



Influence of demographic variables on job performance of sales professionals: A case of insurance sector in Chhattisgarh

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Abstract

This paper examines the impact of Demographic variables on performance of sales professionals. The demographic factors studied include Gender, Age, and Education and marital status. Descriptive design has been used in this study, a total of 100 respondents were participated in the studied. Using primary data generated through Iquestionnaire, the result of the study analyzed by anova testing which shows the mean difference between variables at the significant value level. In study it was found that performance of insurance salesmen is not affected by Gender, age and marital status.

Keywords: demographic variables, salesmen, job performance, insurance

Introduction

In fast developing and industrialization of state like Chhattisgarh the insurance firms have become a witnessed of the growth with many more insurance firms entering the industry. This fast track growth is evident that the number of external and internal factors in the industry that almost all the commercial banks having its own insurance company. This coupled with bad attitude to insurance in the fast developing state like Chhattisgarh has consequently resulted in tough competition among the small as well as big players in the industry. To the end of 2019, Insurance companies are now responding to various challenges by adopting different strategies that can assist them to survive in the long run. One of the differentiation strategies is the use of reactive marketing strategies using sales force. However, human resource (HR) managers are concerned with qualities and background of staff that the best suit for marketing positions. To achieve the organisational goal on the basis of different socioeconomic changes a fit between the job and the jobholders, different level of managers either have to make the job according to match the person characteristic or make the persons characteristics to match required job.

The socio-economic and different demographic characteristics of the sales professionals bSex age, educational qualification, marital status and localities as well as lifestyle factors jointly known as demographic and psychographic factors are capable of affecting the worklife different work performance dimensions (Palakurthi & Parks, 2000). According to Gelles *et al.* (1994) observation that males are physically active than their female salesforce.

While female sales force tend to be more verbal than the males. In study it has been found that Females have to be faster in the use of the hand/fingers to do manual jobs like typesetting, weaving etc. According to reports, Men sales force is more physically active than women. Women sales force tends to be more verbal than males. Value of male independence and achievement while female value Intimacy

and attachment. While male sales force are action oriented “they take care of the business”, while women sales professionals are people oriented they take care of others. It is thus logical or philosophy to expect difference attitude to and work performance.

Literature Review

Accrding to Kavanagh, (1982), Job performance varies from person to person and is very a dynamic, multidimensional construct assumed to be an indicating of an employee’s behaviour in executing the requirement of a given organizational role or we can say that job performance is function of personality According to (Deadrack & Madigan, 1990; Polyhard & Barratta, 1993; Henry & Hullin, 1987) ^[6, 11] have found that individual job performance is very dynamic (i.e. it changed, over time) However, despite the fundamental importance of predicting job performance to industrial-organizational psychology, lifestyle and organizational practices and culture, the field stillknows relatively little about the nature, orgnisational attitude, lifestyle of individual performance change overtime (Polyhart & Hakel, 1998). According to Hulin *et al.*, (1990), although there is nothing inherently causal variable about time some changes in any measure of job performance may be attributed to effects approximated by temporal variables (Deadrack *et al.*, 1997; Hofman *et al.*, 1992, 1993).

Sawyer (1953) and Portar, in their study found that performance is the end result of application of effortdone by individual or group of individual. Sawyer (1953) and Portar in their study stated that it is the aspects of organisations are most desiring of measuring and influencing. Mitchell, Terry in their study made an insight that the process of change in the job performance of any individual or group of individual is further complicated by the fact of group dynamics that what might be considered “good or bad” behaviours of performance by the organisation changes over time. Thus we can say that Mitchell, Terry contends that employees are

changing in term of their perception and knowledge of facts of what is “good or bad ” job performance and the company’s belief values and perception of what is “good and bad ” job performance is also changing. Thus according to him the strongest reason for the need for building a dynamic component into job performance appraisal programmes.

Gender and Job Performance

Rydstedt & Evans, (1998), in their study, investigated the fact of difficulty encountered by investigators of sex differences and level of performance among differences in sex of workers in organisational settings is the difficulty of comparing the performance of male and female carrying out exactly the same job owing to gender segregation in the allocation of work tasks.

Male and female differ significantly in their gender characteristics.

Although sex refers to the difference in biological characteristics differences between men and women the list of actual differences is potentially long. And males and females differ automatically by their natural characteristics. As a rule of nature or by physical design males are more physically active than females. Women tend to be more verbal than men.

Education and job performance

According to Hacket (1979) education is a source of knowledge and as the process of acquiring background knowledge about the subject. It is person oriented rather than job or company oriented. It is the knowledge and abilities of creation the concepts, development of character, efficiency and mental abilities resulting from intellectual training. Education can and thus influences the perception and attitudes both positive and negative towards work and commitment. Ng & Feldman (2009), have sited that education is positively related to Work performance.

Marital status and job performance

According to Hoobler, Wayne & Lemmon (2009), in our society it is traditional conceptions of marriage as entailing greater social responsibilities outside the workplace for female, (Jordan & Ziteck, 2012) mentioned that noted by may promote perceptions of married women as less suitable for employment compared to single women.

Objective

To find out the influence of Demographic factors on Job Performance of sales professionals

Research Methodology

This study examined the nature of the relationship between the Demographic or categorical variables (socio-economic background) of insurance sales professionals and their performance in Chhattisgarh in insurance industry. To achieve the aim and objective, a survey research design was conducted and data was collected through a structured questionnaire designed. In this study researcher has used a five point Likert scale (5=strongly agree and 1=strongly disagree). In this study, the questionnaire has been framed in two parts ; the first part is deals with the demographic variables of the respondents while the second parts includes the test the extent of their agreement to the various items to establish the nature of the relationship that exist between

these demographic variables of the insurance sales professionals and their performance.

Data analysis

Table 1: Frequency

		Frequency	Percentage
Gender	Male	80	80.0
	Female	20	20.0
	Total	100	100.0

Analysis: Table 1 above shows that majority of the salesmen are Males

Table 2

		Frequency	Percentage
Age	20-30	2	2.0
	31-40	40	40.0
	41-50	39	39.0
	51-60	13	13.0
	Total	100	100.0

Analysis: Table 2 shows that majority of the salesmen are Males and between 31 and 40 years old.

Table 3

		Frequency	Percentage
Education	Completed 10+2	15	15.0
	Completed graduation	54	54.0
	Completed post-graduation	20	20.0
	Other	11	11.0
	Total	100	100.0

Analysis: Table 3 shows that 54% sales force are graduate

Table 4

		Frequency	Percentage
Marital status	Married	70	70.0
	Unmarried	30	30.0
	Total	100	100.0

Analysis: 70% of sales professionals are also married

Table 5: ANOVA between Gender and Performance

AVG PERFRM					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.270	1	1.270	2.769	.099
Within Groups	44.954	98	.459		
Total	46.224	99			

Analysis :Finding of the study indicates that significance value (p) 0.990, between gender and performance of Sales professional level of consumers and retail consumer’s susceptibility as the p-value is greater than 0.05,from table no-5. We can infer that Male and female respondents show similar performance level. Hence gender has no discriminating effect on performance of sales professionals.

Table 6: ANOVA between Age and Performance

AVG PERFRM					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.006	5	1.001	2.283	.053
Within Groups	41.218	94	.438		
Total	46.224	99			

Analysis: Significance value (p) 0.053, which is greater than 0.05. Hence we are failed to reject the null hypothesis H02 as stated above. Therefore converse may be inferred that different age group of respondents show the similar influence on performance.

Table 7: ANOVA between Education and Performance

AVG_PERFRM					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.530	3	1.843	4.349	.006
Within Groups	40.694	96	.424		
Total	46.224	99			

Analysis: Table no. 7 indicates the ANOVA values with the p value being 0.006 at 99 df. As indicated in results Education has a significant bearing with respect to performance. Therefore we are failed to accept the Null hypothesis.

Table 8: ANOVA between Marital status and Performance

AVG_PERFRM					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.109	2	.055	.115	.892
Within Groups	46.115	97	.475		
Total	46.224	99			

Analysis: Finding of the study indicates that significance value (p) 0.892, between marital status and performance of Sales professional level of consumers and retail consumer’s susceptibility as the p-value is greater than 0.05, from table no-8. We can infer that married and unmarried respondents show similar performance level. Hence marital status has no discriminating effect on performance of sales professionals.

Conclusion

The result of the study shows that only. As indicated in results Education has a significant bearing with performance of insurance salesmen and all other factors shows similar effects.

Limitation

This study is based on Study is based on sales professionals who works on orgnised sectors in Chhattisgarh.

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