

A Study on Employee Attitude towards Organization in GS Groups, Sivakasi

K.Jayapriya

Assistant Professor, MBA Department,
Sengunthar Engineering College (Autonomous)
Kosavampalayam, Tiruchengode, Namakkal Dt., Tamil Nadu, India

Meiyyarasi A

Master of Business Administration Student,
Sengunthar Engineering College (Autonomous)
Kosavampalayam, Tiruchengode, Namakkal Dt., Tamil Nadu, India



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Abstract: The project work entitled “Employee’s attitude towards the organization” with special reference to the GS Groups, Sivagiri the various factors that are concerned towards the attitude of the employees. The analysis has been made mainly based on the primary data that is by the employees’ opinion survey method. The researcher has taken a sample size of 50 and has used the stratified random sampling method to select the samples from the total population. The study gives the opinion of employees about all the H.R. functions of GS Groups, Sivagiri, employment conditions, wages and incentives, interpersonal relationship, working conditions, management practices, etc. The researcher has used percentage analysis and CHI-Square test, and the study reveals that there is no relationship between JOB ENRICHMENT educational qualifications of the respondents, and there is no relationship between length of service of the respondents, and welfare facilities, and there is no relationship between the salary of the respondents and welfare facilities. The study has also revealed that most of the respondents have a positive attitude towards the welfare facilities, management practices and employment conditions, WELFARE FACILITIES, INTER PERSONAL RELATIONSHIP, WORKING CONDITION the researcher has given suggestions for its improvement which includes suggestion schemes which may be transparent and promotions which may be made both based on seniority and performance to a certain level in the organizational hierarchy.

INTRODUCTION

Attitude: The importance of attitude in understanding psychological phenomenon was given formal recognition early in the history of social psychology. From the time of the concept’s entry in to the language of psychology until now, interest in attitude has been strong and growing. However, over the years attitudes have been studied with differing emphasis and methods. Concept of Attitude: It is necessary to be precise in defining attitudes, because the variety of published definitions and descriptions is almost endless. Like any other concept, attitude may also be defined in two ways, Conceptual and Operational. There is quite a difference in the conceptual definition of the term attitude, and divergent points of view regarding the concept of attitude have developed. Major aspects: When the term first entered the field of social phenomenon, it was natural to conceive of attitude as a tendency, set or readiness to respond to some social object. For the first time, ALLPORT noted the definition of attitude, which he had observed contained the words ‘readiness’, ‘set’ or ‘disposition to act’. Even ALLPORT has used these terms in defining attitude. He defines attitude as follows: “Attitude is a mental and neural state of readiness organized through experience, exerting a directive or dynamic influence upon the individual’s response to all objects and situations with which it is related”

REVIEW OF LITERATURE

A majority of U.S. employees say they are satisfied with their job and nearly half feel pride in their career, according to a recent, “Harris Interactive Poll”. Still, many U.S. employees dislike their jobs, suffer from burnout and don’t have good feelings about their employers and Senior Managers, the poll shows. Employees in small organizations are more likely to have positive attitude towards their jobs, their employers and their top managers. Of people working for small employers, 54% of those polled say they are satisfied with their job, and company. 38% of those working for large employers feel they are at dead-end jobs, compared with 24% of those working for companies feel “this is the best organizational to work for” only 25% of the people working for large organizations, compared with for small employers, believe that the top managers display integrity and morality. This survey also shows that younger workers have much more negative view of their job than older workers. Among the older workers, 59% say a good deal of their pride comes from their work and careers, compared with just 37% of the younger workers.

Likewise, among 64% of the older workers, only 47% of the younger workers really care about the fate of the organization for which they work. Overall, while 59% of the employees are satisfied with their jobs, that two out of every five 41% of the workers aren't satisfied. In addition, one-third of the workers feel they are in dead-end jobs, and "trying to cope with feeling of burn out". Burnout is much more prevalent among the workers' ages between 18-24 years, 47% report feeling burned out, compared with 28% of the older workers. Ms. B. Nagalakshmi, 2006, had done a project on "Employee Attitude towards the Organisation in "Lakshmi Machine Works Limited" and she suggested that Management/HR department may be changing the procedures or approaches to improve the employees' positive attitude towards them by participation from them. Attitudes change from person to person. In an organization, the functions and procedures followed by the management/ HR department should accepted and negative attitudes if any may be identified at an earlier stage.

Mr. Vijayanand, 1999, had done a project on "job satisfaction", among the employees in "Sakthi Sugars" and he suggested that the organization has to concentrate more on labour measures and also with regard to the maintenance of buildings.

Mr. Vasudevan.C, 1999, had done a project on "job satisfaction" among the workers in "ELGI Electric and Industries Limited" and he suggested that the organization may provide better working conditions, can reduce the hours of work and provide more career advancement opportunities.

Vroom(1964), productivity depends upon two major variables viz., employees' job performance and resources utilized. In most organizational performance of the employees is relatively more important than the equipments and raw materials.

OBJECTIVES OF THE STUDY

- To know the employees' attitude towards the organization
- To know the reasons for the employees' positive attitude
- To know the reasons for the employees' negative attitude
- To know the employees' expectations from the organization
- To make suggestions to improve the attitude of the employees to the management.

VISION

Through our commitment to excellence in performance, we build a bridge of trust and confidence between our clients and our employees.

MISSION

To embody the highest standards of excellence in the delivery of quality real estate solutions through exceptional service, ingenuity, and the integrity necessary to ensure complete customer satisfaction.

VALUES

Customer delight, to deliver the product promised on time with the best quality, to be sensitive towards the environment and surrounding communities and to be the employer of first choice known for its innovation as well as professional approach for real estate development.

RESEARCH METHODOLOGY

MEANING

Research methodology is a way to systematically value the research problem. At may understood as of studying how research is scientifically done research and academic and such the term should be used in technical sense.

RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data manner that aims to combine relevance purpose with economy in procedure. The archer used descriptive research for this research study. The major purpose of study is description of this study is description of the state of affairs as it exist at present.

CHI-SQUARE TEST:

$$\text{Chi-square test } (x^2) = \sum \frac{(O_i - E_i)^2}{E_i}$$

Degrees of freedom = (R-1) (C-1), Where as, O = observed frequency, E = expected frequency, R = number of rows, C = number of columns

Null Hypothesis (Ho)

There is no significance relationship between work experience and promotion process.

Alternative Hypothesis (H1)

There is significance relationship between work experience and promotion process.

DATA ANALYSIS AND INTERPRETATION

TABLE - I THE TABLE SHOWING EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
BELOW HIGH SCHOOL	15	30
HIGHER SECONDARY	11	22
GRADUATES	24	48
TOTAL	50	100

INTERPRETATION

It is interpreted from the table 30% of the respondents belong to below high school, 22 % of respondents belongs to high school, 48% of respondents belongs to graduate.

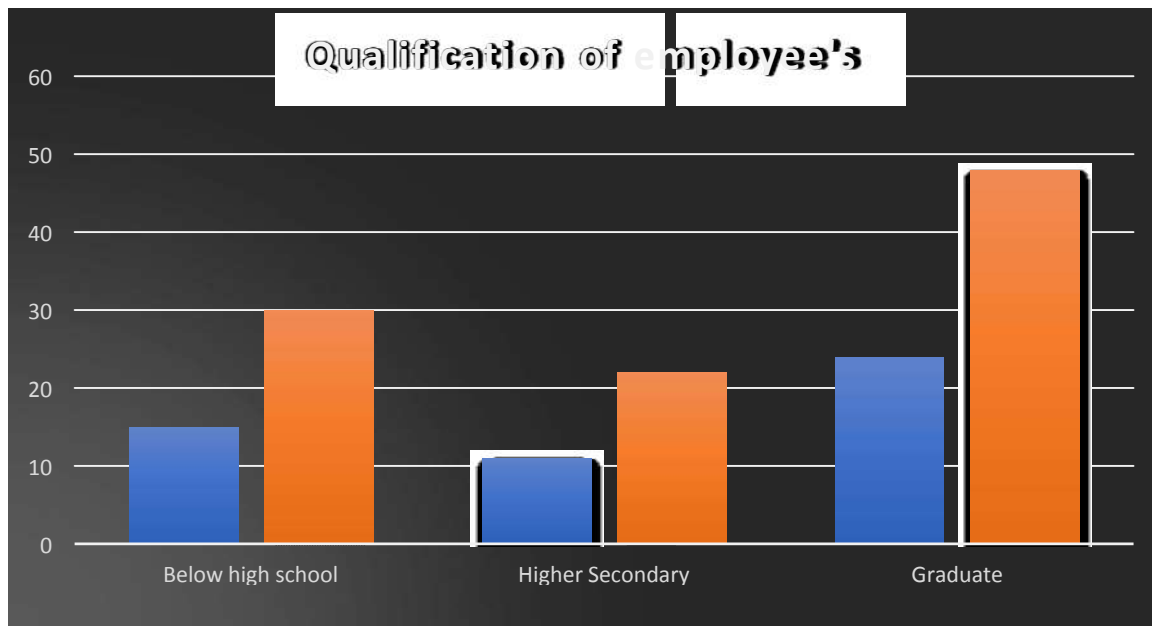
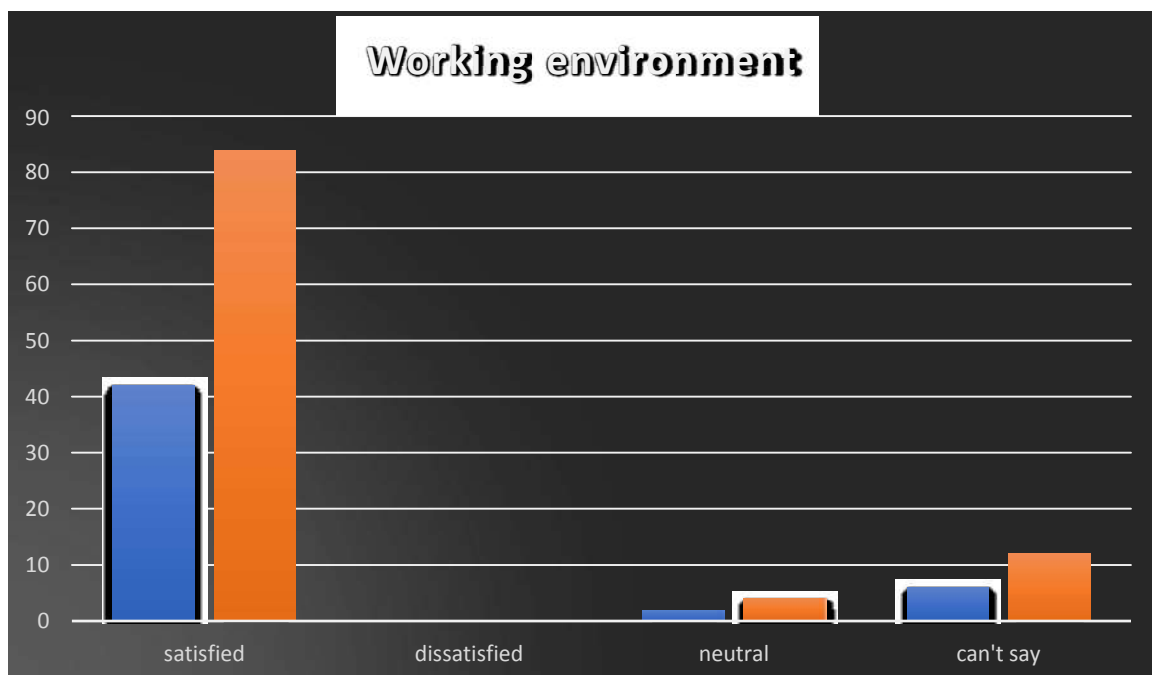


TABLE - 2 THE TABLE SHOWING WORKING EXPERIENCE OF THE RESPONDENTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
SATISFIED	42	84
DISSATISFIED	0	0
NEUTRAL	2	4
CAN'T SAY	6	12
TOTAL	50	100

INTERPRETATION

From the above the information narrates that 84% are satisfied with working environment 4% are Neutral with Working Environment 0% are dissatisfied with working environment & 12% are can't say with working environment.



CHI - SQUARE TEST
QUALIFICATION VS WORKING ENVIRONMENT OBSERVED VALUE

Qualification/Working environment	Below highschool	HSC	Graduate	Total
Satisfied	12	5	24	41
Dissatisfied	2	4	0	6
Neutral	0	1	0	1
Can't say	1	1	0	2
Total	15	11	24	50

EXPECTED VALUE

Qualification/ Working environment	Below high school	HSC	Graduate
Satisfied	9.84	1.1	11.52
Dissatisfied	0.6	0.88	0
Neutral	0	0.22	0
Can't say	0.3	0.22	0

CALCULATION

O	E	(O - E)	(O - E) ²	(O - E) ² / E
12	9.84	2.16	4.665	0.474
5	1.1	3.9	15.21	13.827
24	11.52	12.48	155.75	13.52
2	0.6	1.4	1.96	3.266
4	0.88	3.12	9.734	11.061
0	0	0	0	0
0	0	0	0	0
1	0.22	0.78	0.608	2.765
0	0	0	0	0
1	0.3	0.7	0.49	1.633
1	0.22	0.78	0.608	2.765
0	0	0	0	0
				$\Sigma = 49.311$

CALCULATION

Level of significance $\alpha = 0.05$

Degree of freedom = $(R - 1) * (C - 1)$

= $(3 - 1) * (4 - 1)$

= 6

Tabulated value = 12.59

Calculated value = 49.311

Calculated value is greater than tabulated value

The null hypothesis H_0 is accepted

FINDINGS

- Majority of the respondents nearly are in the age group of 31 – 40 years
- Most of the respondents 48% are graduates
- Of the total respondents 84% are living as individual family
- Most of the respondents nearly 32% are working in the organization for more than 5 – 6 years
- More than half of the respondents i.e. 84% are satisfied with the working environment
- All the respondents i.e. 100% have participated in training program conducted by the organization

SUGGESTION

- The researcher suggests to the company to provide high salary to the employees according to the nature of works, risks taken by the employees to do a work.
- The researcher suggests to the company to provide more recreational activities to the employees to relax them from the work tension and to concentrate on the work during the working hours so that the company can increase the production and the company can achieve the target easily before itself.
- The researcher suggests to the company to provide good hospital facility and ambulance facilities to the employees during the accidental time in the industry. The company should provide fire extinguishers and fire alarm where there is high risk to the employees.
- The researcher suggests to the company to provide extra insurance scheme to the employees it should differ to the accidents happen in the industry. The company should not follow same insurance scheme to all the employees. The company should provide some safety requirements like gloves, shoes, helmet and mask to the employees for their safety purpose.

CONCLUSION

The study aimed to find out the employees attitude towards organization in GS Groups, Sivagiri. For this purpose, a sample size of 50 was taken and stratified random sampling technique was adopted to choose the respondents. A well structured questionnaire was prepared and distributed to the employees for the purpose of this research. Thus data collected were tabulated and analyzed with statistical tools like simple percentage, chi-square analysis. The study found that majority of the employees is belonging to the age group of 31-40 years. The studies found that majority of the employees are undergraduate holders and possess 5-15 years of experience. It is suggested to the company to recreational activities to the employees to relax them from the work tension and to concentrate on the work during the working hours.

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