ABSTRACT

As women have entered the real estate industry in significant numbers, there is a growing need to better understand them and the differences in selling attitudes and organizational behaviors between male and female real estate marketers. This study examines gender-related differences regarding job satisfaction, organizational commitment, role conflict, role ambiguity, adaptive selling and sales effectiveness. Simultaneously, the differences in sales effectiveness between married and single male marketers, and between married and single female marketers are explored. Other attributes relevant to success, and which gender actually performs better are also being investigated. Females reported higher levels of job satisfaction and greater use of adaptive selling than males. They also perceived themselves to be more sales effective than males. No gender differences exist for role ambiguity and organizational commitment. Females however experience greater role conflict. Married female salespersons are found to experience higher job satisfaction, almost equal role conflict and ambiguity, practice more adaptive selling and perceived higher sales effectiveness. Organizational commitment is equal for both married and single females. Married male salespersons have higher job satisfaction, organizational commitment and sales effectiveness. They also practise much more adaptive selling and equal amount of role conflict and ambiguity as single male salespersons. Respondents have contributed other attributes they deem essential to be successful real estate marketers. Majority of the respondents believe that females are more sales effective. Conclusion, implications for managers, students and others who are keen of a career in real estate marketing and suggestion for future research are provided.