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Psychological Capital and Positive Emotions among The Employees in Femina Shopping Hyper Mart

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ABSTRACT

Employees have been placed with more demands in the organization by implementing practices that increases productivity by reducing cost which often leads to an attitude that favours profitability over the employee welfare. In Femina Shopping Hyper Mart employees share the same advantages and disadvantages. There are situations which reveal mental stressors from time pressure (working to tight deadlines with limited resources) and commercial pressure (exceeding sales targets). A Positive Psychological perspective would attribute to the positive emotions of employees and the fact that certain psychological strengths and characteristics embedded within the individual could prevent Burnout. This research study aimed to explore the relationships between psychological capital and happiness among the employees of Femina shopping mall and revealed that Psychological Capital can be used to predict happiness.

KEYWORDS: Psychological Capital, Life of Pleasure, Life of Meaning, Life of Engagement and Orientation to Happiness.

INTRODUCTION

"Happiness" wasn't restricted to government initiatives alone over the past few days; it played out at the workplace, too. According to the World Happiness Report which ranked 156 countries, India was at the 118th spot (Source: April, 2016 http://www.business-standard.com/article/opinion/shyamal-majumdar - happiness - at – the - workplace-116042101288_1.html). An index to measure happiness at your workplace may seem like too corny an idea, but the experience of some of the world's most attractive employers shows companies can no longer ignore the happiness quotient in their organizations. Individuals who do not feel bad about their negative emotions show higher levels of well-being than their lesser accepting peers. Whereas individuals who avoid negative feelings reported more distress than their more accepting peers. It is important how the negative emotional reactions are approached for the overall well-being.

Now-a-days most of the corporations are treating employee well being not only as just important but also intimately connected to overall corporate health. When employees feel valued as unique individuals, they give more of their energy and attention to their jobs, often subconsciously and this usually translates into better mental health, as well as better productivity. Organizations' that embrace positive psychology typically create balanced and harmonious working environments, where individuals and to-do lists work seamlessly together.

The sudden and unprecedented growth in organized retailing poses a challenge to human resources development. Human resource management practices is developing rapidly as it helps to create a source of sustained competitive advantage, especially when they are aligned with a firm's

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competitive strategy (Cappelli & Singh 1992, Jackson & Schuler 1995, Wright & McMahan 1992). Progressive managers today recognized that importance is not only of tangible assets, data, and physical resources, but also to the intangible human capital (Intellectual capital). Human refers to the people working at all levels in the organization and the economic term "capital" refers to the resources withdrawn from consumption that are invested for future anticipated returns. HSRC, 2011; Xaba, 2003; Wilkinson, 2001 have shown that Job Burnout increases turnover and contributes to poor states of wellbeing. Further, Galanakis, Galanpoulou and Stalikas (2011) have found that positive emotions (e.g. psychological capital or happiness) can alleviate the negative influence of Job Burnout on employees. The time has now come to go beyond both human capital and social capital and embrace what is termed as "Psychological capital."

Femina Shopping Hyper Mart being one of the leading companies in Tiruchirapalli opens a variety of opportunities and also encourages employees to contribute optimally by offering dynamic work environment. Employees are facing new challenges every day. The employees who are more positive than their peer can cope and perform better and exhibit favorable work attitudes and behavior. In the present scenario psychological capacities of employees are very important. To improve the efficiency of employees and their competitive advantage organizations can make use of developmental nature of psychological capital.

In this research the focus will be on exploring the relationship between psychological capital and Positive Emotions (Life of Meaning, Life of Pleasure and Life of Engagement) among the employees in Femina Shopping Hyper Mart.

REVIEW OF LITERATURE

Acc. to Martin Seligman, the father of modern positive psychology, happiness contains three different roads. All of them are necessary roads in order to meet the great backbone of positive psychology: Happiness and Joy for one's surroundings and life.

Psychological Capital can be viewed as a positive psychological strength that leads to the experience of happiness despite stressful occupations. Further, research by **Diener & Biswas-Diener, 2002; Van Katwyk, Fox, Spector, Kelloway, 2000,** shows that happy employees are less likely to engage in voluntary turnover. Thus, fostering happiness in employees may decrease turnover rate. From the above discussion it is clear that happiness has important beneficial capacities amongst employees. Thus, it is important to understand the role of happiness amongst the highly stressed profession. Subsequently, the present study draws upon the above findings to explore the role of psychological capital as a mediator between Job Burnout, happiness and turnover. Focusing on whether psychological capital promotes the experience of happiness and decrease the occurrence of turnover among employees. As happy employees deliver higher quality service and are less likely to have turnover intentions despite their stressful occupations.

According to Wilson (1967) "the characteristics of a happy person include young, well-educated, well-paid, extroverted, optimistic, worry-free, religious, married with high self-esteem, high job morale, modest aspirations of either sex and of a wide range of intelligence" (p.294). Highest good and the essential motivation for all human actions is happiness as considered by ancient age philosophers. Feeling happy is fundamental to human experience, and most people are at least mildly happy much of the time **(Diener & Diener, 1996).** The characteristics of a happy person include young, religious, optimistic, worry-free, well-educated, well-paid, extroverted,

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married with high self-esteem, high job morale and modest aspirations of either sex and of a wide range of intelligence **Wilson (1967).**

Happiness has been found to be a highly valued goal in most societies and being happy is of great importance to most of the people (Diener, 2000). Any joy which appears in every basic human emotion is considered as happiness. Since the dawn of written history happiness has attracted the attention of philosophers (McMahon, 2006) but in psychological research it has only recently come to the fore. The rise of positive psychology in the past decade (Seligman & Csikszentmihalyi, 2000) has attracted the attention to happiness and other positive states.

According to Ryan and Deci (2001), happiness is a multidimensional complex construct derived from hedonic approach and the eudaimonic approach constituting happiness an „umbrella‟ concept that is concerned with optimal experience and functioning. Greek philosopher Aristippus derived the hedonic approach. He emphasized that the goal of life is to seek maximum amount of pleasure (Ryan, Huta & Deci , 2006). According to Kahneman, Diener and Schwarz (1999) "defined hedonic approach as the occurance of positive effect and absence of negative effect. The eudaimonic approach is characterised by a sense of authenticity that leads to individuals feeling intensely alive. According Ryan et al., (2008) hedonic thinking leads to short-term happiness and eudaimonic living leads to a more stable eternal happiness.

According to Ryan & Deci, 2001 hedonic approach was critiqued as a vulgar ideal which makes humans slavish followers of desire by early philosopher Aristotle and pointed that true happiness is doing what is worth doing which is the eudaimonic approach. **According to Waterman (1993),** eudaimonia approach occurs when life activities of people are most harmonious with deeply held values and are holistically or fully engaged. This approach sees achieving happiness as a process rather than as a state, as happiness is said to come from identifying one's virtues and living accordingly. Hence, the eudaimonic approach is not associated with pleasure-seeking but is characterised by a sense of authenticity that leads to individuals feeling intensely alive. Subsequently, hedonic thinking leads to short-term happiness, whereas eudaimonic living leads to a more enduring lasting happiness (Ryan et al., 2008). It is important to note that both the hedonic and eudaimonic approach offer a path to happiness and in order to understand happiness it is vital to adopt a holistic stance of happiness.

According to Diener et al., 1999; Warr, 2000; Ryan & Deci, 2001; Diener & Biswas-Diener, 2002; Leung et al., 2010 the interest in happiness applied to the workplace originated with the simple hypothesis that a happy worker is a better worker‟, this simple hypothesis gave birth to decades of research that have found that happiness does indeed contribute to better employees. Further, George (1995) asserts that happy employees go beyond their required duties at work and are more invested and involved in their work. Importantly, research (Veenhoven, 1999) has found that happiness can buffer the experience of occupational stress. Hence, it is clear that happy employees are indeed beneficial to any organisation.

Further, a study conducted by Boehm and Lyubomirsky (2008) has found that happy employees are more successful in the workplace; they describe their job more positively and ultimately enhance the success of the organisation.

OBJECTIVE OF THE STUDY

To predict the Happiness using psychological capital among employees of Femina Shopping Mart, Tiruchirappalli

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RESEARCH METHODOLOGY

Population size: 400

Sample size: out of 400 questionnaires 218 questionnaires were selected randomly and used for further data analysis.

RESEARCH DESIGN

For the present study, the researcher required a relational approach whereby the aim is to determine how two or more variables are related to each other. For this the exploratory research design is felt as suitable design.

DATA COLLECTION

Thus, the study requires both primary and secondary data.

SECONDARY DATA

1. Journals, Magazines and Newspapers.
2. Statistical reports
3. Research Experts
4. Human Resource Management, Psychological Capital, Statistics related books.

The researcher also visited the library of Bharathidasan Institute of Management and IIM (Bangalore) for the literature review and discussions.

PRIMARY DATA

A structured questionnaire was designed to gather the data required for this research. The questionnaire was written in English and translated to Tamil version, plus a covering letter.

Questionnaire contained an 18-item measure with three sub scales for the subjective assessment of the three orientations to happiness has been developed by Peterson, Park, and Seligman (2005).There are three basic orientations that lead to a happy life (Seligman 2002). Based on the principle of maximizing pleasure and minimizing pain, there is a pleasurable life. Happiness can be achieved by using ones skills and talents in the service of greater goods suggest a meaningful life. Finally, the engaged life works on flow. Respondents were asked to respond to items by using 5 point Likert scale with responses were categorized as always – 5, often – 4, sometimes – 3, rarely – 2, never – 1.

HYPOTHESES

In order to investigate which of the Psychological Capital dimensions predict the greatest variance in the dimensions of Happiness, it was hypothesised that:

1. Psychological Capital can be used to predict Life of Meaning (as a dimension of Orientation to Happiness).

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2. Psychological Capital can be used to predict Life of Pleasure (as the dimensions of Orientation to Happiness)
3. Psychological Capital can be used to predict Life of engagement (as the dimensions of Orientation to Happiness)

4. Psychological Capital can be used to predict happiness.

DATA ANALYSIS
TOOLS USED

1. Regression Analysis was used for prediction and
2. Structural Equation Modeling was utilized with the confirmatory factor analysis procedure to evaluate relationships simultaneously among multiple dependant and independent variables.

ANALYSIS

PSYCHOLOGICAL CAPITAL PREDICTING LIFE OF MEANING

VARIABLES	R	R SQUARE	ADJUSTED R SQUARE	STD. ERROR OF THE ESTIMATE	SIG.
Life of Meaning	0.910[a]	0.828	0.827	2.417	0.000**

a. Predictors: (Constant), Psychological Capital
b. ** Statistically significant p 0.01

COEFFICIENTS OBTAINED FROM THE REGRESSION BETWEEN PSYCHOLOGICAL CAPITAL AND LIFE OF MEANING

	STANDARDIZED COEFFICIENTS	T	SIG.	COLLINEARITY STATISTICS	
	BETA			TOLERANCE	VIF
(Constant)		5.439	0.000		
Psychological Capital	0.910	32.207	0.000	1.000	1.000

a. Dependent Variable: Life of Meaning

The model included Psychological Capital (independent variables) and Life of Meaning as criterion (dependent variable). The results show that the standard regression results indicate that the model was significant (p < 0.05) and that it explained 84% of the variance in Life of Meaning. Hence, hypothesis was supported.

HYPOTHESIS 2 & 3: PSYCHOLOGICAL Capital can be used to predict Life of Pleasure and Life of engagement (as the dimensions of Orientation to Happiness)

Standard linear regression was used to explore if Psychological Capital predicts Life of Pleasure or Life of Engagement. The independent variable was Psychological Capital and the dependent variables were Pleasure and Engagement. Both statistical significant prediction was found.

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Psychological Capital is a predictor of Pleasure. Specifically, the results showed that Psychological Capital is a predictor (R squared = 0.916 and $p<0.001$) of pleasure and meaning which is statistically significant (p 0.01). The model as a whole contributed to 83.8% (R squared value) of the variance in Pleasure and Meaning.

Psychological Capital is a predictor of Engagement. Specifically, the results showed that Psychological Capital is a predictor (R squared = 0.920 and $p<0.001$) of Engagement which is statistically significant (p 0.01). The model as a whole contributed to 84.5% (R squared value) of the variance in Engagement. Therefore, it could be concluded that Psychological capital predicts Life of Pleasure and Life of Engagement.

PSYCHOLOGICAL CAPITAL AS A PREDICTOR OF PLEASURE

VARIABLES	R	R SQUARE	ADJUSTED R SQUARE	STD. ERROR OF THE ESTIMATE	SIG
Life of Pleasure	0.913[a]	0.824	0.833	2.308	0.000**

a. Predictors: (Constant), Psychological Capital
b. ** Statistically significant p 0.01

COEFFICIENTS OBTAINED FROM THE REGRESSION BETWEEN PSYCHOLOGICAL CAPITAL AND LIFE OF PLEASURE

	STANDARDIZED COEFFICIENTS	T	SIG.	COLLINEARITY STATISTICS	
	BETA			TOLERANCE	VIF
(Constant)		6.437	0.000		
Psychological Capital	0.913	32.958	0.000	1.000	1.000

a. Dependent Variable: Life of Pleasure

PSYCHOLOGICAL CAPITAL AS A PREDICTOR OF LIFE OF ENGAGEMENT

VARIABLE	R	R SQUARE	ADJUSTED R SQUARE	STD. ERROR OF THE ESTIMATE	SIG
Life of Engagement	0.920[a]	0.846	0.845	2.204	0.000**

a. Predictors: (Constant), Psychological Capital
b. ** Statistically significant p 0.01

COEFFICIENTS OBTAINED FROM THE REGRESSION BETWEEN PSYCHOLOGICAL CAPITAL AND LIFE OF ENGAGEMENT

	STANDARDIZED COEFFICIENTS	T	SIG.	COLLINEARITY STATISTICS	
	BETA			TOLERANCE	VIF

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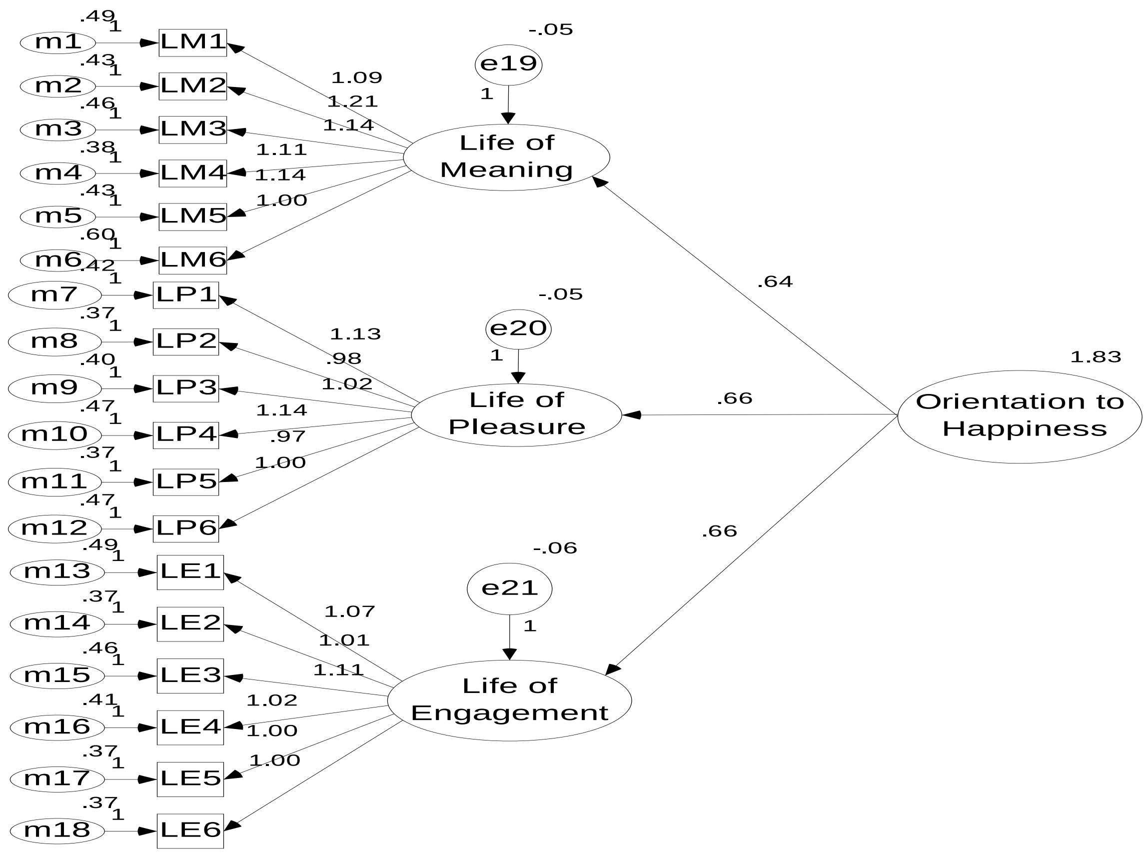
(Constant)		6.665	0.000		
Psychological Capital	0.920	34.421	0.000	1.000	1.000

a. Dependent Variable: Life of Engagement

Measurement Model for Orientation to Happiness



PSYCHOLOGICAL CAPITAL TO PREDICT HAPPINESS

VARIABLE	R	R SQUARE	ADJUSTED R SQUARE	STD. ERROR OF THE ESTIMATE	SIG
Happiness	0.919[a]	0.845	0.844	6.696	0.000**

a. Predictors: (Constant), Psychological Capital
b. ** Statistically significant p 0.01

COEFFICIENTS OBTAINED FROM THE REGRESSION BETWEEN PSYCHOLOGICAL CAPITAL AND LIFE OF ENGAGEMENT

	STANDARDIZED COEFFICIENTS	T	SIG.	Collinearity Statistics	
	BETA			Tolerance	VIF
(Constant)		6.375	0.000		
Psychological Capital	0.919	34.313	0.000	1.000	1.000

a. Dependent Variable: Happiness

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Psychological Capital is a predictor of Happiness. Specifically, the results showed that Psychological Capital is a predictor (R squared = 0.919 and $p<0.001$) of Happiness which is statistically significant (p 0.01). The model as a whole contributed to 84.5% (R squared value) of the variance in Happiness. Therefore, it could be concluded that Psychological capital predicts Happiness.

FINDINGS

1. Psychological Capital can be used to predict Life of Meaning (as a dimension of Orientation to Happiness).
2. Psychological Capital can be used to predict Life of Pleasure (as the dimensions of Orientation to Happiness)
3. Psychological Capital can be used to predict Life of engagement (as the dimensions of Orientation to Happiness)
4. Psychological Capital can be used to predict happiness.
5. There is no significant difference in Psychological Capital, Pleasure and Meaning, Engagement and Turnover Intention among males and females.

SUGGESSTIONS

1. Organizations should try to build positive psychological capabilities for their employees as it has become need of the hour.
2. For generating benefit for the individual employees and improve organizational outcomes, organization has to figure out a means for increasing the presence of psychological capital.
3. Employers should pay attention to improve positivity among their employees. The positive thinking that typically comes with optimism is a key part of effective stress management.
4. Monitor employee work spaces as employees are happy when they are comfortable in the spaces where they spend much of their time.
5. Reward system for employees at every level should be provided to increase productivity.

CONCLUSION

Psychological Capital kindles the happiness amongst the employees and reduces burnout and the rate of turnover and those who actively work with positive thinking can activate better stress-coping strategies. To improve the efficiency of employees and their competitive advantage organizations can make use of developmental nature of psychological capital.

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