

A STUDY ON EMPLOYEES MORALE AT HIDESIGN INDIA PRIVATE LIMITED PUDUCHERRY

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ABSTRACT

The employees morale is defined as the depiction of emotion, satisfaction, and overall attitude towards a workplace productivity is directly related to morale .Happy employees have high morale while dissatisfied and unhappy employees have low morale. The objective of the study is to know the study is to know the level of employee morale of the organization. The research methodology is descriptive method in sample population 100 and sample size taken is 35. The tools that adopted in this study is chi-square from the interpretation and findings the company employee morale is good.

Key words: employee morale, workplace productivity.

I. INTRODUCTION TO THE STUDY

Employees 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 toward his job, his superior, and his organization. It is not a static thing, but it changes depending on working conditions, superiors, fellow worker's 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, and willingness to cooperate with coworkers. Poor or low Morale becomes obvious from the negative feelings of employees such as dissatisfaction, discouragement, or dislike of the job.

Definitions:

According to Seroka (2009) defines employee morale as the general level of confidence or optimism experienced by a person or a group of people, especially if it affects discipline and willingness.

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".

Psychological Approach:

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

Social Approach:

According to some experts, Morale is a social phenomenon. According to Davis "Morale can be defined as the attitudes of individuals and groups towards their work environment and towards voluntary cooperation to the full extent of their ability in the best interest of the organization".

II.REVIEW OF LITERATURE

• Communication Correlates of Employee Morale (John E. Baird and Patricia H. Bradley and et. All, 2019)

Although several factors are related to employee morale in organizational settings, the single most influential factor in enhancing job satisfaction and group cohesiveness is superior-subordinate communication. Yet, while a great deal of speculation exists concerning the sorts of communication behaviors most conducive to employee satisfaction, no empirical test has been conducted to assess specifically the relationship between communication and morale. This study undertakes such an investigation.

•Lack of Communication Hurts Employee Moral (Rachel Bernstein et all., 2019)

A lack of open, honest communication was cited as having the most negative impact on employee morale, by more than a third of the 150 senior executives polled nationwide. Failure to recognize employee achievements (19 percent) and micromanaging (17 percent) were other reasons.

Of the executives interviewed, 48 percent cited better communication as the best remedy for low morale, according to the survey. Recognition (19 percent) and monetary awards for performance (13 percent) were among the other antidotes for low morale in the workplace.

•Employee Morale Of Driving Performance In Challenging Times (David Bowles and Cary Cooper et al.,2019)

"Performance is the key outcome of high morale, and the reason why it should be taken so seriously: with research gathered from some of the world's largest employee opinion databases and best academic centers, the authors lay out the morale performance connection. Now raised from just 'touchy-feely' to 'mission critical', employee morale is finally getting the attention which it deserves. As it does, organizations are changing everything from their structure to their processes to take account of this fact, and starting to manage themselves around the need to measure and improve morale on an ongoing basis.

•Boosters And Busters of Employee Morale (Ingrid Murro Botero et al., 2019)

Encourage peer recognition. "People like to be recognized personally by their coworkers," Apostle said. "It makes them feel like they're an integral part of the team." At American Fence, employees are encouraged to write thank-you notes to their co-workers, to formally acknowledge each other's helpfulness. They also hold contests, where employees who are nominated by their peers (plus the person doing the nominating) have a chance to win trips or other prizes. Intolerance for mistakes. Creating a climate of fear is a sure way to destroy employee morale. "My team is not afraid to tell me bad news, or to tell me that they screwed up," Beal said. "I work hard to eliminate that fear. You can't shoot the messenger r, even though sometimes employees tell you things that you don't want to hear."

• Little Larceny Can Do A Lot For Employee Morale (L R Zeitlin et al., 2019)

The author's thesis is that theft serves as a safety valve for employee frustration. It permits management to avoid the responsibility and the cost of job enrichment or salary increases at a relatively low amount of money per man. This is practicable because the author estimates that seventy-five percent of all employees engage in employee theft to the extent of an average take of three hundred dollars a year. a case history of a port authority's problems with toll-takers' theft illustrates the author's point.

•Effect of Organizational Change on the Individual Employee Morale (Johnson, Janell and Robert J. PhD et al., 2020)

Increasing market pressures force companies to implement drastic organizational changes in order to remain competitive. Budget decreases, reduction efforts, and similar changes create significant morale and job satisfaction concerns. This study assesses the effects of budget reductions and other organizational changes on the morale of hospital employees. A survey dealing with employee perceptions of stress, workload, and performance was given to hospital employees. Not surprisingly, the survey found that morale problems resulted from the organizational changes. Employees' gender and job classification showed little significant effect on the survey results, while respondents' length of employment with the organization influenced the results slightly. The findings provide information useful for dealing with challenges of employee satisfaction, morale, and trust during times of budget limitations.

•Employee Morale And Its Impact On Service (Laurie Jerome, Brian H. Kleiner et al., 2020)

States that people are vital to the success or failure of services. Companies are now becoming people-oriented, not profit-centred, providing training and technology and investing in people. Examines three amusement parks, including Disney, and considers several common practices and some unique ones. Covers recruitment, orientation, customer service strategies, employee programmes, morale and motivation. Concludes that although companies perceive customer service as being vital, most copy Disney's models, including those of staff motivation and employee morale.

• In-Plant Communications And Employee Morale Dallis Perry, Thomas A. Mahoney et al., 2020)

An assumption which apparently underlies much of the importance ascribed to employee communications is that good communications bring about high morale. One aspect of this assumption is examined in the present article. Measures of employee knowledge of information given them by their companies were compared with measures of morale for the same employees.

Negligible correlations were found between information and attitude scores. It is concluded that there is no significant relationship between employees' attitudes toward the company and their knowledge about the company as measured by tools used in this study. Several possible reasons for this finding are suggested. Mean scores for different subgroups of employees provide some support for the hypothesis that morale is related to the amount of information given to employees rather than to the amount retained by them.

• **Influence of performance appraisal system in private sector banks on employee morale (Dhanabhakya .M . And Et All., April 2023).**

Performance Appraisal is an integral part of all the organizations to know the explicit progress of the employees and also to make ratifications accordingly. The extent, to which the organizational Performance Appraisal system is good, will be reflected in the employee outcomes like job satisfaction, turnover, commitment and various other essential factors. The rating strategy followed by the organizations has bearing on the morale of the employees. The researcher in this 35 study aims at analyzing the effectiveness of Performance Appraisal system of Private Sector Banks in Kerala and also its relationship with the morale of the bank employees. The study was conducted among 244 employees in private sector banks. The research findings revealed that the effectiveness of Performance Appraisal in the private sector banks significantly influences the morale of the employees.

• **The Strategies For Boosting Employee Morale In An Organization (C K Gomathy . And Et All., February 2022)**

Morale is an Employee's attitude towards His or Her Job, Employer, and Colleagues. Employee Morale as the Psychological state with respect to satisfaction, confidence and resolve; The attitude of an individual or group of Employees, resulting in courage, devotion and discipline; Level of fulfillment one has with Intrinsic Work aspects, Such as Variety and Challenges, Feedback and Learning. Morale is essentially an in general attitude of an individual or group towards all aspects of work in a Organization. Morale even leads to effective work.

III.OBJECTIVES OF THE STUDY

1. To identify the factors which affect the employees morale at Hidesign India Private Limited.
2. To find the association between the demographic variable and employees morale in the organization

IV.HYPOTHESIS OF THE STUDY

1. **H0:** There is no association between demographic variable and employees morale.
2. **H1:** There is association between demographic variable and employees morale.

V.RESEARCH METHODOLOGY

The study was carried out in Hide sign India Private Limited and the sample size for the study was 35 workers. The sampling technique has used in the study was convenience sampling and for the study, both primary and secondary data were used. The primary data were collected from the working employees of Hide sign India Private Limited by using a questionnaire. The collected data were analysed using SPSS software and the study intends to find the employee morale at Hide sign India Private Limited in Puducherry.

VI.ANALYSIS AND INTERPRETATION

The table 1 shows the allotment of the socioeconomic variable of the employees for this study

TABLE 1 SHOWS DEMOGRAPHIC VARIABLE

1.	Gender	Male	23	66
		Female	12	3
		TOTAL	35	100
2.	Age	21-25 year	29	83
		26-30 year	5	15
		30-40 year	1	2
		Above 41 years	0	0
		TOTAL	35	100
3.	Marital status	Married	31	89
		Unmarried	4	11
		TOTAL	35	100
4.	Qualification	Diploma	2	5
		Under graduate	17	49
		Post graduate	13	38
		Other	3	8
		TOTAL	35	100
5.	Experience	1-2 year	21	60
		2-3 year	5	15
		3-5 year	9	25
		Above 5 years	0	0
		TOTAL	35	100

The study disclosed 83 % of the employees are the age group of 21-25 and 96% of the employees are undergraduates and 60% of the employees comes under 0–1year experience.

GENDER AND EMPLOYEE MORALE

Table 2 shows the association between the gender and all the factors of employee morale.

Crosstab					
Count					
		grievance hadli			Total
		Undecided	Agree	Strongly Agree	
Age	Below 25	5	15	4	24
	25-40	2	8	1	11
Total		7	23	5	35

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.450 ^a	2	.799
Likelihood Ratio	.474	2	.789
Linear-by-Linear Association	.052	1	.819
N of Valid Cases	35		

a. 4 cells (66.7%) have expected count less than 5. The minimum expected count is 1.57.

INFERENCE

By using chi-square method it was found that there is association between the demographic variable and factors of the employees morale. Since, the p value is 0.799 which is greater than 0.05 significant level.

EXPERIENCE AND EMPLOYEE MORALE

Table 3 shows the association between the experiences and all the factors of employee morale.

Crosstab					
Count					
		grievance hadli			Total
		Undecided	Agree	Strongly Agree	
Exp	0-3	4	13	5	22
	3-6	1	4	0	5
	6-9	2	6	0	8
Total		7	23	5	35

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.498 ^a	4	.478
Likelihood Ratio	5.171	4	.270
Linear-by-Linear Association	1.693	1	.193
N of Valid Cases	35		

a. 7 cells (77.8%) have expected count less than 5. The minimum expected count is .71.

INFERENCE

By using chi-square test it was found that there is no association between the demographic variable and factors of the employees morale . Since, the p value is 0.478 which is lesser than 0.05 significant level.

VII.DISCUSSION AND CONCLUSION

In the study it found that 35 % of respondents are 31 to 40 ages. It is found that 16% of respondents are Production department. It is found that 25% of respondents are 3 – 5 years of experience. It is found that 42% of respondents feel that the working condition are Good. It is found that 12% of respondents feel that the working environment is moderate. It is found that 27.8% of respondents feel that the chances for improvement. It is found that 34% of respondents feel that the working environment facilities are good. It is found that 19% of respondents feel that leave policy in the organization are moderate. It is found that 21% of respondents feels communication channel between superior and subordinate are low. It is found that 19% of respondents agree that the relationship with the supervisor and coworkers are moderate. It is found that 11% of respondents feel that the company taken their suggestions for the improvement. It is found that 27% of respondents feel that their supervisor Sometimes encourage their special talents.

Employees 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. Organization can give importance to communication between employees and gain co ordination through it. It is suggested that they can improve the working environment condition. It will be better if the management provides incentives and promotion to the employees, so it will boost in their morale and productivity. The study was carried out in Hide sign india private limited and the sample size for the study was 35 workers. The sampling technique has used in the study was convenience sampling and for the study, both primary and secondary data were used. The primary data were collected from the working employees of hide sign india private limited by using a questionnaire. using chi- square it is found that, there is significant This study concludes that the Organization can give importance to communication between employees and gain co ordination through it.

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