

## The Impact of Emotional Intelligence on Workers' Performance in Tamilnadu's Retail Textile Sector

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### ABSTRACT:

The impact of emotional intelligence (EI) on employee performance has become a crucial field of research in the ever-changing retail textile business. Understanding how people's emotional abilities affect their efficacy in this field has important ramifications for productivity and organizational success. In order to shed light on the complex interactions between emotional aptitude, job effectiveness, and organizational productivity, this study examines the impact of emotional intelligence (EI) on employee performance within the retail textile business in Tamilnadu. 120 respondents from different retail textile companies were surveyed using a cross-sectional research design. The demographics of the sample were balanced in terms of years of experience, education level, age, and gender. The participants' average EI score of 4.3 out of 5 shows that they are very skilled in identifying, understanding, and efficiently controlling emotions. Most said that EI improved work performance. Additionally, statistical analysis showed that EI levels were not significantly impacted by demographic characteristics. EI was found to be strongly positively correlated with both organizational productivity and employee job performance, accounting for 28% and 30% of the variances, respectively, according to hierarchical regression analysis. These results highlight the critical role that emotional intelligence (EI) plays in improving workplace effectiveness in the retail textile sector, underscoring the necessity for firms to give emotional competence top priority through specialized training programs. This study highlights the potential for increased performance and productivity through the development of emotional intelligence among employees, offering practitioners insightful information.

**Keywords:** *Emotional intelligence, retail textile industry, employee performance, organization productivity.*

### INTRODUCTION

In the field of organizational studies, emotional intelligence (EI) has been extensively studied and is acknowledged as a critical predictor of a number of favorable organizational outcomes. Job performance, job happiness, organizational commitment, and organizational citizenship behavior are some of these results. EI includes the ability to control emotions well, which enables people to work together toward shared objectives in a constructive and open workplace. Executives' emotional states have a big impact on their employees. Employees are likely to share a manager's emotional traits, such as excitement, assertiveness, inventiveness, adaptability, patience, humility, and empathy. According to Daniel Goleman, emotional intelligence (EI) is defined as the ability to recognize, generate, access,

and control emotions in order to enhance cognitive and emotional development, understand emotional information, and successfully channel emotions.

Numerous businesses are continually looking for strategies to improve performance without sacrificing cost. Improving staff performance should be the first priority in order to accomplish this goal. Awareness, skills, abilities, and motivation are some of the characteristics that affect performance. Emotional intelligence has become increasingly important in today's dynamic and changing corporate environment. Because it deals with how people perceive, comprehend, manage, and react to emotions, emotional intelligence (EI) has attracted a lot of attention worldwide. It is a unique quality that can significantly influence a number of important outcomes throughout a person's life.

This study explores how employee performance in Tamilnadu's retail textile industry is affected by emotional intelligence (EI). Its goal is to clarify the intricate connection between job competency, emotional intelligence, and total organizational productivity.

## LITERATURE SURVEY

The relationship between emotional intelligence (EI) and how it affects the evaluation, supervision, and outcomes of occupational duties was confirmed in a study by King and Gardner [1]. According to their research, emotional intelligence consists of three main components: the ability to effectively manage one's own emotions (also known as emotional self-management, or ESM); the ability to comprehend and empathize with the emotions of others (also known as understanding others' emotions, or UOE); and the use of emotions in decision-making (also known as using emotions in decision-making, or EDM).

Nelson and Low [4] assert that emotional intelligence is essential for attaining personal achievement, career success, successful leadership, and general life satisfaction. They contend that a person with emotional intelligence is capable of effectively perceiving, understanding, feeling, and expressing human emotions in a constructive and proactive way.

Understanding nonverbal cues like visual communication and facial expressions is frequently required in a variety of situations, such as those covered by Rahim and Malik [5] and Mayer et al. [2]. The capacity to interact with emotions in a way that enhances cognitive processes and thought processes is another essential component of emotional intelligence. Mishra & Mohapatra [3] underlined that the application of emotional intelligence is vital in supporting both managers and employees in detecting and grasping emotions. Through the application of emotional intelligence, individuals can effectively regulate their own emotions and boost their ability to build meaningful connections. Employees, teams, and the organization as a whole all benefit from this.

A model outlining four different aspects of emotional intelligence was presented by Salovey and Mayer [6]. These aspects include the capacity to understand emotions, the ability to control and deal with emotions, the ability to identify emotions, and the ability to use emotions for particular goals. Accurately seeing emotions is the main and fundamental component of understanding them.

## SIGNIFICANCE OF THE STUDY

There are important ramifications for both employers and employees from the study on the impact of emotional intelligence on worker performance in Tamilnadu's retail textile sector. HR specialists, managers, and organizational leaders can gain important insights by comprehending how emotional intelligence affects performance in this particular industry. Companies can adopt focused training and development programs to improve the emotional competencies of their personnel by acknowledging the importance of emotional intelligence. Finding any demographic differences in emotional intelligence also illuminates possible areas for targeted treatment. Additionally, investigating the relationship between job performance, emotional intelligence, and overall organizational efficiency

provides useful methods for improving work conditions and attaining better results. In the end, this study is a useful tool for developing a more emotionally aware and productive staff in the retail textile sector, which would help the business flourish in Tamilnadu..

## **OBJECTIVES OF THE STUDY**

1. To ascertain how employee performance in retail textile enterprises is impacted by emotional intelligence.
2. To determine whether employee demographics affect emotional intelligence.
3. To investigate how employee job performance and overall organizational productivity in the retail textile industry are related to emotional intelligence.

## **PROPOSED METHODOLOGY**

### **Research Design**

In order to collect data from workers in Tamilnadu's retail textile business at a specific point in time, this study would use a cross-sectional research approach. For this study, a cross-sectional design is suitable since it enables data collection from a wide range of participants with different employment titles, demographics, and degrees of experience in the retail textile industry. The study can obtain a thorough understanding of how emotional intelligence affects performance in Tamilnadu's retail textile sector by collecting data from workers at several companies at the same time. Additionally, the cross-sectional technique allows for the simultaneous evaluation of several variables, enabling a more thorough comprehension of the intricate relationships between organizational productivity, job performance, and emotional intelligence in this particular context.

### **Sampling Technique and Sample Size**

Participants will be chosen using a random selection technique. Every employee in the population will have an equal chance of being included in the study thanks to this. The study is to gather information from 120 respondents who are employed by different retail textile companies in Tamilnadu. This sample size will yield enough information for insightful analysis.

### **Data Collection**

The participants' information will be gathered via a standardized questionnaire. Demographic data, an evaluation of emotional intelligence, and inquiries about work performance and organizational productivity will all be included in the questionnaire. The questionnaire's demographic part will collect data on age, gender, years of experience, degree of education, and position. Validated metrics to gauge individuals' levels of emotional intelligence will be included in the questionnaire. This section will assist in comprehending the participants' capacity to recognize, comprehend, and effectively regulate emotions. In addition to self-reporting their job performance, participants will be asked to provide their perceptions of their contribution to the productivity of the company.

### **Analysis of Data**

Both descriptive and inferential statistics will be used to examine the gathered data. The sample's features, such as mean, standard deviation, and frequencies, will be compiled and presented using descriptive statistics. The links and differences between variables will be investigated using inferential statistics including regression analysis and t-tests.

### **Moral Aspects**

Participants' identities and confidentiality will be protected by adherence to ethical standards. Participants will be given the opportunity to leave the study at any time, and informed consent will be acquired.

### Restrictions and potential for further investigation

Administrative staffs were not included in the study's small sample. Future studies should think about enlarging the sample to include a more varied set of workers from different organizational levels. The study's conclusions might only apply to the particular circumstances of Tamilnadu's retail textile sector and might not apply to other sectors or geographical areas. Further research could investigate the connection between different facets of job performance and emotional intelligence. It would also be beneficial to investigate the relationship between emotional intelligence and other performance-influencing characteristics.

## RESULTS AND ANALYSIS

### Descriptive statistics

120 responders from different Tamilnadu retail textile companies made up the sample. The demographic information evaluated is shown in Table 1.

**Table 1: Demographic characteristics**

Demographic Variable		Frequency	Percentage
Age (Mean ± SD)		30.4 ± 5.2	
Gender	Male	60	50%
	Female	60	50%
Education Level	High School	20	16.7%
	Bachelor's Degree	70	58.3%
	Master's Degree	30	25%
Years of Experience	Less than 5 years	40	33.3%
	5-10 years	50	41.7%
	More than 10 years	30	25%

The study's sample demonstrates a few important traits. With a standard deviation of 5.2, the respondents' age range is rather small, with an average age of roughly 30.4 years. This implies an age distribution that is rather uniform. Additionally, the sample's gender representation is balanced, with 50% of respondents being male and 50% being female, guaranteeing that the study's conclusions are not biased in favor of any one gender. The bulk of responders (58.3%) have a bachelor's degree, followed by master's degrees (25%), while only 16.7% have completed high school. This suggests that the sample is reasonably educated, which could have an impact on their individual employment positions and responsibilities in the retail textile industry. Furthermore, the sample is evenly divided in terms of years of professional experience. 33.3% of respondents have fewer than five years of experience, whilst 41.7% have five to ten years. In order to ensure that the study includes perspectives from workers at all phases of their careers, the remaining 25% have more than ten years of experience.

Overall, the sample seems to be typical of Tamilnadu's retail textile industry workforce and diverse. A strong basis for investigating the connections between emotional intelligence, work performance, and organizational productivity in this particular setting is provided by the gender distribution's balance as well as a variety of educational backgrounds and experience levels.

### Emotional Intelligence Levels

A standardized questionnaire was used to assess the participants' emotional intelligence levels in order to determine how well they perceived, understood, and managed their emotions. This assessment covered a number of aspects of emotional intelligence, such as self-awareness, empathy, and emotional regulation. The mean score for emotional intelligence was an impressive 4.3 out of 5, which indicates that, on average, the participants exhibit a robust capability to identify, understand, and

navigate emotions, both within themselves and in others. Additionally, the distribution of scores indicates a generally positive trend in the respondents. Even while some people may have scored somewhat below the average, most people showed a high level of emotional awareness and skill in using emotional insights to make wise decisions. The workforce's potential strength and adaptability within Tamilnadu's retail textile business is shown by their collectively high level of emotional intelligence. It implies that workers in this industry have important interpersonal, self-awareness, and flexibility abilities that can greatly improve job performance and organizational effectiveness.

### **Percentage analysis**

The purpose of the study was to ascertain how employee performance in the retail textile sector is impacted by emotional intelligence (EI). On a scale of 1 to 5, with 1 denoting "Strongly Negative" and 5 denoting "Strongly Positive," participants were asked to rate the impact of EI on their work performance. Table 2 presents the findings.

**Table 2: Percentage analysis results**

<b>Emotional Intelligence Impact on Employee Performance</b>	<b>Percentage of Respondents</b>
Strongly Negative (1)	5%
Negative (2)	10%
Neutral (3)	15%
Positive (4)	40%
Strongly Positive (5)	30%

Only 15% of respondents were indifferent, and only 15% had a negative opinion. The majority of respondents (70%) stated that emotional intelligence had a favorable or very positive impact on their job performance.

These findings support the study's goal by indicating that a sizable percentage of workers in Tamilnadu's retail textile sector think emotional intelligence has a beneficial impact on their job performance.

### **Inferential statistics**

#### **T-test analysis**

T-tests were used to look at possible variations in emotional intelligence depending on demographic factors:

**Table 3: T-test analysis**

<b>Variable</b>	<b>Demographic factor</b>	<b>Mean EI Score</b>			<b>p-value</b>
		<b>Male</b>	<b>Female</b>		
Emotional Intelligence	Gender	4.2	4.4		0.08
	Education Level	<b>Bachelor's</b>	<b>Master's</b>		0.35
		4.3	4.4		
	Years of Experience	<b>(&lt; 5 years)</b>	<b>5-10 years)</b>	<b>(&gt; 10 years)</b>	0.22
		4.2	4.3	4.4	

There are no statistically significant differences in Emotional Intelligence scores across different categories, according to the t-test results looking at possible variances in Emotional Intelligence depending on demographic characteristics. In particular, no discernible variations were found according to years of experience, gender, or educational attainment. Given that p-values are higher than the traditional cutoff of 0.05, it is acceptable to draw the conclusion that variables like years of experience, gender, and educational attainment do not seem to have a significant impact on the sample's emotional intelligence levels. This suggests that people in this specific workforce of Tamilnadu's retail textile business are probably quite constant in their emotional intelligence. Because

of this, the study's conclusions imply that variables other than these demographics would be more important in determining employees' emotional intelligence levels in this situation.

### ***Hierarchical Linear Regression***

Examining the connection between employee job performance and organizational productivity as well as emotional intelligence (EI) was the goal of the Hierarchical Regression analysis. The results are shown in Table 4.

**Table 4: Hierarchical Regression analysis**

<b>Predictor Variable</b>	<b>Beta (<math>\beta</math>)</b>	<b>p-value</b>	<b>R-squared (<math>R^2</math>)</b>
EI and Employee Job Performance	0.45	<0.001	0.30
EI and Organization Productivity	0.38	<0.001	0.28

The following significant conclusions were drawn from the Hierarchical Regression analysis: The connection between employee job performance and emotional intelligence A statistically significant positive correlation between employee job performance and emotional intelligence (EI) was found in the first model of the regression analysis ( $\beta = 0.45$ ,  $p < 0.001$ ). This implies that workers often perform better at work as their EI levels rise. Additionally, the model explained 30% of the variation in Employee Job success, suggesting that EI is a significant predictor of job success in the retail textile sector link between EI and Organization Productivity: A statistically significant positive link between Emotional Intelligence (EI) and Organization Productivity was found in the second model of the regression analysis ( $\beta = 0.38$ ,  $p < 0.001$ ). This implies that in the retail textile industry, higher employee EI levels are linked to improved organizational productivity. EI is a significant predictor of organizational success, as evidenced by the model's 28% explanation of the variance in Organization Productivity.

## **DISCUSSION**

The study examined how emotional intelligence (EI) affected worker performance in Tamilnadu's retail textile sector. A self-assessment questionnaire was used to evaluate organizational productivity, job performance, and emotional intelligence. According to theoretical predictions, the findings supported the expected beneficial relationship between emotional intelligence and both job performance and organizational productivity. This implies that EI directly contributes to the attainment of intended individual and organizational results. These results corroborate the suggestion that companies actively assess and improve their employees' emotional capabilities by putting training programs into place. The study's findings are in line with earlier studies showing a strong correlation between job performance and emotional intelligence [7].

The favorable and noteworthy effects of emotional intelligence on employee job performance and organizational productivity in Tamilnadu's retail textile sector were further confirmed by the Hierarchical Regression analysis. The results show that increased organizational efficiency and better job performance are associated with higher levels of EI. This emphasizes how important it is to develop employees' emotional intelligence in order to improve overall performance and efficiency in retail textile companies. Organizations must acknowledge the inherent benefit of emotional intelligence in boosting worker performance and productivity, even though there were no discernible differences in emotional intelligence based on demographic characteristics. As a result, our findings emphasize how crucial it is to incorporate Emotional Intelligence training and development initiatives into the workplace in order to foster an atmosphere that supports increased output and performance in the retail textile sector.

## CONCLUSION

People's emotions have a big impact on how they behave. The proficiency and efficiency of an organization's workforce are critical to its expansion and prosperity. Employees often display both positive and negative emotions at work, and these emotions have a significant influence on the results, either helping or hindering them. Having a thorough awareness of one's own emotions as well as the capacity to understand those of others is essential for building fruitful working connections and creating a positive work environment. Even though this study is industry-specific, it emphasizes how emotional intelligence improves job success. While uncontrolled emotions can cause unplanned disturbances in their focus and dedication, emotional intelligence enables workers to remain focused on their goals. In order to build a more productive and efficient workplace, organizations should acknowledge that emotional intelligence is a crucial component of successful performance and put methods in place to foster emotional intelligence among their staff.

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