



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON THE EFFECTIVENESS OF EMPLOYEE MORALE WITH SPECIAL REFERENCE TO KANAKA POLYPACK PVT. LTD, ALUVA

KEY WORDS: Employee morale, Effectiveness of employee morale, Job satisfaction, Organizational commitment.

Dr. P S Chandni

Associate Professor and HOD, Sree Narayana Guru College, Chavadi

Siji Paul. V.

M.Phil. Scholar, Sree Narayana Guru College, Chavadi

ABSTRACT

Morale is the depiction of emotions, satisfaction and overall attitude towards the work atmosphere. Productivity of the company or institutions are directly related to the morale of employees. Highly satisfied employees have high morale while dissatisfied employees have low morale. Employee morale was measured using job satisfaction, organizational commitment, etc. a high morale means the employee is satisfied with the job, puts in effort, is creative, takes initiative is committed to organisations and focuses on achieving organizational goals rather than personal goals. In this study make an attempt to assess the overall satisfaction of employees and the effectiveness of employee morale in Kanaka Polypack Pvt. Ltd, Aluva, and also study the factors influencing the employee morale. For this study 100 employees of Kanaka Polypack was selected. Data were subjected to descriptive statistics and tool used for this study was chi square test and descriptive statistical tools. The results also indicates that most of the employees are proud to be a part of this business organization.

INTRODUCTION

In this competitive era, all the business entities try to achieve organizational efficiency. Employee morale is one of the predictors of organizational efficiency and effectiveness. Organizational effectiveness considerably depends on the morale of its work force. Morale is purely emotional. It is an attitude of an employee towards their job, superior and organization. Effectiveness of any personnel policy relating to motivation is to be judged by its effect on the morale of the working group. Because, in essence, "Morale is primarily a function of the effectiveness with which people are stimulated to do something together."

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. Hence, morale is an employee's attitude towards his or her job, employer and colleagues. Employee morale as the psychological state with respect to satisfaction, confidence and resolve; the attitude of an individual or group of employees, resulting in courage, devotion and discipline; level of fulfilment one has with intrinsic work aspects, such as variety and challenge, feedback and learning and space to grow and extrinsic circumstances of employment such as fair and adequate pay, job security and health and safety. Higher salaries and compensation benefits may seem the most likely way to attract employees.

Although convenient workplace conditions are requirements for improving productivity and quality of outcomes, Good management and effective leadership help to develop team work and the integration of individual and group goals. Performance of all workforces has to be maintained and morale rebuilt. Morale is an important part of organizational climate. Morale of the employees directly affects the productivity and smooth running of the firm. High morale is usually recognized as a key to success. The present study, "The effectiveness of employee morale with special reference to Kanaka Polypack Pvt. Ltd, Aluva" is to evaluate the effectiveness of employee morale.

REVIEW OF LITERATURE

In India, several studies have been conducted on morale and its relationships to several variables in organizational settings. Some of these studies are described here.

Zial (2011)¹ concluded that teambuilding has long term positive relationship between employee morale and employee retention. Team performance, individual contribution, team evaluation and coordination have long term positive relationship between employee morale and employee retention. **Chopade (2012)**² revealed the relationship between survivors' perception of rightsizing and their continuance commitment, affective commitment and morale. During this intervention, if employees' positive perception of rightsizing would have positive impact on their continuance as well as affective commitment. But, survivors'

rightsizing perception has negative impact on their morale. Employees were satisfied with their pay and amount of work done. They were worried about their job security. So that respondents has shown high commitment but low morale. **Usmaniet. al. (2013)**³ explores the relationship between diversity and customer satisfaction mediated by employee morale. Exploratory Factor Analysis, Confirmatory Factor Analysis and Structural Equation Modelling were run to test the relationship and significance of the model. The results rejected the mediated relationship of diversity and customer satisfaction but showed positive direct association between diversity and employee morale.

OBJECTIVES OF THE STUDY

- To find the effectiveness of employee morale in Kanaka Polypack Pvt. Ltd.
- To study about the factors influencing the morale of the employees.
- To study about the overall job satisfaction of employees.

HYPOTHESIS

The job satisfaction and level of freedom given to employees are independent.

RESEARCH METHODOLOGY

Research design used in this study is descriptive in nature. It describes the characteristics of relevant group like consumers, employees etc.

For this study, the necessary data has been collected from primary source. Primary data required for the study has been collected through questionnaire method.

Universe of the study is 200 employees of Kanaka Polypack Ltd, Aluva. Here probability method that is simple random sampling is used as a sampling technique. Sample size of this study is 100 employees of Kanaka Polypack Pvt. Ltd, Aluva.

The scoring was analysed on five point Likert scale and was expressed in percentage. Both descriptive and analytical tools was used for analysis in this study. Chi square test was used as analytical tool here.

LIMITATIONS OF THE STUDY

- Due to time constraint, the study is made only among 100 employees of Kanaka Polypack Pvt Ltd.
- Most of the respondents were reluctant to reveal all the facts.
- The work atmosphere at Kanaka Polypack Pvt Ltd is a very busy one, so only minimum interaction was possible.

DATA ANALYSIS

The data collected for the study was analysed based on different variable. The result of analysis reveals the following.

Chi square value = 0.49
Table value = 9.488

The Chi square value between job satisfaction and the level of freedom given to employees is 0.49. The table value at Degree of freedom 4 and 5% level of significance is 9.488.

Here the calculated value is less than table value therefore accept the H_0 . That is the job satisfaction and level of freedom given to employees are independent.

Table 1

STATEMENT	YES (%)	NO (%)
Are you proud as worker of this company?	96	4
What is your opinion about Confidence in respective Work?	100	0
What is the Opinion about Heavy Workload?	16	84
Do you have motivation in work?	76	24

The above table shows that among 100 employees 96% employees are proud to be the workers of Kanaka Polypack Pvt. Ltd. whereas 4% are not proud to be their worker.

From the above table it is clear that 100% employees of Kanaka Poly Pack Pvt. Ltd. have job confidence in their respective areas.

Among 100 employees 84% employees do not have a heavy workload in this company, whereas 16% employees have a heavy workload.

Most of them that is, 76% employees are of the opinion that they get motivated in their work whereas 24% employees do not get motivated in their work.

Table 2

STATEMENT	HS	S	N	D	HD
Satisfaction in working conditions	22	28	34	16	0
Satisfaction in training activities	24	36	30	10	0
Satisfaction in wages	20	32	28	12	8
Satisfaction in management	38	34	16	10	2
Satisfaction in Co-workers	30	38	22	6	4
Satisfaction in present job	39	12	28	17	4

Source: primary data

Among 100 employees' 22 employees working in Kanaka Polypack Pvt. Ltd. are highly satisfied with the working conditions provided to them. 28 are satisfied, 34 are neutral in their opinion, 16 employees are dissatisfied with the working conditions and no one is highly dissatisfied with the working conditions provided to them.

FINDINGS

1. Job satisfaction and level of freedom given to employees are independent.
2. Most of the employees are proud to be the worker of Kanaka Polypack Pvt. Ltd.
3. All the employees of Kanaka Polypack Pvt. Ltd have Zen percent confidence in their respective work.
4. Only 16% employees are of the opinion that they have heavy workload in this company.
5. Majority of the employees gets motivated in their work.
6. Among the employees 34% employees are neutral with the working conditions provided by the Kanaka Polypack Pvt. Ltd
7. Only 36% employees are satisfied with the training activities provided by Kanaka Polypack Pvt. Ltd.
8. Only 32% employees are satisfied with the wages provided by Kanaka Polypack Pvt. Ltd.
9. 38 % employees are highly satisfied with the management of Kanaka Polypack Pvt. Ltd.
10. Among the 100 employees 38% employees are satisfied with the inter-personal relationship with the co-workers.
11. Among the employees 39% employees are highly satisfied

with their present job.

12. There are 46% employees have high level of freedom in their works.

SUGGESTIONS

1. Only 22% employees are highly satisfied with the working conditions. If better working condition should be provided to the employees as it will boost employee morale and productivity.
2. It is better to implement more effective training programme and it should be provided to all the employees.
3. It will be better if the management gives performance awards to employees.

CONCLUSION

The study was conducted on "Employees morale in Kanaka Polypack Pvt. Ltd" in order to study its effectiveness. Morale is a psychological concept. Morale is the mental state or attitude of individuals and groups, which determines the readiness to cooperate. It is an overall attitude of an individual or group towards all aspects of their work i.e. the company, the job, the supervisors, fellow workers, working conditions etc. Morale is not a cause but rather the effect of results of many going away. Morale differs from person to person, industry to industry, level of education, age, nature of work etc.

From the study, it can be concluded that majority of the employees are proud to be part of this prestigious business organization. Some of the employees were satisfied with the overall performance of the company such as wages provided, management and inter relationship with co-workers expect working condition.

By this study it is clear that various factors which influence morale and productivity of the employees such as safety and welfare measures, wage structure, level of freedom are getting much importance in their work life. If the company gives more importance to these factors that will help to improve the morale of employees. It can be concluded that keeping employee morale high is one of the best things to do to instil loyalty and maintain a productive workplace.

BIBLIOGRAPHY

Books

1. "Human Resource Management", Prakash V.D; Anmol Publication Pvt. Ltd. 2005.
2. "Quantitative Methods", L.R. Potti; Yamuna publications, Thiruvananthapuram-2007
3. "Organisational Behaviour a Modern Approach", Meenakshi N; Vikas publishing house Pvt. Ltd. 2009.
4. "Human Resource Development", Dr. Bhattacharyya D.K; Himalaya publishing house 2009.
5. "Research methodology", R. Paneerselvam, PHI learning Pvt. Ltd. New Delhi 2010
6. "Research methodology", C.R. Kothari, New Age international publishers.

Journals

7. Haynes. B. P. (2008). An Evaluation of the Impact of the Office Environment on Productivity. Journal Of Facilities, 26 (5/6), pp. 178-179
8. Ngamb H. C. (2011): The Relationship between Leadership and Employee Morale in Higher Education. African Journal of Business Management. Vol. 5 (3), pp. 762-776
9. Zial Sayma (2011): Effects of Organisational team building on employees' morale and job retention. Business management dynamics vol. 1(7) pp. 31-37
10. Chopade Pallavi (2012): An Impact of Rightsizing on Existing Employee's Commitment Morale; Study Of Indian It Companies. International Journal of Management and Social Sciences Research (IJMSSR). Vol. 1(2) Pp.6-10
11. Usmani Sania, Kumari Kalpana and Hussain Javed (2013): Diversity, Employee Morale and Customer Satisfaction; The Three Musketeers. Journal Of Economics Business And Management, Vol.3, No.1, Jan. Pp.11-18

Websites

12. www.kanakapolymers.com
13. www.plasticbottleskanaka.com
14. www.googleweblight.com
15. www.books.co.in
16. www.hrindia.com