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RESEARCH ARTICLE

DEMOGRAPHIC IMPACT ON EMOTIONAL INTELLIGENCE AND JOB PERFORMANCE OF RETAIL EMPLOYEES

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ABSTRACT

Emotional Intelligence (EI) is the ability to be able to be in control of self and others' emotions and behaviour in an effective way. It also involves the capability to distinguish one emotion from another hereby utilizing this information to monitor and guide one's thoughts and behaviour. Studies have already pointed out that emotional intelligence is vital element contributing towards success in an individual's personal and professional life. A person who is highly emotionally intelligent demonstrates greater potential to understand, regulate and control emotions at work thus resulting in increased productivity and performance. This research will explore how socio- demographic elements impact EI and performance of employees. The data was collected from 100 retail employees and was analyzed with One Way ANOVA in SPSS from that the significance value less than .05 Key findings indicate that EI dimensions such as self-regulation, self-awareness and relationship management are significantly related with designation, job basis, income and age. Job performance dimensions of commitment and task orientation are significantly with type of family, designation, job basis and age.

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INTRODUCTION

Recent research has pointed out that emotions are playing a vital role in influencing employee job performance. Emotional intelligence (EI) is the capability of handling and recognizing emotions of oneself and others. The demographic composition of the employees could be the foundation for distinction with reference to the attitudes, perceptions and values of the workforce. Due to the greater mobility of labor, there is a varied employee population with cross - cultural and cross-national ethnic distribution. Thus, the evolving demographic elements of the retail employees are constantly changing at a rapid pace. In spite of these drastic shift, the workforce is expected to deliver with high level of excellence. Emotional Intelligence as a possible indicator of an employee's performance could be impacted by the demographic elements or variables of an individual such as age, gender, type of family, job basis, income, hometown, etc. as there exists more variation in culture, values and family background. The retail sector in India has evolved as one of the most fast-growing sectors owing to the emergence of new players.

The India Brand Equity Foundation the Indian Retail Industry Report (November 2020), stated that the total consumption is expected to go to US\$ 3,600 billion by 2020. Therefore, allowing India to be the fifth-largest globally in the retail space. The report further stated that the retail industry is anticipated to reach US\$ 1.1 trillion in 2020. Numerous studies have pointed out the need of emotions at the place of work. Emotions are said to be contagious and a single individual can affect and influence the emotions of other people. In the ever-evolving volatile business environment, an individual's professional success and the overall organizational effectiveness is evaluated by including the emotional, personal and social competencies as they comprise of factors such as social, psychological and biological. As the main part of jobs in retail sector involve with constant interaction with people, it is very vital that emotional intelligence must be strongly focussed on. Individuals who are in control of their feelings and who are aware of the emotions of others can be more productive at the workplace. The main focus of this paper is to explore the demographic variables and signify their relationship with emotional intelligence and job performance.

OBJECTIVES

- To investigate the relationship of Demography of employees on his/ her emotional intelligence quotient.
- To investigate the relationship between Demography employees and his/her job performance perception.

LITERATURE REVIEW

Emotional intelligence (EI) has a vital part to contribute in the job performance dimensions of employees. Numerous research studies with regards to the EI, job performance and numerous demographic variables. Through previous papers we will explore the demography impact has on emotional intelligence and performance of employees. Goleman (1998) contends that it is emotional intelligence not intelligence quotient that can predict success at the work place. In his book EI can be stronger in projecting how successful one can be in life. Shukla and Srivastava (2016) in their research pointed out that education, income, yours of work experience and age have a vital impact on emotional intelligence.

Salovey and Mayor (1997) stated that experienced individuals who are older in age are more emotionally intelligent which clearly indicates that it is an ability greater than a personality trait. They come to a conclusion that the level of emotional intelligence increases with experience and age of an individual. In a study conducted by Pooja and Kumar (2016) which involved the study of service sector employees of India, deduced that levels of emotional intelligence vary as per employees work experience. Individuals with 16 - 20 years' work experience tend to be having higher emotional intelligence levels. Employee job performance is a vivid and multi-layered construct presumed to be a manifestation of an individual's actions in delivering the requirement of a set organizational goal and role. Banjo Hassan & Olufemi Ogunkoya (2014), believed that employers tend to give higher weightage on a candidate's demographic background when it comes to decisions relating to job placements. Employee performance is a construct that is strictly observable and can be measured and evaluated. What is clearly noted from an employee's actions on the job it can be corresponded with one's job performance.

Table 1. Type of Family with P_1

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
P_I_Avg	Between Groups	1.428	1	1.428	5.423	.022
	Within Groups	25.809	98	.263		
	Total	27.237				

Table 2: Designation with EI_1 and P_1

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
EI_I_Avg	Between Groups	2.397	2	1.198	5.051	.008
	Within Groups	23.016	97	.237		
	Total	25.412	99			
P_I_Avg	Between Groups	2.989	2	1.495	5.979	.004
	Within Groups	24.247	97	.250		
	Total	27.237	99			

Table 3. Job basis with EI_1 and P_1 & P_2

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
EI_I_Avg	Between Groups	3.287	2	1.644	7.206	.001
	Within Groups	22.125	97	.228		
	Total	25.412	99			
P_I_Avg	Between Groups	1.906	2	.953	3.649	.030
	Within Groups	25.331	97	.261		
	Total	27.237	99			
P_II_Avg	Between Groups	5.012	2	2.506	7.149	.001
	Within Groups	33.998	97	.350		
	Total	39.010	99			

Table 4: Demography (Income) and EI_1

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Between Groups Income	Within Groups	36.429	11	3.312	2.868	.003
	Total	101.611	88	1.155		
		138.040	99			

Table 5. Demography (Age & Income) and EI_2

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.560	4	1.140	2.577	.042
Age	42.030	95	.442		
Within Groups					
Total	46.590	99			
Between Groups	15.070	4	3.767	2.911	.026
Income	122.970	95	1.294		
Within Groups					
Total	138.040	99			

Table 6. Demography (Income) and JP_1

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36.429	11	3.312	2.868	.003
Income	101.611	88	1.155		
Within Groups	138.040	99			
Total					

Yammarino & Dubinsky (1988) discovered in their study that differences of jobs and gender have a notifiable impact of gender on performance. Their findings indicated that the similarities of male and female employees which are concerned with work are more recurring than the differences.

RESEARCH METHODOLOGY

This paper has used primary and secondary means to collect data. Through a systematic review of literature secondary data was gathered. It discusses a wide range of literature obtained from published research papers, articles and books. Primary data was gathered by means of a set of designed questions. These questions were divided into three components: Emotional Intelligence dimensions, Performance dimensions and demography. The emotional dimensions were EI 1: Self-recognition & Self – control and EI 2: Relationship Management. The performance dimensions were P 1: Commitment and P 2: Task Orientation. The demography information (personal & professional) of the respondents revealed the name, age, gender, hometown, family type, marital status, number of family members, educational qualifications, years of work experience, designation, job basis, average hours of work per week and income.

DATA ANALYSIS

The data was analyzed statistically with One Way ANOVA in SPSS to find the relationship of demography with emotional intelligence dimensions and performance. Convenient sampling was used to gather responses from 100 respondents. Results obtained are as follows:

INTERPRETATION

After analysing the data gathered, it can be seen that emotional intelligence has a vital importance for the employees in retail sector. This study gained empirical insights into the association of numerous demographic elements and their impact on the EI principles and job performance of retail sector individuals. The results depicted important distinctions in the extent of emotional intelligence with the demographic elements selected. There are numerous key findings and with the significance value less than .05 the following interpretation is made:

Emotional Intelligence dimensions of relationship management, self-awareness and self-regulation are significantly related with designation, job basis, income and age. Job performance dimensions of commitment and task orientation are significantly with type of family, designation, job basis and age.

DISCUSSION AND CONCLUSION

The participants of the study belonged to varied groups of diverse demography. This clearly states that the retail workforce demographics are diversifying tremendously and hence research into demographic variables is vitally crucial. This paper contributes both towards the literature of EI and performance. The contrast in EI and performance levels amongst employees of the retail sector were perceived based on the diverse demographic variables. Organizations are presently viewing emotional intelligence as a crucial competency that is essential for employees to excel in performance in the recent business environments. In conclusion, this study establishes a positive relationship demographic variable of type of family, job basis, designation, age and income have with emotional intelligence and performance of employees.

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