

THE ROLE OF GRIT AND EMOTIONAL INTELLIGENCE IN MANAGING SOLDIER'S STRESS: IMPLICATION FOR MARKETING APPROACHES

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ABSTRACT

The research examines the link within grit, occupational stress and emotional intelligence. Occupational strain and its consequences are growing in numerous ways almost every occupation has its challenges. Militaries experience precarious circumstances on daily basis, which could increase uncertainty of life amid them, so both corporeal and the psychological conditions plays a crucial role for them. The study aims to review these psychological factors which could help individuals in various ways. Occupational stress is linked to employees' emotional happiness, physical health and job routine, it has turned out to be a main area of concern. Grit is desire and persistence for long-term and meaningful goals and emotional intelligence talks about one's capability to identify, use and accomplish their feelings in an optimistic way. The quantitative research aims to see the connection between grit, occupational stress and emotional intelligence, for that three scales were employed: Short grit scale, occupational stress index and emotional intelligence scale. The data was gathered by online survey from 100 militias (sepoy and lance naiks) posted in peacekeeping areas (3 to 10 years of service). The finding of this research has practical implications for Indian armed soldiers, grit came out as an important variable among soldiers.

Keywords: Grit, Emotional intelligence, Occupational stress, Soldiers, Marketing strategies.

INTRODUCTION

Stress usually comprises the emotional, physical and intellectual reactions to a change and it is widespread, everyone's experience of stress differs from one another. Individuals face different kinds of stresses, one of them is occupational stress, which is associated with one's profession and it's an enduring condition. Numerous job-related stressors undesirably affect the routine work and happiness of the workers (Kang, 2005), subsequently, they occur in each organization, however, their unit may fluctuate from profession to profession and individual to individual (Gignac, et al., 1997). There could be several reasons for occupational stress some of them are; bad supervision techniques, lack of self-sufficiency, work-life balance and workplace struggles. High occupational stress might cause mental health issues such as unhappiness, nervousness, edginess and personality disorders as well as workplace stress is growing rapidly and encouraging mental stress amid workforces (Landbergis, 2003). Also, the strain can become the main reason behind lack of proficiency, can cause numerous health problems and other occupational problems (Mustafa, et al., 2015). Military life has never been an easy one, soldiers always face stimulating and significant situations. There are rigidities among the defense force and in its virtuously military culture. This study addresses the critical need to identify protective factors that bolster soldiers against the multifaceted risks inherent in military life. In the present study subsequent psychological attributes are taken into consideration as defending factors for combating risk aspects: Emotional intelligence: States one's capability to identify, use as well as accomplish their mental and emotional state in an optimistic way

so the person can resolve conflicts and overcome encounters (Bar-On, R., et al., 2006). The skills constitute regulation of one's behaviour, mindfulness, motivation, interpersonal skills, understanding, managing relationships and self-development. As per Mikolajczak and Roy people who have higher level of emotional intelligence they are better equipped to handle demanding situations and comprises good mental health. Grit: "GRIT is longing and willpower for achieving long-term and meaningful goals" (Duckworth, 2007). We can also say that it's the capacity to do those things you are passionate about and persevere when dealing with any problem. Without grit, talent may be nothing more than an unmet potential, as grit is generally productive and meaningful overall (Deci, et al., 2000). Grit is a unique aspect which is a significant in military surroundings as it helps to minimize stress (Shulman, et al., 2014).

Occupational stress has developed as the foremost area of concern among soldiers and some studies prove that, a study done by Sakshi Sharma in 2015 to assess those factors that cause occupational stress among Indian army soldiers, for this purpose 415 samples were taken. As per findings, soldiers have less control over the work given to them which affects or increases the stressors among Indian army personnel. Another study was done on Naval personnel to assess the occupational stress among naval soldiers, the conclusion found to be that those soldiers who were placed on submarines and crafts were tend to had inferior occupational pressure whereas that personnel who were placed on shores were high on occupational stress (AA Panwar, et al, 2007). As resilience and grit among are distinct concepts but tend to associate well with each other and also helps to reduce occupational stress as well as workplace issues (Meyer, 2020; Maddi et al., 2012). The effects of stress on group working are similarly significant, the group-level stressors can also make an impact on a person and could be the reason for an upsurge in tension or reduction in functioning. Military stress is more of emotional reaction amid soldiers who were under pressure which sometimes affects their group functioning (Bowers, et al, 2013). As per (Foroughan, Hosseini, et al., 2013) acknowledged that individuals, with unexpected or high level of emotional intelligence, seems to have minor or no amount of occupational stress. According to (Pflanz, et al., 2006) study on the US Air Force if problems among colleague soldiers are present then there are more chances of depression and stress among soldiers. Occupational stress and emotional intelligence can help lessen stress while cumulative the quality of healthcare (Hussain, et al., 2023).

Emotional intelligence is the "person's capacity to accomplish one's feelings so that those feelings are articulated efficiently" (Daniel Golmen, 1995). Military fighters perform under stressful situations which create intense sentimental turmoil among them at that time, they have to deal effectively to manage their emotions and thus high emotional intelligence makes militaries resistant to the problems and guides them on how to manage the stressful setups. It has been stated that individuals who are emotionally intelligence perform work in a better way (Bar-On, 2007) he states that persons who have a good amount of emotional intelligence will perform well in contrast to those people who do not have high points on EI measures. Also, emotional intelligence has a positive impact on the physical health of the militias and also has a more positive attitude towards their personalities, which aids in reducing their life tensions (Shahmiri, H., et al., 2016).

A study by Sukumarakurup Krishnakumar in 2019 was done to assess whether work-related emotional intelligence has an impact on the job performances of soldiers for this purpose 152 samples were collected of on-duty military personnel, as per results the work-related emotional intelligence needs a high level of management and synchronization among the soldiers to perform well. The longstanding involvement of high-level stressors may be the central reason for emotional tiredness which has been shown to lower duty commitment and increase income detachment (Cropanzano, et al., 2003).

Exclusive research was done based on a film named "We Were Soldiers" by Elve Oktafiyani, in 2011, the survey was meant to assess emotional intelligence and to find out whether emotional intelligence has any impact on the teamwork of soldiers under the leadership of their seniors. It has been seen that emotional intelligence plays an essential part in the leadership process and it helps to manage reactions, temperaments, also mental states of self and others. As well as emotional stability and grit also adds to

effective leadership and life satisfaction among people (Ain, et al., 2021). It is normally said that people who stay consistent in the direction of their ambitions and have desires to attain them, study by Eric F Buller (2012) on the cadets of the US military academy assessed grit was well at prognosticating higher attainment in academy-related results of armed and physical performance scores, it comes out as a complimentary soothsayer for academic achievements.

Major studies on grit suggest that individuals who score high on the grit scale are supposedly in content with their lives and lead a pretty smooth life. According to a study conducted on 455 adults (Borae Jin, et al., 2017), grit was found to be strongly associated with the well-being of the people which means people with high grit scores tend to stay focused and have higher life gratification with growth mindset which is an important aspect for grit (Dweck, 2006). A study done on cadets (Baumeister et al, 2004) to assess whether grit scores can foretell retention at the time of basic training of cadets, the early basic training takes place during formerly first academic period. As per the assessment, 60% of cadets scored more than one standard deviation and they are more likely to finish the training, this was mentioned in the assessment of self-control score in which one standard deviation above the norm was 50% more likely to persevere. Soldiers who were high on grit were more to be expected to complete the selection course. A study conducted at the Korean Open University to check the effect grit has on the educational achievements of fully-grown women (Mae Hyang, et al., 2018) purpose was in the direction of connection among age, grit, diligence, self-control and school success of the students, results of the study showed that conscientiousness and self-control were correlated completely with aspects of grit but the effects were negative on instability academic with the efforts on perseverance. Combat settings are very challenging and full of quandaries; thus, the soldiers need to handle them efficiently without any commotion. For this purpose, a study was shown to evaluate the effect of grit and resilience on the moral capability of the soldiers in combat experience. As per findings, grittier soldiers have a higher ability to abundantly face war-like situations and guard the combat environment ethically (Vasiliki, et al., 2022).

MATERIALS AND METHODS

The present study aims to use quantitative method for achieving its objectives in an efficient way.

Objectives

- This research explores, the connection among grit, occupational stress and emotional intelligence.
- To see emotional intelligence and grit as a predictor of occupational stress among army personnels.

Hypotheses

- H1. There will be significant relationship amid grit, emotional intelligence and occupational stress among soldiers.
- H2. Emotional intelligence and grit as a predictor of occupational stress among soldiers.

Sample Size and Sampling Technique

A sample size of 100 Army personnel was taken; purposive sampling method has been used and army cantonment was approached for the collection of data.

Inclusion criteria

- Army personnel in peacekeeping area rank sepoy and lance naik.
- Slightest 3 years of service.

Exclusion criteria

- Army personnel in field areas and paramilitary, BSF, CRPF and other defence services.
- More than 10 years of service.

Tools Used

Occupational Stress Index (OSI) (A.P. Singh, et al., 1984): This scale is designed to analyze the amount of stress employees perceive from their job settings. This measure comprises of total 46 items including 28 ‘true keyed’ items and 18 ‘false keyed’ items, all statements evaluated on a five-point scale. Reliability and validity; split half and internal consistency.

Short grit scale (Angela Lee Duckworth, et al., 2009): The eight-item scale is an efficient measure of perseverance and passion for long-term goals. Scoring was calculated on a 5-point Likert scale for questions 2,4,7 and 8 (5,4,3,2,1 point has been assigned) and for questions number 1,3,5 and 6 (1,2,3,4,5 points given). Reliability and validity: internal consistency, test-retest stability, consensual validity and predictive validity.

Emotional Intelligence Scale (EIS) (Hyde, et al., 2002): This scale measures the different dimensions of emotional intelligence there are 34 statements and each of them to be scored on a 5-point scale (strongly agree 5 to strongly disagree 1 point to be given). It has content validity and split-half reliability.

Analysis

Attained data was processed and analyzed using SPSS20. P correlation and regression analysis was applied to get the relationship among grit, emotional intelligence and occupational stress.

RESULTS AND DISCUSSION

After analysing the data, mean, median and standard deviation were calculated on base tallies. Regression analysis and P correlational was castoff to comprehend the connection between grit, emotional intelligence and occupational stress. Following sections presents results and analyses:

- Descriptive statistics and correlation are presented in Tables 1 and 2.
- Model summary is presented in Table 3 and regression in Table 4.

TABLE 1 DESCRIPTIVE STATISTICS						
	N	Range	Min.	Max.	SD	Mean
Grit	100	14	26	40	2.86	32.9
EI	100	71	99	170	15.64	135.93
OS	100	61	75	136	13.86	111.04

	Grit	EI	OS
Grit	1	-	-
EI	0.946	1	-
OS	-0.347**	0.698	1

Note: ** p<0.01 (at 2-tailed)

Model	R	R²	Adjusted R²	F	Sig.
1	0.349	0.122	0.104	6.74	0.002

Note: Predictors; (Constant) EI, Grit

Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. error	Beta		
(Constant)	170.75	18.98		8.99	0
Grit	-1.68	0.46	-0.347	-3.64	0
EI	-0.033	0.084	-0.037	-0.389	0.698

Note: Dependent variable: Occupational stress; predictors: EI, Grit

Table number 1 presents, descriptive statistics for all three variables: Grit, Emotional Intelligence (EI) and Occupational Stress (OS) built on 100 soldier samples. The first variable grit scores range starting 26 to 40 by an average of 32.90 and SD of 2.86, which represents modest variation in grit among soldiers. For the second variable emotional intelligence scores range from 99 to 170 with a mean of 135.93 and a standard deviation of 15.64 showing larger variation in EI tallies. Occupational stress scores range from 75 to 136 with an average of 111.04 and a standard deviation of 13.86 which shows a moderate difference. Pearson correlation was castoff to assess the relationship among three variables as per Table 2 we can see that there is a frail positive correlation between grit and emotional intelligence as they are significant at 0.946 which is higher than the value of 0.005. The correlation coefficient between grit and occupational stress is -0.347 it is significant at level 0.001 (p<0.001) which is indicating a negative correlation between both the variables means grittier people can easily deal with the stress around their work settings. And there was a very weak relationship found amid occupational stress and emotional intelligence (0.698). In Table 3 we can see F is 6.740, p<0.005 which shows significant one predictor is contributing to variance in occupational stress. Multiple regression was smeared to see whether grit and emotional intelligence predict occupational stress among soldiers, as we can see the table number three R square is 0.122 which means variables anticipate a 12% alteration in causing occupational

stress in soldiers, overall, we can see the model is significant at 0.000 that means grit is the predictor of occupational stress but emotional intelligence is not the predictor as the value of EI is superior to 0.005 *i.e.*, 0.698.

This research explores the connection mid grit, emotional intelligence and occupational stress among militias. Furthermore, it also determines if emotional intelligence and grit could predict the level of occupational stress. To explore the relationships, a total sample of 100 soldiers were composed *via* online survey from sepoy and lance naiks with service periods of 3 to 10 years. All the instructions were clarified in the study and three different scales were used to measure the variables: The short grit scale designed by Angela L. Duckworth and Patrick D. Quinn in the year 2009, with eight items. The Emotional Intelligence Scale (EIS) by Hyde, Pethe and Dhar, in 2002, which consists thirty-four statements and the occupational stress index developed by A.P Singh and A.K. Srivastava in year 1984 this scale entails forty-six statements. The accumulated figures were interpreted using SPSS20 software to assess the relationship between the three variables and also to evaluate if emotional intelligence and grit will predict occupational stress among militaries.

First hypothesis trailed that there would be a significant connection between emotional intelligence, grit and occupational stress after the results, as correlation matrix revealed a negative significant association amid grit and occupational stress (-0.347) which states that the higher the grit, lower the occupational stress among soldiers, means that people with high grit tend to stick towards their mission even when the going gets tough. Soldiers also face many tough situations whether it is a peace area or a field area, correlational research indicated that grit plays a role in overall happiness and work-related stress it reduces the harmful effects of occupational stress and reveals that grittier individuals lean towards being happier and gratified in comparison to those people who are less gritty. (Suzuki, Y., Tamesue, D., et. al, 2015). There was no relationship found between grit and emotional intelligence and between emotional intelligence and occupational stress.

The second hypothesis remained that emotional intelligence and grit as a predictor of occupational stress, linear regression was used to review the data as per analysis R square (coefficient of determination) is 0.122 means variables foretell a 12% alteration in affecting occupational stress in soldiers. Presented model is significant at 0.000 which means grit is the predictor of occupational stress, research done at Newcastle University showed similar results as it stated that workplace performance of the employees enhanced and they perform better in their jobs when they have a high level of grit (Haist, J., 2021). However emotional intelligence is not the predictor of the dependent variable as the value for emotional intelligence is 0.698 which is greater than 0.005, the result cannot be applied roughly as the data collection was through self-report measures through online surveys and responses might be socially looked-for. The data was secondary and it was only focused upon two ranks with small size.

Practical Implications

Marketing approaches to reduce occupational stress among soldiers

Stress-relief focused operations

- By giving importance to mental well-being and resilience.
- Promote awareness movements or use significant stories of the soldiers who tackled the stress effectively through accessible resources.

Peer support marketing

- Provide buddy-programs to soldiers in which they can have open conversations with fellow soldiers and also build obstacle-session so they can interact more with seniors and juniors.
- Arrange campaigns promoting the value of collaboration and solidarity in minimizing stress.

Leverage veterans and role models

- Role models and veteran can provide them, their firsthand experience, relatable supervision and personal experience to manage stress which can be helpful for soldiers.
- With mental health influencers can inspire them to seek support like mindfulness and meditation which can reduce the effect of stressful events.

Promoting emotional intelligence and grit

- By marketing emotional intelligence and grit as tools to manage stress can also be impactful for soldiers to take practical steps.
- Plans that help soldiers to enhance and develop resilience and handle emotions can be indorsed for professional accomplishment.

Enhancing soldier's performance and retention

- Active marketing of stress-minimizing resources can easily advance the mental health, the higher self-esteem and the better occupational satisfaction among the soldiers.
- A more attentive and less strained military personnel can handle operations and long-term challenges effortlessly.

Positive reinforcement programs

- Like, encouraging soldiers to take part in stress-minimizing events by rewarding them to improve their mental well-being.
- Providing them inducements such as extra leaves or fitness perks for getting involved in wellness campaigns or staying considerate towards stress management programs.
- Acknowledging militias *via* certificates or awards to boost their self-confidence.
- By building a surrounding where soldiers are inspired to take care of themselves and their work settings.

CONCLUSION

As per the results, a significant negative correlation has been found between grit and occupational stress and grit as the predictor of dependent variable (OS), while emotional intelligence doesn't affect occupational stress in this study.

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