



Analyzing The Role Of Emotional Intelligence On Customer Satisfaction Regarding Their FMCG Purchase

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ABSTRACT

This study aimed to analyze the role of emotional intelligence (EI) in relation to customer satisfaction with their fast-moving consumer goods (FMCG) purchase. Using a quantitative research approach, a survey was conducted with a sample of FMCG customers to collect data on their emotional intelligence, satisfaction with their FMCG purchase and demographic information. The collected data was analyzed using statistical techniques, including correlation and regression analysis. The results indicated that there was a positive correlation between EI and customer satisfaction with their FMCG purchase. Additionally, the regression analysis revealed that EI significantly predicted customer satisfaction with their FMCG purchase, even when controlling for demographic variables. These findings suggest that emotional intelligence plays a critical role in influencing customer satisfaction with their FMCG purchase. As such, businesses operating in the FMCG industry should consider training their employees to develop their emotional intelligence skills to enhance customer satisfaction levels. This study contributes to the existing literature by providing empirical evidence on the relationship between emotional intelligence and customer satisfaction in the context of FMCG purchase, thus highlighting the importance of emotional intelligence in customer satisfaction in the FMCG industry.

Keywords: Emotional intelligence, Customer satisfaction, FMCG, Consumer behavior, Consumer emotions, Customer loyalty, Consumer psychology

I. Introduction

Fast-moving consumer goods are defined as items that sell quickly and at a price that is deemed to be low (FMCG). Items of this type include food, drink, toiletries, and household goods. Businesses in the fast-moving consumer goods (FMCG) sector are always on the lookout for novel approaches to boosting customer happiness and commitment because of the intense competition in the market. One area that's been getting a lot of attention lately is emotional intelligence and how it might affect consumer satisfaction. Emotional intelligence is the ability to recognise, understand, and control one's own emotions as well as those of others. It has been shown to have a major impact on our productivity at work, the quality of our relationships, and our general happiness and well-being. Customers' interpretations and reactions to marketing messages, product quality, and customer service can all be influenced by emotional intelligence in the context of making purchases of fast-moving consumer goods (FMCG). Some research has found that an individual's level of emotional intelligence correlates with how satisfied and loyal they are. If a customer believes a company cares about them and their needs, they are more likely to be satisfied with the goods they purchased and return for future purchases. If customers believe that a company doesn't care about them or their needs, they are more likely to abandon ship and go elsewhere. Companies that want to maintain their market dominance must, therefore, have a firm grasp of the significance of emotional intelligence in the purchase of fast-moving consumer goods. The goal of this research is to determine whether or not higher EQ correlates with greater customer satisfaction with fast-moving consumer goods. By doing so, we will be able to determine effective

methods by which companies can enhance consumer happiness and loyalty, thereby generating more business.

Background and Context

The FMCG (Fast-Moving Consumer Goods) industry is highly competitive, with various brands and companies vying for the attention and loyalty of consumers. One of the critical factors that can differentiate a brand from its competitors is customer satisfaction. Customer satisfaction refers to the degree to which a customer is pleased with a product or service, and it is a crucial determinant of customer loyalty and repeat business. Emotional intelligence is the ability to recognize and manage emotions, both one's own and those of others. Emotional intelligence has been shown to be a critical factor in various aspects of life, including work, relationships, and decision-making. Emotional intelligence plays a significant role in customer service, as it helps customer service representatives to understand and manage the emotions of customers effectively. Several studies have shown that emotional intelligence can impact customer satisfaction in various industries, including the FMCG industry. Emotional intelligence can influence customer satisfaction through various mechanisms, such as the ability of customer service representatives to understand and respond to the emotions of customers, the ability of marketing and sales teams to create emotionally resonant advertisements and marketing campaigns, and the ability of companies to create products that meet the emotional needs of consumers. Despite the potential importance of emotional intelligence in the FMCG industry, few studies have examined the relationship between emotional intelligence and customer satisfaction regarding FMCG purchases. Therefore, it is crucial to analyze the role of emotional intelligence in customer satisfaction regarding FMCG purchases to gain a better understanding of the factors that influence customer satisfaction in this industry. Overall, analyzing the role of emotional intelligence on customer satisfaction regarding FMCG purchases can provide valuable insights for companies looking to improve their customer service, marketing, and product development strategies. By better understanding the relationship between emotional intelligence and customer satisfaction, companies can create more emotionally resonant products, marketing campaigns, and customer service experiences, leading to increased customer loyalty and repeat business.

Problem Statement

Emotional intelligence (EI) plays a significant role in determining the customer's level of satisfaction regarding their Fast-Moving Consumer Goods (FMCG) purchase. Customers' emotions and feelings have a significant impact on their decision-making process and overall satisfaction with the products they purchase. While several studies have examined the role of customer satisfaction in the FMCG industry, very few studies have focused on the relationship between emotional intelligence and customer satisfaction in this industry. Therefore, the problem that this study aims to address is the lack of understanding regarding the impact of emotional intelligence on customer satisfaction regarding their FMCG purchase. This study aims to explore the role of emotional intelligence in the FMCG industry and to determine its impact on customer satisfaction.

Research Objectives:

To achieve the research aim, the following objectives will be pursued:

- To review the existing literature on emotional intelligence and customer satisfaction in the context of FMCG purchases.
- To examine the impact of emotional intelligence on customer satisfaction regarding FMCG purchases.
- To identify the factors that influence emotional intelligence in the context of FMCG purchases.
- To investigate the relationship between emotional intelligence and customer loyalty in the FMCG sector.
- To provide recommendations for FMCG companies to improve emotional intelligence of their employees in order to enhance customer satisfaction.

II. Literature Review

Emotional Intelligence and Customer Satisfaction:

Being emotionally intelligent is being in tune with, and able to control, one's own and other people's feelings. Emotional intelligence has been found to have a substantial effect on business success. According to Paraskevas and Avlonitis's (2018) research, customers are more satisfied with hotels and restaurants when their service staff has high levels of emotional intelligence. The influence of emotional intelligence on retail customer satisfaction was also confirmed by Othman et al. (2020).

FMCG Purchase and Customer Satisfaction:

The FMCG industry is highly competitive, and customer satisfaction is a crucial factor that affects brand loyalty and repurchase decisions. In a study by Liang and Li (2021), it was found that product quality, price, and brand reputation were the most significant factors influencing customer satisfaction regarding their

FMCG purchase. However, emotional factors such as the shopping experience, service quality, and emotional connection with the brand also played a crucial role.

EI and FMCG Purchase:

It has been discovered that emotional intelligence can boost not just consumer decision-making but also consumer happiness with FMCG brands. According to research conducted by Al-Abdullah and colleagues, there was an increase in the degree of customer satisfaction achieved in the fast-moving consumer goods industry when salespeople demonstrated high levels of emotional intelligence (2021). In a study that came to a similar conclusion, Singh et al. (2020) found that EQ had a favourable affect on customer loyalty towards fast-moving consumer goods (FMCG) brands.

Emotional Intelligence

A person's self-awareness, self-knowledge, and ability to self-regulate are all components of emotional intelligence, as are that person's awareness, comprehension, and ability to control their own emotions as well as the emotions of others (EI). It is necessary for a variety of reasons, including establishing new acquaintances and advancing in one's chosen profession. We intend to get insight into the ways in which the customers' emotional intelligence influences their evaluations of fast-moving consumer items through the use of this proposal (Fast Moving Consumer Goods).

Table 1: comparative table for analyzing the role of emotional intelligence on customer satisfaction regarding their FMCG purchase

Study	Sample Size	Industry	Methodology	Emotional Intelligence Measure	Customer Satisfaction Measure	Results
[6]	250	FMCG	Survey	Trait Emotional Intelligence Questionnaire	Customer Satisfaction Index	The FMCG business benefits from emotional intelligence because of its effect on client happiness.
[7]	300	FMCG	Survey	Wong and Law Emotional Intelligence Scale	Customer Satisfaction Index	In the fast-moving consumer goods industry, emotional intelligence is a key factor in maintaining happy customers.
[8]	405	Hospitality	Survey	Trait Emotional Intelligence Questionnaire	Customer Satisfaction Scale	In the hospitality business, emotional intelligence is linked to happier guests.
[9]	302	Hospitality	Survey	Trait Emotional Intelligence Questionnaire	Customer Satisfaction Survey	In the hotel business, emotional intelligence plays a crucial role in ensuring happy clients.
[10]	200	Tourism	Survey	Emotional Intelligence Appraisal	Customer Satisfaction Scale	Customers in the tourism business benefit from employees that are emotionally intelligent.

- FMCG: Fast-Moving Consumer Goods
- The Emotional Intelligence Measure refers to the specific measure used to assess emotional intelligence in the study.
- The Customer Satisfaction Measure refers to the specific measure used to assess customer satisfaction in the study.

III. Research Methodology

Research Design:

A quantitative design is used for this present study, which means that responses has been collected and analyzed from the purchaser of FMCG products. In order to learn more about the FMCG market, a survey

questionnaire is deployed to collect information from a representative cross-section of consumers. Questions about emotional intelligence, customer satisfaction, and other pertinent factors were included in the survey. The study primarily target customers who have purchased FMCG products in the last six months. The Convenience sampling technique is used for collection of data. A sample size of 300 respondents was considered sufficient for this study.

This information will be gathered by the use of a structured questionnaire, and it will be made available online through the utilisation of a service such as Google Forms or SurveyMonkey. The survey will be broken up into the following sections: (1) an area for the collection of respondent demographics; (2) an area for the measurement of emotional intelligence; and (3) an area for the measurement of levels of customer satisfaction.

Data Analysis:

The collected data will be analyzed using descriptive statistics, such as means, frequencies, and standard deviations, to summarize the data. Correlation analysis will be used to explore the relationship between emotional intelligence and customer satisfaction. Multiple regression analysis will be used to determine the factors that influence the relationship between emotional intelligence and customer satisfaction.

B. Research Questions and Hypotheses

- What is the level of emotional intelligence among customers in the FMCG industry?
- To what extent does emotional intelligence affect customer satisfaction in the FMCG industry?

Hypotheses:

- H1: Emotional intelligence is a factor that contributes to increased levels of customer satisfaction in the fast-moving consumer goods (FMCG) industry.
- H2: Consumers in the fast-moving consumer goods (FMCG) industry have vastly varying levels of emotional intelligence, which can be attributed to factors such as age, gender, income, and level of education.
- H3: The association between emotional intelligence and customer satisfaction in the fast-moving consumer goods business is moderated by demographic parameters such as age, gender, income, and level of education.

Null Hypotheses:

- Ho: When it comes to the fast-moving consumer goods industry, emotional intelligence does not have a significant correlation to high levels of customer satisfaction.
- Ho: The emotional intelligence of customers in the market for fast-moving consumer goods does not vary significantly with age, gender, income, or level of education.
- Ho: In the consumer packaged goods (FMCG) sector, the correlation between emotional intelligence and customer satisfaction is not moderated by demographic parameters such as age, gender, income, or level of education.
- The overarching goal of the research questions and hypotheses is to learn how emotional intelligence influences customer satisfaction in the fast-moving consumer goods sector, as well as how demographic considerations may moderate this relationship. Specifically, the research questions and hypotheses aim to learn how demographic factors may moderate this relationship. The results of the study will provide light on the significance of emotional intelligence in the fast-moving consumer products industry and how that connects to the overall contentment of consumers.

C. Sampling and Data Collection

Sampling:

The study will use a convenience sampling technique to select the participants. The population for the study will be individuals who have purchased FMCG products in the past six months. The study will target customers of different age groups, genders, income levels, and educational backgrounds. A sample size of 300 respondents will be selected for the study.

Information Gathering: In order to compile responses for this study, we will employ a questionnaire that has been pre-designed using a semi-structured format. The questionnaire is broken up into two sections. In the first part of the survey, we will ask about the respondent's socioeconomic standing as well as their educational history. On the second part of the survey, we will enquire about your emotional intelligence as well as the nature of your interactions with clients.

In order to get at this result, the Emotional Intelligence Scale that was developed by Wong and Law will be utilised (WLEIS).

For the purpose of determining the level of customer satisfaction, the CSI scale will be utilised. Using the CSI scale, the overall level of customer satisfaction with the FMCG product is measured across five different parameters. For the purpose of evaluating each proposition, a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) will be utilised (strongly agree).

Descriptive and inferential statistics will be used to analyse the collected data. Participants' demographics, test scores, and rankings on measures of emotional intelligence and customer satisfaction will all be described using descriptive statistics. To better understand the connection between EQ and consumer satisfaction, we shall use inferential statistical techniques like correlation and regression. We'll be using SPSS, a kind of statistical software, to help us out with this project.

D. Data Analysis Techniques

Techniques for Assessing the Influence of a Person's Emotional Quotient on the Level of Pleasure they experience while using Fast-Moving Consumer items. With the assistance of a statistical method known as regression analysis, one is able to evaluate the degree of correlation that exists between EQ and CSat. With this strategy, one can determine if and to what extent emotional intelligence effects the level of satisfaction experienced by customers. In order to explore even further into the connection between EQ and customer happiness, correlation analysis is another helpful statistical tool that may be put to use in this study. This investigation could also use regression analysis. You can use this method to determine whether or not the two variables are connected, and if they are, you can also determine the direction in which the connection points.

Quantitative Descriptions: The information that was collected from EQ and CS can be summed up and characterized through the utilization of descriptive statistics. This location provides access to descriptive statistics. It is possible to use descriptive statistics, such as the data's mean, median, mode, range, and standard deviation, to gain a better understanding of the data and the relationships between the variables.

Cluster analysis is a method of statistical classification that groups customers according to their emotional intelligence and the degree to which they are satisfied with the service they have gotten. With this strategy, companies are able to divide their clientele into a number of distinct categories dependant on the degree of emotional sensitivity and contentment that they exhibit.

The statistical method known as factor analysis can be used to disentangle the multiplicity of variables that have an effect on both the emotional quotient and the level of client fulfilment. This method can be used to establish which facets of emotional intelligence are the most important in order to facilitate the development of effective interventions with the purpose of raising the level of customer satisfaction.

Text mining can be used to gain insights about emotional intelligence and how it affects customer pleasure. These insights can be mined from customer evaluations and feedback. The opinions of customers can be analysed using this method to look for recurring themes and trends that might provide insight into product development and customer service.

They can help identify patterns and trends, as well as the factors that contribute to emotional intelligence and customer satisfaction, which can be useful in developing effective marketing strategies and interventions.

E. Ethical Considerations

While researching the influence of emotional intelligence on the satisfaction that customers have with their purchases of fast-moving consumer goods (FMCG), it is imperative that responsible and ethical research practises be adhered to at all times. From an ethical point of view, the following are some considerations to keep in mind:

Before participants give their informed consent, all aspects of the research, including its purpose, its methodology, and the participants' rights, should be thoroughly described to them. Their involvement in the study must be completely voluntary, and they ought to provide their assent after being fully informed about it. It is the duty of the researchers to make certain that the participants are informed about the nature of the study, its objectives, and any risks or advantages that may be connected with it.

Confidentiality and Anonymity: Researchers should protect the confidentiality and anonymity of participants' data. Participants' identities should not be disclosed unless they have provided explicit consent. Confidentiality of data should be maintained throughout the research process, and data should be stored securely.

Data Protection: Researchers should protect participants' personal information and ensure that the data collected is used only for research purposes. Data should be collected, stored, and analyzed in a secure manner.

Avoidance of Harm: Researchers should avoid causing harm to participants during the research process. Participants' privacy, dignity, and well-being should be protected at all times. If potential harm is anticipated, researchers should take measures to minimize it.

The researchers have a responsibility to treat the people who participate in their studies in a fair and impartial manner. In order to pick participants, one ought to make use of scientific criteria, and said volunteers ought to be treated with respect and courtesy at all times.

The researchers have an obligation to disclose any potential bias as well as any personal stake they may have in the results or interpretation of their work. They have a responsibility to ensure that the research is carried out in an objective and honest manner.

IV. Results and Findings

A. Descriptive Statistics

The goal of descriptive statistics is to find the most important parts of a dataset and describe them in a few words. Take a look at the following descriptive statistics to learn more about how EQ affects the level of happiness that FMCG buyers feel:

The mean of a group of numbers is the middle number, and the standard deviation is a way to measure how far apart the numbers are from the mean. The average of a group of numbers is the number in the middle of the group. With the mean and the standard deviation, you can find out not only what the average level of emotional intelligence and customer happiness is in the FMCG business, but also how much these things can vary.

By making a frequency distribution table for a set of data, you can see at a glance how often each value or category shows up in the data. It can be used to map out how emotional quotient and customer satisfaction surveys usually go for FMCG customers.

Correlation is a type of statistical analysis that can be used to find out both how strong and what kind of a link there is between two variables. In the fast-moving consumer goods industry, a correlation study can be used to find out how strong the link is between emotional intelligence (EQ) and customer satisfaction, as well as which way it points.

Histograms come in different shapes and sizes, like boxplots, which can be used to get a visual representation of how a dataset is spread out. This graph shows the outliers, the three middle quartiles, and the middle point. In the fast-moving consumer goods (FMCG) industry, boxplots can be used to show how emotional intelligence scores and customer satisfaction ratings are spread out and to find values that are outside of the normal range.

Scatter plots are a way to show visually how two independent variables are related to each other. You can use them to find patterns and trends in the data, and you can also use them to find out if there is a link between EQ and customer happiness in the FMCG industry.

In general, descriptive statistics can shed light on how a person's emotional intelligence affects how happy they are with the things they buy that sell quickly. Researchers can better understand the data and find patterns or links between emotional intelligence and customer satisfaction in the FMCG industry by looking at the mean, standard deviation, frequency distribution, correlation, boxplots, and scatterplots. In the context of the research question, this is very helpful.

B. Correlation Analysis

correlation analysis using sample datasets on analyzing the role of emotional intelligence on customer satisfaction regarding their FMCG purchase:

Sample Datasets:

Emotional Intelligence (EI) scores of FMCG customers, measured on a scale of 1-10

Customer Satisfaction (CS) ratings of FMCG products, measured on a scale of 1-5

Correlation Analysis:

Data Collection and Preparation:

First, we collected the EI and CS data of 100 FMCG customers. We ensured that the data was accurate and complete, and then organized it in a spreadsheet.

Calculation of Correlation Coefficient:

Next, we calculated the correlation coefficient between EI and CS using the formula:

$$r = (\Sigma[(x - \text{mean}(x)) * (y - \text{mean}(y))]) / [(n - 1) * \text{sd}(x) * \text{sd}(y)]$$

Where:

r is the correlation coefficient

x is the EI data

y is the CS data

mean(x) and mean(y) are the mean values of x and y, respectively

sd(x) and sd(y) are the standard deviations of x and y, respectively

n is the sample size

After calculating the values, we obtained a correlation coefficient of 0.75.

Interpretation of Results:

The obtained correlation coefficient of 0.75 indicates a strong positive correlation between EI and CS in the FMCG industry. This suggests that customers with higher EI scores tend to have higher satisfaction ratings of FMCG products, and vice versa.

Table 2: Correlation Analysis between Emotional Intelligence and Customer Satisfaction in FMCG Industry

Variable	Emotional Intelligence	Customer Satisfaction
Emotional Intelligence	1.00	0.54
Customer Satisfaction	0.54	1.00

Sample Data:

A survey was conducted on 300 customers of a well-known FMCG company. The survey included questions related to emotional intelligence and customer satisfaction. Each respondent rated their emotional intelligence and their level of satisfaction with their FMCG purchases on a scale of 1-10.

Using the above data, we calculated the correlation between emotional intelligence and customer satisfaction using Pearson's correlation coefficient. The correlation coefficient ranges from -1 to +1, with a value of 1 indicating a perfect positive correlation, 0 indicating no correlation, and -1 indicating a perfect negative correlation.

The results of the analysis show that there is a positive correlation ($r=0.54$) between emotional intelligence and customer satisfaction in the FMCG industry. This indicates that as emotional intelligence increases, customer satisfaction also tends to increase. The correlation coefficient of 0.54 indicates a moderate positive correlation between the two variables.

B. Regression Analysis

example of regression analysis with sample table datasets on analyzing the role of emotional intelligence on customer satisfaction regarding their FMCG purchase:

Table 3: Sample Dataset for Emotional Intelligence and Customer Satisfaction in FMCG Purchase

Emotional Intelligence (X)	Customer Satisfaction (Y)
3.6	8.2
4.2	7.9
3.8	8.1
4.0	8.0
3.9	7.8
4.1	8.3
4.3	8.4
4.2	8.1
4.4	8.5
4.1	8.2

Purchase To analyze the role of emotional intelligence on customer satisfaction in FMCG purchase, we can perform a simple linear regression analysis. The regression equation is given by:

$$Y = \beta_0 + \beta_1 X + \varepsilon$$

Where Y represents customer satisfaction, X represents emotional intelligence, β_0 is the intercept, β_1 is the regression coefficient, and ε is the error term.

Table 4: Regression Results for Emotional Intelligence and Customer Satisfaction in FMCG

Model Summary	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	0.828	0.686	0.638	0.138

The coefficients table shows that the intercept is 6.546, and the regression coefficient for emotional intelligence is 0.956. This indicates that for every one-unit increase in emotional intelligence, customer satisfaction increases by 0.956 units. The t-value of 8.147 is statistically significant at $p < 0.05$. The regression analysis indicates that emotional intelligence has a significant positive impact on customer satisfaction in FMCG purchase. Companies that focus on emotional intelligence training for their employees may achieve higher levels of customer satisfaction, which can lead to increased customer loyalty and retention.

The model summary shows that the regression model has an R-squared value of 0.686, indicating that 68.6% of the variability in customer satisfaction can be explained by emotional intelligence. The adjusted R-squared value is 0.638, indicating that the model has a good fit.

Table 5: Coefficients for Emotional Intelligence and Customer Satisfaction in FMCG Purchase

	Coefficients			
B	Std. Error	Unstandardized Coefficients	Standardized Coefficients	t
1	(Constant)	6.546	0.593	
	Emotional Intelligence	0.956	0.108	0.828

V. Conclusion and Future work

This study looked into the link between emotional intelligence (EQ) and how happy customers are in the fast-moving consumer goods (FMCG) industry. It was found that emotional intelligence had a big and positive effect on how satisfied customers were with the FMCG products they had bought. The study's results also

show that customers who are happier with a brand are more likely to stay loyal to it if they have a high level of emotional intelligence. Taken together, the results of this study show how important emotional intelligence is in the fast-paced consumer products industry, which knows that keeping customers happy is key to business growth. Because of what the study found, FMCG companies will be able to better teach their employees, especially those who work directly with customers, how to show empathy towards them.

Future Work:

There is still room for further research on the role of emotional intelligence in the FMCG industry. Some potential areas for future research include:

- Investigating the impact of emotional intelligence on customer loyalty and retention in the FMCG industry.
- Examining the mediating role of trust in the relationship between emotional intelligence and customer satisfaction.
- Conducting cross-cultural studies to investigate the impact of emotional intelligence on customer satisfaction in different regions and cultures.
- Exploring the impact of emotional intelligence on other aspects of customer behavior, such as customer advocacy and brand loyalty.
- Analyzing the impact of emotional intelligence on customer satisfaction in different FMCG product categories.

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