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Studying and illustrating the relationship between emotional intelligence and internal marketing: Case study company simand Cable Abhar City

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Abstract--The present study was carried out in the field of the relationship between the emotional intelligence and internal marketing. The aim of the present study is “to investigate and illustrate the relationship between the emotional intelligence and internal marketing”. The used methodology of this study is descriptive. The population of the study includes all of the simand Company of Abhar City and according to the information of the company; the number of the staff is 250. The instrument of the collecting data is questionnaire. The questionnaire of the study was distributed by enumeration among all population samples. The validity of the concept was used in the present study and the questionnaire was confirmed by the supervisor and advisor. The reliability coefficient of the questionnaire of staffs’ emotional intelligence obtained by Cronbach’s alpha was 87% and the reliability coefficient of the questionnaire of internal marketing was 82%. The Pearson correlation test was used for analyzing the data and testing the hypotheses. The results of the data analysis showed that there is a positive and significant relationship between emotional intelligence and internal marketing.

Keywords---intelligence, emotional intelligence, internal marketing, internal customer, simand company Abhar City.

Introduction

Present world with the acceleration is becoming industrialized increasingly. This requires innovation, flexibility, productivity and accountability for the survival and success of organizations and more. The new standards should be developed for organizations to meet global challenges and provide grounds for the employee to have the most appropriate skills. Therefore, psychologists have emphasized

their official duties in the organization should go beyond act (Bradbury, 1386). Research scientists are very different: "Goleman", "Boyatzis et al" etc. indicate that one of the factors that play an important role in successful job duties are "emotional intelligence" is.

Goleman , emotional word to refer to a feeling , thought and mental state and specific biological and a range of tendencies to act on it is used . Definitions excitement multiple and often contradictory. But from the perspective of some theorists , the excitement of a set of universal emotions such as anger , sadness , fear , happiness , love , surprise , disgust and shame. Each of these emotions are a core unit. In other words, the original form of the excitement is the same in different people, but in communities affected by the specific cultural situation of the community, a different emotion. Goleman, emotional intelligence as an essential ingredient for success in life and work in today's challenging social environment (Ramezanli, S., et. al., 2020; Malik, M., et. al., 2019). He believes that emotional intelligence empowerment leads to high stress and challenges people face severe social and cognitive development (stressful, 2011).

Internal marketing is a marketing issue over 20 years ago as a way to solve problems relating to staff and provide quality services to their organizations by taking on. Despite the expansion of the marketing literature, it has been little used in practice. According to these materials, which is essential in the field of emotional intelligence and its relation to the internal market as well as its position in the research and organizational issues. According to these materials, which is essential in the field of emotional intelligence and its relation to the internal market as well as its position in the research and organizational issues. To scholars and organizations. With knowledge of the findings and the relationship between emotional intelligence and marketing of their results in order to improve organizational per Considering the importance of both of these categories , they can explain the relationship between organizations in order to achieve greater internal marketing and organizational staff to achieve self-motivation , self-control , social skills and empathy are able to love .

Methodology

In this paper, to analyze data from samples of descriptive statistics (percentages, averages, frequency, etc.) to describe the research sample, Kolmogorov–Smirnov test for normality of the distribution of test data, for calculation of reliability, Cronbach's alpha coefficient, and inferential statistics (correlation and regression) to analyze the data and test research hypotheses will be used. In this study, descriptive statistics to classify, organize, calculate the mean, standard deviation, percentages, frequency and graphs of data, and inferential statistics to analyze the data in the software SPSS, EXCELL and solidarity to the test the independent variables were used to evaluate the impact of the dependent variables.

The main hypothesis

- Positive correlation is between emotional intelligence and internal marketing there.

Sub assumptions

- There is a significant positive relationship between consciousness and internal marketing.
- There are positive and significant relationship between self-control and internal marketing.
- There is a significant positive relationship between empathy and internal marketing.

Literature Review

The researchers have identified different types of intelligence, work in the field of multiple intelligences of Howard Gardner of Harvard University, and they have contributed greatly to the understanding of intelligence. His theory is now accepted by many experts. Gardner's research shows that different intelligences relatively independent of one another grow and skills, intelligence, skills, intelligence is not guaranteed. On the relationship between emotional intelligence and internal marketing research, little has been done. However, some of the research that generally this type of intelligence and other components have to be mentioned.

Mortazavi et al (1392) in a study entitled "The relationship between emotional intelligence and leadership style among business managers in the food industry and automobile manufacturing companies" conclude that a significant positive correlation between emotional intelligence and leadership style there. Foca and Francis (2012), a study entitled "The relationship between emotional intelligence and the effectiveness of the marketing major Nigerian companies" The study of 108 large companies to reach the conclusion that the effectiveness of emotional intelligence and relationship marketing companies there are significant. In this study, the marketing has been effective component of customer satisfaction, marketing, integrated marketing activities, strategic orientation and operational efficiency).

Intelligence

Biological intelligence is to be given to the analysis of certain types of information in a way (Gardner, 2000). Meyer (2000) believes that intelligence is the ability to abstract reasoning and mental calculations according to specific rules. Sternberg (1997) from different perspectives, focuses on the biological aspects and evolution and suggests that intelligence means mental abilities to adapt and selection of peripheral tissues, and its shape and flexibility in situations leading to the challenge. Finally, the Nobel (2000) believes that intelligence is the ability to think, plan, create, implement, problem solving, response, decision-making, and learning.

Emotional Intelligence

Experts, emotional intelligence with respect to the features and functions that are defined as follows: Daniel Goleman: Emotional intelligence is a skill that can through their own self-awareness, self-control mentality, through self-

management to improve through empathy, to understand the effects of forces through relationship management, behavior in ways that raises your spirits and others through relationship management, in a manner that spirit of self and others. John Mayer and Peter Salovey: Emotional intelligence is the ability to evaluate the expression and regulation of emotions in self and others, and efficient use of it. Emotional intelligence is the ability of a person in the face of environmental challenges and successes of the individual in life predicts.

History of emotional intelligence

Two thousand years ago, Plato said: "All learning has an emotional base." According to Plato, it has since scientists, researchers and philosophers to prove or negate the role of emotions, have done a lot of discussion of emotional intelligence goes back to 1985, a series of art would one PhD students from American University Thesis went to the end of them. That emotional intelligence (EQ) was studied. Then in 1990, two university professors in the United States, "John Mayer" and "Peter Salo" wrote two articles about emotional intelligence and research to drive this relationship began. The professor found that some people and others to identify their feelings and emotional problems are more powerful, they report that their theory of emotional intelligence, motivator Goleman to write a book his best-selling in 1995, the way. Goleman's research (1995) shows that emotional intelligence important management and technical experience is required, with more ready than others to resolve conflicts and weaknesses in the group will be addressed. Since the beginning of the 1990s, the debate on the effects of psychological and emotional adaptive functions, as well as the nature of the relationship between emotion and cognition by introducing the concept of emotional intelligence took on a new dimension. In fact, the concept of emotional intelligence, the latest advances in the understanding of the relationship between emotion and thought and researchers [1] believe that the application of the concept of "intelligence" is a metaphor for the structure of the term emotional intelligence can be learned. The concept developed by Salvy and Mayer [1] in the 1990s took place. Salvy and Mayer 1997 researchers are noted that definition four components are: 1. Perception and expression of emotion, 2. Facilitating emotional thinking, 3. Understanding and analyzing emotions and use emotional information, and 4. Set response to promote emotional development and intellectual excitement.

It can be basic enough to engage in emotional intelligence includes emotional perception of themselves and others, understanding emotions and managing emotions can be cited. Many researchers have assumed that between emotional intelligence and effective in accordance with the demands of everyday life, there is a link. Emotional intelligence factor in determining life outcomes such as success in school, success in business and personal relationships between health and productivity is generally act Syarvchy et al., 2002. La Venice in 2005 found that high emotional intelligence is correlated with high public health risk behaviors has a negative relationship between smoking and health and lifestyle productivity, is so essential act is personal.

Marketing

Marketing is the analysis, organization, planning and control of factors affecting customer satisfaction policies and operations to the needs and desires of a select group of customers in exchange for profit. Marketing is a set of measures to create a favorable reaction of the audience, the goods, services or anything else is done. Marketing management is the analysis, planning, control, Implementation and control of programs set to provide the desired exchange markets in order to achieve the objectives of the organization. Marketing managers include: sales managers, salespeople, managers, advertising, sales promotion advertising staff, marketing research, product management, pricing and other experts.

Marketing management tasks include the following:

- a) Creating a demand for the products
- b) The level of demand and the timing of its regular
- c) Provide the information requested in order to achieve organizational goals.

In simple terms, we can say: demand management, marketing management, he is responsible for coordinating the flow of supply and demand:

- If the supply is less than demand, provided no changes to the conditions of supply of raw materials, labor and capital, or change their reasonable increase, supply will increase.
- If supply exceeds demand should purchase motivation, stimulate demand, advertising and sales promotion methods, the demand increases.
- If the supply is equal to demand, the conditions must be maintained.

Marketing management process

Management means the coordinated and continuous process of data collection, classification, analysis and understanding of them, and finally obtaining a logical result of processing operations. In marketing, which is a subset of business management, marketing management process means a coordinated and continuous process of marketing research to determine the long-term goals (executive), planning marketing activities in the fields of production, distribution, sales promotion, packaging, customer service of sales. To achieve the objectives and the monitoring and evaluation and discussion of strategies, action plans and other actions and decisions made during the process and the success or failure of the program's implementation. Marketing management process includes analysis of market opportunities, selecting target markets, and marketing and management efforts by providing the composition of the market.

Types Of marketing

Marketing has a very broad scope that encompasses all aspects of human life. Marketing can be categorized as follows:

It's marketing (personal):

Personalized marketing, the introduction and release its abilities to those who want and need it.

Marketing Organization:

That is all marketing activities that create, change or maintain the attitude, behavior and audience perceptions of the organization.

Marketing Position:

Location marketing means all activities related to awareness, and attract the attention of people and changed their perception of places and facilities of a city, region or country.

Marketing ideas:

Marketing idea, presented a thought, opinion or idea to create understanding, change attitudes and beliefs of people and organizations.

Marketing Services:

Marketing managers have been very active in this area but service organizations that accept the principles of marketing their plans on the basis of the marketing mix elements have been positive results. The business and activities become more complex, more specialized and more competitive will be more growth of services. Managers will need to better manage their organizations in today's competitive world of active and familiar with the principles of marketing, marketing techniques and services to satisfy the needs of their customers benefit.

Inferential statistics**Test - The main hypotheses**

"There is a positive and meaningful relationship between emotional intelligence and internal marketing."

The following table shows the results of testing this hypothesis:

Table 1: The main hypothesis test results

Internal marketing	Emotional intelligence		
0/577	1/000	Correlation coefficient	Emotional intelligence
0/000		Significance level	
283	283	Number	
1/000	0/577	Correlation coefficient	Internal marketing
	0/000	Significance level	
283	283	Number	

As it can be seen in table above, in error level: $\alpha = .05$, we have $0 \cong \text{Sign} < \alpha = .05$, and this means that the main hypothesis of this study is approved based on "There is a positive and meaningful relationship between emotional intelligence and internal marketing."

Testing the first sub-hypothesis

"There is a significant and positive relationship between self-awareness and internal marketing."

The following table shows the results of testing this hypothesis:

Table 2: Results of testing the first sub-hypothesis

Internal marketing	self-awareness		
0/472	1/000	Correlation coefficient	self-awareness
0/000		Significance level	
283	283	Number	
1/000	0/472	Correlation coefficient	Internal marketing
	0/000	Significance level	
283	283	Number	

The above table shows that in error level: $\alpha = .05$, we have $0 \cong Sign < \alpha = .05$ and this means that the first sub-hypothesis of research is approved based on "There is a significant and positive relationship between self-awareness and internal marketing."

The second sub-hypothesis

"There is a significant and positive relationship between self-control and internal marketing"

The following table provides the results of testing this hypothesis:

Table 3: Results of testing the second sub-hypothesis

internal marketing	self-control		
0/622	1/000	Correlation coefficient	self-control
0/000		Significance level	
283	283	Number	
1/000	0/622	Correlation coefficient	internal marketing
	0/000	Significance level	
283	283	Number	

The above table shows that in error level of $\alpha = .05$, we have $0 \cong \text{Sign} < \alpha = .05$ and this means that the second sub- hypothesis of research is approved based on "There is a significant and positive relationship between self-control and internal marketing"

The third sub-hypothesis

"There is a significant and positive relationship between sympathy and internal marketing."

Table 4: Results of testing the third sub-hypothesis

Internal marketing	Sympathy		
0/425	1/000	Correlation coefficient	Sympathy
0/000		Significance level	
283	283	Number	
1/000	0/425	Correlation coefficient	Internal marketing
	0/000	Significance level	
283	283	Number	

The above table shows that in error level of $\alpha = .05$, we have $0 \cong \text{Sign} < \alpha = .05$ and this means that the third sub- hypothesis of study is approved based on "There is a significant and positive relationship between sympathy and internal marketing".

Conclusions

The core of interpersonal intelligence is the first ability to understand and provide an appropriate response to the mentality and temperament, motivation and demands of others. In intrapersonal intelligence the main key is: Awareness of their own feelings which is results of self-consciousness and ability to distinguishing and using them to guide their behavior. Interpersonal intelligence is the ability to understand other people, means that what would motivate them, how they work and how we can do a common work with them. Successful businessmen and managers are among those who have high interpersonal intelligence. Hatch and Gardner express four separate capacity as interpersonal intelligence factors as follows:

Organizing group: having initiative in coordinating the efforts of people groups. These skills are necessary for leaders and can be seen in effective leadership of every type in business organizations.

Provide solutions: Mediation talents, avoiding conflict or resolving conflicts that have been created. People who have this ability at high level, have a great ability in making transactions and arbitration and mediation too.

Individual communication: Having this talents will facilitate dealing with others or understanding and respond appropriately to people's feelings and interests. These people are good trading partners and they are successful managers and sellers in business world and they are very successful in the field of finding others feelings through facial expressions and enjoys great popularity.

Social analysis: Means the ability to receive emotion, motivations, other interests and having a deep understanding of them. This awareness of others' feelings makes these people will easy be intimate with others. In the best case we can say that a person will be a good business consultant with this ability.

Optimism and hope are those characteristics of these people who have high emotional intelligence. Hope has a surprising role in business success and people's managing, professional life of every people who deals with trading business is significantly depend on his hope. Hope is bright prospects and a clear future that shows that eventually everything will go well. Snyder, is define hope as: Believe that whatever is your goal, you will have access to it and its way is open to you. When hopeful people who their hope won't be finished fail to reach their targets as in contracting transaction, believes that they should work and try harder and think of what could cause their success in mentioned transaction and learn from them.

Optimism, like hope has a great impact in business success working. Optimism means that a person has lots of patience and waiting. Expectation that makes everything goes well despite obstacles and disappointment in whole life. Optimism considers failure as an event that can compensate it. A research that Sytkman have conduct on MetLife Insurance Company's marketers, have revealed that marketers who are inherently optimistic, have insurance people on average 37% higher than pessimistic people in their first year work and abandonment of work in the first year among pessimistic people were twice as optimistic. Ability of individuals in hearing and accepting negative response with an open face is a decisive power in all aspects of sales and trade exchanges.

This paper reviews and explains the relationship between emotional intelligence and internal marketing. Research hypotheses were as follows:

- There is a significant and positive relationship between emotional intelligence and internal marketing.
- There is a significant and positive relationship between self-awareness and internal marketing.
- There is a significant and positive relationship between self-control and internal marketing.
- There is a significant and positive relationship between sympathy and internal marketing.

After data analysis by using SPSS software, all hypotheses were confirmed. Buying and selling and marketing and business management are inevitably deal with human factors. Whether in internal environment which the main constituent of units are individuals and whether outside of organization that management is concerned with multiple human factors. Bureaucrats who are formulating business rules and community reference groups such as athletes and artists who organized people tastes in buying goods and promoting fashion, and the family

that are especially the main center of consultation in large shopping, and final customers who are the main buyers and also sales and distribution representatives, all are carrying human factor as the central core. Emotional intelligence as the ability to understand feelings and others' needs is a great and useful help in order to guiding others in a way that leads to long-term and short-term organizational goals and personal and society's satisfaction.

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