



**FACTORS INFLUENCING SALES PEOPLE'S
PERFORMANCE: A STUDY OF MOBILE SERVICE
PROVIDERS IN BANGLADESH**

BY

KAMRUL ISLAM TALUKDER

**A thesis submitted in fulfilment of the requirement for the
degree of Master of Science in Marketing**

**Kulliyyah of Economics and Management Sciences
International Islamic University Malaysia**

AUGUST 2016

ABSTRACT

This study seeks to identify the factors that influence sales people's performance in mobile service companies in Bangladesh and their viewpoints on sales performance in Dhaka city. The main focus of this study is to address the sales people's performance. A total of 262 sales people including sales managers and sales executives (166 males and 96 females) were drawn from a purposive sampling method. Two instruments were used to gather information; the main instrument was a self-created agenda to profile the information identified with the sales people's performance and the second instrument was a structural questionnaires adopted from previous studies. The primary data were collected from six mobile service providers in Dhaka city in Bangladesh. Two statistical tools were used to analyze the data. Statistical Package for the Social Sciences (SPSS) was used for descriptive analysis and Analysis of a Moment Structures (AMOS) was used to fit Structural Equation Models (SEM) for confirmatory factor analysis. The findings indicate that all independent factors including job satisfaction, intrinsic motivation, organizational commitment, extrinsic motivation and compensation have a positive impact on sales people's performance in mobile service companies in Bangladesh. Job satisfaction did not have a significant impact on sales people's performance. However, intrinsic motivation, extrinsic motivation, organizational commitment and compensation had significant relationships with sales people's performance. These outcomes contribute to the success of the proposed augmentation in achieving the objectives of this study.

خلاصة البحث

سعت هذه الدراسة إلى التعرف على العوامل التي تؤثر على أداء مندوبي المبيعات في شركة خدمات الهاتف المحمول و وجهات نظرهم إلى أداء المبيعات في مدينة دكا في بنغلاديش، و ركزت هذه الدراسة أساسا على معالجة أداء مندوبي المبيعات. مجموع 262 عينة من مندوبي مبيعات بينهم مديري ومديرين تنفيذيين للمبيعات (166 ذكور و96 إناث) أخذت كعينات هادفة لهذه الدراسة. استخدمت أداتين لجمع المعلومات، الأداة الرئيسية كانت بخلق أجددة تحوي ملف معلومات تتوافق مع أداء مندوبي المبيعات والأدات الثانية كانت على أساس إستبيان معدل أخذ من الدراسات السابقة. تم جمع البيانات الأولية من ستة موردي خدمة الهاتف المحمول في مدينة دكا في بنغلاديش. استخدمت اثنين من الأدوات الإحصائية لتحليل البيانات. تم استخدام الحزم الإحصائية للعلوم الاجتماعية (SPSS) لتحليل وصفي، وتحليل لهياكل لحظة (AMOS) وتستخدم لإدخال أنموذج المعادلات الهيكلية (SEM) لتحليل عامل التأكيد. بينت النتائج أن جميع العوامل المستقلة: الرضا الوظيفي، المحفزات الذاتية والالتزام التنظيمي، التحفيز الخارجي والتعويض كان لها تأثير إيجابي على أداء مندوبي المبيعات في شركة خدمات الهاتف المحمول في بنغلاديش. وبالإضافة إلى ذلك، الرضا الوظيفي ليس له تأثير كبير على أداء مندوبي المبيعات. إلا أن، الدوافع الذاتية، الدافع خارجي، الالتزام التنظيمي والتعويض لها علاقة كبيرة مع أداء مندوبي المبيعات. هذه النتائج تساهم في نجاح زيادة المقترحة في تحقيق أهداف هذه الدراسة

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion; it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Science in Marketing.

.....
Muhammad Tahir Jan
Supervisor

I certify that I have read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Science in Marketing.

.....
Rozailin Abdul Rahman
Examiner

.....
Rodrigue Ancelot Harvey
Fontaine
Examiner

This thesis was submitted to the Department of Business Administration and is accepted as a fulfillment of the requirement for the degree of Master of Science in Marketing.

.....
Suhaimi Mhd Sarif
Head, Department of Business
Administration

This thesis was submitted to the Kulliyah of Economics and Management Sciences and is accepted as a fulfillment of the requirement for the degree of Master of Science in Marketing.

.....
Maliah Sulaiman
Dean, Kulliyah of Economics
and Management Sciences

DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

Kamrul Islam Talukder

Signature

Date

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

**DECLARATION OF COPYRIGHT AND AFFIRMATION OF
FAIR USE OF UNPUBLISHED RESEARCH**

**FACTORS INFLUENCING SALES PEOPLE'S
PERFORMANCE: A STUDY OF MOBILE SERVICE
PROVIDERS IN BANGLADESH**

I declare that the copyright holders of this dissertation are jointly owned by the student and IIUM.

Copyright © 2016 Kamrul Islam Talukder and International Islamic University Malaysia. All rights reserved.

No part of this unpublished research may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission of the copyright holder except as provided below

1. Any material contained in or derived from this unpublished research may be used by others in their writing with due acknowledgement.
2. IIUM or its library will have the right to make and transmit copies (print or electronic) for institutional and academic purposes.
3. The IIUM library will have the right to make, store in a retrieved system and supply copies of this unpublished research if requested by other universities and research libraries.

By signing this form, I acknowledged that I have read and understand the IIUM Intellectual Property Right and Commercialization policy.

Affirmed by Kamrul Islam Talukder

.....
Signature

.....
Date

This dissertation is dedicated to my beloved grandmothers Ayesha Khanm & Ayesha begum, grandfathers Maulana Ismail Khan & Hazi Abdul Aziz Talukder, parents Sirajul Islam Talukder & Sajeda Begum, wife Tasnim Mubasshira and siblings.

ACKNOWLEDGEMENTS

Assalamualaykum warahmatullahi wabarakatuh

It is Allah S.W.T., the most Merciful and Gracious, the most Compassionate, the Almighty, and the Lord of the universe to whom I am grateful for His kindness because He has given me the strengths, courage and patience for successfully completing my master's dissertation despite all the challenges I faced after my graduation. Peace and blessings be upon the greatest man of the universe Prophet Muhammad (sallallahu 'alaihi wa sallam). All praises to Allah SWT again as He has granted me to complete this dissertation during the most critical time of my life.

First of all, I would express my heartiest gratitude to my supervisor, Assistant Professor Dr. Muhammad Tahir Jan for his never ending support, guidance, cooperation and patience in guiding me. It would be a dream to complete my dissertation without his proper, consistent and timely guidance. I especially grateful to my supervisor Assistant Professor Dr. Muhammad Tahir Jan for giving me his valuable time whenever needed.

My deepest and sincere appreciation goes to my father Sirajul Islam Talukder, mother Sajeda Begum, wife Tasnim Mubasshira and my siblings who always motivated and encouraged me to complete this research. My heartiest gratitude goes to my parents, wife and siblings who continuously made dua for me. I would like extend my sincerest gratitude to my uncle and aunt for their concern.

Special thanks to all of my lecturers at Kulliyah of Economics and Management Sciences of International Islamic University Malaysia as they taught me so well throughout my journey. I am also thankful to the staffs of our Faculty who always assist me at the Post Graduate Unit especially regarding the dissertation.

Finally, I am showing my gratitude to all of my respected respondents for giving their valuable responses. At the same time, I thank everyone who supported me directly or indirectly in the completion of the dissertation. I really appreciate everything that was given to me, and the blessings that were bestowed upon me to have such wonderful people like all of you in my life. Even though I am unable to remember them all by their names here but their supports mean a lot to me.

TABLE OF CONTENTS

Abstract	ii
Abstract in Arabic	iii
Approval page	iv
Declaration	v
Copyright Page.....	vi
Dedication.....	vii
Acknowledgements.....	viii
List of Tables	xii
List of Figures	xiii
CHAPTER ONE: INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problem.....	4
1.3 Purpose of the Study	6
1.4 Research Objectives.....	6
1.5 Research Questions.....	7
1.6 Significance of the Study.....	7
1.7 Definition of Terms	9
CHAPTER TWO: LITERATURE REVIEW	11
2.1 Introduction.....	11
2.2 Overview of Telecommunication Industry	11
2.3 Sales People Performance.....	13
2.4 Influencing Factors of Sales People Performance	15
2.5 Main Construct of the Study.....	19
2.5.1 Job Satisfaction	19
2.5.2 Intrinsic Motivation.....	20
2.5.3 Organizational Commitment.....	21
2.5.4 Extrinsic Motivation	23
2.5.5 Sales People Compensation	24
2.6 Conceptual Framework.....	26
2.7 Research Hypotheses	28
2.7.1 Job Satisfaction and Sales People Performance.....	28
2.7.2 Intrinsic Motivation and Sales People Performance	28
2.7.3 Extrinsic Motivation and Sales People Performance	28
2.7.4 Organizational Commitment and Sales People Performance	29
2.7.5 Compensation and sales people performance	29
CHAPTER THREE: METHODOLOGY	30
3.1 Introduction.....	30
3.2 Research Approach.....	31
3.3 Philosophical Assumptions.....	31
3.4 Research Design	32
3.5 Sampling Method	33
3.5.1 Sample Size.....	34

3.5.2 Questionnaire Design	35
3.5.3 Data Types	36
3.5.4 Data Measurement Scale.....	38
3.6 Pilot Test Study	39
3.7 Analyzing Procedure	40
3.8 Structural Equation Modeling (SEM) Technique.....	42
CHAPTER FOUR: FINDINGS AND ANALYSIS.....	45
4.1 Introduction.....	45
4.2 Response Rate.....	45
4.3 Descriptive Analysis	46
4.3.1 Demographic Information.....	46
4.4 Reliability Analysis	47
4.5 Assigns of the Questionnaire	48
4.5.1 Descriptive statistics of job satisfaction.....	48
4.5.2 Descriptive statistics of intrinsic motivation.....	49
4.5.3 Descriptive statistics of extrinsic motivation.....	50
4.5.4 Descriptive statistics of organizational commitment.....	51
4.5.5 Descriptive statistics of compensation.....	52
4.5.6 Descriptive statistics of sales people performance	53
4.6 Exploratory Factor Analysis	54
4.7 Confirmtory Factor Analysis	58
4.7.1 Measurement Model Evaluation	59
4.7.2 Discriminant Validity.....	61
4.8 Structural Model Evaluation.....	62
4.9 Hypothesis Testing	65
CHAPTER FIVE: CONCLUSION AND RESEARCH IMPLICATIONS.....	69
5.1 Introduction.....	69
5.2 Research Questions Addressed.....	69
5.2.1 Research Questions One	70
5.2.2 Research Question Two	71
5.2.3 Research Question Three	72
5.2.4 Research Question Four.....	73
5.2.5 Research Question Five	74
5.3 Limitations And Directions For Future Research.....	75
REFERENCES.....	77
APPENDIX A1: SURVEY QUESTIONNAIRE	90

LIST OF TABLES

Table 4.1	Response rate of distributed questionnaires	46
Table 4.2	Demographic profile	47
Table 4.3	Reliability test	48
Table 4.4	Job satisfaction	49
Table 4.5	Intrinsic motivation	50
Table 4.6	Extrinsic motivation	51
Table 4.7	Organizational Commitment	52
Table 4.8	Compensation	53
Table 4.9	Sales people performance	54
Table 4.10	Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity	55
Table 4.11	Exploratory Factor Analysis	56
Table 4.12	Deleted items	58
Table 4.13	Correlations (group number 1-default model)	62
Table 4.14	Hypothesized relationship Regression Weight	66

LIST OF FIGURES

Figure 2.1	Conceptual Framework	27
Figure 4.1	Measurement model	60
Figure 4.2	Revised measurement model	61
Figure 4.3	Structural Model	64
Figure 4.4	Revised Structural Model	65

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Sales people's performance is a noteworthy issue for organizations particularly in today's era of high rivalry (Zain & Dahari, 2011; Zain & Jan, 2014). A continuous flow of sales people's performance in the telecommunication industry is the lifeblood for organizations that continue to be competitive in high-technology industries such as telecommunications (Barczak, 1995). A high rate of sales representative turnover is accounted in affecting organizational efficiency and competitiveness (Zain & Jan, 2014). The underlying enthusiasm for organizational business sector is focused on the capacity of top management to shape the quality and introduce of their relationship (Zain & Dahari, 2011). By the mid-1960s, experimental studies have started to measure the impacts of the business sector and in the following couple of years, the accentuation moved to hypothesis development which analyse the impacts of organizational structure on authoritative business sector (Avlonitis & Panagopoulos, 2007). In the mid-1970s, the significance of hierarchical market orientation was seen to decrease even with quick innovative changes which lessened the points of interest picked up by responsiveness to an individual client's needs (Magandini & Ngwenya, 2015). However, Gabe and Goldberg (1999) postulate that sales force industry has increasingly grew since the mid-1990s.

Throughout the following decade, the focus of the literature has moved inside the selling organization and has started to inspect the business sector introduction of the sales force as an outcome of assessment and prized frameworks (Barker, 2001). This individual level of business sector orientation, alluded to as sales people's

performance introduction, is of extraordinary interest in light of sales people's performance and immediate contact with clients and the conviction that this will affect sales outcomes. Proceeding with their focus inside the selling orientation, scholars estimated that information flow within the business organization encourages and facilitates business sector orientation (Rajagopal & Rajagopal, 2008). The unmistakable pattern towards responsibility in marketing and the pressure to improve profitability have inspired administrators to distinguish and actualize powerful sales force administration practices (Barker, 2001). Expanding worldwide rivalry, low levels of financial development and contracting client bases have quickened the need to distinguish determinants of actual performance within of the sales business organizations (Hise & Reid, 1994). Inside the advertising capacity, administration of sales force is of basic significance in numerous organizations because of the number of salesmen utilized and the measure of cash spent looking after it.

Sales people's performance is vital for organizations (Rahman et al., 2014) since they deal with imperative finance, product or item and client information which could simply be exchanged starting with one organization and then the next (Doyle & Shapiro, 1980). Along these lines, sales people's performance and responsibility to the association are basic variable in the long haul achievement of the organizations (Buciuniene & Skudiene, 2015). Empirical studies (Payne et al., 2001) show that sales representatives' maintenance prompts expanded sales quality and in this manner, expanded sales. Moreover, sales people's performance is important to the future growth and success of all industry (Magandini & Ngwenya, 2015). Developing advances revolutionizes business sector needs making it troublesome for clients to articulate their future needs and prerequisites. Organizations require huge assets and

specialized aptitudes to keep up a focused advantage (Barczak, 1994; Magandini & Ngwenya, 2015).

The telecommunications industry has seen tremendous changes in the past decade, particularly in Asian countries and the Middle East, with all players, from equipment providers to service providers and consumers, being affected (Rajasekar & Rae, 2013). The telecommunication industry is representative of the high innovation arena yet it has its own individual characteristics. It is diverse incorporating telephone, satellite TV and PC organizations; savagely competitive and government managed (Barczak, 1994). In addition, the industry has been encountering noteworthy change operated by the prospect of the information and competitive mergers. Many studies have explored the issue of sales people's performance and identified a number of factors related to high performance such as job satisfaction, intrinsic motivation, organizational commitment, extrinsic motivation and compensation (Barker, 2001; Zain & Jan, 2014; Buciuniene & Skudiene, 2015). Buciuniene and Skudiene (2015) have also identified the salesperson's motivation dimensions which are financial compensation, personal growth and ability, incentives, recognition of effort and results, employee autonomy, supervisory feedback and team work.

Along these lines, this study concentrates on the significant factors that are affecting the sales people's performance in the telecommunication industry in Bangladesh. For this purpose, an endeavour is made to survey the level of determinants factors that are influencing sales people's performance. Conversely, this study starts by giving a general thought regarding the exploration theme and the issue in the introductory section. In this part, the background of the study contains the outline of factors that influence sales people's performance in the telecommunication

industry in Bangladesh. Next, this section clarifies the issue, research inquiries and objective of the study. This part depicts the importance and its expected contributions.

1.2 STATEMENT OF THE PROBLEM

Certain communication and interpersonal skills are needed by sales people to develop and improve relationships with customers (Zain & Jan, 2014; Rahman et al., 2015). Yet little research has explored sales people's performance (Deeter-Schmelz, & Sojka, 2003) particularly in the telecommunication industry (Oko & Nnanna, 2014). The relationship marketing has currently increased attention to market orientation (Zain & Jan, 2014). This movement in marketing from transaction orientation to a more relationship administration orientation made it indispensable to comprehend the nature and quality of all channel communications, particularly between the business organization and the client (Buciuniene & Skudiene, 2015). However, as of now in marketing the attention is more on the connections between organizations. Oko and Nnanna (2014) explain it in light of the fact that the actual focus of the sales transaction relationship should be found in consumer-sales personal relationship instead of between inter-organizational relationship. Along these lines, more focus ought to be given to this interpersonal relationship between the clients and the salespersons (Samadi & Emamgholizadeh, 2016).

In addition, Parvinen et al. (2013) articulate that there is no known research that “considers the sales management or sales administration practices utilized as a part of sales organizations that show high levels of effectiveness” up until that point. It is imperative to recognize the factors that are connected with better sales people's performance to enhance the act of sales management or administration and build a company's competitiveness (Román & Rodríguez, 2015). Such endeavours are

valuable in accomplishing benchmarks that could be utilized to assess the sales people's performance in an organization against industry-wide standards (Cheng & Chang, 2015). While the significance of sales representative and sales organization adequacy in sales control scheme has been perceived in past studies (Longenecker, Ragland & Mallin, 2014), a large portion of them have underlined the factors that decide the effectiveness of the individual sales representative without much achievement in clarifying the distinctions in their performances (Shapiro & Gómez, 2014). A recent research measurement has been to explore the effect of other hierarchical and administration related elements, other than sales peoples's performance, in providing a comprehension of the adequacy of the sales organization (Oliver & Anderson, 1994; Barker, 2001; Buciuniene & Skudiene, 2015).

With a couple of exceptions (Cravens et al., 1993; Mallin, O'Donnell & Hu, 2009; Buciuniene & Skudiene, 2015), until the mid-1990s, the vast majority of the research on sales management or sales administration were US-based and on developed nations (Barker, 2001; Cheng & Chang, 2015). Nonetheless, sales people's performance has been studied in previous decades and considered as an immersed subject for accomplishing organizational excellence. There is however no empirical research conducted on the effects of sales people's performance in the telecommunication industry, particularly in an emerging country like Bangladesh (Uddin, Luva & Hossian, 2013). The extent of sales people's performance research must be covered outside the developed countries to fill an actual gap in the literature. This is important for sales people or sales management to stay informed concerning the improvements incited by globalization that is available in various forms of advertising, marketing and management. This study endeavours to contribute to a growing exploration stream that as of now incorporates findings from the developed

countries. Since multinational companies have been broadening their operations in rising nations, it would be critical to examine how the perceived role or factors influence sales people's performance in the telecommunication industry in Bangladesh. This is the main focus of this study.

1.3 PURPOSE OF THE STUDY

The purpose of this study is to investigate what factors influence sales people's performance in the telecommunication industry in Bangladesh. This study contributes to the comprehension of the relationship between the perceived role of sales representatives influence measurements and their performance in the telecommunication industry. In the study, sales people's performance in the telecommunication industry is surveyed on two major dimensions: key influencing factors and sales people's performance. The measured sales people performance dimensions are job satisfaction, intrinsic motivation, organizational commitment, extrinsic motivation and compensation.

1.4 RESEARCH OBJECTIVES

Based on the above discussion and problem statement, the study has formulated the following research objectives:

1. To measure the relationship between job satisfaction and sales people's performance
2. To investigate the effect of intrinsic motivation on sales people's performance
3. To measure the relationship between extrinsic motivation and sales people's performance

4. To examine the relationship between organizational commitment and sales people's performance
5. To examine the relationship between compensation and sales people's performance

1.5 RESEARCH QUESTIONS

Based on the above discussion, the study has formulated the following research questions:

1. What is the relationship between job satisfaction and sales people's performance?
2. What is the effect of intrinsic motivation on sales people's performance?
3. What is the relationship between extrinsic motivation and sales people's performance?
4. What is the relationship between organizational commitment and sales people's performance?
5. What is the relationship between compensation and sales people's performance?

1.6 SIGNIFICANCE OF THE STUDY

Sales representatives' impression of their manager part demonstrate conduct related emphatically to confide in the business director and related by implication, through trust, to both job satisfaction and overall performance of the sales people in the business organization (Rich, 1997). According to Terho, Eggert, Haas and Ulaga (2015), the administration part of sales managers is so imperative. Administrators play a significant part in embellishment practices and state of mind of their sales people

(Mulki, Jaramillo, Goad & Pesquera, 2015). Marks and Badovick (2015) argue that sales people adapt sales message to the individual consumer's need and this has long been acknowledged as the advantage of personal selling over other methods of communication.

Accordingly, in the face of the competitive performance environment and the fast extension of essential scope of products and the need to sell in better approaches to new clients place, thus, sales people performance is essential to perform the organizational task efficiently. In addition, enhancing sales people performance through sales force inspiration is a developing issue in telecommunication sector (Dutt, 2015). Besides, the telecommunication industry is growing rapidly despite of economic slowdown and competition worldwide (Uddin et al. (2013). Therefore, sales people's higher performance in the mobile service company is very essential to generate more profit in the organizations.

Moreover, this study is significant because an effective performance of the sales people is essential for developing a business organization (Dutt, 2015), but there is no comprehensive study on sales people performance in the telecommunication industry in Bangladesh (Uddin et al., 2013; Ahmed & Rouf, 2015). Along these statements, the justification of this study is to examine the factors that influencing the higher performance of the sales people in the telecommunication industry in Bangladesh. Furthermore, this study is very significant, since there is no empirical evidence on sales people performance in the telecommunication industry in Bangladesh. This study will contribute to develop an effective performance of the sales people in the telecommunication industry and will also help future study to use as supporting evidence. This study also will help in determining the sales people's compensation, job satisfaction, intrinsic motivation, extrinsic motivation and

organizational commitment. Furthermore, an effective and efficient performance of sales people in the telecommunication industry is a major aspect globally, but researchers have given a very little attention in this sector particularly in the context of Bangladesh there is no empirical research on this area. Thus, this study will contribute to fill this gap by conducting an exploratory study on sales people performance in the telecommunication industry in Bangladesh.

1.7 DEFINITION OF TERMS

Sales people Performance: Sales people performance is conceptualized as a cycle: sales effort produces sales performance, which creates rewards for sales people and motivation to apply more sales exertion (Schöttner, 2015).

Organizational Commitment: Organizational commitment is the individual's psychological attachment to the organization (Vandenberghe & Marchand, 2015).

Job satisfaction: Job satisfaction is the level of contentment an individual feels regarding his or her job (Safi, & Arshi, 2016). Hence the feeling is mainly based on an individual's perceptions of satisfaction.

Intrinsic motivation: Intrinsic motivation is identified with sales people performance and perceived pleasure and satisfaction derived from completing the conduct (Yousaf, Yang & Sanders, 2015).

Extrinsic Motivation: Extrinsic motivation can be defined as the observation that clients will need to perform a movement since it is seen to be instrumental in accomplishing esteemed results that are particular from the action itself (San Martín & Herrero, 2012).

Compensation: Compensation can be defined as sales effort produces sales performance, which creates rewards for sales people and motivation to apply more sales exertion (Schöttner, 2015).

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

Since the study aimed to identify the factors that influence to sales people performance in the telecommunication industry in Bangladesh in terms of the influence of the proposed variables such as job satisfaction, intrinsic motivation, extrinsic motivation, organizational commitment and sales people compensation. It is importance to take a look at the sales people performance in terms of its definition and significance. Likewise, the review of literature will emphasize on actual performance of sales people in telecommunication industry from the perspective of their role and their importance for the business organizations. What should also be covered is the sales people performance in the telecommunication industry from the perspective of Bangladesh and the key factors that influence higher performance of sales people in the telecommunication industry.

2.2 OVERVIEW OF TELECOMMUNICATION INDUSTRY

Today's business organizational is transcendently changing that posture gigantic open doors and difficulties to the corporate business experts and strategy producers (Uddin, Luva & Hossian, 2013). Seeing such dynamism is exceptionally pivotal to seek after the organizational strategic objectives. The essential point of this study is to look at the effect of key influencing factors that affect to sales people performance in the telecommunication industry in Bangladesh. According to Bigliardi, Dormio and Galati (2012), telecommunication industry gains external knowledge and skills for the most part from the research centres and additionally from value chain's performing actors.

Many organizations are progressively being client situated and are grasping advertising activities that try to comprehend, pull in, hold and fabricate long-term relationship with clients (Kotler, 2006). Nimako (2012) argued that sales driven business organizations are intrigued not simply in getting new clients, however all the more imperatively, holding existing clients through consumer satisfaction.

Despite the fact that the telecommunication sector is moderately youthful, mobile shopping is quickly achieving a critical mass of business and individual clients. According to Islam, Khan, Ramayah and Hossain (2011), in 2009, versatile internet shopping expanded more than triple to \$1.2 billion in the U.S. and surpassed \$10 billion in Japan. Before the end of 2010, telecommunication market in Europe is required to outpace that in the U.S. Investigators anticipate that overall mobile online shopping will reach \$119 billion in 2015 (Islam et al., 2011). Telecommunication industry contributes the possibility to convey the large portion of what the web can offer in addition to the benefit of versatility. Telecommunication industry is hard to characterize and can be deciphered in an assortment of ways. Telecommunication industry can be characterized as all activities identified with a business exchange directed through communication networks that interface with wireless devices. Angsana (2002) accentuates on three components of telecommunication business such as a range of activities, devices and network types, and characterizes telecommunication as all electronic exchanges (e.g., correspondence communication, buy, payment) that utilization information empowered remote gadget connection to the web or to a seller's private system.

In Bangladesh, there are a growing number of wireless technology users in the area of telecommunication industry. There are more buyers who have a cell telephone than the individuals who have a PC. Regardless of the quickly developing number of