

## **Annexure**

Dear Respondent,

I, Shradhaba Shailendrasinh Gohil Research Scholar of M.S. University, Baroda. I would like to conduct survey on **“Impact of Emotional Intelligence on Sales Performance of selected pharmaceutical companies of Gujarat.”** Give your valuable response. Thank you!!

### **Demographic Information**

**Name :**

**Name of your company**

**Location:**

- a) Ahmedabad
- b) Baroda
- c) Ankleshwar
- d) Valsad
- e) Bharuch

**Designation:**

- a) Trainee
- b) Medical Representative
- c) Other\_\_\_\_\_.

**Experience:**

- a) Less than 2 years
- b) 2- 3 years
- c) 4-5 years
- d) 6-7 years
- e) 8-9 years
- f) 10-11 years
- g) More than 11 years

**Gender:**

- a) Male
- b) Female

**Income: (Monthly Income)**

- a) Less than 15,000
- b) 15,000 – 30,000
- c) 30,001– 45,000
- d) 45,001 - 60,000
- e) More than 60,000

**Marital status:**

- a) Married
- b) Unmarried
- c) Widow
- d) Divorced

**Type of Family**

- a) Nuclear
- b) Joint

Q1. Show your level of agreement for the following statements of **Self-Awareness**

(1 = Strongly Agree 2= Agree 3 = Neutral 4 = Disagree 5 = Strongly Disagree)

Sr. No	Statements	1	2	3	4	5
1)	I am well aware of my physical reactions.					
2)	I am always understanding my emotional feelings and reasons of feeling those emotions.					
3)	I know my values and goals.					
4)	I always welcome new feedback, perspectives, continual learning and self-development.					
5)	In stressful and uncertain situation, I have capability to make sound decision.					
6)	While making important decision I observed my emotional temperature.					
7)	I can recognize my emotion which I am feeling at any given moment.					
8)	I have awareness of my own strengths and weakness.					
9)	I understand how my feeling is affecting to my performance.					
10)	I know the links between what I think, what I do and what I say					
1)	I always open to learn from experience.					

12	I am always showing sense of humor and perspective about myself					
13	I can take a stand for unpopular opinion and rise a voice for right things					

Q2. Show your level of agreement for the following statements of **Self-Management** (1 = Strongly Agree 2= Agree 3 = Neutral 4 = Disagree 5 =Strongly Disagree)

Sr. No.	Statements	1	2	3	4	5
1)	I have capacity to handle anger and stay composed.					
2)	I have ability to think clearly and stay focused under pressure.					
3)	“I can build trust of other by being reliable and authentic”					
4)	I always follow my principles even if others are not ready to accept.					
5)	I believed in going on project despite of hurdles.					
6)	When I am feeling strong impulse to do something I always prefer to do.					
7)	I can manage my moods and refrain negative mood at workplace.					
8)	I always believed in maintain commitments and keep promises.					
9)	I believed in organized the things and careful in my work.					
10)	I can handle multiple demands and rapid changes.					
11)	I have ability to generate fresh ideas from other sources					
12)	I always seek out original solutions of problem and try to generate new ideas.					

Q3. Show your level of agreement for the following statements of **Social Awareness** (1 = Strongly Agree 2= Agree 3 = Neutral 4 = Disagree 5 = Strongly

Disagree)

Sr.No	Statements	1	2	3	4	5
1)	I have sense of how another person view me during the interaction.					
2)	When I will interact with another person, I can understand person's mood and non-verbal signals.					
3)	I have ability to show empathy and match my feelings with another person during the interaction.					
4)	I am aware of how others reacting to me to understand which of my behaviors are effective and which are not					
5)	It's easier for me to understand why other people feel the way they do.					
6)	I can identify customer's needs and give them matching product or services.					
7)	I understand customer's perspective, acted as good advisor and try to identify the ways to improve customer's satisfaction and loyalty.					
8)	I believed in acknowledging and rewarding people's strengths and accomplishments.					
9)	I used to suggest useful feedback and identify people's needs for development.					
10)	I always respect and relate well to people from varied backgrounds and try to understand diverse worldviews and be sensitive to group differences.					
11)	I believe in work with diversified people and consider diversity as opportunity.					
12)	I have ability to understand key power relationships and detect crucial social networks.					
13)	I have good understanding of clients, customers and competitors views which shape the business.					

	views and actions of clients, customers, or competitors.					
14)	I usually accurately read situations and organizational and external realities.					

**Q4. Show your level of agreement for the following statements of Relationship Management**

(1 = Strongly Agree 2= Agree 3 = Neutral 4 = Disagree 5 = Strongly Disagree)

Sr. No	Statements	1	2	3	4	5
1)	I Admitted mistakes and apologize.					
2)	I have ability to handle emotions of other and other feel encouraged after talking to me.					
3)	People give me respect even they are disagreed with my opinion.					
4)	I have ability to handle tense situation with diplomatic way.					
5)	I am always seeking for opportunities & collaboration to reach at win- win situation.					
6)	I am good at maintain informal networks and rapport with others.					
7)	I always believed in mutually beneficial relationship”					
8)	I can focus on task with full attention to and try to build relationships and promote friendly culture.					
9)	I always try to imbibe team qualities like, cooperation, commitment and helpfulness.					
10)	I always believed in active participation of group members and try to maintain group reputation and share credit with group.					
11)	I am always ready to help others and can guide the performance of other while holding them accountable.					
12)	I can understand emotional cues of others and able to modified my message accordingly.					
13)	I am good listener, believed in open communication and seeking mutual understanding and ready to welcome bad and good news.					

**Q5. Give your Opinion regarding following statements of Sales Performance (1 = Strongly**

Agree 2= Agree 3 = Neutral 4 = Disagree 5 = Strongly Disagree)

Sr. No	Statements	1	2	3	4	5
1)	I am able to produce a high market share.					
2)	I am able to make sales of high-profit margin products/services.					
3)	I am able to generate a high level of rupee sales.					
4)	I am able to generate the sale of company new products/services.					
5)	I can easily identify and sell to major accounts in my territory.					
6)	I can easily produce sales with long term profitability.					
7)	I can surpass all business targets and goals during the year.					

**Thanking you for your valuable response.....**

# Inferential Statistical Analysis tables

## 1. Reliability Test

### 1.1 Reliability of Self – Awareness Scale.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.739	.722	13

### 1.2 Reliability test of Self- Regulation

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.764	.759	12

### 1.3 Reliability test of Social Awareness

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.736	.739	14

#### 1.4 Reliability test of Relationship Management

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.786	.786	13

#### 1.5 Reliability test of Sales Performance.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.714	.710	7

## 2. Correlation – Coefficient of Emotional Intelligence with Sales Performance.

### 2.1 Correlation – Coefficient of Self Awareness & Sales Performance.

**Correlations**

		Self	Sale
Self	Pearson Correlation	1	.785**
	Sig. (2-tailed)		.036
	N	400	400
Sale	Pearson Correlation	.785**	1
	Sig. (2-tailed)	.036	
	N	400	400

### 2.2 Self – Management & Sales Performance.

**Correlations**

		Regulation	Sale
Regulation	Pearson Correlation	1	.456*
	Sig. (2-tailed)		.068
	N	400	400
Sale	Pearson Correlation	.456*	1
	Sig. (2-tailed)	.068	
	N	400	400

### 2.3 Social Awareness & Sales Performance.

**Correlations**

		Social	Sale
Social	Pearson Correlation	1	.742
	Sig. (2-tailed)		.046
	N	400	400
Sale	Pearson Correlation	.742	1
	Sig. (2-tailed)	.046	
	N	400	400

### 2.4 Relationship Management & Sales performance

**Correlations**

		Relationship	Sale
Relationship	Pearson Correlation	1	.750
	Sig. (2-tailed)		.028
	N	400	400
Sale	Pearson Correlation	.750	1
	Sig. (2-tailed)	.028	
	N	400	400

### 3. Regression Analysis:

#### 3.1 Regression Analysis of self-awareness with sales performance

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 <sup>a</sup>	.616	.613	.4238221

#### 3.2 Regression Analysis of self-Management with sales performance

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.456 <sup>a</sup>	.207	.205	.4284586

#### 3.3 Regression Analysis of social awareness with sales performance

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 <sup>a</sup>	.550	.547	.4304884

#### 3.4 Regression Analysis of relationship management with sales performance

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750 <sup>a</sup>	.562	.559	.4295014

**4. One-way ANOVA of Emotional Intelligence (Self – Awareness, Self-Regulation, Social Awareness and Relationship Management) & Sales Performance with various location group of sales employees.**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Self	Between Groups	.514	4	.128	.859	.489
	Within Groups	59.065	395	.150		
	Total	59.579	399			
Regulation	Between Groups	.764	4	.191	1.775	.133
	Within Groups	42.495	395	.108		
	Total	43.258	399			
Social	Between Groups	.801	4	.200	1.084	.364
	Within Groups	72.930	395	.185		
	Total	73.731	399			
Relationship	Between Groups	.574	4	.143	.633	.639
	Within Groups	89.542	395	.227		
	Total	90.116	399			
Sale	Between Groups	.224	4	.056	.300	.878
	Within Groups	73.562	395	.186		
	Total	73.786	399			

**5. One-way ANOVA of Emotional Intelligence( Self – Awareness, Self-Regulation, Social Awareness and Relationship Management) & Sales Performance with various Designation group of sales employees.**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Self	Between Groups	.889	2	.444	3.006	.049
	Within Groups	58.690	397	.148		
	Total	59.579	399			
Regulation	Between Groups	1.406	2	.703	6.668	.001
	Within Groups	41.852	397	.105		
	Total	43.258	399			
Social	Between Groups	.048	2	.024	.128	.880
	Within Groups	73.683	397	.186		
	Total	73.731	399			
Relationship	Between Groups	.330	2	.165	.729	.483
	Within Groups	89.786	397	.226		
	Total	90.116	399			
Sale	Between Groups	.698	2	.349	1.895	.152
	Within Groups	73.088	397	.184		
	Total	73.786	399			

**6. One-way ANOVA of Emotional Intelligence( Self – Awareness, Self-Regulation, Social Awareness and Relationship Management) & Sales Performance with various experience group of sales employees.**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Self	Between Groups	1.895	6	.316	2.152	.047
	Within Groups	57.684	393	.147		
	Total	59.579	399			
Regulation	Between Groups	1.376	6	.229	2.152	.047
	Within Groups	41.882	393	.107		
	Total	43.258	399			
Social	Between Groups	2.195	6	.366	2.010	.063
	Within Groups	71.535	393	.182		
	Total	73.731	399			
Relationship	Between Groups	.770	6	.128	.565	.758
	Within Groups	89.345	393	.227		
	Total	90.116	399			
Sale	Between Groups	2.924	6	.487	2.703	.014
	Within Groups	70.861	393	.180		
	Total	73.786	399			

**7. One-way ANOVA of Emotional Intelligence( Self – Awareness, Self-Regulation, Social Awareness and Relationship Management) & Sales Performance with various income group of sales employees.**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Self	Between Groups	1.165	4	.291	2.079	.045
	Within Groups	55.3	395	.140		
	Total	56.465	399			
Regulation	Between Groups	.532	4	.133	1.230	.297
	Within Groups	42.726	395	.108		
	Total	43.258	399			
Social	Between Groups	.685	4	.171	2.514	.028
	Within Groups	26.86	395	.068		
	Total	27.545	399			
Relationship	Between Groups	1.197	4	.299	2.392	.036
	Within Groups	49.375	395	.125		
	Total	50.572	399			
Sale	Between Groups	.684	4	.171	.924	.450
	Within Groups	73.102	395	.185		
	Total	73.786	399			

**8. One-way ANOVA of Emotional Intelligence( Self – Awareness, Self-Regulation, Social Awareness and Relationship Management) & Sales Performance with marital status group of sales employees.**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Self	Between Groups	1.159	3	.386	2.628	.040
	Within Groups	58.420	396	.148		
	Total	59.579	399			
Regulation	Between Groups	.854	3	.285	2.658	.048
	Within Groups	42.404	396	.107		
	Total	43.258	399			
Social	Between Groups	1.210	3	.403	2.202	.087
	Within Groups	72.521	396	.183		
	Total	73.731	399			
Relationship	Between Groups	1.585	3	.528	2.363	.071
	Within Groups	88.531	396	.224		
	Total	90.116	399			
Sale	Between Groups	.277	3	.092	.497	.685
	Within Groups	73.509	396	.186		
	Total	73.786	399			

**9.Independent t – test with type of family**

**Group Statistics**

	Type of Family	N	Mean	Std. Deviation	Std. Error Mean
Self	Nuclear	91	2.055790	.4196154	.0439876
	Joint	309	2.002987	.3759650	.0213879
Regulation	Nuclear	91	2.072344	.3706452	.0388542
	Joint	309	2.076052	.3167066	.0180168
Social	Nuclear	91	2.178179	.4944561	.0518331
	Joint	309	2.128294	.4091161	.0232738
Relationship	Nuclear	91	2.023669	.5219309	.0547132
	Joint	309	2.003485	.4614004	.0262481
Sale	Nuclear	91	2.127159	.4721018	.0494897
	Joint	309	2.078595	.4170111	.0237229

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Self	Equal variances assumed	.341	.560	1.146	398	.252	.0528031	.0460700	-.0377679	.1433740
	Equal variances not assumed			1.080	135.374	.282	.0528031	.0489117	-.0439268	.1495329
Regulation	Equal variances assumed	1.541	.215	-.094	398	.925	-.0037075	.0393204	-.0810092	.0735943
	Equal variances not assumed			-.087	131.094	.931	-.0037075	.0428282	-.0884312	.0810163
Social	Equal variances assumed	1.612	.205	.973	398	.331	.0498849	.0512739	-.0509166	.1506865
	Equal variances not assumed			.878	128.423	.382	.0498849	.0568185	-.0625366	.1623064
Relationship	Equal variances assumed	1.165	.281	.356	398	.722	.0201835	.0567440	-.0913721	.1317390
	Equal variances not assumed			.333	134.119	.740	.0201835	.0606836	-.0998372	.1402041
Sale	Equal variances assumed	.476	.491	.947	398	.344	.0485640	.0512963	-.0522816	.1494096
	Equal variances not assumed			.885	134.044	.378	.0485640	.0548818	-.0599823	.1571103

### 10.Independent t – test with Type of gender

**Group Statistics**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Location	Male	298	3.02	1.422	.082
	Female	102	2.95	1.403	.139
Self	Male	298	2.032783	.3945335	.0228547
	Female	102	1.963047	.3584767	.0354945
Regulation	Male	298	2.090045	.3361298	.0194715
	Female	102	2.031863	.3058029	.0302790
Social	Male	298	2.140940	.4432275	.0256755
	Female	102	2.135854	.3902621	.0386417
Relationshi p	Male	298	2.006195	.4704752	.0272539
	Female	102	2.013575	.4912274	.0486388
Sale	Male	298	2.104986	.4540341	.0263015
	Female	102	2.044818	.3487590	.0345323

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Location	Equal variances assumed	.023	.878	.405	398	.686	.066	.163	-.254	.385
	Equal variances not assumed			.407	177.136	.684	.066	.162	-.253	.385
Self	Equal variances assumed	1.033	.310	1.576	398	.116	.0697359	.0442460	-.0172493	.1567211
	Equal variances not assumed			1.652	190.949	.100	.0697359	.0422161	-.0135338	.1530056
Regulation	Equal variances assumed	.043	.837	1.543	398	.124	.0581820	.0377068	-.0159474	.1323114
	Equal variances not assumed			1.616	190.716	.108	.0581820	.0359994	-.0128261	.1291901
Social	Equal variances assumed	.307	.580	.103	398	.918	.0050853	.0493740	-.0919812	.1021517
	Equal variances not assumed			.110	196.822	.913	.0050853	.0463941	-.0864081	.0965786
Relationship	Equal variances assumed	.425	.515	-.135	398	.893	-.0073795	.0545847	-.1146899	.0999309
	Equal variances not assumed			-.132	168.723	.895	-.0073795	.0557540	-.1174447	.1026857
Sale	Equal variances assumed	2.382	.124	1.220	398	.223	.0601677	.0493009	-.0367551	.1570905
	Equal variances not assumed			1.386	226.276	.167	.0601677	.0434079	-.0253677	.1457031

