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THE LIVED EXPERIENCE OF SALESWOMEN: A PHENOMENOLOGICAL STUDY IN BAHIR DAR CITY ADMINISTRATION, AMHARA REGIONAL STATE

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BAHIR DAR UNIVERSITY

FACULTY OF SOCIAL SCIENCE

DEPARTMENT OF GENDER AND DEVELOPMENT STUDIES

**THE LIVED EXPERIENCE OF SALESWOMEN: A PHENOMENOLOGICAL
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BY

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JULY, 2019

BAHIR DAR, ETHIOPIA

BAHIR DAR UNIVERSITY
FACULTY OF SOCIAL SCIENCE
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THE LIVED EXPERIENCE OF SALESWOMEN: A PHENOMONOLOGY STUDY
FROM BAHIRDAR CITY ADMINISTRATION

BY
ABREHAM GENETU

A THESIS SUBMITTED TO THE POST GRADUATE PROGRAM OF BAHIR DAR
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DEGREE OF MASTER OF ARTS IN GENDER AND DEVELOPMENT STUDIES

ADVISOR
MESELU ALAMNIE (PhD)

Thesis Approval

I, Abreham Genetu, hereby declare that this research work entitled “*The lived experience of saleswomen: A phenomenology study from Bahir Dar city administration*” is my original work and has not been used by others for any requirements in any other places and sources of materials used in this study have been duly acknowledged.

Abreham Genetu

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List of Acronyms and Abbreviations

ANRS	Amhara National Regional State
EGSLE	Ethiopia General School Leaving Examination
FDRE	Federal Democratic Republic of Ethiopia
ILO	International Labor Office
IMF	International Monetary Fund
OCED	Organization for Economic Cooperation and Development
UK	United Kingdom
UN	United Nation
US	United States
USA	United States of America
WHO	World Health Organization

Abstract

Selling is one of the fundamental activities of marketing process also young women are the main actors of sales work in Ethiopia. However, we have yet known little about those women who involved in this business as a sales worker. Therefore, the objective of this study was to explore the lived experience of saleswomen in Bahir Dar city administration private retailing shops. Specifically, it was focused on the motivations of saleswomen to be engaged in sales work, challenges facing the saleswomen while they do their sales work, potential opportunities benefitting saleswomen and coping mechanisms utilized by saleswomen to confront/overcome their challenges. To achieve these objectives, qualitative approach with phenomenological research design was employed. Eleven participants were selected in the study using purposive sampling techniques. Primary data source was employed, and in-depth interview was the data collection instrument. The data were analyzed thematically. The findings of the research indicated the motivations of saleswomen to join in sales work is categorized in to pushing and pulling reasons. They also gained opportunities which include the market related, social related, financial and psychological benefits. Despite these opportunities, they also faced challenges which include social, health related and gender-based violence. The coping mechanisms for social, gender-based violence and health challenges were used to cope up their challenges. Based on this finding, It was concluded that saleswomen in the study area were faced lots of challenges, enjoyed some opportunities and utilized their own mechanisms to cope up with challenges. Finally, possible recommendations including families of saleswomen should support their children and encourage them to be effective, employers should give a one-day break in a week for employees, Labor & Social Affairs Office should expand the social security for private sector employees, Women's Affair office should create awareness about GBV, sexual harassment and gender equality for the community and finally the researchers should conduct additional exploratory researches in the study area were provided.

Keywords: Saleswomen, Lived experiences, Private retailing shops

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The selling concept holds that consumers will not buy enough of an organization's products unless it undertakes a large-scale selling and promotion effort (Armstrong Gary & Kotler Philip, 2012). Personal selling is a communication processes in which sales associates help customers satisfy their needs through face-to-face exchanges of information. Customers can buy many products and services without the help of a salesperson, but salespeople simplify the buying process by providing information and services that save customers time and effort (Michael, Weitz, & Lauren, 2012).

According to Stills (1976), The industrial revolution brought about major organizational changes to businesses. Industries were producing mass quantities of millions of different products. Because local communities could not absorb all the products, an increase in sales coverage was needed to relieve the surplus created by large factories. The emergence of sales divisions within corporations solved many logistical problems and increased the spectrum and quantity of potential customers. The development of modern sales management is a uniquely American story. The intense effort to standardize salesmanship distinguished the growth of capitalism in America from that in other countries. All European nations had peddling networks, some of which had existed for hundreds of years, but none created organized sales forces to the same degree as did the United States (Friedman, 2004).

According to ILO (2012), both in developed and developing economies women employment is most heavily concentrated in occupations such as clerks and service and retail sales workers. In contrast, men's employment dominates in crafts, trades, plant and machine operations, and managerial and legislative occupations. Companies are increasingly recognizing the business case for investing in women's economic inclusion. Gender equality in the world of work generates a broader consumer base. Diversity also translates to a bigger and richer talent pool for driving firm innovation and productivity. Women can additionally bring particular strengths to firms. For instance, some research suggests that women are generally more advanced in negotiating, empathizing, and working behind the scenes to facilitate better cooperation in the workplace (World Bank, 2013).

Among the retail sectors, the grocery and supermarkets sector are largest employer followed by cafes and restaurants, accommodation, takeaway food and department stores respectively. Female employees dominated retail employment in general, with 57.2% of all employees being female. This can be attributed to the likelihood that females are more inclined to homemaker or childcare duties and hence suit the part-time/casual nature of retail employment more than males (Chang, 2011).

Martin, 1989 as cited in Kumari (2014), stated that there is no profession today where women are not employed. However, it is true that working women have to face problems by virtue of their sex. For centuries women have been subjected to exploitation and torture, physically, sexually and mentally. There are innumerable challenges and problems faced by them both at home and workplace. Women generally face mental stress, sexual harassment, discriminatory practices, safety and security issues etc. In addition, ILO (2018), today's world of work is still marked by pervasive gender inequality. Despite their increasing labor force participation rates in many countries, women are still disadvantaged in the labor market in terms of their share in employment, remuneration and working conditions.

In addition, Leslie, David, & Susan (1994;1999), conducted a study on the issue of sexual harassment in the salesforce also found out that sexual harassment is the result of abuse of power by one person over another, in selling the customer has power which can be exerted in illegal ways over the sales person. So that, female sales workers are exposed for sexual harassment by customers in their work place. In addition, the second study found out more severe forms of sexual harassment are experienced frequently by saleswomen.

Taking such issues of the sales profession, this study is intended to look what challenges women face as a sales worker. It also attempts to understand how they engage in the field, what opportunities/benefits they gained after joining the sales work and how do they coup up the challenges they encounter. Such information's will be explored exclusively from their real experience as the research design of the study is phenomenology design.

1.2 Statement of the Problem

In Ethiopia private sectors are highly expanding and sales workers have been employed to facilitate the selling process. It is one of the females dominated jobs which has many challenges and less

opportunities for young women. It is also characterized by informal employment which leads them for lots of socio-economic and psychological challenges. Informal employment refers to all employment arrangements that do not provide individuals with legal or social protection through their work, thereby leaving them more exposed to economic risk than the others, whether or not the economic units they work for or operate in are formal enterprises, informal enterprises or households (International Labour Office, 2013).

There are abundant researches on the sales profession but a little on specifically saleswomen globally and in Ethiopia as well. Although most of researches were conducted over a decade ago. Majority of the studies were done in the United States of America. As a study conducted by Dawson (2013), on a title of “Will Feminization Change the Ethics of the Sales Profession?” examined the ethical standards and moral reasoning of a sample of young men and women college students preparing for business and sales career.

Hawes, Rich & Widmier (2013) done a research on “Assessing the Development of the Sales Profession”. It was limited to an assessment of face to face selling within a business to business context conducted for systematically analyze the progress of sales in becoming recognized by society as a profession. Although, Moncief, Babakus, Cravens, & Johnston (2000), studied on examining gender differences in field sales organizations as a case on large international service organizations and found out the differences in attitudes and behavior for male and female sales personnel.

Hartman (2013) conducted a research entitled “Television and Movie Representations of Salespeople: Beyond Willy Loman” and investigated depictions of salespeople in movies and television between 1903 and 2005, Using a text analysis of plot summaries. The study examined the descriptions and occupations of salesperson characters, the role of selling behaviors in plots, and salesperson character archetype. Morgan and Martin (2006), studied a research on taking women professionals out of the office the case of women in sales. Lastly, Lewin and Sager (2013), studied on “The Influence of Personal Characteristics and Coping Strategies on Salespersons' Turnover Intentions” using quantitative research approach and sampling frame included all salespeople working for an industrial specialty chemical manufacturer.

In addition, two studies done by the same author Fine, Shepherd and Josephs (1994;1999), entitled *Sexual Harassment in the Sales Force: The Customer is Not Always Right* and *Insights in to Sexual Harassment of Salespeople by Customers: The Role of Gender and Customer Power* respectively on the issue of sexual harassment in the salesforce also found out that sexual harassment is the result of abuse of power by one person over another, in selling the customer has power which can be exerted in illegal ways over the sales person. So that, female sales workers are exposed for sexual harassment by customers in their work place. In addition, the second study found out more severe forms of sexual harassment are experienced frequently by saleswomen.

Some studies were also conducted in Asia especially Malaysia, India and Taiwan. As a study done by Lan (2003), on “Working in a Neon Cage: Bodily Labor of Cosmetics Saleswomen in Taiwan” employed qualitative research method, case study design and focused on cosmetics saleswomen. The samples were also both female and male sales persons. Also, the study conducted in Malaysia Omar, Jusoff and Ali (2009), on salesperson professional selling and the effect on buyer and salesperson relationship. It verified the relationship between salesperson knowledge and adaptive selling. In addition, Kurian and Kumar (2014), studied on the problems of women employees in private shops and business enterprises. The study found out that most employees do not get adequate rest, nor refreshments, have limited facilities including the basic amenities, have stressful environment at work, need to make family adjustments, do not get any recognition at work, have encounter gender and wage discrimination, get sexually harassed, and face various other health problems during their work.

In Ethiopia Melkie (2019), conducted a study entitled “Assessing the Effect of Sales Skill on Personal Selling Performance” to understand the effect of sales skill dimensions namely: interpersonal, salesmanship, technical and marketing skills on sales person performance and find out the effect of organizational commitment both as moderator and independent variable in Ethio Telecom North West Region sales force. The research approach was quantitative, particularly, inferential statistics. The findings from this research inferred that from the dimensions of sales skills, technical and interpersonal skills appeared to be significant predictors of sales performance. Surprisingly, the findings also revealed that salesmanship skills, and marketing skills do not influence salesperson performance. The research confirmed that organizational commitment of the sales person has no direct influence on personal selling performance. But it has moderating

influence on personal selling performance. From the demographic variables, sales experience has significant and positive impact on personal sales performance.

When the researcher evaluates the research works that listed out above, we found out certain limitations. The limitations are categorized into four major themes which are methodological, conceptual, study area and participant selection related limitations. Methodologically, all those research works except Lan (2003) and Hartman (2013) were done with a quantitative and mixed research methods. Conceptually, all of the studies didn't address the lived experience of saleswomen and were not holistic rather they were focused on single issue like sexual harassment, problems, professional selling, ethics of selling profession and selling effectiveness. Regarding study area all those researches were done in large international sales and business organizations, industrial specialty product manufacturer and at University except Kurian and Kumar (2014).

Concerning participant selection limitation, all those researches were selected their participants without considering the gender affiliation of the participants or used both saleswomen and salesmen, university students, computer retail customers, cosmetics saleswomen and men, industry level sales people, exporting company's sales person, face to face selling within a business to business context and international service organizations also not done in private retailing shops like boutiques, mobile shops and furniture's. As to my experience in the study area concerned majority of the sales persons employed in the retailing shops are females. And this highly motivated me to understand the general nature of their experience with a scientific study.

Locally speaking, as per the best knowledge of the researcher, there is a great lacking study done on saleswomen in Ethiopia. Having this research gaps in mind, the researcher is intended to address the issue by conducting a qualitative study on the lived experience of saleswomen in Bahir Dar city administration.

1.3 Objective of the Study

1.3.1 General Objective

The general objective of this study was to explore the lived experience of saleswomen in Bahir Dar city administration.

1.3.2 Specific Objectives

The specific objectives of this study are: -

- To explore the motivations of saleswomen to engage in sales work,
- To identify the potential opportunities benefitting saleswomen,
- To investigate challenges facing the saleswomen while they do their sales work and
- To explore the coping mechanisms utilized by saleswomen to confront/overcome their challenges.

1.4 Research Questions

To address the research objective of this phenomenological study, was guided by the following research questions:

- What are the motivations of saleswomen to engage in sales work?
- What are the potential opportunities benefitting saleswomen?
- What are the challenges facing the saleswomen while they do their sales work? and
- What coping mechanisms utilized by saleswomen to confront/overcome their challenges?

1.5 Significance of the Study

This study will be significant to understand the phenomenon or lived experience of saleswomen emphasizing on the motivations, challenges, and opportunities and coping mechanisms adopted by saleswomen. Therefore, it is useful for researchers, students, feminist organizations, business organizations and academicians who are interested in the investigation of varies aspects of sales work and the lived experience of saleswomen as a whole.

The facts which are generated from this study will have also great importance for various governmental and non-governmental organizations and institutions, stakeholders and other decision-making organs, bureau of trade and industry, labor and social affairs, women and children affairs, police office, private sector employers and parents etc. It will use as an input for them to alleviate the challenges and improve the benefits of sales women in the study area.

1.6 Scope of the Study

The scope of the study is about the issues under the study and specifying the area where the study is going to be conducted. With this regard the issues under study delimited in the lived experiences of saleswomen focused on identifying the motivations to engage in sales work, challenges,

opportunities and coping mechanisms employed to cope up their challenges. In addition, this study is only concerned with employed saleswomen having an age greater than 18 years old and more than one year of work experience as a sales worker. Geographically, it was restricted to Bahir Dar city. The focuses of this study were private retailing shops.

1.7 Definition of Key Terms

Saleswomen- a woman who sells goods in a boutiques and furniture retailing shops to customers.

Motivation- the reasons that motivated saleswomen's to be engaged in sales work.

Opportunity: are benefits that saleswomen enjoyed after joining the sales work.

Challenges- refer to the experiences that saleswomen faced socially, gender-based violence and health being as saleswomen.

Coping Mechanisms-represent to strategies and responses or reactions that saleswomen devised to solve or mitigate challenges and efforts by their own.

1.8 Organization of the Study

This paper is organized into five chapters. The first chapter is all about the background, statement of the problem, research objective, and research questions. Additionally, it discussed the scope, significance, limitations and provides the definition of important terms used in the study. The second chapter is dedicated to literature review that shows the concept of sales work, experience of other countries, findings of different authors and gives a general overview of the lived experience of saleswomen. The third chapter describes the methods that were employed in the study; how data were collected and analyzed, data quality assurance and ethical considerations. The fourth chapter provides the data presentation and discussion. Four major themes that were emerged from interviews and the use of scientific data analysis procedures are presented in this chapter. These themes are the motivations, challenges, opportunities and coping mechanisms. The final chapter is devoted to conclusion and recommendations.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

In this section, the researcher tried to incorporate concepts and related empirical evidences. The literature is organized by focusing on the concepts and overview of sales work, women participation in informal sectors, reasons/motivations of women why they are highly engaging in informal sectors, working related challenges of women who are engaging in informal sectors in urban areas in Ethiopia and abroad, the opportunities they gain in this sector and the coping strategies they used to manage the challenges they faced. However, the already discussed literature is not directly done on the topic under discussion rather most of them are related literatures.

2.1 Concepts of Selling

The term selling encompasses a variety of sales situations and activities. For example, there are those sales positions where the sales representative is required primarily to deliver the product to the customer on a regular or periodic basis. The emphasis in this type of sales activity is very different from the sales position where the sales representative is dealing with sales of capital equipment to industrial purchasers. In addition, some sales representatives deal only in export markets whilst others sell direct to customers in their homes. One of the most striking aspects of selling is the wide diversity of selling roles (Kundu, 2016).

2.2 Overview of Retailing Sales Work

The word “retailing” has its origins in the French verb “retailer” which means “to cut up” and refers to one of the fundamental retailing activities which is to buy in larger quantities and sell in smaller quantities. According to Stanton (1984), a retailer or retail store is a business enterprise which sells primarily to the ultimate consumers for non-business use. Also, Cundiff and Still (1971), defines retailing as “retailing consists of those activities involved in the selling directly to ultimate consumers”. In 2004, The High Court of Delhi defined the term “retail” as a sale for final consumption in contrast to a sale for further sale or processing, a sale to the ultimate consumer. In addition, the generally accepted definition of retailing is the activities involved in selling goods and services to ultimate consumers for personal consumption (Anderson, Stern, Coughlan & Ansary, 2001).

Retailing involves a direct interface with the customer and the coordination of business activities from end to end- right from the concept or design stage of a product or offering, to its delivery and

post-delivery service to the customer. The industry has contributed to the economic growth of many countries and is undoubtedly one of the fastest changing and dynamic industries in the world today (Bansal and Kumar, 2014).

2.3 Roles and Responsibilities of Retail Sales Workers

According to U.S. Bureau of Labor Statistics (2019), retail sales workers include both those who sell retail merchandise, such as clothing, furniture and cars, (called retail salespersons) and those who sell spare and replacement parts and equipment, especially car parts (called parts salespersons). Both types of sales workers help customers find the products they want and process customers' payments. Retail sales workers typically do the following:

- Greet customers and determine what each customer wants or needs
- Recommend merchandise based on customers' wants and needs
- Explain the use and benefit of merchandise to customers
- Answer customers' questions
- Show how merchandise works, if applicable
- Add up customers' total purchases and accept payment and
- Know about current sales and promotions, policies about payments and exchanges, and security practices.

In addition to helping customers find and select items to buy, many retail salespersons process the payment for the sale, which typically involves operating cash registers. After taking payment for the purchases, they may bag or package the purchases, may help stock shelves or racks, arrange for mailing or delivery of purchases, mark price tags, take inventory and prepare displays. They also must recognize security risks or thefts and understand their organization's procedures for handling thefts, which may include notifying security guards or calling police (US Department of Labour, 2019).

In addition, United Kingdom (2015), most employers look for attributes such as the ability to communicate well with customers and other members of the team, good teamwork skills, confidence in dealing with difficult situations, having a friendly, polite and tactful manner when

handling complaints and enquiries, punctuality and reliability and willingness to listen and follow customers.

2.4 Sales Skills and Sales Persons Performance

2.4.1 Technical Skills

Technical knowledge refers to salesperson's skill in providing information about design and specification of products and the applications and functions of both products and services (Ahmad et al., 2010).

2.4.2 Interpersonal Skills

Interpersonal skills refer to the mental and communication procedures applied during social, communication and interaction to achieve certain effects and results (ibid).

2.4.3 Marketing Skills

Salespersons' marketing skill refers to knowledge about the industry and trends in general such as customers, markets and products; competitor's products, services, sales policies; knowledge of competitor's product lines, and knowledge of customer operation (Behrman and Perrault, 1982, as cited in Ahmed et al., 2010).

2.4.4 Salesmanship Skills

Salesmanship skills can be explained by five dimensions which adoptability are, consultative selling, negotiation, questioning and salesperson cues and communication styles skills (Ahmad et al. 2010).

2.5 Success Factors for Sales People

A study by Marshall, Goebel and Moncrief (2003), asked sales managers to identify the skills and knowledge required to be successful in selling. So, the top ten success factors in selling are listening skills, follow-up skills, ability to adapt sales style from situation to situation, tenacity sticking to the task, organizational skills, verbal communication skills, proficiency in interacting with people at all levels within an organization, demonstrated ability to overcome objections, closing skills and personal planning and time management skills.

2.6 Legal Aspect of Private Sector Employment in Ethiopia

2.6.1 Ethiopia Labour Proclamation

According to Federal Negarit Gazeta (2004), the Ethiopia labour proclamation no. 377/2003 is essential to ensure that worker-employer relations are governed by the basic principles of rights and obligations with a view to enabling workers and employers to maintain industrial peace and work in the spirit of harmony and cooperation towards the all-round development of our country. Regarding its scope of application without prejudice this proclamation shall be applicable to employment relations based on a contract of employment that exist between a worker and an employer.

The elements of a contract of employment includes it shall be deemed formed where a person agrees directly or indirectly to perform work for and under the authority of an employer for a definite or indefinite period or piece work in return for wage, stipulated clearly and in such manner as that the parties are left with no uncertainty as to their respective rights and obligations under the terms thereof, specify the type of employment and place of work the rate of wages, method of calculation thereof, manner and interval of payment and duration of the contract, not be concluded for the performance of unlawful or immoral activities and not lay down less favorable conditions for the employee than those provided for by law, collective agreement or work rules (ibid).

Regarding the maximum daily or weekly hours of work article 61 states that the normal hours of work shall not exceed eight (8) hours a day or forty-eight (48) hours a week. And concerning the weekly rest article 69 stated a worker shall be entitled to a weekly rest period consisting of not less than twenty-four non-interrupted hours in the course of each period of seven days. In addition, article 77 stipulated about annual leave as a worker pursuant to this article shall be entitled to uninterrupted annual leave with pay which shall in no case be less than fourteen (14) working days for the first one year of service and fourteen (14) working days plus one working day for every additional year of service. Also, part six chapter one is devoted for the working conditions of women and clearly stated that women shall not be discriminated against as regards employment and payment, on the basis of their sex and entitled for maternity leave (ibid).

2.6.2 Private Organization Employees' Pension Proclamation

The private organization employees' pension proclamation no. 715/2011 is part of the country's social policy to expand the social security system and reach citizens step by step for the strengthening and sustainability of the system greatly contributes to social justice, industrial peace, poverty reduction and development. As defined in the proclamation "private organization employee" is salaried person permanently employed in any private organization; where as "private organization" means an organization established to engage in commerce, industry, agriculture, construction, social service or in any other lawful activity and which has salaried employees and includes charities and associations. In addition, article 11 of sub article 1 stated the payment of pension contributions as every private organization shall deduct contributions of its employees from their salaries and pay the amount, together with its own contributions to the pension fund monthly (Federal Negarit Gazeta, 2011).

2.7 Overview of Women's Labor Force Participation Special Emphasis to Sales Work

Over the last two decades, women's significant progress in educational achievements has not translated into a comparable improvement in their position at work. In many regions in the world, in comparison to men, women are more likely to become and remain unemployed, have fewer chances to participate in the labour force and when they do often have to accept lower quality jobs. Sectoral and occupational segregation contributes significantly to gender gaps both in terms of the number and the quality of jobs. Women in employment are overrepresented in a narrow range of sectors and occupations. In upper-middle-income countries, more than one third of women are employed in wholesale and retail trade services and in the manufacturing sector (ILO, 2016).

Women have a lower likelihood of holding regular wage and salaried employment than men. They are more likely to find employment in the informal economy than men. This area of the economy is, however, outside legal and regulatory frameworks, with little if any social security benefits, and a high degree of vulnerability (UN,2004). According to United Kingdom (2015), Women represent 58 percent of the retail workforce, which is significantly higher than the all economy average (Mosley et al. 2012). However, nested within the retail sector are some of the economy's lowest paid full-time occupations (sales and retail assistants, retail cashiers and check-out operators) and women are disproportionately represented within these occupations (Perfect, 2012).

According to Chang (2011), among the retail sectors, the grocery and supermarkets sector are largest employer followed by cafes and restaurants, accommodation, takeaway food and department stores respectively. Female employees dominated retail employment in general, with 57.2% of all employees being female. This can be attributed to the likelihood that females are more inclined to homemaker or childcare duties and hence suit the part-time/casual nature of retail employment more than males.

Whilst the vast majority of people work in Ethiopia, the labor force participation rates are lower amongst women than men. According to data from the International Labour Organization the share of women engaged in the labor force was 77 percent in 2017. The ratio of women to men engaged in the labor force increased dramatically in the early 2000s but has stalled somewhat. A major reason for the lower labor force participation rates of women is their greater involvement in unpaid activities than men. In urban areas, women are engaged primarily in the wholesale and retail sector, followed by manufacturing and then employment in the household. In rural areas, women are less likely to be engaged in agricultural work (55 percent) than men (58 percent) and when they are, women are often less productive than men and face significant barriers to accessing agricultural services and inputs (IMF, 2018).

According to the 2018 Ethiopia Gender Statistics Report, the rate of informal employment amongst women fall from 58 percent in 2000 to 36 percent in 2016, compared to 38 percent and 20 percent respectively amongst men. This leaves many women without social protection, health benefits, and legal status. The report found that women routinely work for lower wages and in unsafe conditions, including the risk of sexual harassment. Even in the formal sector, women dominate in labor-intensive and low skill sub-sectors, such as agro-processing and textiles (IMF, 2018).

2.8 Motivation or Reasons of Women to be Engaged in Sales Work

The loss of jobs forced people into the informal sector to become housemaids, vendors, motorcycle or taxi drivers, retailers etc., or try to run their own micro or small enterprises. These jobs involved not only the heads of households, but also their family and friends. While the informal sector could absorb some of the people pushed out of the formal sector, their way of life was very sub-standard. These activities gave little bargaining power and brought few benefits (ILO, 2004).

Women are less likely to have a job and earn significantly less than men, even after controlling for education sector and selection into employment (IMF, 2018). According to Amene (2011), women have different reasons/factors that led them to the urban informal sector employment. The study explored the major push and pull factors that forced and attracted women to engage in such activities. Besides, cases of few women in relation to employment history and the ways that they joined into informal activities are also different.

According to Degefa (2008), the selection of different forms of employment and the choices among different income generating activities and/or livelihood strategies is determined by the characteristics of the labour market and the economy. However, individual characteristics (related to education and skills) and preference determine the choices of job and their livelihood strategies. As to this end, sample respondents were asked questions like “do you join the urban informal sector by your interest?” About 92.4% of the sampled respondents were joined the sector unwillingly pushed by social and economic factors while insignificant proportion (7.6%) of sample respondents were joined the urban informal sector willingly.

Selamawit (1994) found that women’s participation to the informal sector is to ensure their survival. To examine the factors that led women to the informal sector, respondents were asked about the reasons behind their turn to the urban informal sector and the study found out that the main driving force for 47.8% of women to the informal sector in the study area is the absence of alternatives for living. Therefore, the prime factor that leads women to the urban informal sector is lack of alternatives for living. In other words, it is to mean that the absence of job opportunities in the formal sector of the economy obligated women to involve themselves in other informal self-created activities.

The other factors which responsible for women engagement into the informal sector is school dropouts. Females in Ethiopia are underrepresented in the formal school system; consequently, they account a huge proportion of school leavers (dropouts) in the country in general and in the study area in particular due to various social and economic constraints. So, the study identified school dropouts as a factor behind women participation to the informal sectors (Amene, 2011).

The other factors which motivate women to engage in to informal activities is based on ease of entry; reliance on indigenous resources; small scale of operation and unregulated and competitive

markets. The economic sectors where women are found include cross border, different types of vending, agriculture, retail, services, manufacturing and mining and quarry. At times, some of the women are active in multiple sectors or undertake more than just one job in the informal economy to as to diversify incomes in light of the volatile economy (ILO, 2014).

In addition to the above factors which determine the employment conditions of the labour force is educational status. Education is an important factor determining selection into formal or informal employment. Individuals with no, or minimum education are mostly informal employees. Some of the highly educated find formal employment whereas others become self-employed in the informal sector (OECD, 2007).

2.9 Opportunities of Sales Women in Sales Work

Despite many multifaceted challenges faced by working women particularly women in informal economy, they have also few opportunities gained from the job to improve or facilitate their working conditions & lives. Even if they are not exhaustive enough, the researcher tried to mention few opportunities. Working in the informal sector may be the only chance of accumulating experience or even of training and apprenticeship for low-skilled young workers or unskilled older individuals (OCED, 2007). In this regard employed sales women have got the knowledge and skill about business, retail marketing, customer handling, etc.

Also, economically, according to Albert (2009), the entry of women into the labor force meant that in many cases the economic opportunities available to them have grown. In addition, despite many challenges of waitresses in Bahir Dar city, most of them enjoyed the economic opportunities by doing their work (Yemegnush, 2013). Correspondingly, the acceptance of worth and dignity from others is a right for each individual to accomplish their responsibility successfully (Kurian and Kumar, 2014).

2.10 Challenges of Women Employed in Sales Work

This section tried to indicate the potential challenges encountered by saleswomen who engaged in informal employment. The researcher also tried to review related articles, reports and concepts which have been done aboard Ethiopia. As various literatures indicate, women in informal economy face ample of challenges with few opportunities. So, the challenges are discussed below.

2.10.1 Absence of Social Security

Social security covers medical care, sickness, maternity benefit, employment injury inability and survival benefits, old age pension. promoting social security among the informal sector activity would mean creating security towards self-employment wage employment and provision for basic need such as food and health and education (Ghavala, 2000).

It was indicated that social security deficits abound in the informal economy due to exclusion from formal national social security schemes and this affects more women than men. The critical need for social security for women arises from the nature of their informal activities such as (i) high risks of asset loss, and (ii) exposure to accidents which may be life threatening or may lead to permanent disability (especially road accidents for cross boarder traders). The absence of maternity cover and benefits is also prevalent for both informal workers and own account workers which exposes them to interruptions in business activity, loss of income and lifelong poverty. The existing informal social insurance schemes lack support from formal institutions and are threatened by the low contributory capacities of women emanating from low and irregular earnings which are sometimes interrupted by reproductive and unpaid care work (ILO, 2017).

2.10.2 Psycho Social Problems Relating to their Work

The acceptance of worth and dignity from others is a right for each individual. The study reveals 40 percent of the working women in private sector face the humiliation sometimes during work and 10 percent of the working women in private sector always suffer humiliation in work. Family is the backbone of every human being. From this study, it is inferred that, 62 percent of the working women in private sector never get time to take care of their family's needs also 72 percent of the working women in private sector did not get time to spend time with children or family members. This will in fact create more problems in the life of the working women and will affect the bond between family members (Kurian and Kumar, 2014).

It is observed that among 50 percent of the working women in private sector the amount of work and wage is not proportionate which means they are doing more work than the salary or wage they are getting. This is a clear indicator that there is exploitation with regard to the wage and hours of work. The result is also indicating that 45 percent of the working women in private sector

experience stress in their life due to their work. This is because of the stressful environment they have at work place. (ibid)

2.10.3 Low Wage & Long Working Hours

As long as there exist norms against women's market engagement, we expect to see gender-based discrimination in hiring, legal or otherwise, and gender wage gaps that cannot be explained by common sources of observable variation in wages persist. The lack of jobs that can absorb women transitioning out of agriculture further depress demand for potential female labor (Chatterje et al., 2015).

Many women lack protection from minimum standards legislation and social security schemes. Legislation on pay, working hours and conditions of work in many countries does not extend to sectors in which many women work, such as domestic work, agricultural labour and informal sector employment. Women are over-represented in the informal sector and in self-employment and others types of work that tends to be lower-paid and insecure. At the same time, they are less likely than men to be covered by social security schemes, which are another hidden cost of precarious employment (ILO, 2000).

Also, women explain their greater concentration in forms of work that are compatible with discharging their responsibilities but carry poorer remuneration, part-time, casual, irregular, seasonal and often home-based (OECD, 2007). In addition, Yimegnush (2013), on her study conducted on waitress or service sales workers in Bahir Dar city found out as restaurant waitress are among the low wage workers and leading life with lots of challenges.

2.10.4 Gender Based Violence

Different parties and scholars give different definition and meaning of gender-based violence. Among that, Women for Women organization defines as: "a violence that is directed at an individual base on his or her biological sex or gender identity. It includes physical, sexual, verbal, emotional, and psychological abuse, threats, coercion, and economic or educational deprivation, weather occurring in public or private life (Women for Women International, 2017).

2.10.4.1 Sexual Harassment

The equality of opportunities for men and women in the labour force was jeopardized by the sexual harassment of women in the work place, which is a violation of the right to equitable and satisfactory working conditions as well as the right to sexual freedom (Universal Declaration of Human Rights and International Covenant on Economic, Social and Cultural Rights). Sexual harassment in the work place understood to be any intentional sexual behavior within the context of a working relationship, which influence the possibility of employment, job stability, performance or working conditions that is distasteful to the victim (Delano and Todaro, 1993). It is, unwanted, unwelcome and unasked- for behavior of a sexual nature. Sexual harassment is a display of power that intended to intimidate, coerce or degraded another worker (International Trade Union Confederation, 2008).

Sexual harassment is defined as repeated and unwanted verbal or sexual advances, sexually explicit derogatory statements or sexually discriminating remarks which are offensive to the worker involved, which cause the worker to feel threatened, humiliated, paternalized or harassed which interfere with the workers job performance, undermine job security or create a threatening or intimidating work environment (Hadjifotiou, 1983).

Accordingly, two studies done by the same authors Fine, Shepherd and Josephs (1994;1999), on sexual harassment in the salesforce also found out that sexual harassment is the result of abuse of power by one person over another, in selling the customer has power which can be exerted in illegal ways over the sales person. So that, female sales workers are exposed for sexual harassment by customers in their work place. In addition, the second study found out more severe forms of sexual harassment are experienced frequently by saleswomen.

The study done by Kurian and Kumar (2014), showed that working women in private sector have been sexually harassed or teased while on duty. Furthermore, IMF (2018), report found that women routinely work for lower wages and in unsafe conditions, including the risk of sexual harassment. As (Morgan and Martin, 2006), many saleswomen reported that they routinely encountered a sexualized work place. Frequently, women in the beverage industry were exposed to pornography, women in industrial and consumer goods were forced to engage in sexual banter, and women in a variety of industries reported that customers harassed them as a “test”.

Shellen (1995), the results indicated that there is a problem of salespersons pay gaps, difficulty in entertaining customers, sexual harassment by customers, and pessimism concerning advancement opportunities. These issues promise to be increasingly important sales management concerns. The trend toward team selling may reduce the problem of harassment by customers. Finally, Yemegnush (2013), on her study done at Bahir Dar on the living condition of waitress in Gish Abay kebele found out waitress experienced different types of sexual harassments, such as physical harassment insulting by peoples or customers and even by employers.

2.10.4.2 Verbal Harassment

Violence has many types and consequences. Among other types of violence, saleswomen faced challenges like verbal harassment from the customers, employers and coworkers. Verbal harassment is one type of psychological violence which result them to be annoyed and psychologically demoralized (Leino, 2013).

2.10.4.3 Economic Violence

There is no common definition of an economic violence, but it can be explained as controlling a person's ability to acquire, use, and maintain economic resources. According to Goergen and Beaulieu (2010), explained that, financial abuse can happen to anyone regardless of age, race, professional, status, sex, income, education, success and etc., bottomed people may be at greater risk, such as those who are alone, socially isolated, very old or frail, or experiencing emotional challenges, women's, marginalized peoples domestic worker's, immigrants, survivors face similar struggles, challenges and conflicts as they try to care for their families, secure work, find affordable housing and create long-term assets, etc. However, financial abuse can also happen to people who are in good health. Sometimes a person doesn't realize that financial abuse is happening to them. The International Trade Union Confederation (2008), also added unfair pay for fair work is also the main economic abuse in which women are more vulnerable. Women always experienced receiving unequal payment for work done equal in value to the men's, their work is undervalued, overworked and underpaid. Refusing to give salary for worker's etc. In addition, Shellen (1995), the results indicated that there is a problem of salespersons pay gaps, difficulty in entertaining customers, sexual harassment by customers, and pessimism concerning advancement opportunities.

Overall, the high concentration of women in particular types of employment has been associated with a high incidence of part-time work and relatively low pay, especially in sectors such as sales, cleaning and catering services (Grimshaw, 2011).

2.10.4.4 Social Violence

Social abuse is a violence which damages a person's social life and prevents a person from having contact with friends, relatives, service providers and other peoples which includes confining a person to his or her home, preventing a person from answering the phone, deprivation of access to transport, isolate a person from any social communication (Pinsker, 2010).

2.10.4.5 Psychological Violence

Psychological violence is one of the major types of gender-based violence, it is characterized by a person subjecting or exposing another to behavior that may result in psychological trauma, including anxiety, chronic depression, or post-traumatic stress disorder. It also includes intimidation, constant belittling and humiliating, various controlling behaviors such as isolating a person from their family and friends, monitoring their movement and restricting their access to information or assistance (Shaidi, 2012).

Emotional and psychological violence include abuse and humiliation, such as insults; cruel and degrading treatment; compelling a person to engage in humiliating acts; and placing restrictions on liberty and freedom of movement (Sanjel, 2013).

2.10.5 Occupational Health and Safety Related Challenges

The health of the women employed in private sector study shows that 70 percent of the women have been diagnosed with one or the other form of health problems after joining the job. The reason for this can be the type of job they are engaged, and the work load they have to bear, both at work and family (Our World Data, 2017).

It was also indicated that the informal economy is characterized by poor working conditions. In spite of the health and safety risks that abound in the informal economy, study findings revealed that labor inspectors hardly ever visit such working premises mainly due to lack of resources and the absence of formal systems and structures for extending the same services to the informal economy as is done for the formal economy. It is also evident from the study that the health

problems affecting the informal economy women emanate from long and arduous working hours, poor water and sanitation, poor work place design including operating in the open streets, and ignorance of chemical risks for those undertaking chemical manufacturing (ILO, 2017).

In addition, the study by Moncrief, Babakus, Cravens, & Johnston (2000), Understanding job stress is a major concern in the sales organization because it has been shown to play a role in a number of key job-related attitudes (organizational commitment, job satisfaction) and behaviors (turnover). The study found out job stress can lead sales person to physical illnesses and chronic diseases, such as heart disease, mental health and depression.

2.11 Coping Mechanisms of Sales Women to Dealt their Problem

As the researcher tried to discuss the challenges that women in informal sectors faced from various direction and perspectives. Even if the researcher couldn't have the direct literatures to the topic under investigation, there were related literatures which tried to show the working conditions of women in informal sectors/employment. So, they have also used their best strategies to deal with their challenges.

Coping is defined as an individual's response to stressful situations involving for important, potentially negative, consequences (Latack, 1986). Coping mechanism is closely related to the idea of survival and treat. It is a key concept of emergency management. It is a capacity to respond to and recover from something stressful (WHO, 1998). Also, Latack and Havlovic (1992), stated the coping mechanism as the problem type of coping style employed usually is based on whether or not the individual believes the situation can be changed by his or her efforts.

According to the research done on work place harassment & violence, women cope or react to their harassment experiences in a variety of ways. Some women leave their jobs. Some women silently endure for years. While we hold the expectation that women will report their experiences of non-sexual and sexual workplace harassment, data on the reporting of sexual harassment complaints indicates that very few experiences are reported. Instead of reporting, women cope with the harassment in whatever way possible (Sharma, 2015).

2.12 Theoretical Framework

This scientific study is exploring the lived experience of saleswomen and accordingly the researcher conceptualized the issue with feminist theories. There are many feminist theories which explain the root cause of gender inequality and women's subordination. Each feminist theory has their justifications and solution to achieving gender equality. Feminist theory aims to understand the nature of inequality and focuses on gender politics, power relation and sexuality. Feminist theory also focuses on analyzing gender inequality and the promotion of women's rights, interests and issues. Themes explored in Feminism include discrimination, stereotyping, objectification (especially sexual objectification), oppression and patriarchy (Mutoro, Kudu, Gikonyo & Adawo 2019).

The researcher conceptualized the research finding by having liberal feminist theoretical perspective. The main view of liberal feminist theory is that all people are created equal by God and deserve equal rights. These types of feminists believe that oppression exists because of the way in which men and women are socialized, which supports patriarchy and keeps men in power positions. Liberal feminists also believe that women have the same mental capacity as their male counterparts and should be given the same opportunities in political, economic and social spheres. Women should have the right to choose, not have their life chosen for them because of their sex. Essentially, women must be like men, unless women will be forced to keep on marginalized them and participate in different illicit activities (Friedan, 1963).

Liberal feminists create and support acts of legislation that remove the barriers for women. These acts of legislation demand equal opportunities and rights for women, including equal access to jobs and equal pay. Liberal feminists believe that removing these barriers directly challenges the ideologies of patriarchy as well as liberates women. These feminists are responsible for many important acts of legislation that have greatly increased the status of women, including reforms in welfare, education and health. Unfortunately, Liberal feminism has been known to only concentrate on the legislation aspect to fight against patriarchy. Many productive women laborers are not fully engaged in formal business sector due to lack of education and job opportunity (Beauvoir, 1989).

Likewise, some of the finding of this study revealed that saleswomen joined the sales work includes due to lack of job opportunities and absence of alternatives, lack of satisfaction or absence

of good working environment in previous job and the presence of family conflict. Also, regarding the challenges which include economic/financial, social, psychological, health related and gender-based violence. By taking into consideration of such assumptions of liberal feminist theory, the researcher inductively related the research output of the study with liberal feminist theory instead of many other feminist theories.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Description of the Study Area

The trade and industry is one of the major sectors which aimed at shifting the country's economy from agriculture to industry. And following the country free economy policy, many traders have joined the private businesses in the city. But there is no a statistical data about the number of employed sales persons in the city administration as well as ANRS trade and industry bureau (Bahir Dar City Trade and Transport Office, 2018).

Bahir Dar is a capital city of ANRS which has a high business transaction for supplying different products for the region, including clothing, shoes and furniture's. This research was conducted in some private retailing shops of the city. The rational for selecting the city is that, the researcher is working and living in the city and the city is the major marketing center for the surrounding cities also where many and huge business centers are built and employed sales women are concentrated to facilitate the selling process.

3.2 Research Approach

Research methodology is a way to systematically solve the research problem it may be understood as a science of studying how research is done scientifically (Kothari, 2004).

This study was employed a qualitative research approach. The study is focused on investigate the lived experience of saleswomen working in Bahir Dar city private retailing shops. Qualitative research is better to explore new issues from the perspective of study participants. The goal of qualitative research is laid on socially constructed nature of reality. Also, Creswell (2007), new ideas, situations, experiences and practices are the result of qualitative manipulations. Also, qualitative research was preferable because the issue of opportunities, challenges and coping mechanisms are best expressed in words than numerical terms easily.

3.3 Research Design

A research design is a plan on how the study has undertaken (Berg, 1995). The researcher used phenomenological research design to explore the lived experience of saleswomen working in Bahir Dar city. Concerning the conceptual assumption of phenomenology design Langdridge (2007), defines it is a research design that aims to focus on people's perception of the world in

which they live in and what it means to them, a focus on peoples lived experience. Another scholar Grbich (2007), also states that phenomenology is a research strategy helps us to understand the hidden meanings and essences of human experience. Similarly, Finaly & Evans (2009), expressed that the phenomenological research design aims to provide a rich textured description of lived experience.

The goal of phenomenology design is to capture the lived experiences, find the meaning that may or may not be known to the person who experienced it and describe the phenomenon through the composite description (Bergstorm, 2004). Taking in to account of these rationale, phenomenology design was employed in this study because the lived experience of saleswomen was explored by giving them more room to express their individual views about their motivation to join the sales work, challenges, opportunities and coping mechanisms that they experience after joined the sales work.

3.4 Sample and Sampling Techniques

Qualitative samples are small in scale and purposely select on the basis of salient criteria (Moriarty, 2011). Another scholar Creswell (2009), stated as a purposive sampling technique is widely used in qualitative research for identifying and selecting individuals or groups of individuals that are especially knowledgeable about or experienced with a phenomenon. It involves the use of the researcher's knowledge of the population in terms of research goals.

Accordingly, the study area Bahir Dar was purposively selected because the researcher is familiar in the study area as the researcher living in the place for a long time and existence of enormous retailing shops comparing to other cities also the presence of employed sales women in the area.

Regarding the participant's selection, the researcher used purposive sampling techniques with some inclusion criteria were set to select the participants. These inclusion criteria are: -

- Being employed,
- Having age greater than 18 years old and
- Having more than one year of working experience.

The total samples sizes of this study were eleven interviewees. Since, the method of data collection was in-depth interview, every interviewee has been interviewed intensively. Also, in qualitative research the number of participants is depend on saturation point. Purposively selection of the

participants can continue until saturation of data would achieve (Corbin, 1990). So, in this study, the data were saturated with these eleven interviewees.

3.5 Data Source

3.5.1 Primary Data

The researcher used primary data sources for the study. The primary data source was used to obtain firsthand information from saleswomen about the motivations to join the sales work, opportunities, challenges and coping mechanisms. Thus, primary data were collected from 11 interviewees.

3.6 Data Collection Instruments

3.6.1 In-depth Interview

Data collection is a complicated and hard task. Accurate and systematic data collection is critical to conducting scientific research (Abawi, 2013).

Punch (1998), in depth interview is a research tool that helps us to understand the complex behavior of people without imposing any prior categorization, which might limit the field of inquiry. The author also stated that it is an optimal for collecting data from individuals, personal histories, perspective and experiences. Another scholar Bernand (2000), an in-depth interview allows the researcher to dig certain issue until the required information is obtained from participants of research. Also, In-depth interviews are the key data collection method for phenomenological study and to understand participants' experiences (Pathfinder International, 2006). So, the interview guideline was prepared from different related literatures to address the study objectives and the lived experience of participants which basically includes demographic information, personal, motivational and specialty, opportunity or benefit related, challenge related and coping strategy related probing questions.

Based on this merit, in-depth interview was held with saleswomen to explore the lived experiences. Therefore, eleven interviewees were participated for this study. The time and place of interview were determined by the interviewees themselves. Most of the interviewees were conducted around their working place at their inconvenient time. The interview was conducted from September 29-October 15, 2018 G.C. Regarding the length of time, 47 minutes to 1 hour and 52 minutes interview

was held with each interviewee and the aggregate length of audio recorded data collected from all interviewees was 14 hours and 38 minutes. The total number of the transcribed data was 82 pages.

3.7 Data Analysis

The data gathered using interview was analyzed using thematic data analysis technique. According to Braun & Clarke (2006), thematic analysis is a method for identifying, analyzing and reporting patterns (themes) with sin data.

The researcher organized the data separately and generates themes to come to rich detail in line with the objective of the study. To achieve this, all the recorded data from in-depth interview first transcribed into written text and then translated into English language to understand in clearer manner. In the second step repetitive reading of all the transcription is put in to practice in order to grasp and state the general idea and develop codes. In the third step the researcher developed categories along with the content of interview which is important to avoid repetition of ideas. Fourth, the researcher developed themes and merged themes of similar ideas to achieve the objective of the study. Finally, the interview data analyzed together, and the research was completed by writing the description of the text and interpretation of meanings. Direct quotes also included to provide finest images for readers.

3.8 Trustworthiness

Trustworthiness is seen as the strength of qualitative research. It is used to suggest determining whether the findings are accurate from the standpoint of the researcher, the participants, or the readers of an account (Creswell, 2007).

To ensure the trustworthiness of the study, four major activities have been done. First, the researcher used easy and simple language and description to convey the findings. Secondly, member checking, or the researcher gave back the participants responses to the interviewees just to give them chances to say about whether their response was properly quoted or not. Thirdly, the result of the study was inductively related with previous empirical studies and theory so as to enhance the transferability of the study. Finally, to ensure the validity the researcher compared the findings with available literature on the subject.

3.9 Ethical Considerations

Ethical consideration is the most important thing in qualitative research design, because the research studied a very sensitive issue which needs a great care and ethics (Merriam, 1991). Therefore, to the ethical considerations, the researcher was firstly received formal letter which was written from Bahir Dar University, Gender and Development Studies department to show interviewees and get acceptance to conduct the study. Participants were also informed and asked to participate voluntarily. They were also informed as they have the right to choose their inconvenient place, day and time for the interview and discussion. The participants have been given the right to interrupt & discontinue the interview of discussion at any time when they feel discomfort. Personal information and sensitive issues were treated with high confidentiality.

In order to ensure confidentiality of the information the audio records were handled with utmost care and not transferred and used for other purpose than the research objectives. Pseudonyms were used to protect the anonymity of participant and the study will not have any harm with any potential participant. Finally, the participants signed consent by briefly informing them the importance of the study and details of ethical consideration issues.

3.10 Limitations of the Study

It is common that any research might have some sort of limitations. One of the limitations of this study is due to the small sample size; it couldn't able to generalize to the other population since it was focused on small sample but in-depth investigation. The second limitation is that due to scarcity of previous studies conducted on this area, the discussion was not rigorous. The other was that the researcher also faced challenges to get interviewees because they couldn't have time for the interview. But it was solved through good approach and consent.

CHAPTER FOUR: RESULT AND DISCUSSION

4.1 Result & Discussion

This section is dedicated to the major finding & discussion of the study. The results are organized in to five parts. The first part describes the socio demographic information's of interviewees which includes the age, marital status, educational level, work experiences, monthly salary and type of shop they are working in. The second part is describing about the motivations of the participants to become a saleswoman. The third part pointed out about the opportunity's saleswomen get to improve their working conditions and lives. The fourth section is all about the challenges of the saleswoman while they perform their day to day activities from various perspectives. The last but not least is devoted about various coping strategies used by saleswoman to deal with their challenges.

4.2 Socio Demographic Information of the Participants

This theme presents the socio demographic information of the participants. Among other socio demographic information of the interviewees, age, educational level, work experience, monthly salary, religion, marital status and type of retailing shop they are working in are presented.

Interviewees Pseudo Name	Age	Educational Level	Experience Years	Monthly Salary	Religion	Marital Status	Type of Retailing Shop
Aster	26	10+2	4	1000.00	Orthodox	Married	Cloth
Birtukan	24	Degree	2	900.00	Orthodox	Single	Cloth &Shoe
Chachi	24	10+4	1.6	1500.00	Orthodox	Single	Furniture
Desta	23	10+5	1.2	800.00	Orthodox	Single	Cloth &Shoe
Ekram	22	12	1.6	900.00	Muslim	Single	Cloth
Fasika	25	10+3	2	1000.00	Orthodox	Single	Cloth &Shoe
Genet	24	10+2	4	1500.00	Orthodox	Single	Cloth
Halima	24	9	1	1000.00	Muslim	Single	Cloth &Shoe
Jemila	25	10	1.5	1000.00	Muslim	Single	Cloth &Shoe
Kasu	23	10	4	1000.00	Orthodox	Single	Cloth
Lemlem	25	10+3	2	1500.00	Orthodox	Single	Cloth

Table 1 Socio demographic information of interviewees, collected in 2018

From table 1, there was diversity in the demographic characteristics of the participants who took part in the study. The study participants composed of eleven saleswomen.

Regarding to age, the youngest was age 23 and the oldest one is 26 and 24 was the average age of participants. Related with their educational status, one of them completed grade nine, three completed secondary school, six graduated from technical and vocational training colleges with different level and one graduated with BA degree from University. Concerning their experience in sales work it ranges from one to four years. About monthly salary of the interviewees 800 birr is the lowest salary whereas 1500.00 birr is the highest salary. Regarding to their religion eight of them are orthodox and the rests are Muslims. About to their marital status, ten of them are single but one is married. Concerning the type of shop, they are working, five of them are working in cloth boutique, five participants both in cloth and shoe boutiques and the rest one is working in furniture retailing shop. (see the detail from table 1)

4.3 Motivations of Women's to be Engaged in Sales Work

The motivation of women's to be engaged in sales work or informal employment can be due to pulling and pushing factors. This is due to the fact that, women are involved in sales work in cases of factors that enforce them without willingness when there is no chance to be engaged in other tasks and at the same, they are eager to involve in the task based on their willingness for their benefits. Accordingly, the motivational factors can be categorized into two major themes as pushing and pulling factors.

4.3.1 Pushing Reasons

4.3.1.1 Lack of Job Opportunities

The absence of job opportunities is one of the pushing factors of women to be engaged in sales work as a temporary or permanent job so as to sustain their life. As one of the interviewees explain, absence of alternative activities which provide income also the motive at a time to be engaged in sales work. One of interviewee disclosed her experience through telling the following point:

Ufff [Sad] Ok let me tell you if it is important...I have graduated with BA in management from Bahir Dar University...But there is no job opportunity in this country, and it is also difficult to ask everything from families and to live with families without owning work. Even the day was boring and long. I have suffered

a lot as I search for a job for a year. But I couldn't get job. Ehhhh.... the number of applicants and vacancies are mismatched. 300 to 400 job seekers registered for a single vacancy. I applied for a lot of vacancies, but I couldn't get the opportunity to sat for exam because the first screening system was lottery method. I wasn't lucky because I didn't win the lottery. The other disappointing thing is most organizations employ individuals by relativity. So, if you don't have high positioned relative or family working in that organization you don't get job. Due to this, I feel dizzy and get disagreement with my families because I always get angry with silly issues. I spent the year without doing anything. It was boring, and I was at the verge of darkness. When I share my feeling for my friend she advised me to go out from house by any means and to work as a sales worker in shops. Then I joined this work (Birtukan).

Similarly, one of the interviewees also disclosed that the absence of employment opportunity is one of the basic rationales for joining sales work. Desta narrates her experience in the following manner:

After graduation, I had been searching for a job for one year, but there wasn't any job opportunity. When one vacancy is posted, 3000 to 4000 applicants apply for it, and the first screening process is lottery method, and I was not lucky to get lottery chances. I got the chance to take exam only once. Moreover, most vacancies require three- and four-years' working experience. This makes me bored of searching for a job even watching vacancy in notice boards. Due to this, I get depressed when I spent the full day at home. Sometimes, I sleep almost for the whole day and use internet applications like Facebook for the whole night. My sleeping style was totally changed as day for sleeping and night using internet. It also makes me to be addicted on internet. Hence, I was very depressed and bored because of being at home for the whole day in and day out. One day, my relatives advised me to start job at shop as a saleswoman, but I never thought to join this work. When I think of beginning a job as a saleswoman, I convinced myself that it is better to start from scratch by dreaming tomorrow since no one was born rich. I joined the work in the next day (Desta).

From the above narration, it can be deduced that the absence of job opportunities or employment opportunities from the government sides and the absence of alternative jobs which is better than sales work is the basic reasons for women's to be involved in this particular job in the study area. The study of Selamawit (1994), also found that the prime factor that leads women to the urban informal sector is lack of alternatives for living. Similarly, women are less likely to have a job and earn significantly less than men, even after controlling for education, sector, and selection into employment (IMF, 2018). In addition, the loss of jobs forced people into the informal economy or try to run their own micro or small enterprises or employed in others private business (ILO, 2004).

4.3.1.2 Absence of Good Working Environment in Previous Job

It is obvious that, absence of good working conditions in every job enforce employee to leave their job and inability to stay in it. The explanations of interview participants also showed that, the absence of conducive environment is one of the pushing factors for the involvement in sales work. Chachi said:

As I told you earlier, I have graduated with road construction. Then, I joined a construction company and worked for six months, but it was a male dominated job which most of them are alcohols drunker and have excessive field works. It is risky job... .. Also, the rural area doesn't make me fun. Even if the paid was good, I was not happy by the work. So, I resigned and joined a computer accessories shop as a sales worker after three months stay with my family (Chachi).

Similarly, one of the interviewees strengthens the above point by saying:

After graduation, I worked as a reception at hotel basically to rent beds for customers and I worked for three years. It was really challenging and risk job...since different customers come to the hotel with different interests, they didn't understand you as you have future plan and here to lead life. There is always an attempt of sexual harassment. Ohhhh....they always try to have sexual intercourse with me just I am ready to share bed with them. The working time was not good for me because it was night work and I always disturbed my families and neighbors at night time by knocking the house to be opened. Moreover, the community attitude for receptionist was not good due to this my boyfriend was not happy to continue by this work. Even the hotel managers and owners sometimes try to harass me.

These all leads me to resign working as a receptionist and to join the sales work (Aster).

As it is already known the unconducive working environment hinders the successfulness of every employees in different institutions whether private and public sectors. Likewise, the above narrations demonstrated that the lack of satisfaction due to un-conducive working environment in their work especially in their previous jobs is motivated women to join the sales work. Parallel to the above findings, the study of Kurian & Kumar (2014), also indicated that 45 percent of the working women in private sector experience stress in their life due to their work. This is because of the stressful environment they have at work place then this lead them left their job.

4.3.1.3 Family Conflict

The presence of family disagreement or conflict is one of the pushing factors that enforce women's to be joined the sales work. One of the participants of the study provides her mounting evidences on how she joined the work in the following manner:

I have been working in my brother's shop as a sales worker for two years, but I am not happy to continue in this situation. As a result, I want to have my own small business, but my parents and my elder brother considered me as a child who can't manage the business. They repeatedly told me to work with my brother until I get grow and full knowledge and skill about business. Also, in our Muslim society mostly unmarried women are not considered as mature enough and can't do anything what she wants by her own. Because of this they force me to marry in traditional way like to marry what they propose, rich merchant, diaspora etc. but my plan is not to get married right now and dependent with husband. Therefore, I decided to work as saleswomen in other shop by considering as they can understand as I have the ability to manage my own business (Ekram).

The above narrations inferred that the absence of family encouragement and making disagreement in their house while talking about employment and other business areas are the basic pushing factor enforce women to participate in the sales work in the study area. In a sense that while women's lacks the absence of discussion with parents and always in conflict pushes those to engage in any of works like sales work. Confirming the above findings, OCED (2007), demonstrated that while

household distress and family conflict may have forced many women into paid work, there are also factors that prevent other women from working or restrict the kinds of work they do.

4.3.1.4 Peer Pressure and Personal Problems

Peer pressure also one of the pushing factors that enforce them to be sales worker. One of the interviewees disclosed that her friend's enforcement able to become a sales worker in shops for a long period of time.

As I completed grade 10th my EGSLE result was not good and I couldn't fulfill the minimum requirement to join preparatory school. Due to this, one of my friends advised me to work any job as it is better than sitting in home. I accepted her idea and employed as a sales worker and worked for the past four years (Genet).

Through strengthening the about point, one of the interviewees disclosed her experience on how to join due to her personal problems in the following way:

My older sister had been working in Saudi Arabia to help our family, and she was becoming older and older despite being unmarried. Then I advised her to get married and to have a child but she was not happy as she has a responsibility to help our family because my parents don't have income. When she declined my idea then I think that as she is there to support the family I promised her to raise her children and I dropped out from grade 9th to care her child then after four years when I plan to rejoin school all of my classmates were joined university and college and my youngest sisters and neighbors are in school due to this I feel shame to continue class with them. Then, we have discussed to work in small businesses to get the experience of business and marketing then own my shop. So that I firstly joined female's beauty salon and worked for one year It was very tiresome, and I always expected to stand for the whole day for washing, curling and decorating hair and face, but I couldn't coup up with it. Then, I left it and employed in Abay and Tana business center as a sales woman and worked here for more than one year. Nonetheless, as things are not going as expected I am still working as employed! (Halima).

From the above narrations, one can understand that their own personal problems such as hesitating to continue education, lack of finance and personal decision to involve in marketing is the basic reasons that women participate in sales work in the study area. The other factors which responsible for women engagement into the informal employment is school dropouts. So, the study identified school dropouts as a factor behind women participation to the informal sectors (Amene, 2011). In addition, role model or peer effects can have an impact on women to join jobs. In areas where jobs that women prefer are not available (Erin, Louis, Anne, & Adel, 2017).

4.3.2 Pulling Reasons

4.3.2.1 Easy to Entry

As participants of the study elaborated the expectation and assumption about their future plan and successfulness' is might not be successes as expected. But, different assumptions lead them to engage in each job such as sales working. One of the interviewees narrates her experiences about how she joins into sales work in the following manner:

I had been working in Saudi Arabia for five years. It was very challenging and painful experience of my life. I never recommend anyone to go and work in Saudi Arabia. But as there is a proverb "Seeing is believing" I was not also ready to hear others advise about its worsening life challenge. Due to this, I had gone and seen the challenges practically for five consecutive years. Thank to Allah I returned home last year and get my parents alive. So that As I have brought some money planned to open my own retiling shop at Bahir Dar to lead my own and my parent's life. Then firstly I thought that to get experience and know the marketing system practically before opening my own shop besides employed as a sales woman. But as things are not going as I planned, so I have been working as saleswoman for 1 year and 5 months so far (Jemila).

The above narrations informed us how much the interests which begin from the little to reach at the top is one of the principal causes for women to become sales worker in the study area. In a sense that, even though women are having a sufficient income to start such kinds of business, they have an interest to acquire some kinds of experiences about the marketing systems based on their willingness at a time. Additionally, the findings supported by the study of ILO (2014), one of the

factors which motivate women to engage in to informal activities and employment is based on ease of entry. Degefa (2008), the selection of different forms of employment and the choices among different income generating activities and/or livelihood strategies is determined by the characteristics of the labor market and the economy. However, individual characteristics (related to education and skills) and preference determine the choices of job and their livelihood strategies.

Similarly, OCED (2007), suggests that a share of informal employment is voluntarily chosen and may offer specific benefits and opportunities to certain individuals. In particular, depending on their characteristics, some individuals may have a comparative advantage to work in the informal sector.

4.3.2.2 Personal Interest to Join Business Areas

Regarding the motivation and dreams to work in business areas, one of the interviewees also disclosed her experiences on how to join into sales work by saying:

Firstly, my childhood dream was to be a merchant and join the retailing business. Also, my grade 10 EGSLE exam result was not good and helped me to join preparatory school even technic colleges with demanding departments. At that time, I told my school friend who has a merchant family to find me a sales work in retailing shops. Then after a week I joined this work (Kasu).

The above statement demonstrated that, women's themselves motivation and eagerness to join the business areas is the basic reasons for them to be involved in sales works in the study area. It can be noted that the internal dreams about the future successfulness in business areas initiate women to participate in any of business tasks. Similarly, the results of the career options portion illustrated women were more likely to be interested in careers in public relations, advertising, and retail management.

4.4 Opportunities/Benefits of Saleswomen

It is obvious that, as they have challenges encountered joining the sales work, there are also opportunities which has been obtained during their work that needs to sustain since it has value for encouraging them to work actively in joyful.

4.4.1 Market Related Benefits

This major theme is described as the major opportunity/benefit that employed sales women have gotten after joining the sales work. Accordingly, the participants of the study demonstrated that the market related opportunities (accessed business information, customer handling skill and knowledge of retail marketing and sales skill) is taken as the principal benefits in duration of time in this work.

4.4.1.1 Accessed Business Information

Having business idea is important for individuals to be multi-dimensional and join business areas. Basically, in Ethiopia it is fundamental as there is a great lacking job opportunity and the government is highly motivating youngsters to create and engage in their own business. Business idea is also mandatory to be successful in a business. Sales women in the study area were gained the business idea like the students get the required information about their subject matter during apparent ship periods which use for their future career life. At the same time, one of the interviewees disclosed by saying:

Ehhhh.... As I told you earlier, I couldn't tell you that much my success in terms of financial reward after joined this work. But I gained a marketing information and knowledge which can helping me to open and manage my own business. I think this is one kind of asset which will be used for the future and can't be stolen by thieves! (Aster).

The above point supported by other interviewee through stated in the following ways:

Earlier, I know nothing about the business but after joined retailing shops as a saleswoman I understand what business and marketing information mean with all its systems, customer handling and communication. I also get the opportunity to introduce with variety background individuals. Also, the first thing in business is having permanent customers so now I have customers who came three and four times to buy furniture from me (Chachi).

The above points greatly emphasized that the availability of market information is the main benefits in which women accessed in sales work in the study area.

4.4.1.2 Customers Handling Skills

It is obviously stated that, customers are the king of marketing systems to get benefits or to boost the financial capital in every shops or business centers. Customer handling has its own principle and communication skill for the purpose of making sales and building customer relationship including handling the prospect's objections. Accordingly, the participants of the study demonstrated that the handling methods of customers in marketing processes; where employers and employees apply to facilitate the marketing systems. Likewise, Desta narrates her experience in the following manner:

Oh, the major thing which I got after joining this sales work is, earlier my preference was only employment in governmental organizations. But, it gives me an opportunity to know and like the business sector and shift my mind as it helps to be rich with in short period of time. Then here I can get the practical knowledge and skill about marketing, business, where to bring materials and basically how to handle customers and making them a permanent customer. As customer is vital for every business. By the way you can make one-time customers a permanent customer even by inviting a three-birr tea and telling details about the product. Also, they need great respect as a customer. You know there is a proverb "Customer is King"? So, you as a sales person also have to know to give them the required care & respect like a king. I know this all after joined this business (Desta).

From the above statement, one can understand that knowledge about customers handling methods are the basic element in which women obtained in the sales work. Similarly, as a study done by Lan cosmetics saleswomen are required to convey multiple messages to customers, a mix of differential service, beauty performance and professional communication. So that, the saleswomen their own skills are developed of domination customers of different ages and genders and share them with each other year to year (Lan, 2003).

4.4.1.3 Knowledge of Retail Marketing and Sales Skill

The knowledge of retail marketing and sales skill are fundamentals for retailing business. The sales skill including technical skill (refers to salesperson's skill in providing information about design and specification of products and the applications and functions of both products and services),

interpersonal skill (mental and communication procedures), marketing skill (knowledge about the industry and trends in general such as customers, markets and products; competitor's products, services, sales policies, knowledge of competitor's product lines, and knowledge of customer operation, salespersonship skill (adoptability, consultative selling, negotiation, questioning and salesperson cues and communication styles) as well as knowing where, when and how to bring products, site selection for retailing business, relationship and communication with wholesalers and similar retailers or business persons are very important. Among the participants of the study, one of the interviewees stated in the following ways:

To tell you frankly, as I told you from the beginning I have gained the skill and knowledge about business in general and retailing marketing including where to bring products, adding margins, negotiation, customer handling, shop arrangement, cloth and shoe styling and other related issues. Also, I have got permanent customers who come shop permanently and buy from me. So that, I have the confidence to manage my own shop with full knowledge and skill (Jemila).

Similarly, Genet narrates her experiences through supporting the above ideas by saying:

Oh, surprisingly I have got the knowledge what marketing and business mean and the skill to manage shops including deal with customers and wholesalers, pay weekly Ekub and shop rents on time and the like. Also, I was innocent and even fear to share my ideas at home and school. But now my communication and negotiation skill which is important for retailing business are highly improved and surprisingly got patience for everything. This can't buy with money or compared with it. Especially my parents always told me as how my communication skill is improved. Even now am a good negotiator to resolve my parents and friends and neighbor's family related and spousal conflicts. I always surprised for this. My employer is also happy as I am doing all with no support from them (Genet).

Amazingly, one of the interviewees added about the retail marketing knowledge in following manner:

The first & most opportunity I got after joined this work is, the knowledge about retailing business including where to bring products, arranging shops, customers handling, communication, and negotiation for four years and right now I have the

required knowledge and skill to manage shop with my own. I tell you this with great confidence (Kasu).

From the above narration, it can be deduced that access of market information, information on methods of customer's handlings and knowledge about retail marketing (communication and negotiation and pricing about selling products) were taken as the prime benefits of women's while being sales employee in the study area. Similarly, Omar, Jusoff and Ali (2009), results on the correlation analyses on the study variables suggested that if the salesperson has high knowledge and adaptive selling skill, customers tend to experience greater affective commitment towards the salesperson. High affective commitment will then generate greater satisfaction. Subsequently, leads to customer loyalty then sales persons satisfaction & effectiveness which basically gained through experience.

Olivia et al., (2018) indicated that supermarket retailers, mostly representing independent stores, perceived customer demand and suppliers' product availability and deals as key factors influencing there in store practices around product selection, placement, pricing, and promotion. Similarly, working in the informal sector may be the only chance of accumulating experience or even of training and apprenticeship for low-skilled young workers or unskilled older individuals (OCED, 2007).

4.4.2 Social Related Benefits

4.4.2.1 Encouraged Social Network and Affiliations

The social network and affiliations are considered to be a mandatory for personal life and marketing system so as to achieving the successfulness of financial accumulation in the study area. Interestingly, one of the interviewees added that the social network is the basic essence while working in sales job. Desta narrates her feeling in such a way:

The work has an opportunity to communicate with different background individuals, artists and writers. For example-Zigora, Emegua and Merbebit books writer Dr. Alemayehu Wassie is my permanent customer. I really like his books, and no one is fastest than me of buying and reading his books. Thanks to this job I can get him in person and told as I am his fun. Also, I have customers who gave me

ride when they get me waiting taxi and pay bill at taxi and the like. In general, my social network is highly improved after joined this work.

From the above narration, one can deduce that encouragement of social networks and affiliations are also an important for the benefit of women's in sales work in the study area and for their personal social relationship. In sense that, the affiliations and networks have a great role for sales work to run smoothly. At the same time, strengthening social relationship and social acceptance is also the prime benefits in which women obtained in times of working as a sales work in the study area. One of the interviewees confirmed by saying the following points:

Even if the work loosens my social relationship with family & friends on the other hand it is a very good opportunity and strengthens my relationship with neighbors besides built with mutual respect & understanding as they consider me as employed person (Jemila).

The above narration deduced that social relationship and strengthening social acceptance is also one of the benefits of women's while they are working in sales in the study area. This is due to the fact that social acceptability and relation were encouraged after they are engaged in the work because previously they are not employed in any of work whether in private institutions or government one. Confirmed with this finding, the study of ILO (2004), revealed that social capital is as important for sustainable livelihoods as financial capital. Through contacts inside and outside the community, social capital allows people to get satisfaction and be effective on specific field.

4.4.2.2 Social Communication and Interaction Skills

The ability of communication and interaction skills is obligatory in market procedures and system to attract customers, increase benefits and reduce risks as well as strengthening business areas. On the other hand, they improved their assertiveness and social communication and interaction. One of the interviewees disclosed her points of views in such a way:

The major thing that I gained here after joined this work is my assertiveness, communication and negotiation skill. Earlier I couldn't share my ideas freely with family and friends. But now they all told me as my life skills are highly improved. Also, my awareness about politics and general current affairs are also improved.

Earlier I dislike politics and not sensitive about current affairs. But now as I have different kinds of friend's whose hobbies are also different, everyone shares their ideas and other new news then held a daily discussion on it. Hence, to tell you frankly now am not listening their ideas only but also good to share my information's for them. So that, which I learned from my experience is women should out from kitchen! (Halima).

The above narrations informed about the relevance of the communication and interactions skills for women while conducting sales work; they are beneficiary in duration of time in both social communications and interaction skills with friends, families and colleagues.

4.4.2.3 Social Appreciation/Encouragement

As voice of the participants demonstrated that, the social appreciation and encouragement is also another benefit which is obtained in sales work. In a sense that, saleswomen are appreciated by their friends, family, colleagues and customers for better advancement in this work and expanding their own business similar to this work. Among the participants, the voices of one interviewee explained in the following ways:

Ehhhhh, Yes, I do have... mostly customers appreciate me by telling as I am a real person for sales work and motivate to just keep it up in addition open my own business. Also, my parents appreciate my motivation and effort to change my life at this age without seeking something from them and others (Aster).

One of the interviewees also strengthens the above points by saying:

I always get societal appreciation from my families and neighbors because most of my batch friends are still at home and even not engaged in such kind of work. All of my neighbors appreciate me by saying "just keep it up, work hard, you are hero, you are not fast to engage in marriage and one day you will have such kind of shop". Also, my father always appreciates me by saying "what kind of a hero daughter I have". Is there anything better than this word? In addition, All my brothers and sisters are also very happy. Likewise, after deep conversation with customers to sell the products, they highly surprised by my negotiation skill and

motivated me to open my own business in addition told me as I will be a millionaire with in short period of time with my interesting communication skill. Even some customers were promised to support me what they can like to search shops at ideal place when I decided to open shop (Chachi).

From the above narration, it can be understood that the social appreciation and social encouragement to women's continuity in the sales work from the customers, society and parents are paramount roles for them as a whole. Similarly, 64 percent of the women in working private sector deserved recognition from customers or authorities (Kurian and Kumar, 2014).

4.4.2.4 Supports from Family, Friends and Employers

Appreciation and supports is also one of the benefits of saleswomen while conducting their sales work in the study area. Likewise, the participants of the study confirmed by saying the following point:

Although, my parents don't think as it changes my life, they always appreciate me working such kind of hard work by having future dream. Also, as everyone considers me as a child yet, they all appreciate me for taking such kind of responsibility. Especially my father always told me as I am hero. Now I am an example for my neighborhoods and relatives as how everyone facing with challenges and how going out from home is making difference (Halima).

An advice and appreciations from employers is the priceless opportunities of women are who are involved in sales work in the study area. Accordingly, one of the interviewees narrates her experiences by saying:

Thanks to God my employer is women due to this I am not exposed to employer related sexual problems also as she understands me very well. She is always positive for me. By the way currently she is not only my employer but also a best friend & advisor for me and always motivated me to open my own shop (Fasika).

As Desta stated with strengthening the above ideas in such a way:

Most of my friends, families and neighbors are supporting me as I am doing great and will be rich in a short period of time after owning my own business by having

the knowledge and skill gaining here. Sometimes I feel happiness when my friends & relatives come, visit and motivate me here at shop. I remember one day my aunt was suddenly come shop to buy clothes. She was very surprised and appreciates me as she was always thinking for me and told me as everyone can't do what they want, and I must hard work to reach on what I want. Also, nothing can't be compared with sitting in home (Desta).

All of the above aforementioned narrations informed about obtained friendship and affiliations, social network and encouragement of social acceptance as well as family supports, and appreciation were taken as the principal social related benefits of saleswomen while undertaking their sales work in shops in the study area. It can be also deduced that the social related benefits of women in sales work has been diversified and multi -dimensional for the sustainability and effective accomplishment in their work.

4.4.3 Economic Benefits

4.4.3.1 Getting Income

Unanimously explained that every individual involves in each activity is for obtaining financial remuneration. Accordingly, saleswomen are obtained a monthly salary based on their oral agreements. Additionally, sometimes they also got bonus from their employers based on the sold products and the total condition of the market. One of the interviewees narrates her views regarding financial benefit by saying:

The only thing what I like from my employer is when the market is good and sold much clothes, He sometimes gives me a bonus. It helps me to get money in my hand and fill my gaps of money for taxi service and mobile card (Aster).

Also, the other interviewees stated her experience by supporting the above ideas as follows:

My monthly salary is 1500.00 birr per month. I always spent my monthly salary and commission which I get from the sale of furniture to buy fashion clothes and sometimes buy something to my families (Chachi).

Principally, one of the interviewees added the unique experience about the salary increment in addition with the bonus/gifted salary as follows:

My monthly salary was started from 400.00 birr and now reaches 1200.00 birr per month after four years of working experience (Genet).

From the above statement, one can understand that financial related benefits (in terms of bonus or salary increment for year to year and other gifts for some services) were taken to be the principal advantages of saleswomen while conducting their work in the study area. According to Albert (2009), the entry of women into the labor force meant that in many cases the economic opportunities available to them have grown. In addition, despite many challenges of waitresses in Bahir Dar city, most of them enjoyed the economic opportunities by doing their work (Yemegnush, 2013).

4.4.4 Psychological Benefits

4.4.4.1 Getting Satisfaction

The psychological benefits or satisfaction in which saleswomen obtained is not measurable through quantum manner; it is a prime opportunity in sales work as participants of the study disclosed. One of the interviewees indicated that the psyche benefit during in their work is ample especially when there is disagreement from families and friends. Fasika said that:

First of all, I have got a great psychological benefit or satisfaction as I am busy with work and spent the whole day with same age friends. If I were home life will be boring even I don't know how the day will be going. But now am at good health condition (Fasika).

One of the interviewees also disclosed her psychological benefit as follows:

I had been felling dizziness when I spent whole day at home without work. I was also hopeless and felling discomfort. Even sometimes I cry without reason and shout on my families with silly issues. But now I am somewhat psychologically satisfied even when I think as am working and busy the whole day. Also, I enjoy and refresh by listening to music, reading books and watching movies using mobile when there is no work. I was a shy person who couldn't express ideas freely. But now I am always surprised with my change. As, the work needs to talk much to convince customers to buy clothes on the other hand it enabled me to improve my confidence and assertiveness and share ideas freely. [Laughing]even when I

think about my past behavior, I am sure I couldn't talk you like this and will not voluntary to conduct such kind interviews as I know my fear to talk with individuals even with family members. I also grown up by the advices like female should be innocent, not talk much and see everyone with her full eyes. But, now I am always surprised with my change (Desta).

Additionally, the other participant of the study confirmed the above statement and told her voice in the following manner:

I have got psychological satisfaction & mind stability while working here at shop as it is better than sitting at home. Also, I have got the opportunity to dress smartly like my friends and consider myself as am working (Jemila).

From the above narration, it can be understood that psyche benefits in which saleswomen obtained while they are working their sales work plays a lion share role for the overall accomplishment of tasks (selling products with appropriate pricing, risk taking and facilitating the market system with fast communication skills and networks) and sustainability in their work in time frame as whole.

4.5 Challenges of Saleswomen

The second major theme is presenting the challenges encountered by saleswomen. The challenges of saleswomen in the study area are summarized in to three major themes and thirteen sub themes which includes economic, social, gender-based violence, health related and work burden. Here below each major and subthemes are presented and discussed with their direct verbal accounts and related previous studies.

4.5.1 Social Challenges

4.5.1.1 Disharmony Relationship with Boy Friends

Positive and smooth relationship with everyone in general and family and boyfriends in particular is very important to our life. To maintain and keep good relationship, it demands to understand each other, accommodate diversity, and share common goals and spent time jointly. Saleswomen in the study area have experienced disharmony of their relationships with their parents, husbands, and boyfriends. The long- and well-established positive relationship was destructed and lost many things after they joined to this works.

According to the participants, the reasons why their relationship was broken were due to the working conditions of sales work. Sales work demanded effective communication, social life and smart wearing style, and lack of time. Especially, engaging in private business center like shops. However, saleswomen were expected to handle the customer despite of sexual harassment at shops and where ever they meet. They couldn't have time to spend with their families and friends due to overloaded work. The parents/families of the participants were not also happy with this sales work profession. This have resulted breaking and destructing their relationships. More clearly, they have shared their experiences as follows:

I had a boyfriend before joined this work. To tell you frankly we had very good relationship and understands each other. Even others were envious by our relationship. We also had a dream to marry and get children. But, starting from the day I joined this work our communication declines day to day, I couldn't give time for enjoyment as am busy, and basically dislikes as the work had a great communication with many customers and the like issues. What makes me sure as he lost trust on me is, sometimes he come shop suddenly without calling and observes my situation. I was really sad on him and start considering as our love was false. Finally, we separated due to this sales work (Lemlem).

Furthermore, the other interviewee has also added her experience in line with disharmony relationship as result of being saleswoman below:

By the way I had a boyfriend earlier before joined this work and currently I separated with him due to this work. Because, I couldn't give him time for enjoyment as am busy here for thirty days. Also, he was not happy on my sales work as I mostly communicated with male customers and the like. So, I scarified my boyfriend due to this work (Desta).

The above experiences of the interviewees clearly noted that sales work was very challenging to maintain and keep good relationships with their husbands those who were married and with boy friends who were not married. This was happened due to the working conditions of sales work. If they didn't give time for their husbands and their boyfriends for their private life, it could be

difficult to sustain their marriage and relationship. Also, some saleswomen relationship was interrupted due to the challenging working condition of sales work.

4.5.1.2 Low Participation on Social Affairs

Most of the time, employees of the private business who lacks decent working condition which didn't consider the rights and benefits of workers, face challenges to participate in various social issue/affairs due to time constraint. Since human being is a social animal, participating in various social affairs which include but not limited to religious holidays, wedding, graduations, funeral ceremonies, birth days, mahiber etc. which have significant contribution for the co existences of human beings. However, saleswomen in the study area faced challenges to participate in the above-mentioned social affairs as a part of a certain community. to support this argument, the following sayings of the participants were taken as follows:

I have problems to attend on social issues. Like marriage and graduation ceremonies or visit patients and enjoy with friends since the time is tight and there is no one to sell at shop if I absent. Also, I always feel discomfort to ask leave from my employer. I also faced challenges to participate on religious activities like never gone mosque at Jumea and couldn't perform daily praying activities on time as there might be customer at shops (Ekram).

One of the interviewees whose social participation in every social occasion was severely affected has expressed as follows.

I missed a lot of social events. One day which I couldn't forget yet and always sad is my young brother graduation.... [Sad] as you know mostly graduations held on Saturday and it is the major market day of the week. Then I request a one day leave to attend on his graduation, but my employer says no and couldn't attend on his graduation. My work seems like this. I work here because of lack of any other option. I also couldn't continue education. I advise everyone to be strong with their education and learn in every option. To tell you frankly, I couldn't do it for myself due to my working condition. As you know I work here for seven days from Monday to Sunday and from 8:00 AM -7:00 PM (Genet).

Low participation on social issues/affairs has been one of the major challenges that every interviewee pointed out. According to the interviewees, they have worked the whole days of months from 8:00 AM -7:00 PM. This implies that they didn't have time to participate in social issues which might be happen many times since social issues are natural. This was very challenging because as a part of any community they lived, they were expected to discharge their social responsibilities which were considered as norm, values and culture of the society which they belong to. In line with this finding, family is the backbone of every human being. From this study, it is inferred that, 62 percent of the working women in private sector never get time to take care of their family's needs also 72 percent of the working women in private sector did not get time to spend time with children or family members. This will in fact create more problems in the life of the working women and will affect the bond between family members (Kurian & Kumar, 2014).

4.5.1.3 Absence of Social Security

The data collected from the interviewee indicated that saleswomen who were engaged in private business centers like retailing shops lacks social security. As it was defined by ILO (2000), social security has a powerful impact at all levels of society. It provides workers and their families with access to health care and with protection against loss of income, whether it is for short periods of sickness or maternity for a longer time due to invalidity or employment injury. It provides older people with income security in their retirement year. Despite to this, saleswomen couldn't enjoy these rights. When they hired to this job, they didn't have employment contract, rules and regulations, salary, leave with different conditions.

Due to the above problems, saleswomen faced lack of leave including maternity leave, the employer could fire any time when they want because they didn't have contract, the employer could delay and reduce the salary because there were no such laws to written agreement, no insurances, and they didn't have specified working hours etc. these also was the result of absence of social security in general. In this regard, the researcher took the direct saying of three interviewees' experiences here below:

They didn't give me leave!! They are not happy when I request leave. They always think about their shop rent, weekly ekub and tax. They don't think as I have social issues like them. Since, they employed me to deploy thirty days a month (Jemila).

Due to the working condition of working until 8:00 PM, I have been exposed for thieves. One day when I was going home around 7:30 PM it was darkening and around three youngsters were come in front of me then caught and warn me to not shout and told me to give them what I have including my mobile phone. If not, they told me as they stab me with dagger. I was frightened then took all what I have my mobile phone and 200.00 birr (Halima).

I don't have any contract agreement with my employers. But it is important to resolve the issues like if they not able to pay me my monthly salary on time, fire me if they don't want I can go to Labor and Social Affairs office and struggle for my right. I think the employers didn't make a contract agreement with us is just for the sake of far from all the employers obligation including annual leave, salary increment, working hours and days, and to fire us simply anytime they want. To tell you frankly, all saleswomen employed in this Abay & Tana business center haven't a contract agreement. I don't know why the government keep silent on us? Even hotel waitresses have a contract agreement (Birtukan).

The above three narrations helped us to understand to what extent social security was important to saleswomen in the study area. They faced many challenges like they lack leave, their salary was not paid timely, they didn't have fixed working hours, and they didn't have any social insurance when they experience market loss. In general, their working conditions are full of challenges and poor. This finding is supported by ILO (2017), reports. The critical need for social security for women arises from the nature of their activities such as (i) high risks of asset loss, and (ii) exposure to accidents which may be life threatening or may lead to permanent disability. Many women lack protection from minimum standards legislation and social security schemes. Legislation on pay, working hours and conditions of work in many countries does not extend to sectors in which many women work, such as domestic work, agricultural labor and informal employment. Also, Mbugua (2014), confirmed that women are excluded from many benefits, such as leave, medical cover or housing.

Similarly, according to ANRS Bureau of Labor and Social Affairs Annual Report (2018), a contract of employment shall be deemed formed where a person agrees directly or indirectly to perform work for and under the authority of an employer for a definite or indefinite period or piece

work in return for wage. But there are a lot of limitations to have a contract of employment of all small-scale private organization's employees in the region. Also, majorities of contracts made in the private organizations are not complete and clearly stated the required contents of a contract of employment.

4.5.1.4 Lack of Trust and Poor Social Relationship with Employers

The other challenges encountered by saleswomen in their work were lack of trust from their employers. The participants clearly indicated that employers lack trust on them when the customers gave tips for the saleswomen. The owners of the business believed and considered that the customers gave tips/bonus to the saleswomen when they sold with low price and cheating. This resulted low trust and poor social relationship between the saleswomen and the owners of the business.

In addition to low trust and respect from the employers, female owners were not good to some extent for saleswomen. The participants indicated that female owners sometimes doubtful as they had sexual relationship with their husbands. In this case, they made their working conditions hostile and gave low respect them. Birtukan pointed out that;

Sometimes when the customer's give us tips and not put it in our pocket soon then if employers knows that amount of money is making difference when we calculated the daily balance, they assume as I cheat them that amount of money and loosen their trust (Birtukan).

In addition to the experiences of Birtukan, Desta has also strengthened as follows.

When I dressed smartly and looking beautiful my female employer feels inferiority complex and not talk to me. Even don't see me with her full eyes. It might be the behavior of females we all dislike a person who is the most beautiful. But she always told me to be dressed smarty. Also, she is not happy when her husband come to shop and visits the work. She always shows grimace when he come shop (Desta).

Poor social relation and low trust were very challenging for saleswomen in the study area. This implies that saleswomen were not satisfied with their job and not happy.

4.5.2 Gender Based Violence

The third major challenge of saleswomen in the study area was gender-based violence. It is a violence that is directed against a person on the basis of gender. It constitutes a breach of the fundamental right to life, liberty, security, dignity, equality between men and women, non-discrimination and physical and mental integrity. Gender based violence with various forms were experienced by saleswomen. It is common that women in every sector are exposed to some sort of gender-based violence despite the difference of its extent and type. Similarly, saleswomen in the study area were exposed to mainly sexual harassment (physical and verbal), economic violence and psychological violence. These subthemes are presented below with their case story.

4.5.2.1 Sexual Harassment in Physical Form

Sexual harassment is unwelcome sexual advances, requests for sexual favor and other verbal or physical conduct of a sexual nature that tends to create a hostile or offensive environment. Physical sexual harassment includes patting, pinching, and brushing up against body and any other inappropriate touching and attempted or actual kissing. In this regard, saleswomen faced this challenge at workplace and outside. The harassers were male customers, male owners, neighbors and bajaj/taxi drivers.

In line with these challenges, the following interviewees have shared their case how, who, where and when they faced sexual harassment with various forms.

***Ekram:** What always make me surprised is, sometimes when males come shop to buy for their wife or girlfriends gift also want to see the cloth on myself and request me to check it then since it is business I wear and show them but for your surprise they will be changed automatically when they see my posture and want to touch my sensitive parts like breast, heap, neck etc. just like they are touching the cloth. They appreciate me and told as it is made for me too, totally forget their wives' and girlfriends' and finally request my phone number and told me as they were buying it for their sister, they are single and asks to arrange time to enjoy with them. You think this all is in one day.*

***Kasu:** This work and all its working conditions are exposing us for sexual harassment as well. Everyone males can simply come at shop as a customer and*

harass me as they want. We are not expected to challenge them with the proverb "Customer is King". Whatever they say & act, they are always respected. I also repeatedly exposed for sexual harassment when I use Bajaj taxi at the evening. I remember one day when I go home with Bajaj I was alone and the driver told me as he get two additional passengers along the road and started travelling but after travelling for some munities he changed his direction and drives to another direction and stopped at one dark place then start to hug and kiss me at that moment I shout and village militias come and save my life.

Lemlem: *When male customers come shop to buy clothes and get to checking room to check cloth. They call me to give them another cloth then when I gate to give them they pull me and try to hug & kiss me forcibly.*

The above three cases were happened against saleswomen which were committed by customers and bajaj drivers. As it was noted above, the proverb which dictates as "customer is king" was misinterpreted and used against saleswomen particularly this was common in business center even requested to sexualize the market. In this regard they faced and accepted as part of their life even if it was against their personality and rights.

The other issue in this regard was saleswomen were requested to check new cloth for the male customers who come to buy clothes for their wives, sisters and girlfriends. This made favorable conditions for male customers to touch and attempted to kiss unwillingly with the false intention of touch their clothes. Their working conditions/hours had also exposed them sexual harassment and violence at night when they come back to their home at night by the Bajaj drivers. These all mentioned above were against the human rights and decent work rights of women in any sectors. This implies that they lived experiences of saleswomen were full of challenges with their work. Similarly, the two studies done by the same author Fine, Shepherd and Josephs (1994;1999), on sexual harassment in the salesforce also found out that sexual harassment is the result of abuse of power by one person over another, in selling the customer has power which can be exerted in illegal ways over the sales person. So that, female sales workers are exposed for sexual harassment by customers in their work place. In addition, the second study found out more severe forms of sexual harassment are experienced frequently by saleswomen.

The study done by Kurian and Kumar (2014), showed that working women in private sector have been sexually harassed or teased while on duty. Furthermore, IMF (2018), report found that women routinely work for lower wages and in unsafe conditions, including the risk of sexual harassment. Also, Morgan and Martin (2006), many saleswomen reported that they routinely encountered a sexualized work place. Frequently, women in the beverage industry were exposed to pornography, women in industrial and consumer goods were forced to engage in sexual banter, and women in a variety of industries reported that customers harassed them as a "test".

In addition, Shellen (1995), results indicated that there is a problem of salespersons pay gaps, difficulty in entertaining customers, sexual harassment by customers, and pessimism concerning advancement opportunities. These issues promise to be increasingly important sales management concerns. The trend toward team selling may reduce the problem of harassment by customers.

Similarly, Yemegnush (2013), on her study done at Bahir Dar on the living condition of waitress in Gish Abay kebele found out waitress experienced different types of sexual harassments, such as physical harassment insulting by peoples or customers and even by employers.

4.5.2.2 Verbal Harassment

The other forms of sexual harassment which were experienced by saleswomen in the study area were verbal and nonverbal sexual harassment. These were common experienced day to day as the participants indicated. The natures of the work require effective communication and good social relationship to have permanent customers. To facilitate their working conditions, they used to call to ask whether new products are brought or not was means of selling. In this case the customers repeatedly call to the saleswomen at night and messaging with contains sexual nature and tried to invite tea and coffee or appointed them for sexual advances. Moreover, they have also identified that when male customers come to shop, they firstly begun to comment the wearing, haring styles and physical appearances of the saleswomen than they wanted to buy.

***Fasika:** I always faced sexual harassment from customers, male sales workers & owners at nearby shops. I remember sometimes male customers come shop and tell me as my physical appearance is like their sisters or girls' friends then asked me to check the cloth and try to touch my private parts like breast, heap, neck etc. I always offend on this but say nothing as I have to sell cloths smoothly. Also ask me to give them my phone number.*

Halima: Mostly male customers request my phone numbers then repeatedly call & talk me romantic issues, request for invitation and even to spend a night with them. They consider us a simple person and don't have our own life and dream. For your surprise, sometimes couples come shop and males request me phone number when females get the checking box to check cloth or go out from shop to check its normal color without the shop lump light.

This was happened with saleswoman. This showed that how much their working conditions were boring and usually experienced sexual harassment which might be hostile work environment for saleswomen. Some managers try to enhance customer's experiences by dressing frontline staff in uniforms that accentuate their sex appeal.

4.5.2.3 Economic Violence

The other type of gender-based violence experienced by saleswomen in the study area was economic violence. Saleswomen in the study area are faced for savior financial problems due to low wage and absence of salary increment in the sales work as well as looting and cheating in and out their working place by customers and any other individuals. It is discussed thematically as follows:

Low Wage and Absence of Salary Increment

The participants of this study pointed out that they have earned low salary per month. As the data showed the maximum salary paid to the saleswomen was 1500 birr (one thousand five hundred birr). This payment was the highest among the participants who were engaged in sales work. There were also saleswomen who have been paid about 800 birr (eight hundred birr) per month. According to the participants, they are faced challenges of financial problem. Currently, it is known that inflation is one of the main problems in the country in general and Bahir Dar city as well, due to this they are unable to pay for house rent. They have also indicated those saleswomen are encouraged to have good wearing and hair style which are fashion. This was purposely requested for customer attraction. However, the salary they have earned was not sufficient even to fulfill their basic needs. In this regard, Birtukan expressed her experiences of financial problem as follows.

You can begin from my salary, let take my monthly salary is 900.00 but I was dreaming 9000.00-birr monthly salary at university. You know how the cost of living is expensive? I am always facing financial problems even sometimes can't get money for taxi; tea & coffee also I can't fulfill the employer's expectation regarding my clothing using this salary. The work and salary are not equivalent. When I am here I wish to buy fashion clothes, but I couldn't do it. One best trouser is 450.00 birr. So, my salary couldn't fulfill my wishes.

In addition to the above experiences of Birtukan, Ekram has also shared her financial problems in the following ways.

I am always facing financial problems. As you know currently 800.00 birr per month is nothing. The cost of living is untouchable. Let's take, If I want to buy fashion dress or skirt based on my wearing style it costs from 500.00 to 1500.00. [Laughing] you see? So, what does 800.00 per month? Even, I can't cover my essential expenses like for menstruation pad, cosmetics, under clothes and hair styling etc. with my monthly salary. Surprisingly, I sometimes lost cent for taxi.

Despite to the low salary of the participants, they have also faced problems of delaying of salary without sufficient reasons. In line with this challenge, Kasu experiences told us:

My employer has a great weekly ekub or two or more ekubs on Sunday. They all are sensitive to fulfill their ekub money. Even they couldn't get rest if the ekub money is not secured from the sale. And sometimes we may not sell that amount of money in a week, especially if it is the week for getting our monthly salary. They don't worry about us and postponed our salary until they get enough amount of money over than ekub.

In addition to low salary and delaying of payment, absence of salary increment was also the other problems. As to them, they couldn't improve their salary since its initial salary irrespective of work experiences. To explain these challenges, interviewees pointed out that;

I have been firstly employed with 800.00 birr and currently earn 1000.00 monthly salary after four years. This means 200.00-birr salary increment in four years which is nothing when compared with the employer's profit. Also, employers are

not willing for salary increment. They always think about their profit maximization (Lemlem).

From the above four narrations of the participants, we can understand that saleswomen in the study area faced challenges related with salary. Sales women faced financial hardship. Even if it was an opportunity to engaged in this profession, the salary they gained per month couldn't able them to fulfill their basic needs. Moreover, they have also requested by their employer to wear good /fashion clothes which have been expensive and unable to afford by sales women. Customer attraction and handling have begun with proper wearing style and physical appearance. However, the payment they gained was not promising as such to fulfill such demands. Therefore, the participants of this study experienced financial problems.

Similarly, UN (2004), also confirmed that women are increasingly being hired in peripheral, insecure and less valued jobs. These jobs are normally characterized by very low pay, irregular income, little or no income security and lack of social protection. In addition, Yimegnush (2013), on her study conducted on waitress in Bahir Dar found out as restaurant waitress are among the low wage workers and leading life with lots of challenges.

Looting

Saleswomen were exposed to looting in the study area. Theft was happened in two forms. One, when many customers come to the shop particularly in boutique, they asked them various types of clothes and its prices. At this time, saleswoman might be cheated. Moreover, saleswomen have also exposed to theft when they travelled at night to their home and by the persons who approached them like boyfriends. Also, due to the working hours of the profession, almost all saleswomen were expected to close the business center at 8:00 pm at night. In connection to these challenges, one of the interviewees have expressed their challenges as follows:

Regarding this work theft always stole clothes and cash repeatedly from shop. I sad for this! As it is my problem I cover those stolen clothes cost and give them without telling the problem to the owners (Birtukan). Also, I sometimes lost money when the customer buys a lot of clothes and mistakenly calculated the total amount of the customer pays. Likewise, mostly young customers pay the amount of money which I told them. In addition, sometimes I lost money when I give return money to

customers by mistakenly giving higher amount of money. I know this all problems when I make a balance at evening. Due to this, I pay those all differences from my salary (Genet).

In addition to the above experiences, Jemila has also encountered theft and express as:

Due to this work I lost my mobile phone at shop which I brought from Saudi Arabia and bought with 6000.00 birr. One day I was listening religious song with my phone and one customer was come and stolen my phone. Then other customer was come, and I was serving him, again other customers were come continuously. For your surprise I even forget as I am listening a song and remembered after hours. You think?! I lost my 6-month salary a day!

The above narrations of the interviewees have told us saleswomen in the study area faced couple of economic/financial challenges despite of their salary. The problem as the researcher has discussed above; they are paid low salary which was not proportional to their working hours. Exacerbate to this, they were exposed to theft and cheating within the shop and out of the shops when they got back to their home at night. In line with this finding, most of the women employees in private sector are aware of the fact that there is no safety to work at night and is risking their life, yet they are forced to work due to their varying situations in their life (Kurian & Kumar, 2014).

Cheating

The other cheating issue in the study area is males approach sales women like a boyfriend then cheat their money by the means of borrowing and they are faced for lots of challenges due to this type economical violence. Amongst the interviewees the following exposed to cheating by her intimate and disclosed the experience as follows:

Jemila: *As everyone in this business center knows as I had been in Saudi Arabia, they try to approach as a lover and take something from me. Regarding this, I remember one tailor in the nearby shop has approached me as a friend then asked to be a boyfriend then as I want to marry accepted him & started relationship then after some months he told me about his future plan and how our future will be bright in few years so that he asked me to lend him 50,000.00 birr. Then after few*

weeks he changed his shop and stopped phone communication even didn't pick up his phone while I called him. Currently I don't know where he is living. Due to this I faced sexual, psychological, social, financial violence while working this work. Currently, am not happy with my life and totally being a woman is facing with lots of challenges. Even I sometimes think to suicide myself.

This experience showed that few saleswomen had initial capital to start their women business and engaged to private sectors business to share experience and gain new market knowledge and customer handling skills. As the story told as, Jemila has been came from Saudi Arabia and had money. However, she has been cheated and experienced economic violence by her intimate who approached here after she joined to this sales work.

4.5.2.4 Psychological Challenges

The data obtained from the interview indicated that saleswomen in the study area faced psychological challenges. The challenges were emanated from the low respect and undermine treatment of the owners of the business, few customers and over all the working condition of sales work. According to the participants, they pointed out that when customers themselves knew as they were hired by private business center, they considered as they are poor and illiterate. Also, the employers ordered them beyond their responsibilities they agreed. These all made them to feel bad and demoralized. They have also indicated that they were not motivated to perform their day to day activities. Exploitations of their labor were also the other contributory factors for psychological challenges like depression, hopeless and low self-esteem. In connection to this challenge, Kasu narrated her experiences as follows:

First of all, working in private owners is very challenging. Even the employers undermined us and not respect as a human being. Also, neighbor female shop owners consider like they employed me in addition ordered to clean their shop and work as their messenger etc. These all is exploitation. Those issues always make me feel bad psychologically and hopeless.

Moreover, Ekram has also explained the reasons why they faced psychological challenges and how as follows:

Some young male customers come shop and say “all sales women working in this Abay and Tana market center are illiterate, dull and haven’t dream. They are here for sex work or just get a rich boyfriend”. I always feel sad and inferior because many people consider us as we are illiterate, very poor who even haven’t food to tasting and here for the need of other issue like sex. This all is due to the absence of good working condition of the sales workers and lack of promotion about sales work from the government side.

The above lived experiences of saleswomen who were engaged in private businesses indicate that they faced psychological challenges. They got low respect from the owners, customers and other neighbors. This implies that their working conditions lack motivation and appreciation to be effect and successful for the future because our psychology could determine our effectiveness. Similarly, they felt hopeless and demoralized.

4.5.3 Health Related Challenges

4.5.3.1 Stress, Sinus, Typhoid and Swelling of Leg

The other major challenges faced by saleswomen were health related challenges. Occupational health demands good working conditions and conducive environment because the natures of work determine the health of the employees. To secure the occupational health, good infrastructure including women specific sanitations, toilets and water are important however, saleswomen encountered couple of challenges which affect their occupational health which include but not limited to stress, headache, sinus/allergic, common cold, typhoid, swelling of leg.

The above-mentioned health problems are caused by various factors. For instance, sinus was happened when they wear new clothes to check for customers who bought for their wives and relatives. Also, there were few saleswomen who have allergic with different perfumes used by customers. Fasika has narrated her health problems due to her working conditions as follows.

I have sinus problem and allergic to new cloths if I wear before washing. So that I daily suffer with sinus after joined this work as customers may use strong perfumes or smelled their sweat while they check clothes or dust when cleaning shops and cloths. Also, I feel allergic when I check cloths at shop. Even recently for your

surprise I was checking cloth for customers then all of my body was due to allergic. So that I gone to clinic and spent around 700.00 birr for treatment. You remember my salary is 800.00? The balance is 100.00 birr only which is not covering even my taxi expenses (Fasika).

Headache and stress were also the other occupational health problems due to market loss. As the researcher mentioned above, saleswomen were stressed when they couldn't sell more products which are reached the expectations of their employee. In addition, Swelling of their leg was also the other problems. This was happened when there was good market. As to the participants they were responsible to handle customers and stand a day. In this case they exposed to swelling health problems. Moreover, one of the interviewees has also articulated her experiences as;

Sometimes when there is no market and don't sell product in Amharic “እጃን ካልፈታሁ” I feel dizziness, stress and lead to continuous and high headache, my desire for food or appetite will also closed. Also, the common health problems of this work include common cold. If I am good this week It will caught me next week. Then I transmit it to my parents. Also, according to nature of work I stand for a long time to communicate with customers and arrange products and sometimes feel pain around my back, leg and kidney (Fasika).

The other health problems happened to saleswomen was typhoid. Even if any disease is common for every people, they exposed to such problem due to food infections. According to the participants, they always come to their work place with take away food, but they couldn't eat timely when there was good market. During that time the food would be infected and to cold. This resulted typhoid on them. Halima has reflected her experiences of health-related problems especially which was caused by infected food as follow:

I always bring take away food for lunch from home and as you know Bahir Dar is very hot it might me infected due to the weather condition. And always lead me for food infection health problems including typhoid. I always suffer with it. Health problems are obvious in this work for both there is no market and good market situations. If the market good leg swell is common health problem for us as we stand the whole day at the holiday of Saturday and if there is no market I feel it like

a mother who has labor pain and couldn't get delivered “የማይወለድ ምጥ” then it leads to tension, boredom and headache by over thinking about it (Halima).

The above case stories of different interviewees, we can understand that health related challenges were the major challenges encountered by saleswomen in the study area. As there were identified by participants the common health problems they faced were common cold, typhoid, swelling legs, sinus/allergic and stress and headache. Each of these health problems were caused by various factors. To summarize these also health related challenges were resulted due to poor working conditions and challenging nature of the work that was not characterized by well infrastructure and poor social security.

As a study by Moncrief, Babakus, Cravens and Johnston (2000), understanding job stress is a major concern in the sales organization because it has been shown to play a role in a number of key job-related attitudes (organizational commitment, job satisfaction) and behaviors (turnover). The study found out job stress can lead sales person to physical illnesses and chronic diseases, such as heart disease, mental health and depression.

ILO (2017), evident that the health problems affecting the informal economy women emanate from long and arduous working hours, poor water and sanitation, poor work place design including operating in the open streets, and ignorance of chemical risks for those undertaking chemical manufacturing. Those working at designated open markets, overcrowding and inadequate water and sanitation also compounded the job-related safety and health risk factors.

4.5.3.2 Work Burden

Women in Ethiopia are responsible to perform triple role which includes productive, reproductive and community roles. Women are faced work burden/load compared to men in most societies at all sectors. Similarly, saleswomen faced work burden due to their working conditions. As it was identified by the participants they couldn't have any time for rest. They worked seven days a week and starting from 7:00 am to 8:00 pm. They have also pointed out that the owners of the business center exploited their labour by giving them other extra responsibilities. Moreover, they didn't have time to perform their domestic chores. These all made them to experience work load.

***Chachi:** Also, they ordered me to do additional activities rather than sales work like consider as a messenger to facilitate their personal issue take for example my*

current employer is women and sent me to buy onion & potato from market. The owner might not be educated and see everything in different ways but since I am graduated those all issues have really demoralized me!

Birtukan: *When I start from my family problems they are not happy about the working hour by considering the monthly salary and working time. I always start work at 7:00 AM clean the shops, arrange toy displays and ready for work before the owners come shop. I also don't have lunch break. Hence, I didn't give time for my family and support house chores so, they are not happy. I think they prefer to leave the job and sit at home.*

Desta: *For your surprise, I work all seven days in a week means from Monday to Sunday and thirty days a month. I usually start work at 8:00 AM ends mostly at 7:00 PM you see I work for around 11 hours a day without lunch break and tea break. My daily activities are cleaning the shop & clothes, arranging displays, selling and cash management. I am also responsible for out of shop activities like a messenger including paying taxes and updating license, bringing materials etc. It is really challenging and hard work.*

The above lived experiences of saleswomen indicated that work burden was the challenges they faced. As to them, they couldn't able to perform what was expected at home since their working hours were the whole days. The employers have also given other extra activities /responsibilities beyond selling products. Overall, they lacked time for rest and for their domestic roles to sustain and maintain family.

4.6 Coping Strategies

This section is devoted on the coping strategies/mechanisms used by saleswomen to solve/deal their challenges presented above. Saleswomen women used various coping strategies to solve multi-faceted challenges emanated from customers, owners/employers, families and friends. Also, Latack and Havlovic (1992), stated the coping mechanism as the problem type of coping style employed usually is based on whether or not the individual believes the situation can be changed by his or her efforts. Therefore, these strategies are presented below with their direct verbal account of the participants as follows:

4.6.1 Coping Mechanisms for Economical Challenges

4.6.1.1 Getting Financial Support from Family and Boyfriends

One of the challenges that almost all saleswomen faced was financial related problems. As it was indicated above, their salary was low also the owners of the business wouldn't pay timely. So, they couldn't even fulfil their basic need with their salary. To solve this challenge, they gained financial support from their families, husbands and boyfriends. In this regard, Birtukan explained her mechanisms as:

*I receive money from my families and boyfriend when I lack and need to buy cloth.
Also, I buy quality and fashion selvage clothes with least cost.*

This implies that her family had supported her when she wanted money. She also used least cost clothes to wear fashions. The other interviewee has also shared her experiences as.

*I always receive money from my father and mother for cloth, taxi and refreshment.
Even sometimes I receive taxi fare both from my mother and father a day when they
are at different places. Also, I sell mobile cards here at shop to coup up my financial
gaps (Desta).*

Similarly, saleswomen were not silent to use their own preferred option. So, Ekram has been also supported by her family especially when she wanted to buy clothes. She expressed as:

*By the way my parents don't consider me as I am employed and have monthly
salary. So that, I always receives money from my mother, especially when I want to
buy clothes. My boyfriend also helps me to fill my financial problems every time.*

This implies that they were not economically strong/independent by their salary. They were still dependent on their families, boyfriends and husbands. Financial hardship was encountered by saleswomen. The salary they have been paid was not sufficient to fulfill their livelihoods.

4.6.2 Coping Mechanisms for Gender Based Violence Challenges

4.6.2.1 Giving Nonfunctional Phone Number for Customers

The other challenges that saleswomen faced was sexual harassment. Saleswomen faced sexual harassment from their employer/owner, male customers, salesman from neighbor shops and Bajaj drivers. They seriously expressed their experiences that sexual harassment was their day to day experience of most saleswomen. To cope this human right violation, they used various strategies by their own means.

Among those mechanisms, giving nonfunctional phone number for male customers and Bajaj drivers who frequently asked them to give their phone number. Ekram said:

I falsely tell customers as I have beloved boyfriend & planning to marry in the near future also give nonfunctional phone number who asked my phone number and dinner invitation repeatedly and wait me along the road from shop to road.

This was one of the strategies she used to convince male customers as she had boyfriends and if they wouldn't stop asking her number, she gave her false number.

The other interviewee has also supported this coping strategy to solve sexual harassment from different harassers. She replied that:

I says them as I am always here and can get me anytime, I haven't cell phone, or if they forced me I will give the owners phone number (Genet).

4.6.2.2 Introducing their Boyfriends for the Owner and Customers

As it was indicated above, sexual harassment was experienced by all saleswomen with various forms. The working conditions of sales work has exposed women to various types of sexual harassment. Introducing their boyfriends to their employers and customer was used as to coup up sexual problems and to make their relationship good and sustainable. So, this coping strategy served/used to solve more than one challenges in line with one of the interviewees narrated her coping strategies how she used as follows:

Regarding to my boyfriend problem, I try to freely discuss with him tell the reality. Also, always told him as I always love him and can't live without him. Further, to

make him free I introduced with my earlier and current employers and customers who met us at the roads and other public places. This on the other hand give me great opportunity to solve customers and employers' sexual requests. Then, I strictly told them as I have boyfriend and stopped communicating with phone and reject invitation (Birtukan).

The above case story indicated that self-introduction including introducing their boyfriends with the owner of the business and for customers helps them to reduce the prevalence of sexual harassment against saleswoman. Moreover, this strategy would have a paramount effect to maintain their relationship with their husbands and friends because one of the challenges they faced was the disharmony of relationship with their boyfriends and families due to the working conditions of sales work which affect their social life and friendship.

4.6.2.3 Use Alternative Transport and Go Back Home with Friends or Relative

As the participants pointed out that harassers were not only took place at shops with customers and owners. They were also exposed to gender-based violence by Bajaj drivers when they go back to their home at night. As it was indicated by the interview, they used Bajaj when they couldn't get taxis. The Bajaj drivers attempted to harass them physically. The drivers tried to cheat them by changing the common roads and found a place where there were no people and attempted to rape. Most saleswomen faced harassment by drivers at night. To solve this problem, saleswoman used alternative transports like taxis because taxis were by far better than Bajaj. Similarly, when they went with foot, they used other roads which were not commonly used. This helped them to cope harassment from those individuals who waited them at roads until saleswomen come back. They had gone to their home with their boyfriends, brother and other neighbor's shoppers at night. In connection to this, Desta said that:

To prevent gender-based violence at transportation services due to evening work I will not wait market and try to shut the shop early if there is no market, go with friends and use taxi than Bajaj.

Change common roads were also other strategy. In line with this Ekram quoted that:

I also try to change common roads which I use to go and back from shop to home and vice versa” my brothers & boyfriend support me to go home at evening.

This showed that saleswoman not used those roads where they used frequently to come and back to their home and shops. This helped them to prevent themselves from those who were looking them at roads and tried to harass them. Furthermore, when the time was night, they had gone with their friends and brothers

4.6.2.4 Employing in Female Owners

Few sales women have been also interested to engage in sales work with female owners. This was for the purpose of avoiding sexual harassment from male owners. It was best strategy to solve the potential sexual harassment that would likely happen. To support this data, Birtukan shared that:

After I experienced a sexual harassment from my male employer, searched and employed in a female owner. This also coup the disagreement with my boyfriend.

4.6.3 Coping Mechanisms for Health-Related Challenges

4.6.3.1 Visit a Health Center

Occupational health related challenges were identified during interview. Saleswomen in the study area found out that they were exposed to various health related problems which were associated with their working condition like sinus/allergic, swelling of legs, typhoid, kidney, headache due to market loss and stress and common cold. To solve/ reduce the likelihood of such problems, they have used different coping strategies. It is common that most people who is sick go to clinic/hospital. Likewise, they went to hospital when they faced serious health problems.

To health center, permission of the owners was having to be considered. In this experience, Ekram narrated that:

I drink water to protect my kidney infection. Discuss and enjoy with coworkers, reading books and watching movies with mobile to protect lack of market related tensions, stress and headaches. Moreover, drinking hot drinks to protect common cough was also my strategy. And visit to a health center if it is serious.

Here we can understand that they went to health center if the owners of the business gave leave to go to health center.

Poor sanitation and women specific toilets exacerbate the challenges because they couldn't afford fee for toilet to use frequently when they faced menstruation and to drink more water for the health of their kidney. To solve it, they drunk more water at their home and pee more. Here, Genet said that:

As it is impossible to cover 2.00-birr toilet fee for single use with my monthly salary. I drink more water at night time and try to finish pee at home. And at the time of menstruation I collect used menstruation pads with plastic bags and drop it home. And even if I had economic problems, I visit a health center for any health problems.

This implies that their workplace was not favorable and conducive. Biologically, women want more hygienic care due to menstruation and pregnancy than men. So, it has to be considered and fulfilled the necessary infrastructure including women specific toilets which serve for free. So, they had drunk more water at home to keep their health.

In addition to the above coping mechanisms, they would also share money and eaten food at shop instead of using take away food to solve typhoid which was caused by infected foods. One of the interviewees disclosed her idea as follows:

To cope up food infections, I sometimes share money with my friends and eat at the business center or nearby cafe. Also, my boyfriend invites me lunch occasionally. Even though I don't hastate to visit health center if necessary (Kasu).

So, they used their own chosen coping strategies to keep their health.

4.6.4 Coping Mechanisms for Social Challenges

4.6.4.1 Wake Up Early and Shut down the Shop Early

The other major challenge of sales work for women was lack of time to participate in social affairs and to perform domestic roles/chores. to solve it, saleswomen wake up early and visit their families and participated other social issues. Similarly, when the market has not been good enough, sometimes they closed the shop early and go back to their family and to perform domestic roles and maintain their family.

Similarly, Halima explained that:

I use early in the morning, late evening and sometimes Sunday afternoon to attend on social issues and strengthen my social relation interview also support my parents in house chores.

Moreover, Chachi strengthen the above ideas as:

Mostly, I use Sunday afternoon after 4:00 PM to visit my relatives, meet friends and attend on social issues. And if I faced serious issues at working days I use early morning or late evening specially to visit patients and attend in condolences.

4.6.4.2 Put the Tips in Their Pocket Soon

One of the other challenges encountered by sales women in the study area was low trust and poor social relation between saleswomen and owner of the business. One of the reasons to low trust was the issue of tips/buns gained by saleswomen. When the customers bought clothes and other products, they have given them bonus. When the owners have seen this interaction, they were doubtful that they customers gave them due to least price they bought.

To cope this, saleswomen put the money to their pocket soon they gained. Lemlem has supported these ideas as:

Sometimes male customers gave me tip/buns or tell me to take the return money about 100 birr and above. And if the owners find it in the shelf they think as it is their money and considers as I cheat them. Also, it creates dishonest on me. Hence, to solve this problem, I put tips in my pocket soon.

Therefore, putting money automatically to their pocket before the owners balance the money at night has been used as a strategy.

4.6.4.3 Tell the Working Conditions of Sales Work to Boy Friends and Family

Disharmony relationship between saleswomen with their family and friends was also other problem/challenges faced by saleswomen. This was happened due to the poor working conditions of the sales work. To solve such challenges, saleswomen have tried to convince their families by telling that fact that sales work would be good to share experiences, knowledge and customer handling skills to start their own business. Moreover, they tried to tell the working hours for their boyfriends who frequently missed them and wanted to be with them. Their boyfriends wanted to have enjoyment and spent more time since they loved each other.

When saleswomen ignore their invitation, they could lose their friendship. So, they regularly convinced them through telling the nature of their work. In connection to this, Desta explained that:

I repeatedly told them as I am somewhat getting satisfaction, not feeling dizziness and have a dream to be a merchant if I couldn't get job.

Similarly, Lemlem said that:

Try to tell my relatives, family and friends about the working condition of sales work. And sometimes use the evening to visit patients and attend vital events.

4.6.4.4 Show their Effectiveness to Families

The last but not least, coping strategy used by saleswomen was showing the effectiveness of their work to their family and friends. This was used particularly for saleswomen who couldn't get acceptance from their family who distrust their children about the capacity of business management and marketing skill for their own business. Due to this, saleswomen engaged in private shops and show their capacity to sell good. Jemila narrated that.

As my parents don't like my job and always force me to marry. And my interest is just to marry after I have my own business and don't want to be dependent for husband. I try to show them my effectiveness here in my sales work and my employer always told them as I am hard worker and her profit has difference after I joined her shop.

This story told us there were families who don't trust their children about the capacity of sales work to open new business. So, saleswomen used this strategy and tried to convince their families and friends.

CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

In most developing countries, the proportion of women in informal employment is higher than men. Sales work in private sector is one of the informal employments where women are engaged. The motivation/reasons of saleswomen to involve in sales work can be categorized into push and pull reasons. Accordingly, the pushing reasons of women to engage in sales working were the lack of job opportunities, absence of good working environment in previous job, family conflict, as well as peer pressure and personal problems listed as a major theme. On the other hand, the pulling reasons that initiate women into sales work were personal interests to join business areas and easy to entry.

Women who engaged in sales work gained opportunity while working as a sales worker in the study area. Principally, the market related benefits including accessed business information, knowledge about customers handling methods, knowledge and skill about sales & retail (communication and negotiation and pricing about selling products) was the benefits of women while they are working the job of sales. Additionally, women were obtained the social related benefits such as social appreciation or encouragement, encouraged social network or affiliations, improved social communication and interaction skills, supports from family and friends. Economic and psychological benefits were also an opportunity of women's in sale work in the study area.

Despite few opportunities they gained, they encountered multifaceted working related challenges which include economic/financial, social, psychological, health related and gender-based violence. They faced low salary and financial hardship to fulfill their basic need and to buy fashion clothes which will best fit for sales work. Moreover, looting and cheating were also other economic related challenges. Socially, they faced disharmony relationship with friends and families, low participation in social affairs, absence of social security and low trust from the were faced by saleswomen in the study area.

Saleswomen in the study area used different coping strategies /mechanisms to cope/deal with the above various challenges they faced when they worked as sales work. Commonly, they used getting financial support from family and boyfriends, giving nonfunctional phone number for customers, introducing their husband/boyfriends for the owner and customers, use alternative

transport, go back to home with friends and relative, go to hospital and drink more water, put the buns/tips they gained automatically in their pocket, walk up early and shut down the shop early, telling the working conditions of sales work to boy friends and family, searching female owners and show my effectiveness to my family.

To sum up, saleswomen who are working in private retailing shops in Bahir Dar City administration faced a lot of challenges and enjoyed few opportunities. They have also used their own preferred coping strategies to mitigate the above-mentioned challenges. Therefore, various interventions are demanded to improve their working conditions.

5.2 Recommendations

Based on the findings of the study, the researcher has been forwarded the following recommendations for the concerned bodies (governmental or non-governmental organizations) to give the solutions to the problems listed in the study area.

For Private Sector Employers

- Employers of saleswomen should give one day break in a week for their employees.
- Employers of saleswomen should arrange and practice shift work.
- Employers of saleswomen should understand and help their sales workers when they faced market loss and they shouldn't take money from their salary to compensate their market loss. Also, they should treat them and give break.

For Parents of Saleswomen

- Families of salesmen should support their children and encourage them to be effective
- Families have to reduce the presence of conflicts through discussions and acknowledge the abilities of their children to show their ability about business areas.

For Labor & Social Affairs Office

- The government should provide the job and employment opportunities in order to reduce lack of job opportunities and absence of alternatives in the study area.
- The government should expand the social security for those who are working in informal employment in private organizations/sectors.

- The government should have to create conducive working environment for private organizations employees so as to reduce the lack of satisfaction or absence of good working environment.

For Women, Children & Youth Affairs Office

- Women, children and youth affairs office of Bahir Dar city administration should create awareness about the cause and consequences of sexual harassment and gender equality.

For Police Office

- Bahir Dar city administration police should patrol the city and protect the security of the community and take strong measure on Bajaj drivers who commit sexual violence together with other stakeholders.

For Researchers

- Since, this study explores the lived experience of sales women in the study area there should be additional exploratory researches to be conducted in the study area to better understand their experience in different way in this regard and to suggest possible solutions accordingly.

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Appendices

Appendix A: Study Emerging Themes

S.N	Objectives	Emerging themes	S/N	Sub-themes
1	Reasons	1.1. Pushing Reasons	1.1.1	Lack of job opportunity
			1.1.2	Absence of Good Working Environment in Previous Job
			1.1.3	Family Conflict
			1.1.4	Peer Pressure and Personal Problems
		1.2. Pulling Reasons	1.2.1	Easy to Entry
			1.2.2	Motivation to Join Business Areas
2	Opportunities	2.1 Market Related	2.1.1	Business Information
			2.1.2	Customer handling skill
			2.1.3	Knowledge about Retail Business
		2.2 Social benefit	2.2.1	Social Network & Affiliation
			2.2.2	Social Communication and Interaction Skills
			2.2.3	Social Appreciation/Encouragement
			2.2.4	Supports from Family, Friends and Employers
		2.3 Economic benefit	2.3.1	Getting income
		2.4 Psychological benefit	2.3.2	Getting Psychological Satisfaction
3	Challenge	3.1 Social Challenge	3.1.1	Disharmony Relationship with Boy Friends
			3.1.2	Low Participation on Social Affairs
			3.1.3	Absence of Social Security
			3.1.4	Lack of Trust and Poor Social Relationship with Employers
			3.3.1	Sexual Harassment in Physical Form

		3.3 Gender Based Violence	3.3.2	Verbal Harassment
			3.3.3	Economic Violence -Low Wage and Absence of Salary Increment -Looting -Cheating
			3.3.4	Psychological Challenge
		3.4 Health Related Challenge	3.4.1	Stress, Sinus, Typhoid and Swelling of Leg
			3.4.2	Work Burden
4	Coping Mechanisms	4.1 Economic Challenges	4.1.1	Getting Financial Support from Family and Boyfriends
		4.2 Gender Based Violence	4.2.1	Giving Nonfunctional Phone Number for Customers
			4.2.2	Introducing Boyfriends for the Owner and Customers
			4.2.3	Use Alternative Transport and Go back to home With Friends or Relative
			4.2.4	Employing in Female Owners
		4.3 Health Challenges	4.3.1	Visit the Health Center
		4.4 Social Challenges	4.4.1	Walk Up Early and Shut down the Shop Early
			4.4.2	Put the Tips in their Pocket Soon
			4.4.3	Telling the Working Conditions of Sales Work to Boy Friends and Family
			4.4.4	Show their Effectiveness to Families

Table 2 The study emerging themes

Appendix B: Informed Ascent Form for Interviewees (English Version)

I am conducting a research entitled “The Lived Experience of Saleswomen: A Phenomenological Study in Bahir Dar City Retailing Shops, Amhara Regional State” The main purpose of the research is to explore the opportunities/advantages, challenges and coping mechanisms of saleswomen. Therefore, I would like to invite you to take part in this research. You are selected as an experienced participant because of your work experience as a sales worker, age and being employed in retailing shops.

The session will be audio taped. No one else will listen to the recording. All the collected data in this research is only used for in partial fulfillment to the requirements for the Degree of Master of Arts in Gender and Development Studies. All the information that I get from the interviewee will be written up in a report that other people will read.

The records of this research will be kept private. Written and audio research records will be kept in a locked place in my home or office. Pseudonyms and code will be used throughout this research to help protect the anonymity of participants.

Your participation in this research is entirely voluntary. You are free to withdraw from the study at any time. I will not use any of the data collected about you. If you have any questions about this research, then please do not hesitate to contact me through my cell phone number 091-175-21-49 and if you have any complain on the researcher you can inform to Bahir Dar University Department of Gender & Development Studies.

I have read the above information and I understand that I am chosen to be involved and I can leave the research at any time without giving a reason. I understand that the session will be audio taped so that there is a record of what was said. I understand that the things I talk about in this study will be written in a report, but my name will not be used so no one will know who said what.

I agree/consent to take part/ to participate in this research on the lived experience of Saleswomen. I give permission for both written & audio taping recording during interviews.

Name & Signature of Study Participant /the interviewee:

Date:

Thank you for your time in reading and signing this form!

Appendix C: ለጥናቱ ተሳታፊዎች የስምምነት ቅጽ (በአማርኛ)

በባህርዳር ከተማ በሽያጭ ሰራተኝነት የሚሰሩ ሴቶች ተጨባጭ የህይወት ልምድ በሚል ርዕስ ጥናት እያጠናሁ ሲሆን የጥናቱ ዋና ዓላማ በሽያጭ ሰራተኝነት የሚሰሩ ሴቶች የሚያገኙትን ጠቀሜታ/እድል፣ የሚደርስባቸውን ችግር/ፈተናዎች እንዲሁም የሚያጋጥሟቸውን ችግሮች የሚፈቱበትን ስልት ማውጣት ነው። ስለዚህ ለዚህ ጥናት አንድ ተሳታፊ እንድትሆኝ እጠይቃለሁ። የተመረጥሽበትም ምክንያት በሽያጭ ሰራተኝነት ባለሽ የቆይታ ጊዜ፣እድሜና ተቀጥረሽ የምትሰሪ በመሆኑ ነው። ቃለ-መጠይቁ የድምጽ ቀረፃ ይኖረዋል ይህን ግን ማንም ሰው አይሰማውም።

በዚህ ጥናት የተሰበሰቡ መረጃዎች ለስርዓተ-ጾታና ልማት ጥናት ትምህርት ክፍል ሁለተኛ ዲግሪ ማሟያነት የሚውል ጽሁፍ ነው። ሁሉም ከአንድ ያገኘኋቸውን መረጃዎች በሪፖርት መልክ ይቀርባል ሌሎችም ያነቡታል። ይህ ሲሆን ግን ስምሽ ከጥናቱ ውስጥ ስለማይገለጽ ማንነትሽ አይታወቅም በትክክልኛ ስምሽ ፈንታ የውሸት ስም ወይም ኮድ እጠቀማለሁ። የተቀረጹ ና ሌሎች መረጃዎች በጥንቃቄ በተቆለፉ ቦታዎች ይቀመጣሉ። በዚህ ጥናት ስትሳተፉ በሙሉ በጎ ፈቃደኝነት መሆን አለበት። በማንኛውም ጊዜ ከጥናቱ ራስሽን ማግለል ከፈለግሽ መብት አለሽ የሰበሰብኩትን መረጃ ሁሉም አጠፋልሻለሁ።

ጥናቱን በተመለከተ ማንኛውም ዓይነት ጥያቄ ካለሽ በስልክ ቁጥር 09-11-75-21-49 ልታገኝኝ ትችላለሽ እንዲሁም በአጥኝው ላይ ማንኛውም ዓይነት አቤቱታ ካለሽ ለባህርዳር ዩኒቨርሲቲ ስርዓተ-ጾታና ልማት ጥናት ትምህርት ክፍል መጠቆም ትችላለሽ።

ስለሆነም ከዚህ በላይ ያለውን ጽሁፍ ሁሉ አንብቤአለሁ። ከዚህም የተረዳሁት ለጥናቱ መመረጤን፣ መሳተፍ ካልፈለግሁ በማንኛውም ጊዜ ራሴን ማግለል መብቴ እንደሆነ፤ የድምጽ ቀረፃ እንደሚኖር፤ የተሰበሰበው መረጃ ሁሉ በሪፖርት ለሌሎች ሰዎች እንደሚቀርብና እንደሚያነቡት ነገር ግን ስሜ እንደማይገለጽ ወይም ኮድ/የውሸት ስም እንደሚተካ ነው። ስለዚህ ማን ምን እንደተናገረኝ አይታወቅም።

ስለዚህ በዚህ ጥናት (በሽያጭ ሰራተኝነት የሚሰሩ ሴቶች ተጨባጭ የህይወት ልምድ) ለመሳተፍ በሙሉ ፈቃደኝነት ተስማምቻለሁ። እንዲሁም የድምጽም ሆነ የጽሁፍ መረጃ ቀረፃውን ፈቅጃለሁ።

የጥናቱ ተሳታፊ ስም _____ ፊርማ _____ ቀን _____

ጊዜ ወስዳችሁ አንብባችሁ በመፈረማችሁ አመሰግናለሁ!

Appendix D: In-depth interview Probing Questions

1. Introduction

The overall purpose of this research interview is to produce a phenomenological account on the lived experience of Saleswomen in Bahir Dar city. It is mainly due to the fulfillment of master's degree in Gender and Development Studies. For the success of my study I would like to appreciate your critical trustworthiness response in advance.

2. Instructions given to Interviewee

- a) You should not tell me your name if you mind.
- b) Your responses will keep confidentially.
- c) If there is a question which you don't want to response, your right will respect to reject any time.
- d) Your right will respect to stop our interview at any time if you want.
- e) The researcher would like to appreciate your willingness of the interview.







Date of interview _____

Place of interview _____

Time start: _____

Time end: _____

I. Demographic Information of Interviewee

-  Age _____
-  Religion _____
-  Educational Background _____
-  Marital status _____
-  Work experience _____
-  Type of organization currently working in _____

II. Personal, Motivational and Specialty Questions

- 1. Would you tell me your name, work and where you originally came from?
- 2. Would you tell me about your age, marital status and level of education?
- 3. What do you know about sales work?
- 4. How many years did you spend this work and what is your future plan or motive this after?
- 5. How did you join this work?

6. What is your general view and understanding of sales work?
7. Would you tell me if you have any training on sales work from any recognized institution?

III. Challenge Related Questions

1. What challenges you face as a saleswoman?

Probing points:

- Is there anything the government could do to improve the situation of sales work?
- Is there financial problem that you are facing right now?
- Is there any social problem that you are facing related to your work?
- Would you tell me if you faced any sexual problem while you are working?
- Is there any health-related problem that you are facing due to this job?
- Would you tell me if there is any problem in your employer institution?
- Is there any other problem that you are facing?

IV. Opportunity Related Questions

1. What opportunities you enjoy as a Saleswomen?

Probing points:

- Is there any opportunity that you are enjoying from the government bodies?
- Would you tell me your success in terms of financial reward?
- Do you get any societal appreciation by your work?
- Would you tell me if there is any opportunity you got in terms of your health wellbeing?
- Would you tell me the most you like from your employers or institution?
- Would you tell me your monthly salary?
- Do you have any other income source apart from your salary while you are working?
- Would you tell me other opportunities you are enjoying in your sales work?

V. Coping Strategy Related Questions

1. What coping mechanisms you used to coup your problems?

Thank you for your time!

Appendix E: የቃለ መጠይቅ መነሻ ጥያቄዎች

1. መግቢያ

የዚህ ጥናትና ምርምር ቃለመጠይቅ ዋና ዓላማ በባህርዳር ከተማ የሚገኙ ሴት የሽያጭ ሰራተኞችን የህይወት ልምድ ላይ ያተኮረ ነው። ጥናቱ በዋነኝነት በስርዓተ-ይዘትና ልማት ጥናት የማስተርስ ዲግሪ ማሟያነት የሚያገለግል ነው። ስለሆነም ለጥናቱ ስኬታማነት ለሚሰጡኝ ትክክለኛ መረጃ አስቀድሜ አመሰግናለሁ።

2. መመሪያዎች

ሀ. ካልፈለጉ ስምዎን መናገር አይጠበቅብዎትም።

ለ. ምላሾችዎ በሙሉ በጥብቅ ሚስጥር ይያዛሉ።

ሐ. መመለስ የማይፈልጉት ጥያቄ ካለ በማንኛውም ጊዜ የመቃወም መብት አለዎት።

መ. በማንኛውም ጊዜ ቃለመጠይቁን የማቋረጥ መብት አለዎት።

ሰ. ለቃለመጠይቁ ፈቃደኛ ስለሆኑ በድጋሚ አመሰግናለሁ።

ቃለመጠይቅ የተደረገበት ቀን _____

ቃለመጠይቅ የተደረገበት ቦታ _____


ቃለመጠይቁ የተጀመረበት ሰዓት _____

ቃለመጠይቁ የተጠናቀቀበት ሰዓት _____

I. የተሳታፊው መሰረታዊ መረጃዎች


 እድሜ _____

 ሐይማኖት _____

 የትምህርት ሁኔታ _____

 የጋብቻ ሁኔታ _____

 የስራ ልምድ _____

 የሚሰሩበት ድርጅት ዓይነት _____

II. ግላዊ የተነሳሽነት ጥያቄዎች

1. ስምዎን፣ ስራዎትንና ከየት እንደመጡ ሊነግኝ ይችላሉ?
2. እድሜዎትን፣ የጋብቻ ሁኔታዎትንና የትምህርት ደረጃዎትን ሊነግሩኝ ይችላሉ?
3. ስለሽያጭ ስራ ምን ያውቃሉ?
4. በዚህ ስራ ላይ ስንት አመት ሰርተዋል፣ የወደፊት ዕቅድዎት ምንድን ነው?
5. እንዴት ወደዚህ ስራ ሊገቡ ቻሉ?

6. ስለሽያጭ ስራ ያለዎት አጠቃላይ ግንዛቤና እይታ ምንድን ነው?
7. ከማንኛውም እውቅና ካለው ተቋም ስለሽያጭ ስራ ያገኙት ስልጠና ስለ ይነግሩኛል?

III. ከችግሮች/ፈተናዎች ጋር ተዛማጅ ጥያቄዎች

1. እንደ ሽያጭ ስራተኛ ምን ችግሮች/ፈተናዎች ገጠመዎት?

የመዳሰሻ ጥያቄዎች

- የሽያጭ ሥራ ሁኔታን ለማሻሻል መንግሥት ሊያደርገው የሚችለው ነገር አለ?
- አሁን እያጋጠመዎት ያለዎት የፋይናንስ ችግር አለ?
- ከሥራዎ ጋር የተገናኘ የገጠመዎች ማህበራዊ ችግር አለ?
- እየሠሩ ባሉበት ወቅት ምንም ዓይነት የወሲብ ችግር አጋጥሞዎት ከሆነ ይነግሩኛል?
- በዚህ ሥራ ምክንያት የሚያጋጥምዎት የጤና ችግር ችግር አለ?
- በአሠሪዎ ተቋም ውስጥ ችግር ካለ ይነግሩኛል?
- እያጋጠመዎት ያለ ሌላ ችግር አለ?

IV. ከሥራ እድል ጋር የተዛመዱ ጥያቄዎች

1. የሽያጭ ሠራተኞች እንደ መሆንዎ መጠን ምን አጋጣሚዎች አሉዎት?

የመዳሰሻ ጥያቄዎች

- ከመንግስት አካላት የሚደሰቱበት ዕድል/ነገር አለን?
- ስኬትዎን ከገንዘብ ሽልማት ጋር በማያያዝ ሊነግሩኝ ይችላሉ?
- በሥራዎ ላይ ማህበራዊ ምስጋናዎችን /በሃኅባሮችን/ ያገኛሉ?
- የጤናዎን ደህንነት የሚያገኙበት ዕድል/ሁኔታ ካለ ሊነግሩኝ ይችላሉ?
- ከአሠሪዎት ተቋም በጣም የሚወዱትን ነገር ሊነግሩኝ ይችላሉ?
- ወርሃዊ ደሞዝዎን ሊነግሩኝ ይችላሉ?
- እየሠሩ ባሉበት ወቅት ከደመወዝዎ ሌላ ማንኛውንም የገቢ ምንጭ አለዎት?
- በሽያጭ ሥራዎ የሚደሰቱባቸውን ሌሎች እድሎች ሊነግሩኝ ይችላሉ?

V. ችግሮችን ለመፍታት/ለመቋቋም ስልት ተዛማጅ ጥያቄዎች

1. ችግርዎን ለመግታት/ለመፍታት ምን ዓይነት የመቋቋም ዘዴዎች ተወስደዋል?

በጣም አመሰግናለሁ!