

A STUDY ON THE EFFECTIVENESS OF EMPLOYEE ENGAGEMENT IN COLORANT TEXTILE COMPANY, NAMAKKAL

¹Dr. V.M. Anitha Rajathi and ²Madhangi R

¹Assistant Professor Anna University BIT campus Trichy

²2nd Year M. B. A student, studying in Anna University BIT campus, Trichy

ABSTRACT

Employee engagement is a key factor influencing an organization's success. Engaged employees are more productive, innovative, and engaged in their work. This white paper reviews the literature on employee engagement and highlights key factors for engagement, including: Leadership, Communication, Recognition, Work-Life Balance. We also discuss the benefits of engagement for your organization and employees, and the costs of losing engagement. The paper concludes with recommendations for organizations to improve employee engagement, including fostering a positive work culture, providing opportunities for growth and development, and implementing effective communication strategies. Overall, this document highlights the importance of employee engagement to organizational success and provides actionable insights for managers and HR professionals seeking to improve engagement in their organization.

Key Words: Employee Engagement, Employee Commitment, Employee Satisfaction.

INTRODUCTION

Most organizations today recognize that the "happy" employees are not necessarily the "best" employees in terms of loyalty and productivity. Engagement means motivating employees to do their best. Dedicated employees work with passion and feel a deep connection to the company. They drive innovation and move the organization forward. Unengaged employees are essentially "checked out," spending their days sleepwalking and wasting their time but not putting any energy or passion into their work. Employee engagement can be defined as how passionate employees are about their work and their organization. Employees need to ensure high productivity. Employees are considered engaged when they demonstrate a positive attitude toward the organization and commit to staying with it. This survey helps determine employee satisfaction and improve productivity within an organization. The current study therefore aims to identify the relationship between the most important aspects of employee engagement and job satisfaction in the context of the textile company Colorant. The purpose of this article is to clarify what employee engagement means and why it matters. Data is collected by a survey for research, a pilot survey of 21 respondents and the sample size taken for this study is 104.



REVIEW OF LITERATURE

Robinson(2004)

Employee engagement refers to a favorable outlook maintained by the employees towards their organization and the principles it stands for. A committed employee is receptive to the business environment and collaborates with co-workers to enhance job performance to benefit the organization. Establishing and stimulating employee engagement necessitates a mutually beneficial association between the employer and employee, which requires concerted efforts from both parties.

Mahendru(2006)

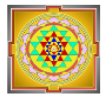
This research paper highlights the concept of Employee engagement and defines the employee engagement as how much your employees enjoy what they do, believe in what they do, and feel valued for what they do. It is the level of engagement an individual makes with the job and how long the individual stays with the organization as a result of the engagement.

Robinson,(2006)

He suggests that employee engagement can be achieved by creating a work environment that promotes positive emotions, such as feelings of involvement and pride. This can lead to improved organizational performance and fewer employees leaving their jobs.

GemmaRobertson-Smith,CarlMarkwick(2009)

The purpose of this study is to explore the employee engagement in the practitioner, consultancy and academic literature. The research has focused on the key drivers of the employee engagement and the barriers to the employee engagement and the paper has explored where the engagement may overlap with other organizational concepts.

**Mr.S.Kasinathan,Mrs. M.Rajee(2011)**

This essay's goal is to demonstrate the significance and impact of employee engagement in the manufacturing industry. The study was conducted in a business close to Chennai. The research enables us to determine the employees' satisfaction levels. The personnel that are committed to the expansion of the firm can also benefit from this study.

Bijaya Kumar Sundaray,(2011)

This research centers around different elements that influence employee engagement and what steps companies can take to foster engagement. Focusing on engagement strategies is crucial to improving organizational performance in the form of higher productivity, profits, quality, customer satisfaction, employee retention, and improved adaptability.

Johnson(2011)

The given research paper discusses the effective use of engagement data as an efficient warning system in organizations. The study reveals a negative correlation between the degree of workplace deviations and level of EE, indicating that engagement data can be used as an early warning system to mitigate negative outcomes.

Dr.Susan Abraham(2012)

In addition to studying the elements that affect employee satisfaction among organization personnel, the study's objectives included developing an employee engagement program for the company. This study, which was conducted at the UAE Exchange and Financial Services Ltd. in Cochin, used job satisfaction as a primary component.

Maniam Kaliannan, Samuel Narh Adjovu (2014)

This study explores the strengths and weakness of the employee and engagement strategies implemented by telecommunications organization in Ghana. The outcome of this research investigates an explicit overview of the employee engagement trend at MTN Ghana. This study also helps to examine the employee engagement strategies in relation to organizational success.



VipulSaxena&RachanaSrivastava,(2015)

This study demonstrates that employee commitment is the level of an employee's involvement and commitment to his or her organization and values. It measures of an employee's positive or negative attitude toward their work, colleagues and organization that affects their willingness. Employee engagement directly impacts their productivity, loyalty, engagement and decreased attrition.

OBJECTIVES OF THE STUDY

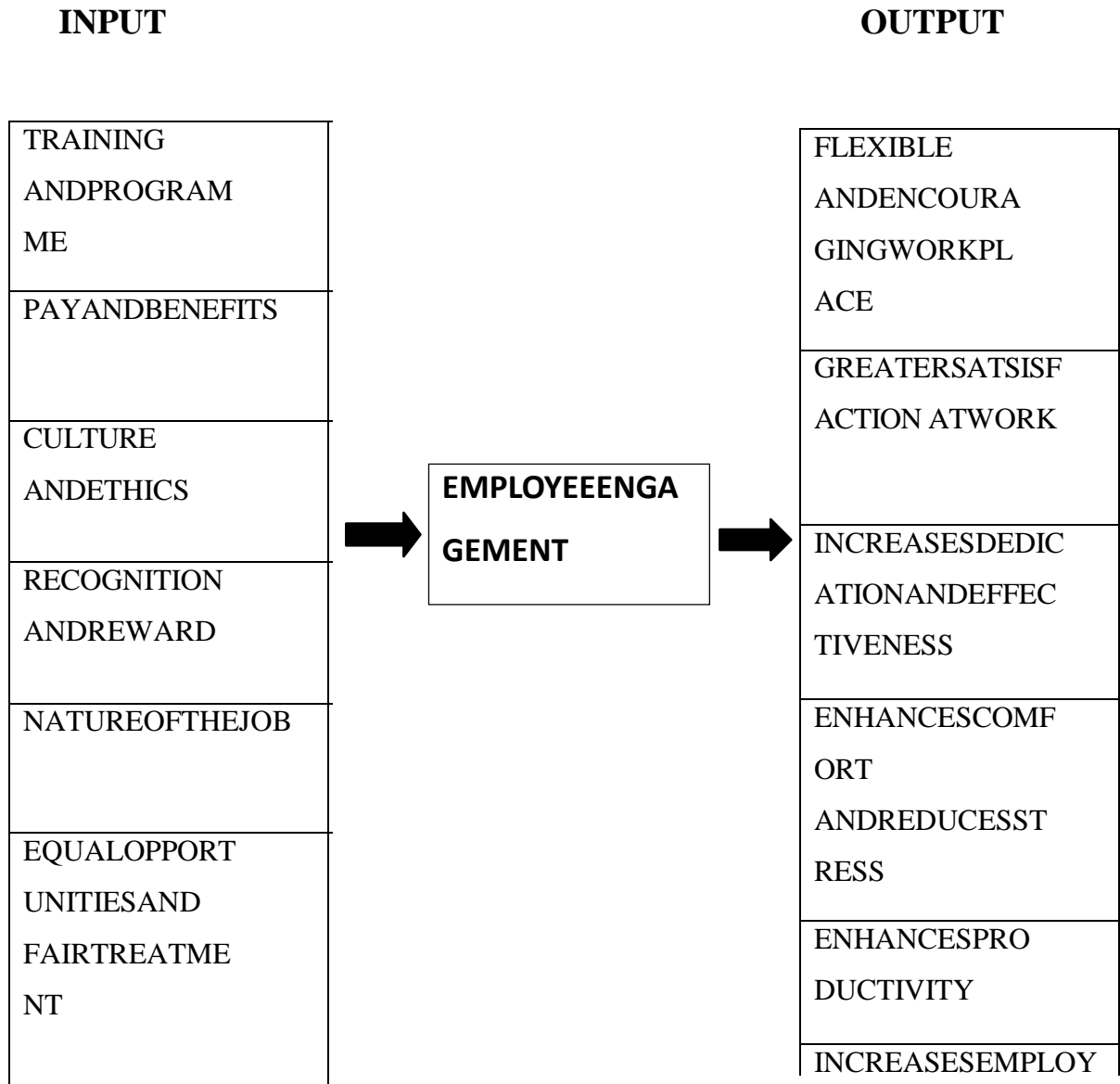
- To identify and study the factors of the employee engagement
- To examine the employee engagement among the employees in organization

STATEMENT OF THE PROBLEM

The difficulty that organizations experience in creating a work environment that inspires people to be dedicated, effective, and loyal is referred to as the "problem of employee engagement." Low employee engagement can result in high employee turnover rates, decreased productivity, and ultimately lower organization profitability. Employers face a difficulty in fostering a work environment where employees feel a sense of purpose, belonging, and happiness while also identifying and resolving the issues that lead to disengagement. A comprehensive strategy is needed to address the issue of low employee engagement. This strategy should include determining the requirements and preferences of the workforce, enhancing communication and transparency, offering chances for professional development, and promoting a pleasant workplace culture.



FRAMEWORK OF THE STUDY





RESEARCH METHODOLOGY

Research methodology is a way of describing how the researcher intends to conduct his research. It is a rational, methodical approach to a research question. Methodology explains how a researcher conducts a study to obtain accurate and legitimate data that fulfills his goals and objectives. It includes the data they collect, where they get it, how they collect it and how they analyse it.

RESEARCH DESIGN

The research design chosen for this study is a descriptive approach. research design Arrangements for collecting and analysing data in a particular way. actually, A study design is the conceptual structure in which the study is conducted and the study is organized. A blueprint for collecting, measuring, and analysing data.

SAMPLESIZE

The sample size taken from the employees of the Colorant textile company which covers a specific technical sector in Namakkal. The total sample size for the main study is 104. The valuable responses are from the 104 employees through the questionnaires.

STATISTICAL TOOLS

The tools used in this study are percentage analysis, chi-square and Correlation.

QUESTIONNAIRE DESIGN

A structured questionnaire was used to collect information from the respondents working in a colorant textile company, namakkal, Likert scale and closed ended questions were collected.

RELIABILITY OF THE QUESTIONNAIRE

A reliability check was conducted to check the reliability of the questionnaire. The Cronbach's alpha value is 0.814, which means that the questionnaire is reliable. A Sample of 21 was taken to test the reliability of the questionnaire.



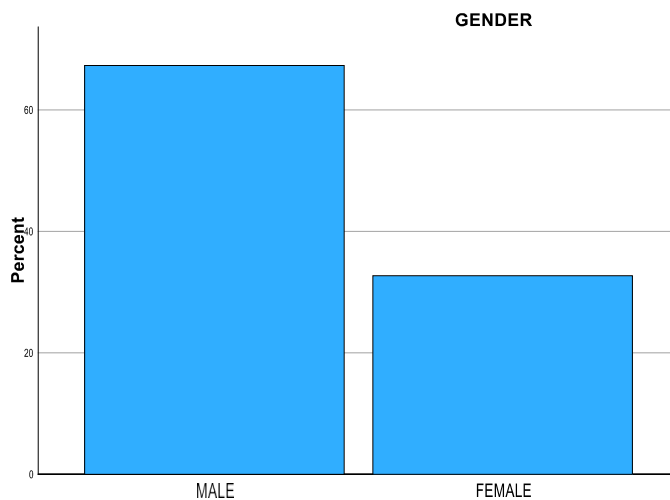
Reliability Statistics	
Cronbach's alpha	No of Items
0.814	20

DATA ANALYSIS AND INTERPRETATION

Data are analysed using statistical tools. We used simple percent analysis, chi-square test and correlation test. Below we discuss how to find significant relationships between dependent and independent variables and how to cross tabulate them.

Gender

Sl. No	Factors	Frequency	Percent
1	Male	70	67.3
2	Female	34	32.7
	Total	104	100.0



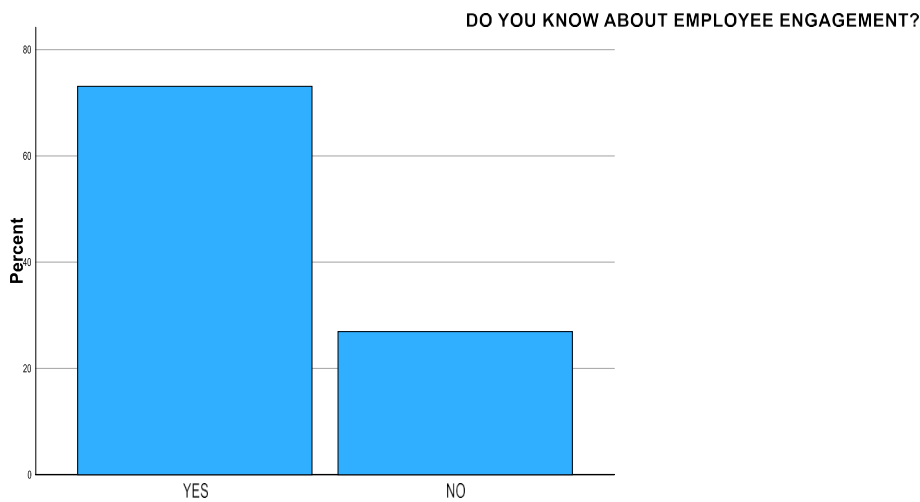
The above table shows that 32.7% of the respondents are Female and 67.3% of the respondents are Male.



Awareness about the Employee Engagement

Sl. No	Factors	Frequency	Percent
1	Yes	76	73.1
2	No	28	26.9
	Total	104	100.0

DO YOU KNOW ABOUT EMPLOYEE ENGAGEMENT?



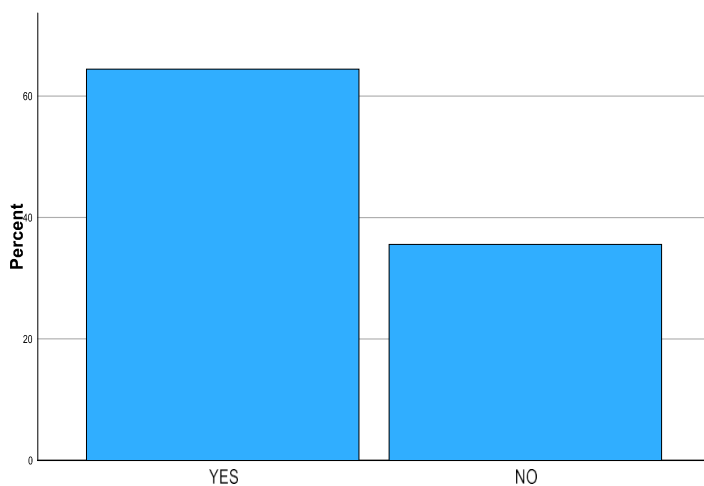


From the table, it is clearly stated that 73.1% respondents know about the employee engagement, 26.9% respondents are do not know about employee engagement.

Nominate company as “best place to work”

Sl. No	Factors	Frequency	Percent
1	Yes	69	66.3
2	No	35	33.7
	Total	104	100.0

WILL YOU NOMINATE YOUR COMPANY AS " BEST PLACE TO WORK"?



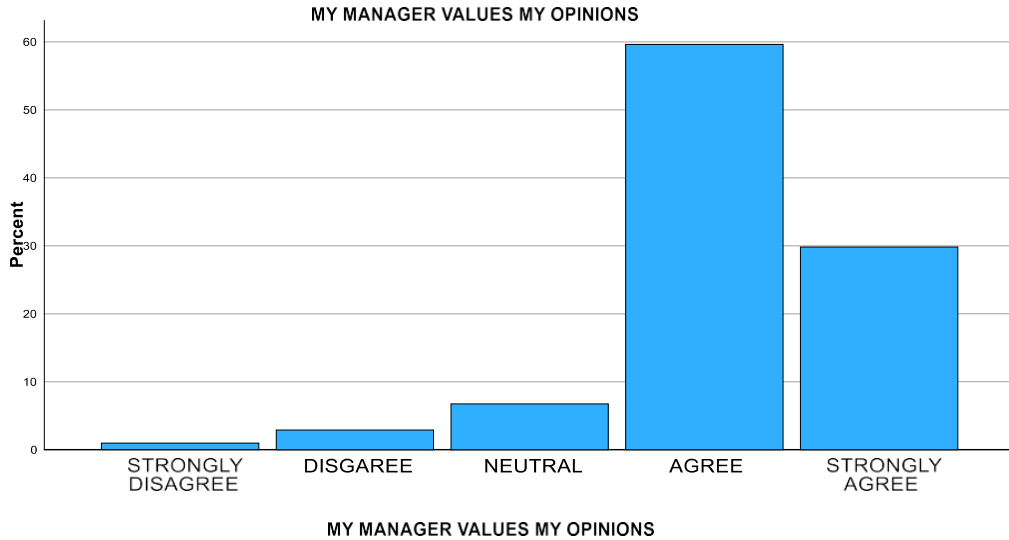
WILL YOU NOMINATE YOUR COMPANY AS " BEST PLACE TO WORK"?



From the above table, it is inferred that 66.3% of respondents chosen yes and 33.7% of the respondents chosen no for the statement they feel that their workplace is positive and motivating.

Manager Cares as a person

Sl. No	Factors	Frequency	Percent
1	Strongly Disagree	1	1.0
2	Disagree	3	2.9
3	Neutral	7	6.7
4	Agree	62	59.6
5	Strongly Agree	31	29.8
	Total	104	100.0



From the table, it is inferred that 63.5% of respondents agree, 4.8% of respondents disagree, 26.9% of respondents strongly agree and 1.0% of respondents strongly disagree with the statement that the employees felt their skills and capabilities are being used in the organization.



CHI-SQUARE

HYPOTHESIS

NULL HYPOTHESIS (H₀): There is no significant relationship between Experience and Commitment

ALTERNATIVE HYPOTHESIS (H₁): There is significant relationship between Experience and Commitment.

		Are You Feeling Excited About Coming to Work					Total
		1.00	2.00	3.00	4.00	5.00	
Experience	1.00	1	5	9	19	20	54
	2.00	1	1	4	5	19	30
	3.00	1	6	1	5	5	18
	4.00	0	0	0	2	0	2
Total		3	12	14	31	44	104

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22.702 ^a	12	.030
Likelihood Ratio	21.185	12	.048
Linear-by-Linear Association	1.088	1	.297
N of Valid Cases	104		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .06.

Interpretation

From the table 4.2.1, it is inferred that the calculated value is 22.702 is greater than the table value is 21.026. Hence, H₀ is rejected and H₁ is accepted.

Inference

There is a significant relationship between Experience Commitment and Experience.



HYPOTHESIS II

NULL HYPOTHESIS (H₀): There is no significant relationship between Income and Empowerment.

ALTERNATIVE HYPOTHESIS (H₁): There is a significant relationship between Income and Empowerment.

		Do You Feel Empowered at Work ?		Total
		1.00	2.00	
Income (Inr)	1.00	9	12	21
	2.00	37	23	60
	3.00	0	11	11
	4.00	5	7	12
Total		51	53	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.996 ^a	3	.002
Likelihood Ratio	19.273	3	<.001
Linear-by-Linear Association	1.745	1	.186
N of Valid Cases	104		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.39.

Interpretation

From the table 4.2.2, it is inferred that the calculated value is 14.996 is greater than the table value is 7.815. Hence, H₀ is rejected and H₁ is accepted.

Inference

There is a significant relationship between Income and Empowerment.



CORRELATION ANALYSIS

HYPOTHESIS I

NULL HYPOTHESIS (H₀): There is no significant relationship between Employee Engagement and Recognition.

ALTERNATIVE HYPOTHESIS (H₁): There is a significant relationship between Employee Engagement and Recognition.

Correlations

		Do You Know About Employee Engagement?	I Feel Recognized for Hard Work and Success At Work
Do You Know About Employee Engagement?	Pearson Correlation	1	.147
	Sig. (2-tailed)		.013
	N	104	104
I Feel Recognized for Hard Work and Success At Work	Pearson Correlation	.147	1
	Sig. (2-tailed)	.013	
	N	104	104

Interpretation

It is inferred that significance value 0.013 is less than critical value 0.05. Hence H₀ is rejected. This shows that there is a significant relationship between employee engagement and recognition.

Inference

There is a significant relationship between Employee Engagement and Recognition.



HYPOTHESIS II

NULL HYPOTHESIS (H₀): There is no significant relationship between employee engagement and Job satisfaction.

ALTERNATIVE HYPOTHESIS (H₁): There is a significant relationship between employee engagement and Job satisfaction.

Correlations

		Do You Know About Employee Engagement?	I Enjoy My Work and Ultimately Satisfied with The Job, I Do
Do You Know About Employee Engagement?	Pearson Correlation	1	.104
	Sig. (2-tailed)		.026
	N	104	104
I Enjoy My Work and Ultimately Satisfied With The Job I Do	Pearson Correlation	.104	1
	Sig. (2-tailed)	.026	
	N	104	104

Interpretation

It is inferred that significance value 0.026 is less than critical value 0.05. Hence H₀ is rejected. This shows that there is a significant relationship between employee engagement and Job satisfaction.

Inference

There is a significant relationship between Employee Engagement and Job satisfaction.



Findings from the study

Findings from percentage analysis

- Majority 67.3% of the respondents are Male.
- Majority 73.1% of the respondents know about the Employee Engagement.
- Majority 64.4% of the respondents recommend their company as “best place to work.”
- Majority 59.6% of the respondents agree that their manager values their opinion.

Findings from chi square test

- There is a significant relationship between experience and Commitment.
- There is a significant relationship between income and empowerment.

Findings from correlation analysis

- There is a significant relationship between Employee Engagement and recognition.
- There is a significant relationship between Employee Engagement and job satisfaction.

SUGGESTIONS

- Since there is a significant relationship between experience and commitment, organizations can consider offering more opportunities for employees to gain experience in their roles. This could be through on-the-job training, mentoring programs, or job shadowing. Additionally, organizations can work to enhance employee engagement and satisfaction to increase commitment. This could be through regular feedback, recognition, and rewards programs.
- As there is a significant relationship between income and empowerment, organizations can consider offering competitive compensation packages to employees. Additionally, providing opportunities for skill development and career advancement can help empower employees in their roles. This could include offering leadership training, career counseling, and coaching. Providing employees with autonomy and decision-making power can also help increase empowerment. This could be through delegation of tasks and



responsibilities, as well as involvement in decision-making processes.

- Based on these findings, it is recommended that organizations focus on creating a culture of recognition and appreciation for their employees. This can be achieved through various initiatives such as employee recognition programs, regular feedback and communication, and opportunities for professional development and growth.
- Additionally, it is important for organizations to prioritize job satisfaction by providing a positive work environment, fair compensation and benefits, and opportunities for work-life balance.
- Overall, by prioritizing recognition and job satisfaction, organizations can improve employee engagement, leading to increased productivity, better retention rates, and a more positive work culture.

CONCLUSION

Any organization must engage its workforce successfully to succeed. Employees that are engaged in their work are more dedicated to it, more productive, and more likely to stick in the business for a long time. Companies must foster a supportive work environment, offer chances for advancement and development, acknowledge and reward employee achievements, and communicate clearly with staff if they want to achieve high levels of employee engagement. Businesses may increase employee productivity and motivation by investing in employee engagement, which will result in a more successful staff.



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