

Research Title : Key Success Factors of Salesperson for Home Construction and Decoration Stores in Bangkok Metropolitan

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ABSTRACT

This study of “Key Success Factors of Salesperson for Home Construction and Decoration Stores in Bangkok Metropolitan ” aims to study personal factors, knowledge in career, and attitude toward profession of construction material and home furnishing products sale person that influence to different success of selling construction material and home furnishing product. In addition, the study also aims to study personality and strategy in selling construction material and home furnishing products. Samples used in this research are 400 construction material and home furnishing product sale persons in Bangkok from 5 companies: Home Pro, Home Work, Index, Boonthavorn, and Cement Thai Home Mart. Research instrument used to collect information is questionnaire. Statistic used for data analysis are percentage, average, standard deviation, T-test, One-way Anova, and Pearson’s simple correlation analysis at the level of confidence of 95% with not exceeding 5% error by applying statistical computer program for social research.

Research result reveals that most of the samples are female with the age of 28-35 years old, holding a single status, bachelor degree, has been working shorter or equal to 2 years, holding a position of sale person. Most of them are sale representative for construction material. Sale person for construction material has knowledge in their career at the great level, and sale person for home furnishing products has knowledge at the great level as well. The attitude toward profession of employee in construction material and home furnishing store is in moderate level. Personality of sale person for construction material and home furnishing product is in “sometimes” level. Strategy in selling construction material and home furnishing products is in “correct” level. Success level of profession of sale person for construction material and home furnishing product, when compares with colleague, is in “more than moderate” level. When compares with colleague, sale volume is in a level of “more than moderate”. Average earning is 10,001 – 15,000 Baht per month.

Hypothesis testing found that personal information of sale persons and different level of career knowledge affect to different level of success in profession of construction material and home furnishing products sale person. Different attitude toward profession of sale person, sale person's personality, and strategy used in selling are related to different level of success in profession of construction material and home furnishing products sale person.

Keyword : Salesperson , Factors for Success Achievement in Profession of Salesperson