A Study on Employee Morale With Reference To Butterfly Gandhimathi Appliances Limited

R.Deebaprabha[1], Dr.S.Rathika[2], Ms.S.SathiyaNaveena[3]
[1]Dept of MBA
[2]AssociateProfessor/Head, Dept of MBA
[3]Assistant Professor,Dept of MBA
[1, 2, 3] Prince Shri Venkateshwara Padhmavathy Engineering College, Chennai-600127

Abstract- *Employee morale is defined as the attitude, Satisfaction and overall outlook of employees during their association with an organization or a business. An employee that is satisfied and motivated at workplace usually tend to have a higher morale than their counterparts. Employee engagement and employee satisfaction play an important role for employees to be happy in their workplace.*

The method of sampling adopted to conduct survey is Simple Random Sampling Method. The area of research is concentrated on manufacturing Industry at Pudupakkam region.Sample Size of 200 employees working in Manufacture Industry located at Pudupakkam. In this project, study is about employee morale. Population of this study will be those employee morale in Pudupakkam region. In Butterfly Gandhimathi Appliances Limited has more than 1000 population.

I. INTRODUCTION

Employee morale is defined as the attitude, Satisfaction and overall outlook of employees during their association with an organization or a business. An employee that is satisfied and motivated at workplace usually tend to have a higher morale than their counterparts. Employee engagement and employee satisfaction play an important role for employees to be happy in their workplace.

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. Employee Morale refers to an attitude of satisfaction with a desire to continue and strive for attaining the objectives of a factory.

Morale is perhaps the most frequently used term, in Organisational literature. Yet it remains one of the more evasive, controversial topics that lack universally acceptable and comprehensive, definition. Morale in spite of its importance is largely unacknowledged and poorly understood by managers.

Employee morale refers to the overall outlook, satisfaction, and enthusiasm of employees towards their work and workplace environment. It encompasses factors such as job satisfaction, organizational culture, relationships with colleagues and superiors, recognition, and opportunities for growth and development. Maintaining high employee morale is crucial for productivity ,retention ,and fostering a positive work culture.

II. NEED FOR THE STUDY

The organization to know the strength and opportunity to develop the employee's morale and to know the happy employees and their productive work. High morale will bring motivation in a team work and employees" high degree of employee's interest in their job and organization. Morale will motivate among the employees for better performance and job satisfaction. By doing this study we come to know the employees performance and motivation in the organization. Employee's relationship and strength will be found through morale.

III. OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

- To study on Employee morale with reference at Butterfly Gandhimathi Appliances Limited.

SECONDARY OBJECTIVES :

- To identify the factor influencing employee morale.
- To analysis employee morale and work life balance.
- To develop suggestion for increasing employee morale.
- To study the effect of productivity on morale.

IV. SCOPE OF THE STUDY

There are many researchers focuses the morale factors of employees, motivation of employees, employee satisfaction, analysis of morale on performance of employees and similarly there are researches on employee satisfaction and employee performance. The researcher also observes the scope for studying the relationship between and impact of morale on satisfaction and employee performance.This study was conducted to identify the factors that influence the employee morale.

V. LITERATURE REVIEW

Ashraf Tag-Eldeen (2024) has investigated that workplace bullying has an impact on employee morale, performance and turnover intentions. He found that significant effects of workplace bullying on the multiple organizational outcomes including morale and turnover intentions. Other drawbacks of these practices include undermining teamwork, lowering productivity and increasing staff sickness, absence and turnover rates. It also costs time and money, affects the quality-ofservice delivery, and damages the organization's reputation.

Bhatla (2024), focused on the need for such employees and how their presence can improve the progress and work efficiency of the organization as a whole. Also focused on the challenges faced by the HR managers to improve employee engagement for an organization's survival.

Bijaya Kumar Sundaray (2023), focused on various factors which lead to employee engagement and what should company do to make the employees engaged. Proper attention on engagement strategies will increase the organizational effectiveness in terms of higher productivity, profits, quality, customer satisfaction, employee retention and increased adaptability.

Carolyn ashe (2023), "CORRELATION OF MORALE, PRODUCTIVITY AND THE PROFIT IN ORGANIZATIONS", This study examined whether the level of employee morale has a direct relationship to productivity and profit. Several studies indicated that low morale causes low productivity but have not indicated decreased profit as a result.

Fadilahbantiahmad (2022), "A STUDY ON THE RELATIONSHIP BETWEEN THE MORALE OF EMPLOYEES AND PROJECT PERFORMANCE IN THE CONSTRUCTION INDUSTRY IN KEDAH", This thesis was conducted to determine the relationship between morale of employees and project performance in the construction industry. Based on a study conducted by the American Management association study reported that among firms applying job cuts in the 1990s, 69 percent reported a decline in employee morale.

VI. RESEARCH METHODOLOGY

MEANING OF RESEARCH

- Research is a systematic and an organized method to find answers to question.
- A research is a framework or blueprint to conducting a research project. It details the procedures necessary for obtaining the information needed to structure or solve research problem.
- Research can be explained as the process of collecting data and information for the purpose of making decisions.

RESEARCH METHODOLOGY:

Research Methodology is the process used to collect information and data for the purpose of making decisions. The methodology may include publication research, interviews, surveys and other research techniques and could include both present and historical information.

Research Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge.

RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data in manner that aims **to** combine relevance to the research purpose with economy by procedure, the research, design specifics the methods of data collection, sampling plan data analysis and interpretation.

The research has taken the descriptive research. Descriptive research means describing the state of nature of facts as it at present time.

SAMPLING:

Sampling is a process used in statistical analysis a predetermined number of observation are taken from a larger population.

SAMPLING DESIGN:

The method of sampling adopted toconduct survey is Simple Random Sampling Method. The area of research is concentrated on manufacturing Industry at Pudupakkam region.

SAMPLE POPULATION:

In this project, study is about employee morale. Population of this study will be those employee morale in Pudupakkam region. In Butterfly Gandhimathi Appliances Limited has more than **1000** population.

SOURCES OF DATA:

Primary Data:

The primary data for this study is collected through questionnaire consisting of multiple choice questions.

Secondary Data:

The secondary data is collected by referring by websites, journals, articles and research paper.

SAMPLE SIZE:

Sample Size of **200** employees working in Manufacture Industry located at Pudupakkam.

STATISTICAL TOOLS:

SPSS (STATISTICAL PACKAGE FOR SOCIAL SCIENCE)

Statistical package for social science (SPSS) is mean for statistical analysis of data. It has got tools to obtain accurate result. SPSS is a computer program used for survey authoring and deployment, data mining, text analytics, statistical analysis, and collaboration and deployment. The following statistical tools were used in this study.

- Simple percentage
- Chi-square
- Correlation
- Regression
- ANOVA

SIMPLE PERCENTAGE ANALYSIS:

Percentage refers to a special kind of ratio. Percentage is used in making comparisons between two or more series of data. In this study, the number of people who responded in a particular manner is interpreted in the form of percentages.

Percentage = (No.of respondents/Total no.of. respondents)*100

CHI-SQUARE TEST:

The chi-square test is also known as non-parametric test or distribution free test is used when it is impossible to make any assumption about population or when the researcher is unable to estimate the population's parameters. The main advantages of using non parametric test is that, the researcher can analyse qualitative data. It is used to determine whether the two variables are associated with each other or not. It helps in finding the association between two or more attributes.

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

CORRELATION:

Correlation analysis is made to determine the degree of relationship between two or more variables. It does not tell about cause and effect relationship. The values of coefficient of correlation lie between +1 to - 1. Where, r=+1, it means there is a perfect positive correlation between the variables. When r=1, it means there is a perfect negative correlation between the variables. When r=0, it mead no relationship between the two variables.

REGRESSION:

A regression is a statistical technique that relates a dependent variable to one or more independent (explanatory) variables. A regression model is able to show whether changes observed in the dependent variable are associated with changes in one or more of the explanatory variables.

ANOVA:

Analysis of variance (ANOVA) has been carried out to compare more than two meansat a time. One-way analysis of variance involves only one categorical variable or a single

factor, whereas in two- way analysis of variance, two factors on the dependent variable are studied.

VII. LIMITATIONS OF THE STUDY

- The study is restricted to the employees of manufacture industry at Pudupakkam region.
- The data was collected through questionnaire.
- Some respondents did not give information because of their busy work schedule.
- Lack of experience of Researcher.

TABLE – 1.8 TABLE SHOWING HOURS OF WORK PER DAY OF THERESPONDENTS

S.NO	Opini on	No.of.Re spondent	Percentag e of Responde nts
1	7-8 Hours	60	30%
2	More than 9 Hours	52	26%
3	8-9 Hours	48	24%
4	Less than 7 Hours	40	20%
	Total	200	100%

INTERPRETATION:

From the table above it is interpreted that 30% are working for 7-8 hours , 26% are more than 9 hours , 24% are 8-9 hours and 20% are working for less than 7 hours.
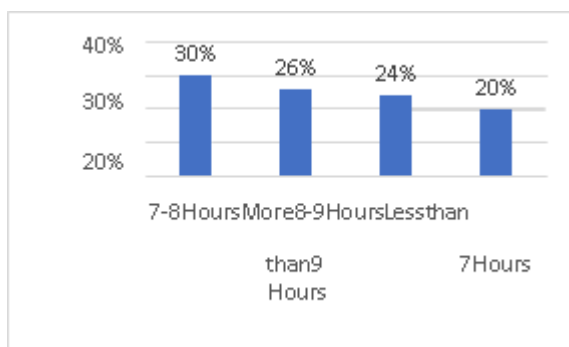

CHART NO – 1.8(1) CHART SHOWING HOURS OF WORK PER DAY OF THE RESPONDENTS

TABLE – 1.8(2) TABLE SHOWING FLEXIBLE WORK ROUTINE OF THE RESPONDENTS

S.N O	Opini on	No.of.Respon dents	Percentag e of Responde nts
1	Both	74	37%
2	Work from home	67	34%
3	Work from office	58	29%
	Total	200	100%

INTERPRETATION:

From the table above it is interpreted that 37% respondents that they are working in both routine , 34% respondents are work from home and 29% respondents are that they are working in work from office.
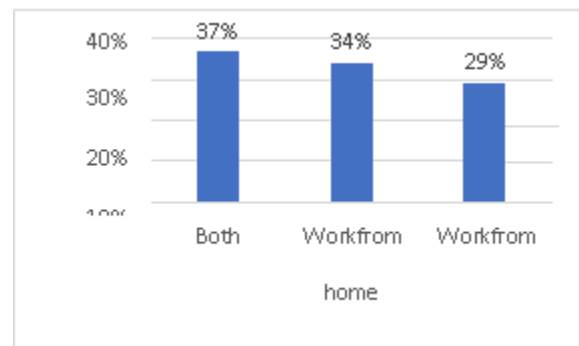

CHART NO – 1.8(2) CHART SHOWING FLEXIBLE WORK ROUTINE OF THE RESPONDENTS

TABLE – 1.8(3) TABLE SHOWING DEPRESSION , TIRED OF EMPLOYEES IN WORKPLACE OF THE RESPONDENTS

S.NO	Opinion	No.of.Respondents	Percentage of Respondents
1	Always	59	29.5%
2	Very Frequently	51	25.5%
3	Occasionally	38	19%
4	Very Rarely	23	11.5%
5	Never	29	14.5%
	Total	200	100%

INTERPRETATION:

From the table above it is interpreted that 29.5% of respondents always feel tired or depressed while working in the organisation , 25.5% of respondents very frequently , 19% of respondents occasionally , 11.5% of respondents very rarely and 14.5% of respondents never feel tired or depressed while working in the organisation.
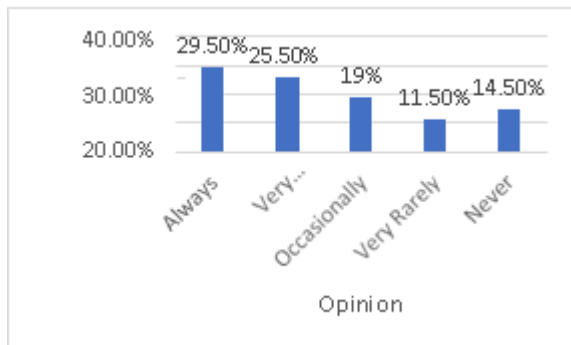

CHART NO – 1.8(3) CHART SHOWING DEPRESSION , TIRED OF EMPLOYEES IN WORKPLACE OF THE RESPONDENTS

CHI – SQUARE DIFFERENCE BETWEEN AGE OF THE RESPONDENTS AND HOURS OF WORK PER DAY OF THE RESPONDENTS

NULL HYPOTHESIS (H0):
There is no relationship difference between age of the respondents and working hours per day of the respondents.

ALTERNATIVE HYPOTHESE (H1):
There is a relationship difference between age of the respondents and working hours per day of the respondents.

STATISTICAL TEST:

Age of the respondents

	Observed N	Expected N	Residual
20-30 years	44	50.0	-6.0
30-40 years	55	50.0	5.0
40-50 years	50	50.0	.0
Above 50 years	51	50.0	1.0
Total	200		

How many hours do you work per day of the respondent

	Observed N	Expected N	Residual
Less than 7 hours	15	50.0	-35.0
7-8 hours	85	50.0	35.0
8-9 hours	67	50.0	17.0
More than 9 hours	33	50.0	-17.0
Total	200		

Test Statistics

	Age	How many hours working per day ?
Chi-Square	1.240a	60.560a
df	3	3
Asymp.Sig.	.743	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

INTERPRETATION:

Here the significance was occurs and has a value 0.743 is less than 0.05.Hence H0 is accepted.

RESULT:

There is no association between age of the respondents and working hours per day of the respondents.

ANOVA BETWEEN INCOME OF THE RESPONDENTS AND SATISFACTION LEVEL OF EMPLOYEES TOWARDS SALARY AND COMPENSATIONS OF THE RESPONDENTS

NULL HYPOTHESIS (H0):
There is no significant relationship between income of the respondents and satisfaction level of the employees towards salary of the respondents.

ALTERNATIVE HYPOTHESIS (H1):
There is a significant difference between income of the respondents and satisfaction level of the employees towards salary of the respondents.

STATISTICAL TEST:

ANOVA

3. Income

	Sum of squares	df	Mean square	F	Sig.
Between Groups	50.593	4	12.648	13.531	.000
Within Groups	182.282	195	.935		
Total	232.875	199			

Post Hoc Tests Homogeneous Subsets

3. Income

Duncan[a,b]

17. How satisfied are you with the salary and other compensations provided in this organization ?		Subset for alpha=0.05		
	N	1	2	3
Dissatisfied	37	1.86		
Highly satisfied	48		2.48	
Satisfied	25		2.48	
Neither satisfied or dissatisfied	28		2.54	
Highly dissatisfied	62			**3.29**
Sig.		1.000	.818	**1.000**

INTERPRETATION:
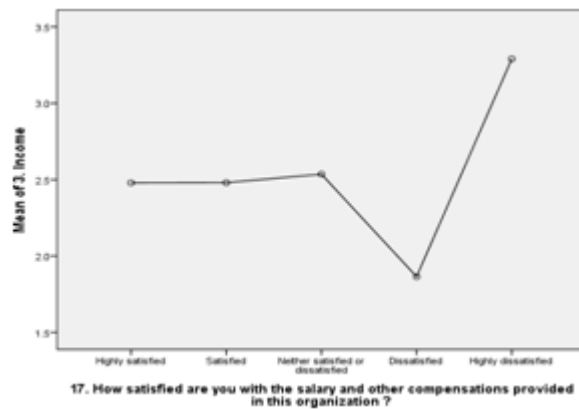
Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 35.790.

b. The group sizes are unequal. The harmonic mean of the group sizes is u guaranteed.

Save the test value 0.143 is greater than the probabilityof alpha error rate 0.05 accept the null hypothesis and reject alternate hypothesis . Therefore there is no significant association between income of the respondents and satisfaction level of the employees towards salary of the respondents.

RESULT:

There is no significant association between income of the respondents and satisfaction level of the employees towards salary of the respondents.

Means Plots

17. How satisfied are you with the salary and other compensations provided in this organization ?

XI. FINDINGS

- It is found that 30% of the respondents are working 7-8 Hours per day.
- It is found that 37% of the respondents are working in both flexible work routine.
- Here the significance was occurs and has a value 0.743 is less than 0.05 . Hence H0 is accepted. There is no association between age of the respondents and working hours per day of the respondents.
- Save the test value 0.143 is greater than the probability of alpha error rate0.05 accept the null hypothesis and reject alternate hypothesis . Therefore there is no significant association between income of the respondents and satisfaction level of the employees towards salary of the respondents.

XII. SUGGESTIONS

- Improve employee feedback system to get more innovative ideas.
- Motivate management by employee in making business decisions.
- Create an effective incentive program to employee, to develop the employee satisfaction.
- By providing 3 days work from office and 2 days work from home will create a good work life balance.
- By mentoring Freshers in their initial stage we can increase productivity .It will help the employee from making errors in their work.

XIII. CONCLUSION

Morale is psychological concept. Morale is not a cause but rather the effect or result of many going away. To conclude employee morale plays veryimportant role in every organization. Good employee morale helps to success of the organization. Maintaining high employee morale and productivity is hard work and cannot be forced. The company must establish core values, assess the current state, and invest in robust training for all levels of the organization.

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