

## Original Research Article

## A Study on Career Development Opportunities for Sales Personnel in Cosmetic Retail Outlets

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**Abstract:** In recent years, the cosmetics retail industry in Navi Mumbai has experienced rapid growth due to increasing customer demand, higher beauty awareness, and the expansion of national and international brands. Sales staff play an important role in this sector as they directly influence customer experience and brand loyalty. This study examines the career development opportunities available to sales employees, focusing on training, promotions, skill development, job satisfaction, and organizational support. Data collected through surveys and interviews identifies the key factors affecting career growth. The findings indicate that while structured career systems are still developing, employees value mentorship, recognition, and opportunities to learn new roles. Strengthening these practices can enhance employee satisfaction and overall performance

**Keywords:** cosmetics retail industry, Navi Mumbai, customers demand, beauty awareness, brand expansion, sales staff, customer experience, brand loyalty, career development, training, promotions skill development, job satisfaction, organizational support

## 1. Introduction

The cosmetics retail sector in India is one of the fastest-growing industries, supported by rising incomes, changing beauty preferences, and the expansion of various brands. Navi Mumbai has become an important market with a diverse customer base for both affordable and premium cosmetic products. In this competitive environment, sales staff play a key role in assisting customers, providing product knowledge, and building brand loyalty. Career development is important to keep employees motivated and to improve overall performance. Despite this, limited research focuses on career growth opportunities for cosmetic retail sales staff in Navi Mumbai. This study aims to examine existing opportunities, understand employee perceptions, and identify challenges related to career progression in the industry.

Navi Mumbai, being a rapidly developing urban region, has emerged as a key hub for cosmetic retail. The presence of malls, standalone beauty stores, and branded outlets has created a competitive marketplace catering to a wide range of consumers—from budget-conscious buyers to premium segment customers. This diversity increases the need for skilled sales personnel who can understand customer preferences, recommend suitable products, and deliver a personalized shopping experience.

## 2. Statement of the Problem

The cosmetics retail industry in Navi Mumbai is experiencing rapid growth due to increasing consumer demand, rising beauty awareness, and the expansion of various national and international brands. In this competitive environment, sales staff play a crucial role in influencing customer satisfaction, purchase decisions, and brand loyalty. Despite their importance, there is limited focus on the career development of these employees.

Many sales personnel face challenges such as lack of structured training programs, limited promotion opportunities, unclear career paths, and insufficient organizational support.

## 3. Significance of the Study

- Helps organizations improve training and career development programs for sales staff.
- Aids in increasing employee satisfaction and reducing turnover.
- Supports HR in designing effective promotion and growth policies.
- Provides a base for future research in the cosmetics retail sector.

## 4. Objectives of the Study

- To examine the career development opportunities available to sales staff in cosmetic retail outlets in Navi Mumbai.
- To analyze the impact of training and skill development programs on employee performance.
- To evaluate employee perceptions regarding promotion and career growth opportunities.
- To identify the factors influencing job satisfaction among sales personnel.
- To study the role of organizational support in employee career progression.
- To identify the challenges faced by sales staff in their career development.

## 5. Hypotheses of the Study

**H<sub>0</sub>:** There is no significant relationship between career development opportunities and job satisfaction among sales staff in cosmetic retail outlets.

**H1:** There is a significant relationship between career development opportunities and job satisfaction among sales staff in cosmetic retail outlets.

## 6. Scope Of The Study

This study focuses on the career development opportunities available to sales staff in cosmetic retail outlets in Navi Mumbai. It examines key aspects such as training, promotions, skill development, job satisfaction, and organizational support.

## 7. Literature Review

- a. **Meyer, John P. and Allen, Natalie J. (1997):** The researchers proposed the Three-Component Model of Organizational Commitment, stating that employees are more committed when they perceive growth opportunities and developmental support within the organization.
- b. **Ton, Zeynep and Huckman, Robert (2008):** The researchers observed that retail organizations that invest in employee development and internal promotions achieve better operational performance. The study concluded that sales personnel who receive adequate training and growth opportunities demonstrate higher productivity, better customer service, and stronger brand representation.
- c. **Deery, Margaret and Jago, Leo (2009):** The researchers examined employee turnover in the retail sector and found that limited career advancement opportunities are a major cause of dissatisfaction among frontline staff. The study suggested that providing clear promotion pathways, skill development programs, and supportive supervision can reduce turnover rates and improve organizational commitment.
- d. **Noe, Raymond A. (2010):** The researcher emphasized that career development is a continuous process that integrates employee aspirations with organizational goals. The study highlighted that structured training programs, mentoring systems, and performance appraisal-mechanisms significantly enhance employee competencies and career progression opportunities.
- e. **Kumar, S. and Bhowmick, S. (2012):** The researchers focused on skill enhancement in beauty and cosmetic retailing. The findings revealed that product knowledge training, customer handling skills.

## 8. Research Methodology

**Research Design:** Descriptive research design was adopted.

### **Data Collection Method:**

Primary data was collected using a structured questionnaire.

Secondary data came from books, research journals, articles, websites, and previous studies

**Sample Size:** 100 respondents.

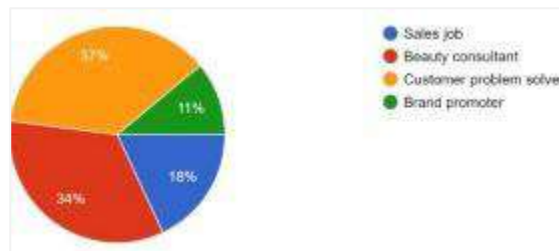
**Sampling Technique:** Convenience sampling.

**Tools Used:** Percentage analysis and graphical representation (Pie Charts).

## 9. Data Analysis

### Role-wise Classification

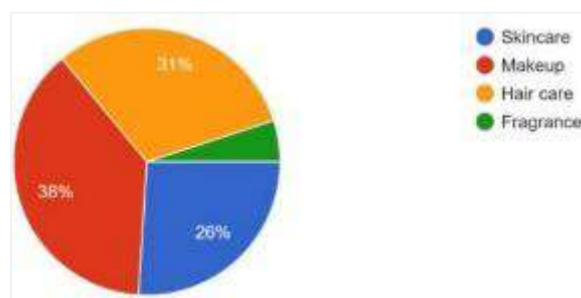
Question	No. of Respondents	Percentage
Sales job	18	18.2%
Beauty consultant	33	33.3%
Customer problem solver	37	37.4%
Brand promoter	11	11.1%



**Interpretation:** The table shows that 37.4% of respondents feel their role is more like a customer problem solver. Around 33.3% see themselves as beauty consultants, while 18.2% feel their job is mainly a sales role. Only 11.1% consider themselves as brand promoters.

### Product that customer buys the most

Questions	No. of Respondents	Percentage
Skincare	26	29%
Makeup	38	24%
Haircare	31	27%
Fragrance	5	20%

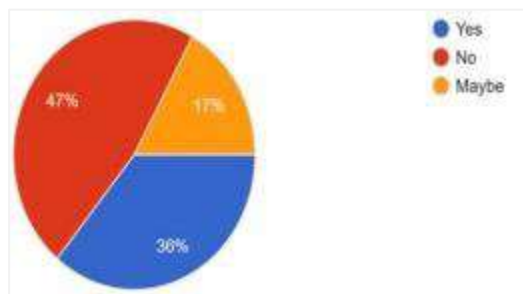


**Interpretation:** The results show that makeup is the most purchased cosmetic category in the store. Out of 100 respondents, 38% reported that customers mostly buy makeup products, indicating that makeup items such as foundation, lipstick, and other beauty products are in high demand. This suggests that customers frequently visit cosmetic stores primarily for makeup related purchases.

### Interest in more Advanced Cosmetic Training Program

Question	No. of Respondents	Percentage
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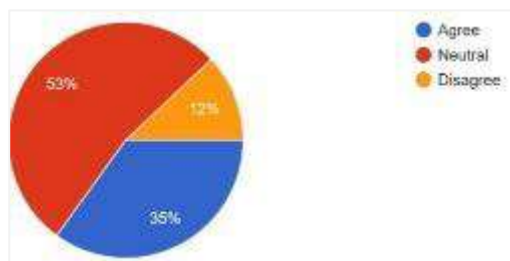
Yes	36	36%
No	47	47%
Maybe	17	17%



**Interpretation:** The data shows the responses of employees regarding their interest in more advanced cosmetic training programs. Out of the 100 respondents, 47% stated that they do not want additional training programs, while 36% expressed interest in receiving more advanced cosmetic training. Additionally, 17% of the respondents were unsure and selected “Maybe,” indicating that they might consider such programs depending on the benefits or relevance of the training

**Does their current role prepare them for higher positions**

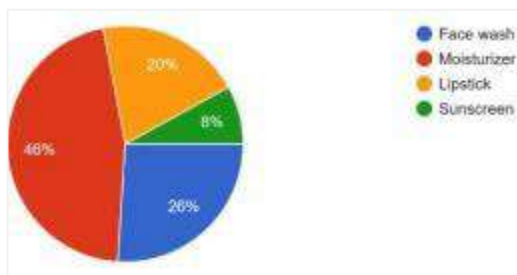
Question	No. of Respondents	Percentage
Agree	35	35%
Neutral	53	53%
Disagree	12	12%



**Interpretation:** The data shows respondents’ opinions about whether their current role prepares them for higher positions. Out of 100 respondents, 53% remained neutral, which represents the largest group. Additionally, 35% of the respondents agreed that their current role helps prepare them for higher positions, while 12% disagreed with this statement.

**Products with Highest Repeated Purchase**

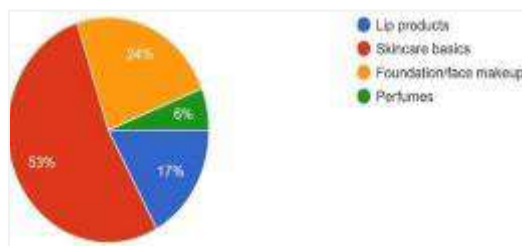
Question	No. of Respondents	Percentage
Face wash	26	26%
Moisturizer	46	46%
Lipstick	20	20%
Sunscreen	8	8%



**Interpretation:** The data presents the cosmetic products that have the highest repeat purchase among customers. Out of 100 respondents, 46% indicated that moisturiser has the highest repeat purchase, making it the most frequently repurchased product. Face wash follows with 26% of respondents, while lipstick accounts for 20%. Sunscreen has the lowest repeat purchase rate at 8%.

**Easiest Cosmetic Product to Sell**

Question	No. of Respondents	Percentage
Lip product	17	17%
Skincare basic	53	53%
Foundation face makeup	24	24%
Perfume	6	6%



**Interpretation:** The Data shows that skincare basics are the easiest cosmetic products to sell, as 53% of respondents chose this option. This indicates that most consumers prefer basic skincare items because they are used daily and suit types. Foundation/ face makeup is the second most preferred category with 24% respondents, followed by the lip products with 17%. Perfumes are the least preferred with only 6% respondents choosing them

**Hypothesis Testing Using Chi-Square Test**

**Objective:** To determine whether there is a significant relationship between career development opportunities and job satisfaction among sales staff in cosmetic retail outlets.

**Null Hypothesis (H<sub>0</sub>):**

There is no significant relationship between training opportunities provided by cosmetic retail outlets and the performance of sales personnel.

**Alternative H**

**Training Opportunities High Performance Low Performance**

Training opportunities	High performance	Low performance
Regular Training	30.00	15.00
Occasional Training	24.67	12.33
No Training	15.33	7.67

**Hypothesis (H<sub>1</sub>):**

There is a significant relationship between training opportunities and the performance of sales personnel

**Observed Frequency (O)**

Training Opportunities	High-performance	Low performance	Total
Regular Training	35	10	45
Occasional Training	25	12	37
No Training	10	13	23
Total	<b>70</b>	<b>35</b>	<b>105</b>

**Expected Frequency Formula**

$E = \text{Row Total} \times \text{Column Total}$

Grand Total

Grand Total = **105**

**Expected Frequency Table**

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
35	30.00	5	25	0.83
10	15.00	-5	25	1.67
25	24.67	0.33	0.11	0.00
12	12.33	-0.33	0.11	0.00
10	15.33	-5.33	28.40	1.85
13	7.67	5.33	28.40	3.70

**Chi-Square Formula**

$\chi^2 = \sum \frac{(O-E)^2}{E}$

E

Where,

$\chi^2 = 0.10 + 0.31 + 0.07 + 0.21 + 0.69 + 2.20$

$\chi^2 = 3.58$

**Degree of Freedom**

$df = (r-1)(c-1)$

$df = 2$

### Table Value

Table value at  $df = 2$

$\chi^2$  table value = **5.991**

### Decision Rule

Calculated Value **8.05** > Table Value **5.991**

Since:

Therefore, **Null Hypothesis ( $H_0$ ) is Rejected**

### 10. Findings

- Sales staff recognize the importance of career development for growth and stability.
- Training programs positively impact employee skills and performance.
- Limited promotion opportunities affect employee motivation.
- Job satisfaction is closely linked to career growth opportunities.
- Organizational support plays a key role in employee development.
- Lack of clear career paths leads to confusion and dissatisfaction among employees.
- Employees value recognition and mentorship as important factors for career progression.

### 11. Conclusion

The study concludes that career development plays a crucial role in enhancing the performance and satisfaction of sales staff in the cosmetics retail sector. While opportunities such as training and skill development exist, there is still a need for more structured career paths and organizational support.

Improving these practices can lead to higher employee motivation, better retention, and overall growth of retail organizations.

### 12. Limitations of the Study

- Restricted sample size of 100 participants
- Based on self-reported perceptions.
- Time constraints limited deeper statistical analysis.
- Convenience sampling limits generalization.

### 13. Suggestions

- Provide structured training and development programs.
- Ensure clear career paths and promotion opportunities.
- Offer regular feedback, recognition, and mentorship.
- Improve working conditions to enhance job satisfaction.

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