

Chapter 3
Research
Methodology

Chapter 3: Research Methodology

3.1 Rationale of the Study:

This study seeks to establish a correlation between Emotional Intelligence and Sales Performance, emphasizing how the four key components of EI—Self-Awareness, Self-Management, Social Awareness, and Relationship Management—influence sales outcomes. By identifying the role of EI in sales effectiveness, organizations can develop targeted training programs to enhance these competencies among sales professionals. Additionally, this research explores the significance of demographic factors in shaping EI levels. Factors such as age, gender, education level, and years of experience may contribute to variations in EI, ultimately affecting sales performance. Understanding these demographic influences will provide valuable insights for recruitment, training, and talent development strategies within sales-driven industries. By bridging the gap between EI and sales performance, this study aims to offer practical implications for organizations seeking to enhance sales outcomes through emotional intelligence development. The findings will contribute to the growing body of knowledge on EI and provide actionable recommendations for sales professionals and managers.

3.2 Objectives of the study

Primary Objective:

To Identify impact of emotional intelligence on sales performance in selected Pharmaceutical companies of Gujarat.

Secondary Objectives:

1. The study aims to find significant difference in self-awareness among different demographic variables of sales employees.
2. The study aims to find significant difference in self-management among different demographic variables of sales employees.
3. The study aims to find significant difference in Social awareness and among demographic variables of sales employees.
4. The study aims to find significant difference in Relationship Management among different demographic variables of sales employees.
5. The study aims to find significant difference in sales Performance among

different demographic variables of sales employees.

6. To identify impact of Emotional Intelligence (Self- awareness, Self-Management, Social awareness and Relationship management) on Sales performance.

3.3 Research Design

According to Collis and Hussey (2003), methodology is the overall approach to a research process, starting from the theoretical underpinning, to data collection and analysis. Emphasizing its vital role to research quality, Bryman and Bell (2011) distinguished methodology from methods, describing it as various techniques (example: questionnaire, interview) for data collection and analysis. To collect data on a smaller scale, researcher gather data from a portion of create a sample of the population (Malhotra & Dash, 2009).

Descriptive Research Design

(Business Research Methods by Naval Bajpai, Pearson, pp.33)

3.4 Sampling Techniques

Fig. 4.1 Non-probability sampling

Element selection technique	Representation basis	
	Probability sampling	Non-probability sampling
Unrestricted sampling	Simple random sampling	Haphazard sampling or convenience sampling
Restricted sampling	Complex random sampling (such as cluster sampling, systematic sampling, stratified sampling etc.)	Purposive sampling (such as quota sampling, judgement sampling)

Source: R.M. Kothari, Research Methodology, pp. 59

Sampling is the process of selecting a sufficient number of respondents from the population and by studying and understanding the properties and characteristics of the sample, it would be possible to generalize the properties and characteristics of the population (Sekaran, 2000).

In this study the researcher has used Stratified sampling & Judgmental Sampling

3.5 Sample Profile:

The respondents were from selected from mentioned geographical area of Gujarat Like, Ahmedabad, Vadodara, Ankleshwar, Bharuch and Valsad. We have collected 80 respondents each from five major cities. Further Researcher distributed the total sample size equally among the five region selected for research in Gujarat Region. Researcher had selected 80 samples each from Ahmedabad, Vadodara, Ankleshwar, Bharuch and Valsad.

Divide the whole sample into geographical area.

$$(5 * 80) = 400$$

3.6 Sampling Area

Selected City	Respondents
Ahmadabad	80
Vadodara	80
Ankleshwar	80
Bharuch	80
Valsad.	80
Total Respondents	400

Sample was decided on the basis of two criteria:

- 1) Sample must be from selected from mentioned geographical area of Gujarat Like, Ahmedabad, Vadodara, Ankleshwar, Bharuch and Valsad
- 2) The Sample must be from sales department of Pharmaceutical Industry.

Selection of the Sample

Sample selected from major pharmaceutical hub of Gujarat.

3.7 Sample Size

Primary data collected from five major pharma hub of Gujarat – including Ahmedabad, vadodara, Valsad, Ankleshwar and Bharuch. Total 400 sales employees data was collected.

Sample size refers to the number of elements to be included in the study (Malhotra &

Dash, 2009).

Calculation: - For Infinite Population

$$n = \frac{Z^2 \cdot p \cdot q}{e^2}$$

(Source: *C.R. Kothari, Research Methodology, pp. 179*)

Z= 1.96, p=0.5, q=0.5, e= 0.049

$$n = \frac{1.96^2 \cdot 0.5 \cdot 0.5}{0.049 \cdot 0.049}$$

$$n = \frac{0.9604}{0.002401}$$

$$n = 400$$

Hence we have considered 400 as sample size

3.8 Data Collection Method:

According to Collis and Hussey (2003), methodology is the overall approach to a research process, starting from the theoretical underpinning, to data collection and analysis. Emphasizing its vital role to research quality, Bryman and Bell (2011) distinguish methodology from methods, describing it as various techniques (example: questionnaire, interview) for data collection and analysis.

Primary Data: - Primary data was collected from the pharmaceutical companies from the 5 Major cities of Gujarat i.e., Ahmedabad, Vadodara, Ankleshwar, Bharuch and Valsad.

Secondary Data: To get insight into the research area and develop the hypothesis, Literature from the following sources were reviewed.

- Library of leading B-school like IIM-A, AMA
- Information available on internet, which includes e-libraries
- Research papers published in different Journals and Periodicals, Articles of Newspapers and Magazines and other Reference Books.

3.9 Statistical Test:

Software named SPSS 23 (Statistical package for social science) and MS Excel 10 were used for the analysis of data and for establishing relationship among various factors. Descriptive Statistics had been done using frequency, counts, percentages, Average, means and standard deviations for the dependent and independent variables. Hypotheses were tested with Correlation – coefficient, Regression Analysis, One way Anova and Independent sample t test.

3.10 Scope of the Study

This research carried out relationship between emotional intelligence and sales performance.

3.11 Variable used for the study

Independent Variable:

Emotional Intelligence, Self – Awareness, Self- Management, Social Awareness and Relationship Management.

Dependent Variable

Sales Performance

Demographic Variable: Age, Gender, Marital Status, Experience, Income, types of Family and Location.

3.12 Scale adopted for study

Model of Emotional Intelligence

	SELF Personal Competence	OTHER Social Competence
RECOGNITION	<u>Self-Awareness</u> Emotional Self-Awareness Accurate Self-Assessment Self-Confidence	<u>Social Awareness</u> Empathy Service Orientation Organizational Awareness
REGULATION	<u>Self-Management</u> Self-Control Trustworthiness Conscientiousness Adaptability Achievement Drive Initiative	<u>Relationship Management</u> Developing Others Influence Communication Conflict Management Leadership Change Catalyst Building Bonds Teamwork and Collaboration

(Source: Goleman Scale of Emotional Intelligence:(1998,2002))

3.13 Hypothesis of the Study

Based on the literature review the following hypotheses were formed:

Following null hypothesis developed for the study.

H01: There is no significant difference in self- awareness among various demographic variables of sales employees.

Hypothesis	Statement	Test to be Applied
No		
H01.1	There is no significant difference between self-awareness and Income groups of sales employees.	One way Anova
H01.2	There is no significant difference between self-awareness and experience groups of sales employees.	One way Anova
H01.3	There is no significant difference between self-awareness and marital status groups of sales employees.	One way Anova

H01.4	There is no significant difference between self-awareness and designation groups of sales employees.	One way Anova
H01.5	There is no significant difference between self-awareness and location groups of sales employees.	One way Anova
H01.6	There is no significant difference in self- awareness between gender groups of sales employees.	Independent t- test
H01.7	There is no significant difference in self- awareness between family type groups of sales employees	Independent t- test

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

Hypothesis No	Statement	Test to be Applied
H02.1	There is no significant difference between self - management and Income groups of sales employees.	One way Anova
H02.2	There is no significant difference between self-management and experience groups of sales employees.	One way Anova
H02.3	There is no significant difference between self-management and Marital status groups of sales employees.	One way Anova
H02.4	There is no significant difference between Self-Management and designation groups of sales employees.	One way Anova
H02.5	There is no significant difference between self-management and location groups of sales employees.	One way Anova
H02.6	There is no significant difference in self-management between gender groups of sales employees.	Independent t- test
H02.7	There is no significant difference between in self-management between family types groups of sales employees.	Independent t- test

H03: There is no significant difference in Social - Awareness among various demographic Variables of Sales employees.

Hypothesis No	Statement	Test to be Applied
H03.1	There is no significant difference between social-awareness and Income groups of sales employees.	One way Anova
H03.2	There is no significant difference between social-awareness and experience groups of sales employees.	One way Anova
H03.3	There is no significant difference between social-awareness and marital status groups of sales employees.	One way Anova
H03.4	There is no significant difference between social-awareness and designation groups of sales employees.	One way Anova
H03.5	There is no significant difference between social-awareness and location groups of sales employees.	One way Anova
H03.6	There is no significant difference in social- awareness between gender groups of sales employees.	Independent t- test
H03.7	There is no significant difference in social- awareness between family type groups of sales employees.	Independent t- test

H04: There is no significant difference in Relationship Management among various demographic variables of sales employees.

Hypothesis No	Statement	Test to be Applied
H04.1	There is no significant difference between Relationship Management and Income groups of sales employees.	One way Anova
H04.2	There is no significant difference between Relationship Management and experience groups of sales employees.	One way Anova
H04.3	There is no significant difference between Relationship Management and Marital status groups of sales employees.	One way Anova
H04.4	There is no significant difference between Relationship Management and designation groups of sales employees.	One way Anova
H04.5	There is no significant difference between Relationship Management and location groups of sales employees.	One way Anova

H04.6	There is no significant difference in relationship management between gender groups of sales employees.	Independent t- test
H04.7	There is no significant difference in relationship management between family type groups of sales employees.	Independent t- test

H05: There is no significance difference in sales performances among different demographic variables of sales employees.

Hypothesis No	Statement	Test to be Applied
H05.1	There is no significant difference between sales performances and Income groups of sales employees.	One way Anova
H05.2	There is no significant difference between sales performances and experience groups of sales employees.	One way Anova
H05.3	There is no significant difference between sales performance and marital status groups of sales employees.	One way Anova
H05.4	There is no significant difference between sales performance and designation group of sales employees.	One way Anova
H05.5	There is no significant difference between sales performance and location groups of sales employees.	One way Anova
H05.6	There is no significant difference between sales performance and gender group of sales employees.	Independent t- test
H05.7	There is no significant difference in sales performance and family type groups of sales employees.	Independent t- test

H06: There is no association of EI (self- awareness, self- management, social awareness, relationship management) on sales performance.

Hypothesis No	Statement	Test to be Applied
H06.1	There is no association between self -awareness and sales performance.	Correlation Coefficient

H06.2	There is no association between self - management and sales performance.	Correlation Coefficient
H06.3	There is no association between social –awareness and sales performance.	Correlation Coefficient
H06.4	There is no association between 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.

Hypothesis No	Statement	Test to be Applied
H07.1	There is no impact of self- awareness on sales performance.	Linear regression analysis
H07.2	There is no impact of self- management on sales performance.	Linear regression analysis
H07.3	There is no impact of social awareness on sales performance.	Linear regression analysis
H07.4	There is no impact of relationship management on sales performance.	Linear regression analysis

3.14 Limitations of the study:

The study was limited by constraints of resources, access, and time. The finance and material resources need for a large sample size for this study was inadequate. It was also not likely the researchers would have access to every locality of Gujarat and its suburbs for respondents to complete questionnaire for the study. Again, by the constraint of academic calendar within which the study should be completed, not every pharmaceutical had been included in the sample, though that was desirable for generalizing the findings to the entire pharmaceutical industry. Therefore, the sample for this study was limited to a sizeable 400 hundred respondents from pharmaceutical industry. To carry out the research study the following other limitations were expected. However sincere efforts would be put to overcome the limitations during research.

- Respondents Biasedness
- Time, cost and location factors had caused difficulty.