

An Empirical study on happiness quotient among marketing management professionals in Bangalore

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ABSTRACT: The study of happiness quotient realise the level of happiness employees face every day, well-being, satisfaction in the job, remuneration, peace at the working environment etc. The psychological research reports that the positive attitude leads to happiness. A sample of 100 marketing employees of different organisation has been done from various level, according to the convenience of the researcher the research is been conducted within the organisation. A broad measure of individual happiness can lead to reduction of conflicts, engagement in work, organisational effective commitments. The study was mainly concentrated on the primary data obtained by questionnaires. At every levels of happiness in the organisation provides evidence of increased satisfactory level in the organisation, happiness brings high motivation and productivity to the organisation study includes problems faced by the employees, major objectives, factors increasing employees happiness, testing hypothesis etc. The outcome of study emphasises on employee happiness is increased by intrinsic compensation and extrinsic compensation. The study of employee happiness also aims to review the different factors to improve the happiness and wellbeing in antecedents, cause and consequences, happiness which is far more than job satisfaction, attitudes of individual persons. The aspects of happiness have been conceptualised and scaled in multiple ways, brief experiences, positive emotions, stable attitude of a person also collective attitudes.

Keywords: happiness, compensation, well-being, satisfaction, positive emotions

I. INTRODUCTION

Happiness at work is tied to better health, well-being, interest and creative towards the work, effective problem solving, carrier and personal advancement. A happy person in the organization

contributes more than job descriptions having enthusiastic more committed and driven to work, share positive vibes with other co-workers and making them less stressed and better at reconciling conflicts, people with such happiness found to be more trustworthy and more likable more deserving of respect and attention they basically change the negative environment into positive. A happier environment may also create supportive and helpful nature during the time of difficulty. Happier workplace reduces the turnover, mistakes and absenteeism will be less comparatively, health issues are avoided, shareholders values will be high, higher customer loyalty and commitment.

The term happiness is studied in various aspects like psychological, science, arts, philosophy etc. happiness are shown in facial expressions, positive moods, well-being, positive emotions and good communication in years to come every organization or company should majorly concentrate on happiness at workplace it is said those who are not looking for happiness are the most likely to find it, because "Those who are searching forget that the surest way to be happy is to seek happiness for others" (Martin Luther King Jr) organization research have obtained to apply positive psychology to the organizations through positive organizational behavior. Origin of study of happiness at work is the opposite of focused attention directly to depression, stress, pessimism and negative experience.

Happiness in any of the company is the universal goal, person in any culture and everyone searches for the happiness. Happiness in work place can define how happy people are in their life and work. Happiness is interlinked between job satisfaction and personal satisfaction in other way job satisfaction always have an effect in personal satisfaction. People often quit their job to be happier, sometime for better happiness; there may be various reasons like comparing the salary with

other co-workers which causes frustration, disappointment and anger. Research in Spain on happiness in work found the disappointment is basically comparing ones salary with the others. Proper morals/ethics are not followed this effects on disciplinary part which reduces happiness at the working place. People have forgotten to take ten minutes of break to refresh in a cool day which reduces the stress in fast moving world. Often people start to control everything some are impossible and unpredictable every single person in life has a problem some take supportively while some quit and most people try to control which might always not be possible.

Happy employee is always a benefit to the organization, however the extensive research has revealed that freedom and autonomy at place of work lead to effect on employees level of happiness, thus the companies should create and maintain a positive environment and leadership that will contribute happy employees, a happier employee is most loyal towards the company, they tends to continue in the organization for the longer period of time, happier in work is the feeling that the employees are proud and with increased performance, employees will be present with gratitude

II. LITERATURE REVIEW

Happiness and well-being is a highly valued goal for most individuals(Gupta and Januwarsono (2012 and 2015). The research showed that happy employees have a superior performance also they are more sensitive to the opportunities in the workplace, more open and help fellow workers and more positive and confident. Environmental factors such as routine work, money and leisure activities are highly correlated with happiness (Januwarsono, S.2015). Happiness is related to individuals and subjective well- being. Happiness at work can be defined as how satisfied people are with their lives and work. There is a close relationship between job satisfaction and life satisfaction. In other words job satisfaction affects life satisfaction and also life satisfaction affects job satisfaction (Wesarat), (Yazam and Halim 2014). Happiness is the most important goal that many people pursue in the world, because “happiness” is universal to all persons in every culture and everybody searches for happiness (Fisher. 2010, Aydin, 2012). work contributes to well-being and happiness in different ways(Bhattacharjee and Bhattacharjee 2010). Momentary happiness is related with individual perception about effective performance or progress in archiving goals, also the

pursuit of challenging goals but achievable at short-term may improve feelings of happiness at real time(Fisher (2010). Work related attitudes and behavior can be changed with cognitive in cognitive-behavioral training programs may change dysfunctional thinking and adopt an optimistic attributional style. These interventions enhanced job satisfaction, self- esteem, well-being and decreased employee turnover and enhanced performance up to two years later (Pryce-Jones (2010).

Definition of the terms used

1. Intrinsic compensation — Is the feeling of pleasure and satisfaction, etc. that a person feels and is not reliant on sources outside the person such as praise, trophies or money.
2. External compensation — Are tangible rewards given to employees by managers such as pay raise, bonus, and benefits.
3. Emotional commitment — A kind of emotional attachment towards the organization and work
4. Normative commitment -It is based on an individual’s perceived obligation to remain within the Organization.
5. Continued commitment — Facts that an individual cannot afford to leave.
6. Ideal commitment - Satisfying one’s conception of what is perfect and most suitable.

III. STATEMENT OF THE PROBLEM

Measuring happiness is about as hard as taking temperature of the soul or determining the exact color of love. Being happy for a movement, Samuel john said, could be achieved only when drunk. The human mindset is a combination of different emotions which always has one or the other drawbacks; it is actually very difficult to measure happiness of a person rather than exposing outward. The research states, perceived stress in the workplace is associated with a higher mental health issues such as depression and anxiety which have adverse effect on personal life. When the happy mindset is predicted, people will automatically work better for rest of their work-life. Every individuals standard of living is different according to their culture, religion, passion etc. in the corporate world frequently if the happiness is dropping down then the outcome aren’t satisfactory, it is very important for organization to take proper measure for employees happiness. Else this may have a very serious cause in the future for the organization.

Objectives of the Study

- To evaluate factors that could increase employee happiness quotient.
- To evaluate factors that could increase employee happiness quotient.
- To measure the satisfaction level of employees at the workplace.

Hypothesis

H0: The level of employee happiness doesn't

increase by intrinsic compensation and extrinsic compensation.

H1: The level of employee happiness increases by intrinsic compensation and extrinsic compensation.

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IV. DATA ANALYSIS AND DISCUSSION

Table 1 Factors increasing employee happiness

	Psychological well-being	Highly		Satisfied		Somewhat Satisfied		Not Satisfied		Not at all Satisfied	
		No of responses	%	No of responses	%	No of responses	%	No of responses	%	No of responses	%
1	Self-realization	1	1%	7	7%	73	73%	19	19%	0	0%
2	Self-value	1	1%	79	79%	2	2%	17	17%	1	1%
3	Sense of success				8%	88	88%	1	1%	0	0%
4	Sense of value	1	11%	78	78%	3	3%	17	17%	0	0%

Interpretation

The above table of psychological well-being can be interpreted that 73% respondents for self-realization is somewhat satisfied, 79% of respondents accepted for self-value is satisfied, 88% of respondents agreed for sense of success is somewhat satisfied, 78% of respondents agreed for

sense of value is satisfied.

Inference: most of the respondents are somewhat satisfied and satisfied for psychological well-being for factors like self-realization, self-value, sense of success and sense of value in the organization.

Table 2 Level of importance of factors that increases employee happiness

Sl No	Other factors	Highly Satisfied		Satisfied		Somewhat Satisfied		Not Satisfied		Not at all Satisfied	
		No of responses	%	No of responses	%	No of responses	%	No of responses	%	No of responses	%
1	Work Enrichment	1	1%	8	8%	71	71%	19	19%	1	1%
2	Work Relationships	4	4%	74	74%	21	21%	1	1%	0	0%
3	Work-life Balance	5	5%	73	73%	3	3%	18	18%	1	1%
4	Work Teams	6	6%	72	72%	3	3%	18	18%	1	1%
5	Recognition	5	5%	69	69%	7	7%	0	0%	19	19%
6		3	3%	75	75%	3	3%	0	0%	19	19%
7	Engagement	2	2%	75	75%	22	22%	0	0%	1	1%
8	Work Equity	2	2%	75	75%	3	3%	1	1%	19	19%
9	Workplace Leadership	2	2%	73	73%	23	23%	2	2%	0	0%

Interpretation:

From the above table it is interpreted that 71% of work enrichment is somewhat satisfied by the respondents, 74% of work relationships are satisfied by the respondents, 73% of work-life Balance is satisfied by the respondents, 72% of work teams are satisfied by the respondents, 69% of recognition is satisfied by the respondents, 75% of work reward is satisfied by the respondents, 75% of engagement is satisfied by the respondents, 75% of work equity is satisfied by the respondents, 73% of workplace leadership is satisfied by the respondents.

Inference: majority of factors like work enrichment, work relationships, work-life balance, work teams, recognition, work reward, engagement, work equity, workplace leadership are satisfied by the employees.

Testing of Hypothesis

H0: The level of employee happiness doesn't increase by intrinsic compensation and extrinsic compensation.

H1: The level of employee happiness increases by intrinsic compensation and extrinsic compensation.

PARTICULARS	O	E	(O-E)	(O-E) ²	(O-E) ² /E
Extremely Important	92	20	72	5184	259.2
Important	5	20	-15	225	11.25
Can't say	1	20	-19	361	341
Less Important	2	20	-18	324	16.2
Not at all Important	0	20	-20	400	20
Total	100				647.65

Analysis

$E = \text{total} / \text{number of digits } E = 100/5 = 20$
 Chi-Square $X^2 = \sum (O-E)^2 / E$ Degree of freedom = $(n-1) = 5-1 = 4$. Level of significance = 0.05
 X2 Distribution (4, 0.05) Table value of $X^2 = 9.488$.
 Actual value is greater than table value ($121.1 > 9.488$).
 Here the table value is less than the calculated value. Hence the null hypothesis is rejected.

Interpretation

From the above testing of hypothesis the alternative hypothesis is accepted, which means the level of employees happiness are increased by intrinsic and extrinsic compensation.

Employee's happiness at the work can be ensured by providing intrinsic and extrinsic compensation by the organization, which can also increase the loyalty of employee and effective working for the organizations growth. Employees will be happy when they are provided with proper intensives and positive level of response and feedback from the management at work.

V. CONCLUSION

Happiness is one of the major concepts in every individual which is a universal want. happiness has a bigger effect on an individual's satisfaction and work levels. The main purpose of happiness leads to productivity of an organization it is very important to maintain a happy and stress-free environment, happiness is common for all the people no matter what age group they are(kids, teenage, young, old), happiness at the workplace have a great effect in the personal life, career, well-being, family life etc. the organization should ensure proper compensation system this is one of the basic need for all the employees who work, a good cordial relationship with the management can also be a reason for employees happiness , we could state that positive attitude will maintain a stronger positive relationship than income with personal happiness and satisfaction in most cases(Mohanty, 2009).

Happy employee spreads happiness with their co-workers, other employees find joy and fun to be with the person who is happy, this positive attitude generally affects the office and others working around them. Showing high level of

happiness motivates and empowers co-workers especially when the situation is difficult. The positive emotions are beneficial to overcome hindrances and solve the problems arising between the employees.

Nic Marks suggests that happy employees are crucial to the future success of a business and that building on what makes people happy at work effective that just fixing what makes them unhappy. Thus the person or employee who gets good working relationships, perceive proactive career development, feel valued by the organization and well treated in their work which ultimately contribute most to the organization furthermore, this happy employees send out the positive message to the community and enhance the organization brand. A happy employee stays willingly in the organization, leading to improved performance and service, and more loyal customers.

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