

A STUDY ON EMPLOYEE MORALE AND ATTITUDE AT SRI VISHNU SHANKAR MILL LTD, IN RAJAPALAYAM.

ABSTRACT

Morale represents a composite of feelings, attitudes and sentiments that contribute to general feeling of satisfaction. It is a state of mind and spirit affecting willingness to work, which, in turn, affects organizational and individual objectives. It describes the overall group satisfaction. the employee morale and attitude and to know the level of morale of the employees working in this company and also to know the level of satisfaction of the employees towards the company and understand the employee morale and attitude. participation in management decision making majority of the respondents are always able to maintain the good balance between their work life and their family life, majority of the respondents are interested in Social Service, majority of the respondents are mostly motivated by the factor of salary increase and satisfied in the organization. The major suggestion was that the management has to update the modern technologies in the organization, management can consider employee's performance as well as the experiences for their promotion, organization can improve the motivational talks for all the employee level, the management may takes the steps to introduce employee suggestion system for the improvement of the organization.

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INTRODUCTION

Employee morale is the relationship that a particular employee or a group of employees have with their work and the organization they work for. High employee morale means that employees are happy and this is reflective in the kind of work they produce. On the other hand, low employee morale results in less productivity and pessimism among employees. It is important for every organization to continually keep employee morale high. It is a concept that describes the level of favorable or unfavorable attitude of employees collectively to all aspects of their work the job, the company, their tasks, working conditions, fellow workers, superiors and so on. Morale is a fundamental psychological concept. It is not easy to define. Morale is the degree of enthusiasm and willingness with which the members of a group pull together to achieve group goal Morale represents a composite of feelings, attitudes and sentiments that

contribute to general feelings of satisfactions. It is a state of mind and spirit affecting willingness to work, which, in turn, affects organizational and individual objectives. It describes the overall group satisfaction. If the enthusiasm and willingness to work of a group is high, we can say morale is high and vice versa. Just as good health is essential for an individual, high morale is necessary for an organization.

REVIEW OF LITERATURE

“Zemke” (2000) points out that morale isn't that difficult to analyze or interpret and that it is simply the state of relationship an individual may have with an organization. Organizations should be observed on a larger scale than just looking at a group of people, and on an expanded view as a country, company, sports team, or even a family (p. 1).

“McFadzean and McFadzean” (2005) show various definitions of morale as a matter of teamwork, employees feeling good about their work environment, and in military terms as a condition with respect, discipline, and confidence. The military uses morale in a form of unit cohesion, camaraderie, teamwork, honor, courage, and commitment. An office employee may judge it by lack of communication within their department.

“Forret and Love” (2008) defined morale in two different states of directions as either being high or low. Depending on what direction morale was in an organization often times determined the overall attitude one felt towards their work environment. High morale was characterized by workers feeling satisfied and positive with coworkers and their work environment, in contrast low morale was characterized as being negative, bitter, frustrated, and hate towards the overall work environment.

“McPherson” (2008) reasons that it does matter if morale is low by using examples like teachers complaining of low salaries, health services staff feeling undervalued and unsafe, or when social workers feel budget cuts and pressure. Any of these variables may have a major negative impact effect on the quality of rendered services.

“Akdere and Altman” (2009) provides in addition to morale that the decision making process is also influential in the positive effect of business performance of an organization in which results in employee and customer satisfaction.

THE PRESENT STUDY

Organizations are increasingly required to improve their ability to enhance employees' support or acceptance for change initiatives. In studies that have examined the conditions in which employees support organizational change, researchers have focused on various attitudinal constructs that represent employees' attitudes toward organizational change. The constructs,

which frequently serve as key variables in these studies, include readiness for change, commitment to change, openness to change, and cynicism about organizational change. These constructs have distinct meanings and emphases and therefore they can provide us with different information regarding employees' evaluation of and concerns about particular change initiatives. In this literature review, the author discusses how the constructs are defined in the organizational change literature and synthesizes the antecedents of each construct

OBJECTIVES OF THE STUDY:

- To find out the employee morale and attitude in the organization
- To know the level of satisfaction of the employees towards the company.
- To know the level of morale of the employees working in this company.

RESEARCH METHODOLOGY

Research Design

The Research design used in the study was **descriptive research design**. It includes the surveys and fact-finding requires of different kinds. The major purpose of descriptive research designs, as it exists at present. The main characteristic of this method is that the researcher has no control of variables; he can report only what has happened or what is happening.

Sample Size and Design

The major emphasis of descriptive research is concerned with description of facts. The main characteristic of this method is that the research has no control over the variables

SAMPLE FRAME

In this study convenient sampling method is used in selecting the samples.

RESPONDENTS

The universe of the study includes workers above. In Sri Vishnu Shankar Mill Ltd, the total number of employee is above 800. 150 employees are selected for the study

LIMITATION OF THE STUDY:

- Some respondents did not give whole information because of their busy work schedule.
- Since the organization has strict control. It act as another barrier for getting data.

ANALYSIS

Table1. showing the Respondent's opinion about the relationship with management.

S. No	Opinion	No. of. Respondents	Percentage
1	Highly Satisfied	48	32%
2	Satisfied	67	45%
3	Neutral	22	15%
4	Dissatisfied	4	3%
5	Highly Dissatisfied	9	6%
	Total	150	100%

Table.2 showing the respondent's opinion about their Health/safety/welfare measures

S. No	Opinion	No. of. Respondents	Percentage
1	Highly satisfied	72	48%
2	Satisfied	54	36%
3	Neutral	4	3%
4	Dissatisfied	12	8%
5	Highly dissatisfied	8	5%
	Total	150	100%

Table .3 showing the respondent's opinion about their ableness to maintain a good balance between their work life and their family life

SL . No	Opinion	No. of. Respondents	Percentage
1	Always	79	53%
2	Sometimes	62	41%

3	Seldom	9	6%
	Total	150	100%

Table .4 showing the respondent's opinion regarding training and development program in the company

SL .No	Opinion	No.of. Respondents	Percentage
1	Highly satisfied	62	41%
2	Satisfied	63	42%
3	Neutral	13	9%
4	Dissatisfied	7	5%
5	Highly dissatisfied	5	3%
	Total	150	100

Table.5 showing the respondent's opinion about the new technology being used in the training and development program in the company

S. No	Opinion	No .of. Respondents	Percentage
1	Highly satisfied	46	31%
2	Satisfied	56	37%
3	Neutral	12	8%
4	Dissatisfied	21	14%
5	Highly dissatisfied	15	10%
	Total	150	100%

3.2 Rank Correlation Analysis

Aim:

To find out the relationship between the employee Social Security Benefits and Job satisfaction by using the Rank Correlation Analysis

Descriptive Statistics

	Mean	Std. Deviation	N
Opinion about employee social security benefits	1.88	1.049	150
Opinion about job satisfaction	2.07	.991	150

Correlations

		Opinion about employee social security benefits	Opinion about job satisfaction
Opinion about employee social security benefits	Pearson Correlation	1	.907**
	Sig. (2-tailed)		.000
	N	150	150
Opinion about job satisfaction	Pearson Correlation	.907**	1
	Sig. (2-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Conclusion:

Significant (p) Value = .907

Since, P value is greater than 0.05. Therefore, Ho is accepted.

So, there is relationship between Employee Social Security Benefits and Job Satisfaction.

3.3 Mann-Whitney U Test

Aim:

To find out the significant differences between Gender and the balance of work life and family life by using Mann-Whitney U Test.

Hypothesis:

Ho: There is no significant difference between the Gender and The balance of work life and family life.

H1: There is a significant difference between the Gender and The balance of work life and family life.

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Balance of work life and family life	Male	99	70.98	7027.50
	Female	51	84.26	4297.50
	Total	150		

Test Statistics

	Balance of work life and family life
Mann-Whitney U	2077.500
Wilcoxon W	7027.500
Z	-2.004
Asymp. Sig. (2-tailed)	.045

a. Grouping Variable: Gender

Significant (P) value = 0.045

Since, P value is less than the 0.05. Therefore, Ho is rejected.

So, there is no significant difference between the Gender and the Balance of work life and the family life.

3.4 Chi-square Analysis

Aim:

To find out the relationship between age and basis of promotion/transfer by using Chi-square analysis

Hypothesis:

Ho: There is no relationship between the Age and the Basis of promotion/Transfer.

H1: There is relationship between the Age and the Basis of promotion/Transfer.

Crosstabs
Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * basis of promotion/transfer	150	100.0%	0	0.0%	150	100.0%

Age * basis of promotion/transfer Cross tabulation

			Basis of promotion/transfer			Total
			Seniority	Performance	Both	
Age	below 30 Years	Count	11	16	5	32
		Expected Count	13.9	10.7	7.5	32.0
	30-40 Years	Count	32	15	10	57
		Expected Count	24.7	19.0	13.3	57.0
	40 - 50 Years	Count	17	14	11	42
		Expected Count	18.2	14.0	9.8	42.0
	above 50 years	Count	5	5	9	19
		Expected Count	8.2	6.3	4.4	19.0
	Total	Count	65	50	35	150
		Expected Count	65.0	50.0	35.0	150.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.373 ^a	6	.026
Likelihood Ratio	13.262	6	.039
Linear-by-Linear Association	3.647	1	.056
N of Valid Cases	150		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.43.

Significant (p) value = 0.026

Since, the p Value is less than 0.05. Therefore, Ho is rejected.

So, there is no relationship between the Age and Basis of Promotion/Transfer.

CONCLUSION:

In this present study, it is clear that various factors are contributing employees morale and attitude in this company. These factors are workers relationship, working condition of workplace, social security measures, Bonus, rewards, health, safety and welfare measures, shift system, leaves and holidays provided, management and employees are allowed to talk freely and recognition of work are getting much important. It is concluded that employee morale and attitude plays a very important role in the organization and Good employee morale helps to get the success of the organization.

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