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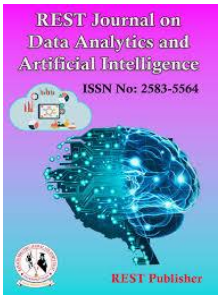

A Study on Employee Attitude Towards the Organization with Reference to Hindustan Coco-Cola Beverage Pvt Ltd

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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, Job satisfaction, Employee motivation, employee morale.*

1. INTRODUTION

The workplace's challenge is that now these components are tied to work functions, policy, procedures, organizational structure, and the people and individuals present in the organization.

For example, we could have thoughts or beliefs (cognitive) about managers in general, and those thoughts or beliefs could manifest themselves as not trusting a manager (effective). Thus we would never want to develop a close relationship with a manager (behavioral).

It is important to make the point here that these are attitudes – and yes, they can be wrong. Just because we have an attitude that does not mean it is correct. It is just how we feel about a person or situation.

Obviously, not every manager is trustworthy, but if we let our negative attitudes dictate how we view and react to managers, we will never see if some are excellent people and can be trusted.

Certainly, having a good relationship based on trust with the manager is a great thing to have in the workplace.

2. REVIEW OF LITERATURE

- "Engagement is about creating opportunities for employees to connect with their colleagues, managers and wider organization. It is also about creating an environment where employees are motivated to want to connect with their work and really care about doing a good job. It is a concept that places flexibility, change and continuous improvement at the heart of what it means to be an employee and an employer in a twenty-first century workplace." (Professor Katie Truss)
- "A positive attitude held by the employee towards the organization and its values. An engaged employee is aware of the business context, and works with colleagues to improve performance within the job for the benefit of the organization. The organization must work to develop and nurture engagement, which requires a two-way relationship between employee and employer." (Institute of Employment Studies

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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 towards the management.

4. METHODOLOGY OF THE STUDY

Research is an active, diligent and systematic process of inquiry in order 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 tem 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 'stratus' 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.

Percentage= (No of respondents/Total No. of Samples) X100

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 tend 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.

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TABLE 1. Data Analysis and Interpretation

	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 5o years and 30% of respondents belongs to 51 to 60 percentage.

TABLE 2. Age group 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**

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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 5member 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. Work Load

	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 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.

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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

Ψo2 = 28.222

The table value **Ψe2** 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**

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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.

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**

Ψo 2 = **222.5333**

The table value **Ψe 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 the coworker relationship?

	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.

6. 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 with regard to 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 avail leave. As per the respondents' opinion, 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 by 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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