



**A STUDY ON THE EFFECT OF EMOTIONAL INTELLIGENCE TOWARDS
MARKETING EFFECTIVENESS**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

I, MOHD HADI BIN ABIDI, (I/C Number: 911123-01-6043)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF TRANSMITTAL

06th January 2015

Program Coordinator,
Bachelor of Business Administration (Hons.) Human Resource Management,
Faculty of Business Management,
Universiti Teknologi Mara,
Kampus Bandaraya Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (HRM 662)

Enclosed herewith the research entitled “A Study on the Effect of Emotional Intelligence towards Marketing Effectiveness” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

I hope this report will fulfil the requirement of Bachelor of Business Administration with Honours and also achieved the objectives of this study.

Thank you.

Yours faithfully,

Mohd Hadi bin Abidi

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ABSTRACT

Due to globalization of the organization, emotional intelligence (EI) is something that needs to take seriously. Emotional intelligence (EI) will effect on the marketing effectiveness and performance of the each organizations. In the presence of Self-Awareness, Self-Management, Social Awareness and Relationship Management will lead to Emotional Intelligence (EI). This paper is to analyze the relationship among the effect of Emotional Intelligence (EI) towards Marketing Effectiveness. Data were obtained from 85 employees in any organization around Malacca. Pearson Correlation analysis has been carried out separately for each of these engagement variables to investigate the relationship towards them and Multiple Regression are done to find the most dominant domain in Emotional Intelligence (EI) that effect to Marketing Effectiveness. The finding indicates that all variables (Self-Awareness, Self-Management, Social Awareness and Relationship Management) have significant relationship towards Marketing Effectiveness and Self-Management becomes the most domains that affect Marketing Effectiveness.

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