

A Study on the Emotional Intelligence of Employees in the Textile Industry

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ABSTRACT

In today's scenario most of the employees are working under highly stressful environment. Thus emotional intelligence is an important aspect as it is necessary to understand how the employees handle their job in an emotionally stable manner. The study has been undertaken to understand the impact of emotional intelligence among the employees of textile industry. The emotional intelligence of employees is analysed on the basis of five key elements which are self-awareness, self-regulation, motivation, empathy and social skills. For the very purpose of the study, the employees from sales department of three reputed outlets in Kottayam District, Kerala are studied using a structured questionnaire.

1. Introduction

Emotional intelligence (EI) is the ability to identify and manage your own emotions and the emotions of others. It is generally said to include three skills: emotional awareness; the ability to harness emotions and apply them to tasks like thinking and problem solving; and the ability to manage emotions, which includes regulating your own emotions and cheering up or calming down other people. **Cooper** (1996) defines emotional intelligence as the ability to sense, understand and

effectively apply the power and acumen of emotions as the source of human energy, safe information, trust, creativity and influence.(PURI, 2018)

According to **Daniel Goleman** an American psychologist who helped to popularize emotional intelligence, there are five key elements to it:



According to **Michael Akers** and **Grover Porter**, the Explanation to the five key elements of EI;

1. **Self-awareness.** The ability to recognize an emotion as it “happens” is the key to EI. Developing self-awareness requires tuning in to true feelings.
2. **Self-regulation.** How long an emotion will last by using a number of techniques to alleviate negative emotions such as anger, anxiety or depression, Self-control.
3. **Motivation.** To motivate for any achievement requires clear goals and a positive attitude. Although may have

a predisposition to either a positive or a negative attitude, with effort and practice learn to think more positively.

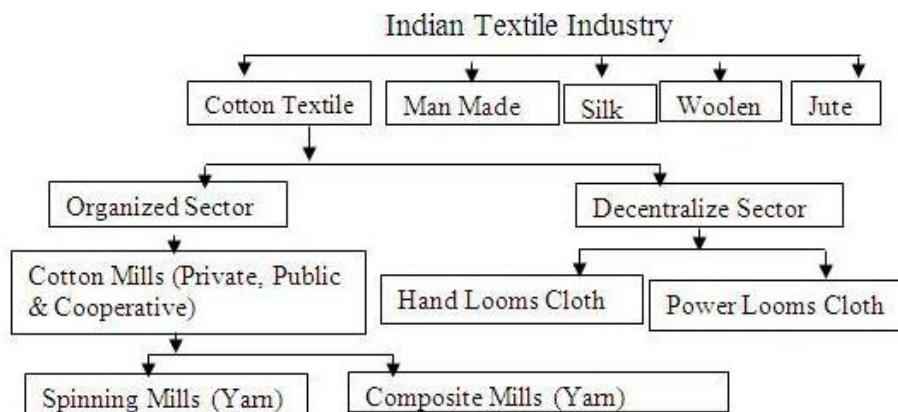
4. **Empathy.** The ability to recognize how people feel is important to success in your life and career.
5. **Social skills.** The development of good interpersonal skills is tantamount to success life and career. Thus, “people skills” are even more important now because you must possess a high EI to better understand,

empathize and negotiate with others in a global economy.

Emotional Intelligence constitutes three psychological dimensions: emotional sensitivity, emotional maturity and emotional competency, which motivate an individual to recognize truthfully, interpret honestly and handle tactfully the dynamics of human behaviour.(Porter, 2018)

Textile Industry is one of the largest and oldest industries in India. It is a self-reliant and independent industry and has

great diversification and versatility. The textile industry can be broadly classified into two categories that is organized sector and unorganized decentralized sector. The textile industry which involves the sections like research, design, development, manufacturing and distribution of textiles, fabrics and clothing. Nowadays, the textile industry is a global phenomenon comprised of every business involved in the developing, producing, manufacturing, and distribution of textiles. Now it is also a very complex industry.



The phenomenal growth of textile industry in India has been striking features in the economic development of the country since independence. It has contributed to the overall growth of the country in terms of Gross Domestic Product (GDP), employment generation and export. It has acquired a prominent place in the socioeconomic development of the country during the past four and a half decades .Performance of the textile sector, which forms a major part of industrial sector, has therefore got direct impact on the growth of the national economy. Indian textile industry contributes about 14% to industrial production, 4% to country's GDP and 17% to country's export earnings. Provides direct employment to over 35 million people. The textile industry of India also contributes nearly 14% of the total industrial production of the country. It is the largest provider of employment after agriculture.

For conducting the study we researchers chose three reputed outlets of textile industry from the Kottayam Dist.Kerala. India which are Mahalekshmi Silks, Pulimoottil Silks and Narmada Textiles respectively.

Mahalekshmi Silks Private Limited is a Private incorporated on 09 October 2013. Mahalekshmi Silks is also known as THE GENUINE SILK PEOPLE. They provide a whole new experience of shopping with, mesmerizing designs, magnificent colors, magnetic selections, masterly finish and above all minimum price which makes Mahaleskhmi Silks a matchless brand in Textile Industry. Catering to the evolving trends and discerning customers taste, an exclusive and exquisite collection of the sarees and other dress materials are showcased. They provide a variety of women's, men's and kids apparel.

The History of **Pulimoottil Silks** is a long saga of Tradition, Diversification and Innovation. The beginning of the journey

dates back to 1924 when Sri. Chacko Ouseph founded Pulimoottil Silks, then known as Pulimoottil Silk House, offering Apparels, Grocery and Spices at Market road, Thodupuzha. Keeping to this long tradition of commitment to consumers, Silk Wear with the Silk Mark certification (the standard authentication for pure silk) is available at the Kottayam, Thodupuzha and Thrissur showrooms of Pulimoottil Silks. The unique collection of wedding silk sarees has always put Pulimoottil Silks on a matchless footing; with a sheer blend of beauteous designs and pure clothing material that makes for a priceless collection. With respect to the varying consumer tastes, showrooms of Pulimoottil Silks have sections dedicated to separate styles and modes of dressing up. The Churidar division having many a trendy design in brilliant shade and colours is just such an instance.

Narmada Textiles has been in the business of fashion for over years and with the decades of experience and hard work they have gotten really good at what they do. Over the Decades, Narmada has earned and become a house hold name for the best and finest clothiers in Kottayam- having favourite family life style department store with the blend of relaxed ambience of shopping experience, with the Traditional hospitality, personal service; especially at the flagship department store unveils the finest array of Wedding Silks, Designer Sarees, Ethnic Sarees, Casual Sarees, Dress Materials, Branded Ready Made Garments of all ages and Accessories, Household Furnishings, Indian Traditional.

2. Scope of the Study

- Scope of the study could give the projected scenario for a new successful strategy with a proper implementation plan. Whatever scope is observed in this project will be helpful to know the

relation between the emotional intelligence and the performance of the employees.

- Since the study was conducted among a limited sample size of 75 employees from the 3 outlets of Kottayam District, this study is not generally applicable for a broader approach.
- The scope for the organization whose employees, if they are lacking in their performance due to low-level of emotional intelligence, they can help their employees to increase their emotional intelligence. The study can be helpful to know why some employees are outstanding performers while others are not. On the basis of these results, the organization can choose a strategy and actions to improve the performance of their employees. The study is purely based on primary data and secondary data to get proper understanding about this concept.

3. Objectives of the study

1. To identify the level of self-awareness among employees.
2. To identify the loyalty of employees towards customers.
3. To identify the ability of employees to sense how colleagues/subordinates feel.
4. To analyze the skill of an employee to perform a job.
5. To analyze how the emotional intelligence of an employee influences the team effectiveness.

4. Research Methodology

The research design used for the study is ‘**Descriptive and Diagnostic Research Design**’.

A descriptive study is one in which information is collected without changing the environment (i.e., nothing is manipulated). It is used to obtain information concerning the current status of the phenomena to describe “what exists” with respect to variables or conditions in a situation.

A study conducted to determine the frequency of occurrence of an event or its association with something else is called diagnostic study. Research concerning association of variables is diagnostic research.

Method of Data Collection

5. Data Analysis and Interpretation

1. Table showing the percentage of employee’s opinion on level of self-awareness.

Options	STRENGTHS & ABILITIES			GOALS & VALUES			PERFORMANCE			RECOGNITION			MENTALITY		
	M	N	P	M	N	P	M	N	P	M	N	P	M	N	P
STRONGLY AGREE	32%	28%	44%	28%	36%	17%	28%	16%	32%	20%	16%	20%	36%	20%	24%
AGREE	48%	52%	40%	52%	44%	7%	28%	64%	52%	60%	64%	76%	28%	32%	36%
NEUTRAL	12%	16%	16%	16%	20%	NIL	24%	16%	4%	12%	16%	4%	8%	20%	32%
DISAGREE	8%	4%	NIL	4%	NIL	4%	16%	4%	NIL	8%	4%	NIL	16%	28%	4%
STRONGLY DISAGREE	NIL	NIL	NIL	NIL	NIL	NIL	4%	4%	NIL	NIL	4%	NIL	12%	NIL	4%

Primary data

Well-designed structured questionnaire.

Secondary data

Here the instrument used to collect secondary data is through internet, books and from the official websites of the respective organizations.

Data Collection Instrument

Closed or structured questionnaire

The structured questionnaire was prepared in such a way that it was effective in collecting relevant information regarding the topic chosen for the project. The questionnaire consists of 30 questions which are essential for conducting the study.

Population

The population under this study is **892** employees of the 3 outlets.

- PULIMOOTIL SILKS: 312 employees
- MAHALEKSHMI SILKS: 280 employees
- NARMADA TEXTILES: 300 employees

Sampling Technique and Method

- *Non-probability Sampling*

Non-probability sampling is the sample procedure which does not afford any basis for estimating the probability that each item in the population has of being included in the sample.

- *Quota Sampling*

Under this method, the population is divided into groups. Each group has homogeneous units. A quota is fixed for each group with regard to the number of samples to be selected. Sample units are selected from each group using convenience sampling

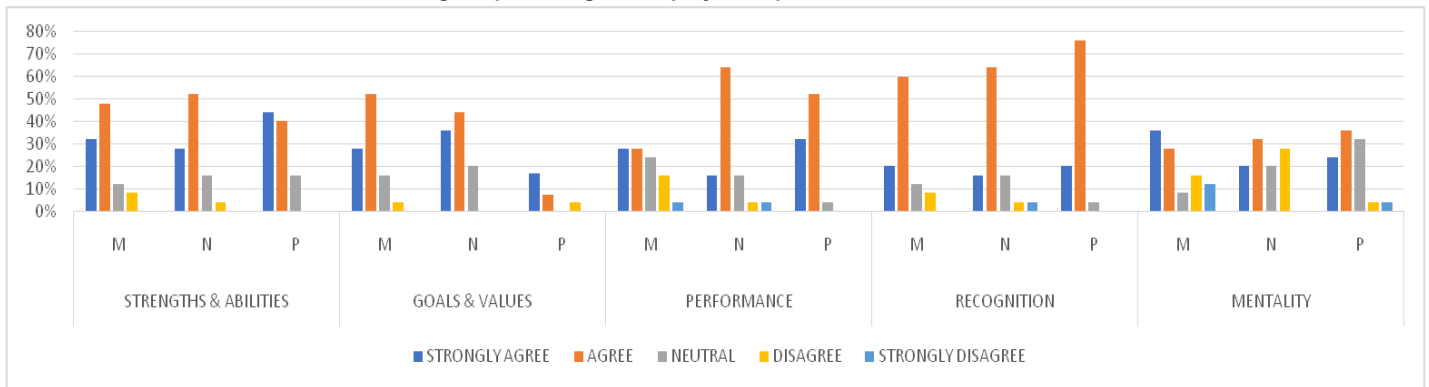
Sampling Tools

Percentage Analysis

Percentage analysis is used to find out the percentage of respondents from the total number of respondents, who responded to each question.

$$\text{Percentage Analysis} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} \times 100$$

1. Chart showing the percentage of employee’s opinion on level of self-awareness.



M- Mahalekshmi Silks, N- Narmada Textiles, P-Pulimoottil Silks

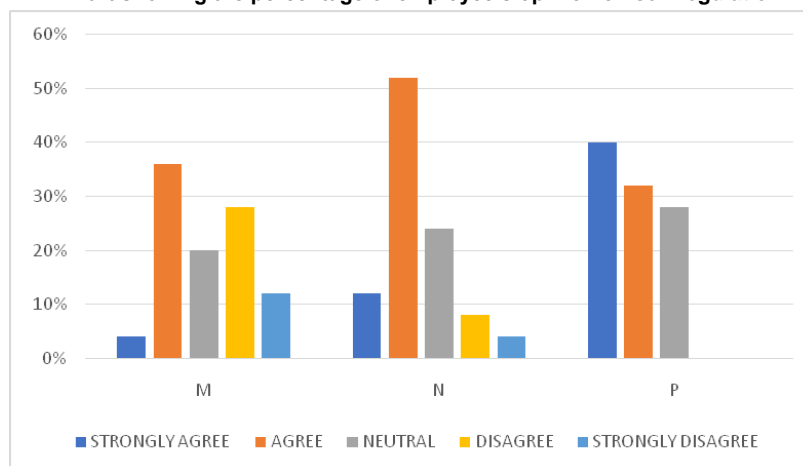
Interpretation

From the above data, majority employees of three outlets **Agrees** that they are aware about their strengths and abilities, goals and values, performance, recognition, mentality and some of them stands for **Disagree**

2. Table showing the percentage of employee’s opinion on self-regulation.

Options	ADAPTABILITY		
	M	N	P
STRONGLY AGREE	4%	12%	40%
AGREE	36%	52%	32%
NEUTRAL	20%	24%	28%
DISAGREE	28%	8%	NIL
STRONGLY DISAGREE	12%	4%	NIL

2. Chart showing the percentage of employee’s opinion on self-regulation.



M-Mahalekshmi Silks, N- Narmada Textiles, P- Pulimoottil Silks

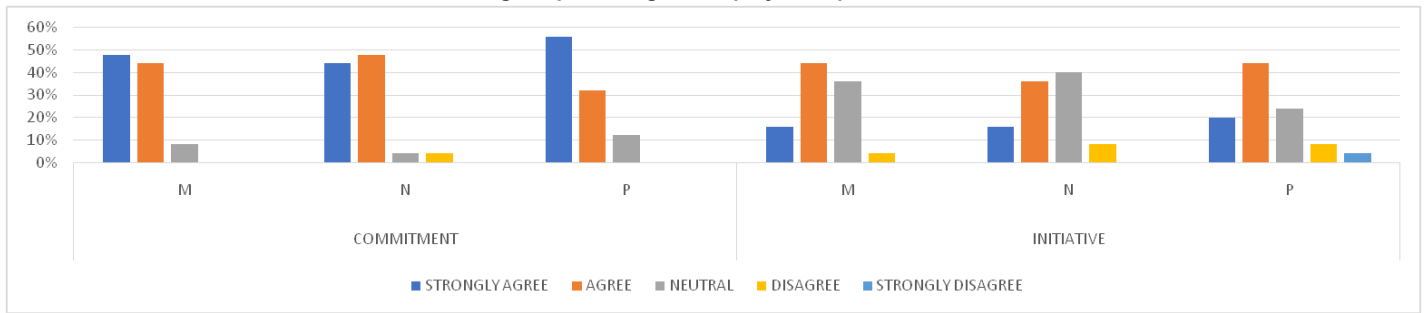
Interpretation

From the above data, majority employees of three outlets **Agrees** that they were self-regulated and 28% employees of Narmada Textiles **Disagrees** that they were self-regulated.

3. Table showing the percentage of employee’s opinion on motivation.

Options	COMMITMENT			INITIATIVE		
	M	N	P	M	N	P
STRONGLY AGREE	48%	44%	56%	16%	16%	20%
AGREE	44%	48%	32%	44%	36%	44%
NEUTRAL	8%	4%	12%	36%	40%	24%
DISAGREE	NIL	4%	NIL	4%	8%	8%
STRONGLY DISAGREE	NIL	NIL	NIL	NIL	NIL	4%

3. Chart showing the percentage of employee's opinion on motivation.



M- Mahalekshmi Silks, N-Narmada Textiles, P-Pulimoottil Silks

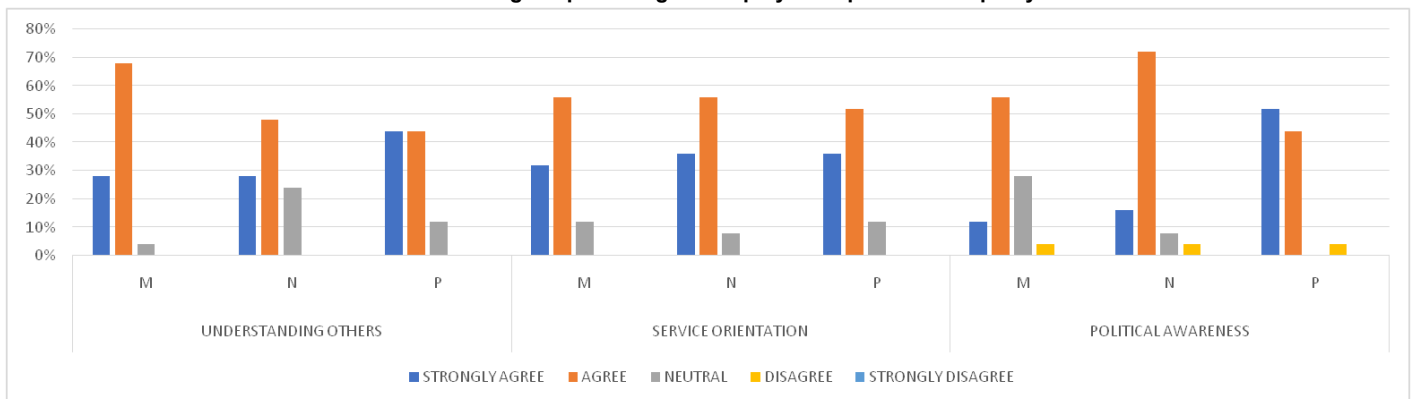
Interpretation

From the above data majority employees of three outlets **Strongly Agree** that they were motivated with commitment and **Agrees** that they were motivated with initiative. None of them states **Strongly Disagree** with commitment and some of them states **Disagree** with initiative.

4. Table showing the percentage of employee's opinion on empathy.

Options	UNDERSTANDING OTHERS			SERVICE ORIENTATION			POLITICAL AWARENESS		
	M	N	P	M	N	P	M	N	P
STRONGLY AGREE	28%	28%	44%	32%	36%	36%	12%	16%	52%
AGREE	68%	48%	44%	56%	56%	52%	56%	72%	44%
NEUTRAL	4%	24%	12%	12%	8%	12%	28%	8%	NIL
DISAGREE	NIL	NIL	NIL	NIL	NIL	NIL	4%	4%	4%
STRONGLY DISAGREE	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL

4. Chart showing the percentage of employee's opinion on empathy.



M-Mahalekshmi Silks, N-Narmada Textiles, P-Pulimoottil Silks

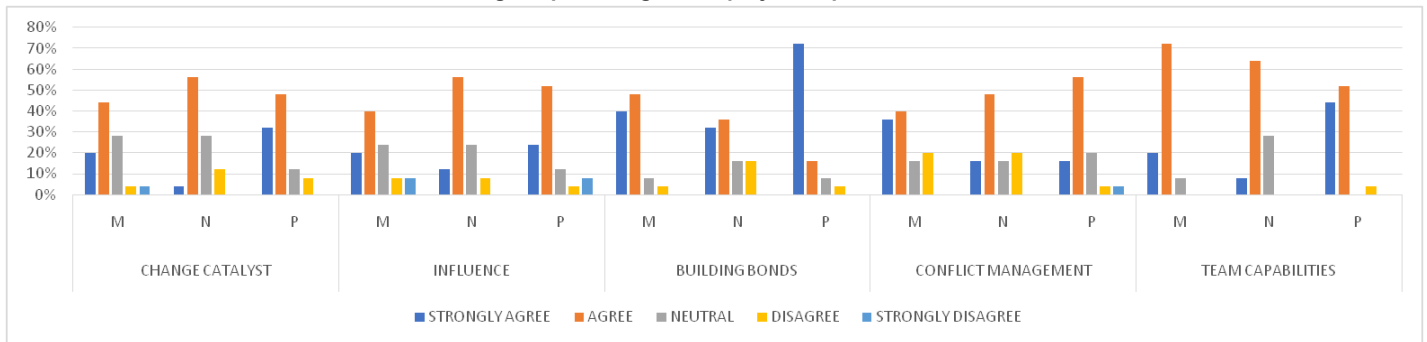
Interpretation

From the above data, majority employees of three outlets **Agrees** as an empathetic person on understanding others, service orientation and political awareness. Few of them states **Disagree**.

5. Table showing the percentage of employee's opinion on social skills.

Options	CHANGE CATALYST			INFLUENCE			BUILDING BONDS			CONFLICT MANAGEMENT			TEAM CAPABILITIES		
	M	N	P	M	N	P	M	N	P	M	N	P	M	N	P
STRONGLY AGREE	20%	4%	32%	20%	12%	24%	40%	32%	72%	36%	16%	16%	20%	8%	44%
AGREE	44%	56%	48%	40%	56%	52%	48%	36%	16%	40%	48%	56%	72%	64%	52%
NEUTRAL	28%	28%	12%	24%	24%	12%	8%	16%	8%	16%	16%	20%	8%	28%	NIL
DISAGREE	4%	12%	8%	8%	8%	4%	4%	16%	4%	20%	20%	4%	NIL	NIL	4%
STRONGLY DISAGREE	4%	NIL	NIL	8%	NIL	8%	NIL	NIL	NIL	NIL	NIL	4%	NIL	NIL	NIL

5. Table showing the percentage of employee's opinion on social skills.



M-Mahalekshmi Silks, N-Narmada Textiles, P-Pulimoottil Silks

Interpretation

From the above data, majority employees of three outlets **Agrees** that they possess social skills such as influence, change catalyst, building bonds, conflict management and team capabilities. Some of them states **Disagree**.

6. Managerial Implications

Majority of the employees of three outlets agrees that they are aware about their strengths and abilities. Some of the employees of three company agrees with their stability of mind. 72% employees of Narmada textiles have the opinion that they are aware of their values and goals. Majority of the employees from Narmada textiles and Pulimoottil Silks agrees that they can recognize the emotions which affect their performance. Average employees of three outlets having an opinion that they can verbally express their emotions without any obstacles. Few employees of the three outlets having an opinion that they are aware about their competitive ability to face negative feedback. Average number of employees has the

ability to take an initiative to communicate and understand their customer's need. Employees are capable of handling situations rationally as well as they have the ability to understand the spoken and unspoken words of the co-workers. Average number of employees has an opinion that they contribute to the achievement of organizational goals. Majority of employees show co-operation and commitment towards their team members. Some of the employees show their likeliness to seek opportunities to fulfil their team's mission.

7. Conclusion

On analyzing the five key elements of EI it can be concluded that majority of the employees from the three outlets have high EI. They are self-aware, self-regulated, motivated, empathetic, and have effective social skills to understand and negotiate with others in a global economy. The study has also helped the authorities of the three outlets to understand the current position of the employees and to help them to improve in the categories where they are showing a downfall.

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