



Title: A Study on Employee Engagement in Retail Shopping

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Abstract

This paper aims to provide details on the Employees Engagement Activities in Big Bazaar. An organization's productivity is measured not in terms of employee satisfaction but by employee engagement. Employees are said to be engaged when they show a positive attitude toward the organization and express a commitment to remain with the organization. The relevant primary data were collected from the employees through questionnaires. The statistical tools applied for this survey were the Chi-square analysis & Percentage analysis. The data collected were presented in the form of tables and various charts.

Keywords: Survey-Employee Engagement,

INTRODUCTION

The researcher found Retail business appropriate for the topic as this is the only business in which the employees are found to undergo lot of pressure and stress. To make the employees feel better, other Engagement activities are conducted. An organization's productivity is measured not in terms of employee satisfaction but by employee Engagement. Employees are said to be engaged when they show a positive attitude

toward the organization and express a commitment to remain with the organization. The concept of Engagement is a natural evolution of past research on high-involvement, empowerment, job motivation, organizational commitment, and trust. All these research streams focus on the perceptions and attitude of employees about the work environment. In some ways, there are variations on the same fundamental issue. Employee Engagement is more than just the current HR 'buzzword' it is essential. In order for organizations to meet and surpass organizational objectives, employees must be engaged.

OBJECTIVES

- To find out the Nature of employee Engagement programs.
- To find out how far the employees are satisfied with such programmes.
- To find out the extent to which the employees are committed to the organization.

Review of Literature

Lodahl and Kejner (1965) define jobs involvements as "the degree to which a person's work performance affect his self-esteem. " They also argue that employees who are highly concerned with their jobs also reveal high involvement in their organizations.

Tower - Perinn (2003) suggested that " the emotional factor tie to people's personal satisfactions and the sense of inspirations and affirmation they get from their work and being part of their organization". Contemporary jobs satisfactions measures are largely considered descriptive.

Bijay Kumar Sunday (2011) focused on various factors which lead to employee engagement and what should company do to make the employees engaged. Proper attention on engagement strategies will increase the organizational effectiveness in terms of higher productivity, profits, quality, customer satisfaction, states employee's retention and increased adaptability.

Arnold B. Bakker (2011) that employees who are engaged in their work are fully connected with their work roles. They are addicted to their work and immersed in their work activities. The articles present an overview of the concept of work engagement. The review shows that job and personal resources are the main predictors of engagement. Engaged workers are more open to new information, more productive and more willing to go the extra mile. Moreover, engaged workers proactively change their work environment in order to stay engaged.

Susi and Jawaharrani (2011) examined some of the literature on employee engagement, explore work place culture and work life engagement in their organizations to increase their 'employee' productivity and retain them. Work life balance is key driver of 'employees' satisfactions balance policies and practices followed in industries in order to promote employee.

Research Methodology

- The Sample size is 110 employees at Big Bazaar.
- The Sampling technique the researcher proposes to use is Convenience method.
- The researcher used Questionnaire method for the purpose of collecting data.
- Statistical Tools: Percentage Analysis

Data Analysis and Interpretation

Table -1-Work Experience of the Respondents

Years of Work Experience (In Months)	Frequency	Percentage (%)
0 - 3 month	8	7.2
3 – 6 month	19	17.2
6 – 12 month	51	46.3
Above 1 Year	32	29
TOTAL	110	100

INTERPRETATION

It is found from the Table - 3 that 46.3 % of the employees have the work experience of 6 to 12 months, 29 per cent of the employees have the work experience of more than 1 Years, 17.2 per cent of the employees have the work experience of 3 to 6 months and 7 per cent of the employees have the work experience of 0 – 3 months.

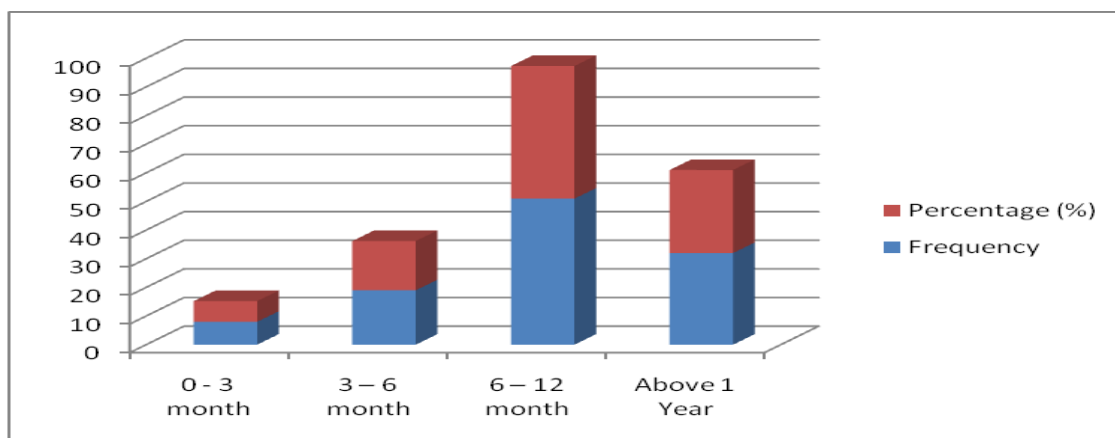


Fig -1 Work Experience of the Respondents

The fig.1 shows the bar chart explaining the work experience of respondents. The chart represents 6-12 months experience respondents are more than other categories as indicated.

Table-2- Types of Communication activities

Types of Communication activities	Frequency	Percentage (%)
Meeting	110	100
Conferences	0	0
In house magazines	0	0
All the above	0	0
TOTAL	110	100

INTERPRETATION

It is found from the data collected that 100 per cent of the employees strongly agree that their organization conducts meetings for the communication activities as part of the employee engagement programs, and not **conferences** and in house magazines.

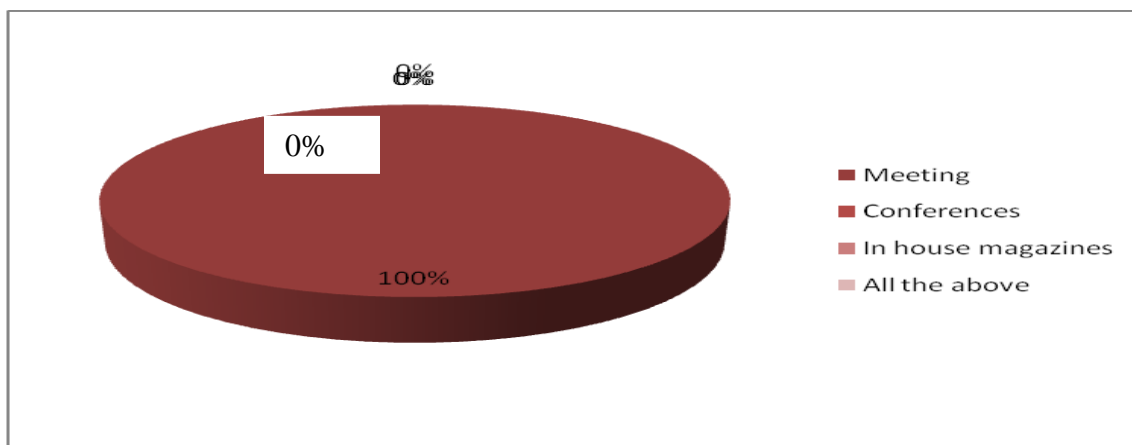


Fig 2- Types of Communication activities

Table-3- Types of team building activity

Types of team building activities	Frequency	Percentage (%)
Recreational activities	82	74.5
Community outreach activities	28	25.5
Picnics	0	0
TOTAL	110	100

INTERPRETATION

It is found from the Table - 15 that 74.5 per cent of the employees say recreational activities, 25.5 per cent of the employees say community outreach activities agree, are conducted by their company as part of the team building activity.

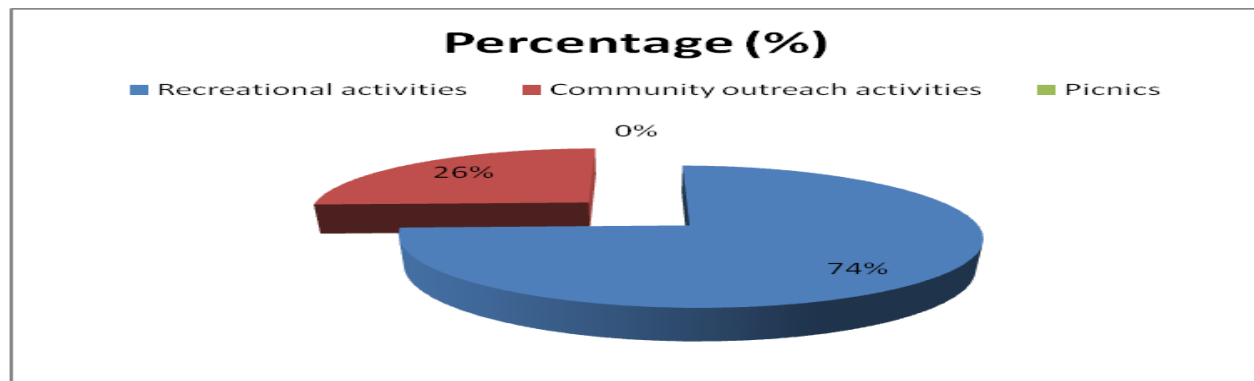


Fig-3- Types of team building activity

Table – 4- Feedback session after the Engagement activities

Feedback sessions after the Engagement activities	Frequency	Percentage (%)
Strongly Disagree	0	0
Disagree	20	18
Agree	63	57
Strongly Agree	27	25
TOTAL	110	100

INTERPRETATION

It is found from the Table - 16 that 57 per cent of the employees agree, 25 per cent of the employees strongly agree whereas 18 per cent of the employees disagree, that their suggestions are taken into consideration for conducting employee Engagement activities.

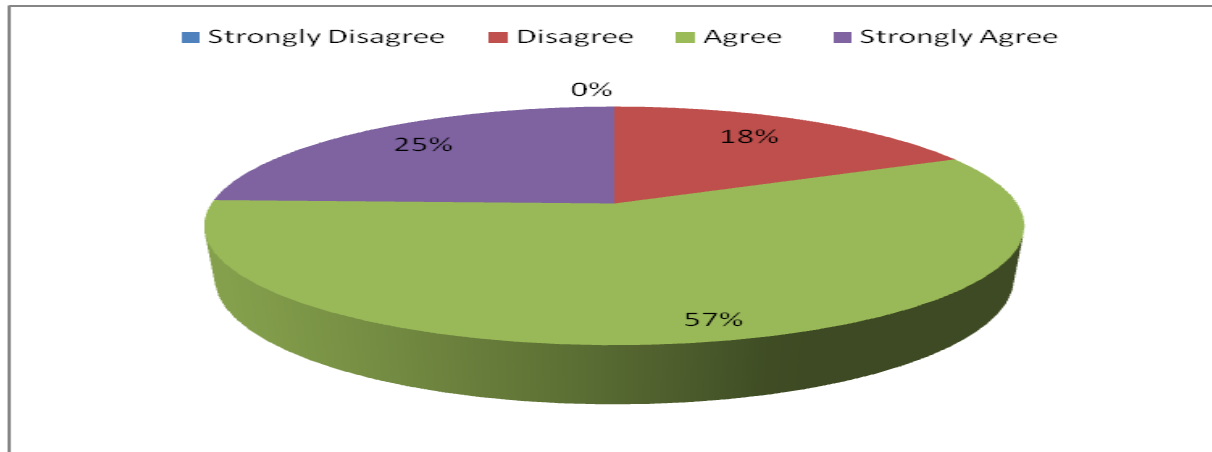


Fig- 4- Feedback session after the Engagement activities

Table-5- Rewards after the Engagement activity

Rewards after the Engagement activity	Frequency	Percentage (%)
Strongly Disagree	0	0
Disagree	0	0
Agree	16	14.5
Strongly Agree	94	85.5
TOTAL	110	100

INTERPRETATION

It is found from the Table - 17 that 85.5 per cent of the employees strongly agree, 14.5 per cent of the employees agree that they have been rewarded at the end of employee Engagement activities.

Fig 5- Rewards after the Engagement activity

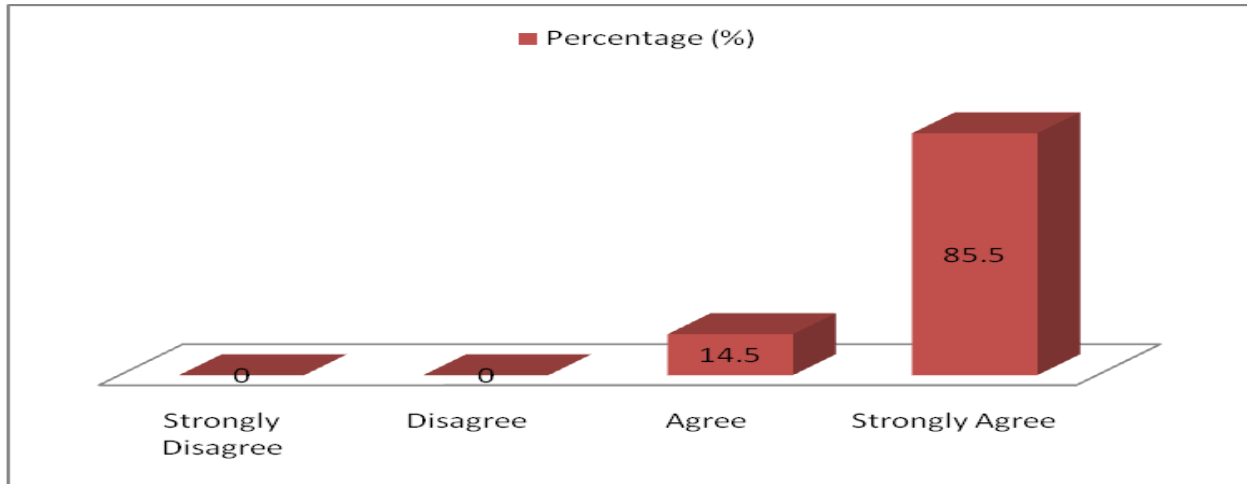


Table-6 -Satisfaction about the rewards given

Satisfaction about the rewards given	Frequency	Percentage (%)
Strongly Disagree	0	0
Disagree	4	3.6
Agree	61	55.4
Strongly Agree	45	41
TOTAL	110	100

INTERPRETATION

It is found from the Table - 18 that 55.4 % of the employees agree, 40.9 per cent of the employees strongly agree whereas 3.6 per cent of the employees disagree, with the type of rewards given after the employee Engagement activities.

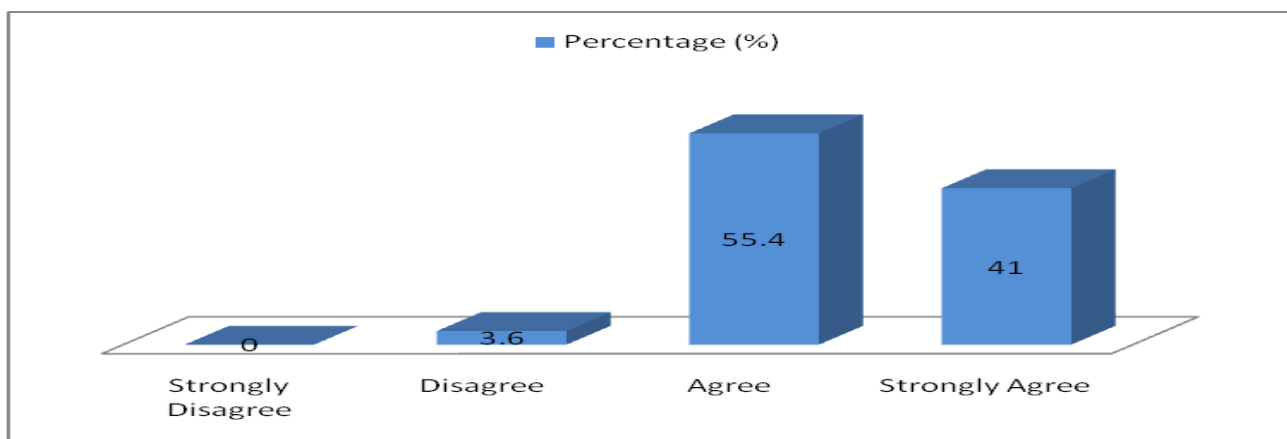


Fig 6 -Satisfaction about the rewards given

Table-7- Type of Reward schemes at the company

Type of Reward schemes at the company	Frequency	Percentage (%)
Compensation and benefit programs	22	20
Recognition programs	88	80
Stock Ownership & Profit sharing	0	0
All the above	0	0
TOTAL	110	100

INTERPRETATION

It is found from the Table - 19 that 80 per cent of the employees say compensation and benefit programs, 20 per cent of the employees say recognition programs are the type of reward schemes are in place at the company for the employees after the Engagement activities.

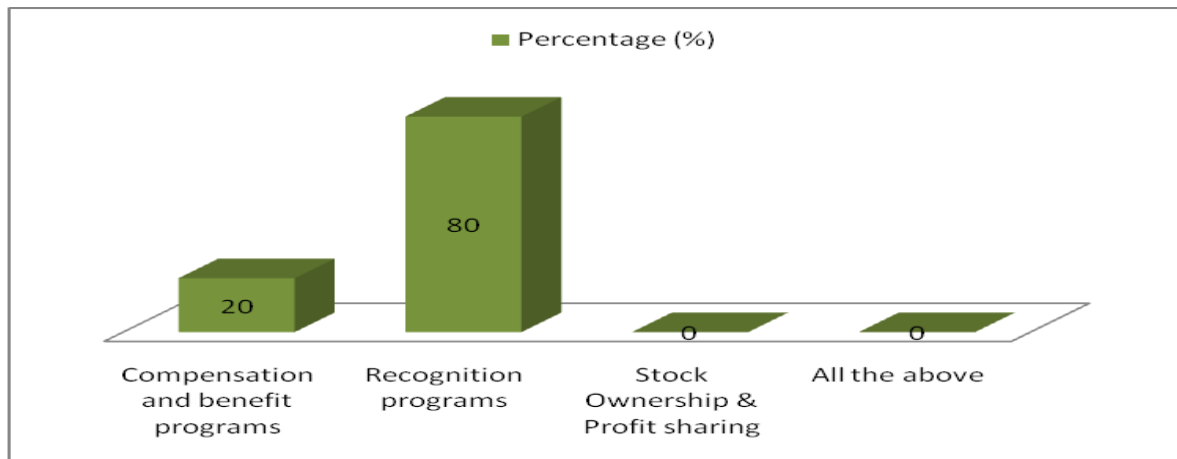


Fig-7- Type of Reward schemes at the company

STATISTICAL TOOLS

CHI SQUARE

Chi-square is used to assess two types of comparison: tests of goodness of fit and tests of independence. A test of goodness of fit establishes whether or not an observed frequency distribution differs from a theoretical distribution. A test of independence assesses whether paired observations on two variables, expressed in a contingency table, are independent of each other – for example, whether people from different regions differ in the frequency with which they report that they support a political candidate.

CHI - SQUARE FORMULA

$$X^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

Where

X^2 = the test statistic that asymptotically approaches a χ^2 distribution.

O_i = an observed frequency;

E_i = an expected (theoretical) frequency, asserted by the null hypothesis;

n = the number of possible outcomes of each event.

Calculating the chi square statistic X^2 by completing the following steps

1. For each Observed number in the table subtract the corresponding Expected number ($O - E$).
2. Square the difference $[(O - E)^2]$.
3. Divide the square obtained for each cell in the table by the Expected number for the cell $[(O - E)^2 / E]$.
4. Sum all the values for $[(O - E)^2 / E]$. This is chi square.

Expected (E) = $RT * CT / GT$

Degree of freedom (df) = $(C - 1) * (R - 1) + 0.05$

The Following Chi – Square Analysis is done to find out the difference between Age & Types of engagement activities preferred by the respondents.

Null Hypothesis (H0)

There is no significant relationship between the frequency in which Age as no impact in the types of Engagement activities preferred by the respondents.

Alternate Hypothesis (H1)

There is significant relationship between the frequency in which Age as impact in the types of Engagement activities preferred by the respondents.

Observed frequency – O

Table 8. Impact of Engagement activities

Age \ Likeness of Engagement activity	Games	Picnic	Meetings	All the above	
18 – 21	14	2	11	0	27
22 – 25	28	2	20	4	54
26 – 30	13	2	2	0	17
Above 31	6	1	5	0	12
	61	7	38	4	110

Table 9 Expected frequency – E

Age \ Likeness of Engagement activity	Games	Picnic	Meetings	All the above	
18 – 21	14.9	1.7	9.3	0.9	27
22 – 25	29.9	3.4	18.6	1.9	54
26 – 30	9.4	1	5.8	0.6	17
above 31	6.6	0.7	4.1	0.4	12
	61	7	38	4	110

Observed	Expected	(O - E)	(O - E) ²	$x^2 = (O - E)^2 / E$
14	14.9	-0.9	0.81	0.05
2	1.7	0.3	0.09	0.05
11	9.3	1.7	2.89	0.31
0	0.9	-0.9	0.81	0.9
28	29.9	-1.9	3.61	0.12
2	3.4	-1.4	1.96	0.57
20	18.6	1.4	1.96	0.10
4	1.9	2.1	4.41	2.32
13	9.4	3.6	12.96	1.37
2	1	1	1	1
2	5.8	-3.8	14.44	2.48
0	0.6	-0.6	0.36	0.6
6	6.6	-0.6	0.36	0.05
1	0.7	0.3	0.09	0.12
5	4.1	0.9	0.81	0.19
0	0.4	-0.4	0.16	0.4
X^2 calculated value =				10.6

Degrees of freedom

$$\begin{aligned} \text{ndf} &= (C - 1) * (R - 1) , 0.05 \\ &= (4 - 1) * (4 - 1), 0.05 \\ &= (3) * (3), 0.05 , \text{ndf} = 9, 0.05 \end{aligned}$$

Calculated Value = 10.6

Table Value = 16.9

RESULT:

Table value 16.9 is greater than the calculated value 10.6. So Alternative hypothesis (H1) is Accepted

Findings

- 49% of the respondents in the company are between the age group of 22-25 years.
- 70% of the respondents in the company are Male and thirty per cent of the respondents in the company are Female.
- 46 % of the respondents have a work experience of 6-12 months in the company.
- 60% of the team building activities are conducted by the company which will increase the Engagement level of their employees.
- Among 35% of the communication activities One hundred per cent of the employees strongly says that the company conducts meetings as part of the Engagement activities.
- 75% of the employees says that the company conducts recreational activities as part of team building activities every week as part of Engagement programme.
- 82% of the employees agree that the company as not conducting feedback sessions after the Engagement activities.
- 85% of the employees strongly agree that they are rewarded at the end of the employee Engagement activities.
- 55% of the employees agree that they are satisfied with the rewards given by the company after the employee Engagement activity.
- 80% of the employees say that Recognition programmes are in place at their company after the employee Engagement activity has been conducted.

SUGGESTIONS

- The employees can be given the authority to make decisions while executing their tasks in their team; they must not wait to contact their team leader or their department manager for executing simple tasks.

At the workplace there must be an environment of trust, as this plays a very crucial role in making the employees work better; the company must make employees interact with each other. The goals and responsibilities of an employee must be projected clearly in order to exercise work activities.

- The organization can encourage the employees to come up with their own ideas and suggestion for the betterment of organizations policy and work activity. Necessary feedback could be obtained from each employee to create and amend activities to satisfy the employees.
- To improve the relationship of the employees with their co – workers the activities can be conducted by giving the importance to interpersonal relationship.
- After each and every Engagement activity it is sole responsibility of the HR to talk about the activity with the employees and understand the needs to boost the working environment.

CONCLUSION

The study on Employee Engagement activities at Big Bazaar reveals that the Engagement level of employees is at a moderate level. But, there are certain areas that need to be improved in order to make the employees feel engaged as far as their jobs are concerned.

Several job elements contribute to employee Engagement. It has also been found that the employees have considered certain factors which influence and affect employee Engagement, i.e., recognition of suggestions given by employees, reward systems or policies, Initiatives taken by the management, Work allocation with respect to the capabilities and limitations of the employees, and timely improvements on the basis of feedback of the employees, most importantly the type of activities conducted.

Serious consideration and review of these factors by the management may help in making certain improvements in these areas. Actions taken on the same could lead to an increased level of morale, loyalty, productivity and Engagement among employees in the organization. By doing so employees turn out to more committed and satisfied human resources.

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