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ABSTRACT

The unorganized labour could be described as those who have not been able to be organized in pursuits of common objective because of constraints, such as casual nature of employment, ignorance, and illiteracy. The small size of establishments with low capital investment per person employed, scattered nature of establishment and superior strength of the employer operating singularly or in combination. Labour engaged in informal sectors, being unorganized, have weak bargaining power and have been deprived of reasonable wages and working conditions. It is a common complaint that the benefits of labour legislation have not reached rural and unorganized labour. Unlike the modern sector, where wages are usually protected by labour legislations and trade union activity in the informal sector, there is an easier entry, but less job security and lower earnings. The people working in the unorganized sector are mostly middle-class people. Unorganized laborers work under the close supervision, control of employers and they do not have a common employer. They face many problems like Low productivity, due to lack of skills and proper tools, No protection from the minimum wage legislative and Exploitation by middlemen/ contractors. This Study is conducted with 50 respondents, 25 female, and 25 male sales personnel. The Objectives are; to understand the working conditions of the respondents and to explore the possible progressive changes in the working conditions of the respondents. Both primary and secondary data is collected in this study.

Keywords: Unorganized labour, Working conditions, Garment Shop, Wage, Employment.

1. INTRODUCTION :

The "informal sector" is very difficult and there are many books written on this subject. It has small scale activity with little capital and a relatively large labor force. This would run the risk of dividing society on the basis of production relationship. The unorganized sector' is in fact highly organized while fixing the wages of the employees. The unorganized are engaged in various services at unorganized places and they are engaged in, Contract labourers including construction workers, Casual labourers, Labourers employed in small scale industry, Handloom / power loom workers, Beedi and cigar workers, Employers in shops and commercial establishments, Sweepers and scavengers and other unprotected labours.

2. UNORGANIZED LABOR :

The unorganized labor could be described as those who have not been able to be organized in pursuits of common objective because of constraints, such as casual nature of employment, ignorance, and illiteracy. The small size of establishments with low capital investment per person employed, scattered nature of establishment and superior strength of the employer operating

singularly or in combination. The workers in the unorganized sector rarely own capital or tools of production. They have no direct link with organized industry and services and they have no access to modern technology or facilities. All they own are the skills and knowledge of their trade and their own physical labor.

3. PROBLEMS OF UNORGANIZED LABOUR :

The labourers in the informal sector work under severe constraints. Their work atmosphere is dangerous to their health, wealth as small informal sector units cannot provide adequate buildings, light and ventilations facilities. Their hours of work may not always be fixed, which requires them to put in much overtime work. All workers of this sector suffer from the insecurity of employment. There are no standard minimum wages. Insecurity of job plus lack of knowledge regarding legal provisions is also poor. The women in the unorganized sector face a lot of problems like low wages, long hours of work insecurity regarding job and sexual harassment. A large percentage of women in this sector are employed by contractors where they work under very insecure conditions. Sometimes physical labor will cause pain in some part of the body. Ex. A backache, headache etc. women have to work 10-12 hours a day in addition to household work. They are physically worn out by such hard labor [1].

4. PROBLEMS OF SALES LABORS IN THE GARMENT SHOP :

All sales labors in the different field share common problems in their day-to-day activities. Sales are a profession not unlike law, medicine, accounting or engineering; it requires continuous training and the refining of skills. The following is a report based on research and observations of high-tech selling teams and describes the problems and their solutions. Buyers have a system, sales people usually don't. It is a battle of the plans, and the person with the stronger plan wins. Buyers have an effective system to deal with salespeople. Many technology buyers are formally trained in dealing with salespeople. The buyer's system is designed to get as much information as possible and to remain in control of the situation. Buyers often mislead sales representatives about their intentions, how much they will spend, who makes decisions, etc. The prospect's system is designed to turn high-tech salespeople into unpaid consultants, lead them on until they have all of the information they need, and often use their proposals to negotiate better deals with their current supplier or a competitor. In order to protect buyers, they feel, it is an instinctive reaction to the negative stereotype of a salesperson that causes buyers to put up a defensive wall when dealing with anyone who is selling something. So sales representatives have to use a systematic approach to selling and find them winging it. They allow the prospect to take total control of the sales process. Most high-tech firms train their representatives on the features and benefits of their great technology [2, 3].

There are some salespeople who spend too much time with prospects who will never buy. Since they lack training, knowledge and assessing skills, which will make them do wrong decision and spend their valuable time on wrong customers. Buyers wanted to get more and more information of the new product in the market and give less important to purchase. There are some people when they go shopping, they wanted to see verities of products and confused which one to take. There are few who are intentionally giving more work for the Sales people talk too much. This will reduce their energy to work hard and the quality of work and sales. They should be friendly with the customers but not to listen to the stories which are far beyond their objective of work. People buy for their reasons, not the sales rep's reasons. Most of the shops and companies have similar products and the rates. So the customers are very intelligent they wanted to compare the rates from one shop to other, one mall to another. They compare each product, its quality, durability, offer, design, and prize. And when similarity found they prefer low price is the determining factor in getting the business.

Salespeople focus on price and want discounts for every deal. Price is never the real issue. Salespeople focus on price because it's often the first thing the buyer asks about. Yet study after study confirms that quality and services are almost always more important than price. Price is never the main reason for getting and keeping business. People buy your products and services to solve a problem they have or to change something. If you are effective in asking questions and getting to real issues, the price should not be the determining factor in winning and losing, and you can sell at a premium over your competitor's price. Most people are uncomfortable talking about money.

Discussing money is sometimes seen as intrusive and is an unpleasant task people avoid. Many high tech sales people avoiding talk of money. Even customers are not bothering about the prize but they should like the product. If they like they are ready to pay the amount which is tagged on the product [4].

Salespeople fail to get firm commitments from buyers. There are various reasons behind this. Either they are not satisfied with the job or they are exhausted with the workload. So they give less important for the customers. This can be seen most of the time during the evening of the job or during festival seasons. If they are not interested in the job and don't want to create any impression or achievement, this will common behavior among the sales people. The salesperson came into sales with the wrong idea of the profession. It's an easy and common mistake. I love people, so I'll be a salesperson. You end up with a salesperson that would rather make friends with their prospects than conduct business. It is the wrong idea, that they do not have any other job so they can become a sales person. The number of textile shops in Mangalore city is on the rise. There are many job opportunities in this unorganized sector. But salespersons in these shops have to work in difficult working conditions. They face problems such as low salary and heavy workload, lack of extra benefits, strict terms of working like standing posture. As social workers, the investigator wants to study their working conditions and thus bring awareness about these employees who are not noticed as the unorganized labour group.

This Study is conducted in Mangalore Taluk, with 50 respondents, 25 female, and 25 male sales personnel. The Objectives are; to understand the working conditions of the respondents and to explore the possible progressive changes in the working conditions of the respondents. Both primary and secondary data is collected in this study. The main tool used for data collection was interview schedule. The schedule was interview schedule. The schedule was administered individually to the respondents. Interviews were held in their houses as well as in the shops. It contained open-ended as well as close-ended questions. Sometimes the tool of "observation" also helped the investigator to know about the working conditions of the respondents.

5. FINDINGS :

- The study reflects the working conditions of respondents a majority of 60 per cent of whom are in their youth, i.e. 20-30 years of age.
- The study reflects the views of the respondents among whom a majority of 70 percent are Hindu. Sixty percent of the respondents who are sales persons have only a low level of income that is between Rs. 2,000 /- to Rs. 3,000 /- per month. Further, only 30 percent of the respondents get a bonus and 20 percent of the respondents get casual leave. This reveals that the poor remuneration given in textile shops is not supplemented with extra benefits. These points towards the need to revise the remuneration pattern.
- There are only 15 per cent of respondents who have more than 4 years of experience. A majority of 8 per cent of the respondents have less than 4 years of experience which reflects that the turnover rate in these jobs is very high.
- A majority of 60 per cent of the respondents is formally educated and hence has better skills to deal with the customer. Sixty percent of the respondents are single implying that younger and single person are preferred for this job or prefer this job.
- A majority of 65 per cent of the respondents happened to know about this job through friends and relatives which indicate that staff selection in textile shops is usually done through informed arrangements rather than through formal procedures.
- About job satisfaction, this study indicates that the respondents do hold a mixture of higher and lesser level of satisfaction in their job, as 65 percent of the respondents have expressed satisfaction and 35 percent of the respondents have expressed dissatisfaction in their job. The study reveals the poor scale of remuneration followed in textile shops. All the respondents have to follow the standing posture throughout the working hours.
- A majority of 50 per cent of the respondents have a good relationship with their colleagues as well as the management. Many respondents don't want to mention about their problem at the workplace and also they don't want to give suggestions to their management, which reflects their fear of being frank with the management.

6. CONCLUSIONS :

There are few suggestions which the researcher wanted to do in this study. There should be a scale which should be fixed for the workers. The working hours must be reduced so that salespersons can work more effectively with much interest and satisfaction. The management should allow the sales person to sit and take rest when there are no customers. Endeavors should be made to form an association of employees in textile shops so that they can voice their grievances and assert their rights. Management has to raise salary and make provisions for extra benefits. So that the employees feel rewarded for their hard labor and they may be encouraged to support the management to the best. Reduction in working hours will help the workers from overloaded duty and can be more effective during the working hours. Treat the staff with trust and with a good manner to develop a good relationship with them. The suggestion to the employers is It is better for them to change the job after gaining some experience. Beginner may be good. But if they continue for more than four years in the same garment shop without any incentives like a bonus, leave etc, it is not to curse the employee rather it is your mistake. Don't curse for your situation rather search for new opportunities which will give you better prospect and job satisfaction. Work with dedication and your service is considered and recognized by an employee it is good or taps better opportunities.

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