

A Study on Employees Opinion towards Employee Engagement

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ABSTRACT

Human resources executive continue to struggle with issues of talent management, especially the problem of retention. The idea to find the best way for the problem of retention employees has taken HR officials through the concept of employee retention, employee effectiveness and employee commitment. With the issues in the market the idea of “employee engagement” emerges to determine how emotionally the employee is bonded to his organization how he works with passion. This concept is applied where employees can be used in customer and as a service provider. Hence, the gap between the desired and adequate level can be minimized, as the expectations and perceptions of an employee.

KEY WORDS: Employee satisfaction, delight, Employee engagement, perceptions, expectations.

1. INTRODUCTION

Engagement is mainly concentrated to utilize the employees very effectively by motivating them to bring out the best talent in their work. When this is carried out successfully the company gets hundred percent. The quality of people determines the quality of output. Hence employee engagement proves that there is a relationship between customer satisfaction and profitability. When employee engaged is done perfectly within the organization then customer satisfaction and service level is improved by the impacts of their attitude towards their work.

Ryan Scott (2012), stated that employee engagement is a different concept attaining to the level of feel of an employee interest in his job. Shuck & Wollard, 2011 indicates that an efficiency and working condition as a lifting tool for positive cognitive, emotional, and behavioral state directs towards organizational outcomes. Attridge (2010), provides a review on employee engagement, based on out sourced researches. Czarnowsky, 2008 characterized employee engagement is a different approach associated to construct with individual employee performance. Saks, 2005, engaged employees with their work and displayed the attentiveness and absorption in their work mentally. Fleming & Asplund (2007), found that only 30% of the workforce is being engaged effectively. Barry Berman and Joel R Evans, 2004 gave an overview on the impact on the economy of Retailing and stated that world commerce major part depends on retailing. Michael Levy and Barton Weitz (2005), discusses different retailing strategies facets for developing the retail markets in a growing economy. The authors found out the methods of operation in market for the growth of modern retailing and multichannel retailing. Barry Burman and Joel Evans (2006), analyzed the detailed market using SWOT analysis from different dimensions. The authors understood that new trends in retail marketing change the pricing policy and promotional techniques.

2. METHODS OF PROPOSED SYSTEM

The work is carried out by research design, selecting the sample, sample size and population. This is done by collecting the source of data. The data may be primary data or secondary data in which primary forms the source of questions and secondary forms the data collected through internet, books and journals.

In this study total population is 150 and sample data was collected from 100 merchant. The study tools used were analysis using simple % and Chi-square.

Simple % analysis:

Formula = (Employee used / Whole sample) * 100

Chi-square analysis: Chi-square test is a most important non-parametric test. This analyze the dependent and independent variable.

Formula = (Observed frequency - Expected frequency)² / Expected frequency

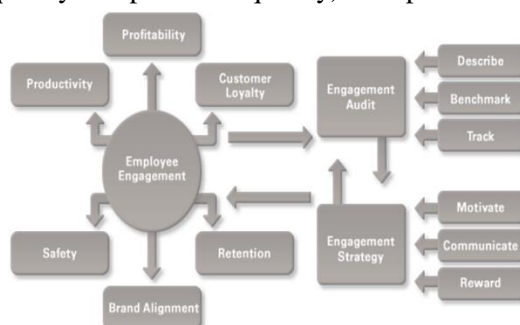


Figure.1. Overall responsibility of an Employee in an Organisation

3. RESULTS AND DISCUSSION

Table.1. Gender Wise Classification of Employees

S.no	Gender	No. of employees	%
1	Male	66	66
2	Female	34	34
Total		100	100

Table.2. Age Wise Classification of Employees

S.no	Age	No. of employees	%
1	Below 30 years	52	52
2	Between 31 to 35 years	20	20
3	Between 36 to 40 years	4	4
4	Above 40 years	16	16
Total		100	100

Table.3. Educational Qualification Wise Classification of Employees

S.no	Educational Qualification	No. of employees	%
1	U.G	52	52
2	P.G	14	14
3	Diploma	10	10
4	Others	24	24
Total		100	100

Table.4. Experience Wise Classification of Employees

S.no	Particulars	No. of employees	%
1	0-5 years	62	62
2	6-10 years	18	18
3	11-15 years	4	4
4	Above 15 years	16	16
Total		100	100

Table.5. Department Wise Classification of Employees

S.no	Particulars	No. of employees	%
1	H.R Dept	4	4
2	Sales dept	26	26
3	Service dept	38	38
4	Administrator dept	32	32
Total		100	100

Table.6. Marital Status Wise Classification of Employees

S.no	Marital Status	No. of employees	%
1	Single	35	70
2	Married	15	30
Total		50	100

Table.7. Employees Opinion towards Enough Resources Available to their

S.no	Particulars	No. of employees	%
1	Strongly accept	42	42
2	Accept	34	34
3	Neutral	12	12
4	Not accept	12	12
5	Strongly Not accept	0	0
Total		100	100

Table.8. Employees Opinion Towards Maintain Balance between Work and Life

S.no	Particulars	No. of employees	%
1	Strongly accept	56	56
2	Accept	12	12
3	Neutral	12	12
4	Not accept	12	12
5	Strongly Not accept	8	8
Total		100	100

Table.9. Employees Opinion towards Communication with Other Department

S.no	Particulars	No. of employees	%
1	Strongly accept	90	90
2	Accept	6	6
3	Neutral	4	4
4	Not accept	0	0
5	Strongly Not accept	0	0
Total		100	100

Table.10. Employees Opinion towards Company Recognize For Their Good Effort

S.no	Particulars	No. of employees	%
1	Strongly accept	26	26
2	Accept	34	34
3	Neutral	14	14
4	Not accept	22	22
5	Strongly Not accept	4	4
Total		100	100

Table.11. Employees of the Opinion towards Knows About Job Expectation

S.no	Particulars	No. of employees	%
1	Strongly accept	88	88
2	Accept	6	6
3	Neutral	0	0
4	Not accept	6	6
5	Strongly Not accept	0	0
Total		100	100

Table.12. Employees Opinion Towards their Work is important for Organization Success

S.no	Particulars	No. of employees	%
1	Strongly accept	96	96
2	Accept	4	4
3	Neutral	0	0
4	Not accept	0	0
5	Strongly Not accept	0	0
Total		100	100

Table.13. Employees Opinion towards Work with Full Commitment

S.no	Particulars	No. of employees	%
1	Strongly accept	90	90
2	Accept	6	6
3	Neutral	4	4
4	Not accept	0	0
5	Strongly Not accept	0	0
Total		100	100

Table.14. Employees Opinion towards Promotions are Handled Fairly

S.no	Particulars	No. of employees	%
1	Strongly accept	26	26
2	Accept	34	34
3	Neutral	14	14
4	Not accept	22	22
5	Strongly Not accept	4	4
Total		100	100

Table.15. Employee Opinion towards Clear Career Path

S.no	Particulars	No. of employees	%
1	Strongly accept	32	32
2	Accept	6	6
3	Neutral	16	16
4	Not accept	34	34
5	Strongly Not accept	12	12
Total		100	100

Chi-Square Tests: Testing the relationship between Age of the employee and Rewards.

Hypotheses: Age of the employee and Rewards.

H₀: There is no significant relationship between Age of the employee and Rewards.

H₁: There is a significant relationship between Age of the employee and Rewards.

Table.16. Testing of Hypothesis

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3560.694(a)	24	.000
Likelihood Ratio	21.180	24	.048
Linear-by-Linear Association	3.999	2	.046
No of Valid Cases	50		

To summarize it is clear that from table.1, 66% of the employees are male. Table.2, shows that 52% of the employees were in the age group of below 30 yrs. From table.3, 62% of the employees are having 0-5 years of experience. Table.4, gives the data that 52% of the employees are under graduate qualified. From table.5, 38% of the employees are under service department. Table.6, shows that 70% of the employees are single. Table.7, shows that 42% of the employees expressed their opinion as strongly accept towards “enough resources available”. From table.8, 56% of the employees expressed their opinion as strongly Accept towards” maintain balance between work and life”. Table.9, shows that 90% of the employees strongly accept towards” communication with other department”. From table.10, 34% of the employees expressed their opinion as strongly Accept towards “company recognize for good effort”. From table.11, 88% of the employees expressed their opinion as strongly Accept towards “know about job expectation. From table.12, 96% of the employees expressed their opinion as strongly accepts towards “their work is important for organization success”. Table.13, shows that 90% of the employees expressed their opinion as strongly accept towards “ work with full commitment “.From table.14, 34% of the employees strongly accept towards “promotions are handled fairly”. Table.15 shows that 34% of the employees expressed their opinion as strongly accept towards “clear career path”

It is observed that there is a relationship exists between rewards and age. From the cross match table it is noted that the age group below 35 years had registered their negative opinion towards management and the age group over 35 had registered positive opinion towards the management. Hence the management has to concentrate on the particular age group to satisfy with rewards.

4. CONCLUSION

The employee engagement practices are found to be satisfactory in organization encouragement, recognition, commitment is found to be good in the company and they are responsible variable for engagement of employees in the company. However improvement needed in the areas which have been quoted in suggestion now a day’s companies are facing major problem in retaining the employee for with they are developing emotionally engaged workforce by various employee engagement activities. It is very contemporary for management to concentrate in various factors of employee engagement practices for better organization out come and improved service.

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