



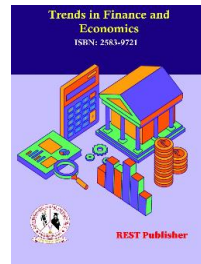
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A Study on Employee Attitude Towards the Organization with Reference to Hetero Drug Ltd

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Abstract. Employees are the cornerstone of your business. Employee attitude surveys give your workforce the opportunity to provide confidential feedback on their opinions of your company. These surveys are an important way for businesses to measure job satisfaction, employee motivation, opinions and attitudes. The goal is to enhance employee morale and productivity as well as provide organizations with a picture of where improvements can be made. To build integrity and trust among your employees, the results of your survey should be effectively communicated and acted upon by your company. There is nothing worse than taking the time to survey your employees and then never getting around to implementing any of the feedback you receive.

Keywords: Employee attitude, feedback, employee morale, employee motivation.

1. INTRODUCTION

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 into 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. It is necessary to be precise in defining attitudes, because the variety of published definitions and descriptions is almost endless. 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. When the term first entered the field of social phenomenon, it was natural to conceive of attitude as a tendency, set or readiness to respond to some social object. For the first time, ALLPORT noted the definition of attitude, which he had observed contained the words 'readiness', 'set' or 'disposition to act'. Even ALLPORT has used these terms in defining attitude. He defines attitude as follows: "Attitude is a mental and neural state of readiness organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related".

2. REVIEW OF LITERATURE

Source: International Journal of Science and Research (IJSR): The analysis has been made mainly based on the primary data that is by the employees' opinion survey method. For this a sample size of 180 was taken and the stratified random sampling method has been used to select the samples from the total population. The study provides the opinion of employees about all the H.R. functions of Alstom Power Project Industries Ltd. and identifies the three major gaps between HR practice and the scientific research in employee attitudes in general and the most focal employee attitude in particular ie. job satisfaction.

The causes of employee attitudes, the results of positive or negative job satisfaction, and how to measure and influence employee attitudes, employment conditions, wages and incentives, interpersonal relationship, working conditions, management practices, etc. Percentage analysis and CHI-Square test is used to reveal that there is no relationship between job enrichment and educational qualification 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.

3. OBJECTIVES OF THE STUDY

- ❖ To know the employees' attitude towards the organization
- ❖ To know the reasons for the employees' positive attitude
- ❖ To know the reasons for the employees' negative attitude
- ❖ To know the employees' expectations from the organization
- ❖ To make suggestions to improve the attitude of the employees to the management.

4. METHODOLOGY OF THE STUDY

Research is an active, diligent and systematic process of inquiry to discover, interpret, and revise facts, events, behaviors 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. 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 sub-divided into groups or 'strata' in such a manner that all items in any 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.

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

5. LIMITATIONS OF THE STUDY

- ❖ This study has some limitations. They are Only 180 sample size has been taken for this study. So, if this study is conducted to maximum persons, it may give accurate overall attitude of the employees.
- ❖ It is done in Coca-Cola, so it cannot resemble the entire population working in the whole industry.
- ❖ The Organization is reluctant to openly share data/information and tends to keep sensitive data/information confidential which is understandable.
- ❖ Some personnel in the Organization, irrespective of their seniority, cannot pay adequate attention to the requests of such studies given the constraints of time and the work pressures prevalent in the industry today.

6. DATA ANALYSIS AND INTERPRETATION

TABLE 1. Age group

	Frequency	Percent
31 to 40	13	7.2
41 to 50	113	62.8
51 to 60	54	30.0
Total	180	100.0

Interpretation: It is interpreted from the table 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.

TABLE 2. Educational Qualification

	Frequency	Percent
Below high school	34	18.9
High school	42	23.3
Graduation	31	17.2
Diploma	73	40.6
Total	180	100.0

Interpretation: It is interpreted from the table 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.

TABLE 3. Marital Status

	Frequency	Percent
Married	158	87.8
Single	22	12.2
Total	180	100.0

Interpretation: It is interpreted from the table 87 % of the respondents belongs to below married, 23 % of respondents belongs to single.

TABLE 4. Length of Service

	Frequency	Percent
3 years to 6 years.	16	8.9
6 years to 9 years	47	26.1
9 years to 15 years	64	35.6
15 years and above	53	29.4
Total	180	100.0

Interpretation: It is interpreted from the table 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.

TABLE 5. Number of Members in Family

	Frequency	Percent
single	6	3.3
Self and spouse	11	6.1
Self, spouse and child	70	38.9
Self, spouse and two children	90	50.0
Self, spouse children and parents	3	1.7
Total	180	100.0

Interpretation: It is interpreted from the table 3.3% of the respondents belongs to bachelor, 6.1% of the respondents belong 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% respondents belongs to 5-member family.

TABLE 6. Present Salary You Draw

	Frequency	Percent
Rs 6000 to Rs 8000	45	25.0
Rs 9000 to Rs 10000	73	40.6
Rs 11000 to Rs12000	30	16.7
above 12000	32	17.8
Total	180	100.0

Interpretation: It is interpreted from the above table, 25% of the respondents draw rs 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.

TABLE 7. Through whom did you join this organization?

	Frequency	Percent
Help of friends/ relatives	55	30.6
Legal heirs	35	19.4
HRD consultants	57	18.3
Open call for	33	31.7
Total	180	100.0

Interpretation: The table shows that 30.6% of the respondents belongs 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.

TABLE 8. Type of work performed by you

	Frequency	Percent
Highly satisfied	153	85.0
satisfied	26	14.4
Neither satisfied nor dissatisfied	1	6
Total	180	100.0

Interpretation: The table show that 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

TABLE 9. Workload

	Frequency	Percent
Highly satisfied	165	91.7
satisfied	7	3.9
Neither satisfied nor dissatisfied	8	4.4
Total	180	100.0

Interpretation: The table show that 91.7 % of the respondents are highly satisfied of workload, 3.9 % of the respondents are satisfied on workload and only 4.4 % of respondents are neither satisfied nor dissatisfied on work load.

7. 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.

TABLE 10. Age * Type of work performed by you cross tabulation

		type of work performed by you			Total
		highly satisfied	satisfied	Neither satisfied nor dissatisfied	
age	31 to 40	13			13
	41 to 50	95	18		113
	51 to 60	45	8	1	54
Total		153	26	1	180

$\chi^2 = 28.222$

The table value χ^2 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.

TABLE 11. Job Rotation

	Frequency	Percent
Highly satisfied	154	85.6
satisfied	20	11.1
Neither satisfied nor dissatisfied	6	3.3
Total	180	100.0

Interpretation: The table show that 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

TABLE 12. Working Hours

	Frequency	Percent
Highly satisfied	168	93.3
satisfied	11	6.1
Neither satisfied nor dissatisfied	1	.6
Total	180	100.0

Interpretation: The table show that 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.

TABLE 13. Shift Timing

	Frequency	Percent
Highly satisfied	173	96.1
satisfied	7	3.9
Total	180	100.0

Interpretation: The table shows that 96.1 % of the respondents are highly satisfied of shift timings, 3.9% of the respondents are satisfied on shift timing.

TABLE 14. Responsibilities/Assignment Given

	Frequency	Percent
Highly satisfied	164	91.1
satisfied	14	7.8
Neither satisfied nor dissatisfied	2	1.1
Total	180	100.0

Interpretation: The table show that 91.1% of the respondents are highly satisfied of responsibilities, 7.8% of the respondents are satisfied on responsibilities, and only 1.1% of respondents are neither satisfied nor dissatisfied on responsibilities.

TABLE 15. Treatment by the management

	Frequency	Percent
Highly satisfied	166	92.2
satisfied	13	7.2
Neither satisfied nor dissatisfied	1	.6
Total	180	100.0

Interpretation: The table show that 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.

TABLE 16. Acceptance of Suggestions Given

	Frequency	Percent
Highly satisfied	168	93.3
satisfied	12	6.7
Total	180	100.0

Interpretation: The table shows that 93.3% of the respondents are highly satisfied of acceptance of suggestion, 6.7 % of the respondents are satisfied on acceptance of suggestion

TABLE 17. Recognition of Performance

	Frequency	Percent
Highly satisfied	165	91.7
satisfied	7	3.9
Neither satisfied nor dissatisfied	8	4.4
Total	180	100.0

Interpretation: The table show that 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.

TABLE 18. Work Group Cohesiveness

	Frequency	Percent
Highly satisfied	168	93.3
satisfied	10	5.6
Neither satisfied nor dissatisfied	2	1.1
Total	180	100.0

Interpretation: The table show that 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.

TABLE 19. Job Security

	Frequency	Percent
Highly satisfied	161	89.4
satisfied	19	10.6
Total	180	100.0

Interpretation: The table shows that 89.4 % of the respondents are highly satisfied of acceptance of job security, 10.6 % of the respondents are satisfied on job security.

TABLE 20. Quality of work life

	Frequency	Percent
Highly satisfied	167	92.8
satisfied	13	7.2
Total	180	100.0

Interpretation: The table shows that 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.

8. 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.

TABLE 21. Job rotation * quality of work life cross tabulation

		quality of work life		Total
		1.00	2.00	
job rotation	1.00	141	13	154
	2.00	20	0	20
	3.00	6	0	6
Total		167	13	180

$\Psi_2 = 222.5333$

The table value Ψ_2 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.

TABLE 22. Work Stress

	Frequency	Percent
Highly satisfied	168	93.3
satisfied	12	6.7
Total	180	100.0

Interpretation: The table shows that 93.3% of the respondents are highly satisfied of work stress, 6.7 % of the respondents are satisfied on work stress.

TABLE 23. What is your opinion about coworker relationships?

	Frequency	Percent
Very helpful	152	84.4
Helpful	24	13.3
Indifferent	4	2.2
Total	180	100.0

Interpretation: The table show that 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 relations.

Findings

- ✓ The job enables the employees to develop their skills.
- ✓ The employees change themselves according to the changing conditions of the organization.
- ✓ The employees are ready adapting themselves to unexpected obstacles in the organization.
- ✓ The employees remain persistent even under adversity.
- ✓ The employees try to solve and manage conflict in a positive and constructive manner.
- ✓ The company inspires motivation and guides the employees towards the goal of the organization.
- ✓ The employee's works with specific responsibility.
- ✓ The employees who work hard are reward by the company.
- ✓ The management is flexible and ready to understand the employee's personal life.
- ✓ The employees are encouraged to develop new and more efficient ways to work

Suggestions

- ✓ The job gives to their employees with full involvement.
- ✓ Efficient workers are encouraged with promotion and incentives.
- ✓ We train the adaptation of work should listen the employees.
- ✓ The management should listen the employee quarries.
- ✓ The employee should be monitored properly.

9. CONCLUSION

Job Security is a potential tool for the motivation of the employees which in this study shows that, the employees have a negative attitude towards it. The management may make the employees understand that they are the partners of the business and the employees' organization life depends up on the constructive contributions made by them. Only half of the respondents are satisfied with the medical facilities and safety procedures provided in the organization which means that the remaining half of them are not satisfied. Therefore, the management regarding the medical facilities along with ESI may offer a minimal amount exclusively for the medical expenditure as a special package for different levels of employees. This may motivate them and restrict them to leave. As per the respondents' opinion, the safety procedures followed are not up to the mark which also is one of the reasons for regular absenteeism. The respondents also feel that the leave facilities provided are also not adequate. Management in this regard may identify the ways in which leave facilities may be improved without disturbing the regular schedule of work, by giving restricted holidays, by increasing the number of paid holidays etc.

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