

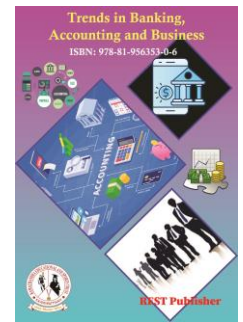


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# An Emperical Study on Employee Engagement in Titan Company Ltd Watches and Wearable Division, Hosur

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**Abstract:** Employee engagement has emerged as a popular organizational concept in recent years. This paper explores an overview of study of employee engagement in Titan Company ltd watches and wearable, division hosur. Employee engagement describes the level of enthusiasm, dedication, involvement, commitment, emotional connection, satisfaction of an employee towards the organization and its values. Employee engagement develops positive attitude among the employees towards the organization. The study is quantitative in nature. Descriptive research design has been adopted for the present study. Convenience sampling method has been used. A structured questionnaire was used to gather the primary data from 102 employees from Titan Company Ltd watches and wearables, hosur. The statistical tools used for data analyzing is chi-square, one way anova and pearson correlation coefficient with the use of SPSS. The findings emphasize that more than half of the employees are enthusiastic about their work and has positive attitude towards their organization. Researchers argue that fostering more effective communication and providing opportunities for advancement may help an organization prosper. . Overall, for businesses aiming for long-term success and sustainability, employee engagement should be seen as a strategic objective. Although it is a constant process that calls for ongoing work and investment, the rewards are more than worthwhile.

**Keywords:** Employee engagement, enthusiasm, involvement, dedication, commitment, emotional connection, satisfaction, positive attitude.

## 1. INTRODUCTION

The introduction section is considered as most crucial parts since it explains why a researcher is interested in studying this topic. Success stories of flourishing business organizations have been scripted on contributions made by engaged employees. Employee engagement is a work environment strategy that creates the ideal conditions for every employee to offer their very best effort each and every day. Employee engagement is founded on mutual respect, honesty, a two-way commitment, and open lines of communication. It is a strategy that improves the likelihood of corporate success while boosting productivity, performance, and wellbeing at both the organizational and individual levels. Engaged employees profoundly express themselves physically, cognitively and emotionally during performances in various roles in the organization. Employee engagement has become very vital in recent years because organization with engaged employees tend to out-perform than employees who is disengaged. Employees are engaged when organizations have healthy work culture and communication practices, where they can get platforms to express their concerns and opportunities to grow and develop their potential.

### Objectives of The Study

1. To study the prevailing employee engagement in Titan company ltd, watches and wearables, hosur.
2. To study the level of employee engagement of the respondents.
3. To know the Socio-Demographic variables of the respondents influencing employee engagement.
4. To measure the relationship between the demographic variables with the employee engagement dimensions; enthusiasm, dedication, involvement, commitment, satisfaction, emotional connection, interaction.
5. To give a suitable suggestion for improving employee engagement among the employees.

**Scope of The Study:** Employee engagement is the process of fostering an environment at work where people are driven to contribute to the success of the company. Employee engagement has a wide range of implications and calls for an all-encompassing strategy that takes into account a variety of elements that affect workers' productivity, motivation, and

general well-being at work. Employee engagement is really about people: knowing, inspiring, relating to, and engaging with them. Since of this, the issue of engagement is complicated because coming up with a successful engagement plan might occasionally seem unattainable. But it's not necessary to be. Many of the world's most prosperous companies take great pleasure in their level of employee engagement and the things they do to support it.

**Review of Literature**

**Saks A M et al (2022)** in their thesis “**Organization engagement: a review and comparison to job engagement**” had emphasized that the organizations must take into notice the measure of employee engagement in employee surveys and concentrate on increasing the engagement of employees by giving supportive working conditions, ensuring that the employees have good opinions of justice, providing a range of human resources (HR) practices and boosting CSR activities.

**Sarah Pass,Maranda Ridgway(2022)** in their thesis “**An informed discussion on the impact of COVID-19 and ‘enforced’ remote working on employee engagement**” stated that, Because future versions (as well as other economic and political forces) are always a threat, we must learn from our mistakes and integrate these lessons. We investigate these remarkable shifts in employee involvement through a thorough examination of academic and practitioner literature. As a result, we suggest three proposals that are indicative of the epidemic and 'mandated' remote working. To begin, include workers in talks about the organization's future mission, with a renewed emphasis on skills realigned to improve resilience. Second, offer tailored methods that emphasise flexibility and diversity. Lastly, give workers more authority to hold them accountable for their involvement.

**Pandita D and Ray S (2022)** in their study “**Talent management and employee engagement- a meta-analysis of their impact on talent retention**” concludes that "the synchronisation of talent management methods with employee engagement efforts leads to increased talent retention and presents a paradigm to accomplish this".

**Motyka, B (2022)** in their thesis on "**Employee engagement and performance a systematic literature review**" emphasized that, employee engagement can be effectively managed to increased not just across all age groups of workers, but also to lessen the usual lack of mutual understanding between generations in their approaches to work and life.

**2. RESEARCH METHODOLOGY**

Research methodology is the way by which researchers organise and carry out scientific investigations to provide answers to questions or address issues. The study is quantitative in nature. Descriptive research design has been adopted for the present study. Convenience sampling method has been used. A structured questionnaire was used to gather the primary data from 102 employees from Titan Company Ltd watches and wearable, hosur.

**Statistical tools used:**

- Chi-square test
- One way analysis test
- Correlation test

**data analysis**

**chi-square test**

The chi-square test is a statistical test used to determine whether there is a significant association or relationship between two categorical variables.

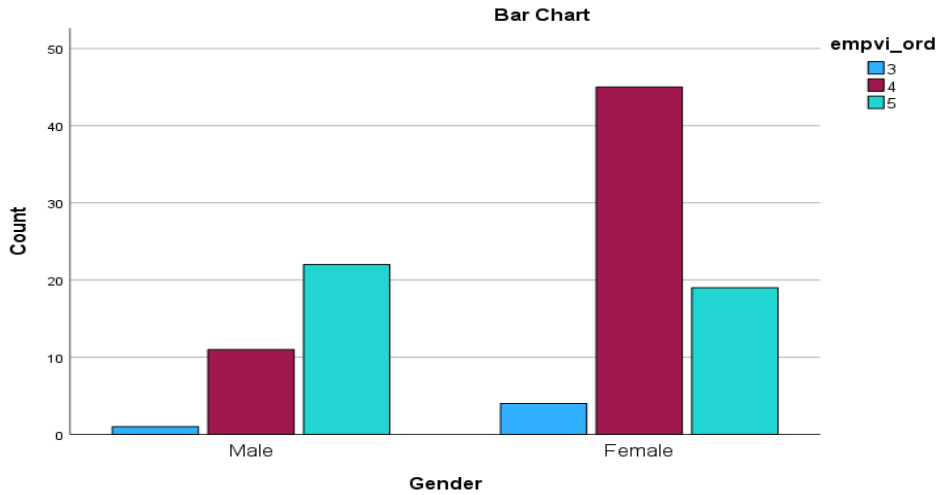
**CHI-SQUARE TEST BETWEEN THE GENDER OF THE RESPONDENTS AND THE DIMENSIONS OF EMPLOYEE ENGAGEMENT**

Count							
Gender		empvi_ord			Total	Chi-square e value	p Value
		Neutral	Agree	Strongly Agree			
Male	n	1	11	22	34	12.745a	0.002
	%	1	11	22	33		
Female	n	4	45	19	68		
	%	4	44	19	67		
Total	n	5	56	41	102		
	%	5	55	40	100		

Based on overall percentage, 33% of respondents are male and 67% of respondents are female.

**Interpretation:**

Since the P value is lesser than 0.05, rejected the null hypothesis, accepted alternative hypothesis 0.002, level of significance 5%. Hence there is no significant difference between the gender of the respondent and the employee engagement dimensions (enthusiasm, involvement, dedication, emotional connection, interaction, satisfaction) as demonstrated by the CHI-SQUARE (e value=12.745a, p value=0.002).



**One Way Anova Test**

One-way ANOVA (Analysis of Variance) compares means of three or more groups by calculating F-statistic from the ratio of between-group and within-group variances.

One Way Analysis of Variance Among the Respondents with Varied Age and Dimensions of Employee Engagement

ANOVA					
Age					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	43.843	32	1.370	1.913	0.013
Within Groups	49.412	69	0.716		
Total	93.255	101			

**Interpretation:**

There was a statistical difference between respondents towards Age and the dimensions of employee engagement as demonstrated by one-way ANOVA (F=1.913, p=0.013).

**Correlation test:**

Correlation test is a statistical method used measure linear relationship strength between two variables using correlation coefficient.

Pearson Correlation Coefficient Between Educational Qualification and Employee Engagement

	Educational Qualification	Employee engagement
Educational Qualification	1	0.155
Employee engagement	0.155	1

\*\* Correlation is significant at the 0.01 level (1-tailed).

**Interpretation:** The Pearson correlation coefficient between educational qualification and dimensions of employee engagement is 0.155 which indicates 15.5 percentage positive relationships among the dimensions of employee engagement at 1% level of significance.

**Findings:**

1. Nearly half of the respondents (43%) belong to the age group between 21-25 years old.
2. Majority of the respondents (84%) are Under Graduate.
3. More than three fourth of the respondents (76%) have between 5-10 years of work experience
4. More than one-third of the respondents (36.3%) have positive attitude towards their organization.
5. More than half of the respondents (67%) are enthusiastic about their work.

**Suggestions:**

1. To be empathetic is like to identify and understand others feelings.
2. Create a positive environment and attitude in a difficult situation.
3. Improve better interaction and communication with the employees.
4. Conduct meeting twice or thrice in a week to get interacted.
5. Encourage feedback.
6. Give working flexibility.
7. Give recognition.
8. Provide opportunities for growth.

### 3. CONCLUSION

Any organization must engage its workforce successfully to succeed. Employees who are engaged are more productive, more likely to stick with the organization, and benefit the bottom line. Organizations must place a high priority on effective communication, offer chances for professional development, acknowledge and reward excellent work, promote a healthy workplace culture, and make sure that management practices are honest and open if they want to enhance employee engagement. Overall, for businesses aiming for long-term success and sustainability, employee engagement should be seen as a strategic objective. Although it is a constant process that calls for ongoing work and investment, the rewards are more than worthwhile.

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