

A STUDY ON EMPLOYEE'S ATTITUDE TOWARDS THE ORGANISATION

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ABSTRACT

The project work entitled "**Employee's attitude towards the organization**" with special reference to the **Integrated Thermo plastics Limited, Hyderabad**. The various factors that are concerned towards the attitude of the employees

The analysis has been made mainly based on the primary data that is by the employees' opinion survey method. The researcher has taken a sample size of 180 and has used the stratified random sampling method to select the samples from the total population.

The study gives the opinion of employees about all the H.R. functions of **Integrated Thermo plastics Limited**, employment conditions, wages and incentives, interpersonal relationship, working conditions, management practices, etc.

The researcher has used percentage analysis and CHI-Square test, and the study reveals that there is no relationship between JOB ENRICHMENT educational qualifications 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. The study has also revealed that most of the respondents have a positive attitude towards the welfare facilities, management practices and employment conditions, Welfare Facilities, Inter Personal Relationship, Working Condition the researcher has given suggestions for its improvement which includes suggestion schemes which may be transparent and promotions which may be made both based on

seniority and performance to a certain level in the organizational hierarchy.

1. INTRODUCTION:

Attitude: 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 in to 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.

Concept of Attitude: 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.

Major aspects: 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"

Features of Attitude

- Attitudes affect behavior of an individual by putting him ready to respond favorably to things in his environment.
- Attitudes are acquired through learning over a period of time. The process of learning attitudes starts right from the childhood and continues throughout the life of a person.
- Attitudes are invisible as they constitute a psychologised phenomenon which cannot be observed directly. They can be observed by observing the behavior of an individual.
- Attitudes are pervasive and every individual has some kind of attitude towards the objects in his environment. In fact, attitudes are forced in the socialization process and may relate to anything in the environment.

Attitude, Opinion and Belief

An opinion is generally the expression of one's judgment of a particular set of facts, an evaluation of the circumstances presented to him. "Thurstone" defines opinion as a response to a specifically limited stimulus, but the response is certainly influenced by the predisposition with, with the individual is operating, that is, the attitude structure. A difference can also be made between attitude and belief. A belief is an enduring organization of perceptions and cognitions about some aspects of individual world. Thus, belief is a hypothesis concerning the nature of objects, more particularly, concerning one's judgments of the probability regarding the nature. In this sense, belief is the cognitive component of attitude which reflects the manner in which an object is perceived. The difference between attitude, opinion, and belief exists on conceptual basis.

In the literature, often, there is a considerable amount of overlapping in these three terms. Most psychologists, however, believe that attitudes are more fundamental to human behavior than are the related aspects. For this reason, more attempts have been made to analyze attitudes as compared to others. Obviously attitudes are an important consideration because of their central position in the

process of transforming work requirements in to efforts.

Attitude alone do not influence behavior but these acts with other factors in the individual influencing behavior, such as personality, perception, motivation, etc. Further, attitudes are also affected by the individual dimension as well as the objects, persons, and ideas. Attitudes have been through as serving four functions and there by influencing the behavior. These are instrumental, ego defensive, value orientation and knowledge.

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.

NEED FOR THE STUDY

Job Satisfaction is an important output that employees work for Organization. It comprises of extrinsic and intrinsic factors and helps to maintain an able and willing work forces. It is an interesting and significant area for conducting research. The study made on the topic of Job Satisfaction will reveal the factor of feelings of employees. This report is useful to the management of the company to know the satisfaction levels of employees and they can take measures to increase productivity. This report may be useful to the management students for reading, and may be useful in preparing their report on the job satisfaction" In business concerns, public organization etc.

SCOPE OF THE STUDY

Attitudes have significant effects on the behaviour of a person at work. Some of the areas of attitudes that a person in the world of work is concerned with are superior, subordinates, peers, supervision, pay,

benefits, promotions or anything that leads to trigger positive or negative reactions. These attitudes reflect a particular persons likes and dislikes towards other people, objects, events and activities in that persons surrounding environment. Some of the strong attitudes are likely to affect persons behaviour and this makes the enthusiasm to study and know about attitudes

2. LITERATURE SURVEY

From the Wall Street Journal Online:

A majority of U.S. employees say they are satisfied with their job and nearly half feel pride in their career, according to a recent, “Harris Interactive Poll”. Still, many U.S. employees dislike their jobs, suffer from burnout and don’t have good feelings about their employers and Senior Managers, the poll shows. Employees in small organizations are more likely to have positive attitude towards their jobs, their employers and their top managers.

Of people working for small employers, 54% of those polled say they are satisfied with their job, and company. 38% of those working for large employers feel they are at dead-end jobs, compared with 24% of those working for companies feel “this is the best organizational to work for” only 25% of the people working for large organizations, compared with for small employers, believe that the top manages display integrity and morality. This survey also shows that younger workers have much more negative view of their job than older workers. Among the older workers, 59% say a good deal of their pride comes from their work and careers, compared with just 37% of the younger workers. Likewise, among 64% of the older workers, only 47% of the younger workers really care about the fate of the organization for which they work. Overall, while 59% of the employees are satisfied with their jobs, that two out of every five 41% of the workers aren’t satisfied. In addition, one-third of the workers feel they are in dead-end jobs, and “trying to cope with feeling of burn out”. Burn out is much more prevalent among the workers’ ages between 18-24 years, 47% report feeling burned out, compared with 28% of the older workers.

Ms. B. Nagalakshmi, 2006, had done a project on “Employee Attitude towards the Organisation in “Lakshmi Machine Works Limited” and she suggested that Management/HR department may be changing the procedures or approaches to improve the employees’ positive attitude towards them by participation from them. Attitudes change from person to person. In an organization, the functions and procedures followed by the management/ HR departent should accepted and negative attitudes if any may be identified at an earlier stage. Relationship of the employees with the HR Department may be enhanced to reduce negative attitude among the employees in general which will lead to prosperity of the company through profits and that of the employees through enhanced quality of work life.

Ganguli (1964) has argued that the factors that determine performance of the workers in an industrial job can be classified under three heads.

1. Personal factors
2. Work factors
3. Environmental (physical and social) factors

Personal Factors refer to skills of workers and the degree of motivation that determine the extent to which he will apply his skill to the job. Work factor refers to tools and equipment, method of work and materials used. Examples of environmental factors are (a) physical lighting, ventilation, etc. (b) social and psychological nature of leadership (supervisory and managerial), social climate in the shop, nature of the group formation amongst members, etc and (c) Nature of organizational controls, communication patterns, etc.

Mr. Vijayanand, 1999, had done a project on “job satisfaction”, among the employees in “Sakthi Sugars” and he suggested that the organization has to concentrate more on labour measures and also with regard to the maintenance of buildings.

Mr.Vasudevan.C, 1999, had done a project on “job satisfaction” among the workers in “ELGI Electric and Industries Limited” and he suggested that the organization may provide better working conditions, can reduce the hours of work and provide more career advancement opportunities.

3. RESEARCH METHODOLOGY

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 term research is also used to describe the collection of information about a particular subject.

Employees’ attitude towards the organization should be known by the entire organization to reduce the grievance. The main objective is to find out the number of employees who are having positive attitude and or negative attitude and what tends to the same.

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 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 have given.

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

CHI-Square Test:

The CHI-Square test is a useful measure of comparing experimentally obtained results with those expected theoretically and based on hypothesis. It is used as a test static in testing a hypothesis that provides a set of theoretical frequencies with which observed frequencies are compared. In general, CHI Square test is applies to those problems in which we study whether the frequency with which a given event has occurred is scientifically different from the one as expected theoretically. The measure of CHI-Square enables us to find out the degree of discrepancy between observed frequencies and theoretical frequencies and a theoretical frequency is due to error of sampling or due to change.

CHI-Square=($O_i - \Sigma i^2$)/ E_i

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 Integrated Thermo Plastics Ltd, so it cannot resemble the entire population working in the whole industry.

4. DATA ANALYSIS & INTERPRETATION

Age group

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.

Educational Qualification

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.

Marital Status

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

Length of Service

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.

Number of Members in Family

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% of respondents belongs to 5 member family.

Present Salary You Draw

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.

Through whom did you join this organization?

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.

5. FINDINGS OF THE STUDY

- 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.

SUGGESTIONS

- 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 reason 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.

- Workers' Participation in Management is one of the criteria which do not have a good satisfaction from most of the employees in any of the organization. This also happens to be true in this organization, which reduces the morale and motivation of the employees.

6. CONCLUSION

Therefore, the management may formulate strategies based on the Workers' Participation in Management bill or prepare a tailor-made guideline for the extent of participation by the workers in the management decisions because when decision maker execute, the execution proves worthy.

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