



A Study on Effectiveness of Employees Engagement

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ABSTRACT

Employee engagement is a human resources (HR) concept that describes the level of enthusiasm and dedication a worker feels toward their job. Engaged employees care about their work and about the performance of the company, and feel that their efforts make a difference. Employee engagement is so important to all organizations because having effective strategies in-place helps create a better work culture, reduce staff turnover, increase productivity, build better work and customer relationships, and impact company profits. The objective of the study is to analyse the effectiveness of employee's engagement. The study is based only on the opinion and expectation of consumers. Total number of samples taken for the study is 350 respondents. Convenience sampling techniques were used for the study. Primary data and secondary data have been used in the study. Simple percentage analysis, chi square analysis and correlation analysis have been applied in this study to reach the findings of the study. It is found that there is some significant difference between the gender of the respondents and influencing factors for employee engagement in the company. It is suggested that the organization should have a well-framed performance appraisal system for the employees in order to assess their performance. It is concluded that employee engagement leads to increased productivity, retention, client trust and profitability.

Key words: Employee Engagement, Textile Industry, Employee performance.

I. INTRODUCTION

Employee engagement

Employee engagement is a human resources (HR) concept that describes the level of enthusiasm and dedication a worker feels toward their job. Engaged employees care about their work and about the performance of the company, and feel that their efforts make a difference. An engaged

employee is in it for more than a paycheck and may consider their well-being linked to their performance, and thus instrumental to their company's success.

Employers can encourage employee engagement in many ways, including communicating expectations clearly, offering rewards and promotions for excellent work, keeping employees informed about the company's performance, and providing regular feedback. Other strategies include making efforts to make employees feel valued and respected, and feeling that their ideas are being heard and understood. Engaged employees believe that their work is meaningful, believe that they are appreciated and backed by their supervisors and that they have been entrusted with the success of their company.

Employee engagement is a property of the relationship between an organization and its employees. An "engaged employee" is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests. An organization with "high" employee engagement might therefore be expected to outperform those with "low" employee engagement, all else being equal.

Example of Employee Engagement

Tesla, Inc. (TSLA), alarmed by the high number of injuries at its Fremont car assembly plant, used more transparent communication as an employee engagement strategy to improve safety. To do this, the electric car maker's co-founder and CEO Elon Musk, told employees that he wanted every injury reported to him, without exception, so he could understand what was needed to prevent similar accidents from reoccurring in the future. Musk even performs the same task on the production line with workers who have been injured to see



where safety improvements can be made. As a result of this employee engagement initiative, the number of incidents that harmed workers reduced by more than 50% in 2019 compared to 2018, according to a company blog post.

INDUSTRY PROFILE

India is among the top garment manufacturing countries in the world. Indian textiles and apparel products have a history of fine craftsmanship across the entire value chain from fibre, yarn, fabric to apparel with high global appeal. India's cotton, silk, and denim are highly popular in other countries, and Indian apparel too has found success across fashion centres around the world. India is one of the largest consumers and producers of cotton with the highest acreage of 12.35 million hectares which is 37% of the global area under cotton cultivation. The Indian textile and apparel industry is highly diversified with a wide range of segments ranging from products of traditional handloom, handicrafts, wool, and silk products to the organized textile industry in India.

India's textile and apparel market size is expected to grow at a CAGR of 10% from 2019-20 to reach US\$ 190 billion by 2025-26. The industry is one of the biggest contributors to the economy with a 5% contribution to the gross domestic product (GDP). It is also the second largest employer after agriculture, providing direct employment to 45 million people and 100 million people in the allied sector. Andhra Pradesh, Telangana, Haryana, Jharkhand and Gujarat are the top textile and clothing manufacturing states in India.

STATEMENT OF THE PROBLEM

Human resources leaders are focused on improving employee engagement initiatives at their organization, and retention is one of the key reasons. Organizations with high employee engagement reduce both turnover and hiring costs and disengaged employees are a major factor contributing to high employee turnover. Engaging employees is critical for retaining top talent and is an important piece of the employee satisfaction puzzle, as disengaged employees are more likely to leave their jobs. Employees engaged in their work are more likely to be motivated and remain committed to their employer. This leads to achieving more business goals and helping to drive the organization forward. But effectively engage the employees in the company is critical one for HR department and for management. Hence the study is undertaken to analyse the effectiveness of employee's engagement in AKR Industries Private Limited, Tirupur.

OBJECTIVE OF THE STUDY

Primary objective

- To study on effectiveness of employees engagement in AKR Industries Private Limited, Tirupur

Secondary objectives

- To identify the influencing factors for employee engagement in the company
- To study the employees perception towards employee engagement practices in the company
- To understand the organisation strategies for employee engagement
- To analyse the Impact of employee engagement on organisational effectiveness

II. REVIEW OF LITERATURE

Dian Bagus (2021) Employee engagement is a physical and psychological condition related to work cognitively, emotionally, and behaviour to achieve the goals of the organization. The purpose of writing this review article is to summarize and discuss employee engagement as an effort factor in improving work performance within the organization. The method used is a literature review, which is a literature review search for both international journals and national journals between 2013-2020 as many as 15 journal articles from the results of previous research. The results of the literature review show that employee engagement influences individual work performance so that organizational goals can be achieved.

Saks (2022) argues that organizational commitment additionally differs from engagement in this it refers to a person's perspective and attachment towards their organization, whilst it could be argued that engagement is not simply an attitude, it is the degree to that a personal is focused to their work and absorbed within the performance of their role. In addition, while OCB involves voluntary and informal behaviour that can help co-workers and the organization, the focus of engagement is one's formal role performance rather than purely extra-role and voluntary behaviour.

Mohamad S. Hammoud (2022) The purpose of this case study was to explore strategies that some communication business leaders use to engage their employees. The target population consisted of four communication business leaders in Jackson, Mississippi, who possessed at least 1 year of successful employee engagement experience. The self-determination theory served as the study's conceptual framework. Semi structured interviews were conducted, and the participating company's



archived documents were gathered. Patterns were identified through a rigorous process of data familiarization, data coding, and theme development and revision. Interpretations from the data were subjected to member-checking to ensure trustworthiness of the findings. Based on the methodological triangulation of the data collected, prominent themes emerged from thematically analyzing the data: rewards and recognition, empowering employees, and building a bond between leaders and employees.

III. RESEARCH METHODOLOGY SAMPLING DESIGN

Sampling technique

A sampling technique is a definite plan for obtaining a sample from a given population. Sampling design refers to the technique or the procedure the researcher adopts for selecting items for the sample from the population or universe.

This study adopted non-probability sampling technique. In a non-probability sample, individuals are selected based on non-random criteria, and not every individual has a chance of being included.

Sample design

Convenience sampling is used in this study. A convenience sample simply includes the individuals who happen to be most accessible to the researcher. This is an easy and inexpensive way to gather initial data, but there is no way to tell if the sample is representative of the population, so it can't produce generalizable results.

Population

Here population is entire employees of AKR Industries Private Limited, Tirupur. The population of the study is 2500.

Sample size

In this study, data was collected from 350 employees of AKR Industries Private Limited, Tirupur

Sampling unit

A Sampling unit is one of the units selected for the purpose of sampling. Tirupur is the sampling unit of this study.

Period of the study:

Here period of this study is for three months.

STATISTICAL DESIGN

TOOLS USED FOR ANALYSIS

One of the tools used for analyzing the data is percentage method. Percentage refers to a special kind of ratio, which is used describe the relationship reduces everything to common and there by meaningful comparison to be made.

- Simple Percentage Analysis
- Correlation Analysis
- Chi-Square Analysis

OBSERVATIONAL DESIGN

The study basically uses primary and secondary data. The study depends mainly on the primary data and secondary data namely the text books, journals, newspapers, magazines and internet.

1. Primary data

Primary data means data which is fresh collected data. Primary data mainly been collected through personal interviews, surveys etc. Well structured questionnaire has been used for the collection of primary data from the respondents.

2. Secondary data

Secondary data means the data that are already available. Generally speaking secondary data is collected by some organizations or agencies which have already been processed when the researcher utilizes secondary data; the process of secondary data collection and analysis is called desk research. Secondary data provides economy in time and cost. It is easily available and unbiased. Secondary data may either be published data or unpublished data. For this study secondary data were collected from the annual reports of the company and from the company website. Secondary data has been collected from the company record, various magazines, journal and various web sites.

DATA COLLECTION INSTRUMENT

Research instruments are the fact finding strategies. They are the tools for data collection. They include questionnaire, interview, observation and reading. This research was conducted using Survey methodology. A questionnaire was framed with close-ended questions and survey was conducted with interested people. The questionnaire used quantitative type questions and Likert scale wherever necessary.



CHI-SQUARE ANALYSIS
RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS AND INFLUENCING FACTORS
FOR EMPLOYEE ENGAGEMENT IN THE COMPANY

HYPOTHESIS TESTING

Null hypothesis (H₀):

There is no significant relationship between the gender of the respondents and Influencing factors for employee engagement in the company.

Alternative hypothesis (H₁):

There is some significant relationship between the gender of the respondents and Influencing factors for employee engagement in the company.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	307.677 ^a	20	.000
Likelihood Ratio	408.526	20	.000
Linear-by-Linear Association	247.048	1	.000
N of Valid Cases	350		

a. 15 cells (35.7%) have expected count less than 5. The minimum expected count is .77.

INTERPRETATION:

As per the above table, it is inferred that the P value is 0.000; it is significant to 5% (0.05) significant level. The minimum expected count is 0.77. Thus null hypothesis is accepted and it is found that there is significant difference between the gender of the respondents and Influencing factors for employee engagement in the company.

CORRELATION ANALYSIS
RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND EMPLOYEES PERCEPTION
TOWARDS EMPLOYEE ENGAGEMENT PRACTICES

Correlations

		AGE OF THE RESPONDENTS	PERCEPTIO N
AGE OF THE RESPONDENTS	Pearson Correlation	1	.961**
	Sig. (2-tailed)		.000
	N	350	350
EMPLOYEES PERCEPTION TOWARDS EMPLOYEE ENGAGEMENT PRACTICES	Pearson Correlation	.961**	1
	Sig. (2-tailed)	.000	
	N	350	350

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

INTERPRETATION:

The Above table indicates that out of 350 respondents, co-efficient of correlation between age of the respondents and employee's perception towards employee engagement practices is 0.961. It is below 1. So there is positive relationship between

age of the respondents and employee's perception towards employee engagement practices.

IV. FINDINGS

Majority of the respondents are male.30.0% of the respondents are in the age group of 20 - 30 years.Maximum number of the respondents have



completed PG.33.3% of the respondents have Rs. 2, 50,000 - 5, 00,000 as their income level. Majority of the respondents are married.39.2% of the respondents are agree towards the strong relationship among superiors and subordinates.40.0% of the respondents are strongly agree towards frequent training and development programmers for employees.41.7% of the respondents are neither agree nor disagree towards clear job role for employees in organization.42.5% of the respondents are strongly agree towards well framed performance appraisal system for employees.30.8% of the respondents are agree towards the trustiness towards the concern among the employees.40.8% of the respondents said that good towards the top management contributes to effective employee engagement.33.3% of the respondents said that excellent towards the department heads supports for employee engagement practices. Majority of the respondents said that bad towards the concern allocates proper resources for effective employee engagement.Maximum number of the respondents said that good towards the organization encouraged employees to make commitment.40.8% of the respondents said that excellent towards equal opportunities and fair treatment in organization.30.8% of the respondents are agree towards the encourages effective team interaction in workplace.44.2% of the respondents are strongly agree towards provide both monetary and non monetary welfare measures for employees.45.8% of the respondents are agree towards employees motivation in the company.41.7% of the respondents are strongly agree towards offers responsibilities for each employee.Majority of the respondents are strongly agree organization permits employees in decision making. Majority of the respondents are agree towards employee engagement increases organizational development.30.8% of the respondents are strongly agree towards increases organizational performance.30.8% of the respondents are agree towards increased productivity in concern due to employees.47.5% of the respondents are strongly agree towards reduces employees absenteeism. Maximum number of the respondents are neither agree nor disagree towards ensures easy achievement of organizational goals. There is significant difference between the gender of the respondents and Influencing factors for employee engagement in the company. There is positive relationship between age of the respondents and employee's perception towards employee engagement practices.

V. SUGGESTIONS

There must be strong relationship among the superiors and subordinates in the company. There must be frequent training and development programmes for the employees in the organisation. There must be clear job role for the employees in order to perform their tasks in the company. The organisation should have well framed performance appraisal system for the employees in order to assess their performance. There must be the trustiness towards the concern among the employees. It will lead to positive perception of the company. The top level management must contribute their time and efforts to make employees engage in the concern. The departments head must support the employees to motivate them to keep engage in the concern. The concern must allocate proper resources for effective employees' engagement in the concern. The organisation must encourage the employees to be engages with the commitment in the work place. There must be equal opportunities and there should not be bias in motivation. There must be fair treatment in order to motivate them towards productivity of the concern. The organisation must encourage effective team interaction in the work place. There must be both monetary and non monetary welfare measures for the employees. There must be proper employees' motivation in the company in all aspects to make engage them. The organisation has to permit employees in decision making to encourage them in voluntary participation in the concern. The employee's engagement must be effective as to increase organisational development. The employee's engagement must ensure to organisational performance. The concern must monitor the effectiveness of employee's engagement towards productivity. The concern must ensure that there is reduction in employee's absenteeism due to effective employees' engagement. The concern must make sure that there is smooth flow of achievement in organisational goals.

VI. CONCLUSION

Employee engagement plays a vital role for the success of any company. Employee engagement is a process which contain of various aspects, on fulfillment of which a worker becomes a loyal employee and performs at his high level coupled with job satisfaction and a feeling of belongingness. It is a positive behavior held by the employees towards the company and its values. It is gaining popularity, use and importance in the company and affects company in many ways.



Employee engagement leads to increased productivity, retention, client trust and profitability. Employees who believe that their employer cares about their health and wellbeing are more likely to be loyal and stay in their work for longer. This can bring huge gains for employers who deliver more effectively through increased productivity and performance and can reduce worker turnover, sickness absence and recruitment cost. When a person values a particular aspect of a job, his engagement is more greatly affected both positively and negatively, compared to one who doesn't value the aspect.

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