

A STUDY OF ASSERTIVENESS AND BODY LANGUAGE OF MARKETING PERSONNEL

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

ABSTRACT

The research was designed to study the Assertiveness 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. A standardized tool developed by Eysenk (1992) was used to measure Assertiveness 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 Body Language and Assertiveness. Further inter-correlation using Pearson's correlation formula and ANOVA to see the impact of Body Language on Assertiveness were also calculated. Finding revealed a significant gender difference in the level of body language and Assertiveness. Further, a significant impact of body language was also observed on assertiveness of marketing personnel of all cellular companies.

KEYWORDS: *Assertiveness, Body Language, Marketing Personnel, Cellular Company.*

Introduction

A marketing career is undoubtedly one of the surest and fastest routes to the top of an organization. One survey of 1708 top level managers of 500 companies showed that many of these marketing personnel begin their career in either sales or marketing positions. One of the major reasons for corporate success via the sales route is that the sales people have the closest relationship with customers and they learn the business from perspective of those who determine its ultimate success or failure (Kulkarni, 2009). Assertiveness is the ability to express oneself and one's rights without violating another person's rights. It is direct, open and honest communication that is self-enhancing and expressive. According to Pease (2000), there are two languages: one is of using words, the other - using body movements. Each is powerful and eloquent in its own way. Each has a special 'dictionary' and 'script'.

Review of Literature

Assertiveness is a necessary trait for anyone in business, especially those in sales or management. It is the ability to stand up for oneself and communicate with others without being

* 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.