

A Study on Employee Engagement on Precot Pvt Ltd Coimbatore

P.Parkavi¹, Dr. S. Suganya², Dr. R. Florence Bharathi³

^{1, 2, 3}Dept of MBA

^{1, 2, 3} Vivekananda institute of information and management studies,
Tiruchengode, Namakkal District, Tamilnadu.

Abstract- Employee engagement plays a vital role in improving organizational performance and employee productivity. This study aims to analyse the level of employee engagement and identify the factors influencing employee commitment, motivation, and job satisfaction within the organization. The study examines various aspects such as communication, leadership support, recognition, teamwork, and work environment. Primary data were collected through questionnaires from employees, and statistical tools were used for analysis and interpretation. The findings reveal that effective engagement practices positively influence employee morale, performance, retention, and organizational growth. The study also provides suggestions to improve engagement strategies and create a supportive and productive work place environment.

Keywords: Employee Engagement, Job Satisfaction, Motivation, Organizational Performance, Employee Commitment, Work Environment

I. INTRODUCTION

Employee engagement is an important concept in human resource management that focuses on the emotional commitment and involvement of employees toward their organization and work. Engaged employees are more dedicated, motivated, and willing to contribute to the success of the organization. They show higher levels of productivity, better teamwork, and improved job performance. Employee engagement also helps organizations reduce absenteeism, increase employee retention, and create a positive work environment. In the modern business world, organizations consider employee engagement as a key factor for achieving organizational growth and competitiveness.

The study of employee engagement helps to understand the relationship between employees and the organization. It identifies various factors such as job satisfaction, communication, recognition, leadership support, training, and work environment that influence employee engagement levels. This study aims to analyze how employees feel about their work and organization and to examine the

effectiveness of engagement practices followed by the company. The findings of the study will help management take suitable measures to improve employee motivation, satisfaction, and overall organizational performance.

II. STATEMENT OF THE PROBLEM

Employee engagement plays a vital role in enhancing productivity, job satisfaction, and organizational performance. However, many organizations face challenges such as low motivation, high employee turnover, work-related stress, and lack of involvement in decision-making. Ineffective communication, limited career growth opportunities, and inadequate recognition further reduce employees' emotional commitment to the organization. These issues negatively impact employee morale, efficiency, and overall work culture. Therefore, it becomes essential to study the level of employee engagement, identify the factors influencing it, and understand the challenges faced by employees. This study aims to analyse employee engagement and suggest measures to improve engagement levels within the organization.

III. OBJECTIVES OF THE STUDY

- To identify the key factors that influence employee engagement at the workplace.
- To study the employee engagement among employees in the organization.
- To examine the relationship between employee engagement and job performance.
- To analyse the impact of employee engagement on job satisfaction and organizational commitment.
- To suggest practical measures for enhancing employee engagement and overall workplace well-being.

NEED FOR THE STUDY:

- To understand the level of stress among employees, which helps in identifying how frequently employees experience stress in their daily work environment.

- To identify the major causes of employee stress, such as workload, job pressure, working hours, and interpersonal relationships at the workplace.
- To study the impact of stress on employee performance, including productivity, efficiency, job satisfaction, and overall work quality.
- To assess the effectiveness of existing stress management practices, welfare measures, and support systems provided by the organization.

LIMITATIONS OF THE STUDY:

Sample Size Limitation

The study is limited to 100 respondents only. A small sample size may not represent the opinions of all employees. Hence, the findings may have limited generalization.

Response Bias:

The study is based on employees' responses to the questionnaire. Some respondents may not provide completely accurate or honest answers. This may affect the reliability of the results.

Limited Scope:

The study is conducted only among employees of Precot Limited. Therefore, the findings cannot be applied to other organizations or industries. The scope of the study is limited.

IV. REVIEW OF LITERATURE

Alan M. Saks (2021)

They studied employee engagement and highlighted the importance of organizational support, trust, and communication in improving employee commitment and job satisfaction. The study found that engaged employees are more productive, motivated, and loyal to the organization.

Schaufeli Wilmar B. (2022)

They examined work engagement in modern organizations and emphasized that positive work environments, leadership support, and employee well-being significantly improve engagement levels. The research concluded that employee engagement plays a major role in enhancing organizational performance and reducing employee burnout.

DATA COLLECTION METHODS:

It is common for data to be collected through questionnaires in many types of research, particularly in survey research.

a) Primary Data:

Primary data is collected directly from employees of Precot Limited through a structured questionnaire. The questionnaire includes questions related to employee satisfaction, motivation, work environment, leadership support, and recognition.

b) Secondary Data:

Gathered from journals, research articles, company reports, HR manuals, books, and online resources.

Secondary data helps in understanding previous research findings and developing the conceptual framework for the study.

Sample Design

The study uses Convenience Sampling, a type of non-probability sampling.

Sample Size: The sample consists of 120 employees from Various departments

Population

The population of the study consists of employees working at Precot Limited across different departments such as production, administration, and support services.

DATA ANALYSIS TOOLS:

- **T-TEST**
- **ANOVO TEST**
- **LINEAR REGRESSION**

T-TEST

Independent Samples Test

	Levene's Test		t-test for Equality of Means						
	for Equality of Variances		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
	F	Sig.						Lower	Upper
Equal variances assumed	.266	.607	-1.14	118	.255	-1.171	1.0232	-3.197	.85496
employee engagement Equal variances not assumed			-1.14	117.9	.253	-1.171	1.0194	-3.190	.84750

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.030 ^a	.001	-.008	5.62580

Predictors: (Constant), YEARSOFSERVICE

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.307	1	3.307	.104	.747 ^b
	Residual	3734.660	118	31.650		
	Total	3737.967	119			

- a. Dependent Variable: Employee_Engagement
- b. Predictors: (Constant), YEARSOFSERVICE

INTERPRETATION:

- Female employees (**F = 41.87**) had a slightly higher employee engagement score than male employees (**M = 40.70**).
- Levene’s test was not significant (**p = 0.607**), so the assumption of equal variances was satisfied.
- The t-test result was not statistically **significant (p = 0.255 > 0.05)**, indicating no significant difference in employee engagement based on gender.
- **The null hypothesis is accepted, and the alternative hypothesis rejected.**

INTERPRETATION:

The simple linear regression analysis revealed that years of service have no significant effect on employee engagement. The relationship between the variables was very weak

(**R² = 0.001**), and the regression model was not statistically **significant (p = 0.747 > 0.05)**. Although years of service showed a slight negative relationship with employee engagement, the effect was not significant.

ANOVO TEST

EMPLOYEE_ENGAGEMENT

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	95.834	4	23.959	.756	.556
Within Groups	3642.132	115	31.671		
Total	3737.967	119			

Interpretation of ANOVA Test:

The one-way ANOVA test showed that there is no significant difference in employee engagement among different age groups (**p = 0.556 > 0.05**). Therefore, the null hypothesis is accepted, indicating that age does not significantly influence employee engagement.

LINEAR REGRESSION:

V. SUGGESTIONS

- Based on the findings of the study, it is suggested that Precot Limited should give greater importance to organizational factors such as work environment, leadership support, recognition, and communication, as these factors have a stronger influence on employee engagement than demographic variables. A supportive and positive workplace environment can improve employee satisfaction, commitment, and productivity.
- The organization should implement effective employee recognition and reward programs to appreciate employee contributions and motivate them to perform better. Recognition helps employees feel valued and increases their emotional connection with the organization. In addition, management should encourage open and transparent communication with employees through regular meetings, feedback sessions, and grievance-handling mechanisms.
- The company should also provide regular training and development programs to improve employee skills, knowledge, and career growth opportunities. Such

initiatives can increase employee confidence and involvement in organizational activities. Creating a healthy work culture that promotes teamwork, cooperation, and mutual respect will further strengthen employee engagement and job satisfaction.

- Furthermore, conducting regular employee feedback and engagement surveys can help the organization understand employee expectations, concerns, and workplace challenges. This will enable the management to take corrective measures and develop effective HR practices that support long-term employee engagement and organizational success.

VI. CONCLUSION

- The study concludes that employee engagement is not significantly influenced by demographic variables such as gender, age, and years of service. This indicates that employees, regardless of their personal background, tend to experience similar levels of engagement within the organization. The findings emphasize that employee engagement is shaped more by organizational practices, work culture, leadership style, communication, and recognition systems rather than individual demographic characteristics.
- Therefore, organizations should focus on creating a supportive and positive work environment to improve employee engagement. Effective leadership, fair recognition and reward systems, opportunities for training and career development, and open communication channels can play a major role in increasing employee motivation and commitment. By strengthening these organizational factors, companies can enhance employee satisfaction, productivity, teamwork, and overall organizational performance.

REFERENCES

- [1] Precot Limited Annual Report. (2025). Annual report 2024–2025. Coimbatore: Precot Limited.
- [2] Robbins, S. P., & Judge, T. A. (2019). Organizational behavior (18th ed.). [Pearson Education](https://www.pearson.com?utm_source=chatgpt.com)
- [3] Dessler, G. (2020). Human resource management (16th ed.). [Pearson Education](https://www.pearson.com?utm_source=chatgpt.com)
- [4] Armstrong, M., & Taylor, S. (2023). Armstrong's handbook of human resource management practice (16th ed.). [KoganPage](https://www.koganpage.com?utm_source=chatgpt.com)

- [5] Kahn, W. A. (1990). Psychological conditions of personal engagement and disengagement at work. *Academy of Management Journal*.
- [6] [Precot Limited Official Website](https://www.precot.com?utm_source=chatgpt.com)
- [7] [Precot LinkedIn Profile](https://in.linkedin.com/company/precot?utm_source=chatgpt.com) ([LinkedIn])
- [8] [Precot Company Profile – Stock Analysis](https://stockanalysis.com/quote/nse/PRECOT/company/?utm_source=chatgpt.com) ([StockAnalysis])