

Shodh Sarita

**An International Multidisciplinary Quarterly
Bilingual Peer Reviewed Refereed Research Journal**

• Vol. 8

• Issue 29

• January to March 2021



Editor in Chief

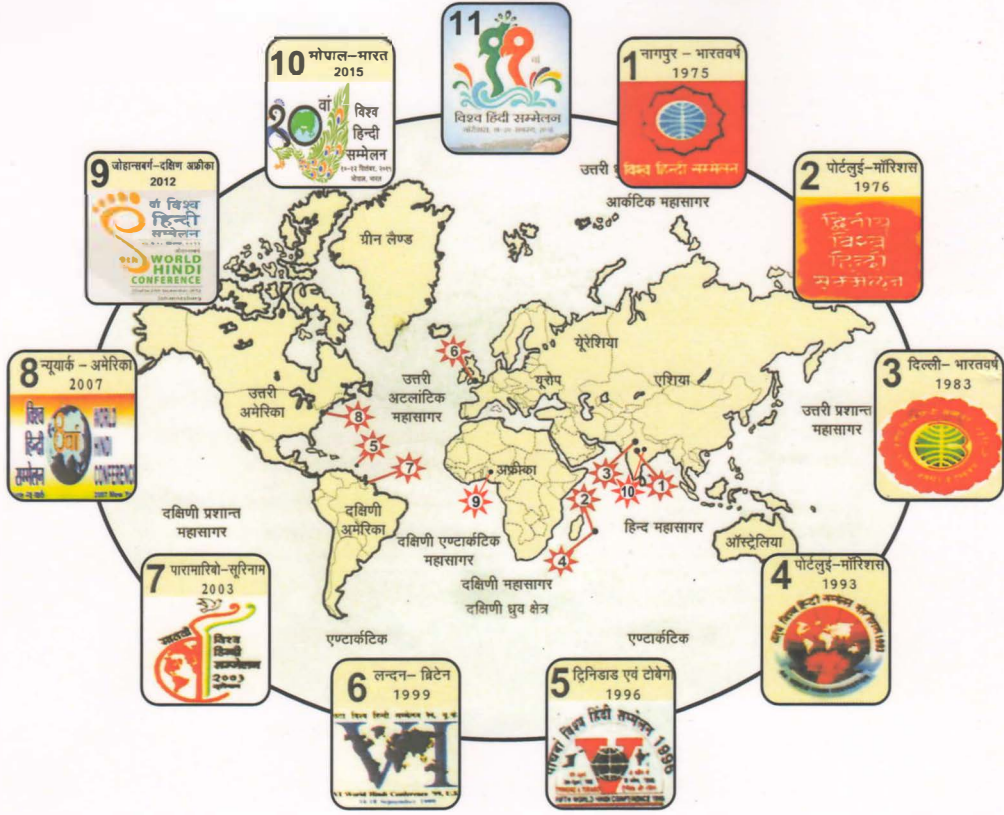
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Shodh Sarita

AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL
PEER REVIEWED REFEREED RESEARCH JOURNAL

• Vol. 8

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PUBLISHED BY



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Educational & Research Foundation

PUBLISHER

Sanchar Educational & Research Foundation, Lucknow (U.P.) INDIA

PRINTER

Aradhya Prakashan

448/119/76 Kalyanpuri,

Thakurganj, Lucknow – 226003 (U.P.)

SUBSCRIPTION / MEMBERSHIP FEE

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All the Cheques/Bank Drafts should be sent in the name of the **SHODH SARITA**, payable at Lucknow.

All correspondence in this regard should be sent by **Speed Post** to the **Managing Editor, SHODH SARITA**

CHIEF EDITORIAL OFFICE

Dr. Vinay Kumar Sharma

M.A., Ph.d., D.Litt. - Gold Medalist
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Editor in Chief - SHODH SARITA

448 /119/76, KALYANPURI THAKURGANJ, CHOWK, LUCKNOW -226003 U.P.,

Cell.: 09415578129, 09161456922

E-mail : serfoundation123@gmail.com

Publisher, Printer & Editor :-

Dr. Vinay Kumar Sharma Published at 448 /119/76, Kalyanpuri Thakurganj, Chowk, Lucknow-226003 U.P.
and printed by Aradhya Prakashan, 448/119/76 Kalyanpuri, Thakurganj, Lucknow – 226003 (U.P.)

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SELF-ESTEEM AND FEMALE SALES FORCE IN TEXTILE RETAILING

□ Nisha Leela Jose*
Dr. P. Vasanthakumari**

ABSTRACT

This study centres around the concept of self-esteem in relation to sales women in textile retailing in Kerala, carried out on the strength of 391 respondents. Without a precedent in extant literature, this work sets forth as its main objective, endeavours to examine and measure the phenomenon of self-esteem among the female salesforce, often seen to be a research area of neglect. As facilitators to a precise comprehension of the subject, thirteen customised variables, believed to have intimate relevance to self-esteem have been applied. Primary and secondary data have been gathered through personal interviews and review of available literature on the subject. Data analysis reveals that in spite of deficient personal circumstances, these saleswomen brim with high levels of self-esteem, presumably for reasons dealt with in the appropriate section of the work.

Keywords: Self-esteem, Saleswomen, Textile Retailing

Introduction

Among the divergent factors that form the mental canvas and mould one's personality, self-esteem by its universal nature and magnitude of application, has been a subject of study the world over (Baumeister, 1998). Self-esteem in common parlance relates to one's realisation of self-worthiness considered independent of people and circumstances around as well as in relation to such external influences, thereby lending a sense of wellness, self-reliance, self-confidence, and self-importance (Elder, 1968). This sense of self-worthiness which is an important factor in any occupation, particularly in sales and marketing, counts immeasurably towards one's success irrespective of the domain, and is largely acquired through social interaction including inter-personal engagements and the contexts or circumstances that stage these interactions (Walker, Ford, & G.A.Churchill, 1977) (Richard, 1978).

Sales, in the context of a textile retail

showroom draws heavily on the physical and emotional reservoir of the employee in addition to job related specifics such as targets and customer management, which can render an experience exclusive to such employees. With long on-the-feet work hours, mostly all week and the compelling need to translate queries into tangible business with the added handicap of little education and little or no vocational skills, these contexts often become stressful and call for the play of inner resources one possesses by nature and acquired through experience of advancing life. Self-esteem is one psychological phenomenon that intervenes in such situations, through its adaptive personality dimension in its primary role as a moderator or a mediator in bringing about a sense of emotional balance and enhanced coping competence (Pruessner, Hellhammer, & Kirschbaum, 1999)

Research Rationale

The demands that the role of a saleswoman

*Assistant Professor - PG Dept of Commerce & Research, Vimala College, Thrissur

**Research Guide - PG Dept of Commerce & Research, Vimala College, Thrissur