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“A Study on Employee Morale in Exports of Private Limited at Bangalore”

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Abstract

This research work is to identify the how positive uses include measuring employee needs, obtaining consumers' opinions about the goods and services they receive, assessing employees' attitudes about the workplace, determining employee morale and motivation, assessing turnover intentions, and generating new days of reducing costs and increasing profits of the organization. For this study, the simple random sampling method is to collect the primary data by using structured questionnaire and the data are analyzed by using statistical tools such as percentage method and chi-square test.

Key words: identify, measuring, assessing, determining, generating



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CHAPTER I

1.1. INTRODUCTION

Employee Morale refers to an attitude of satisfaction with a desire to continue and strive for attaining the objectives of a factory. Morale is purely emotional. It is an attitude of an employee towards his job, his superior and his organization. It is not static thing, but it changes depending on working conditions, superiors, fellow workers pay and so on. Morale may range from very high to very low. High Morale is evident from the positive feelings of employees such as enthusiasm desire to obey orders, willingness to co-operate with co-workers. Poor or low Morale becomes obvious from the negative feelings of employees such as dissatisfaction, discouragement or dislike of the job.

Morale is a fundamental psychological concept. It is not easy to define. Morale is the degree of enthusiasm and willingness with which the members of a group pull together to achieve group goal. It has been defined differently by different authors. Different definition of Morale can be classified into three major approaches.

- 1) Classical approach
- 2) Psychological approach
- 3) Social approach

1. Classical approach: According to this approach the satisfaction of basic needs is the symbol of Morale. According to Robert M. Guion "Morale is defined as the extent to which the individual perceives that satisfaction stemming from total job satisfaction".



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2. **Psychological Approach:** According to this approach Morale is psychological concept i.e., state of mind. According to Jurious Fillipo "Morale is a mental condition or attitude of individual and groups which determines their willingness to cooperate".

3. **Social Approach:** According to some experts Morale is a social phenomenon. According to Davis "Morale can be defined as the attitudes of individual and groups towards their work environment and towards voluntary cooperation to the full extent of their ability in the best interest at the organization".

Importance of Employee Morale:

Employee Morale plays vital role in the origination success. High Morale leads to success and low Morale brings to defeat in its wake. The plays of Morale is no less important for an industrial undertaking. The success of failure of the industry much depends up on the Morale of its employees.

FACTORS AFFECTING MORALES

Employee Morale is a very complex phenomenon and is influenced by many factors on the shop floor. Several criteria seem important in the determinants of levels of workers Morale such as:

Objectives of the organization: Employees are highly motivated and their Morale is highly if their individual goal and objectives are in tune with organizational goal and objectives.

Organizational design: Organization structure has an impact on the quality of labour relation, particularly on the level of Morale. Large organization tend to lengthen their channels of vertical communication and to increase the difficulty of upward



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communication. Therefore the Morale tends to be lower. Against this flat structure increases levels of Morale.

Personal Factors: It is relating to age, training, education and intelligence of the employees, time spent by them on the job and interest in work taken by them, affect the Morale of the employees. For examples if an employees is not imparted proper training he will have low Morale.

Rewards: Employees expect adequate compensation for their services rendered to the organization. Good system of wages, salaries, promotions and other incentives keep the Morale of the employees high.

Good Leadership and Supervision: The nature of supervision can tell the attitudes of employees because a supervisor is in direct contact with the employees and can have better influences on the activities of the employees.

Work Environment: The building and its appearance, the condition of machines, tools, available at work place, provision for safety, medical aid and repairs to machinery etc. all have an impact on their Morale.

Compatibility with fellow employees: Man being a social animal finds his work more satisfying if he feels that he has the acceptance and companionship of his fellow workers. If he has confidence in his fellow worker and faith in their loyalty his Morale will be high.

Job Satisfaction: If the job gives an employee an opportunity to prove his talents and grow personally, he will certify like it and he will have high morale.

Opportunity to share profit: one of the requirements of high morale is possibility and opportunity of progress in any concern. All workers should be given an opportunity of the progress and earn high wages without any discrimination.



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MEASUREMENT OF MORALE

Morale is basically a psychological concept. As such the measurement of morale is a very difficult task to measure it directly. However the following methods are more commonly used to study employee morale.

1. Observation Method

Under this method evaluator observes the employees on work and records their behaviour, altitude, sentiments and feelings, which have developed in them. The changes in the attitude and behaviour of the employee are the indicators of high and low morale.

2. Attitude Surveys

In order to overcome the limitation of the above method attitude survey method is being largely employed in modern days. This method includes conducting surveys through questionnaires and interviews. This relates what the workers are looking in and what step should be taken to improve their approach towards work.

3. Company Records and Reports

The records and reports relating to Labour turnover, rate of absenteeism, the number of goods rejected, strikes and such other things, which are indicators of the level of morale.

4. Counseling

Under this method employees are advised to develop better mental health. So that they can imbibe self confidence, understanding and self control. This method is used to find out the causes of dissatisfaction and then to advice the employees by way of remedial measures.



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The above methods of the measurement of the employees present only the tendencies or the attitude of the employee morale. The statistical measurement of morale is not possible because it relates to the inner feelings human beings. We can say that morale is increasing or decreasing, but can not measured how much it increased or in creased.

CHAPTER II

2.1 OBJECTIVE OF THE STUDY

- ◆ To know the level of morale in employee towards the organization.
- ◆ To find out the various factors leading the employee morale in the organization.
- ◆ To suggest some measures to increase morale of the employees in exports of private limited
- ◆ To find out the impact of morale in organization.

2.2 SCOPE OF THE STUDY

- ◆ The people are working in organization, the ultimate purpose they want to earn and save family members.
- ◆ So, survey employees have morale, without morale the employee could not able to work in organisation long period.

2.3 LIMITATIONS

- ◆ I have been taken into consideration only permanent employees in exports of private limited
- ◆ The research has only applicable in exports of private limited



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- ◆ Changes respondents' bias is associated.
- ◆ The study is to taken for the academic purpose.

CHAPTER III

3.1. REVIEW OF LITERATURE

Introduction

In any business organization or industry, profit is the prime aim. Profits can be got only when the productivity is high and it is quite evident that, productivity will be high only when employee's morale is high.

When mentoring about employee morale, it is necessary to define it Morale has been defined in a study conducted by the Michigan University has "The combination of attitudes towards Job Company and immediate supervisor".

Mr. V.Devarajan, B.A., a student of P.S.G. college of Arts & Science, Coimbatore, Who did his M.A, in social work in the year 1973, made a "Study on Employees" Morales and job satisfaction in the Cambodia Mills' and has suggested workers' Participation in Management, Production incentive bonus to improved employee morale and his job satisfaction.

Mr. M.Ramakrishnan, a student of Madras School of Social work, who did his post graduation in Social Work in the year 1980, made "Study on morale in the metal Bon India Limited" Madras and has suggested that improved facilities and working conditions will improve the morale of employees.



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Mr. S.Prabakar, a study of G.R.D College of science, Coimbatore who did his M.A., in social work in the year 1991, made a “Study on employees morale in the Cambodia Mills”, has suggested that good working conditions welfare facilities, enhance good morale in the opinion of majority of the respondents inspect of a few negative opinion relating to poor worker’s participation in the management, promotion and transfer policies.

Pestonjee & Singh, 1995, Workers morale is significantly related to their education. The higher their education is the lower their morale and vice versa. Income is found to be non-

significant factor affecting morale Herzberg, 1965, Herzberg found that is 54% of the studies morale was related to high productivity which is 35%, morale and productivity did not reveal relationship.

In 11% of the studies, high morale was associated with low productivity. Evidence support the view that level of satisfaction was directly related to performance on the job Miller D.C & W.H.Form, 1964, Miller & Form have given four combinations of productivity and morale

- ◆ High productivity-high morale
- ◆ Low productivity-high morale
- ◆ High productivity-low morale
- ◆ Low productivity-low morale

3.2. RESEARCH METHODOLOGY

The value of any systematic research lies in its methodology which is a way to systematically solve research problems. Methodology helps the investigator to conduct in a



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prescribed manner..In this chapter, the Research methodology followed for carrying out study is explained.

RESEARCH DESIGN

The research used descriptive Research design. Descriptive Research design means fact finding one. The researcher used this research design is to find out the fact of respondents attitude and opinion about stress management.

SAMPLING PLAN

It is the process of obtaining information about an entire population by examining only a part of it. The item selected from the population is known as the sample. The sampling that is adopted for this study is random sampling.

SAMPLING SIZE

The researcher has taken 120 sample have been taken for the study from the organization.

DATA SOURCE

Bother primary as knew as secondary sources how utilizes in this study. A well designed protested questionnaire was used by the researcher to collect the survey information from the respondents. In addition surveying Shahi Exports Pvt Ltd are from the official records and from the website. Articles published in magazines are also utilized as secondary data from the researcher.

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The researcher has utilized the questionnaire as a format collect the data from the respondents for this research.

QUESTIONNAIRE DESIGN

The questionnaire used as both open in and close ended.

STATISTICAL TOOLS APPLIED

The research has used percentage analysis, chi square, in order to make effective presentation tables, pie diagrams, bar diagrams etc.,

SIMPLE PERCENTAGE METHOD

Percentage refers to a special kind of ratio making comparison between two or more data to describe relationship between the data. Percentage can also be used to compare the relative terms, the distribution of two or more serried of data.

FORMULA

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} * 100$$

CHI SQUARE TEST

The quantity χ^2 describes the magnitude of discrepancy between theory and observation (i.e.) it can be known whether a given discrepancy between theory and observation can be



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attributed, to change or whether it results from the inadequacy of the theory to fix the observed facts.

The greater value of χ^2 the greater would be the discrepancy between observed and expected frequencies.

The formula for computing chi-square test is,

$$\chi^2 = \sum \left(\frac{(O_i - E_i)^2}{E_i} \right)$$

Where,

O – Observed frequency

E – Expected frequency

The calculated value of χ^2 is compared with the table value of χ^2 for given degree of freedom at specific level of significance it is accepted when the calculated value is lesser than tabulated value and rejected when the calculated value is greater than the table value.

CHAPTER – IV

DATA ANALYSIS AND INTERPRETATION

STATISTICAL ANALYSIS

CHI - SQUARE TEST

Aim: To test the relationship between the fellow workers and superior.

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Ho; There is no significance relationship between the fellow workers and superiors.

H1; There is significance relationship between the fellow workers and superiors.

Observed frequency

Opinion	Highly satisfied	Highly dissatisfied	Neither satisfied nor satisfied	Dissatisfied	Satisfied	total
Highly satisfied	19	8	4	0	11	42
Highly dissatisfied	5	2	2	4	5	18
Neither satisfied nor satisfied	5	8	3	4	5	25
Dissatisfied	3	2	2	0	3	10
Satisfied	5	3	2	4	11	25
Total	37	23	13	12	35	120

Expected frequency

Opinion	Highly satisfied	Highly dissatisfied	Neither satisfied nor satisfied	Dissatisfied	Satisfied	Total
Highly satisfied	12.95	8.05	4.55	4.2	12.25	42

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Highly dissatisfied	5.55	3.45	1.95	1.8	5.25	18
Neither satisfied nor satisfied	7.70	4.79	2.70	2.5	7.29	24.98
Dissatisfied	3.08	1.91	1.08	1	2.91	9.98
Satisfied	7.70	4.79	2.70	2.5	7.29	24.98
Total	36.98	22.09	12.98	12	34.99	119.94

O	E	O-E	(O-E) ²	(O-E) ² /E
19	12.95	6.05	36.60	2.85
8	8.05	-0.05	0.00	0.00
4	4.55	-0.55	0.30	0.07
0	4.2	-4.20	17.64	4.20
11	2.25	8.75	76.56	34.03
5	5.55	-0.55	0.30	0.05
2	3.45	-1.45	2.10	0.61
2	1.95	0.05	0.00	0.00
4	1.8	2.20	4.84	2.69
5	5.25	-0.25	0.06	0.01
5	7.7	-2.70	7.29	0.95
8	4.79	3.21	10.30	2.15

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3	2.7	0.30	0.09	0.03
4	3.5	0.50	0.25	0.07
5	7.29	-2.29	5.24	0.72
3	3.08	-0.08	0.01	0.00
2	1.91	0.09	0.01	0.00
2	1.08	0.92	0.85	0.78
0	1	-1.00	1.00	1.00
3	2.91	0.09	0.01	0.00
5	7.7	-2.70	7.29	0.95
3	4.79	-1.79	3.20	0.67
2	2.7	-0.70	0.49	0.18
4	2.5	1.50	2.25	0.90
11	7.29	3.71	13.76	1.89

$$= (R-1) (C-1)$$

$$= (5-1) (5-1)$$

$$= (4) (4)$$

$$= 16$$

Table value for 16 d.f. at 5% level = 26.29



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Result: H1 is accepted since the calculated value $>$ table value. There is significance relationship between the fellow workers and superior.

CHAPTER V

5.1.FINDINGS

- 46.66% of the age respondents have above 45 years.
- 89.16% of the respondents are marital status.
- 30.83% of the respondents are ITI qualification.
- 72.5% of the respondents are having an experience which is above 15 years.
- 66.67% of the respondents that above 30,000 income wise.
- 58.33% of the respondents are said about satisfied that the working conditions in work place of the co.,
- 51.67% of the respondents said about satisfied that the relationship with the fellow workers.
- 60.83% of the respondents said about yes that their employee working hours.
- 45.83% of the respondents opinion that highly satisfied and relationship with the superiors.
- 55.83% of the respondents said about satisfaction the relationship with the other department employees.
- 51.67% of the respondents said about highly satisfied the leaves and holidays provided by the company.
- 52.5% of the respondents said about good system in the company.
- 100% respondents said that yes its the job security in the company.



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- 51.67% of the respondents highly satisfied that the safety and welfare measures provided by the company.
- 68.33% of the respondents said about yes that the supervisor appreciate and fulfill the work.
- 80% of the respondents said about yes that the morale is directly influence the production.
- 75.83% of the respondents said that no there are rules & regulation of the company difficult to follow.
- 57.5% of the respondents said about highly satisfied the company take care of health and security as per company norms.
- 37.5% of the respondents said about neither satisfied nor dissatisfied with the workers participation in management decision.

5.2. SUGGESTIONS

- Management to reduce the work load of employees more beneficiaries.
- It will be more effective if the management take the steps to introduce suggestions and measurable scheme systems for the employees in the company.
- It is better the management recognize the needs of employees and encourages employees special talents.
- If the management given better performance awards to the employees, if will be consider as best and better performance by the company.
- Continuous vigilance and care on the part of management is required for maintaining high morale.



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- The organization has to design on effective communication network in which suits the organizational structure.
- The management to pay attention on the issue of job stability and security, as this being a major motivational factor.

5.3. CONCLUSION

On the whole, the morale of employees is very good. But the feeling of management policy, Grievance, redressed procedure and working conditions are the major contributors for good morale among the employees. Morale is physical concept. Morale is not a cause rather the effect or result of many going away. Morale is differs from percent to percent, industry to industry, level of education age, nature of work etc. Morale may be range from very high to low.To conclude employee morale plays very important role in every organization. Good employee morale helps to success of the organization.

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