

A Study on Emotional Intelligence and Quality of Work Life Among Employees in Hindustan Unilever Limited, Puducherry

K. Gurumoorthi¹, Dr. S. Pougajendy²

¹MBA Student, Department of management studies (MBA), Sri Manakula Vinayagar engineering college (An autonomous Institution), Madagadipet, Puducherry-605107.

²Professor, Department of management studies (MBA), Sri Manakula Vinayagar engineering college (An autonomous Institution), Madagadipet, Puducherry-605107.

ABSTRACT

This study research investigates the interplay between emotional intelligence (EI) and the quality of work life (QWL) among employees in Hindustan Unilever Limited (HUL). This study makes the comprehensive understanding of the emotional intelligence levels and perceptions of work life quality among HUL employees. By elucidating the impact of emotional intelligence on various facets of the work environment, including job satisfaction, work-life balance, and interpersonal relationships, the research aims to offer actionable recommendations for enhancing both emotional intelligence and the quality of work life within HUL and potentially serve as a model for other organizations. This study may also offer practical recommendations for organizational interventions aimed at enhancing emotional intelligence and thereby improving the overall work experience and well-being of employees.

Keywords: Emotional intelligence, Quality of work-place, Employee well-being, Job satisfaction, Employee Relations, Work life balance.

1. INTRODUCTION

Emotional Intelligence (EI) has emerged as a critical factor influencing various aspects of professional life, particularly in the context of workplace dynamics. Employees' ability to understand, manage, and leverage emotions not only impacts their individual performance but also significantly contributes to the overall quality of work life within an organization. The quality of work life is a multifaceted concept encompassing various dimensions such as job satisfaction, work-life balance, organizational culture, and interpersonal relationships. Understanding the role of emotional intelligence in shaping these dimensions is crucial for both employees and organizations seeking to enhance productivity, job satisfaction, and overall workplace harmony. The quality of work life is a multifaceted concept encompassing various dimensions such as job satisfaction, work-life balance, organizational culture, and interpersonal relationships. Understanding the role of emotional intelligence in shaping these dimensions is crucial for both employees and organizations seeking to enhance productivity, job satisfaction, and overall workplace harmony.

As organizations increasingly recognize the importance of fostering a positive and emotionally intelligent work culture, this study can serve as a guide for HUL and similar enterprises in devising

interventions and policies aimed at promoting emotional intelligence among their workforce.

OBJECTIVES OF THE STUDY

- To find out the barriers in emotional intelligence at work life.
- To find out awareness level of employees on emotional intelligence.
- To find the measure to improve emotional intelligence and enhance performance of workers.
- To find out work related factors that interfere with personal life.
- To identify the quality of work life of employees in the organization.

2. REVIEW OF LITERATURE

MacInnes (2005) based on review of evidence from the British Social Attitudes Survey, 2002, explores the myth regarding the reduction of working hours in order to enhance work-life balance. The author asserts that work-life policies designed for the reduction of working hours are of particular interest to workers with family responsibilities. However workers in Britain report that the kind of time-stress bought in by “long hours culture” has little relationship between workers family situation and preferences for working few hours. Families with responsibilities and young children may not be in a position to work for shorter hours as they need the income to support their families that only substantial working hours bring. On the contrary workers with no family responsibilities have the option to swap income or career progression for increased leisure time.

Caster et al (2004) explores the features that influence supervisor’s decision to refer subordinates to work-family programs. The study reveals that program awareness and instrumentality perceptions contributed individually to predicting the frequency of supervisors referrals to work-family programs. Supportive attitudes also predict referrals, but only through their shared relationships with instrumentality perceptions.

Sharma et al. (2016) in the study stated that when employees experience hard working conditions, work life balance initiatives uphold their satisfaction, particularly those who are working at health care organizations mainly hospitals.

Goodwin and Richards (2017) in their study discovered that those who are not supported by work- life balance activities recorded high level of dissatisfaction, and their determination to leave the job increased. This study states the importance of the work life balance in increasing the quality of work life of employees to increase their efficiency in their work environment.

3. RESEARCH METHODOLOGY

It is the specific procedures or techniques used to identify, select, process, and analysis information about a topic. It is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives. Methodology is the study of research methods, "a contextual framework for research, a coherent and logic scheme based on views, beliefs, and values that guides the choices researchers.

DESCRIPTIVE RESEARCH DESIGN

It is a type of Research Design that aims to obtain information to systematically describe a phenomenon, population. A Descriptive Research Design can use a wide variety of Research methods to investigate one variable. In this Study "Descriptive Research Design" is used.

4. DATA ANALYSIS AND INTERPRETATION

ONE WAY ANOVA

The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of three or more independent (unrelated) groups. Let us look into the one-way Anova formula: $F = MSB/MSW$ In this formula, F = coefficient of Anova , MSB = Mean sum of squares between the groups , MSW = Mean sum of squares within groups. The test formulates a null hypothesis and an alternative hypothesis. The null hypothesis states that all population means are equal, whereas the alternative hypothesis states that at least one population mean will vary from others.

TABLE: 1 SHOWING ONE WAY ANOVA ANALYSIS

ANOVA					
Training and Development Opportunities.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.448	3	0.816	0.723	0.541
Within Groups	112.936	100	1.129		
Total	115.385	103			

INFERENCE

From the above table, it is inferred that there is no significant differences between Efforts& opportunities and Training & development.

CHI SQUARE

It is one of the simplest and most widely used non-parametric tests, in statistical work. The quantity describes the magnitude of discrepancy between theory and observation. (i.e.. with the help of X² test we can know whether a discrepancy between theory and observation can be attributed to chance or whether it results from the inadequacy of the theory to fit the observed facts. The formula for computing chi-square is as follows,

$$X = \Sigma (OE)/E.$$

TABLE: 2 SHOWING CHI- SQUARE ANALYSIS

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.820a	9	0.994
Likelihood Ratio	2.38	9	0.984
Linear-by-Linear Association	0.996	1	0.318
N of Valid Cases	104		

a 7 cells (43.8%) have expected count less than 5. The minimum expected count is .54.

INFERENCE

From the above table, it is inferred that, based on the given data, there is no statistically significant evidence of an association or linear trend between the categorical variables.

REGRESSION ANALYSIS :

Regression is defined as a statistical method that helps us to analyze and understand the relationship between two or more variables of interest. The process that is adapted to perform regression analysis helps to understand which factors are important, which factors can be ignored, and how they are influencing each other.

$$Y = MX + b$$

TABLE: 3 SHOWING REGRESSION ANALYSIS

		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
Model		B		Beta		
1	(Constant)	4.09	0.278		14.723	0
	Implement better policies	-0.182	0.069	-0.253	-2.64	0.01
a	Dependent Variable: Work demands					

INFERENCE

From the above table, it is inferred that there is evidence of a statistically significant negative association between "Implement better policies" and the dependent variable "Work demands".

5. FINDINGS

ANOVA

(Ho): There is no significant difference between "Efforts & Opportunities" and "Training & Development."

(Ha): There is no significant difference between "Efforts & Opportunities" and "Training & Development."

RESULT: It is inferred that there is no significant differences between Efforts& opportunities and Training & development.

REGRESSION

(Ho): There is no relationship between the independent variable "Implement better policies" and the dependent variable "Work demands" in the population.

(Ha): There is a relationship between the independent variable "Implement better policies" and the dependent variable "Work demands" in the population.

RESULT: it is inferred that there is a significant negative association between "Implement better policies" and "Work demands."

CHI-SQUARE

From the above table, it is inferred that, based on the given data, there is no statistically significant evidence of an association or linear trend between the categorical variables.

6. CONCLUSION

The present study explored the intricate relationship between Emotional Intelligence (EI) and Quality of Work Life (QWL) among employees at Hindustan Unilever Limited, Puducherry. The findings indicate a positive correlation between employees' emotional intelligence and their quality of work life. Employees who demonstrate higher levels of emotional intelligence tend to experience a better quality of work life, fostering a positive work environment. The identified correlations emphasize the potential benefits of incorporating emotional intelligence development initiatives into the organizational framework, fostering a more positive and productive workplace.

7. REFERENCE

1. Goleman, D. (1995). *Emotional Intelligence: Why It Can Matter More Than IQ*. Bantam Books.
2. Salovey, P., & Mayer, J. D. (1990). Emotional Intelligence. *Imagination, Cognition, and Personality*, 9(3), 185–211.
3. Brackett, M. A., Palomera, R., Mojsa-Kaja, J., Reyes, M. R., & Salovey, P. (2010). Emotion-regulation ability, burnout, and job satisfaction among British secondary-school teachers. *Psychology in the Schools*, 47(4), 406–417.
4. Mayer, J. D., Salovey, P., & Caruso, D. R. (2002). Mayer-Salovey-Caruso Emotional Intelligence Test (MSCEIT). Multi-Health Systems.
5. Greenhaus, J. H., & Beutell, N. J. (1985). Sources of conflict between work and family roles. *Academy of Management Review*, 10(1), 76–88.
6. Walton, R. E. (1973). Quality of Work Life: What is it? *Sloan Management Review*, 15(1), 11–2