

Chapter 4

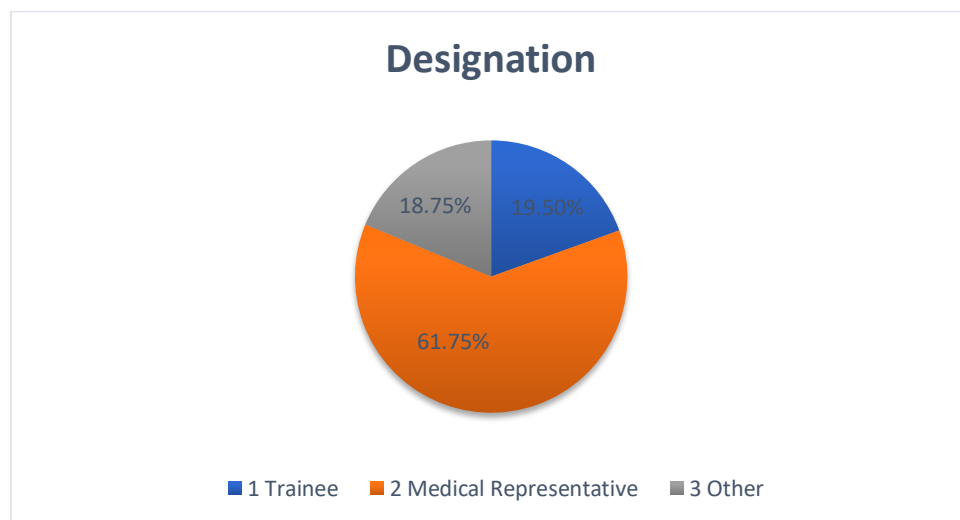
Research Analysis & Interpretations

Chapter: 4 Research Analysis and Interpretations

4.1 Demographical variable Analysis

4.1.1 Designation:

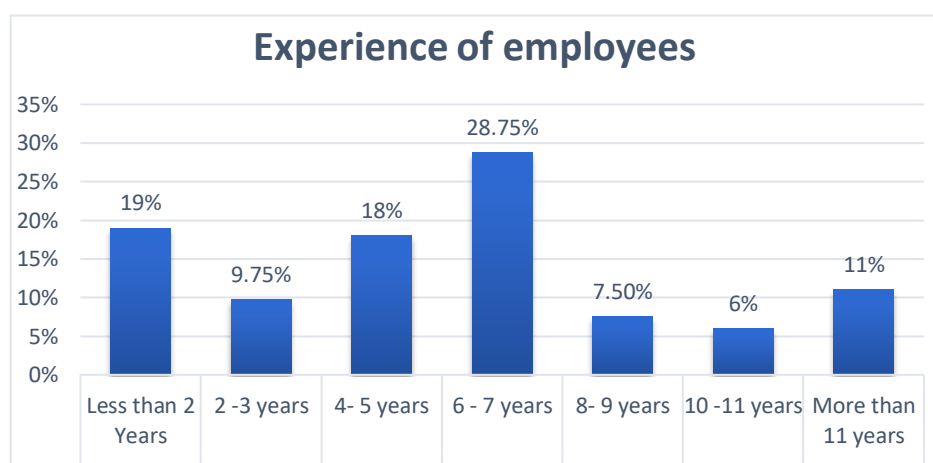
Sr. No	Designation of Employees	Frequency	Percentage
1	Trainee	78	19.5
2	Medical Representative	247	61.75
3	Other	75	18.75



Interpretation: Designation of employees included, trainee, Medical Representative and others. 19.5 % of sales employees were having trainee job title. 61.75 % of sales employees were having medical representatives job title. 18.75 % of sales employees were having any other job title.

4.1.2 Experience:

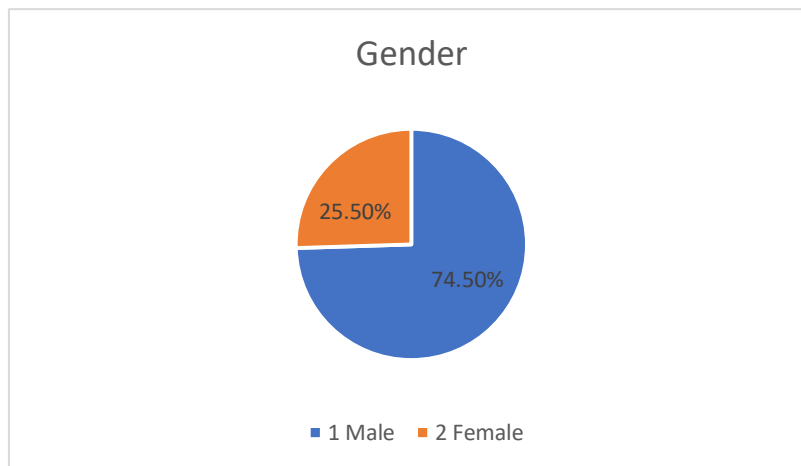
Sr. No	Experience of Employees	Frequency	Percentage
1	Less than 2 Years	76	19
2	2 -3 years	39	9.75
3	4- 5 years	72	18
4	6 - 7 years	115	28.75
5	8- 9 years	30	7.5
6	10 -11 years	24	6
7	More than 11 years	44	11



Interpretation: 19 % of sales employees were having less than two years of experience. 9.75 % of sales employees were having 2- 3 years of experience. 18 % of sales employees were having 4-5 years of experience. 28.75 % of sales employees were having 6-7 years of experience. 7.5 % of sales employees were having 8 -9 years of experience. 6 % sales employees were having 10 -11 years of experience. 11 % of sales employees were having more than 11 years of experience.

4.13 Gender:

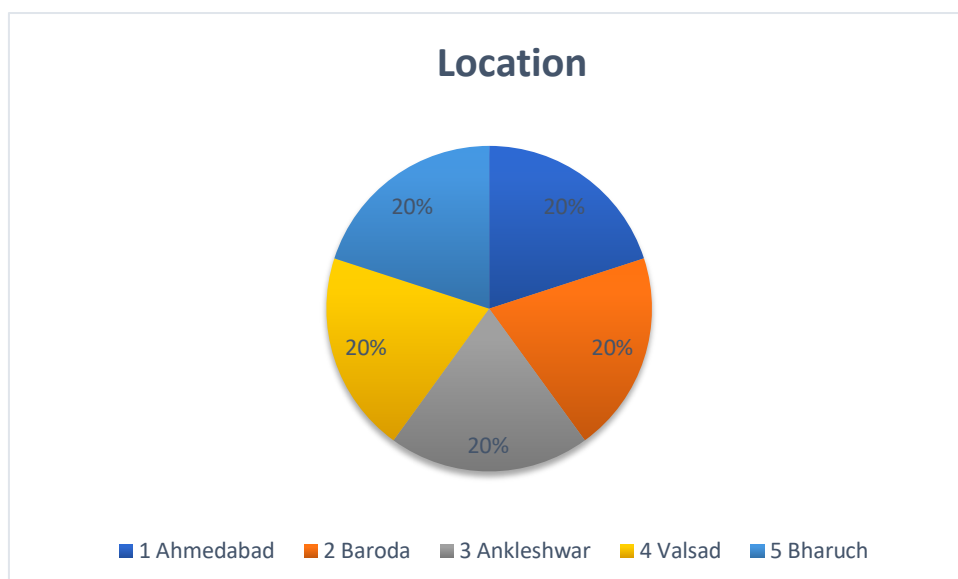
Sr. No	Gender	Frequency	Percentage
1	Male	298	74.50%
2	Female	102	25.50%
	Total	400	100%



Gender: 74.5 % of sales employees were male and 25.5 % of sales employees were female.

4.14 Location:

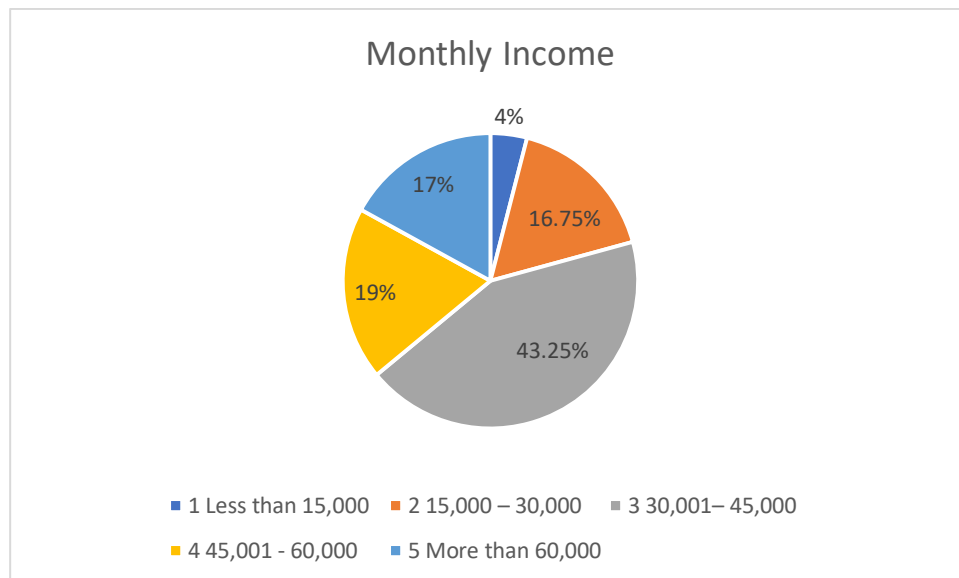
Sr. No	Location	Frequency	Percentage
1	Ahmedabad	80	20%
2	Baroda	80	20%
3	Ankleshwar	80	20%
4	Valsad	80	20%
5	Bharuch	80	20%
	Total	400	100%



Location: 20 % respondents were taken from all five-location including, Ahmedabad, Baroda, Ankleshwar, Valsad and Bharuch.

4.15 Income: (Monthly Income)

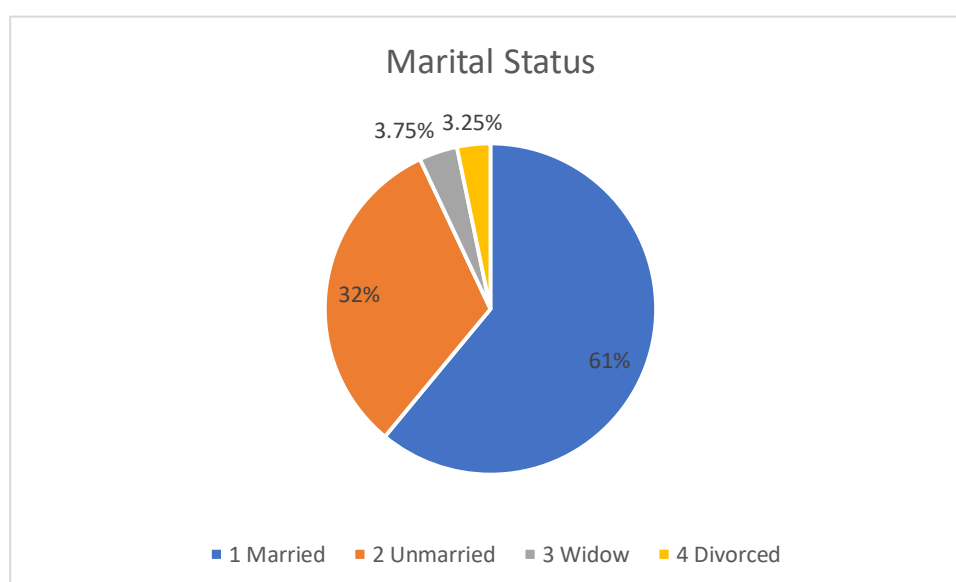
Sr. No	Monthly Income	Frequency	Percentage
1	Less than 15,000	16	4%
2	15,000 – 30,000	67	16.75%
3	30,001– 45,000	173	43.25%
4	45,001 - 60,000	76	19%
5	More than 60,000	68	17%
	Total	400	100%



Interpretation: 4 % of sales employees were having less than 15,000 Income. 16.75 % respondents were having income between 15,000 - 30,000. 43.25 % respondents were having income between 30,001-45,0000. 19 % of sales employees were having income between 45,001 -60,000. 17 % of sales employees were having more than 60,000 income.

4.16 Marital status:

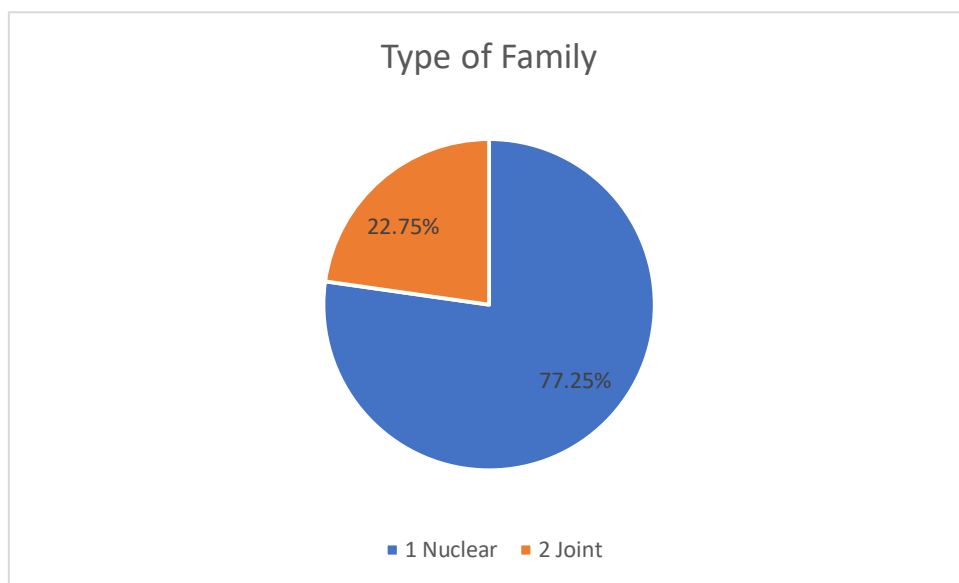
Sr. No	Marital Status	Frequency	Percentage
1	Married	244	61%
2	Unmarried	128	32%
3	Widow	15	3.75%
4	Divorced	13	3.25%
	Total	400	100%



Marital Status: 61 % of sales employees were married and 32 % of employees were unmarried. 3.75 % of sales employees were window and 3.75 % of sales employees were divorced.

4.17 Type of Family

Sr. No	Type of Family	Frequency	Percentage
1	Nuclear	309	77.25%
2	Joint	91	22.75%
	Total	400	100%



Type of Family: 77.25 % of employees were having nuclear family and 22.75 % of employees were having joint family.

4.2 Summary table of demographic Variables

Sr. No	Designation of Employees	Frequency	Percentage
1	Trainee	78	19.5
2	Medical Representative	247	61.75
3	Other	75	18.75
Sr. No	Experience of Employees	Frequency	Percentage
1	Less than 2 Years	76	19
2	2 -3 years	39	9.75
3	4- 5 years	72	18
4	6 - 7 years	115	28.75
5	8- 9 years	30	7.5
6	10 -11 years	24	6
7	More than 11 years	44	11
Sr. No	Gender	Frequency	Percentage
1	Male	298	74.5
2	Female	102	25.5
Sr. No	Location	Frequency	Percentage
1	Ahmedabad	80	20
2	Baroda	80	20
3	Ankleshwar	80	20
4	Valsad	80	20
5	Bharuch	80	20
Sr. No	Monthly Income	Frequency	Percentage
1	Less than 15,000	16	4
2	15,000 – 30,000	67	16.75
3	30,001– 45,000	173	43.25
4	45,001 - 60,000	76	19
5	More than 60,000	68	17
Sr. No	Marital Status	Frequency	Percentage
1	Married	244	61
2	Unmarried	128	32
3	Widow	15	3.75
4	Divorced	13	3.25
Sr. No	Type of Family	Frequency	Percentage
1	Nuclear	309	77.25
2	Joint	91	22.75

4.3 Mean Score Analysis:

4.3.1: Mean Score Analysis of Sales Performance:

Sales Performance	Mean	Std. Deviation
I can surpass all business targets and goals during the year.	2.32	.782
I can easily produce sales with long term profitability.	1.70	.822
I am able to generate a high level of rupee sales.	2.62	.722
I can easily identify and sell to major accounts in my territory.	1.60	.723
I am able to make sales of high-profit margin products/services.	2.59	.723
I am able to generate the sale of company new products/services.	3.26	.948
I am able to produce a high market share.	2.20	.922

Interpretation:

- All above questions asked to check sales performance of sales employees. The Respondents agreed on statements “I can surpass all business targets and goals during theyear.”(M=2.32, SD=.782), “I can easily produce sales with long term profitability.”(M= 1.70, SD =.822),“I can easily identify and sell to major accounts in my territory.”(M=1.60, SD.723), “I am able to produce a high market share”(M=2.20, SD=.922)
- Sales employees gave neutral responses on statements, “I am able to generate high level of rupee sales.”(M=2.62, SD=.722), “I am able to make sales of high-profit margin product/services(M=2.59, SD.723), “I am able to generate the sale of company new product/services.”(M= 3.26, SD=.948)

4.3.2: Mean Score Analysis of Self-Awareness

Self – Awareness	Mean	Std. Deviation
“I am well aware of my physical reactions.”	1.87	.903
“I am always understanding my emotional feelings and reasons of feeling those emotions.”	2.10	.884
“I know my values and goals.”	1.99	.880
“I always welcome new feedback, perspectives, continual learning and self-development.”	2.05	.934
“In stressful and uncertain situation, I have capability to make sound decision”	2.85	.908
“While making important decision I observed my emotional temperature.”	2.10	.896
“I can recognize my emotion which I am feeling at any given moment.”	1.93	.857
“I have awareness of my own strengths and weakness.”	1.98	.857
“I understand how my feeling is affecting to my performance”.	1.81	.780
“I know the links between what I think, what I do and what I say”	2.00	.909
“I always open to learn from experience.”	2.13	.967
“I am always showing sense of humor and perspective about myself”	2.11	.830
“I can take a stand for unpopular opinion and rise a voice for right things”	3.21	.869

Interpretation:

This questions asked to know self- Awareness of Sales Employees. Sales employees agreed on statements, “I am well aware of my physical reactions.” (M=1.87, SD=.903), “I am always understanding my emotional feelings and reasons of feeling those emotions.” (M= 2.10, SD=2.10), “I know my values and goals.” (M=1.90, SD=.880),” “I always welcome new feedback, perspectives, continual learning and self-development.” (M=2.05, SD=.934), “While making important decision I observed my emotional temperature.

(M=2.10, S.D=.896), “I can recognize my emotion which I am feeling at any given moment.”(M=1.93, SD=.857), “I have awareness of my own strengths and weakness.” (M= 1.98, SD=.857), “I understand how my feeling is affecting to my performance”.(M=1.81, SD =.780), “I know the links between what I think, what I do and what I say.”(M=2.0, SD=.909), “I always open to learn from experience.” (M=2.13, SD=.967), “I am always showing sense of humor and perspective about myself.” (M=2.11, SD= .830), **Sales Employees gave neutral response on statements**, “In stressful and uncertain situation, I have capability to make sound decision.”(M= 2.85, SD=.908), “I can take a stand for unpopular opinion and rise a voice for right things.”(M=3.21, SD= .869).

4.3.3: Mean Score Analysis of Self – Management.

Self – Management	Mean	Std. Deviation
“I have capacity to handle anger and stay composed.”	2.40	.832
“I have ability to think clearly and stay focused under pressure”	2.11	.820
“I can build trust of other by being reliable and authentic”	2.12	.787
“I always follow my principles even if others are not ready to accept.”	3.24	.887
“I believed in going on project despite of hurdles.”	2.03	.794
“When I am feeling strong impulse to do something I always prefer to do”	1.61	.793
“I can manage my moods and refrain negative mood at workplace.”	1.57	.891
“I always believed in maintain commitments and keep promises.”	2.00	.857
“I believed in organized the things and careful in my work.”	2.30	.855
“I can handle multiple demands and rapid changes.”	1.23	.698
“I have ability to generate fresh ideas from other sources”	2.38	.731
“I always seek out original solutions of problem and try to generate new ideas”	2.05	.849

Interpretation:

This question asked to know self-regulation ability of sales employees. Respondents agreed on statements, “I have capacity to handle anger and stay composed.”(M=2.40, SD=.832) “I have ability to think clearly and stay focused under pressure.” (M=2.11, SD=.820) “I can build trust of other by being reliable and authentic” (M=2.12,SD=.787)“I believed in going on project despite of hurdles.” (M=2.03, SD=.794), “When I am feeling strong impulse to do something I always prefer to do” (M=1.61, SD= .793), “I can manage my moods and refrain negative mood at workplace.” (M=1.57, SD=.891), “I always believed in maintain commitments and keep promises.” (M=2.00, SD=.857), “I believed in organized the things and careful in my work.”(M=2.30, SD=.855), “I can handle multiple demands and rapid changes.”.(M=1.23, SD=.698), “I have ability to generate fresh ideas from other sources” (M= 2.38, SD=.731), “I always seek out original solutions of problem and try to generate new ideas” (M=2.05, SD=.849) Sales Employees gave neutral response on statements, “I always follow my principles even if others are not ready to accept.”(M=3.24, SD=.887).

5.3.4 Mean Score Analysis of Social – Awareness

Social – Awareness	Mean	Std. Deviation
“I have sense of how another person view me during the interaction”	3.42	.920
“When I will interact with another person, I can understand person’s mood and non-verbal signals.”	2.17	.931
“I have ability to show empathy and match my feelings with another person during the interaction.”	1.08	.949
“I am aware of how others reacting to me to understand which of my behaviors are effective and which are not.”	3.25	.921
“It’s easier for me to understand why other people feel the way they do.”	2.22	.954
“I can identify customer’s needs and give them matching product or services.”	2.15	.868
“I understand customer’s perspective, acted as good advisor and try to identify the ways to improve customer’s satisfaction and loyalty”	2.19	.910
“I believed in acknowledging and rewarding people’s strengths and accomplishments.”	2.04	.842
“I used to suggest useful feedback and identify people’s needs for development.”	2.10	.875
“I always respect and relate well to people from varied backgrounds and try to understand diverse worldviews and be sensitive to group differences.”	1.44	.903
“I believe in work with diversified people and consider diversity as opportunity”	2.38	.879
“I have ability to understand key power relationships and detect crucial social networks”	1.36	.877
“I have good understanding of clients, customers and competitors views which shape the business.”	1.90	.897
“I generally accurately read situation and understand organization external realities.”	1.89	.898

Interpretation:

The objective of asked this question was to know social awareness ability of sales employees. Respondents agreed on statements, “When I will interact with another person, I can understand person’s mood and non-verbal signals.”(M=2.17, SD=.931), “I have ability to show empathy and match my feelings with another person during the interaction.” (M=1.08, SD=.949), “It’s easier for me to understand why other people feel the way they do.” (M=2.22, SD=.954), “I can identify customer’s needs and give them matching product or services.” (M=2.15, SD=.868), “I understand customer’s perspective, acted as good advisor and try to identify the ways to improve customer’s satisfaction and loyalty” (M=2.19, SD=.910), “I believed in acknowledging and rewarding people’s strengths and accomplishments.” (M= 2.04, SD=.842), “I used to suggest useful feedback and identify people’s needs for development.”(M= 2.10, SD=.875), “ I always respect and relate well to people from varied backgrounds and try to understand diverse worldviews and be sensitive to group differences.”(M=1.44, SD=.903), “I believe in work with diversified people and consider diversity as opportunity.”(M= 2.38, SD=.879). “I have ability to understand key power relationships and detect crucial social networks.”(M=1.36, SD=.877), “I have good understanding of clients, customers and competitors views which shape the business.”(M =1.90, SD=.897), “I generally accurately read situation and understand organization external realities.”(M=1.89, SD=.898)

Respondents gave neutral Response on the statements, “I have sense of how another person view me during the interaction” (M=3.24, SD=.920), “I am aware of how others reacting to me to understand which of my behaviors are effective and which are not.” (M= 3.25, SD=.921).

5.3.5: Mean Score Analysis of Relationship Management.

Relationship Management	Mean	Std. Deviation
“I Admitted mistakes and apologize.”	2.07	.874
“I have ability to handle emotions of other and other feel encouraged after talking to me”	2.02	.895
“People give me respect even they are disagreed with my opinion.”	1.98	.912
“I have ability to handle tense situation with diplomatic way.”	2.12	.954
“I am always seeking for opportunities & collaboration to reach at win- win situation.”	2.01	.922
“I am good at maintain informal networks and rapport with others.”	2.80	.889
“I always believed in mutually beneficial relationship”	1.92	.902
“I can focus on task with full attention to and try to build relationships and promote friendly culture.”	2.02	.845
“I always try to imbibe team qualities like, cooperation, commitment and helpfulness.”	2.05	.912
“I always believed in active participation of group members and try to maintain group reputation and share credit with group.”	2.31	.896
“I am always ready to help others and can guide the performance of other while holding them accountable.”	2.97	.889
“I can understand emotional cues of others and able to modified my message accordingly.”	1.34	.876
“I am good listener, believed in open communication and seeking mutual understanding and ready to welcome bad and good news.”	2.32	.890

Interpretation:

This question asked to know Relationship Management ability of Sales Employees. Sales Employees agreed on statements, "I Admitted mistakes and apologize." (M=2.07, SD=.874). "I have ability to handle emotions of other and other feel encouraged after talking to me" (M= 2.02, SD=.895). "People give me respect even they are disagreed with my opinion." (M=1.98, SD=.912) "I have ability to handle tense situation with diplomatic way." (M=2.12, SD=.954) "I am always seeking for opportunities & collaboration to reach at win- win situation." (M=2.01, SD=.922) "I always believed in mutually beneficial relationship" (M=1.92, SD=.902), "I can focus on task with full attention to and try to build relationships and promote friendly culture." (M=2.02, SD=.845) "I always try to imbibe team qualities like, cooperation, commitment and helpfulness." (M= 2.05, SD .912), "I always believed in active participation of group members and try to maintain group reputation and share credit with group." (M= 2.31, SD=.896), "I can understand emotional cues of others and able to modified my message accordingly." (M= 1.34, SD=.876), "I am good listener, believed in open communication and seeking mutual understanding and ready to welcome bad and good news." (M=2.32, SD=.890)

Respondents gave neutral response on statements, —"I am good at maintain informal networks and rapport with others." (M=2.80, SD=.889), "I am always ready to help others and can guide the performance of other while holding them accountable." (M=2.97, SD=.889).

4.4 Inferential Statistical Analysis

4.4 Reliability Test:

Sr. No	Particular	Reliability test Value
1.	Self -awareness	.739
2.	Self- Management	.764
3.	Social awareness	.736
4.	Relationship Management	.786
5.	Sales performance	.714

Interpretation:

If Cronbach alpha value is >0.7 that scale is considered as reliable for further study. All scale of emotional intelligence (self- awareness, self- management, social awareness and relationship management) and sales performance are considered as reliable for the further analysis.

4.5 Analysis of Objective 1: Self- Awareness Among Different Demographic Variables of Sales Employees

H0:1 There is no significant difference of Self- Awareness among various demographic variables of sales employees. (One-way Anova & Independent t- test)

Sr. No	Hypothesis	P Value	Output
H01.1	There is no significant difference of self - awareness among experience group of sales employees.	0.047	Rejected
H01.2	There is no significant difference of self- Awareness among various income group of sales employees.	0.045	Rejected
H01.3	There is no significant difference of self- awareness among various designation group of employees.	0.049	Rejected
H01.4	There is no significant difference between self- awareness among various location group of sales employees.	0.489	Accepted
H01.5	There is no significant difference of self – awareness among marital status group of employees	0.040	Rejected
H01.6	There is no significant difference of self- awareness between male and female group of sales employees	0.116	Accepted
H01.7	There is no significant difference of self- awareness between joint and nuclear family group of sales employees.	0.252	Accepted

Sr. No	Interpretation
H01.1	There is no significant difference of self-awareness among various experience group of sales employees.
	One way Anova conducted to check the significant difference of self- awareness among various experience group of respondents. There was significant difference of self-awareness among various experience group of sales employees at the $p>0.05$ level for three conditions [$F(6,393) = 2.152, p=0.047$]
H01.2	There is no significant difference of self-Awareness among various income group of sales employees.
	One way Anova conducted to check the significant difference in self- awareness among various income group of sales employees. There was significant difference in relationship management among various income group of sales employees at the $p>0.05$ level for three conditions [$F(4,395) = 2.155, p=0.045$].
H01.3	There is no significant difference of self-awareness among various designation group of employees.
	One way anova conducted to check significant difference between self- awareness among various designation group of sales employees. There was significant difference between self- awareness among various designation group of sales employees at the $p>0.05$ level for the three conditions [$F(2,397) = 3.006, p=0.049$].
H01.4	There is no significant difference between self-awareness among various location group of sales employees.
	One way Anova conducted to check significant difference between self- awareness among designation group of sales employees. There was no significant difference between self -awareness among various designation group of sales employees at the $p>0.05$ level for the three conditions [$F(4, 395) = .859, p=0.489$].
H01.5	There is no significant difference of self – awareness among marital status group of employees
	One way Anova conducted to check the significant difference in self- awareness of sales employees among various marital status group of employees. There was significant difference in self- awareness of sales employees among various marital status group of employees at the $p>0.05$ level for three conditions [$F(3,396) = 2.628, p=0.040$].
H01.6	There is no significant difference of self-awareness between male and female group of sales employees

	Independent t test was conducted to check significant difference of self-awareness between male and female group of sales employees. There is no significant difference of self-awareness between male and female group of sales employees at the $p>0.05$ level for the three conditions [$F(2, 398) = .1033, p=0.116$].
H01.7	There is no significant difference of self-awareness between joint and nuclear family group of sales employees.
	Independent t test was conducted to check significant difference of self-awareness between joint and nuclear family group of sales employees. There was no significant difference of self-awareness between joint and nuclear family group of sales employees at the $p>0.05$ level for the three conditions [$F(2, 398) = .341, p=0.252$].

4.6 Analysis of Objective 2: Self- Management among different demographic variables of sales Employees.

H02: There is no significant difference of Self- Management among various demographic variables of sales employees.

Sr. No	Hypothesis	P Value	Output
H02.1	There is no significant difference of self-management among various experience group of sales employees.	0.047	Rejected
H02.2	There is no significant difference of self-management among various income group of sales employees.	0.297	Accepted
H02.3	There is no significant difference of self-management among various designation group of employees.	0.001	Rejected
H02.4	There is no significant difference between self – management among various location group of sales employees.	.133	Accepted
H02.5	There is no significant difference of self-management among marital status group of employees.	0.48	Rejected
H02.6	There is no significant difference of self-management between male and female group of sales employees.	.124	Accepted
H02.7	There is no significant difference of self-management between joint and nuclear family group of sales employees	0.925	Accepted

Sr. No	Interpretation
H02.1	is no significant difference of self-management among various experience group of sales employees.
	One-way Anova conducted to check the significant difference in self - management of sales employees among various experience group of respondents. There was significant difference of self- management among various experience group of sales employees at the $p>0.05$ level for three conditions $[F(6,393) = 2.152, p=0.047]$.
H02.2	There is no significant difference of self-management among various income group of sales employees.
	One way Anova conducted to check the significant difference in self - management of among various income group of sales employees. There was no significant difference in self - management among various income group of sales employees at the $p>0.05$ level for three conditions $[F (4,395) = 1.230, p=0.297]$.
H02.3	There is no significant difference of self- management among various designation group of employees.
	One way Anova conducted to check significant difference between self-management among various designation group of sales employees. There was significant difference between self-management among various designation group of sales employees at the $p>0.05$ level for the three conditions $[F (2,397) = 6.668, p=0.001]$.
H02.4	There is no significant difference between self –management among various location group of sales employees.
	One way Anova conducted to check significant difference between self-management among designation group of sales employees. There was no significant difference between self -management among various designation group of sales employees at the $p>0.05$ level for the three conditions $[F (4, 395) = 1.775, p=0.133]$.
H02.5	There is no significant difference of self- management among marital status group of employees.

	One-way Anova conducted to check the significant difference in self-management of sales employees among various marital status group of employees. There was significant difference of self- management among various marital status group of employees at the $p>0.05$ level for three conditions [$F(3,396) = 2.658, p=0.048$].
H02.6	There is no significant difference of self- management between male and female group of sales employees.
	Independent t test was conducted to check significant difference of self-management between male and female group of sales employees. There was no significant difference of self- management between male and female group of sales employees at the $p>0.05$ level for the three conditions [$F(2, 398) = .043, p=0.124$].
H02.7	There is no significant difference of self-management between joint and nuclear family group of sales employees
	Independent t test was conducted to check significant difference of self-management between joint and nuclear family group of sales employees. There was no significant difference of self-management between joint and nuclear family group of sales employees at the $p>0.05$ level for the three conditions [$F(4, 395) = 1.541, p=0.925$].

4.7 Analysis of Objective 3: Social - Awareness among different demographic variables of sales Employees

H03: There is no significant difference in Social - Awareness among various demographic Variables of Sales employees. (One way ANOVA & Independent t- test)

Sr. No	Hypothesis	Value	Output
H03.1	There is no significant difference of social – awareness among various experience group of sales employees.	0.063	Accepted
H03.2	There is no significant difference of social awareness among various income group of sales employees.	0.028	Rejected
H03.3	There is no significant difference of social awareness among designation group of employees.	0.880	Accepted
H03.4	There is no significant difference of social awareness among marital status group of employees.	0.87	Accepted
H03.5	There is no significant difference between social awareness among various location group of sales employees.	0.364	Accepted
H03.6	There is no significant difference of social awareness between male and female group of sales employees	0.918	Accepted
H03.7	There is no significant difference of social awareness between joint and nuclear family group of sales employees	0.331	Accepted

Sr. No	Interpretation
H03.1	There is no significant difference of social – awareness among various experience group of sales employees.
	One-way Anova conducted to check the significant difference of social- awareness among various experience group of sales employees. There was no significant difference in social- awareness among various experience group of sales employees at the $p > 0.05$ level for three condition $[F(6,393) = 2.010, p = 0.063]$.
H03.2	There is no significant difference of social awareness among various income group of sales employees.

	One way Anova conducted to check the significant difference of social awareness of among various income group of sales employees. There was significant difference of social awareness among various income group of sales employees at the $p>0.05$ level for three conditions [$F(4,395) = 2.514, p=0.028$]
H03.3	There is no significant difference of social awareness among designation group of employees.
	One way Anova conducted to check significant difference between social awareness among various designation group of sales employees. There was no significant difference between social awareness among various designation group of sales employees at the $p>0.05$ level for the three conditions [$F(2,397) = .128, p=0.880$].
H03.4	There is no significant difference of social awareness among marital status group of employees.
	One-way Anova conducted to check the significant difference in social awareness of sales employees among various marital status group of employees. There was no significant difference of social awareness among various marital status group of employees at the $P > 0.05$ three conditions [$F(3,396) = .2.202, p=0.087$].
H03.5	There is no significant difference between social awareness among various location group of sales employees.
	One way Anova conducted to check significant difference between social awareness among designation group of sales employees. There is no significant difference between social awareness among various location groups of sales employees at the $p>0.05$ level for the three conditions [$F(4, 395) = 1.084, p=0.364$].
H03.6	There is no significant difference of social awareness between male and female group of sales employees
	Independent t test was conducted to check significant difference of social awareness between male and female group of sales employees. There was no significant difference of social awareness between male and female group of sales employees at the $p>0.05$ level for the three conditions [$F(2, 398) = .307, p=0.918$].
H03.7	There is no significant difference of social awareness between joint and nuclear family group of sales employees
	Independent t test was conducted to check significant difference of social awareness between joint and nuclear family group of sales employees. There was no significant difference of social awareness between joint and nuclear family group of sales

	employees at the $p > 0.05$ level for the three conditions [$F(2, 398) = 1.612, p = 0.331$].
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4.8 Analysis of Objective 4: Relationship Management among different demographic variables of sales Employees

H04: There is no significant difference in Relationship Management among various demographic variables of sales employees. (One-way ANOVA & Independent t- test)

Sr. No	Hypothesis	P Value	Output
H04.1	There is no significant difference of relationship management among various experience group of sales employees.	0.752	Accepted
H04.2	There is no significant difference of relationship management among various designation group of employees.	0.483	Accepted
H04.3	There is no significant difference between relationship management among various location group of sales employees.	.639	Accepted
H04.4	There is no significant difference of relationship management among various income group of sales employees.	0.036	Rejected
H04.5	There is no significant difference of relationship management among marital status group of employees	0.71	Accepted
H04.6	There is no significant difference of relationship management between male and female group of sales employees.	.893	Accepted
H04.7	There is no significant difference of relationship management between joint and nuclear family group of sales employees	.722	Accepted

Sr. No	Interpretation
H04.1	There is no significant difference of relationship management among various experience group of sales employees.
	One way Anova conducted to check the significant difference of relationship management among various experience group of respondents. There was no significant difference in relationship management among various experience group of sales employees at the $p>0.05$ level for three condition [F (6,393)=.565, $p=0.752$].
H04.2	There is no significant difference of relationship management among various designation group of employees.
	One way Anova conducted to check significant difference between relationship management among various designation group of sales employees. There was no significant difference between social awareness among various designation group of sales employees at the $p>0.05$ level for the three conditions [F (2,397) =.729, $p=0.483$].
H04.3	There is no significant difference between relationship management among various location group of sales employees.
	One way Anova conducted to check significant difference between relationship management among designation group of sales employees. There was no significant difference between relationship management among various designation group of sales employees at the $p>0.05$ level for the three conditions [F (4, 395) = .633, $p=0.639$].
H04.4	There is no significant difference of relationship management among various income group of sales employees.
	One way Anova conducted to check the significant difference of relationship management among various income group of sales employees. There was significant difference in social - awareness among various income group of sales employees at the $p>0.05$ level for three condition [F (4,395) =2.392 $p=0.036$].
H04.5	There is no significant difference of relationship management among marital status group of employees

	One-way Anova conducted to check the significant difference in social awareness of sales employees among various marital status group of employees. There was no significant difference of relationship management among various marital status group of employees at the $p>0.05$ level for three conditions [F (3,396) =2.363, P=0.71].
H04.6	There is no significant difference of relationship management between male and female group of sales employees.
	Independent t test was conducted to check significant difference of relationship management between male and female group of sales employees. There was no significant difference of relationship management between male and female group of sales employees at the $p>0.05$ level for the three conditions [F (2, 398) = .425, p=0.893].
H04.7	There is no significant difference of relationship management between joint and nuclear family group of sales employees.
	Independent t test was conducted to check significant difference of relationship management between joint and nuclear family group of sales employees. There was no significant difference relationship management between joint and nuclear family group of sales employees at the $p>0.05$ level for the three conditions [F (2, 398) = 1.165, p=0.722].

4.9 Analysis of Objective 5: Sales Management Among Different Demographic Variables of Sales Employees

H05: There is no significant difference in sales performances among different demographic variables of sales employees. (One-way ANOVA & Independent t- test)

Sr. No	Hypothesis	P Value	Output
H05.1	There is no significant difference of sales performance among various experience group of sales employees.	0.014	Rejected
H05.2	There is no significant difference of sales performance among various income group of sales employees.	.450	Accepted
H05.3	There is no significant difference of sales performance among various designation group of employees.	0.152	Accepted
H05.4	There is no significant difference between sales performance among various location group of sales employees.	.878	Accepted
H05.5	There is no significant difference of sales performance among marital status group of employees.	.685	Accepted
H05.6	There is no significant difference of sales performance between male and female group of sales employees	.223	Accepted
H05.7	There is no significant difference of sales performance between joint and nuclear family group of sales employees.	.344	Accepted

Sr. No	Interpretation
H05.1	There is no significant difference of sales performance among various experience group of sales employees.
	One way Anova conducted to check the significant difference of relationship management among various experience group of respondents. There was significant difference of sales performance among various experience group

	of sales employees at the $p > 0.05$ level for three condition [$F(6,393) = 2.703$, $p = 0.014$].
H05.2	There is no significant difference of sales performance among various income group of sales employees.
	One way Anova conducted to check the significant difference of sales performance among various income group of sales employees. There was no significant difference of sales performance among various income group of sales employees at the $p > 0.05$ level for three condition [$F(4,395) = .924$, $p = 0.450$].
H05.3	There is no significant difference of sales performance among various designation group of employees.
	One way Anova conducted to check significant difference between sales performance among various designation group of sales employees. There was not significant difference between sales performance among various designation group of sales employees at the $p > 0.05$ level for the three conditions [$F(2,397) = 1.895$, $p = 0.152$].
H05.4	There is no significant difference between sales performance among various location group of sales employees.
	One way Anova conducted to check significant difference between sales performance among designation group of sales employees. There is no significant difference between sales performance among various designation group of sales employees at the $p > 0.05$ level for the three conditions [$F(4,395) = .300$, $p = 0.878$].
H05.5	There is no significant difference of sales performance among marital status group of employees.
	One-way Anova conducted to check the significant difference of sales performance among various marital status group of sales employees. There is no significant difference in sales performance of sales performance among various marital status group of employees at the $p > 0.05$ level for three condition [$F(3,396) = .497$, $p = 0.685$].
H05.6	There is no significant difference of sales performance between male and female group of sales employees

	Independent t test was conducted to check significant difference of sales performance between male and female group of sales employees. There was no significant difference of sales performance between male and female group of sales employees at the $p>0.05$ level for the three conditions [$F(2, 398) = .2.382, p=0.223$].
H05.7	There is no significant difference of sales performance between joint and nuclear family group of sales employees.
	Independent t test was conducted to check significant difference of sales performance between joint and nuclear family group of sales employees. There was no significant difference of sales performance between joint and nuclear family group of sales employees at the $p>0.05$ level for the three conditions [$F(2, 398) = .476, p=0.344$].

4.10 Analysis of Objective 6: To Find impact of Emotional Intelligence (Self- awareness, Self- management, social awareness and relationship management) on sales performance.

H06: There is no association between Emotional Intelligence (self- awareness, self- management, social awareness, relationship management) and Sales performance.
(Correlation Coefficient)

H07: There is no impact of EI (self- awareness, self- management, social awareness, relationship management) on sales performance correlation coefficient (Linear regression analysis)

Correlation – Coefficient of Emotional Intelligence with Sales Performance.

Sr. No	Hypothesis	Pearson Correlation Value	Significance Value	Output
H06.1	There is no association between self - awareness and sales performance.	0.785	0.036	Rejected
H06.2	There is no association between self- management and sales performance.	0.456	0.068	Accepted
H06.3	There is no association between social – awareness and sales performance.	0.742	0.046	Rejected
H06.4	There is no association between relationship management and sales performance.	0.750	0.028	Rejected

Correlation – Coefficient

Sr. No	Interpretation
H06.1	There is no association between self – awareness and sales performance.
	Interpretation: Person Correlation coefficient was computed to assess the linerrelationship between self- awareness and sales performance. There was a positive strong correlation between the two-variable $r(398) = 0.78$, $p=0.036$.
H06.2	There is no association between self-management and sales performance.
	Interpretation: A Person Correlation coefficient was computed to assess the liner Relationship between self- management and sales performance. There was moderate positive correlation between the two variable $r(398) = 0.456$, $p= 0.068$.
H06.3	There is no association between social awareness and sales performance.
	Interpretation: Person Correlation coefficient was computed to assess the liner Relationship between social awareness and sales performance. there w a s a Positive strong correlation between the two-variable $r(398) = 0.74$, $p= 0.046$.
H06.4.	There is no relationship between Relationship Management and Sales Performance.
	Interpretation: A Person Correlation coefficient was computed to assess the liner Relationship between relationship management and sales performance. There was a positive strong correlation between the two-variable $r(398)$, $=0.75$, $P= 0.028$.

Regression Analysis:

Sr. No	Hypothesis	R Square value	Result
H07.1	There is no impact of self -awareness on sales performance.	0.616	Impact
H07.2	There is no impact of self-regulation on Sales Performance.	0.207	No Impact
H07.3	H0: There is no impact of social –awareness on sales performance.	0.550	Impact
H07.4	H0: There is no impact of relationship management on sales performance.	0.562	Impact

Sr. No	Hypothesis Interpretation
H07.1	There is no impact of self- awareness on sales performance.
	Interpretation: The regression analysis shows the impact of self- awareness on sales performance. Here the coefficient of determination value is 0.616, which is more than 0.5. It concludes that self- awareness has impact on sales performance.
H07.2	There is no impact of self- management on sales performance.
	Interpretation: The regression analysis shows the impact of self- management on sales performance. Here the coefficient Of determination value is 0.207, which is more than 0.5. It concludes that self-management has no impact on sales performance.
H07.3	H0: There is no impact of social – awareness on Sales Performance.
	Interpretation: A Person Correlation coefficient was computed to assess the liner
	The regression analysis shows the impact of social awareness on sales performance. Here the coefficient Of determination value is 0.550, which is more than 0.5. It concludes that social awareness has impact on sales performance.
H07.4	H0: There is no impact of relationship management on sales performance.
	The regression analysis shows the impact of relationship management on sales performance. Here the coefficient of determination value is 0.562, which is more than 0.5. It concludes that relationship management has impact on sales performance.

Chapter 5

Findings

&

Conclusion

Chapter: 5

Findings and Conclusion

Objective:1 The study aims to find significant difference in self-awareness among different demographic variables.

Output:

There was a significant difference in Self - awareness among various experience groups, Income groups, marital status groups and designation groups and There was no significant difference in self- awareness among location groups of sales employees.

Implications:

Experience Level-Based Training and Development: Training programs should be customized for each experience group since self-awareness varies. While experienced employees may need more advanced emotional intelligence development, new hires may need more self-awareness coaching.

training program can arrange uniformly across Locations. Work-Life Balance and Marital Status Considerations: Sales employees' self-awareness varies based on marital status, indicating that personal life situations impact emotional intelligence The self-awareness of salespeople differs according to their marital status, suggesting that emotional intelligence is influenced by personal life circumstances. **pharmaceutical companies can design compensation structures that not only reward sales performance but also encourage personal growth and self-reflection.**

Objective:2 The Study aims to find significant difference in self-awareness among different demographic variables.

Output:

There was significant difference in self- management among various experience groups, marital status group s and designation groups of sales employees. There was no

significant difference in self- management among various income group, location group, gender group & type of Family of sales employees.

Implications:

Implications of Policy for Organizational Growth:

Customization vs. Standardization: The research suggests that customizing self-management programs for employees based on their experience, marital status, and designation may be more effective, while standardizing programs for employees with similar income, location, gender, and family types may save resources and ensure all employees receive similar foundational support. This implementation will enhance the organization performance.

Objective:3 The study aims to find significant difference in Social awareness among demographic variables of sales employees.

Output

There was significant difference in social awareness among various income groups of sales employees and there was no significance difference of social awareness among various experience groups, marital status groups, designation groups, location groups, Gender groups and types of family.

Implications:

Give training as per different income group and it is constant across experience levels, marital status, position, geography, gender, and family structure. Pharmaceutical firms should incorporate social awareness and emotional intelligence training into their sales tactics, paying special attention to differences in income.

Objective:4 This study aims to find significant difference of Relationship Management among different demographical variables of Sales Employees.

 Output:

There is significance difference of relationship management among various income group of sales employees. There is no significance difference of social awareness among various experience group, marital status group, designation group, location group gender group and types of family group.

 Implications:

Pharmaceuticals companies need to design relationship management training as per different income group. consistent training strategy for other reaming demographic variables.

Objective:5 The study aims to find significant difference in sales Performance among different demographic variables of sales employees.

 Output:

There was no significant difference of sales performance among various experience groups, income groups, marital status groups, designation groups, location groups, gender and family groups of sales employees.

 Implications:

Pharmaceutical businesses should implement a performance-driven culture that places more emphasis on skills, effort, and motivation.

Since sales performance is uniform across experience and designation groups, the organization should offer merit-based career development to all employees.

Standardized Training Content: Training content can be streamlined and made consistent across the entire sales force. This can include workshops, e-learning modules, role-playing exercises, and real-world case studies, which are equally beneficial for all employees.

Merit-Based Promotions: Performance and potential should determine career promotion, not gender, marital status, or other status.

Include Diversity in hiring strategy and main focus should on skill.

Objective 6: To Identify Impact of Emotional Intelligence (Self-Awareness, Self- Management, Social Awareness and Relationship Management) on Sales Performance.

 Output:

Self- awareness, Social awareness and relationship Management has a strong positive association with sales performance. Self – management has moderate association with sales performance. Self – awareness, Social awareness and Relationship Management has impact on sales performance. So overall from main four components of EI. Three components namely, self – awareness, social awareness and relationship management has impact on sales performance.

 Implications:

Pharmaceutical firms may create a more successful and emotionally intelligent sales team that will improve customer connections, retention, and sales results by incorporating Emotionally Intelligent (EI)-driven training, recruitment, and performance monitoring.

Proposed Model: Impact of Emotional Intelligence on sales performance

