

SELF CONFIDENCE AND BODY LANGUAGE OF MARKETING PERSONNEL

Dr. Kavita Koradia*
Dr. Parul Mehra**
Nikita Shah***

ABSTRACT

The research was designed to study the Self Confidence and Body language of marketing personnel of private cellular companies of Jaipur city. A total of 240 marketing personnel within the age range of 20-30 years, having minimum 5 years of job experience in the same field were taken as participants of the present study. They were equally categorized according to gender i.e. 120 males and 120 females from each cellular company that is Reliance, Airtel, & Tata Indicom. Self confidence was assessed by a standardized tool developed by Agnihotri (1987) was used to measure self confidence of Marketing Personnel and to assess body language, a standardized tool by Koradia and Mehra (2010) was used by the investigator. After data collection, mean, median, standard deviation, standard error, and 'z' test were computed for data obtained on Self Confidence and Body Language. Further inter-correlation using Pearson's correlation formula and ANOVA to see the impact of Body Language on Self Confidence were also calculated. Finding revealed a significant gender difference in the level of self confidence and body language. Further, a significant impact of body language was also observed on self confidence of marketing personnel of all cellular companies.

KEYWORDS: *Self Confidence, Body Language, Cellular Companies, Marketing Personnel.*

Introduction

The whole world is like a stage where we all are mere performers. While living in the same environment with similar set of people for long, one tends to become stereotyped in his/her behavior. It is highly possible that our acquaintances or people, who interact with us regularly, can easily understand our Body Language but it is also a fact that we talk and behave differently with different people. Though everybody can easily communicate through body language, but one must learn to interpret it precisely, otherwise misinterpretation of body gestures could create lots of problem. Self confidence refers to an individual's perceived ability to act effectively in a situation to overcome obstacles and to get things go all right. Self confidence is a positive attitude of oneself towards one's self concept (Mathur, 1995). Self Confidence to a great extent is being influenced by Body Language. In general terms, when we speak something, it is our body and its gestures that help in conveying the desired message effectively and easily. Sometimes we do not utter a single word, and yet we are able to communicate a lot. It is because our body parts, especially our facial expressions combined with various other gestures speaks a language which we call as Body Language.

Review of Literature

A study done by **Bonet (2011)** examined that self confidence allows creativity at the workplace and is especially critical condition for sales profession. The importance of self confidence is obvious when one realizes that the opposite of it is not the confidence of others.

* Associate Professor in Human Development, Department of Home Science, University of Rajasthan, Jaipur, Rajasthan.

** Office Incharge, Shishu Needh, University of Rajasthan, Jaipur, Rajasthan.

*** Masters in Law, Warwick University, United Kingdom.