

STUDY ON ATTRIBUTES AND PERSONALITY TRAITS: AN EMPIRICAL STUDY ON MARKETING EXECUTIVES

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Received: 27 June 2016, Revised and Accepted: 04 July 2016

ABSTRACT

Objective: This study was undertaken to examine the basic attributes and personality traits required for marketing executives.

Methods: Research methodology is the manner by which the data for the study are collected, measured, analyzed, and interpreted in a scientifically structured manner, and whereby the problem can be identified, and stated to get a solution. Here, the descriptive type of research is used which includes survey and facts finding inquiry of different kinds. Percentage analysis, Likert's questionnaire values are widely used. Percentage refers to a special kind of ratio. The percentage is in making comparison between two or more series data. Percentages are used to describe relationships. This method is used for the analysis of the data this analysis has given a clear picture of the research study it means how many of the respondents are involved in the interview and what type of opinion they are having is based on the type of the analysis and the interpretation is mainly based on the percentage analysis. The present research study, to estimate the research in percentage.

Results: In this context, the current study examined the basic attributes and personality traits required for marketing executives. Data were collected from a sample of 35 marketing executives in Shimoga by employing stratified random sampling method. The results clearly showed that personality trait of a marketing executives majority of respondents are accepted the trait of executives in work almost in creativity 91% (32) in motivation 100% (35), people skill, in lifelong learning 83% (29) in commitment and The qualities required by marketing professional by the respondent's opinion that strongly agree and agree by following traits were loyalty with employer 97%, skilled leadership 100%, time manager 97%, and ability to take right decision quickly 100%.

Conclusion: Results from the analysis defines and interprets that that motivation, lifelong learning, loyalty with employer are some if the basic attributes personality traits required for any marketing executives are significantly correlated.

Keywords: Marketing executives, Traits, Attributes, Skills.

INTRODUCTION

A marketing executive directs the marketing of a company's products or services. Marketing executives know the company's product line, historical market, potential market, media costs, media response, and budgeting issues. Marketers often have to be intimate with a number of advertising media such as radio, television, phone solicitation, mail campaigns, and promotional events. Their most difficult task is determining how best to take advantage of any or all of them to promote their product. In addition, "You have to know when to sell your own product, and when to mow down the other guy's product," said one New York marketing executive.

Marketing takes three basic forms: Positive marketing (the benefits of your product or service), educational marketing (developing a demand for your product by educating people about their needs, such as mouthwash marketers talking about gingivitis), and negative marketing (revealing the flaws in a competitor's product). Knowing when to do which and how is both the science and art that marketing executives practice. The most marketing executives spend significant time analyzing demographics, regional sales figures, and the competition. However, more than one marketer told us that in the end, marketing is all about "common sense."

Marketing executives have no formal educational requirements, but most employers require a college degree. Valued courses include marketing, statistics, advertising, psychology, sociology, business, finance, economics, and history. Communication skills are very important, so any writing experience is appreciated. Marketing executives need know their product line and its unique features, so

special requirements may apply for those in science, mechanical, medical, or computer-based industries.

A marketing executive directs the marketing of a company's products or services. Marketing executives know the company's product line, historical market, potential market, media costs, media response, and budgeting issues. Marketers often have to be intimate with a number of advertising media, such as radio, television, phone solicitation, mail campaigns, and promotional events. Their most difficult task is determining how best to take advantage of any or all of them to promote their product. Marketing executives have no formal educational requirements, but most employers require a college degree. Valued courses include marketing, statistics, advertising, psychology, sociology, business, finance, economics, and history. Communication skills are very important, so any writing experience is appreciated. Marketing executives need know their product line and its unique features, so special requirements may apply for those in science, mechanical, medical, or computer-based industries. Professional education is the norm in this occupation with many marketers attending at least two seminars or lectures a year. Marketing executives often are promoted to strategic planning positions.

Essential characteristics of marketing executives

To make it in the marketing world, you have to have more than business expertise. When hiring, CEOs and recruiters have all wanted to know what are the qualities of a successful marketing executive, and marketing professionals should know these qualities if they want to get ahead in their careers. According to industry experts, successful marketing executives need to have these seven essential characteristics.

Visionary

A successful marketing executive needs to have a strong vision for what they want to accomplish for the brand in the present and in the future. A marketing visionary needs to see clearly what has to happen to make the brand successful and articulate this vision to business partners. Not only is a strong vision necessary but also a marketing manager needs to be able to inspire others to embrace this vision.

Business driver

Another trait of a successful marketing manager is a strong knowledge of how business works and the ability to put that knowledge to use. Successful marketing executives can drive business and improve growth through innovative business solutions.

Strategic thinker

A top notch marketing executive needs to have the ability to plan and execute business strategy in the details and the big picture. The way to create the best marketing strategy is to know the market using marketing tools like analytics and metrics. With a solid understanding of market trends, you can develop a targeted strategy to meet your goals.

Digital guru

In today's technology-driven world, a successful marketing executive needs to live on the cutting edge of technology and be familiar with all kinds of platforms. A thorough knowledge of Web 2.0 marketing strategies is essential for any high-level marketing executive.

Customer driven

All high-level marketing executives are focused on fulfilling the customer's needs. Targeting the right customer is essential to a successful marketing campaign, and a top notch marketing executive needs to know how to find and target that customer.

Brand champion

To be successful in marketing, you have to have a passion for the businesses and brands you are supporting. As an advocate for the brand, you can ensure the accuracy of all marketing messages and make sure that your vision is shared.

Relationship focused

Marketing is not just planning marketing strategies and business processes. A high-level marketing executive needs to be able to garner support from business leaders in all levels of a company. Building business relationships is an important aspect of many successful marketing executives.

Basic qualities of marketing executives

Patience and judgment

Marketing manager needs to be aggressive as per the situation but whenever the situation is not favorable, he must have tenacity to wait till situation becomes opportunity. Many problems/errors could be sorted out by just applying the judgment.

Loyalty with employer

Some of the marketing managers simultaneously work for two employers. Such thing gets leaked and he loses the credibility with current and future employer. Moreover, his subordinates also do not salute him.

Time manager

An essential trait of any marketing manager is time management. Because of his position, suppliers, customers, employees, dealers, boss, etc., might be wanting to have meetings with marketing manager. Thus, managing the time becomes difficult. As such marketing manager must

have a habit of maintaining a diary writings priority wise the work to be done and monitoring it regularly.

Skilled leadership

It has following three elements:

- Mastery over market place:** Marketing manager must know the market and target customers habits very well. The moment, you are in business, everybody expects you to be knowledgeable person, you need to perform to their expectations
- Ability to take right decisions quickly:** Many time marketing manager has to take spontaneous decisions - say within few seconds - and of course the decisions should benefit the organization. Out of 10, even two decisions go wrong, marketing manager may be kicked off
- No pending work:** Marketing manager is supposed to prepare quotations, reply customer's letters reply inter-office memos, prepare for big tenders for govt. customers, disburse dealer's claims, etc., very occasionally, marketing manager need to go on tour also. The desirable trait could be, in all situations, he must able to vacate his incoming mail tray on daily basis. Top management never likes a marketing manager.

Vocal and drafting power

Some of the marketing managers are recognized by their communications skills and drafting power. The person who receives the communication from marketing manager must understand it and get impressed.

Photography memory

Marketing manager comes across many personalities in his black box and is able to recall instantly after considerable time, nothing like that.

Ability to define positions exact duties and responsibilities

The marketing manager should have enough maturity to understand his role in the organization. The reporting criteria must be strictly followed. Weekly and monthly reports from subordinates to him and from him to top management must be submitted as per norms of the organization. In one time it can be said, as he must perform the duties of achieving targets and responsibilities of conducting marketing functions effectually.

Other skills

1. Communication skills
2. Enthusiasm
3. Positive attitude
4. Professionalism
5. Honesty and integrity
6. Self-confidence
7. Leadership
8. Sensitivity
9. Flexibility.

Statement of the problem

Marketing is one of the ruggedness jobs as deals with the products, systems and also with the human mind. Executive's job is considered to be a skillful job with rational ability. Many of the executives are quitting their jobs as their personal virtues are not matching with the qualities required for the relevant field. And hence "Studying what exactly the virtues required for the executives to survive in marketing field is the problem of study". The statement of the problem is to study and analyze the basic attributes and personality traits required for marketing executives in Shimoga district.

Objectives of the study

1. To know and study the marketing executive's basic attributes required for them
2. To know and study the indispensable qualities required for the executives at work

- To determine the personality traits effectiveness of executives
- To know the expectations from executives which is most required skill for marketing executives.

Scope of the study

- The scope of the study is confined to Shimoga district only
- Researcher met marketing in banks, insurance, and ITES companies, automobile companies and manufacturing industries
- The scope includes theoretical and practical aspects of marketing, HR and finance executives in organization with reference to their good attributes and personality traits
- The study is conducted in Shimoga city as the research not only as the study was limited only to this city. As the convenience of researcher for the study, this city surrounding would be easy for the research purpose with limited cost, limited time and limited effort.

METHODS

Methodology describes the method used to make the research to find the facts and solve the problem systematically research design provides guidance to enable.

Research design

In the present research, the judgment sampling under non-probability sampling is being used for the collection of primary data. The sample is divided into areas in Shivamoga district that is automobile companies, ITES, banks, insurance, and manufacturing industries. The sample size of 35 respondents divided among these different companies considered for the study. Thus, the respondents are executives in marketing in automobile companies, ITES, banks, insurance, and manufacturing industries

Sampling plan

- Sample unit: Shimoga district, Karnataka state
- Sample size: 35
- Sample procedure: Sample random sampling approach has been adopted here with the help of marketing executives we select 35 respondent from Shimoga
- Sampling method and selection: Judgment sampling under non-probability sampling.

Sources of data

Primary data

Primary data were collected using structured questionnaires. The researcher interviewed 64 respondents in Shimoga district. A personal interview method was adopted with the help of a questionnaire. The questionnaire contained 15 questions with closed-ended questions (format of the questionnaire has been enclosed for the reference). The respondents were requested to give their frank opinion on all the questions in the questionnaire.

Secondary data

- Secondary data were collected using many sources such as newspapers, journals, magazines, a reference to the books, and the internet
- Statistical tools: Likert's scale is used for ascertaining the weight age of respondent's data the mean score has been used to interpret the data. The result of the research is presented through Tables 1-9.

Field study

The field work was done in this project adopting personal interview method with the help of structured questionnaire. The questionnaire was filled in personally by the respondents. The survey was conducted in Shimoga town. The survey questionnaires were coded and then tabulated. The analysis and interpretation were given based on the results of the tabulation.

Table 1: Profile of the respondents

S. No.	Parameters	Number of respondents (%)
1	Occupation	
	Business man	16 (46)
	Student	0 (0)
	Market professional	12 (34)
2	Qualification	
	Graduate	17 (49)
	Post-graduate	11 (31)
	Diploma	4 (11)
3	Age group (years)	
	20-25	8 (23)
	26-35	19 (54)
	36-45	5 (14)
4	Above-45	3 (9)
	Working years	
	0>2	9 (26)
	2<4	15 (43)
5	5<10	6 (17)
	10 and above	5 (14)
	Area of operation	
	Marketer	11 (31)
	Technical sales person	1 (3)
	Sales person	8 (23)
	Customer service	13 (37)
	Others	2 (6)

Table 2: Options to need 21st century marketing executives

S. No.	Options	Number of respondents (%)
1	Online marketing	4 (11)
2	Relationship marketing	22 (63)
3	Sales force	2 (6)
4	Brand marketing	7 (20)
	Total	35 (100)

Table 3: The response to traits of marketing executives

S. No.	Traits	Ranks					WMS	Status
		5	4	3	2	1		
1	Open to new experience	0	2	2	16	15	1.7	3
		0	8	6	32	15		
2	Conciseness	0	2	7	15	11	2	2
		0	8	21	30	11		
3	Extraversion	1	2	8	13	11	2.1	1
		5	8	24	26	11		
4	Agreeableness	1	0	4	13	12	1.7	4
		5	0	12	26	12		

WMS: Weighed mean score

Table 4: The effective communication at work and client place will push greater career

S. No.	Response	Number of respondents (%)
1	Strongly agree	24 (69)
2	Disagree	0 (0)
3	Agree	10 (28)
4	Strongly disagree	0 (0)
5	Neither agree nor disagree	1 (3)
	Total	35 (100)

Source: Survey data

Table 5: Personality traits of marketing people

S. No.	Statement	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	WMS	Status
1	Creativity	19 95	13 52	3 9	0 0	0 0	4.45	3
2	Motivation	20 100	15 60	0 0	0 0	0 0	4.57	1
3	People skill	14 70	18 72	2 6	1 2	0 0	4.28	5
4	For lifelong learning	13 65	16 64	2 6	4 8	0 0	4.08	8
5	Commitment	19 95	15 60	0 0	1 2	0 0	4.48	2
6	Techno survey	11 55	20 80	3 9	1 2	0 0	4.17	7
7	Determination	16 80	15 60	3 9	1 2	0 0	4.31	4

WMS: Weighed mean score

Table 6: Qualities required to marketing professional

S. No.	Particulars	5	4	3	2	1	WMS
1	Loyalty with employer	21 105	13 52	1 3	0 0	0 0	4.57
2	Time manager	24 120	10 40	1 3	0 0	0 0	4.65
3	Skilled leadership	25 125	10 40	0 0	0 0	0 0	4.71
4	Ability to take right decision quickly	19 95	16 64	0 0	0 0	0 0	4.54
5	Vocal and drafty power	10 50	3 12	3 9	1 2	0 0	4.14
6	Photography memory	8 40	22 88	4 12	1 2	0 0	4.05

WMS: Weighed mean score

Table 7: The personality traits in scale

Ranks									
Personality traits	7	6	5	4	3	2	1	WMS	Rank
Creativity	0 0	3 18	2 10	2 8	4 12	14 28	10 10	2.45	6
Motivation	0 0	1 6	2 10	5 20	6 18	8 16	13 13	2.37	7
People skill	1 7	0 0	6 30	6 24	7 21	8 16	7 7	3	3
Commitment	0 0	3 18	6 30	3 12	2 6	6 12	15 15	2.65	5
Communication	2 14	1 6	4 20	4 16	2 6	6 12	14 14	2.68	4
For life lay learning	8 56	9 54	3 15	5 20	3 9	2 4	5 5	4.94	1
Determination	8 56	5 30	5 25	4 16	3 9	2 4	6 6	4.34	2

WMS: Weighed mean score

Data analysis plan

Data analysis procedure: Likert's questionnaire values and interpretation

5	Strongly agree
4	Agree
3	Uncertain
2	Disagree
1	Strongly disagree

The Likert survey has been selected. Questions in the questionnaire have enabled the respondents to answer the survey easily. In addition, this

research instrument allowed the researcher to carry out the quantitative approach effectively with the use of statics for data interpretation. Once all the answers of the respondents have been gathered, the researcher computed the weighted mean value for each survey item. The mean was then compared to the Likert scale to interpret the results. The weighted mean was used to obtain the average values that represented the sample's response to each question in the survey.

Data analysis and presentation

Weighted mean

To analyze the data gathered from the survey, the weighted mean for a question is computed. Weighted mean is the average where in every quantity to be averaged has a corresponding weight. These weights represent the significance of each quantity to the average. To compute for the weighted mean, each value must be multiplied by its weight. Products should then be added to obtain the total value. The total weight should also be computed by adding all the weights. The total value is then divided by the total weight. Statistically, the weighted mean is calculated using the following formula:

$$\text{Weighted mean} = \frac{(Y1 \times 5) + (Y2 \times 4) + (Y3 \times 3) + (Y4 \times 2) + (Y5 \times 1)}{100}$$

Where Y1, Y2, Y3, Y4, Y5 are the number of respondents that selected the given likert choices. The computed mean was then compared to the scale for interpretation as given below:

Range	Interpretation
4.50-5.00	Strongly agree
3.50-4.49	Agree
2.50-3.49	Uncertain
1.50-2.49	Disagree
0.00-1.49	Strongly disagree

Percentage method

The data are analyzed through simple analysis technique. The data tool is percentage method.

The percentage method is used in making comparison between two or sense of data. This method is used to describe relationship.

$$\text{Percentage of respondents} = \frac{\text{Number of respondent} \times 100}{\text{Total number of respondent}}$$

Limitations

1. The time factor is one of the major boundaries because the project should be completed within a stipulated period of time

Table 8: The opinion of respondents regards MBA is necessary to take marketing in career

S. No.	Response	Number of respondents (%)
1	Strongly agree	16 (46)
2	Disagree	5 (14)
3	Agree	11 (31)
4	Strongly disagree	1 (3)
5	Neither agree nor disagree	2 (6)
	Total	35 (100)

Table 9: The employees with MBA back ground excel in any assigned work compare to graduates

S. No.	Response	Number of respondents (%)
1	Strongly agree	13 (37)
2	Disagree	5 (14)
3	Agree	16 (46)
4	Strongly disagree	1 (3)
5	Neither agree nor disagree	0 (0)
	Total	35 (100)

- Due to some company policies, rules and regulations, all information is not revealed to outsiders as it may harm to company's progress
- The study is limited to Shimoga district only
- Lack of proper understanding of questionnaire
- Limited sample size.

DATA ANALYSIS AND INTERPRETATION

Table 1 showing total respondents (35) demographic profiles.

Occupations of the respondent

Analysis: The data collected from the survey it is clear that number of respondents belong to businessmen 46% (16) market professional are 34% (12), and market professional are 20% (7).

Qualifications of the respondents

Analysis: According to the data observed by the survey, it is clear that number of respondents belong to graduates 49% (17) found the number of respondents belong to post-graduates are 31% (11) the respondents relate to diploma are 11% (4) other respondents are 9% (3).

Age group of respondent

Analysis: The data collected from the survey it is clear that the number of respondents belongs to age group of 20-25 years are 23% (8), 26-35 years of respondents are 54% (19), the age group of 36-45 years are 14% (5), and remaining above 45 years respondents are 9% (3).

From how many years are you working in the company

Analysis: Here, the respondents having <2 years working with the company are 26% (9) and 2-4 years are 43% (15) and 5-10 years are 17% (6) and 10 years and above are 14% (5).

To which area do you belong?

Analysis: The number of respondents belongs to marketer 31% (11) and the respondents belong to technical sales person were 3% (1), the sales person are 23% (8), related to customer service area are 37% (13), and others are 6% (2).

Which options are important need for 21st century marketing executives?

Analysis: The numbers of respondents suggest that important need for the 21st century marketing executives. Those are online marketing were 11% (4) relationship marketing is 63% (22), sales person were 6% (2), and brand marketing involves 20% (7).

Rate the below traits of any marketing executives?

Analysis: The traits of marketing executives have weight means of score of open to new experience - 1.74, conciseness - 2, extraversion - 2.11, agreeableness - 1.71.

Do you think effective communication at work and client place will push your career at greater height?

Analysis: Out of 35 respondents, 69% (24) of the total respondents they strongly agree 28% (10) of the respondents states that they agree and 3% (1) respondent state that they neither agree or disagree.

Please tick the below mentioned personality traits of marketing people

Analysis: In the above personality trait of an marketing executives majority of respondents are strongly agree and agreed the trait of an executives in work almost in creativity 91% (32) in motivation 100% (35), people skill 91% (32), in lifelong learning 83% (29) in commitment 97% (34), techno survey 88% (31) in determination 89% (31).

Please rate the qualities required by marketing professional

Analysis: From the above data, it is clear that the respondent opinion regarding the weighted means score of qualities required to marketing executives with regards to loyalty with employ r is 4.57, time manager 4.065 skilled leadership is 4.71, ability to take right decision quickly 4.54, vocal and daftly power 4.14, photography memory 4.05.

Rank personality traits in the scale (1 is highest 7 is lowest)

Analysis: The personality traits of marketing executives have weighed mean score are as follows creativity 2.45, motivation 2.37, people skill 3, commitment 2.65, communication 2.68, for life lay learning 4.94, determination 4.34.

In today's situation do you think MBA is very much necessary for to take marketing as a career?

Analysis: The number of respondent about 46% (16) strongly agree about 14% (5) are disagree, 31% (11) are agree and 3% (1) are strongly agree, 6% (2) are neither agree nor disagree.

Are the employees with MBA background excel in any assigned work than graduates?

Analysis: The out of total respondents 37% (13) of respondents are disagree, 46% (16) are agree and 3% (1) are strongly disagree and no respondent found neither agree and disagree and disagree.

FINDINGS

- The number of respondents is related to both business man and professional 80% (28)
- The total respondents related are both graduates and post-graduates 80% (28)
- The average of total respondents relate to both age group of 20-25 years and 26-35 years are 77% (27)
- The majority of respondents are related to male about 97% (34)
- The majority of respondents are having working years with the company are <2 years and 2-4 years 69% (24)
- The majority of respondents were related to area as both marketer and customer service 68% (23%)
- The majority need for 21st century marketing executives involves both relationship marketing and brand marketing about 83% (29)
- The more number of respondents strongly agree 68% (24) regards to effective communication at work client place will push the marketing executives at a greater height
- Personality trait of a marketing executives majority of respondents are accepted the trait of executives in work almost in creativity 91% (32) in motivation 100% (35), people skill, in lifelong learning 83% (29) in commitment
- The qualities required by marketing professional by the respondent's opinion that strongly agree and agree by following traits. Loyalty with employer 97%, skilled leadership 100%, time manager 97%, ability

to take right decision quickly 100%, vocal and drafting power about 89% and photography about 86%.

11. The majority of respondents opinion is that both strongly agree and agree about 77% (27)
12. More number of the respondents are both strongly agree and agree about 83% (29) of respondents opinion that employees with MBA background excel in any assigned work than graduates.

SUGGESTIONS

1. From the survey, it is evident that the marketing executives have to build relationship marketing as well as brand marketing
2. The number of respondents suggests that to marketing executives have quality of open to new experience
3. The effective communication is very need to 21st century marketing executives
4. The marketing executives have the necessary quality as creativity, motivation, people skill, commitment to reach the goal of the company as well as career advancement marketing executives
5. Every marketing executives have required convenience, impression to target consumer
6. MBA serve as an excel to take marketing as a specialization to build a sound knowledge as well as qualities to marketing executives.

CONCLUSION

Many professionals pointed to industry regulation, compliance and competition as an increasing concern, the vast majority of them see a bright future for themselves and their profession. Most rated their future of a profession as "very good" to "excellent," while only a few said that industry hurdles have made them consider another career. During

the research, the respondent's positive response helped researchers to do the study effectively. This research work helped the researchers to give an insight on the basic personality traits and attributes for the executives.

Another positive trend noted is that consumers are becoming more aware and more educated about personal and all current issues. Such awareness is making it easier to talk to customers about solutions. Planning is becoming more mainstream, thus executives need to have a proper plan while dealing with customers, employees as well as financial instruments. By this study, it can be suggested to the executives of marketing areas that while choosing the first job of their career they have to be very clear about how this job will help them to build their career. In this perceptive strong personality traits and attributes are required for respective executives in their chosen field to excel in it.

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