulfillment through social interaction (Kotler, 2013). Furthermore, Weitz et al (2004) states that the role of sales representative is to engage and collect information about a prospective customer, develop a sales strategy based on that information, transmit a message that implements organizational strategy, evaluate the impact of these messages and make adjustments upon this evaluation.

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

Personal selling creates a greater level of participation in the decision process by the vendor especially when combined with tailored messages in response to the feedback provided by the buyer (Fill, 2009). However Cravens, (2012) argues that since personal selling messages are not controlled, they may lead to inconsistency which in turn leads to confusion of the client. Therefore the messages presented by the sales personnel should be regulated and the time they spend with the prospects limited to avoid jeopardizing the communication process, (Pierrey et al., 2004).

Procedure and Stages of Personal Selling

The following are the seven underlying process and stages that firms must carry out in order to achieve an effective personal selling communication. *Pre-sale preparation stands for stage one*, selection, training, and motivation of sales persons.

The sales personnel must be knowledgeable of the firms; its products/offerings, the market environment, be skillful in selling, and be well informed about the competitors' products and

the degree of competition. They should also be acquainted with the techniques of effective selling and the policies of the firm

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

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

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

Handling objections stands for stage five: The salesperson should clear all doubts and objections without entering into controversy and without losing his temper. He/she must be articulate and possess the ability to convince and persuade the prospect. He should not lose patience if the prospect puts too many queries and takes time in arriving at any decision.

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

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

The role of personal selling to organizations

The impact of personal selling on the productivity of an organization cannot be underestimated. Personal selling is the personal contact with one or more purchase for the purpose of making a sale. Personal selling is more persuasive among the marketing communication mix element. Personal selling (service selling) task is to consolidate existing customers, to preserve and expand the volume of business these customers do and maintain inertia in the buyer-seller exchange relationship. It is an interpersonal, face-to-face interaction for the purpose of creating, modifying, exploiting or maintaining a mutually beneficial exchange relationship. It involves direct face-to-face contact and thus the only promotional

tool that can encourage and make use of on-the-spot consumer reaction. Personal selling is the process of assisting and / or persuading a prospective customer to buy a product or service or to act favorably upon an idea that has commercial significance to the seller (Donaldson, 1995; Agbonifoh et al., 2002).

Donaldson (1995) opined that the role of personal selling has two interrelated function - information and persuasion. The information role is part of a two-way process whereby information about the company's product or offer needs to be communicated to existing and potential customers and, in the reverse direction, customers' needs are correctly interpreted and understood by management. Salespersons impart knowledge about the product or service which provides benefits to customers and also a range of information on promotional support, finance, technical advice, service and other elements which contribute to customer satisfaction. Salespersons are also the face-to-face contact between purchasers and the company and for good reason are referred to as the eyes and ears of the organization.

The second role of personal selling is the persuasive nature of personal selling. Identifying customers' needs and market opportunities can never be overstated. Nevertheless, in competitive markets (manufacturing industry) prospective customers are usually faced with an abundance of choice. Customers/purchasers will have to be convinced that their needs have been correctly identified by the company and that the offer provides benefits over any other firm. Personal selling remains an essential marketing tool in convincing customers to patronize a firm's offering. Personal selling plays a key role in the marketplace and for the organization.

Personal selling and sales/profitability volume of a firm

According to Smith and Harrison (1996) and Bubnjevic (2011), a cordial seller-buyer relationship enhances sales. Sales volume is the profit a firm gets in activities/operation over a period of time. Knowing customers' needs and providing same would create customer value and firm's profitability. Personal selling as a two way communication process creates direct face to face contacts between sellers and buyers, as well as facilitate quick customer response. Personal selling to a large extent directly increases the sales volume of a firm. Thus, game pricing theory considered as the core theoretical framework for this study.

Game Pricing Theory as the Theoretical Framework

The core theory of emphasis was the game pricing theory, the theory is based on the premise of parties' interaction and since personal selling involves parties' communication and interaction it therefore prompted the need of this theory. However, detailed description of this theory is given below:

According to Ezeudu (2005), it is a collection of tools for predicting outcomes of a group of interacting agents where an action of a single agent directly affects the payoff of other participating agents. It is the study of multi-person decision problems (Gibbons 1992). It could also be referred to as a bag of analytical tools designed to help us understand the phenomena that we observe when decision-makers interact (Osborne and Rubinstein 1994). Myerson (1997) defines it as the study of mathematical models of conflict and cooperation between intelligent rational decision-makers.

Game pricing theory studies interactive decision-making. There are two key assumptions underlying this theory: Each player in the market acts on self-interest. They pursue well-defined exogenous objectives; i.e., they are rational. They understand and seek to maximize their own payoff functions. *First assumption stated that each player in the market acts on self-interest. They pursue well-defined exogenous objectives; i.e., they are rational. They understand and seek to maximize their own payoff functions. The second Assumption related plan of action strategy which stated that a player considers the potential responses/reactions of other players. She takes into account her knowledge or expectations of other decision makers behavior; i.e., the reasons strategically.*

A game describes a strategic interaction between the players, where the outcome for each player depends upon the collective actions of all players involved (Bolton and Lemon 1999). In accordance to the literature reviewed and theoretical framework aforementioned proposed objectives, research and hypotheses of this study.

Purpose and Objectives of the Study

The main purpose of the study was to examine the effect of personal selling and marketing on firm sales growth using PZ Nigeria PLC and Dangote Nigeria PLC as a study. However, the following are the specific objectives of this study; to investigate if personal selling has an impact on organizational sales volume and to examine if personal selling influence customers demand for product.

Research Questions

The following are the main research questions that must be asked in other for the stated objectives above to be achieved; does personal selling has an impact on organizational sales volume and does personal selling influence customers demand for product?

Research Hypotheses

The following are the hypothetical statement of the study; hypothesis one (H01) personal selling does not have an impact on organizational sales volume and hypothesis two (H02)

personal selling does not influence customers demand for a product. These are subject to data analysis.

Methodology

This is a descriptive research design and convenience sampling technique in this study considered suitable towards the stated objectives (Solomon et al., 2014; Endozo, 2013). The target population of this study comprises of the general customers of PZ and Dangote Plc operating within Ogun state, Nigeria. Thus, role of personal selling on firm sales volume and its application are relevant at this level prompting the choice of the population. However, questionnaire amounted to 100 distributed to the targeted distributors in Ogun state, Nigeria.

The qualitative data collection aspect of this study involve personal interview some PZ and Dangote sole distributors in Lagos Island Nigeria, meanwhile. The quantitative related to adopted and modified questionnaire generated from the literature reviewed. The questionnaire received coded and edited for completeness and consistency.

Coded and edited data analyzed by employing descriptive statistics and inferential analysis using statistical package for social science (SPSS) version 20 adopted as in studies (Oluyinka, 2016; Hair et al., 2012) data examination carried to check the distribution, cronbach alpha of this study above 0.7 threshold (Hair et al., 2012). This technique gives simple summaries about sample data and present quantitative descriptions in a manageable form (Gupta, 2004), combination of simple graphics analysis, descriptive statistics form the basis of virtually every quantitative analysis to data (Kothari, 2004; Oluyinka, 2016). The significance testing was done at 5% level of significance and SPSS was used for this purpose. Thus, data presented in form of frequency percent valid percent and cumulative percent tables for easier understanding.

Findings

A total of 100 Questionnaires (representing 100%) were distributed, in which 98 was returned, a percentage of which is 98%.

Demographic Information

This study was dominated by female distributors, a number of 43 PZ distributors outlets and a number of 46 Dangote distributor outlets. These make a total of number of 98 respondents for this study. This result seems bias, but the act is that women are the mostly business in relation to distribution channel and marking of any product (Porter & Kramer 2011).

Personal selling in the relationship between the company and customers

Thus, reported aforementioned shown in table 1 of this study.

Table 1: Personal selling brings about close relationship between the company and customers

		Frequenc y	Percen t	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	25	25.5	25.5	25.5
	Agreed	25	25.5	25.5	51.0
	Undecided	24	24.5	24.5	75.5
	Disagreed	12	12.2	12.2	87.8
	Strongly Disagreed	12	12.2	12.2	100.0
	Total	98	100.0	100.0	

The table 1 of this study shows that 25.5% of the respondents strongly agreed that Personal Selling brings about close relationship between the company and customers, 25.5% of the respondents agreed to the contrary, 24.5% of the respondents are unsure, 12.2% of the respondents disagreed to the subjected matter and 12.2% of the respondents strongly disagreed. This implies that majority of the respondents strongly agreed as well as agreed that Personal Selling brings about close relationship between the company and customers.

Personal selling increases firms profit, reported aforementioned shown in table 2 of this study.

Table 2: Personal selling is a direct strategy of increasing firms profitability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	16	16.3	16.3	16.3
	Agreed	45	45.9	45.9	62.2
	Undecided	17	17.3	17.3	79.6
	Disagreed	10	10.2	10.2	89.8
	Strongly Disagreed	10	10.2	10.2	100.0
	Total	98	100.0	100.0	

Table 2 of this study shows that 16.3% of the respondents strongly agreed that Personal Selling is a direct strategy of increasing firms profitability, 45.9% of the respondents agreed to the contrary, 17.3% of the respondents are unsure, 10.2% of the respondents disagreed to the subjected matter and 10.2% of the respondents strongly disagreed. This implies that majority of the respondents agreed that Personal Selling is a direct strategy of increasing firms profitability.

Personal selling influences sales volume and revenue of an organization, reported aforementioned shown in table 3 of this study.

Table 3: Personal selling influenced on sales volume and revenue of an organization

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	22	22.4	22.4
	Agreed	36	36.7	59.2
	Undecided	15	15.3	74.5
	Disagreed	14	14.3	88.8
	Strongly Disagreed	11	11.2	100.0
	Total	98	100.0	100.0

Furthermore, table 3 of this study shows that 22.4% of the respondents strongly agreed that Personal Selling has a direct influenced on sales volume and revenue of an organization, 36.7% of the respondents agreed to the contrary, 15.3% of the respondents are unsure, 14.3% of the respondents disagreed to the subjected matter and 11.2% of the respondents strongly disagreed. This implies that majority of the respondents agreed that Personal Selling has a direct influenced on sales volume and revenue of an organization.

Personal selling influences customers products intention, reported aforementioned shown in table 4 of this study.

Table 4: Personal selling influences customers products intention

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	30	30.6	30.6
	Agreed	34	34.7	65.3
	Undecided	19	19.4	84.7
	Disagreed	9	9.2	93.9
	Strongly Disagreed	6	6.1	100.0
	Total	98	100.0	100.0

Nevertheless, table 4 of this study displayed that 30.6% of the respondents strongly agreed that Personal Selling influences customers’ products intention, 34.7% of the respondents agreed to the contrary, 19.4% of the respondents are unsure, 9.2% of the respondents disagreed to the subjected matter and 6.1% of the respondents strongly disagreed. This implies that majority of the respondents agreed that Personal Selling influences customers products intention

Personal selling is an effective communication tool that maybe used by marketers, reported aforementioned shown in table 5 of this study.

Table 5: Personal Selling is an effective communication tool that maybe used by marketers.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	26	26.5	26.5
	Agreed	44	44.9	71.4
	Undecided	8	8.2	79.6
	Disagreed	10	10.2	89.8
	Strongly Disagreed	10	10.2	100.0
	Total	98	100.0	100.0

In addition, table 5 of this study shows that 26.5% of the respondents strongly agreed that Personal Selling is an effective communication tool that is used by marketers, 44.9% of the respondents agreed to the contrary, 8.2% of the respondents are unsure, 10.2% of the respondents disagreed to the subjected matter and 10.2% of the respondents strongly disagreed. This implies that majority of the respondents agreed that Personal Selling is an effective communication tool that is used by marketers.

Word of Mouth (WOM) is an effective element when carrying out personal selling, reported aforementioned shown in table 6 of this study.

Table 6: Word of Mouth (WOM) is an effective element when carrying out personal selling

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	40	40.8	40.8
	Agreed	32	32.7	73.5
	Undecided	9	9.2	82.7
	Disagreed	11	11.2	93.9
	Strongly Disagreed	6	6.1	100.0
	Total	98	100.0	100.0

Hence, table 6 of this study shows that 40.8% of the respondents strongly agreed that Word of Mouth (WOM) is an effective element when carrying out personal selling, 32.7% of the respondents agreed to the contrary, 9.2% of the respondents are unsure, 11.2% of the respondents disagreed to the subjected matter and 6.1% of the respondents strongly disagreed. This implies that majority of the respondents strongly agreed that Word of Mouth (WOM) is an effective element when carrying out personal selling.

Understanding the products and its respective function is essential when carrying out personal selling, reported aforementioned shown in table 7 of this study.

Table 7: Understanding products and its respective function is essential when carrying out personal selling

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agreed	40	40.8	40.8	40.8
Agreed	27	27.6	27.6	68.4
Undecided	9	9.2	9.2	77.6
Disagreed	12	12.2	12.2	89.8
Strongly Disagreed	10	10.2	10.2	100.0
Total	98	100.0	100.0	

Thus, a 40.8% of the respondents strongly agreed that Understanding the products and its respective function is essential when carrying out personal selling, 27.6% of the respondents agreed to the contrary, 9.2% of the respondents are unsure, 12.2% of the respondents disagreed to the subjected matter and 10.2% of the respondents strongly disagreed reported in the table 7 of this study shows. This implies that majority of the respondents strongly agreed that Understanding the products and its respective function is essential when carrying out personal selling.

Personal Selling should be Periodically Review through feedback from sales representatives and customers, reported aforementioned shown in table of this study.

Table 8: Personal selling should be periodically review via feedback (sales representatives and customers)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agreed	26	26.5	26.5	26.5
Agreed	28	28.6	28.6	55.1
Undecided	11	11.2	11.2	66.3
Disagreed	19	19.4	19.4	85.7
Strongly Disagreed	14	14.3	14.3	100.0
Total	98	100.0	100.0	

This study suggested 26.5% of the respondents strongly agreed that personal selling should be periodically review through feedback from sales representatives and customers, 28.6% of the respondents agreed to the contrary, 11.2% of the respondents are unsure, 19.4% of the respondents disagreed to the subjected matter and 14.3% of the respondents strongly disagreed in table 8 of this study. This implies that majority of the respondents agreed that

Personal Selling Should be Periodically Review through feedback from sales representatives and customers.

Test of Hypotheses

Decision Rule

The hypotheses to be tested in this research are tested with the aid of Chi-Square test statistic at appropriate degree of freedom and 5% level of significance; this was done through Statistical Package for Social Science (SPSS) Version 21. The decision rule is to accept the alternative hypothesis (H_1) if the Pearson Chi-Square Value is greater than the Sig Value. Details reported in table 9 of this study

Hypothesis_one (H_{01}): Personal selling does not have an impact on organizational sales volume

Table 9: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	341.075 ^a	117	.000
Likelihood Ratio	262.081	117	.000
Linear-by-Linear Association	48.358	1	.000
N of Valid Cases	98		

Decision: If P-value is equal or greater than Sig value, we reject Null and accept alternative hypothesis. Since the P-value is greater than Sig value ($341.075 > 0.000$) we reject null hypothesis and accept alternative hypothesis which stated that personal selling has an impact on organizational sales volume. Thus, details reported in table 10 of this study hypothesis two.

Hypothesis two (H_{02}): Personal Selling does not influence customers demand for a product).

Table 10: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	497.734 ^a	143	.000
Likelihood Ratio	312.828	143	.000
Linear-by-Linear Association	33.192	1	.000
N of Valid Cases	98		

a. 168 cells (100.0%) have expected count less than 5. The minimum expected count is .06.

Decision: If P-value is equal or greater than Sig value, we reject Null and accept alternative hypothesis. Since the P-value is greater than Sig value ($497.734 > 0.000$) we reject null hypothesis and accept alternative hypothesis which stated that Personal Selling has an influence-customers demand for a product.

Discussion of Findings and Recommendation

The study investigated the effect of personal selling on organizational sales volume, where the result shows that there is a relationship between personal selling and organizational sales volume. This implies that personal selling when effectively carried out influences and boost the sales rate of an organization. By personal selling we imply the direct relationship between a sales representative and a customer, the intention of which is to communicate the existence of a product as well as its basic functions. This result therefore shows that when personal selling is in place, the customer intention tends to arouse thereby causing an impulse buying and this in turn increases organizational sales volume.

The second finding of the study shows that personal selling has an influence on customers demand for a product. This implies that when the sales representative of an organization is viable and competent, there is a positive increase in the demand of consumers. The term competency as used in this context indicates some basic attributes which are expected from a sale representative. To mention but a few, this attribute includes: Boldness, Neatness, Fluent Communication, and deep Knowledge about the products it self. This finding thus illustrates that when this is in place customers demand for a product tends to increase. It is therefore worthwhile that manufacturing organizations orientate each of their representatives so as to enable an upward push in the demand for a product.

Scope and Limitation of the study

The scope of the study covers the following variables: personal selling, organizational sales volume, customers demand, marketing mix and organizational profitability. The variables however covers the stated objectives above and the remaining variables are subject to discussion and review by past researchers.

Although business and other social sciences investigation strive to employ scientific tools and methods, even the very attempt is itself bedeviled by various kinds of problems: such problems limit the level of accuracy and reliability of the social scientist in any specific research endeavor.

A work of this kind of study certainly may have numerous set back and obstacles on its way, these include; time constrain circumstance, a study of this type maybe subjected years to put together, the luxury of such time was not there for the researcher, this certainly was a major constraint. Another noted limitation is *human complexities*, since there were complexities inherent in human nature; there is a limit to approximating scientific methods towards eliciting accurate response from people.

Dearth of materials maybe consider as another limitation of this study, though the topic is not a new one in the broad area of management, getting recent textbooks and other research materials like journals and periodicals that addressed the issue will be extremely difficult,

based on this, the researcher sought solace in internet research which also had its attendant problems.

Research method; this study limited to convenience sampling technique for selecting respondents. This implies that respondents were selected based on chance selection. Though it will be simple to adopt but influential staff of the organization would be unable to be contacted as they may be unavailable and insistence on privacy. Also, the study to use a sample size of one-hundred (100) although this enable quicker collection of data, the opinions of some people are left untapped since they are not in the selected sample.

However, it should be stressed that these limitations and constraints do not devalue the research outcomes, but rather, indicate the need for additional research to be conducted in this area. Notwithstanding, the study put in place some measures which corrected the above deficiencies, such measures to be put in place include lenient attitude with respondents and proper analysis of the result obtained thereof.

Recommendation and Future study

It is expected that a quality product cannot sell itself but through the aid of sales representative and personal selling a product can be sold to its peak. The following are recommended tips to aid in personal selling of an organization as well as increased sales volume i) Sales Representative of an organization should be well trained on what is expected from them on the job. This would enable them to be able to convince the customers as to why they need to purchase such a product. ii) Sales representative should be well motivated so as to avoid self-interest of representatives to increase price. iii) Quality and Standardization of Product should be imbedded on the product, this will influence the customers to purchase it and therefore, there will be increase in sales volume of the organization, and v) Product specification should be made available by the organization.

Since customer differs, then this study could be re-validated in different country, also method of research could be changed. Advanced analysis with AMOS and SmartPLS could be adopted in future studies.

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