

A STUDY ON EMPLOYEE MORALE WITH REFERENCE TO AMARAJOTHI SPINNING MILLS LTD AT TIRUPUR

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ABSTRACT

The purpose of this research was to determine the influence of Employee Morale and job stress on employee's performance and the role of job satisfaction of spinning industry. The populations of this research are all employees in of spinning industry. The sample in this study is the entire population or by using census methods. The type of this research is explanatory research. Path Analysis has treated as the data analysis in research. The result of this study shows that employe morale has a positive and significance influence toward job satisfaction and employees performance, job stress has a negative and significance influence toward job satisfaction and employees performance, job satisfaction has a positive and significance influence toward employees performance, in spinning industry, job stress has a negative influence toward employees performance through the job satisfaction of the employees.

Keywords:

Employee Morale ; Job Stress; Job Satisfaction; Employees Performance

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 coworkers. Poor or low

Morale becomes obvious from the negative feelings of employees such as dissatisfaction, discouragement or dislike of the job.

Definitions:

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

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 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".

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.

Types of Morale:

High Morale:

It will lead to enthusiasm among the workers for better performance. High Morale is needed a manifestation of the employees strength, dependability pride, confidence and devotion. Some of the advantages of high Morale such as:

1. Willing cooperation towards objectives of the organization.
2. Loyalty to the organization and its leadership.
3. Good Leadership.
4. Sound superior subordinate relations.
5. High degree of employee's interest in their job and organization.
6. Pribe in the organization
7. Reduction in absenteeism and labour turnover.
8. Reduction in grievance.
9. Reduction in industrial conflict.
10. Team building.
11. Employee empowerment.

Low Morale:

Low Morale indicates the presence of mental unrest. The mental unrest not only hampers production but also leads to ill health of the employees. Low Morale exists when doubt in suspicion are common and when individuals are depressed and discouraged i.e., there is a lot of mental tension. Such situation will have the following adverse consequences.

1. High rates of absenteeism and labour turnover.
2. Decreased quality.
3. Decreased Productivity.
4. Excessive Complaints and Grievances.
5. Frustration among the workers.

6. Lack of discipline.
7. Increase errors, accidents or injuries.

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.

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.

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.

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.

Counselling:

Under this method employees are advised to develop better mental health. So that they can imbid 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.

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.

Building Of High Morale

In order to achieve high morale among the employees the following suggestion may be followed.

Two-Way Communication:

There should be a two-way communication between the management and the workers as if exercises a profound influences on morale. The workers should be kept informed about the organization polices and programmes through conferences, bulletins and informal discussions with the workers.

Show Concern :

Large or small every business should have names on desks work stations or cubicles to show that a real person with worth works there not just a machine. Next ask their opinion whenever an opportunity arises rather than always telling them what to do or the way to do it. This allows employees to add their own creative thoughts to the work process, which then can lead to more of a feeling of ownership. Finally ask how they are with out wanting to know deeply personal data the boss can easily show on interest in the individual walkers.

Job Enrichment:

This involves a greater use of the factors which are intended to motive the worker rather than to ensure his continuing satisfaction with the job he performs the idea is to reduce employee discontent by changing or improving a job to ensure that he is better motivated.

Modifying the work environment:-

This involves the use of teams of work groups developing social contacts of the employees the use of music regular rest breaks.

Rotation of Jobs:

This is also one of important techniques to increase employee morale. Job rotation helps to reduce an employee's boredom.

Incentive System:

There should be a proper incentive system in the organization to ensure monetary and non-monetary rewards of the employees to motivate them.

Welfare Measures:

Management must provide for employees welfare measures like canteens credit facilities sport clubs, education for their children e.t.c...

Social Activities:

Management should encourage social group activities by the workers. This will help to develop greater group cohesiveness which can be used by the management for building high morale.

Training:

There should be proper training of the employees so that they may do their work efficiently and avoid frustration when the worker are given training they get psychological satisfaction as they feel that management is taking interest in them.

Workers Participation:

There should be industrial democracy in the organization management should allow workers participation in management. Whenever a change to be introduced which effects the workers they must be consulted and taken into confidence workers must be allowed to put forward their suggestion and grievance to the top management.

OBJECTIVES OF THE STUDY

- To know and understand about the employee morale.
- To find out the various factors leading to employee morale in the firm.
- To know the level of satisfaction of the employees towards the company.
- To suggest effective measures to increase morale of the employees of Amarajothi spinning mill.
- To study the effect of morale on the productivity and efficiency of employees.
- To study the strategies to improve the morale of employees.

- To know and understand about the employee morale and suggest measure to increase morale of employee of Amarajothi spinning mill.

SCOPE OF THE STUDY

This topic of study will support the organization to know the strength and opportunity to develop the employee's morale and to know the happy employees and their productive work. High morale will bring motivation in a team work and employees high degree of employee's interest in their job and organization. Morale will motivate among the employees for better performance and job satisfaction. By doing this study we come to know the employees performance and motivation in the organization. Employee's relationship & strength will be found through morale. Morale will pull together to achieve group goal.

LIMITATIONS OF THE STUDY

- Most of the employees were busy with their tight work and they don't want to be disturbed.
- The study was on 120 selected employees, so their need not be the universal opinion & employees not able to provide exact information because some of the employees are reluctant to share the information
- The study will be restricted to the employee morale of Amarajothi spinning mill at Tirupur.
- This is not an inclusive survey due to time and resource constraint.
- The respondents (some) may provide biased information/views due to their personal issues in an organization.

REVIEW OF LITERATURE

- **Barbara (2017)** Employee morale within an organization has a direct impact on the satisfaction level of its customers and the company's ultimate success. When relationship-based leaders promote core competency development of its workforce throughout the organization, an opportunity exists for ensuring high employee morale and customer satisfaction, an increase in employee and customer retention rates, and a positive long-term outlook for the company's successful performance.

- **Akintayo (2017)** has observed that conducive working environment and workers' morale have significantly contributed to perceived workers' productivity in industrial organizations in South-West Nigeria. In essence, working environment tends to influence the morale of the workers vis-a-vis their productivity at varying degrees depending on the types of organization. The implication of the findings is that for promotion of workers improved morale and their productivity at workplace, there is a need for conducive working environment which involves effective organizational support programmes, job incentives, training and development programmes, flow of information across board for sustainable goal achievement

- **M.Ramesh (2018)** highlights, the overall job satisfaction of the textile employees was medium. It was also observed that organization climate least influences the job satisfaction perceived by the employees. So the organization must identify the factors which lead to poor job satisfaction. Also, for effectiveness and efficiency on the job, appropriate strategies for promoting the workers' morale and productivity need be entrenched in the cardinal goals of the organization. Training and development programmes that could build the capacity of the workers in terms of updating their skills and knowledge of the jobs towards adjustment to changes in working environment should be introduced on regular basis in order to boost their morale and virtually fostered improved productivity among the workforce.

- **Malpani (2018)** identifies Satisfaction from life and every work is the important aim of every one's life. We spent maximum time of our in working or involving in any economic activity which is the main sources of surviving our life. There are a lot of independent variables on which job satisfaction is depending. The variables are such as educational qualifications, nature of work, pay, job security, promotional opportunities and family & work life balance. The employee's satisfaction improves the productivity and profit so it is important

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology is

understood as a source of the study how to research is done scientifically. The various steps adopted by a researcher in studying the research problem along with the logic. The project work entitled “A study on Employee Morale towards Amarajothi spinning mill Limited at Tirupur.

Research Design

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

Sample Design

The design for this study is descriptive research design. This design was chosen as it describes accurately the characteristics of a particular system as well as the views held by individuals about the system

Population

The aggregate elementary units in the survey are referred to as the population. Here it covers the 120 employees Amarajothi spinning mill Limited at Tirupur.

Sampling Method

Sampling method utilized was convenience sampling was adopted.

Method Of The Data Collection

A descriptive research was undertaken to the study of the problem. The study is descriptive in nature. Descriptive research is those which are concerned with describing the characteristics of a particular individual of a group. The descriptive research describes the demographic the characteristic of the respondents and is typical concern with determining frequency with something occurs how the variables vary together.

Sources Of Data

Primary Data

It was collected through questionnaire further this data, are processed and tabulated using graphs the tables where analyzed and the finding has been drawn accordingly.

Secondary Data

Secondary data refers to data that is collected by someone other than the primary user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes.

Tools And Techniques

1. Simple percentage analysis
2. Chi square analysis
3. Correlation
4. Anova

Simple Percentage Analysis

Simple Percentage Analysis refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

Chi-Square Test

It is one of the simplest and widely used non parametric test in statistical work. The quantity chi-square describes the magnitude of the discrepancy between theory and observation.

Which is defined as

$$\text{Chi - Square} = \frac{\sum(o_i - E_i)^2}{E_i}$$

O_i = Observed frequency, E_i = Expected frequency. In general the expected frequency for any can be calculated from the following equations

$$E = \frac{RT \times CT}{N}$$

E = Expected frequency, CT = Column total,
RT = Row total, N = Total number of observations

NULL HYPOTHESIS

(H₀): There is no significant relationship between age of the respondents and relationship with the employers

ALTERNATIVE HYPOTHESIS

(H₁): There is significant relationship between age of the respondents and relationship with the employers

AGE OF THE RESPONDENTS * RELATIONSHIP WITH THE EMPLOYERS Crosstabulation

Count	RELATIONSHIP WITH THE EMPLOYERS				Total
	Good	Satisfied	Neutral	Not Satisfied	
AGE OF THE RESPONDENTS					
THE Below 30 years	18	0	0	0	18
25 – 30 years	12	25	0	0	37
30- 35 years	0	11	23	0	34
Above 35 years	0	0	8	23	31
Total	30	36	31	23	120

Correlation

Correlation is computed into what is known as the correlation coefficient, which ranges between -1 and +1. Perfect positive correlation (a correlation co-efficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction.

Alternatively, perfect negative correlation means that if one security moves in either direction the security that is perfectly negatively correlated will move in the opposite direction. If the correlation is 0, the movements of the securities are said to have no correlation; they are completely random.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2) (\sum Y^2)}}$$

Correlations

		EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	MANAGEMENT ENCOURAGEMENT OVERALL DEVELOPMENT
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	Pearson Correlation Sig. (2-tailed) N	1 120	.886** .000 120
MANAGEMENT ENCOURAGEMENT OVERALL DEVELOPMENT	Pearson Correlation Sig. (2-tailed) N	.886** .000 120	1 120

** . Correlation is significant at the 0.01 level (2-tailed).

Anova

Appraisal of progress, or ANOVA, is a solid certified method that is utilized to show capability between at any rate two systems or parts through importance tests. It likewise shows us an approach to manage make various appraisals a few group induces. The Anova test is performed by seeing two sorts of grouping, the variety between the model derives, comparatively as the combination inside the entirety of the models. Under alluded to equation watches out for one way Anova test encounters:

$$F = \frac{MST}{MSE}$$

NULL HYPOTHESIS:

H₀: There is no significant relationship between experience of the respondents and factor motivates to do best on the job.

ALTERNATIVE HYPOTHESIS:

H₁: There is a significant relationship between experience of the respondents and factor motivates to do best on the job.

EXPERIENCE OF THE RESPONDENTS	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	141.887	4	35.472	503.326	.000
Linear Term					
Unweighted	132.713	1	132.713	1.883E3	.000
Weighted	138.491	1	138.491	1.965E3	.000
Deviation	3.396	3	1.132	16.064	.000
Within Groups	8.105	115	.070		
Total	149.992	119			

FINDINGS

Majority 54.2% of the respondents are Female

Majority 30.8% of the respondent's ages are between 30 – 35 years

Majority 40.8% of the respondent are educated in under graduate

Majority 34.2% of the respondents are earning income between Rs.20,000 - Rs.25,000.

Majority 26.7% of the respondents are experienced in 1 – 3 years

Most 45.8% of the respondents are satisfied with the working hours

Most 39.2% of the respondents said relationship with co-workers is Excellent.

Most 65.0% of the respondents are not having heavy workload in this company

Most 38.3% of the respondents are very much effectively managing their workload

Maximum 30.0% of the respondents are satisfied with the relationship between the employers

SUGGESTIONS

- To improve the level of Employee Morale, it is better to consider following suggestion.
- Management should reduce the work load of the employees..
- It will be better if the management provides incentives to employees so it will boost in their morale and productivity.

- Supervisors should maintain cordinal relationship with workers and offers recognitions of the employee efforts and provide needed guidance to workers.

- It will be better if management provide performance and potential appraisal in regularly.

- The management should provide opportunities for career development. It will better if management given performance awards to employees.

CONCLUSION

Morale is psychological concept. Morale is not a cause but rather the effect or result of many going away. Morale drifters from person to person, industry to industry, level of education age, nature of work etc. Morale may be range from very high to very low. By this study it is clear that various faction which influences morale and productivity of the employees each as Social Security measures, welfare facilities, salary status, Bonus, heath condition, shift system and recognition of work are getting much importance. To conclude employee morale plays very important role in every organization. Good employee morale helps to success of the organization. Unless an employee has poor morale if always a possibility of employee disharmony and also affect smooth running of the organization.