

A Study on Employee's Behavioral Attitude Towards The Organization With Reference to Kamal Cool-Tech Industries Ltd., Chandrapur

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Abstract- *The project work entitled "A Study on Employee's Behavioural Attitude towards the Organization" with special reference to the Kamal Cool-Tech industries Ltd., Chandrapur.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 180 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 Kamal Cool-Tech industries Ltd., Chandrapur.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, INTERPERSONAL 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.

Keywords- Attitude, Job satisfaction, Job involvement, Organization's Commitment. CHI-Square

I. INTRODUCTION

The project work entitled "A Study on Employee's Behavioural Attitude towards the Organization" with special

reference to the Kamal Cool-Tech industries Ltd., Chandrapur. The various factors that are concerned towards the attitude of the employees.

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.

The analysis will be made mainly based on the primary data that is by the employees' opinion survey method. The researcher will be taken a sample size of 180 and will be used the stratified random sampling method to select the samples from the total population. Thus study will give the opinion of employees about all the H.R. functions of Kamal Cool-Tech industries Ltd., Chandrapur.Employment conditions, wages and incentives, interpersonal relationship, working conditions, management practices, etc.

While research we will use percentage analysis and CHI-Square test, and the study most probably will 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.

II. 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.

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. These functions of attitudes affect the individual's way of interpreting the information coming to him. Since attitudes intervene between work requirements and work responses, information about how people feel about their jobs can be quite useful in the predication about work response. Thus, these types of attitudes can portray areas of investigation for making the individual and the organization more compatible.

III. JOB SATISFACTION

Job satisfaction is the mental feeling of 'favourableness' which an individual has about his job. "Dubrins" has defined job satisfaction in terms of pleasure and contentment when he says that. When people speak of employee attitudes, more often mean job satisfaction.

A person with a high level of job satisfaction holds positive attitudes about their job, while a person who is dissatisfied with his or her job holds negative attitudes about the job.

IV. JOB INVOLVEMENT

The term job involvement is a more recent addition to the OB literature while there isn't complete agreement over what the term means. A workable definition states that job involvement measures the degree to which a person identifies him with his or her job and considers his or her perceived performance level important to self-worth. Employees with a high level of job involvement strongly identify with and really care about the kind of work they do.

V. ORGANIZATIONAL COMMITMENT

The third job attitude is organizational commitment, which is defined as a state in which an employee identifies with a particular organization and its goals, and wishes to maintain membership in the organization. So, high job involvement means identifying with one's specific job, while high organizational commitment means identifying with one's employing organization.

CHI-Square

The CHI-Square test is a useful measure of comparing experimentally obtained results with those expected theoretically and based on hypothesis. It is used as a

test static in testing a hypothesis that provides a set of theoretical frequencies with which observed frequencies are compared. In general, CHI Square test is applies to those problems in which we study whether the frequency with which a given event has occurred is scientifically different from the one as expected theoretically. The measure of CHI-Square enables us to find out the degree of discrepancy between observed frequencies and theoretical frequencies and a theoretical frequency is due to error of sampling or due to change.

$$\text{CHI-Square} = \sum (O_i - E_i)^2 / E_i$$

VI. RESEARCH METHODOLOGY

Research is an active, diligent and systematic process of inquiry in order to discover, interpret, and revise facts, events, behaviour's or theories or to make practical applications with the help of such facts, laws or theories. The term research is also used to describe the collection of information about a particular subject.

Employees' attitude towards the organization should be known by the entire organization to reduce the grievance. The main objective is to find out the number of employees who are having positive attitude and or negative attitude and what tends to the same.

Here, the general employee opinion survey method has been followed. The questionnaires were directly handed over to the employees of the organization for their responses.

SAMPLING METHOD

The sample size taken is 180 which has been selected through **Stratified**

Random Sampling.

When the markedly heterogeneous group is first subdivided into groups or 'stratas' in such a manner that all items in any particular group are similar with regard to the characteristic under consideration. From each such 'strata' items are chosen at random. The number of items taken from each group may be in proportion to its relative strength, the sample so formed is called as 'stratified'.

Tools For Data Collection

Questionnaire is the main tool for data collection. Questionnaire has been distributed to the employees directly and a discussion also has been done.

Statistical Tools Used

The following are the statistical tools used in this project to arrive specific results.

Percentage Analysis:

Percentage analysis is a statistical tool, which is used to identify the percentage of responses the respondent has given.

$$\text{Percentage} = \left(\frac{\text{No of respondents}}{\text{Total No. of Samples}} \right) \times 100$$

CHI-Square Test:

The CHI-Square test is a useful measure of comparing experimentally obtained results with those expected theoretically and based on hypothesis. It is used as a test static in testing a hypothesis that provides a set of theoretical frequencies with which observed frequencies are compared. In general, CHI Square test is applies to those problems in which we study whether the frequency with which a given event has occurred is scientifically different from the one as expected theoretically. The measure of CHI-Square enables us to find out the degree of discrepancy between observed frequencies and theoretical frequencies and a theoretical frequency is due to error of sampling or due to change.

VII. ANALYSIS AND INTERPRETATION

Age group It is interpreted that 7 % of the respondents belongs to 31 to 40 years, 63 % of respondents belongs to 41 to 50 years and 30% of respondents belongs to 51 to 60 percentage. **Educational Qualification** It is interpreted that 19 % of the respondents belong to below high school, 24 % of respondents belongs to high school, 17% of respondents belongs to graduate and 40 % of respondents belongs to technical qualification and diploma.

Marital Status It is interpreted that 87 % of the respondents belongs to married, 23 % of respondents belongs to single.

Length of Service It is interpreted that 8.9 % of the respondents belongs to 3 years to 6 years, 26.1% of the respondents belongs to 6 years to 9 years, 35.6 % of the respondents belongs to 9 to 15 years and 29.4 % of the respondents belongs to 15 years and above. **Number of Members in Family** It is interpreted that 3.3% of the respondents belongs to bachelor, 6.1% of the respondents

belongs to 2 members of the family, 38.9% of the respondents belongs to 3 members in the family, 50% of the respondents belongs to 4 members in the family, and 1.7% of respondents belongs to 5 member family.

Present Salary You Draw It is interpreted that 25% of the respondents draw 6000 to 8000, 40 % of respondent draw 8000 to 10000, 16% of the respondents belongs to 10000 to 12000, and 17% of the respondents belongs to 12000 and above. **Through whom did you join this organization** 30.6% of the respondents belong to help of friend 19.4 % of respondents say that legal heirs, 31.7% of the respondents through HRD consultants and the 18.3 respondents says from open call for option. **Type of work performed by you** 85% of the respondents are highly satisfied of type of work, 14.4% of the respondents are satisfied on type of the work and .6% percentage of respondents are neither satisfied nor dissatisfied on type of the work **Work Load** 91.7 % of the respondents are highly satisfied of work load, 3.9 % of the respondents are satisfied on work load and only 4.4 % of respondents are neither satisfied nor dissatisfied on work load **Job Rotation** 85.6 % of the respondents are highly satisfied of job rotation, 11.1 % of the respondents are satisfied on job rotation and only 3.3 % of respondents are neither satisfied nor dissatisfied on job rotation.

Working Hours 93.3 % of the respondents are highly satisfied of working hours, 6.1 % of the respondents are satisfied on working hours, and only .6% of respondents are neither satisfied nor dissatisfied on working hours. **Shift Timing** 96.1 % of the respondents are highly satisfied of shift timings, 3.9% of the respondents are satisfied on shift timing.

Responsibilities/Assignment Given 91.1% of the respondents are highly satisfied of responsibilities, 7.8% of he respondents are satisfied on responsibilities, and only 1.1% of respondents are neither satisfied nor dissatisfied on responsibilities.

Treatment by the management 92.2 % of the respondents are highly satisfied of treatment by management, 7.2% of the respondents are satisfied on treatment by management, and only .6 % of respondents are neither satisfied nor dissatisfied on treatment by management.

Acceptance of Suggestions Given 93.3% of the respondents are highly satisfied of acceptance of suggestion, 6.7 % of the respondents are satisfied on acceptance of suggestion. **Recognition of Performance** 91.7 % of the respondents are highly satisfied of recognition by performance, 3.9 % of the respondents are satisfied on recognition by performance, and only 4.4 % of respondents

are neither satisfied nor dissatisfied on recognition by performance.

Work Group Cohesiveness 93.3% of the respondents are highly satisfied of work group cohesiveness, 5.6% of the respondents are satisfied on work group cohesiveness, and only 1.1% of respondents are neither satisfied nor dissatisfied on work group cohesiveness. Job Security 89.4 % of the respondents are highly satisfied of acceptance of job security, 10.6 % of the respondents are satisfied on job security.

Quality of work life 92.8 % of the respondents are highly satisfied of acceptance of quality of work life, 7.2 % of the respondents are satisfied on quality of work life. Work Stress 93.3% of the respondents are highly satisfied of work stress, 6.7 % of the respondents are satisfied on work stress.

What is your opinion about the co-worker relationship? 84% of the respondents are highly satisfied of co-worker relationship, 13% of the respondents are satisfied on co-worker relationship, and only 2% of respondents are neither satisfied nor dissatisfied on co-worker relationship.

CHI-SQUARE ANALYSIS

Null hypothesis: There is no association between age and type of work performed.

Alternate hypothesis: There is an association between age and type of work performed.

$$\Psi_{02} = 28.222$$

The value Ψ_{e2} for the same at 5% level of significance = 16.919 (i.e.) D.F = 9 Since the computed value is greater than the table value, the hypothesis is rejected Hence, there is an association between age and type of work performed.

CHI-SQUARE ANALYSIS

Null hypothesis: There is no association between job rotation and quality of work life.

Alternate hypothesis: There is an association between job rotation and quality of work life.

$$\Psi_{02} = 222.5333$$

The table value Ψ_{e2} for the same at 5% level of significance = 5.919 (i.e.) D.F = 2 Since the computed value is greater than the table value, the hypothesis is rejected Hence,

there is an association between job rotation and quality of work life.

VIII. SUGGESTIONS AND CONCLUSION

Productivity of an organization depends upon the people who work for the unit. "How to make people work better", is a million dollar question that requires an understanding of what motivates people to work. Similarly it may be possible to get people to work more in higher proportions with marginal increase in providing welfare measures. Such needs have been analysed and identified through this study. It will be fruitful for the organization to adopt for better human pronounce, provided management simultaneously retain high skilled employees to attain organization effectiveness.

This may help in controlling absenteeism. In this section following suggestions may help:

1. Organization can try and increase the level of workers participation in decision making
2. Increase the number of performance related awards
3. More attention to be given for over all development of employees welfare facilities.
4. Organization can motivate individuals through proper counselling and guidance.
5. Organization may consider for arranging transport facilities.
6. Majority of them feel that wage & salary provided to them may have to be considered for hike. So the company may consider of increasing it.
7. Individual attention to employees regarding health matters may be considered on priority basis. Better communication may yield some more results.

The field of industrial/organizational psychology has a long, rich, and, at times, controversial history related to the study and understanding of employee attitudes and job satisfaction. One likely future direction of employee attitude research will be to better understand the interplay between the person and the situation and the various internal and external factors that influence employee attitudes. In addition, ongoing research will provide more in-depth understanding of the effects of employee attitudes and job satisfaction on organizational measures, such as customer satisfaction and financial measures. Greater insights on the relationship between employee attitudes and business performance will assist HR professionals as they strive to enhance the essential people side of the business in a highly competitive global arena.

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