Chapter 7

LIMITATIONS AND RECOMMENDATIONS
CHAPTER 7
LIMITATIONS AND RECOMMENDATIONS

7.1 Limitations of the study

7.2 Future Scope of Research

7.3 Recommendations
7.1 LIMITATIONS OF THE STUDY

This study is limited to explore the current level of Emotional Competence of sales people, factors affecting Emotional Competence and whether the demographics have any effect on EC of sales people. The research is conducted with quantitative methods to comprehend in-depth information of the research questions mentioned in the previous chapters. The survey intended to the sales people of organized retail outlets of major cities of Gujarat State. i.e. Ahmedabad, Vadodara, Surat, Rajkot, Bhavnagar, Jamnagar, Kutch, and Mehsana. Hence, the limitations of this study are stated as below:

1. The major drawback faced in the study was the language barrier. Most of the sales people being Gujarati localities did not properly understand or comprehend the English language. Hence, it was tough to translate the entire questionnaire into Gujarati language.
2. The study focused on sales people of only retail companies of selected cities of Gujarat State as the sampling unit of the study. Hence, the results cannot be generalized for all industries.
3. Due to the limitation of study timeline and sales people of selected cities of Gujarat state, the research subject chosen was only front line salespeople of retail outlets. Hence, some biases might have been incurred.
4. The study focused only on EC of sales people required in the retail industry in Gujarat state at the organizational level. While reviewing the literature regarding competencies and sales performance, it was found that effectiveness of organization can be evaluated in two ways: EC of employees and EC of managers. The research is limited to measuring EC of sales employees only. Moreover, there are several factors which influence sales performance other than EC which are not included in the study. The research is focused only on the Emotional Competence aspect of sales people.

7.2 FUTURE SCOPE OF RESEARCH

This research is conducted through quantitative data. However, it is suggested that future research can be incorporated into both quantitative as well as qualitative data. As the research was limited to only emotional competence and its effect on sales performance, more variables may be included for further consideration. Additionally, the research is limited to study
emotional competence only, so further study can be conducted that measures and develops emotional competence. A related type of studies can be carried out for the other industries in order to generalize the result of EC for sales people as this research is restricted to only retail industries of selected cities Gujarat state.

7.3 RECOMMENDATIONS

The following recommendations are based on the results of this study:

1. There exists a gap between the current level and required level of emotional competence in the salespeople of the retail industry of Gujarat state. It is suggested that sales people should develop higher know-how of emotional competence.

2. Moreover, in the retail industry, Marketing leaders and HR professionals should also assist them in grasping such required skills. Sales people should be endowed with learning prospects and training for getting proficiency in EC.

3. Sales people perceive only functional knowledge and customer centric behaviour approach to be very important. Emotional Competence is treated least important, a large number of respondents exhibited mediocre expertise in displaying EC. Hence, it is recommended that both Marketing managers and HR professionals understand the necessity of developing EC and try to make their sales team skilled in such competency.

4. Training sessions for future sales people can be tailored based on the important factors of EC acclaimed in this research. The same EC factors can also be utilized as one of the constituents for performance measurement of sales people in the retail industry of Gujarat state.