

**THE EFFECT OF NON-MONETARY BENEFITS ON EMPLOYEES
PERFORMANCE IN APOLLO LOGISTICS SOLUTION PVT LTD,
THOOTHUKUDI.**

(A project report submitted in partial fulfillment of the requirements for the degree)

Of

MASTER OF HUMAN RESOURCE MANAGEMENT

Of

ST. MARY'S COLLEGE (AUTONOMOUS) – THOOTHUKUDI

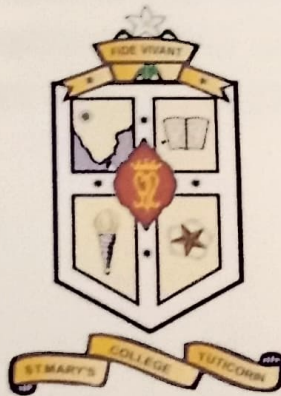
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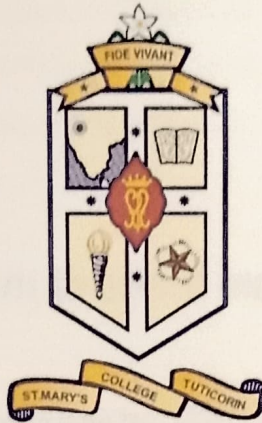
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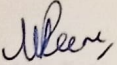
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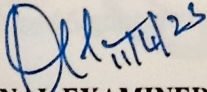
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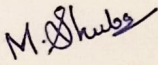


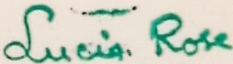
CERTIFICATE

This is to certify that the project **R. SHIVANI** of second year Master of Human Resource Management has undergone project on **“THE EFFECT OF NON-MONETARY BENEFITS ON EMPLOYEES PERFORMANCE IN APOLLO LOGISTICS SOLUTION PVT LTD, THOOTHUKUDI.”** under the guidance of **Mrs. M. FATIMA LUCIA SHEEBA B.COM., MBA., NET** and this is an original work up to my knowledge.


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To whom so ever it may concern

This is to certify that Ms. Shivani (Reg No. 205PHR30) as a student of II year MHRM from St. Mary's College, Tuticorin has undergone her project in our organization in the duration dated 06th February 2023 to 21st February 2023.

During her tenure, we found Ms. Shivani to be good and responsible trainee.

We wish him all the best for future endeavors.

Warm Regards,

For ALS Tuticorin Terminal (P)Ltd

Authorized Signatory



DECLARATION

I hereby declare that the project entitled "**THE EFFECT OF NON-MONETARY BENEFITS ON EMPLOYEES PERFORMANCE**" is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this project has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

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ABSTRACT

The purpose of this study is to critically evaluate the effect of non-monetary benefits on employees in Apollo logistics solution private limited. The non-monetary benefits are provided equally to all employees based on their performance. Flexible working time are provided to employees which reduces their stress level and makes them committed towards their work. Recognition acts as a motivating factor. In order to increase the performance of employees the non-monetary benefits have to be provided at regular intervals.

Intrinsic motives and non-monetary incentives are important drivers of worker Satisfaction, particularly in the modern knowledge economy. I argue that non-monetary incentives can serve as a more efficient alternative to wages and solve many incentives problems caused by the limitations of a purely financial incentive contract, including adverse selection problems, moral hazard problems and co-ordination.

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CHAPTER I

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INTRODUCTION

1.1 Non-Monetary Benefits:

The benefits an employee receives from an employer or job that is above and beyond the compensation package (salary, insurance, etc) for the specific purpose of attracting as well as retaining and motivating the employees is called as non-monetary benefits. The non-monetary benefits consist of employee satisfaction such as responsibilities and employee recognition, chances of promotion, physical environment in which the employee works such as pleasant work environment, and flexible working time.

Employees may differ in their liking of non-monetary benefits. Therefore, human resource management must take care in providing the right non-monetary benefits for each person. For example, some workers are very status conscious, they may value impressive job title. Generally, people working at higher job position or at high rank gets satisfied with non-monetary benefits are essential for attracting a productive workforce. Many skilled laborers will not accept a position that does not offer at least a simple benefits package.

Benefits can be a key element in addressing the lowest level of needs hierarchy. If employees do not feel that an organization is treating them fairly with respect to basic needs (food, money for retirement, etc.), then they are likely to be less satisfied with their jobs, perform at a lower level, or leave. Those who do not feel their basic needs are met may also fail to reach higher levels of motivation.

1.2 Meaning:

Non-monetary incentives are non-cash benefits or perks that employers offer to their employees. They are a way of rewarding people outside of the regular, monetary compensation and benefits package.

Examples of non-monetary incentives include extra time off, work flexibility, and experiential rewards.

1.3 Definition:

“Non-monetary benefits are benefits that are not, or cannot be, directly measured in terms of monetary units. These include the satisfaction realized from enjoying a certain way of life or style of work, such as fishing in a rural coastal community.”

4 Difference between monetary and non-monetary incentives:

The main points of difference between monetary and non-monetary incentives are given below:

➤ **Represent different forms:**

Monetary incentives represent quantifiable cash rewards presented for accomplishments, whereas non-monetary incentives have multiple forms like opportunities, allowances and include gift items etc.

➤ **Effect on employee behaviour:**

Research has shown that monetary incentives encourage compliance in associates whereas non-monetary incentives amplify innovation and risk-taking in their decisions.

➤ **How employees perceive them:**

Since monetary incentives are clear, employees understand their worth easily. In the case of non-monetary incentives employee reaction is unpredictable; some might appreciate gifts, and others might deem them useless items.

➤ **How long can their impact last?**

Monetary incentive might feel like an addition to the salary and be forgotten. Tangible gifts and opportunities, in addition to offering bragging rights, can be used for longer duration and have lasting impact.

➤ **Main reason for backfiring**

Monetary incentives are rendered useless when competitors find themselves in a race to achieve set goals and attempt to sabotage each other in the process. Non-monetary incentives lose their purpose when employee preferences aren't taken into account properly.

➤ **How do they effect the budget?**

Monetary incentives are hard on the budget. In comparison, non-monetary incentives clearly enjoy a greater influence while they only take a small portion from the budget.

➤ **Role of the management before incentive's:**

Monetary incentives hold a universal value and do not require any work. They are granted instantly. Non-monetary incentives require planning and employee evaluation to make them effective and successful.

1.5 Importance of Non-Monetary Rewards:

- ❖ Non-monetary rewards play an important role at the work place of employees
- ❖ Non-financial rewards can have an even more substantial impact on employee satisfaction and

motivation than traditional financial rewards.

- ❖ Companies with excellent non-financial incentive plans can attract motivate and retain talented people.
- ❖ Many companies rely on money almost exclusively to motivate their workforce, but employees often rate other aspects, such as recognition and flexibility as more important companies tend to rely on non-financial rewards when budgetary constraints make it difficult to offer raises or other monetary incentives.
- ❖ Non-monetary rewards have an intrinsic motivational impact on the employee these types of rewards increase employee motivation to work by raising their self-esteem and can satisfy employees professional ambitions and personal fulfillment.
- ❖ Types of non-monetary rewards that employees as likely to appreciate are those that encourage career advancement. For example, by offering development opportunities, providing the opportunities to the employees to go to the conference.
- ❖ Non-financial rewards can satisfy employees just as well as financial rewards by making them feel like a valued part of your organization and showing them that they are appreciated.
- ❖ Implementing a non-monetary reward program can build loyalty, culture, and communication between internal networks while it reduces conflict and conflict related competitiveness between management and staff all at little cost to the company.

1.6 Top Non-Monetary Incentives To Motivate Your Workforce:

❖ Mentorship Program

Many employees are interested in furthering their careers and developing essential skills. Cash alone will not help them achieve those goals — but a mentorship program will. Businesses that implement an ongoing learning program with peer mentors will benefit from stronger, more prepared workers with opportunities for advancement and a closer-knit team that knows how to work together.

❖ Office Parties

Company-wide celebrations are a fantastic way to bring the team together and honor all the hard work they have done. Whether it is a holiday party or a group has achieved a major milestone, these get-together are an opportunity to reward staff with time to unwind and bond. Businesses that really want to treat their workers might hire catering for a delicious team meal or even set up activities outside the office.

❖ Team-Building Activities

Organizing team-building activities gives workers the motivation to keep up their excellent work. When team members are closer, they are more likely to collaborate well and work hard to support each other. Game or trivia nights, volunteer work, and team dinners are all potential ways businesses can show their thanks.

❖ Expanded Benefits

While parties and out-of-office gatherings are excellent team rewards, employees are often interested in personal benefits as well. Fringe benefits — such as employee discounts, tuition, childcare assistance, and insurance — show people their employer cares. Expanding a person's access to company perks and support when they reach a particular milestone is a great incentive to keep them with the team, increasing retention rates.

❖ Flexible Scheduling

Giving a staff member greater control over their schedule is one of the most desirable benefits a company can offer. Everyone is interested in the power to organize their own time. When an employee demonstrates responsibility and reliability, an employer may reward them with remote work opportunities or more flexible hours, especially around the holidays. This sense of trust can build confidence within the business.

❖ Extra Paid Time Off

Extra leave or paid time off is among the most popular incentives across every industry. As mentioned above, the ability to set one's schedule is empowering. Rewarding long-time or high-achieving employees with more time off can give a major boost in morale. Employers can also go the extra mile and automatically give workers leave on their birthdays, relatives' birthdays, and other special occasions to establish a sense of community.

❖ Physical Gifts

Physical gifts are often the first thought when a company is looking to show team members appreciation with something other than cash. From gift cards to company swag, these gifts are straightforward and workers can enjoy them right away. Physical gifts are also great for companies of any size. Larger companies may already have branded swag available, and giving everyone matching sweatshirts or mugs can build camaraderie. Smaller businesses have the opportunity to ensure everyone feels seen and valued.

❖ Leadership Opportunities

The hardest-working employees are often looking to advance their careers. To them, the chance to succeed is more valuable than a cash bonus at the end of the year. Innovative organizations will recognize those high achievers and provide them with opportunities to handle more responsibilities and leadership positions. Developing robust relationships with those workers can also positively shape the company's future.

❖ Experiential Rewards

Offering benefits employees can enjoy outside of the workplace is another option. Businesses might provide time for workers to volunteer, work on personal projects, and attend educational events or well-being workshops. These rewards let employees unwind, learn new skills, or support their community in any way they would like.

❖ Ask The Employees

If an employer wants to know the very best way to incentive their employees, there is only one way to find the answer — ask them. Preferences for rewards and recognition vary between industries, departments, and individuals and can change constantly. Reaching out to people and asking what non-monetary alternatives motivate them the most gives businesses the clearest idea.

1.7 Non-monetary incentives to motivate your team:

A lot of organizations use raises, bonuses, promotions, and other monetary incentives to light a fire under their teams. But that strategy does not always allow for the company to hand out rewards all that often, as doing so could be expensive. So if you're looking for a more sustainable way to motivate your team

➤ Meetings with Leadership:

Most employees are choc-full of brilliant ideas that could help the organization, but perhaps are afraid to bring them up. Maybe their idea doesn't fall under their jurisdiction, or they don't feel they have a platform to be heard. So, offer up that platform. In addition to motivating your team with the opportunity to make a visible impact and advance their career, you could open the door to business development from unexpected places.

➤ Development Days

Another great non-monetary incentive is time off to take a class or attend a conference. This could re-energize your workforce with a new passion for what they do, and give them a boost of knowledge. It's yet another option to boost your business, along with the individuals within it.

But you may want to keep this option open to non-work-related classes, as well. If your employee wants to take a cooking class, that could possibly offer them a greater level of personal motivation. So keeping it open to the desires of the individual employee could be an even better strategy for you.

1.8 Benefits of non-monetary incentives:

Let's take a look at some of the benefits of non-monetary rewards before we dive into our list of examples.

➤ You can reward people (almost) immediately -

Unlike a cash bonus or pay rise where you have to wait until the next payday, most non-monetary benefits can be given straight away. This means that people get recognition exactly when they should, pretty much in real-time.

➤ They are memorable -

Being recognized in the workplace with, for instance, a reward, a lunch or a short trip leaves a lasting, more positive impact with employees than receiving extra cash. It will make their journey with your company a memorable one.

➤ They provide great value for money -

With non-monetary rewards, you can create a lot of impact without breaking the bank. A good example of this is a peer recognition program. Financially speaking you don't need a lot of money to set up such an initiative while the benefits are countless: from better employee relationships and a lasting boost in engagement, to increase trust, performance and more.

➤ They help engage employees -

Non-monetary incentives like time off for volunteering, tangible rewards, or team outings make for great talking points. They can be an excellent way for people to start a conversation and 'break the ice'.

➤ They can help with attraction -

Money is important because let's be honest, at the end of the day or should I say month we all need to pay our fair share of bills. But often money isn't the main reason we stay at a company or join one. The people we work with, our manager, the job itself – and yes, the non-monetary rewards, they are the reason we stay. As such, non-cash incentives can be a part of your

employer branding strategy and be the deciding factor that makes candidates choose you over a competitor.

➤ **They're also better for retention -**

An employee that stays with you because you've given them a pay-rise can easily be lured away by another company. However, non-monetary rewards help you build a relationship with employees, which they won't get at other companies.

They spark intrinsic motivation. They make people feel valued, give them room to grow, and show them the impact they make on the organization.

Cash isn't the only way to reward employees. Non-monetary incentives help you keep your people enthusiastic, motivated, and engaged. Let's dive into the benefits of non-monetary incentives in more detail and explore the top non-monetary rewards your organization can offer.

1.9 Non-monetary rewards also make an immediate impact:

Rewarding employees with things like bonuses or pay rises can take time, meaning it loses some of its impact. The best way to reward an employee is to do it straight away.

- **Non-monetary incentives have separability** - Unlike cash incentive, these incentives are given in small experiences or mental accounts, which is added to the employees' total compensation. Hence, it stands out and is easy to separate. It adds more value for the employees rather than a cash amount, which they won't even remember what they spent it on.
- **Non-cash rewards are more memorable and have an emotional value** - An invested employee will always find a non-cash reward more memorable and emotionally valuable. When employees receive an award that they can keep and show or a trip they enjoyed, it adds more emotional value to the reward.
- **Non-cash incentives are more acknowledge able and comfortable to talk about** - Your employees want to talk about the rewards or incentives they receive for their success and hard work. Most of your employees might be more excited and comfortable talking about the lunch they went to with their manager, their trip, or the workshop they attended, rather than any cash prize.

Thus, monetary incentives increase an individual's desire to increase performance and concomitant pay.

In turn, this desire motivates individuals to exert costly effort because increases in effort are presumed to directly lead to increases in expected performance.

10 Best Non-Monetary Rewards for Employees:

- **Flexible working** - As a reward, offer your employees the opportunity to work from home or switch their hours around if they don't already have the option. Many businesses are offering this as part of a hybrid working approach and more and more employers are becoming more flexible with their working approach. However, this level of flexibility can be adjusted for employees as a great non-monetary reward option.
- **Give employees time to work on their own projects** - Some companies offer this as a standard part of employment, however it's also a great non-monetary reward. People are motivated by the things they're passionate about, and employees appreciate the welcome opportunity to work on their own projects.
- **Extra leave** - You could reward employees by letting them leave an hour early or giving them half a day off. However, you choose to do this should of course depend on your business needs too. An earlier finish on a Friday, later start on a Monday or simply some more time to take off to use whenever the employee decides would certainly be a well-received reward.
- **Allow time to do volunteer work** - Employees are rewarded with a welcome break out of the office and a charitable cause reaps the benefits of extra volunteers. It's also great for the company's image and CSR! Many companies do this and giving employees the option to choose who they volunteer for is a great way to make this reward even more personal.
- **One-on-one meetings** - Reward employees by speaking to them one-to-one and asking them what you can do to help them improve and grow. It's a great opportunity to get some constructive feedback on the way the business operates while helping an employee improve and showing that you appreciate their hard work. Of course, meetings like this are common for many and used as part of performance reviews, for example. However, lunch with a senior figure in the business for example could be a good reward and could be beneficial for everyone involved.
- **Reward employees with more responsibility** - Employees are motivated by the right amount of challenge and responsibility. This will be a better reward for some employees than others. Some employees may be happy with the current level of challenge and responsibility they have. however, some may be looking for more responsibility or looking for ways to apply new skills or experienced gained.

- **Let everyone know who you're rewarding and what you're rewarding them with** - The shift towards hybrid and more remote working have made it more important than ever for companies to utilize their digital internal communication channels. This is important not just to keep everyone connected and, in the loop, but also for reward and recognition too. A centralized reward and recognition platform can help with this, giving your business a place for all your company rewards, so your team can see who's been rewarded and what for.
- **Recognize your employees on social media** - This is a great way to not only show your employees you care, but your followers on social media too. Recognizing employees for personal achievements is great too. Write a blog on their journey to achieve their goals or you could even interview them about it. It could be work-related, charity or fitness-related or anything that's had a really positive impact on your staff in recent times.
- **Collaborative message from all employees** - A handwritten "thank you" letter is one of the best non-monetary rewards, but why not go one step further and get everyone involved? Maybe one of your employees has gone so far out of their way that it's recognized by all their co-workers, like helping someone through a difficult time or offering their skills and expertise without being asked. If so, get everyone to write something positive about that person either in a card, on a piece of paper or electronically. Gather everyone's comments together and present it to the person! It could be a card or it could be a framed picture.
- **Ask your employees what they'd like** - It's one thing deciding how to reward your employees, but why not ask them what rewards they'd like? Would your employees prefer a company organized games night as a reward or extra time off? Would they prefer the opportunity to work from home over a social media post? What are their hobbies and interests?

1.11 Types of non-monetary incentives:

- **Flexible working arrangements:** Allowing your employees to work from home on certain days of the week or allowing workers to choose their hours is a great way to implement an incentive program without any cost. This makes employees feel like their time is valued, and that it is understood that they can be trusted to arrange their own working life.
- **Physical rewards:** Whether it's something as simple as a thermos with a funny, personal saying or something as extravagant as a set of golf clubs, there is significant emotional value that tends to come with physical rewards. Another benefit is that they are easier to tie to the company. Whether you invest in branding them or not, they have an emotional link to your company, meaning that their value and the employee's value of the workplace are connected.

- **Experiential rewards:** Giving your employees a unique experience is one of the most effective ways to create positive memories associated with your organization. This could be a trip to Paris, a day at the spa, a cooking class, or just about anything else you can think up. This is best done when you find out what your employee passions are, which also will show them that you are interested in who they are as a person.
- **Growth opportunities:** Some of the studies mentioned above show that career development, training, and education opportunities are among some of the most highly prized benefits a company can offer. The tangible benefits of helping an employee forward their career, such as the potential to earn a promotion, are clear. However, investing in employee growth and development also shows that their place in the company in the long term is valued, as well.
- **Recognition and praise:** This is best combined with one of the incentives listed above. Recognition for staff who have been working hard can mean a lot to them. This can be handwritten notes, weekly emails showcasing top performers in the business, or mentioning their success in a team meeting. It reinforces the emotional impact of the non-monetary reward they received.

1.12 Advantages of non-monetary benefits:

- **Good fringe benefits attract millennial** - If you're looking to attract fresh talent, especially those who are newly graduated from university or graduate school programs, fringe benefits are a great place to start. Unique office perks, wellness initiatives, and CSR programs are especially exciting for the youngest professionals on the market.
- **Non-monetary incentives are trending right now** - Just look at major tech giants like Google—fringe benefits are incredibly popular right now, and companies that offer the most comprehensive and out-there benefits packages get a lot of free press for their efforts. On a small company scale, these incentives make your job listings really stand out when compared with your competitors'.
- **Many of these incentives are inexpensive** - Yes, you could spend a fortune on an in-office movie theatre... but for the most part, non-monetary incentives can be implemented with a fairly low-price tag. Subsidized gym memberships are one example—as well as high-quality employee recognition programs, which are made less expensive by their fantastic ROI.

1.13 Disadvantages of non-monetary benefits:

Incentives are given to employees way off appreciation. Same time it have some of disadvantages too, like given bellow

- **Some non-monetary incentives can be a waste of money** - We all know the feeling when our newly-implemented points system or team retreat doesn't generate enough excitement to be effective. With fringe benefits, you really have to know what's valuable and important to your employees—and if you get it wrong, you could be wasting your money.
- **Full participation isn't always guaranteed** - Money talks—but non-monetary incentives tend to be a lot less persuasive. Your team might not be motivated by the rewards you're providing, and if that happens, your employee engagement metrics might not change in any meaningful way.
- **Non-monetary incentives can be an organizational nightmare** - If you aren't in love with your HR and accounting staff, you'll want to get those teams into shape before taking on a whole host of non-monetary incentives. Paperwork is abundant for many of these programs, and some require an unbelievable amount of behind-the-scenes organization if you hire the wrong companies.

1.14 Purpose:

- ❖ Non-monetary reward systems are meant to increase employee performance and motivation and bolster self-esteem in the workplace.
- ❖ Non-monetary reward systems tend to increase productive competition among employees striving for the reward, resulting in gains to the company's bottom line.
- ❖ To be effective, non-monetary reward systems must be fair to all employees and avoid favoritism.
- ❖ If employees view the rewards as skewed or unattainable, they might lose motivation toward their job and refuse to participate.

1.15 Latest trends in Non-Monetary Rewards:

Traditionally, financial reward has been the mainstay of employee motivation strategy. However, this has changed in recent years, with employees also seeking non-financial rewards to provide them with more flexibility and regular recognition within their working lives. Non-Monetary Reward specifically has been identified as 'the primary vehicle in attracting and retaining talent' and a 'key motivator and driver for employee engagement'.

Incentive and recognition schemes

Both incentive and employee recognition provide managers with cost-effective methods of motivating their teams to perform, while embedding a positive culture of regular reward and recognition. The key differences between the two approaches are highlighted below:

Incentive schemes:

- Reward future results
- Based on specific performance measures and targets
- Required a structured framework

Employee recognition schemes:

- Reward retrospectively
- Based on improved standards of performance, but not specific performance measures.
- Require a less formal approach.

Incentives schemes:

Incentive schemes work by motivating teams to achieve specific results in the future, such as increased sales or improved customer feedback. Generally, the manager identifies the scheme's overarching aim in line with employee, customer or organizational needs before communicating individual performance measures and timeframes to the workforce, along with details of the reward itself. If the scheme is planned to run over a lengthy period, consider offering interim rewards in order to keep the scheme's objectives fresh in employees' minds and boost their motivation throughout the course of the scheme.

Reward:

The reward itself is generally decided by the manager, ahead of the incentive scheme's implementation. Clearly the budget available will play a part in this decision, but whenever possible, the reward should reflect the value of the achievement of the organization. It should also be something that the employee will appreciate and value. Consulting with the workforce prior to implementation will result in a clearer picture of which reward would most motivate the team to perform well in an incentive scheme.

Retail vouchers:

These can be useful for controlling cost and also allowing the employee flexibility to select their own specific reward.

- ✓ **Paid time off work:** This incurs little financial cost to the organization but will hold significant value to employees. According to the level of achievement, a whole day off, a half day or even a long lunch could be rewarded. Manager offering this incentive

should ensure they have enough resources available to allow the successful employee to make use of their reward at an agreed level of notice.

- ✓ **Team rewards:** These are particularly effective for rewarding team success. Offering rewards to individuals rather than teams can, in some groups, lead to a climate of internal competition; team rewards are a useful antidote to this and encourage employees to work together toward a common goal.

Employee recognition schemes:

Employee recognition schemes provide managers with a system for rewarding performance, activity or behavior after it has taken place. Although a formal framework is not usually required to administer an employee recognition schemes, managers should consider the following in order to maximize its effectiveness.

- ✓ **Plan ahead:** Having established the scheme's aim, identify relevant performance measurements in advance of its implementation. This will afford managers increased control over the scheme and objectivity when deciding who to reward.
- ✓ **Frequency of reward:** The management should Plan the frequency of giving reward under employee recognition programmer. As with incentive schemes, consider offering interim rewards to maintain interest if the scheme is going to run for a while.
- ✓ **Who to reward?** Rewarding the same employee repeatedly can alienate others and impact negatively on their motivation to participate. By identifying a range of performance measures from the outset, managers should be able select a 'winner' from a small but diverse group of employees who Have all excelled in different areas. Adopting this approach should ensure a different employee can be rewarded each time the scheme runs.

Flexible working:

"Employees who are satisfied with their work-life balance and those on flexible contracts are more engaged with their work than those who are dissatisfied or not working flexibility." It is widely acknowledged that flexible working a framework that allows employees to achieve a more effective work-life balance can play a significant role in terms of improving engagement and retention. Flexible working programmed vary from company. However, many include one or more of the following elements:

- Flexible allows employees to arrange the times they work themselves within prescribed limits, e.g. core hours.

- Staggered hours: Employees have flexible start and finish times, but don't accrue extra hours.
- Annualized hours: Employees commit to working a set number of hours per year rather than per week.
- Part-time working/reduced hours: Employees are contracted to work for only a certain part of the working week/month/year, and are paid on a pro rata basis.
- Compressed hours: employees are contracted hours over extended days but a shorter working week or month.
- Remote or mobile or home working: Employees work at a location other than a traditional office.
- Time off in lieu: Allows employees to take paid time off as compensation for extra hours worked and is often given instead of overtime pay.

Total rewards:

A total rewards strategy is Designed to improve employee engagement levels by promoting a deeper understanding of the organization's total investment in each employee. In total reward environments, reward is communicated as a package which does not just include salary, bonus and share options but also non-financial benefits such as:

- Learning and development opportunities.
- Membership of professional organizations. Subscriptions to professional publication.
- Private medical insurance.
- Private dental care.
- Gym membership.
- Subsidized meals.

Job design:

The process to systematize the tasks, duties and responsibilities is called job design. It aims at enhancing employee satisfaction and accomplishing organizational goals by designing the content, methods and connection of jobs, according to the aptitude and abilities of employees. A well-designed job can increase the employee morale by reducing the monotony and repetition of work the job design can be improved by implementing the HR intervention like job rotation, job enrichment and job enlargement. These interventions are helpful in terms of creating a challenging work environment with varying the job aspect which enhances the employee motivation and productivity.

Flexible benefits:

A flexible benefits scheme offers employees a range of options from which they can select or 'trade'. It provides them with the opportunity to create a personalized reward package which is valuable and meaningful to them and their lifestyle.

Voluntary benefits:

Voluntary benefits allow employees to purchase their own products and services at a discount which is arranged by the employer.

Tax-efficient benefits:

In addition, some voluntary benefits can be paid for by the employer through salary sacrifice arrangements. This involves the employee agreeing to waive a certain Amount of salary in exchange for the provision of a benefit-in-kind by their employer. This lowers the employee's contractual pay and reduces the income tax and NI contributions required by both employees and employer. Further tax saving is incurred when the benefits-in-kind is not taxable or subject to national Insurance contributions.

Loyalty Awards:

These are some of the trends of non-monetary rewards that the organization are providing to their employees in order to motivate them and reduce the turnover. Non-financial rewards can be just as, or even more motivating for employees than those involving traditional financial rewards. Employees that are given positive recognition for their work have been shown to increase work-time productivity, proactively engage with their coworkers, and convey enhanced loyalty to the company where they are employed.

1.16 Statement of problem:

- People are the most important resource in an organization. Therefore, employee's motivation is crucial in terms of success and failure.
- Both monetary and non-monetary motivation is crucial in any organization. Including Apollo logistics solutions private limited.
- Although both monetary and non-monetary motivations are crucial, the utilization of non-monetary motivation is not adequate.
- Many studies have been conducted concerning the utilization of non-monetary motivation with little concern on related challenges.
- Apollo logistics solutions private limited, for example, is a complex organization which needs a variety of motivation, especially non-monetary motivation which in turn may replace monetary motivation.
- Thus, with this background information this study intends to examine challenges in applying non-monetary motivation in Apollo logistics solutions private limited.

1.17 Objectives of the study

Primary objective

- The primary objective of the research is to examine the effect of non-monetary benefits on employees in ALS Tuticorin Private limited.

Secondary objective

- To critically evaluate the impact of non-monetary benefits on employees performance through motivation.
- To determine which non-monetary benefits motivates the employee of ALS Tuticorin Private limited.
- To know the satisfactory level of employees towards non-monetary benefits offered.
- To identify how the non-monetary benefits stimulates employee commitment at work.
- To investigate the importance of non-monetary benefits at ALS Tuticorin Private limited.

1.18 Need of study

The purpose of the study is to get an idea about the effect of non-monetary benefits on employees performance in ALS Tutsicorin Private limited.

The study will help the organization to know the ways in which the non-monetary benefit motivates the employees to perform better, as it creates a satisfaction in the minds of the employees and induces them to stay in the organization.

1.18 Scope of the study

The study was done at ALS Tuticorin Private limited, the approach to the study has been made from the view point of the employees.

The study has helped to learn the various aspects of non-monetary benefits that helps increasing the performance of employees. As proper recognition given to employees it makes them dedicated to work in the organization. This study will help the management to know about the various non-monetary benefits that helps the employees to retain in the organization.

1.19 Limitations of the study

- As the study is limited to Apollo logistics the results cannot be generalized
- The results cannot be compared with other companies because of the variation in the HR policies, work culture and employee competencies.
- The sample size is limited to 50 employees only.
- Time was one of the major constraints.
- Some respondents have not revealed accurate answers.
- Some of the replies of the respondents may be biased.
- Respondents had marked the answer in questionnaires which may be society incorrect irrespective of their actual feelings

COMPANY PROFILE

ALS TUTICORIN TERMINAL PVT. LTD.

1.20 Introduction:

Apollo Logistics Solutions (ALS) Established in 2009, it is an Integrated Logistics solutions provider and a 90% subsidiary of Apollo International Limited (AIL). Raaja Kanwar is the founder of Apollo International Limited, a part of the Apollo Group and a rapidly growing company in itself. It was his zeal to venture into something new and challenging that made him choose to lead Apollo Group's diversification plans instead of his natural progression into the tire business. The company provides end to end integrated logistics services through its strong global network spread across multiple locations. With the vision of being a leading integrated logistics solutions provider with multimodal capabilities and a wide geographical reach, ALS has achieved a strong position in a short span of time.



Apollo logistics solutions (ALS) Tuticorin Terminal Private Limited is established in 20 June 2017. It is under the company of Apollo International Limited. It is registered under Tamil Nadu Shop and Establishment Act 1947. Mr. G. Suryanarayanan, Head CFS (South India) and the vice-president Mr. Soji Thomas of Apollo Logistics Solutions (Tuticorin) inaugurated its Container Freight Station (CFS).

1.21 Vision:

"Excellence delivered by catalyzing global commerce."

1.22 Mission:

"We are professional, people centric, integrated supply chain solution specialist with global presence, driven by a strong brand lineage enabling businesses to focus on their core activities."

1.23 Milestones:

The Apollo Group is a diversified and reputed business house established in 1972. It is a leading corporate entity with a strong foothold in multiple industry segments. The group has come a long way and established a remarkable identity for itself within the country and globally. Despite the wide geographical span of operations, it successfully maintains a professionally managed environment throughout its network.

2017

- In partnership with China's Singamas, ALS brings customized liquid Logistics to India.
- Joined hands with Indian Railways to provide cost-effective and spill & waste proof solution.
- ALS acquired majority stake in Wi-fin, a boutique IT firm.
- Operations commenced at Kashipur ICD in the northern part of India.
- In advanced stage to increase 3PL business with footprints in Africa.

2016

- Commencement of construction for CFSs at Kattupally & Tuticorin.

2015

- Acquired controlling stake in UAE based 3PL company Clarion, with presence in 20 countries.
- Joint venture with India Glycols to operate a terminal at Kashipur in the Northern part of India.

2014

- Acquired Kailash Shipping Services, a container freight station near Chennai port in South – East Coast of India.

2013

- Forayed into 3PL segment with controlling stake in joint venture with Fieger Logistics, a German based frontrunner in the European logistics business, with a legacy spanning 140 years in this domain.
- Acquired 10 acres land at Kattupally at east coast of India for future Terminal.

2012

- Acquired 40 acres land at Moradabad, northern region of India for future terminal.

2010

- Apollo Logistics Solutions Limited Commissioned Container freight station at Panel, Mumbai, west coast of India. Spread over 50 acres of land.

1.24 Business Process:

Import Process:

- A foreign partner sends the per-alert of shipment details along with copies of the Bill of Lading
- Check if contents of Master B/L as per specimen and House Bill of Lading tally. In case of discrepancy inform foreign partners and ask them to correct the same.
- Check with Liner agent on ETA of vessel and inform the custom house agent.
- Submit Master and House B/L to the shipping line for filing the manifest, within 48 hours before the arrival of the vessel.
- Obtain Import General Manifest no (IGM), and line no, from the shipping line and pass on the same to the custom house agent within 24 hours upon receipt of the same from the shipping line.
- Issue cargo arrival notice to the CHA within 48 hours before the arrival of the vessel.
- Inform shipping line to move the containers to the designated off docks CFS after checking with the Camper, if required.
- Collect freight and other local charges wherever applicable and handover the same to accounts department for remittance.
- To issue release order to custom house agent after collection of duly discharged original house bill of lading with all relevant endorsement such as bank, if bank is involved, consignee and custom house agent after collection of relevant charges.

Export Process:

- Receive rate enquiry from foreign partners if applicable.
- Check with local shipping company's Break bulk operators consolidate and negotiate ocean freight.
- If shipment is FCL (Full Container Load) then request for allotting the container is sent to the shipping line and once the plot permission is received than the same is handed over to the shipper's CHA.
- Shipping Bill is important one during the export process
- Unloading in warehouse.
- Stuffing process is to be carried out.

- Verification is to final by the customs office
- Every container is to be bottle sealed both exporting and importing
- Now the container is ready to get out of CFS
- Finally, it reached the port for further process.

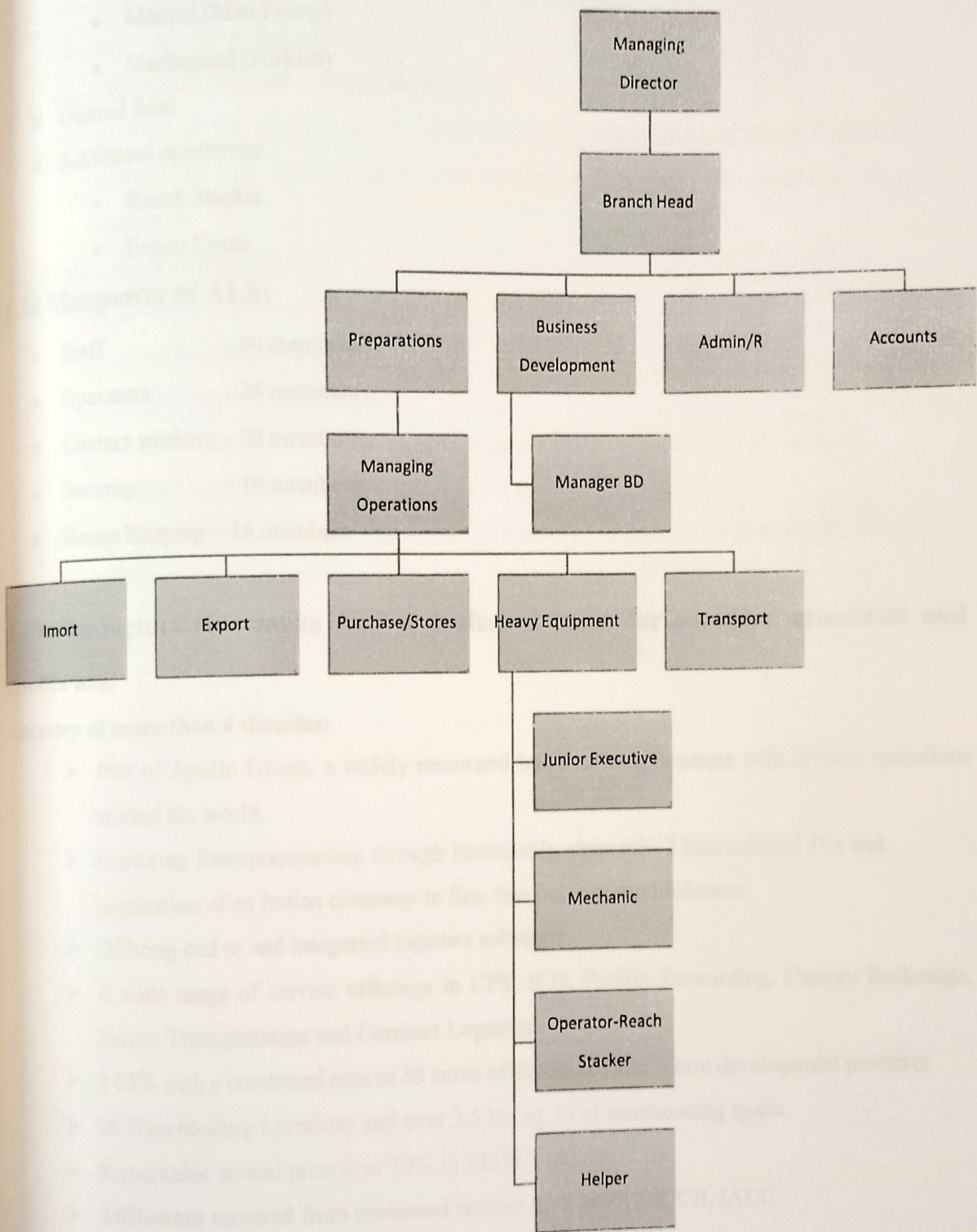
1.25 Equipment of ALS (Tuticorin):

- Six Forklifts
- Two Escort Crane
- To Reach Stacker

This equipment is used to reduce timing in work taken by the ALS Tuticorin Terminal Private

Limited.

1.26 Organizational Chart:



1.27 CFS Profit:

- Handling charges
 - Manual (Man Power)
 - Mechanical (Forklift)
- Ground Rent
- Additional operations
 - Reach Stacker.
 - Escort Crane.

1.28 Manpower of ALS:

- Staff - 40 members
- Operators - 24 members
- Contact workers – 50 members
- Security - 16 members
- House Keeping – 16 members

1.29 The factors that make ALS a preferred name for partners, associates and clients are:

Ancestry of more than 4 decades:

- Part of Apollo Group, a widely renowned business conglomerate with diverse operations around the world.
- Nurturing Entrepreneurship through Partnership approach- 2 international JVs and acquisition of an Indian company in first few years of establishment.
- Offering end to end integrated logistics solutions
- A wide range of service offerings in CFS, ICD, Freight Forwarding, Custom Brokerage, Secure Transportation and Contract Logistics
- 2 CFS with a combined area of 59 acres of developed and future development premises
- 26 Warehousing Locations and over 3.5 lac sq. Ft of warehousing space
- Remarkable annual growth of 30% in TEUs
- Affiliations received from renowned entities such as FICCI, CII, IACC

Where Global Presence across countries:

- Domestic Presence across 26 key locations

Approach:

- Speculative approach towards building a strong supply chain across the globe
- Bringing technological excellence to Logistics business
- Value added service offerings
- Secure, Efficient and Timely deliveries
- Strategic growth plans to develop 8-10 Container Freight Stations/ Inland Container depots across India and enhance capabilities through partnerships and acquisition of logistics companies

More value, More Efficiency:

- Expertise in Container Handling
- Project Handling Capabilities
- Owned Custom Broker License
- Dedicated staff at all major ports (including ICD and CFSs) and airports of India
- Qualified staff (Rule 8, Rule 9 and Rule 20 personnel) for customs
- "B to B" and "B to C" services offered to customers in association with Freight Forwarding and Contract Logistics Te

CHAPTER II

CHAPTER II

REVIEW OF LITERATURE

1.1 Yavuz, Nilay MS(2004):

Incentive is any means that makes an employee desire to do better, try harder and expend more energy. Non-monetary incentives such as participation in decision making, verbal or written recognition of good work etc. are the kinds of incentives that do not involve direct payment of cash. The purpose of this study is to demonstrate to what extent non-monetary incentives are utilized in the public sector of Turkey and whether non-monetary incentives have the potential to increase the motivation of public employees as much as the monetary incentives.

According to the results of the study, most of the employees think that the level of utilization of the non-monetary incentives in their organization is inadequate. Also, the findings suggest that they value non-monetary incentives as much as monetary incentives.

Thus, within the limitations of the survey study, it may be concluded that non-monetary incentives have the potential to increase the motivation of personnel in this public organization.

2.2 Cheema, Shujaat, & Alam, (2013).

Motivated employees are the most important source of growth of an organization. Incentives are the strongest factor of motivation for the employee as it is their bread and butter which they earn for their families and for themselves. Besides the monetary benefits, non-monetary benefits also play significant role in encouraging the motivation level of the employee.

They observed their research on commercial banks in Karachi, and learned what methods the commercial banks are following to keep their employees motivated through non-monetary incentives in this competitive market.

Okwudili, Beede Emerole (2015):

The study analyzed the effect of non-monetary rewards on the productivity of employees among selected Government parastatal in Anambra State, Nigeria.

The study recommends that Government should motivate their staff more by involving them in developmental programs with good remuneration payment, incentive packages etc. that will signify that the organization needs their personal outputs.

The study concludes that higher productivity and efficiency of employees in government parastatal is possible with the effective exploitation of human resources through non-monetary rewards.

Murphy & Williams (2004):

Monetary Incentives are very attractive and are directly paid in monetary terms, but employees do not take non-monetary incentives into consideration while planning for their job switching. A survey was taken from the general managers of Outback Steakhouse regarding their job searching plans.

The result came out to be that the general managers were more inclined towards the non-monetary benefits and were requiring a good family life and work life. This was the major issue that was motivating them to look for better opportunities.

CHAPTER II

THE HISTORY OF THE UNITED STATES

CHAPTER III

CHAPTER III

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction:

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps in systematic manner. The research method of the study explains the systematic way of finding to the predetermining objective. This provides the clear path to accomplish and achieve clear solution for the problem stated.

3.2 Research design:

A research design is considered as the frame work or plan for a study that guides as well as helps the data collection and analysis of data. The research design in this project is discipline innature.

3.3 Sample design:

By adopting random sampling method, a sample of 50 respondents was selected from Apollo logistics solution. And the questionnaire was distributed to get the primary data from them.

3.4 Construction tools:

Population:

There are totally 100 employees working in the organization.

Sampling size:

Out of the total population for the study a sample size of 50 respondents were selected.

Sampling area:

The research was conducted at Apollo logistics solution pvt ltd, Tuticorin.

Sampling procedure:

The research was made by the survey in accordance to the convenience of the employees. The sampling technique used was convenience sampling.

3.5 Data collection:

To accomplish the objective of the study both primary data and secondary data were utilized.

➤ Primary data:

Primary data refers to the collection of first hand data .The information was collected from the respondent by

- A structured questionnaire

- Observation

- Interview and direct conversation with the measurement

➤ Secondary data:

A part from primary data collected the data was collected through

- Text books

- Records of industry

- Journals from library

- Academic report

- Webster

3.6 Tools for analysis:

After the data have been collected .it has to be analyzed the data obtained from the questionnaire is consolidated .Tabulation is a part of technical procedure where in classified data are put in the form of tables .two tables obtained should be analyzed with statistical technique and tools so that interpretation would be precise.

After internship the results suitable suggestions are given .the statistical tool used for analyzing the data collected are

- Sample percentage analysis

- Bar diagram

- Pie chart

- Chi square

❖ Simple Percentage analysis:

Percentage analysis is a method to represent raw streams of data as a percentage for better understanding of collected data.

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

❖ Chi-square test:

Chi-square test is used to compare two variables for a randomly selected data. The expected frequencies are based on the conditions of null hypothesis. The rejection of null hypothesis is based on expected value. It is used to check whether the variables are independent of each other or not.

$$\text{Chi square} = \sum \frac{(O-E)^2}{E}$$

◆ Null hypothesis:

There is no significant relationship between age and the abilities of teamwork after joining the company.

◆ Hypothesis:

There is significant relationship between age and the abilities of teamwork after joining the company.

❖ Anova:

The anova test is performed by comparing two types of variation: the variation between sample means as well as the variation within each of the samples. If the p-value is less than 0.05, the analyst rejects the anova test and vice versa.

There are three types of anova test – one way analysis anova, two way analysis anova and n way analysis of variance.

Formulae,

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

3.7 Frame work analysis:

Regarding the study of team synergism the researcher collected all primary and secondary data to clear view of the project. The data collected through questionnaire and schedule were tabulated classified and analyzed on the basis of percentage analysis method.

3.8 Methodology:

The collected data were analyzed by using the following statistical tools namely percentage analysis and graphical method like bar diagram, pie chart, etc.

3.9 Period of the study:

The study has been conducted during the period ranging from February to April 2023.

CHAPTER IV

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

Data Interpretation:

Analysis of data means, studying the tabulated material in order to inherent facts or meanings. Larger divisions of material should be broken down into smaller units and rearranged new combinations to discover new facts, interrelation and cause effects relationship.

Analysis of data is the most skilled task of all stages of research, calling for the researcher's own judgement and skill. It throws light on the various problem areas, enabling the research it identifies ways and means of arriving at a solution. A researcher besides the collection and analysis of data has to draw inference and explain their significance.

The task of drawing conclusion and inference from a careful analysis of data is known as interpretation.

TABLE 4.1.1

TABLE SHOWING THE ASSOCIATION BETWEEN AGE AND NON-MONETARY BENEFITS HAVE A POSITIVE EFFECT ON THE WORK.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	27	54%
2	Agree	12	24%
3	Neutral	7	14%
4	Disagree	4	8%
5	Strongly disagree	Nil	-
	Total	50	100

Source: Primary data

HYPOTHESIZED ASSOCIATION BETWEEN THE AGE AND NON-MONETARY INCENTIVES HAVE A POSITIVE EFFECT ON THE WORK BY USING CHI-SQUARE TEST.

H₀: There is no significant association between age and non-monetary incentives.

H₁: There is significant association between age and non-monetary incentives.

Age * Positive effect of non-monetary benefits on work performance?

Cross-tabulation

Positive effect of non-monetary benefits on work performance?

		1=Strongly agree	2=Agree	3=Neutral	4=Disagree	Total
Age 1=20-30	Count	19	0	0	0	19
	% within Age	100.0%	0.0%	0.0%	0.0%	100.0%
	% within Do you agree that the non-monetary benefits have a positive effect on your work performance?	70.4%	0.0%	0.0%	0.0%	38.0%
	% of Total	38.0%	0.0%	0.0%	0.0%	38.0%
Age 2=30-	Count	8	3	0	0	11

40	% within Age	72.7%	27.3%	0.0%	0.0%	100.0%
	% within Do you agree that the non-monetary benefits have a positive effect on your work performance?	29.6%	25.0%	0.0%	0.0%	22.0%
3-40-50	% of Total	16.0%	6.0%	0.0%	0.0%	22.0%
	Count	0	9	1	0	10
50	% within Age	0.0%	90.0%	10.0%	0.0%	100.0%
	% within Do you agree that the non-monetary benefits have a positive effect on your work performance?	0.0%	75.0%	14.3%	0.0%	20.0%
4-50-60	% of Total	0.0%	18.0%	2.0%	0.0%	20.0%
	Count	0	0	6	4	10
60	% within Age	0.0%	0.0%	60.0%	40.0%	100.0%
	% within Do you agree that the non-monetary benefits have a positive effect on your work performance?	0.0%	0.0%	85.7%	100.0%	20.0%
Total	% of Total	0.0%	0.0%	12.0%	8.0%	20.0%
	Count	27	12	7	4	50
	% within Age	54.0%	24.0%	14.0%	8.0%	100.0%
						%

% within Do you agree that the non-monetary benefits have a positive effect on your work performance?	100.0%	100.0%	100.0%	100.0%	100.0%
% of Total	54.0%	24.0%	14.0%	8.0%	100.0%

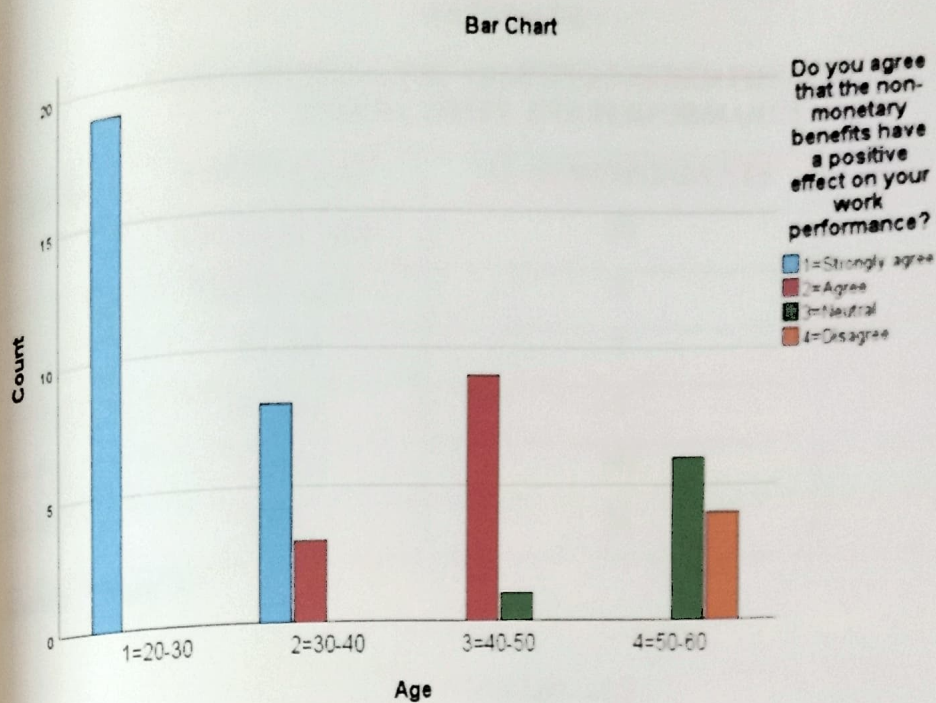
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	79.547 ^a	9	.000
Likelihood Ratio	82.403	9	.000
Linear-by-Linear Association	40.053	1	.000
N of Valid Cases	50		

a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .80.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	1.261	.000
	Cramer's V	.728	.000
N of Valid Cases		50	



INTERPRETATION:

The non-monetary benefit is not accepted with the age which is inferential testing and p-value is 0.000 that is statistically rejected value at five percent level of significance. Hence the hypothesis is rejected.

NOTE:

Hence there is no significant association between age and positive effect on non-monetary benefits.

TABLE 4.1.2

TABLE SHOWING THE TRAINING NEEDED FOR ENHANCING PRODUCTIVITY AND PERFORMANCE.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Completely agree	30	60%
2	Partially agree	8	16%
3	Neutral	7	14%
4	Disagree	5	10%
5	Unsure	Nil	-
	Total	50	100

Source: Primary data

CHART 4.1.2

CHART SHOWING THE TRAINING NEEDED FOR ENHANCING PRODUCTIVITY AND PERFORMANCE.



INFERENCE:

From the above chart, it can be inferred that 60% of the respondents completely agreed with training is must for enhancing productivity and performance and 10% of the respondents disagreed with training is must for enhancing productivity and performance.

TABLE 4.1.3

TABLE SHOWING THE METHODS OF TRAINING

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	On the job	40	80%
2	Off the job	10	20%
3	Both	Nil	-
	Total	50	100

Source: Primary data

CHART 4.1.3

CHART SHOWING THE METHODS OF TRAINING

■ On the job ■ Off the job ■ Both



INFERENCE:

From the above chart, it can be inferred that 80% of the respondents stated that on the job training method is used and 20% of the respondents stated that off the job training have been used to the employee.

TABLE 4.1.4

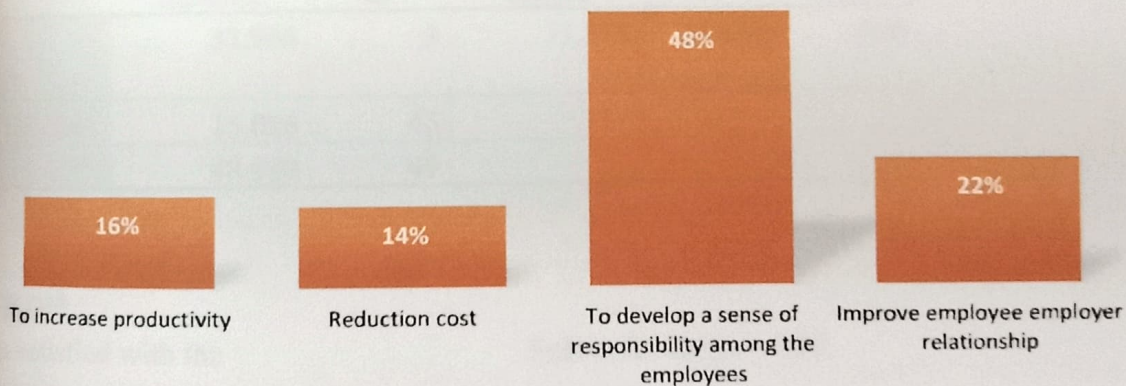
TABLE SHOWING THE TRAINING PROGRAM THAT IS BENEFICIAL TO THE ORGANISATION.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	To increase productivity	8	16%
2	Reduction in cost	7	14%
3	To develop a sense of responsibility among the employees	24	48%
4	Improve employee employer relationship	11	22%
	Total	50	100

Source: Primary data

CHART 4.2.4

CHART SHOWING THE TRAINING PROGRAM THAT IS BENEFICIAL TO THE ORGANISATION.



INFERENCE:

From the above chart, it can be inferred that 48% of the respondents stated that developing a sense of responsibility among the employees training program becomes beneficial and 14% of the respondents stated that it increase productivity in the training program becomes beneficial to the organization.

TABLE 4.1.5

ANOVA - AGE AND THE SATISFACTORY LEVEL OF EMPLOYEES TOWARDS RECOGNITION.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	4	8%
2	Somewhat satisfied	8	16%
3	Neutral	25	50%
4	Somewhat dissatisfied	9	18%
5	Highly dissatisfied	4	8%
	Total	50	100

Source: Primary data

ANOVA - AGE AND SATISFACTORY LEVEL OF EMPLOYEES TOWARDS RECOGNITION BY ANOVA.

ANOVA

The satisfactory level of recognition in the organization.?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	33.954	3	11.318	34.647	.000
Within Groups	15.026	46	.327		
Total	48.980	49			

Age

Tukey HSD^{a,b}

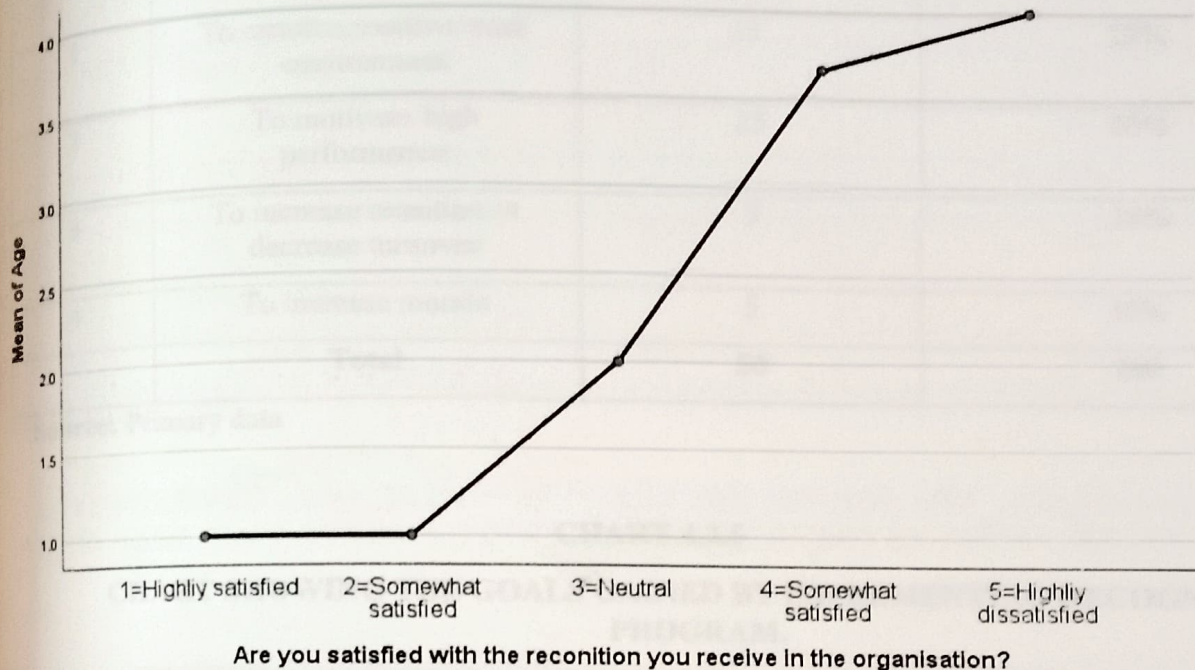
Are you satisfied with the recognition you receive in the organization?

Subset for alpha = 0.05

	N	1	2	3
1=Highly satisfied	4	1.00		
2=Somewhat satisfied	8	1.00		
3=Neutral	25		2.00	
4=Somewhat dissatisfied	9			3.67
5=Highly dissatisfied	4			4.00
Sig.		1.000	1.000	.852

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 6,442.
 b. The group sizes are unequal. The harmonic mean of the group sizes is used.
 Type I error levels are not guaranteed.



Are you satisfied with the recognition you receive in the organisation?

INTERPRETATION:

The satisfactory level of employees towards recognition is not accepted with an age which is implied by inferential testing and f value is 0.000 that is statistically is not accepted value at five percent level of significance.

NOTE:

There is no significance difference in the satisfactory level of recognition of employee based on age.

TABLE 4.1.6

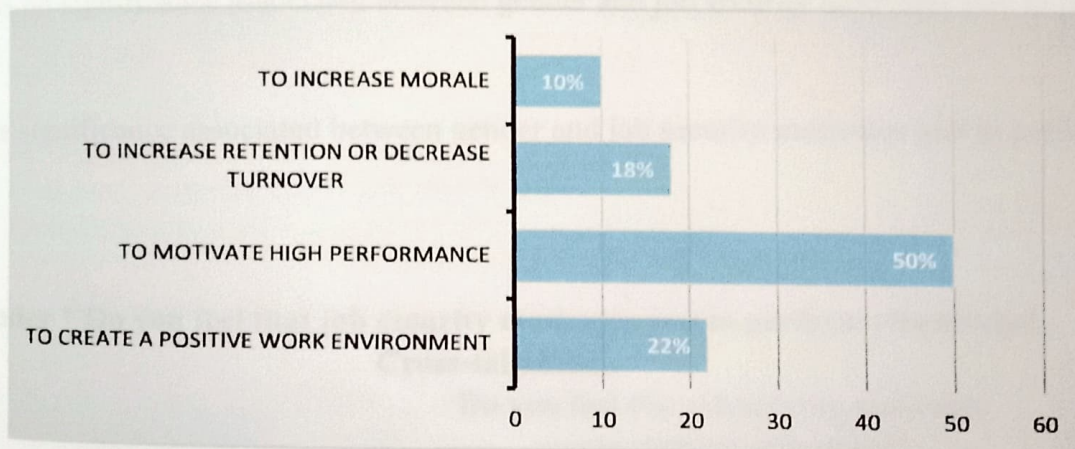
TABLE SHOWING THE GOALS GAINED BY IMPLEMENTING RECOGNITION PROGRAM.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	To create a positive work environment	11	22%
2	To motivate high performance	25	50%
3	To increase retention or decrease turnover	9	18%
4	To increase morale	5	10%
	Total	50	100

Source: Primary data

CHART 4.2.6

CHART SHOWING THE GOALS GAINED BY IMPLEMENTING RECOGNITION PROGRAM.



INFERENCE

From the above chart, it can be inferred that 50% of the respondents felt that it motivate high performance and 10% of the respondents felt that it increase retention or decrease turnover by implementing the recognition program.

TABLE 4.1.7

TABLE SHOWING THE ASSOCIATION BETWEEN THE GENDER AND JOB SECURITY MOTIVATES EMPLOYEES TO PERFORM EFFECTIVELY .

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	30	60%
2	Agree	8	16%
3	Neutral	4	8%
4	Disagree	5	10%
5	Strongly disagree	3	6%
	Total	50	100

Source: Primary data

HYPOTHESIZED ASSOCIATION BETWEEN THE GENDER AND JOB SECURITY MOTIVATES EMPLOYEES TO PERFORM EFFECTIVELY BY USING CHI-SQUARE TEST.

H₀: There is no significance associated between gender and job security motivates you to perform effectively.

H₁: There is significance associated between gender and job security motivates you to perform effectively.

Gender * Do you feel that job security motivates you to perform effectively?

Cross-tabulation

Do you feel that job security motivates you to perform effectively?

1= Strongly

agree

2=Agree

3=Neutral

Total

Gender	1=Male	Count	30	0	0	30
		% within Gender	100.0%	0.0%	0.0%	100.0%
		% within Do you feel that job security motivates you to perform effectively?	100.0%	0.0%	0.0%	60.0%

2 - Female	% of Total	60.0%	0.0%	0.0%	60.0%
	Count	0	10	10	20
	% within Gender	0.0%	50.0%	50.0%	100.0%
	% within Do you feel that job security motivates you to perform effectively?	0.0%	100.0%	100.0%	40.0%
	% of Total	0.0%	20.0%	20.0%	40.0%
Total	Count	30	10	10	50
	% within Gender	60.0%	20.0%	20.0%	100.0%
	% within Do you feel that job security motivates you to perform effectively?	100.0%	100.0%	100.0%	100.0%
	% of Total	60.0%	20.0%	20.0%	100.0%

Chi-Square Tests

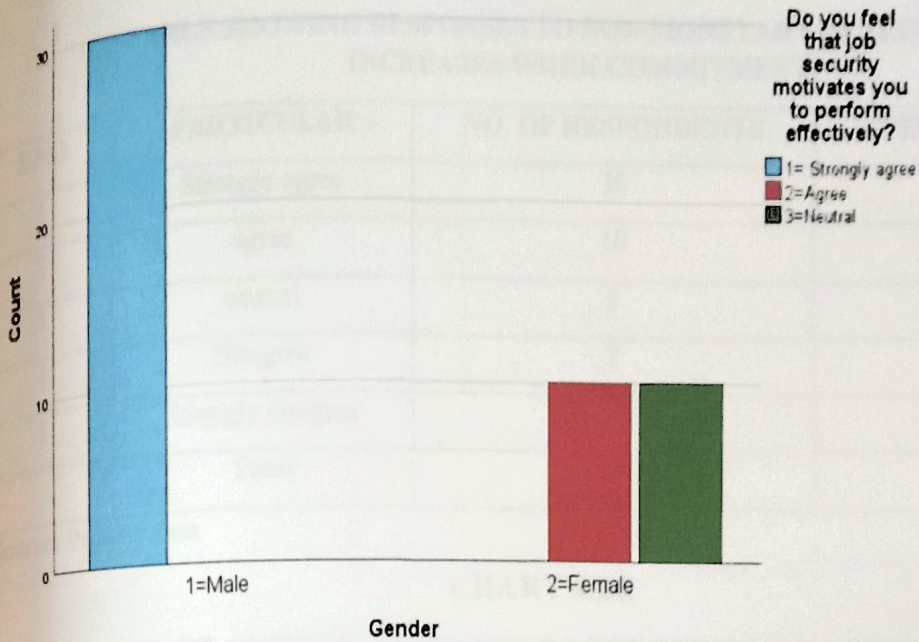
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	50.000 ^a	2	.000
Likelihood Ratio	67.301	2	.000
Linear-by-Linear Association	41.344	1	.000
N of Valid Cases	50		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 4.00.

Symmetric Measures

	Value	Approximate Significance
Nominal by Nominal	Phi	1.000
	Cramer's V	1.000
N of Valid Cases	50	

Bar Chart



INTERPRETATION:

A job security motivates you to perform effectively is not accepted with the gender which is inferential testing and p-value is 0.000 that is statistically rejected value at five percent level of significance.

NOTE:

There is no significance association between gender and the job security motivates employees to perform effectively.

TABLE 4.1.8

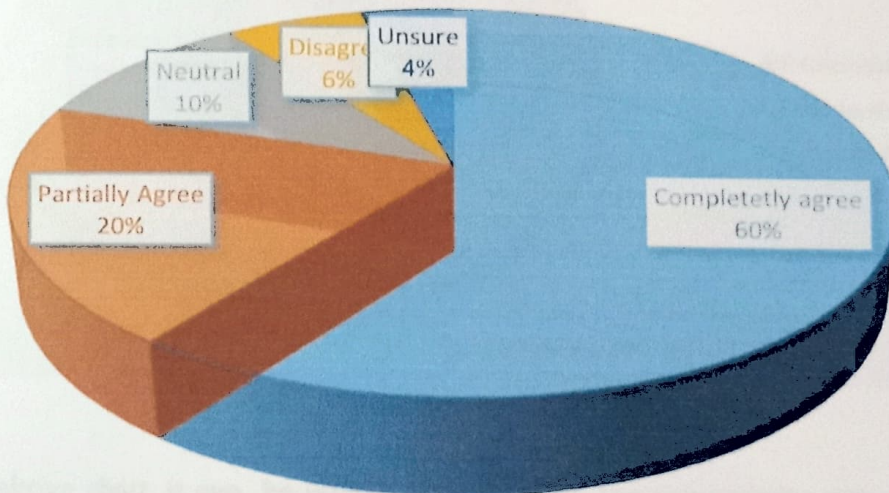
TABLE SHOWING RESPONSES TO NON-MONETARY BENEFITS THAT INCREASES WORK COMMITMENT.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	30	60%
2	agree	10	20%
3	neutral	5	10%
4	Disagree	3	6%
5	Strongly disagree	2	4%
	Total	50	100

Source: Primary data

CHART 4.2.8

CHART SHOWING RESPONSES TO NON-MONETARY BENEFITS THAT INCREASES WORK COMMITMENT.



INFERENCE:

From the above chart, it can be inferred that 60% of the respondents strongly agreed with non-monetary benefit that increase work commitment and 4% of the respondents unsure with non-monetary benefit increase their work commitment.

TABLE 4.1.9

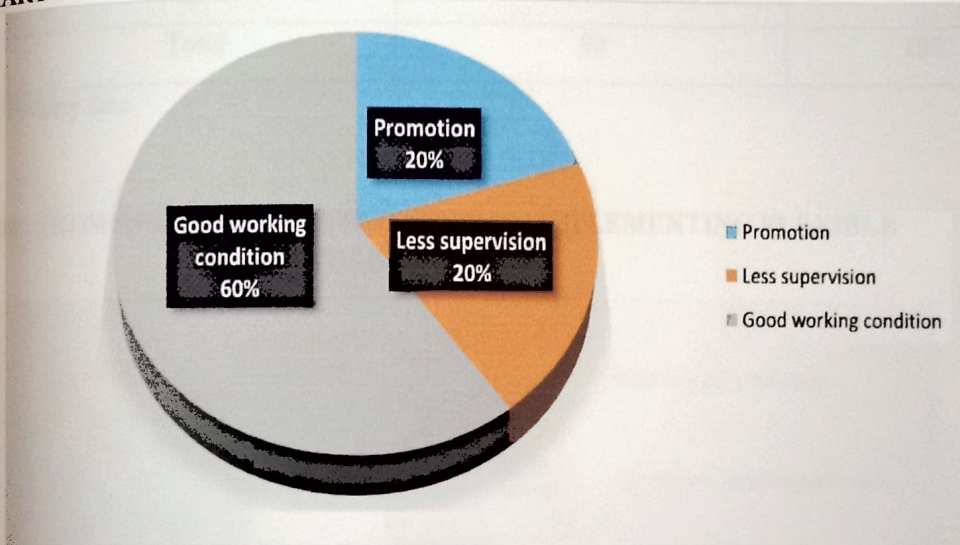
TABLE SHOWING FACTORS THAT MOTIVATES EMPLOYEES AT WORK PLACE.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Promotion	10	20%
2	Less supervision	10	20%
3	Good working conditions	30	60%
	Total	50	100

Source: Primary data

CHART 4.2.9

CHART SHOWING FACTORS THAT MOTIVATES EMPLOYEES AT WORK PLACE.



INFERENCE:

From the above chart, it can be inferred that 60% of the respondents stated that good working conditions motivates them at workplace, 20% of the respondents stated that promotion and less supervision motivates them at workplace.

TABLE 4.1.10

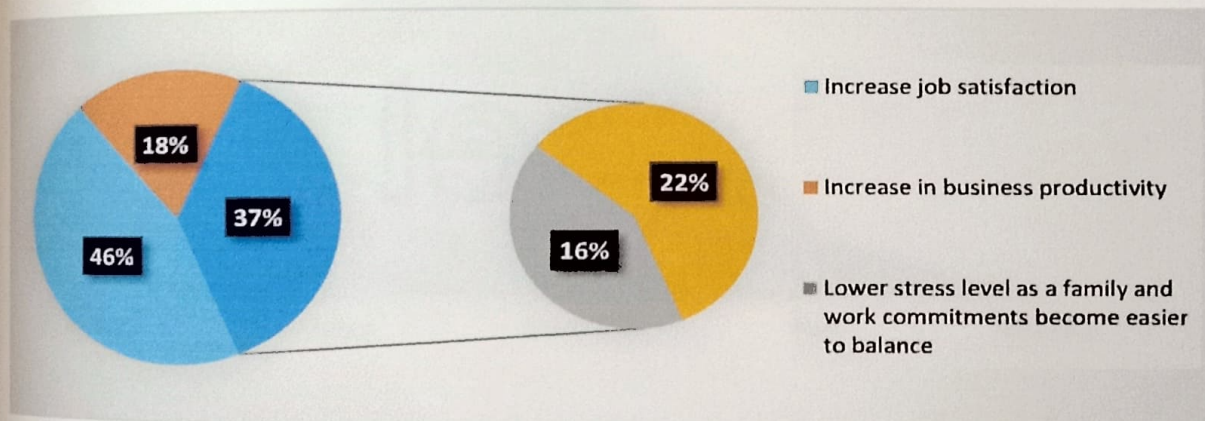
TABLE SHOWING THE BENEFITS GAINED BY IMPLEMENTING FLEXIBLE WORKING TIME.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Increase job satisfaction	23	46%
2	Increase in business productivity	9	18%
3	Lower stress level as a family and work commitments become easier to balance	8	16%
4	Better use of time as flexible workers is often more disciplined in their time management	11	22%
	Total	50	100

Source: Primary data

CHART 4.2.10

CHART SHOWING THE BENEFITS GAINED BY IMPLEMENTING FLEXIBLE WORKING TIME.



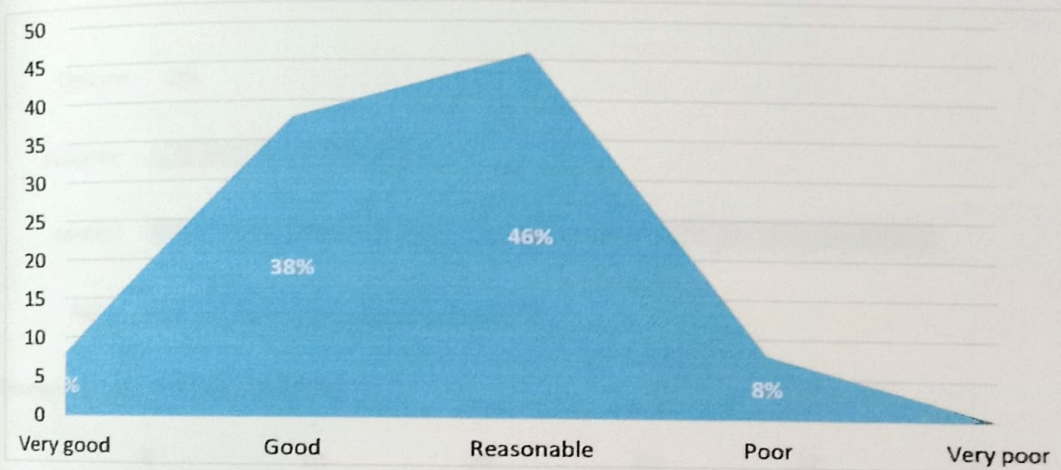
INFERENCE:

From the above chart, it can be inferred that 46% of the respondents felt that increase job satisfaction and 16% of the respondents felt that lower stress level as a family and work commitment become easier to balance by implementing flexible working time.

TABLE 4.1.11**TABLE SHOWING THE OPINION ABOUT THE WORKING CONDITIONS.**

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Very good	4	8%
2	Good	19	38%
3	Reasonable	23	46%
4	Poor	4	8%
5	Very poor	Nil	-
	Total	50	100

Source: Primary data

CHART 4.2.11**CHART SHOWING THE OPINION ABOUT THE WORKING CONDITIONS.****INFERENCE:**

From the above chart, it can be inferred that 46% of the respondents felt that it is reasonable and 8% of the respondents felt that it is poor with their opinion about working conditions.

TABLE 4.1.12

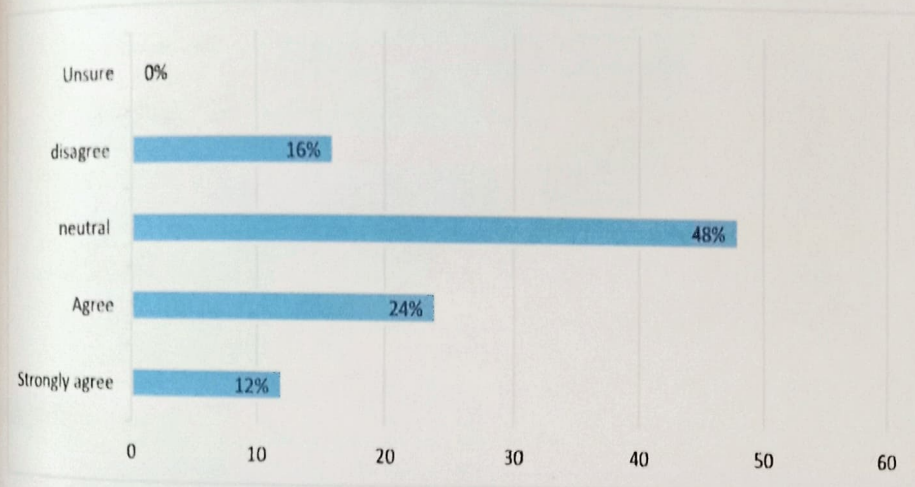
TABLE SHOWING RESPONSE OF EMPLOYEES REGARDING GOOD WORKING CONDITIONS.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	6	12%
2	Agree	12	24%
3	Neutral	24	48%
4	Disagree	8	16%
5	Unsure	Nil	-
	Total	50	100

Source: Primary data

CHART 4.2.12

CHART SHOWING RESPONSE OF EMPLOYEES REGARDING GOOD WORKING CONDITIONS.



INFERENCE:

From the above chart, it can be inferred that 48% of the respondents felt that neutral with good working conditions and 12% of the respondents felt that strongly agreed with good working conditions.

TABLE 4.1.13

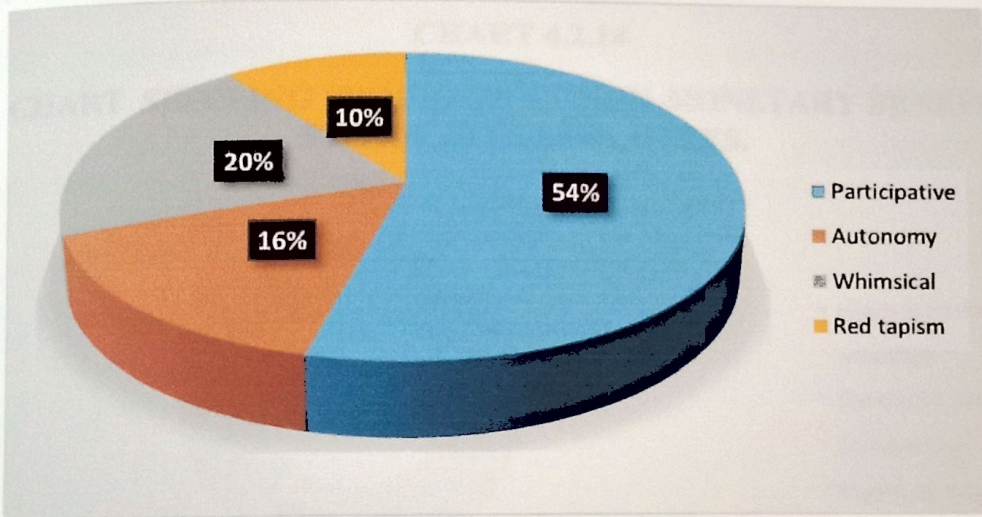
TABLE SHOWING THE ATMOSPHERE OF WORKING ENVIRONMENT.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Participative	27	54%
2	Autonomy	8	16%
3	whimsical	10	20%
4	Red tapism	5	10%
	Total	50	100

Source: Primary data

CHART 4.2.13

CHART SHOWING THE ATMOSPHERE OF WORKING ENVIRONMENT.



INFERENCE:

From the above chart, it can be inferred that 54% of the respondents felt that their working environment is participative and 10% of the respondents felt that their working environment is red tapism.

TABLE 4.1.14

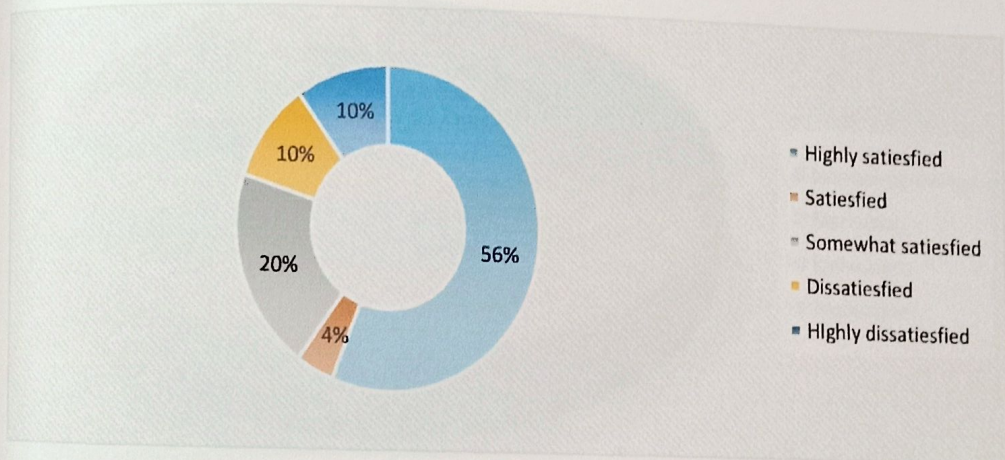
TABLE SHOWING PROVISION OF NON-MONETARY BENEFITS
STIMULATES EMPLOYEES.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	28	56%
2	Satisfied	2	4%
3	Somewhat satisfied	10	20%
4	Dissatisfied	5	10%
5	Highly dissatisfied	5	10%
	Total	50	100

Source: Primary data

CHART 4.2.14

CHART SHOWING PROVISION OF NON-MONETARY BENEFITS
STIMULATES EMPLOYEES.



INFERENCE

From the above chart, it can be inferred that 56% of the respondents felt that highly satisfied with the provisions of non-monetary benefits make them flexible at work and 4% of the respondents felt that satisfied with the provisions of non-monetary benefits make them flexible at work.

TABLE 4.1.15

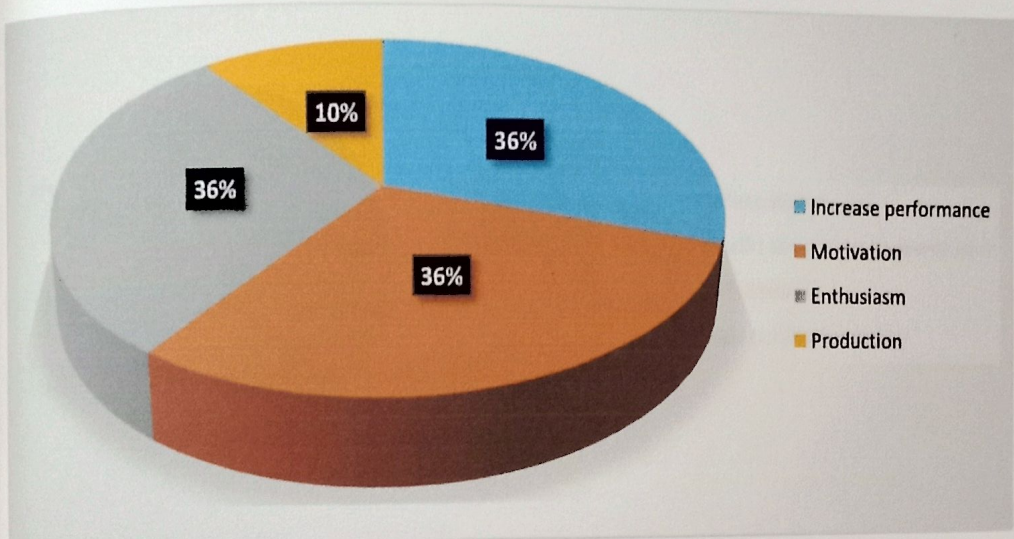
TABLE SHOWING THE WAYS NON-MONETARY BENEFITS STIMULATES EMPLOYEES.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Increase in performance	18	36%
2	Motivation	18	36%
3	Enthusiasm	18	36%
4	Production	6	12%
	Total	50	100

Source: Primary data

CHART 4.2.15

CHART SHOWING THE WAYS NON-MONETARY BENEFITS STIMULATES EMPLOYEES.



INFERENCE:

From the above chart, it can be inferred that 36% of the respondents felt that increase in performance, motivation, enthusiasm and 10% of the respondents felt that is production stimulates them.

TABLE 4.1.16

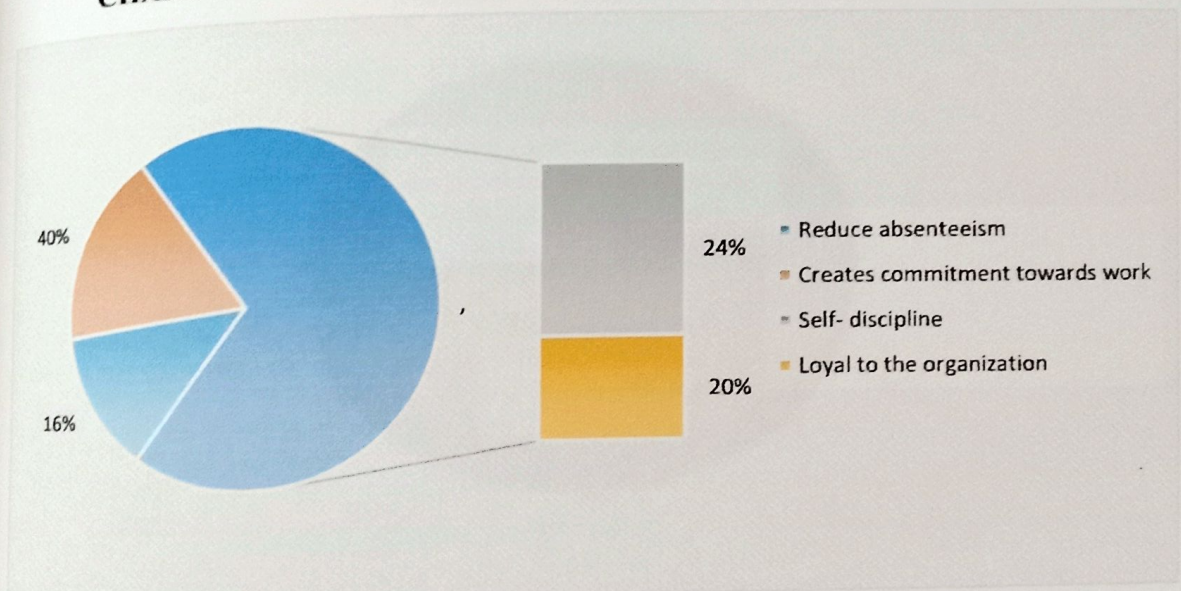
TABLE SHOWING CASUAL LEAVE MOTIVATES THE EMPLOYEES.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE S
1	Reduce absenteeism	8	16%
2	Creates commitment towards work	20	40%
3	Self-discipline	12	24%
4	Loyal to the organization	10	20%
	Total	50	100

Source: Primary data

CHART 4.2.16

CHART SHOWING WAYS CASUAL LEAVE MOTIVATES EMPLOYEES.



INFERENCE:

From the above chart, it can be inferred that 40% of the respondent stated that it brings commitment towards work and 16% of the respondents stated that it reduce absenteeism motivates employees by providing casual leave.

TABLE 4.1.17

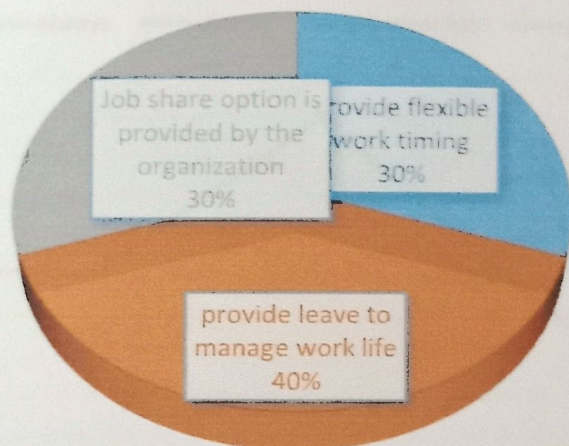
TABLE SHOWING THE INITIATIVES TAKEN FOR MANAGING AN EFFECTIVE WORK LIFE.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Provided flexible work timing	20	%
2	Provide leave to manage work life	15	40%
3	Job share option is provided	15	30%
	Total	50	100

Source: Primary data

CHART 4.2.18

CHART SHOWING THE INITIATIVES TAKEN FOR MANAGING AN EFFECTIVE WORK LIFE.



INFERENCE:

From the above chart, it can be inferred that 40% of the respondents stated providing leave to manage work life and 30% of the respondents stated that job sharing and flexible working time make them to manage an effective work-life.

TABLE 4.1.18

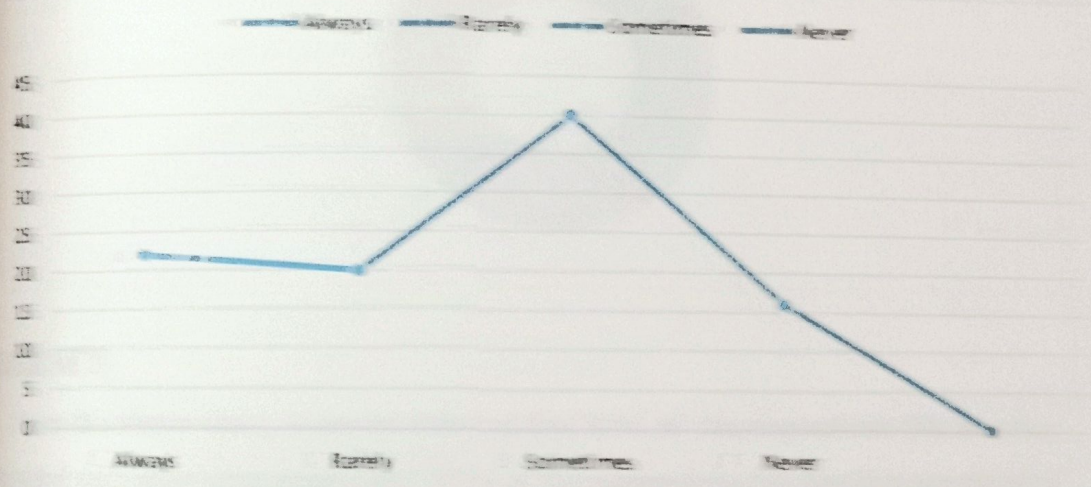
TABLE SHOWING NON-MONETARY BENEFITS HELP IN REDUCING LABOUR TURNOVER.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Always	12	27.0%
2	Rarely	10	20.0%
3	Sometimes	20	40.0%
4	Never	8	16.0%
	Total	50	100

Source: Primary data

CHART 4.2.18

CHART SHOWING NON-MONETARY BENEFITS HELP IN REDUCING LABOUR TURNOVER.

**INFERENCE:-**

From the above chart, it can be inferred that 40% of the respondents felt that non-monetary benefits will sometimes help in reducing labour turnover and 16% of the respondents felt that non-monetary benefits will never help in reducing labour turnover.

TABLE 4.1.19

TABLE SHOWING THE TIME PERIOD FOR PROVIDING NON-MONETARY BENEFITS.

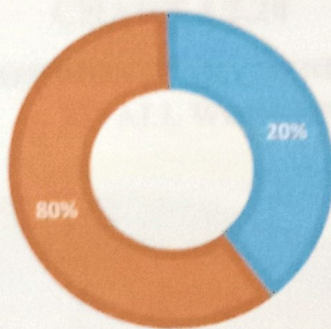
S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Short term	24	80%
2	Long term	6	20%
	Total	50	100

Source: Primary data

CHART 4.2.19

CHART SHOWING THE TIME PERIOD FOR PROVIDING NON-MONETARY BENEFITS.

■ Short term ■ Long term



INFERENCE

From the above chart, it can be inferred that 80% of the respondents felt that they are provided with short term period and 20% of the respondents felt that they are provided with long term period for providing non-monetary benefits.

TABLE 4.1.20

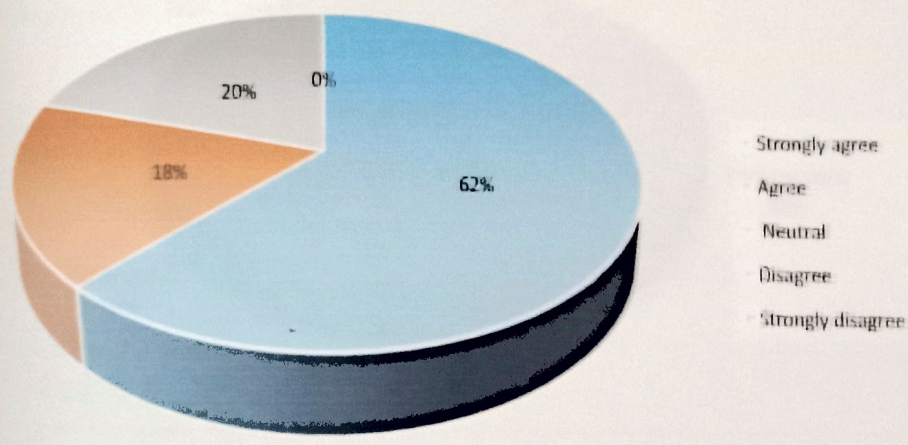
TABLE SHOWING NON-MONETARY BENEFIT PROVIDED EQUALLY TO ALL WORKERS.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	31	62%
2	Agree	9	18%
3	Neutral	10	20%
4	Disagree	Nil	-
5	Strongly disagree	Nil	-
	Total	50	100

Source: Primary data

CHART 4.2.20

CHART SHOWING NON-MONETARY BENEFIT PROVIDED EQUALLY TO ALL WORKERS.



INFERENCE:

From the above chart, it can be inferred that 62% of the respondents felt that strongly agreed with non-monetary benefits are provided equally to all workers and 18% of the respondents felt that agreed the non-monetary benefits are provided equally to all workers.

TABLE 4.1.21

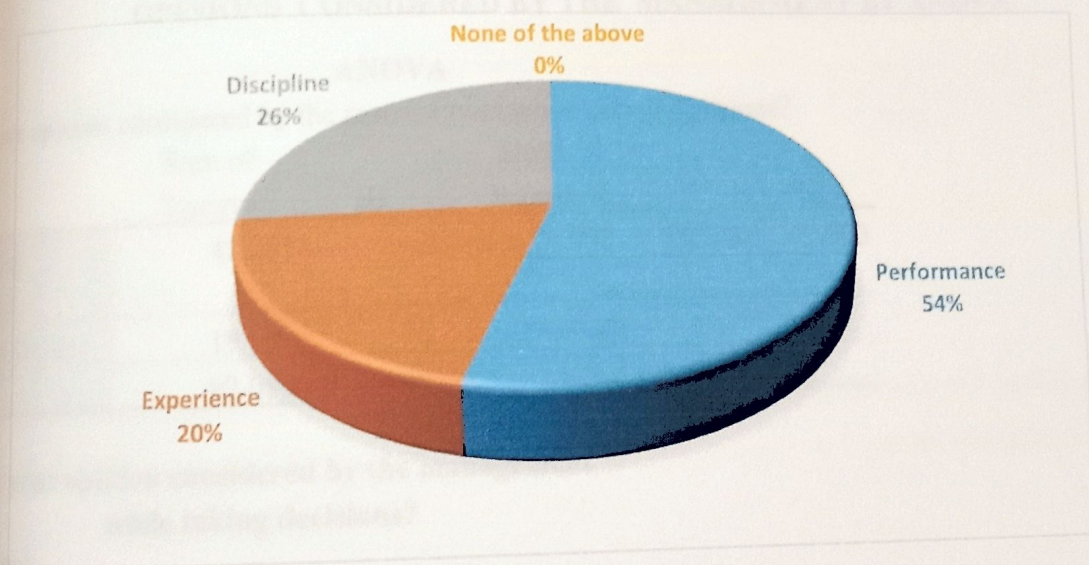
TABLE SHOWING THE BASIS ON WHICH NON-MONETARY BENEFITS ARE PROVIDED.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Performance	27	54%
2	Experience	10	20%
3	Discipline	13	26%
4	None of the above	Nil	-
	Total	50	100

Source: Primary data

CHART 4.2.21

CHART SHOWING THE BASIS ON WHICH NON-MONETARY BENEFITS ARE PROVIDED.



INFERENCE

From the above chart, it can be inferred that 54% of the respondents felt that it is based on their performance and 20% of the respondents felt that it is based on their experience with the non-monetary benefits.

TABLE 4.4.22

ANALYSIS OF VARIANCE (ANOVA) - EDUCATIONAL QUALIFICATION AND THE OPINIONS CONSIDERED BY THE MANAGEMENT.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	31	62%
2	Agree	9	18%
3	Neutral	5	10%
4	Disagree	3	6%
5	Unsure	2	4%
	Total	50	100

Source: Primary data

ANALYSIS OF VARIANCE (ANOVA) - EDUCATIONAL QUALIFICATION AND THE OPINIONS CONSIDERED BY THE MANAGEMENT BY ANOVA.

ANOVA

Are your opinion considered by the management while taking decisions?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	42.291	3	14.097	32.768	.000
Within Groups	19.789	46	.430		
Total	62.080	49			

Are your opinion considered by the management while taking decisions?

Tukey B^{a,b}

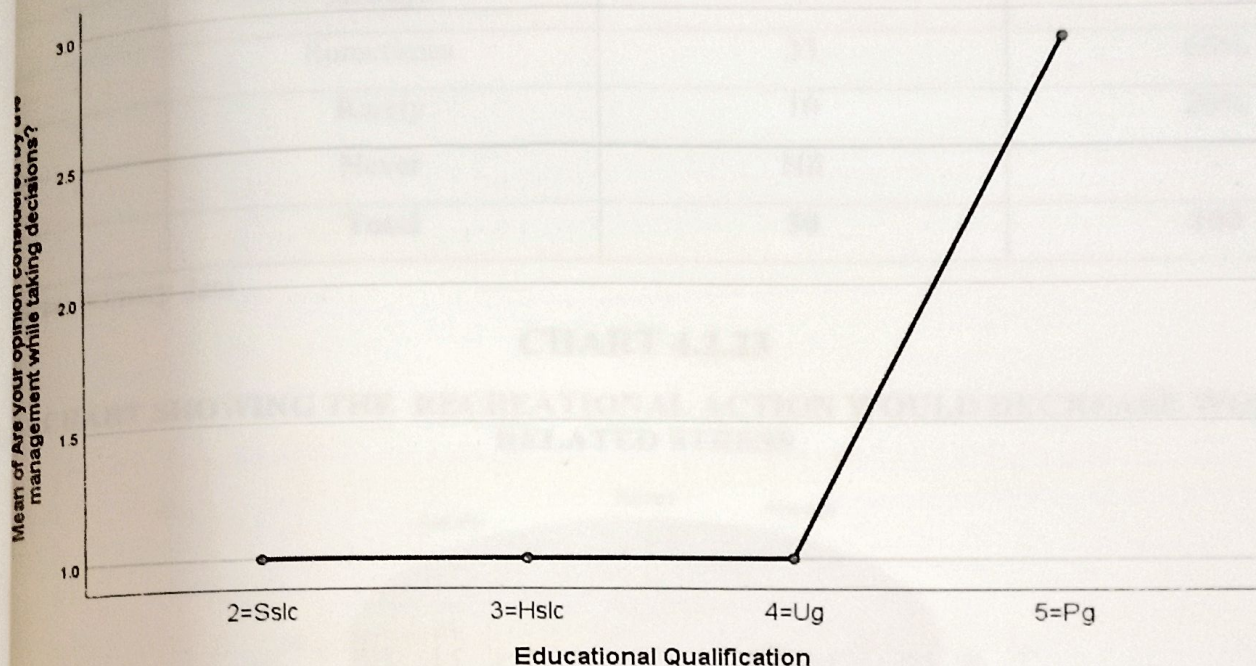
Subset for alpha = 0.05

Educational Qualification	N	1	2
2=Sslc	6	1.00	
3=Hslc	10	1.00	
4=Ug	15	1.00	
5=Pg	19		2.89

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 10.364.

The group sizes are unequal. The harmonic mean of group sizes is used. Type I error levels are not guaranteed.



INTERPRETATION:

The opinions considered by the management is not accepted with an educational qualification which is implied by inferential testing and f value is 0.000 that is statistically is not accepted value at five percent level of significance.

NOTE:

There is no significance difference in the consideration of opinions during decision making based on educational qualification.

TABLE 4.1.23

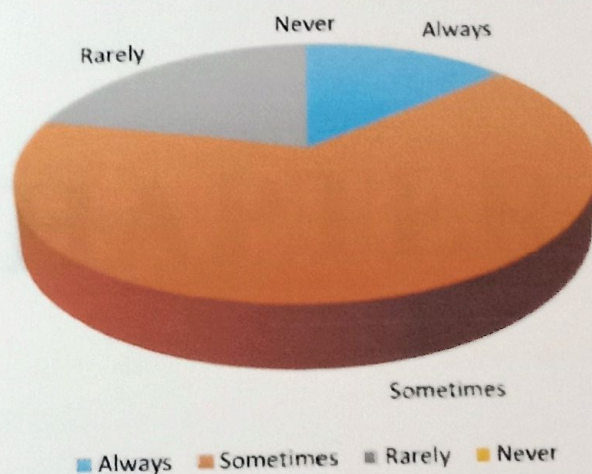
TABLE SHOWING THE RECREATIONAL ACTION WOULD DECREASE WORK RELATED STRESS

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Always	7	14%
2	Sometimes	33	66%
3	Rarely	10	20%
4	Never	Nil	-
	Total	50	100

Source: primary data

CHART 4.2.23

CHART SHOWING THE RECREATIONAL ACTION WOULD DECREASE WORK RELATED STRESS



INFERENCE:

From the above chart, it can be inferred that 66% of the respondents felt that sometimes recreational action would decrease work related stress and 14% of the respondents felt that always recreational action would decrease work related stress.

CHAPTER V

CHAPTER-V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 INTRODUCTION

The educational institutions which has a vital role in producing skilled manpower and imparting knowledge for the social economic and technological advancement are considered to be the rejuvenating sector than any other industries. This chapter summaries the findings, conclusions and suggestions arrived from the empirical study.

5.2 FINDINGS

The study has revealed the following findings.

- The study reveals that 54% of the respondents strongly agreed that non-monetary benefit have a positive effect on work.
- The study reveals that 60% of the respondents completely agreed training is needed for enhancing productivity and performance.
- The study reveals that 80% of the respondents felt that on the job training method is used by the organization to train them.
- It is found that 48% of the respondents felt that training program become beneficial to develop a sense of responsibility among the employees.
- From the study it is found that 50% of the respondents are neutral with Recognition offered to them by Apollo logistics solution.
- It is understood from the study that 50% of the respondents stated that implementation of recognition program motivates them to give high performance.
- The study reveals that 60% of the respondents strongly agreed that job security motivates them to perform effectively.
- Majority 60% of the respondents strongly agreed upon non monetary benefit increase workcommitment towards their job.
- From the study it is found that 60% of the respondents said that good working condition motivate them at work place.
- It is found that 46% of the respondents having flexible working time gives increase in job satisfaction.
- The analysis reveals that 46% of the respondents state that they have a reasonable working condition.
- It is found that 48% of the respondents go with neutral with good working condition encourages them to perform better.
- From the study it is found that 54% of the respondents state that they have a participative work environment.

- It is found that 56% of the respondents highly satisfied with motivation that stimulates them the most.
- The analysis reveals that 36 % of the respondents felt that increase in performance, motivation, and enthusiasm stimulate the non monetary benefits.
- The study reveals that 40% of the respondents said that providing casual leave creates commitment towards work.
- It is understood from the study that 40% of the respondents said that providing leave helps them to manage an effective work life.
- From the study it is found that 40% of the respondents felt that non-monetary benefit sometimes helps in reducing labor turnover
- Majority of the respondents 80% felt that they take short term period for providing non monetary benefits.
- It is found that 62% of the respondents strongly agreed that non monetary benefits are provided equally to all the workers.
- The study reveals that 54% of the respondents said that non monetary benefits are provided to them based on their performance.
- Majority 62% of the respondents strongly agreed that they are involved by the management in taking decision.
- From the study it is found that 66% of the respondents said that sometimes recreational activities decrease their work related stress.

5.3 SUGGESTIONS

- Organization provides motivation, appreciation, trust etc must be given more because it makes them to feel self-motivated through it employees can be more potential towards their job
- Employees can be given more training as they feel that training enhances productivity and performance.
- Employees should be given the deserved recognition regularly as it acts as a motivating tool for them.
- Communication of information must be clear with the employees.
- The non-monetary benefits has to be given at regular intervals as employees feel that it motivates them to perform better.
- The management has to praise the work done by the employees which creates a involvement and dedication in the minds of the employees to perform even more better.
- Opportunities for career growth and development can be made more effective for those who feel a gap between their career's development and that of their co-workers.
- Management can take some steps to relieve the employees from work related stress.

8.4 CONCLUSION

The employees are motivated by one or more motivational factor. The management needs to be efficient in terms of managing their work force, because motivation through the use of non-monetary benefit is an important way for an organization to maintain and retain a high-quality workforce.

The organization provides employees with good working conditions, flexible working time, participative work environment and also include them in taking decisions which encourages employees to perform better. Recreational activities are provided by ALS Tuticorin Pvt. Ltd. which decreases the work-related stress of employees.

More training can be given to employees as it enhances productivity and their performance level. The non-monetary benefit can be given at regular intervals as employees feel that it motivates them to perform better.

Finally, I conclude that all the employees of ALS Tuticorin Pvt. Ltd. are highly satisfied with non-monetary benefits provided to them.

ANNEXURE

STUDY ON THE EFFECT OF NON-MONETARY INCENTIVES
ON EMPLOYEE PERFORMANCE

I am writing to you from the Department of Human Resource Management at the University of the Philippines. I am currently doing a project on the effect of non-monetary incentives on employee performance. I request you to kindly fill in the questionnaire given below and I assure you that the information given by you will be used only for statistical purposes and will be kept confidential.

- ☐ 20-30 years
- ☐ 31-40 years
- ☐ 41-50 years
- ☐ 51-60 years
- ☐ Male
- ☐ Female

- Qualification:
- ☐ BSc
 - ☐ BA
 - ☐ BSLC
 - ☐ LG
 - ☐ PG

ANNEXURE

- Experience:
- ☐ 0-4 years
 - ☐ 5-9 years
 - ☐ 10-14 years
 - ☐ 15-19 years
 - ☐ 20 years and above

- Marital Status:
- ☐ Married
 - ☐ Unmarried

A STUDY ON THE EFFECT OF NON-MONETARY INCENTIVES AMONG EMPLOYEES PERFORMANCE

Dear Sir/Madam,

I am Shivani.R from the department of Human Resources Management of St. Mary's college, Tuticorin presently doing a project on "Effect of non-monetary incentives among employees" with special reference to Apollo logistics solution private limited, as a part of my academic requirement. I request you to kindly fill in the questions given below, and I assure you that the information given by you will be used only for academic purposes and will be kept confidential.

Name:

Age:

- ☐ 20-30 years
- ☐ 30-40 years
- ☐ 40-50 years
- ☐ 50-60 years

Gender:

- ☐ Male
- ☐ Female

Educational Qualification:

- ☐ Illiterate
- ☐ SSLC
- ☐ HSLC
- ☐ UG
- ☐ PG

Designation:

Experience:

- ☐ 0-1 year
- ☐ 1-5 years
- ☐ 5-10 years
- ☐ 10-15 years
- ☐ 15 years above

Marital Status:

- ☐ Married
- ☐ Unmarried

1. Do you agree that the non-monetary benefit have a positive effect on your work performance?
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly disagree
2. Do you feel that training is a must for enhancing productivity and performance?
- ☐ Completely agree
 - ☐ Partially agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Unsure
3. From the following training methods, under which training method have you been trained?
- ☐ On the job
 - ☐ Off the job
 - ☐ Both
4. In what way is the training program beneficial to the organization?
- ☐ To increase productivity
 - ☐ Reduction in cost
 - ☐ To develop a sense of responsibility among the employees
 - ☐ Improve employee employer relationship
5. Are you satisfied with the recognition you receive in the organization?
- ☐ Highly satisfied
 - ☐ Somewhat satisfied
 - ☐ Neutral
 - ☐ Somewhat dissatisfied
 - ☐ Highly dissatisfied
6. What are the goals of your organization's recognition program?
- ☐ To create a positive work environment
 - ☐ To motivate high performance
 - ☐ To increase retention or decrease turnover
 - ☐ To increase morale

7. Do you feel that job security motivates you to perform effectively?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

8. Does the non-monetary benefit provided by your organization increase your commitment towards the job?

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly agree

9. Which among the following factors motivates you at your workplace?

- ☐ Promotion
- ☐ Less supervision
- ☐ Good working conditions

10. Which of the benefits is gained by implementing flexible working hours?

- ☐ Increase job satisfaction
- ☐ Increase in business productivity
- ☐ Lower stress level as a family and work commitments become easier to balance
- ☐ Better use of time as flexible workers is often more disciplined in their time management

11. What is your opinion about the working conditions in this organization?

- ☐ Very good
- ☐ Good
- ☐ Reasonable
- ☐ Poor
- ☐ Very poor

12. Does good working conditions encourage you to perform better?

- ☐ Strongly Agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Unsure

13. How would you describe your working environment?

- ☐ Participative
- ☐ Autonomy
- ☐ Whimsical
- ☐ Red tapism

14. Does the provisions of the non-monetary benefits stimulates you?

- ☐ Highly satisfied
- ☐ Satisfied
- ☐ Somewhat satisfied
- ☐ Dissatisfied
- ☐ Highly dissatisfied

15. What are the different ways in which the non-monetary benefits stimulated you?

- ☐ Increase in performance
- ☐ Motivation
- ☐ Enthusiasm
- ☐ Production

16. In what way does the casual leave facility provided by the organization motivate you?

- ☐ Reduce absenteeism
- ☐ Creates commitment towards work
- ☐ Self-discipline
- ☐ Loyal to the organization

17. What are the initiatives your organization has taken for managing an effective work life?

- ☐ Provided flexible work timing
- ☐ Provide leave to manage work life
- ☐ Job share option is provided by the organization

18. Do non-monetary benefits help in reducing labor turnover?

- ☐ Always
- ☐ Rarely
- ☐ Sometimes
- ☐ Never

19. What is the time period for providing non-monetary incentives?

- ☐ Short term
- ☐ Long term

20. Do you agree that non-monetary benefits are provided equally to all employees?

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

22. On what basis the non-monetary are provided to the employees?

- ☐ Performance
- ☐ Experience
- ☐ Discipline
- ☐ None of the above

23. Are your opinions considered by the management while taking decisions?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Unsure

24. Do you think that recreational action would decrease work related stress?

- ☐ Always
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

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**A STUDY ON UTILIZATION OF HUMAN RESOURCE
INFORMATION SYSTEM AT SOUTHERN PETROCHEMICAL
INDUSTRIES CORPORATION LTD (SPIC) - TUTICORIN**

(A project report submitted in partial fulfillment of the requirements for the degree)

Of

MASTER OF HUMAN RESOURCE MANAGEMENT

Of

ST. MARY'S COLLEGE (AUTONOMOUS) – THOOTHUKUDI

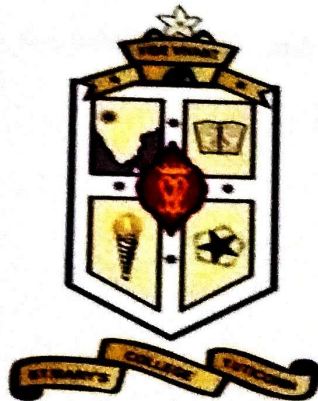
Submitted by

P.K. ISHA DHARINI

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Under the guidance of

Mrs. C.S PURNIMA B.Sc (Horti)., MBA.,NET



Department of Human Resource Management

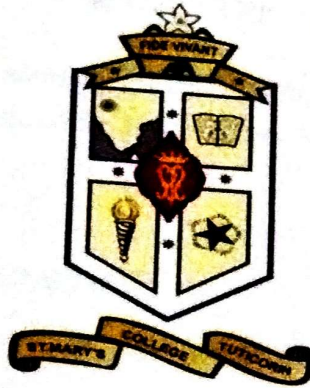
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April 2023

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT ST. MARY'S COLLEGE
(AUTONOMOUS) THOOTHUKUDI - 628001**



CERTIFICATE

This is to certify that the project **P.K. ISHA DHARINI** of second year Master of Human Resource Management has undergone project on "A STUDY ON UTILIZATION OF HUMAN RESOURCE INFORMATION SYSTEM AT SOUTHERN PETROCHEMICAL INDUSTRIES CORPORATION LTD (SPIC) -TUTICORIN" under the guidance of **MRS.C.S.PURNIMA B.SC(Horti),MBA.,NET** and this is an original work up to my knowledge.

M. Reene

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Director

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Thoothukudi - 628 001.

Date: 22.02.2023

CERTIFICATE

is to certify that Isha Dharini P K , studying Final year MHRM, of St. Mary's College, Thoothukudi has undergone Internship Training in M/s. Southern Petrochemical Industries Corporation Ltd SPIC Nagar, corin.

Internship Training details are as furnished below:

Type of Training Imparted	INTERNSHIP TRAINING
Period of Institutional Training	08.02.2023 to 22.02.2023
Allocation of Department	HR DEPARTMENT
Conduct & Character	GOOD
Performance during Training	GOOD
Attendance during Training	REGULAR



kumar.J

J HR

DECLARATION

I hereby declare that the project entitled "A STUDY ON UTILIZATION OF HUMAN RESOURCE INFORMATION SYSTEM AT SOUTHERN PETROCHEMICAL INDUSTRIES LTD (SPIC) - TUTICORIN" is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of Master of Human Resource Management is my original work and that no part of this project has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Tuticorin

Isha Dharini P.K
Signature of the candidate

Date: 11.4.23

(P.K. ISHA DHARINI)

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Jisha Tharini . P.K

ABSTRACT

The purpose of this study is to analyze the impact of utilization of human resource information system on HR functionalities. This paper attempts to empirically assess the effectiveness of integrated human resource information system in SPIC ltd. HRIS effectiveness is determined by user satisfaction. The examination of user satisfaction is assessed through questionnaire survey in SPIC ltd. The study being descriptive in nature which comprised of fifty respondents, stratified random sampling of probability methods was used. The data collected were examined using Chi-Square, Percentage analysis. From the data collected it was revealed that the majority of employees were highly satisfied by using HRIS software. Few suggestions are provided to the management to provide adequate training about HRIS.

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CHAPTER I

CHAPTER I

INTRODUCTION

1.1 HUMAN RESOURCES INFORMATION SYSTEM:

In today's dynamic business environment and in the era of knowledge workers, Human Resource Information Systems (HRIS) has significantly contributed to the effectiveness of an organization. HRIS provides a lot of information to human resources (HR) professionals to become strategic partners with top management and they provide the future needs to the organization. The HRIS directs to make use of the HR functions in a more efficient manner and provides better information for decision making.

There are different definitions of HRIS. It is defined as a process, as a tool and recently as a strategy Gerardine De Sanctis, (1986) states that HRIS is not limited to the computer hardware and software applications that comprise of the technical part of the system, it also includes the people, policies, procedures and data required to manage the HR function. It is a system used to acquire, store, manipulate, analyse, retrieve, and distribute information regarding an organization's human resources. Kavanagh (1990) states HRIS is not simply a computer hardware and an associated HR related software. Although an HRIS includes hardware and software, it also includes people, forms, policies, procedures and data.

Human resources management is one of the departments that mostly use management information systems. HR information systems support activities such as identifying potential employees, maintaining complete records on existing employees and creating programs to develop employee's talents and skills. HR systems help senior management to identify the manpower requirements in order to meet the organisation's long term business plans and strategic goals.

Middle management uses human resources systems to monitor and analyse the recruitment, allocation and compensation of employees. Operational management uses HR systems to track the recruitment and placement of the employees. HRIS can also support various HR practices such as workforce planning, staffing, compensation programs, salary forecasts, pay budgets and employee relations.

1.2 MEANING:

A Human Resources information system (HRIS) is a software solution that maintains, manages and processes detailed employee information and human resources- related policies and procedures. As an interactive system of information management, the HRIS standardizes human resources task and process while facilitating accurate record keeping and reporting.

Essentially, an HRIS is a “two-way street” in which information about employees is delivered into organization and conversely, back out to employees. By eliminating paper-based and manual HR-related process, an HRIS offers more seamless, streamlines, and efficient interaction between employees and the companies they work for while freeing HR professionals to perform more strategic and high- value work.

i) Organizational design

From a structural perspective, HRIS includes roles, functions, and reporting hierarchies. By defining the organizational structure, HRIS provides recognizable accountability and a pathway for operational functionality and consistency.

The right HRIS helps you address business challenges by helping you put the right talent in place. Through the consistent, automated management of acquisition and recruiting data, your HRIS can help you build a workforce that has the right people with the right skills, working in the right functions and under the right structure, to meet your strategic goals.

ii) Employee data management

Similar to customer relationship management but within an employer/employee setting, the HRIS provides a comprehensive view of every employee including name, address, date of hire, compensation, benefit selections, and much more. With the right data, you'll be better able to connect with your employees, help them develop career plans, find the right training, and take their performance to the next level.

The HRIS enables automated and standardized record keeping, reporting, and self-service functionality. This can lead to more accurate and up-to-date information management that drives greater efficiency while providing convenience and ease of use for employees.

1.3 DEFINITION

A Human Resources Information System (HRIS) is a computerised system that enables human resource managers to gather, organise, store, update and retrieve the information needed for managing employees

-Kleynhans

As with other technologies, the aim of HRIS is to increase the productivity of employees, in this case, to increase HR department efficiency. HRIS is a technology that has evolved over the last thirty years, moving from a simple data management system, to a management information system, to a real decision support system

-Waddill & Marquardt

HRIS can be briefly defined as integrated systems used to gather, store and analyze information regarding an organization's human resources.

Hedrickson

HRIS One which is used to acquire, store, manipulate, analyze, retrieve and distribute information about an organization's human resources.

Tannenbaum

1.4 OBJECTIVES OF HRIS

- To provide accurate information about human resource and their functioning and relevant environmental factors.
- To provide relevant information.
- To provide timely information.

1.5 IMPORTANCE OF HRIS:

a) Increased productivity:

Do you like to automate recurring tasks, reduce manual processing errors and improve your data accuracy? For example, with tools like Sapling for your HRIS, time and attendance tracking, vacation requests and accruals workflow can be quickly entered one time. It eliminates time wasted in sending forms to HR for manual processing. Employees can update their contact information, benefits choices or time-off requests directly in their employee portal.

b) Improved operational efficiency:

Your HRIS simplifies how you track, update and report on employee data. Most HRIS solutions like Sapling even allow for the uploading of hard copy forms to PDF images within the employee's digital file and let employees upload electronic signatures on their important documents.

c) Informed decision making:

While your HRIS is streamlining productivity that enables your HR team to do more strategic work that will improve business, "Strategic People Ops" focuses on maximizing employee lifetime value, employee wellbeing, productivity, and most importantly, driving the organization forward," states Jeni Fahy, a contributing author at Sapling HR. For example, HRIS reports can be easily created and shared with managers and executives to help them make informed and timely decisions. Reports on employee off-boarding trends, for instance, can lead to direct employee retention efforts and plan for future company growth.

d) Boost employee satisfaction:

An effective and well-managed HRIS can promote a better employee experience. A user-friendly employee portal allows employees to navigate their benefit choices, review and update their information, easily request time off and receive approval, and learn about their company culture. This reduces calls and visits to the HR office, increases their sense of empowerment and reduces the frustration of wait times. It can also play a vital role in making your onboarding process stress-free for new hires.

e) Organization:

With all the information in a single database, it's easier for HR to find the information they need, track how it's handled and update it when necessary.

f) Accuracy:

If HR has to transfer information between multiple software systems or software and paper files, errors inevitably creep in. Using one single system eliminates that problem. As more functions are automated, there's less need for manual data entry, which also reduces errors.

g) Security:

Paper files are easy to access, even by people who have no right to the information. HRIS can restrict access to those who need to know.

h) Saving time:

Accrued time off and the unused balance are easier and faster to track and adjust with a computer than with a spreadsheet.

i) Compliance:

Good HRIS vendors keep the software updated to comply with relevant government regulations.

j) Employee satisfaction:

The easier it is for employees to deal with HR and get information like their PTO balance, the happier they'll be working for you.

1.6 FEATURES OF HRIS

Now that you know how HRIS can ease your company load, know what you need to look for while choosing the HRIS software that's best suited for your business needs:

- **Employee data management** allows you to monitor HR-related activities and easily update information.
- **Time and attendance management** to handle employee time off, manage overtime, create region-wise holiday calendars, and track time off balance and accruals.
- **Recruiting and on boarding management** that lets you take care of everything from job posting to on boarding or faster recruitment cycles.
- **Payroll management** to calculate overtime, payslip views, bonus details, and access to tax information.
- **Benefits administration** to take care of insurance, perks, reimbursement requests, or employee wellness programs.

- **Compliance** to help organizations adhere to local and international regulations.
- **Integration** capabilities to enable easy sync across multiple business processes.
- **Employee self-service** to increase workforce efficiency and productivity.
- **Cloud-based platform** for scalability, ease of maintenance, and data security.
- **HR analytics** to monitor data across functions like time-to-hire, cost-by-source, and more.

1.7 COMPONENTS OF HRIS

i) Database

HRIS core offering includes a database to store employee information. HR professionals can input all personnel data into the system which can be accessed from anywhere, round the clock. Types of data that HR professionals collect in the database include compensation history, emergency contact information, and performance review. The core database can also be viewed as an online backup for paper files.

ii) Time and Labour Management

Activities like time and labour management can highly time consuming. HRIS package allows employees to input their own hours worked and allows managers to immediately verify vacation requests, and the data is directly fed to the payroll. Time and labour management also improves the HR department's ability to track punctuality and attendance.

iii) Payroll Function

Payroll function is yet another major component of a HRIS model. HR can easily download or unload employee hours, and issue cheques or payroll deposits to employees. Salaried employees can also be paid with substantially reduced risk of errors. The HRIS payroll software usually improve tax compliance for locations with multiple tax levels.

iv) Employee Interface

Most HRIS packages allow for an employee to have limited user access. Employee users access a part of the database where they can update their personal information, review pay scales, change retirement benefit programs, update direct deposit information or download benefit election documents.

v) Recruitment and Retention

Finally, it can be said that recruitment and retention are the most important components of HRIS. It goes without saying that it is the anchor of all HR policies and systems. Finding new talent, acquiring them, keeping them engaged and finally being able to retain them are the major task of a HR person. HRs also have to ensure that employees are not only able to do their work, but they are also provided with the required training; receives proper compensation and benefits from the organization.

1.8 BENEFITS OF HRIS:

a) Streamlines HR processes from a single system

With an HRIS, HR teams can recruit, on board, manage, and engage employees from a single, unified solution. Outdated data management systems like spreadsheets, paper-based processes, or legacy platforms are clunky, hard to use, slow, and unsustainable as your company grows. An HRIS replaces that with a modern, digital solution that streamlines HR processes and workflows for faster, easier access, and maintenance.

By defining hierarchies and functions within an organization, an HRIS provides transparency and accountability across operations. Meanwhile, comprehensively managing the employee database standardizes the procedures and keeps accurate, error-free records of your workforce.

Whether its routine personnel management, applicant tracking, or managing time off, you can do it all within the system with simple clicks of a button. An HRIS centralizes all HR processes within an organization no matter where your offices are. It not only benefits HR teams but the company and employees alike.

b) Automates employee on boarding

How your company on boards your employees defines the overall employee experience and talent retention. With automated employee on boarding features, you can enable a seamless on boarding process for your new hire and set their paths in the company — leading to greater employee satisfaction and success.

Whether it's filling out forms, e-signing documents, creating on boarding checklists, sending welcome kits, or providing access to the self-service portal.

It can be automate it all from the HRIS. HR teams can redirect their focus to connecting with the new employee and making them feel at home.

With 88% of employees dissatisfied with the way they were on boarded recent surveys have found that they are more likely to leave the company within the first 18 months. By using an HRIS, companies can provide easy on boarding that guides employees in every step of their task list, providing clarity on roles and responsibilities.

c) Regulates compliance

A good HRIS ensures that your company is in legal compliance with corporate, international, or local laws. You can automatically update policies to support legality and ensure all information is stored securely.

With the HRIS to store and manage all your employee data, all the information is easily available for any audits or legal matters. You can even ensure your employees' time off complies with national requirements, and easily implement the latest regulations across your organization.

d) Automates manual tasks and minimizes errors:

An HRIS helps automate core HR functions and does away with banal, repetitive day-to-day tasks. What would otherwise take hours can now be done in moments by automating common workflows like:

- Posting jobs
- Applicant tracking
- Candidate screening
- Notifying stakeholders of pertinent updates
- Accessing, editing, or adding employee information
- On boarding and off boarding
- Managing time off
- Approvals

With a standardized process in place, the HRIS allows no room for error or redundancy and supports both the employees and the HR professionals across business operations — allowing them to do higher-value tasks.

e) Empowers employees with self-service

HRIS benefits go beyond just the employer and HR teams. By providing access to an employee self-service portal you can empower your employees to do more on their own without relying on back-and-forth emails or following up with multiple people for approvals.

f) Increases productivity and efficiency

Through HRIS' capabilities to support multiple HR-related functions in a single system, you can help HR teams to thrive in the workplace and not just survive by the day. Organizations avoid work overload, burnout, or attrition by simply moving to an HRIS instead of having several, disconnected HR systems or using complex, paper-based processes.

A modern human resource information system also constantly updates the solution based on feedback or changes in business rules to suit the evolving needs of HR teams, employees, and the employer — with productivity and efficiency at the front and center of any HRIS.

g) Boosts collaboration and planning

An HRIS enables accurate planning, and better collaboration by allowing employees to reach out to team members from any place, whether you're working from the office or remotely. With an HRIS in place, teams can easily work towards a common goal, and foster synchronization across business processes. HR teams will find that they can simplify candidate experiences, understand internal talent availability, and track key information across the globe.

h) Provides insights into company data

HRIS advantages don't just stop with efficiency. An HRIS helps provide analytical insights into organizational data for better workforce planning, employee experience, retention etc, talent acquisition, time-off trends, and more.

By getting access to granular reports, you'll be able to accurately forecast and make informed decisions. Stakeholders across the organization can leverage this data to oversee processes, identify hindrances to the business, find scope for improvement, and enhance workforce planning.

i) Reduces cost

Whether you are a small business or medium to large, an HRIS works to reduce costs significantly by being more effective than manual, overrun processes or multiple, disparate systems. Not only is it more cost-effective to invest in an HRIS, but it also boosts your company's bottom line by improving the quality of work across operations. The system cuts down on errors, automates tedious tasks, mitigates risks, and reduces the possibility of violations.

1.9 LIMITATION OF HRIS:

i) Data security:

When you have all of your employee information stored in one place, you need to ensure it is really safe. Students who ask for programming homework help know that cyber security is the primary trend these days. Data breaches are dangerous for the confidentiality of your business and your staff members. So, choose the reliable provider only and invest in a secure IT department. It is especially important in the COVID-19 times when people work at home and reach their work systems from home computers.

ii) Overestimating of statistics.

When you have the recruitment process automated, it definitely makes things easier. But your managers still need to look for a personal approach when it comes to candidates and workers. Though some numbers can show you the real performance, there are metrics that you can observe only through direct communication,

ii) Cost of investments.

Modern software solutions may be costly, and you also have to take some time and money to train your employees on how to use them. It is important to understand that you'll get benefits in the long-term perspective

1.10 OBJECTIVE OF THE STUDY

Primary objective:

- To study about the Human Resources Information System in Southern Petrochemical Industries And Corporation (SPIC)

Secondary objective:

- To find out how effectively HRIS helps in personnel management
- To identify the importance of HRIS in performance management
- To identify the need for training in using HRIS software

1.11 SCOPE OF THE STUDY

This research was carried out to identify the effectiveness HRIS in SPIC and to know the importance of HRIS software. This study includes all activities being done through software like:

- Personal management.
- Training
- Performance appraisal
- Payroll administration
- Applicant tracking

1.12 LIMITATION OF THE STUDY

- The responses given by the respondents may be personally biased.
- Time can be considered as a major limitation of the study.
- The information provided in the organization is limited to some extent because it is confidential.
- The sample size is limited to 50 employees only.

COMPANY PROFILE

SOUTHERN PETROCHEMICAL INDUSTRIES CORPORATION (SPIC) LIMITED, TUTICORIN

1.13 INTRODUCTION

Southern Petrochemical Industries Corporation (SPIC) Limited is one of the leading fertilizer manufacturing companies in the country located at Tuticorin in the State of Tamil Nadu, having its registered office at Chennai and it is a public limited company, incorporated under the provision of the companies act 1956, its shares are listed on National Exchange of India . It was incorporated on 18 December 1969 and became a joint venture between the M. A. Chidambaram Group and TIDCO (a part of the Government of Tamil Nadu) in 1975. The government sold its stake in 1992. The company's biggest client has been the government of Tamil Nadu, which purchases agro-products for subsidised distribution through its Public Distribution System

The company has been appointed as the handling agent by government of India for handling, packing, transporting, and sale of imported urea at Karaikal and Tuticorin ports



SPIC is one of the earliest units set up in the country with a vision to produce high quality fertilizers to improve the agricultural output of the country. SPICs large fertilizer complex is capable of producing 6.2 lakh tons of Neem Coated Urea.

SPIC is a household name within the farming community due to its ability to enrich the soil consistently throughout the agricultural cycle with maximum nutrient use efficiency. SPIC products not only help to sustain the health of the soil but also act as environment-friendly catalysts to increase the productivity to meet the food demand of the nation.

Company name	SPIC- Southern Petrochemical Industries Corporation Ltd,
Type	Public company
Founded	1969
Head quarters	Chennai, India
Chairman	Ashwin C Muthiah
Economic sector	Petrochemical industries
Pan card number	AAACS4668K
GST number	33AAACS4668K1Z4
Phone number	0461-2355411
Number of shifts	3 per day
Average number of employees	768
Bank	Bank Of India

1.14 VISION

“To add value to agriculture by being an ethical partner”

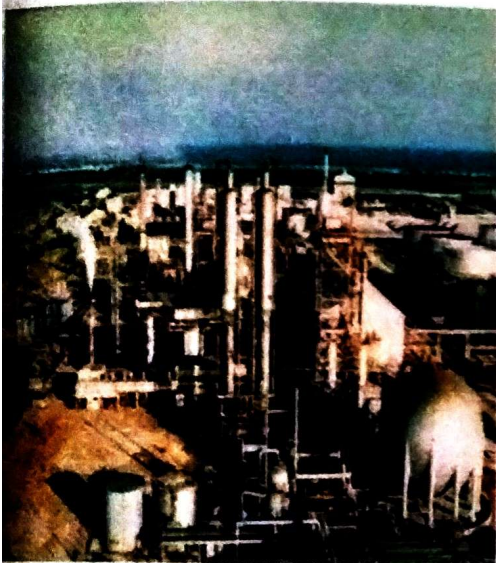
1.15 MISSION

“To double the fertilizer business in five years through innovation and good governance and to share the agricultural community and stakeholders in a sustainable manner on the strength of empowered employees by leveraging opportunities in market & technology”

1.16 OBJECTIVE

SPIC aims to balance short-term and long-term strategies that will equip the company to survive the business downturn. It has also prepared the company to build the right framework that can make the most of the redefined business environment of the future.

1.17 SPIC FACTORY VIEW



1.18 SPIC PRODUCT

SPIC NEEM COATED UREA:



The main function of Urea fertilizer is to **provide the plants with nitrogen to promote green leafy growth and make the plants look lush**

FEATURES & BENEFITS

SPIC NEEM COATED UREA provides a rich source of nitrogen responsible for the green lush

A white solid uniform & high crushing strength prills with free-flowing for easy application

Can be applied to the soil. Also suitable in solution form for spray

Application is recommended in split doses for better use efficiency

RECOMMENDATION

Suitable for all crops and all the stages based on the recommended dose of fertilizers

Paddy, Maize & Wheat: 80 - 120 kg/acre

Sugarcane, Cotton, Tobacco & Chillies: 120 – 150 kg/acre

SPIC DAP



Di-ammonium phosphate popularly known as DAP is a preferred and most economical complex fertilizer in India because it is highly concentrated fertilizer containing 64% nutrient.

FEATURES & BENEFITS

The Nitrogen present in DAP is in Ammoniacal form and is not lost in leaching. As the Phosphate is present in water-soluble form, it is immediately available to the crop

It helps in the early establishment of the plant root system, promotes vigorous crop growth, and thus ensures higher yield

Contains traces of micronutrients such as iron, zinc, manganese, and molybdenum, and important plant nutrients such as sulphur, calcium, magnesium, nitrogen and phosphate

Unique black colour and uniform granule size

RECOMMENDATION

Paddy, Maize & Wheat: 80 - 100 kg /acre

Sugarcane, Cotton, Tobacco & Chillies: 120 - 150 kg/acre

SPIC 20:20:0:13



20:20:0:13 is an Ammonium Phosphate Sulphate Fertilizer. Besides two macro-nutrients (Nitrogen and Phosphorus), it provides Sulphur - a major secondary plant nutrient.

FEATURES & BENEFITS

- Used as complex fertilizer
- It improves the oil content in oil seed crops
- Granules are uniform and light grey in colour, stronger, harder and of uniform size which facilitates easy application
- Least hygroscopic and does not readily absorb moisture from the air.
- Due to high water solubility, has greater mobility in the soil

RECOMMENDATION

- 20:20:0:13 Complex fertilizer is highly suitable for all crops
- Paddy, Sugarcane, Onion, Chilly & Wheat: 100 - 150 kg/ acre
- Maize, Mustard and Peas: 80 - 100 kg/ acre
- Potato: 200kg/ acre

SPIC GYPSUM



SPIC GYPSUM is a by-product from SPIC's phosphoric acid manufacturing plant. It's in white crystalline powder and contains 23% Calcium and 18% Sulphur. It is an ideal fertilizer for supplying Calcium and Sulphur and the best soil amendment for the reclamation of alkaline soil.

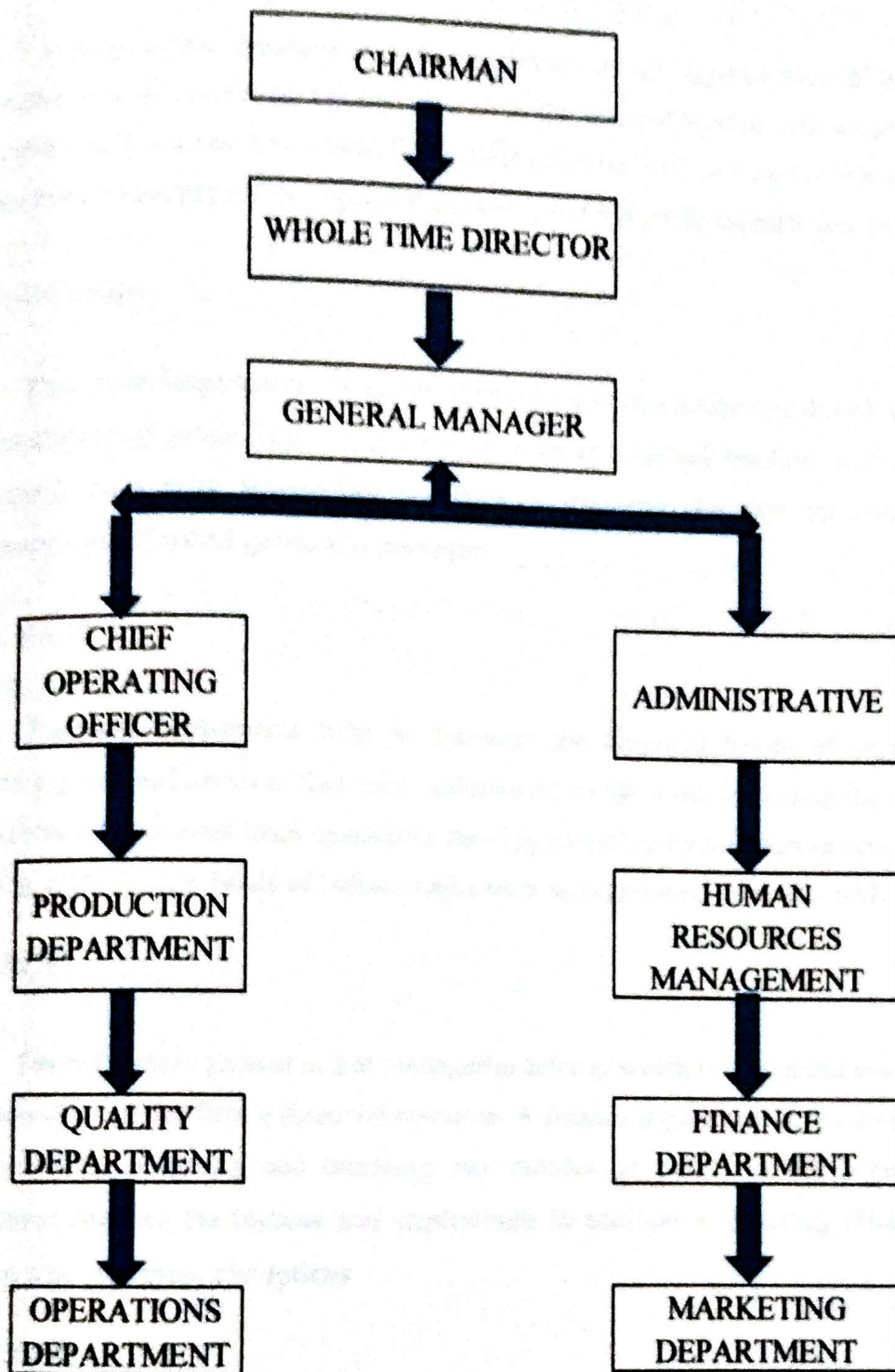
FEATURES & BENEFITS

- **SPIC GYPSUM** is an ideal soil conditioner. Hence recommended for all soil types
- The Physical properties of the soil are improved and thereby the productivity of the soil increases by Gypsum application
- As it contains sulphur, recommended for all oil seed crops
- It is used to manufacture Gypsum boards
- It is used along with limestone for manufacturing Cement in cement industry
- It is also used in the manufacturing of plaster of paris (POP).

RECOMMENDATION

- **Groundnut:** 150 kg/ acre – by the sides of the plants at 45th days after sowing (Peg formation stage)
- **All other crops:** 100 – 200 kg/ acre as basal application.

1.19 ORGANIZATIONAL CHART



1.20 DEPARTMENT IN SPIC

ADMINISTRATION:

Administrative department is the backbone of an organization. It is an effective administrator is an asset to an organization. It is the link between an organizations's various departments and ensures the smooth flow of information from one part to the other. Without an effective administration, an organization would not run professionally and smoothly.

PRODUCTION:

Production Department is a group of functions within a business that is responsible for the manufacture of goods. This can include just a few specialized functions with all other work outsourced, or a fully functioning departments that converts raw materials, assembles components into finished goods and packages.

PURCHASE:

Purchase departments help to maintain the financial health of organizations by procuring goods and services that meet operational needs while providing the highest value. The purchase department keep operations moving smoothly by monitoring supply chains and relieving department's heads of tedious tasks such as negotiating contracts with vendors.

FINANCE:

Financial management is that managerial activity which is concerned with the planning and controlling of the firm's financial resource. A finance department is the unit of a business responsible for obtaining and handling any monies on behalf of the organization. The department controls the income and expenditure in addition to ensuring effective business running with minimum disruptions.

QUALITY:

The quality department in an organization plans, measures, analyzes and reports on quality. This is a staff function to support other departments in the day-to-day improvement of products and services.

HUMAN RESOURCE:

Human resource or HR is the company department charged with finding, screening, recruiting, training job applicants and administering employee benefit program. As companies reorganize to gain a complete edge, HR plays a key role in helping companies deal with a fast-changing environment and the greater demand for quality employees. The Human Resource department of the company constitutes the performance of the company. A good labour can effectively enhance the efficiency of the company by their contribution in production sector. The human resource are allocated from the level of low, middle, and higher of authorities

OPERATIONS:

The operations department focuses on maintaining the efficiency of the production process and helps teams make smart decisions. The operations department is responsible for making the product or providing the service. It is their responsibility to ensure that the product or service is of the required quality to satisfy the customer. The main functional activities carried out by the operations department are: production of goods or services.

MARKETING:

A marketing department drives the promotional engine of a business. It is responsible for increasing brand awareness overall, while also driving potential and recurring customers to a company's products or services.

CHAPTER II

CHAPTER II

REVIEW OF LITERATURE

Sadri and Chatterjee (2003) found that the basic objective of this paper lies in establishing "The importance of the Human Resources Information System (HRIS)" in building organizational character and in the effective administration of human resources management. An underlying objective of the paper is to develop an awareness of the implications of HRIS in strengthening Organizational character (OC)

Sandeep Krishnan, Manjari Singh (2006-07) these paper appearances at the subjects and concerns looked by Indian associations in Executing and Administration HRIS. In this examination, the unsafe accomplishment components and faintness in different phases of actualizing an HRIS are investigated. The issues are established in primarily two variables. One is the method that the HR division needs learning about HRIS and henceforth can't obviously explain the prerequisite of the Framework

Flynn, Simone I (2008) this studied is titled as HRIS framework this article center on Human Resource and the manner by which HRIS is applied by a business association to limit human capital. Business, governments and non-benefit associations everywhere the world depend on human 34asset data framework (HRIS) to encourage data sharing and in addition encourage cutting back and re-building endeavors. In the last investigation, HRIS increment aggressiveness in the commercial center by enhancing the usefulness of HR activities, create progressively and shifted HR- related information and reports.

Hussain et al., (2004) studied 'The use and impact of human resources information system on human resource management professionals'. The aim was to assess and compare the specific areas of use and to introduce a taxonomy that provides a framework for academicians. They also sought to determine whether HRIS usage was strategic, a perceived value-added for the organization, and its impact on professional standing for HR professionals.

Akansha Chauhan, Sanjeev Kr Sharma, Tarun. Tyagi, (2011) According to creators sec, "Utilization of HRIS" appears assumes an energetic part in HRM in light of the fact that HRIS capacities enhance HRM faraway authoritative purposes and scientific purposes. As a key part of an association-wide coordinated data framework, a key HRIS will give essential data about HR needs and capacities; this data will help the administration group in building up the hierarchical mission and getting objectives and destinations underway. The last end made by creators, HRIS increases the charge of the association all in all and to the HRM office particularly.

Sandeep Krishnan, Manjari Singh (2006-2007) in his study, "Issues and Concerns in the Implementation and Maintenance of HRIS" this paper looks at the issues and concerns faced by Indian organizations in implementing and managing HRIS. In this study, the critical success factors and weakness in various stages of implementing an HRIS are explored. The problems are rooted in mainly two factors. One is the fact that HR department lacks knowledge about HRIS and hence is not able to clearly elucidate the requirement of the system. Poor assessment is a continuation of the problem. Second is the lack of importance given to HR department in the organizations.

Humayun Zafar (2013) in this, the paper author has emphasized information security. This study discovered the under-researched **Expense of HRIS and e- HR security issues**. In the association only appropriate personnel are acceptable to have admission to private data. It leads to employee-centric culture, boost fulfillment and confidence, and more motivated and loyal workforce. A relatively late advance toward electronic human asset (e-HR) frameworks has enabled associations to offer a customized interface to singular representatives.

Florkowski (2006) in his study, 'The diffusion of human resource information technology innovations in US and non-US firms', evaluated the diffusion of eight information technologies that are transforming HR service-delivery in North America and Europe,. Such information technologies include HR functional applications, HR suits, IVR1 systems, HR intranets, employee and manager self-service applications, HR extranets, internal and mixed-influence models of Human Resources Information Technology adoption decisions of cross-sectional sample of US, Canada, UK and Irish firms.

CHAPTER III

CHAPTER -III

RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION:

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps in systematic manner. The research method of the study explains the systematic way of finding to the predetermining objective. This provides the clear path to accomplish and achieve clear solution for the problem stated.

3.2 RESEARCH DESIGN

A research design is considered as the frame work or plan for a study that guides as well as helps in the data collection and analysis of data.

The research design in this project is descriptive in nature. Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present. It is the simplest form of research design. The main characteristics of this method are the researcher has no control over the variable, he can only report what is happening.

3.3 SAMPLE DESIGN

➤ Population

There are around nearly 1200 employees working at Southern Petrochemical Industries and corporation, in Tuticorin.

➤ Sampling size

Out of the total population, a sample size of 50 was selected for the study.

➤ Sampling area

The research was conducted at Southern Petrochemical Industries and corporation, in Tuticorin.

► Sampling Technique:

In the present study, the sampling technique used was convenience sampling.

3.4 DATA COLLECTION:

Data collection is the integral part of research design. There are several data collection methods, each with its own advantage and disadvantages. Data can be collected in a variety of ways in different sources. Data are classified into two categories, primary and secondary data.

► Sources of data

For the research work the data has been collected from both primary and secondary sources.

► Primary data

Primary data refers to the collection of first hand data. The information was collected from the respondents by,

- A structured questionnaire
- Observation
- Interview with employees
- Direct conversation with the management.

► Secondary data

A part from primary data collected, the data was collected through

- Books
- Journals from library
- Records of SPIC
- Academic reports
- Website

3.5 TOOLS FOR ANALYSIS:

After the data has been collected it has to be analyzed, the data obtained from the questionnaire was consolidated. Tabulation is a part of technical procedure where in classified data are put in the forms of tables. The tables are analyzed using statistical techniques and tools so that interpretation would be precise.

The statistical tools used for analyzing the data collected are,

➤ **Simple percentage analysis:**

Percentage is used to make comparison between two or more series of data. It is the most commonly used method for analyzing the data

$$\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

➤ **Chi-square test:**

Chi-square test is used to compare two variables for a randomly selected data. The expected frequencies are based on the conditions for null hypothesis. The rejection of null hypothesis is based on expected value. It is used to check whether the variables are independent of each other or not.

$$\text{Chi square} = \sum (O - E)^2 + E$$

➤ **ANOVA:**

The ANOVA test is performed by comparing two types of variation and the variation between sample means as well as the variation within each of the samples. If the p-value is less than 0.05 the analyst rejects the ANOVA test and vice versa.

3.6 PERIOD OF THE STUDY

The study was done during the period of December 2022 to March 2023. During the study, the following activities were undertaken. Objectives were set and questionnaires were finalized. Data's were collected, recorded, analyzed and interpreted. From the interpretation, the report was generated.

CHAPTER IV

CHAPTER IV

DATA ANALYSIS AND ITERPRETATION

4.1. DATA INTERPRETATION:

Analysis of data means, studying the tabulated material order to inherent facts or meanings. Larger divisions of material should be broken down into smaller units and rearranged in new combinations to discover new facts, inter-relations and cause and effects of relationship.

Analysis of data is the most skilled task of all stages of research, calling for the researchers own judgment and skill. It throws light on the various problematic areas, establishing the research which it identifies the ways and means of arriving at a solution. A researcher stand beside the collection and analysis of data who has to draw inference and explain their significance.

The task of drawing conclusion and inference from a careful analysis of data is known as interpretation.

TABLE: 4.1.1

**TABLE SHOWING THE SOFTWARE WHICH RESPONDENTS HAVE
CHOSEN THE MOST**

FREQUENCY TABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Talent OZ	34	68.0	68.0	68.0
	SAP	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

Source: Primary data

INFERENCE:

From Table 4.1.1, it is understood that 68 percent of the respondents chose the TALENTOZ software and 32 percent respondents chose SAP software.

From the data analysis,

- Majority 68 percent of the respondent are using TALENTOZ software.

TABLE: 4.1.2

**TABLE SHOWING THE PROGRAMMER WHO CONFIGURED
THE SOFTWARE FOR ORGANIZATION**

FREQUENCY TABLE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Software vendor	44	88.0	88.0	88.0
IT Department	6	12.0	12.0	100.0
Total	50	100.0	100.0	

Source: Primary data

INFERENCE:

From Table 4.1.2, it is understood that 88 percent of the respondents chose the software vendor and 12 percent respondents chose IT Department.

From the data analysis,

- Majority 88 percent of the respondents answered as software vendor who configured system to organization.

TABLE: 4.1.3

TABLE SHOWING THE SYSTEM USED IN THE PREMISE

FREQUENCY TABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cloud- based	27	54.0	54.0	54.0
	Server based	17	34.0	34.0	88.0
	Hardware	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Source: Primary data

INFERENCE:

From Table 4.1.3, it is understood that 54 percent of the respondents chose the Cloud-based, 17 percent respondents chose server based and 6 percent chose hardware.

From the data analysis,

- Majority 54 percent of the respondents answered cloud-based system is used in organization

TABLE: 4.1.4

**TABLE SHOWING THE RECORDS MAINTAINED BEFORE USING
HRIS SOFTWARE**

FREQUENCY TABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manual	36	72.0	72.0	72.0
	Software	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

Source: Primary data

INFERENCE:

From Table 4.1.4, it is understood that 72 percent of the respondents chose records are maintained manually and 28 percent chose records are maintained by using software.

from the data analysis,

- Majority 72 percent of the respondents answered that manually they kept their records before HRIS

TABLE 4.1.5**TABLE SHOWING THE MEASURES TAKEN TO PROTECT
EMPLOYEE DATA**

	Frequency	Percent	Valid Percent	Cumulative Percent
Restrict unknown access	20	40.0	40.0	40.0
Keep an access log	12	24.0	24.0	64.0
Anti-virus software	8	16.0	16.0	80.0
Backup software	10	20.0	20.0	100.0
Total	50	100.0	100.0	

Source: Primary data

INFERENCE:

, From Table 4.1.5, it is understood that 40 percent of the respondents chose restrict unknown access as a protective measure, 24 percent of the respondents chose keep an access log as protective measure, 16 percent of the respondents chose keep anti-virus as a protective measure and only 20 percent of the respondents chose backup software as protective measure

From the data analysis

- Majority 40 percent of the respondents answered that they restrict unknown access to protect employee data

TABLE 4.1.6**TABLE SHOWING THE TYPE OF TRAINING PROVIDED FOR
EMPLOYEE ABOUT SOFTWARE****Frequency table**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Classroom training	22	44.0	44.0	44.0
Online training	11	22.0	22.0	66.0
on-the job training	15	30.0	30.0	96.0
off - the job training	2	4.0	4.0	100.0
Total	50	100.0	100.0	

Source: Primary data

INFERENCE:

From Table 4.1.6 it is understood that 44 percent of the respondents chose classroom training provided by the organization for employees, 22 percent of the respondents chose online training provided by the organization for employees, 30 percent of the respondents chose on the job training provided by the organization for employees, 4 percent of the respondents chose classroom training provided by the organization for employees,

From the data analysis

- Majority 44 percent of the respondents are given classroom training

TABLE 4.1.7

HYPOTHESIZED RELATIONSHIP BETWEEN DESIGNATION AND TRAINING PROVIDED BY ORGANIZATION

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.138^a	12	.909
Likelihood Ratio	6.921	12	.863
Linear-by-Linear Association	.496	1	.481
N of Valid Cases	60		

Source: Primary data

H_0 : There is no significant relationship between Designation and Training provided by organization.

H_1 : There is significant relationship between Designation and Training provided by organization.

INFERENCE

Table 4.1.7 represent the results of the chi square test to evaluate between Designation and Training provided by organization. The significance value of chi-square is 0.909, which is greater than 0.05. Hence, it is inferred that to H_0 and found there is no significant relationship between Designation and Training provided by organization.

TABLE 4.1.8**HYPOTHESIZED RELATIONSHIP BETWEEN DESIGNATION AND ADEQUATE TRAINING NEEDED FOR USING HRIS****Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.440^a	9	.794
Likelihood Ratio	6.859	9	.652
Linear-by-Linear Association	1.546	1	.214
N of Valid Cases	50		

Source: Primary data

H₀: There is no significant relationship between Designation and adequate training needed for using HRIS.

H₁: There is significant relationship between Designation and adequate training needed for using HRIS.

INFERENCE

Table 4.1.8 represent the results of the chi square test to evaluate between Designation and adequate training needed for using HRIS. The significance value of chi-square is 0.794, which is greater than 0.05. Hence, it is inferred that to H₀ and found there is no significant relationship between Designation and adequate training needed for using HRIS.

TABLE 4.1.9

**HYPOTHESIZED RELATIONSHIP BETWEEN HRIS SOFTWARE
USED IN ORGANIZATION AND AGREEABLE LEVEL OF
SOFTWARE SERVED AS A BETTER PLATFORM**

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	9.166^a	4	.057
Likelihood Ratio	10.690	4	.030
Linear-by-Linear Association	.289	1	.591
N of Valid Cases	50		

Source: Primary data

H₀: There is no significant relationship between HRIS software used in organization and agreeable level of software served as a better platform

H₁: There is significant relationship between HRIS software used in organization and agreeable level of software served as a better platform.

INFERENCE:

Table 4.1.9 Represent the results of the chi square test to evaluate the HRIS software used in organization and agreeable level of software served as a better platform. The significance value of chi-square is 0.057, which is greater than 0.05. Hence, it is inferred that to H₀ and found there is no significant relationship between HRIS software used in organization and agreeable level of software served as a better platform.

TABLE 4.1.10
HYPOTHESIZED RELATIONSHIP BETWEEN HRIS AS A BETTER
PLATFORM AND SATISFACTION LEVEL OF ENABLING EASY
COMPLIANCE

Chi – square test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.988a	12	.242
Likelihood Ratio	11.921	12	.452
Linear-by-Linear Association	1.552	1	.213
N of Valid Cases	50		

Source: Primary data

H_0 : There is no significant relationship between HRIS as a better platform and satisfaction level of enabling easy compliance.

H_1 : There is significant relationship between HRIS as a better platform and satisfaction level of enabling easy compliance.

INFERENCE:

Table 4.1.10 represent the results of the chi square test to evaluate the HRIS as a better platform and satisfaction level of enabling easy compliance. The significance value of chi-square is 0.242, which is greater than 0.05. Hence, it is inferred that to H_0 and found there is no significant relationship between HRIS as a better platform and satisfaction level of enabling easy compliance.

TABLE 4.1.11
HYPOTHESIZED RELATIONSHIP BETWEEN HRIS AS A BETTER
PLATFORM AND AGREEABLE LEVEL FOR DATA SECURITY

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.269 ^a	8	.320
Likelihood Ratio	7.050	8	.531
Linear-by-Linear Association	3.462	1	.063
N of Valid Cases	50		

Source: Primary data

H₀: There is no significant relationship between HRIS as a better platform and agreeable level for data security.

H₁: There is significant relationship between HRIS as a better platform and agreeable level for data security.

INFERENCE

Table 4.1.11 represent the results of the chi square test to evaluate the HRIS as a better platform and satisfaction level of enabling easy compliance. The significance value of chi-square is 0.320, which is greater than 0.05. Hence, it is inferred that to H₀ and found there is no significant relationship between HRIS as a better platform and agreeable level for data security.

TABLE 4.1.12**HYPOTHESIZED RELATIONSHIP BETWEEN HRIS AS A BETTER PLATFORM AND AGREEABLE LEVEL OF INTEGRATING OTHER HR SOFTWARE****Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.206^a	16	.066
Likelihood Ratio	16.938	16	.390
Linear-by-Linear Association	.770	1	.380
N of Valid Cases	50		

Source: Primary data

H₀: There is no significant relationship between HRIS as a better platform and agreeable level of integrating other HR software.

H₁: There is significant relationship between HRIS as a better platform and agreeable level of integrating other HR software.

REFERENCE

Table 4.1.12 represent the results of the chi square test to evaluate the HRIS as a better form and agreeable level of integrating other HR software. The significance value of chi-square is 0.66, which is greater than 0.05. Hence, it is inferred that to H₀ and found there is no significant relationship between HRIS as a better platform and agreeable level of integrating other HR software.

TABLE 4.1.13
HYPOTHESIZED RELATIONSHIP BETWEEN DESIGNATION AND
AGREEABLE LEVEL OF MANAGING SHIFT CHANGE

Chi-square test

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	16.899^a	12	.153
Likelihood Ratio	13.859	12	.310
Linear-by-Linear Association	.031	1	.860
N of Valid Cases	50		

Source: Primary data

H₀: There is no significant relationship between Designation and agreeable level of managing shift change.

H₁: There is significant relationship between Designation and agreeable level of managing shift change.

INFERENCE

Table 4.1.13 represent the results of the chi square test to evaluate between Designation and agreeable level of managing shift change. The significance value of chi-square is 0.153, which is greater than 0.05. Hence, it is inferred that to H₀ and found there is no significant relationship between Designation and agreeable level of managing shift change

TABLE 4.1.14

HYPOTHESIZED RELATIONSHIP BETWEEN DEPARTMENT AND SATISFACTION LEVEL OF EMPLOYEE SUPPORT BY HR TEAM

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.666 ^a	12	.989
Likelihood Ratio	4.809	12	.964
Linear-by-Linear Association	.021	1	.884
N of Valid Cases	50		

Source: Primary data

H₀: There is no significant relationship between Department and satisfaction level of employee support by HR team

H₁: There is significant relationship between HRIS Department and satisfaction level of employee support by HR team.

INFERENCE:

Table 4.1.14 represent the results of the chi square test to evaluate the Department and satisfaction level of employee support by HR team. The significance value of chi-square is 0.989, which is greater than 0.05. Hence, it is inferred that to H₀ and found there is no significant relationship between Department and satisfaction level of employee support by HR team.

TABLE 4.1.15**HYPOTHESIZED RELATIONSHIP BETWEEN DEPARTMENT AND
AGREEABLE LEVEL OF FINDING PROBLEM WHILE USING
SOFTWARE****Chi- square test**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.882 ^a	9	.649
Likelihood Ratio	7.655	9	.569
Linear-by-Linear Association	1.005	1	.316
N of Valid Cases	50		

Source: Primary data

H_0 : There is no significant relationship between Department and agreeable level of finding problem while using software.

H_1 : There is significant relationship between HRIS Department agreeable level of finding problem while using software.

INFERENCE:

Table 4.1.15 represent the results of the chi square test to evaluate the Department and agreeable level of finding problem while using software. The significance value of chi-square is 0.649, which is greater than 0.05. Hence, it is inferred that to H_0 and found there is no significant relationship between Department and agreeable level of finding problem while using software.

TABLE 4.1.16
HYPOTHESIZED RELATIONSHIP BETWEEN DEPARTMENT AND
AGREEABLE LEVEL OF PROVIDING A QUALITY SERVICE

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.823^a	6	.567
Likelihood Ratio	7.345	6	.290
Linear-by-Linear Association	1.325	1	.250
N of Valid Cases	50		

Source: Primary data

H_0 : There is no significant relationship between Department and agreeable level of providing a quality service.

H_1 : There is significant relationship between HRIS Department agreeable level of providing a quality service.

INFERENCE:

Table 4.1.16 represent the results of the chi square test to evaluate the Department and agreeable level of providing a quality service. The significance value of chi-square is 0.567, which is greater than 0.05. Hence, it is inferred that to H_0 and found there is no significant relationship between Department and agreeable level of providing a quality service.

TABLE 4.1.17

HYPOTHESIZED RELATIONSHIP BETWEEN DEPARTMENT AND AGREEABLE LEVEL FOR REDUCING MANUAL WORK

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	5.670 ^a	9	.772
Likelihood Ratio	5.262	9	.811
Linear-by-Linear Association	.258	1	.612
N of Valid Cases	50		

Source: Primary data

H_0 : There is no significant relationship between Department and agreeable level for reducing manual work

H_1 : There is significant relationship between HRIS Department agreeable level for reducing manual work.

INFERENCE:

Table 4.1.17 represent the results of the chi square test to evaluate the Department and agreeable level for reducing manual work. The significance value of chi-square is 0.772, which is greater than 0.05. Hence, it is inferred that to H_0 and found there is no significant relationship between Department and agreeable level for reducing manual work.

TABLE 4.1.18
HYPOTHESIZED RELATIONSHIP BETWEEN HRIS AS A BETTER
PLATFORM AND SATISFACTION LEVEL TO MAINTAIN RECORDS
EFFECTIVELY

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.781^a	8	.064
Likelihood Ratio	11.392	8	.180
Linear-by-Linear Association	3.276	1	.070
N of Valid Cases	50		

Source: Primary data

H_0 : There is no significant relationship between HRIS as a better platform and satisfaction level to maintain records effectively.

H_1 : There is significant relationship between HRIS as a better platform and satisfaction level to maintain records effectively.

INFERENCE:

Table 4.1.18 represent the results of the chi square test to evaluate the HRIS as a better platform and satisfaction to maintain records effectively. The significance value of chi-square is 0.064, which is greater than 0.05. Hence, it is inferred that to H_0 and found there is no significant relationship between HRIS as a better platform and satisfaction to maintain records effectively.

TABLE: 4.1.19

**HYPOTHESIZED RELATIONSHIP BETWEEN HRIS AS A BETTER PLATFORM
AND SATISFACTION LEVEL OF ATTENDANCE CAPTURING SYSTEM USING
CHI-SQUARE TEST**

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.588^a	16	.157
Likelihood Ratio	15.461	16	.491
Linear-by-Linear Association	.960	1	.327
N of Valid Cases	50		

Source: Primary data

H₀: There is no significant relationship between HRIS as a better platform and satisfaction level of attendance capturing system

H₁: There is significant relationship between HRIS as a better platform and satisfaction level of attendance capturing system

INFERENCE:

Table 4.1.19 represents the results of the chi square test to evaluate the HRIS as a better platform and satisfaction level of attendance capturing system. The significance value of chi-square is 0.157, which is greater than 0.05. Hence, it is inferred that to H₀ and found there is no significant relationship between HRIS as a better platform and satisfaction level of attendance capturing system.

TABLE 4.1.20
ANALYSIS OF VARIANCE BETWEEN ATTENDANCE
CAPTURING TO MANAGE SHIFT CHANGE AND TO TRACK
ATTENDANCE

		ANOVA				
		Sum of Squares	Df	Mean Square	F	Sig.
Does it allow to manage shift change?	Between Groups	1.373	4	.343	.263	.900
	Within Groups	58.807	45	1.307		
	Total	60.180	49			
By using HRIS software whether employee can track there attendance?	Between Groups	.985	4	.246	1.165	.339
	Within Groups	9.515	45	.211		
	Total	10.500	49			

Source: Primary data

INFERENCE:

The value of F is .263, which reaches significance with a P-value of 0.900 (which is greater than the 0.05 alpha value).this means there is no statistically significant difference between the means of managing shift change.

The value of F is 1.165, which reaches significance with a P-value of 0.339(which is greater than the 0.05 alpha value).this means there is no statistically significant difference between employee tracking attendance.

TABLE 4.1.21
HYPOTHESIZED RELATIONSHIP BETWEEN EXPERIENCE AND
AGREEABLE LEVEL OF PERFORMANCE MANAGEMENT

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.578^a	6	.860
Likelihood Ratio	3.698	6	.718
Linear-by-Linear Association	2.119	1	.146
N of Valid Cases	50		

Source: Primary data.

H_0 : There is no significant relationship between experience and performance management.

H_1 : There is significant relationship between experience and performance management.

INFERENCE

Table 4.1.21 represent the results of the chi square test to evaluate between experience and performance management. The significance value of chi-square is 0.860, which is greater than 0.05. Hence, it is inferred that to H_0 and found there is no significant relationship between experience and performance management.

CHAPTER V

SUMMARY FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION:

Human resources information system has become one of the most essential information system in the current trends. The main objective of this report is to demonstrate HRIS practices in Southern Petrochemical Industries and Corporation, Tuticorin. This study reveals that how HRIS support organizations activities & personnel management, integration various activities through HRIS. The study is based on both primary and secondary data. To conduct this study a sample of 50 respondents were chosen by using stratified random sampling method. With the help of the structured questionnaire and interview scheduling technique, primary data was obtained through the Statistical tool SPSS. The summary of findings and conclusion of the study are given below.

5.2 FINDINGS OF THE STUDY:

From data analysis:

- Majority 68 percent of the respondent are using TALENTOZ software.
- Majority 88 percent of the respondents answered as software vendor who configured system to organization.
- Majority 54 percent of the respondents answered cloud-based system is used in organization.
- Majority 72 percent of the respondents answered that they keep their records manually before using HRIS.
- Majority 40 percent of the respondents answered that they restrict unknown access to protect employee data.
- Majority 44 percent of the respondents are given classroom training.
- Majority 64 percent of the respondents are satisfied with the training provided by organization.
- Majority 50 percent of the respondents agreed that they need adequate training about HRIS to be provided by the management.
- Majority 64 percent of the respondents agreed that software serves as a better platform for day to day activity.
- Majority 70 percent of the respondents are satisfied with the software which enables easy compliance.
- Majority 64 percent of the respondents agreed the control mechanism for data security
- Majority 68 percent of the respondents agreed that HRIS software require integrations.
- Majority 70 percent of the respondents agreed that HRIS allow to manage shift.
- Majority 68 percent of the respondents are satisfied with the employee support by HR team.
- Majority 38 percent of the respondents agreed that HRIS does not have any kind of problems while using the software.
- Majority 58 percent of the respondents agreed HRIS provide quality service.

- Majority 54 percent of the respondents agreed that HRIS reduces manual work.
- Majority 66 percent of the respondents are satisfied with the record maintenance.
- Majority 62 percent of the respondents are satisfied with the attendance capturing system.
- Majority 68 percent of the respondents agreed HRIS allows employee to track attendance
- Majority 66 percent of the respondents agreed that HRIS effectively maintained in performance management

4.3 SUGGESTIONS

The result of this study shows that management should care more about their human resources information systems and should benefit more from using it. The management should make sure that dimensions such as recruitment, payroll, compensation and benefits management, succession planning. This dimension suggested to implement a HRIS system. The respondents suggested for adequate training for using HRIS software. The management should operate HRIS effectively in order to sustain it dynamic world. The management should make employees aware about the HRIS software so that it will become user friendly software.

- The organization should use HRIS in its Training and Development program to assess the need for training of employees.
- The benefit that is occurred in the organization can be recorded in HRIS to make investment decision in future.
- By using HRIS software in the organization, recruitment can be done effectively.
- Payroll administration can be managed efficiently in HRIS software.

5.4 CONCLUSION

Human resource information system are considered to be one of the most important elements that affect the activities of human resource department. This was supported by the main hypothesis of this study of having a relationship between human resource information systems and human resources functionalities. However it was found that some of the dimensions that represent HRIS have a relationship between human resources management functionalities and some do not have. It was found that strategic integration, forecasting and planning and human resources analysis have no relationship with human resource functionalities. Whereas it was found that performance development, personnel development, and records and compliance as dimensions of human resources information systems have a relationship with human resources functionalities, accordingly an effect over them.

From the result of statistical analysis it shows that users are satisfied with these dimensions of information system effectiveness. So, with the effective training about using HRIS system, ease the accessibility to the system and relevance of information about personnel's job, the HR managers in the organization can work towards paperless organization and also it helps employees to do their tasks with high accuracy, precession and speed.

ANNEXURE

QUESTIONNAIRE

A STUDY ON UTILIZATION OF HUMAN RESOURCE INFORMATION SYSTEM

Dear Sir/Madam,

I am Isha Dharini .P.K. from the department of Human Resource Management of St. Mary's college, Tuticorin, presently doing a project on "Utilization of HRIS" with special reference to Southern Petrochemical Industries Corporation Limited (SPIC), as a part of my academic requirement. I request you to kindly answer the questions given below and I assure you that the information given by you will be used only for academic purposes and will be kept confidential.

DEMOGRAPHIC SURVEY:

Name:

Age:

☐ 20-30

☐ 31-40

☐ 41-50

☐ 51-60

Gender:

☐ Male

☐ Female

Designation:

☐ Officers

☐ Executives

☐ Assistant Manager

☐ Deputy Manager

Department:

☐ Human Resources Department ☐ Finance Department

☐ Marketing Finance ☐ Safety Department

Experience:

☐ 01-05 years

☐ 06-10 years

☐ 11-15years

☐ 16 or more

OPEN ENDED QUESTIONS:

1. What HRIS software do you use in your company?

☐ Talent OZ

☐ Oracle

☐ People soft

☐ SAP

2. Who configured the software for organization?

☐ Software Vendor

☐ IT Department

3. Which system do you use in your premise?

☐ Cloud -based

☐ Server based

☐ Hardware

4. Before using HRIS software, how do you keep your records?

☐ Manual

☐ Software

5. What measure do you take to protect employee data?

☐ Restrict unknown access

☐ Keep an access log

☐ Anti-virus software

☐ Backup software

QUESTIONNAIRE BASED ON TRAINING

6. Which type of training was provided for employees about software?

☐ Classroom Training

☐ Online Training

☐ On-the Job Training

☐ Off-the Job Training

7. Are you satisfied with the training provided by organization?

☐ Satisfied

☐ Highly satisfied

☐ Dissatisfied

☐ Highly dissatisfied

☐ Neither satisfy nor dissatisfied

8. Do you expect the management to provide adequate training about HRIS software?

☐ Agree

☐ Strongly agree

☐ Disagree

☐ Strongly disagree

☐ Neutral

QUESTIONNAIRE BASED ON EFFECTIVENESS OF HRIS AS PERSONNEL MANAGEMENT:

9. Did this software serve as a better platform to day to day activity?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

10. Does the software enable easy compliance?

- ☐ Satisfied
- ☐ Highly satisfied
- ☐ Dissatisfied
- ☐ Highly dissatisfied
- ☐ Neither satisfy nor dissatisfied

11. Do you have control mechanism for data security?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

12. Does it require integrations with other HR software?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

13. Does it allow to manage shift change?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

14. Are you satisfied with the employee support by HR team?

- ☐ Satisfied
- ☐ Highly satisfied
- ☐ Dissatisfied
- ☐ Highly dissatisfied
- ☐ Neither satisfy nor dissatisfied

15. Do you find any kind of problems while using this software?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree

☐ Strongly disagree

☐ Neutral

16. Does this software provide a quality service?

☐ Agree

☐ Strongly agree

☐ Disagree

☐ Strongly disagree

☐ Neutral

17. Does HRIS help to reduce manual work?

☐ Agree

☐ Strongly agree

☐ Disagree

☐ Strongly disagree

☐ Neutral

18. Does this software help to maintain records effectively?

☐ Satisfied

☐ Highly satisfied

☐ Dissatisfied

☐ Highly dissatisfied

☐ Neither satisfy nor dissatisfied

19. Are you satisfied with the attendance capturing system?

☐ Satisfied

☐ Highly satisfied

☐ Dissatisfied

☐ Highly dissatisfied

☐ Neither satisfy nor dissatisfied

20. By using HRIS software whether employee can track there attendance?

☐ Agree

☐ Strongly agree

☐ Disagree

☐ Strongly disagree

☐ Neutral

21. Do you think performance management is effectively maintained in HRIS?

☐ Agree

☐ Strongly agree

☐ Disagree

☐ Strongly disagree

☐ Neutral

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A STUDY ON INTRA-ORGANIZATIONAL RELATIONSHIP IN ECOMMERCE SECTOR AT JENEFA ENTERPRISES.

(A project report submitted in partial fulfillment of the requirements for the degree)

Of

MASTER OF HUMAN RESOURCE MANAGEMENT

Of

ST. MARY'S COLLEGE (AUTONOMOUS) – THOOTHUKUDI

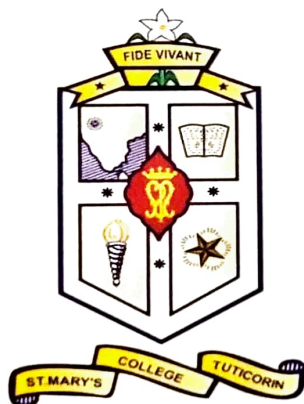
Submitted by

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Under the guidance of

Mrs. C.S PURNIMA B.Sc (Horti)., MBA.,NET



Department of Human Resource Management

St. Mary's College (Autonomous)

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Tuticorin– 628001.

April 2023

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT ST. MARY'S COLLEGE
(AUTONOMOUS) THOOTHUKUDI - 628001**



CERTIFICATE

This is to certify that the project **J. JENEFA EVANGELINE** of second year Master of Human Resource Management has undergone project on **“A STUDY ON INTRA-ORGANIZATIONAL RELATIONSHIP IN ECOMMERCE SECTOR AT JENEFA ENTERPRISES, THOOTHUKUDI”** under the guidance of **MRS.C.S.PURNIMA B.SC(Horti),MBA.,NET** and this is an original work up to my knowledge.

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DATE : 21.02.2023

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This is to certify that Jenefa Evangeline J, Studying Final year
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Training in M/s. Jenefa Enterprises, Tuticorin.

Project Training details are as furnished below:

1) Type of Training Imparted	PROJECT TRAINING
2) Period of Institutional Training	06.02.2023 to 21.02.2023
3) Allotment of Department	HR DEPARTMENT
4) Conduct & Character	GOOD
5) Performance during Training	GOOD
6) Attendance during Training	Regular

For JENEFA ENTERPRISES

D.JESUDOSS
PROPRIETOR


Proprietor

DECLARATION

I hereby declare that the project entitled "A STUDY ON INTRA-ORGANIZATIONAL RELATIONSHIP IN ECOMMERCE SECTOR AT JENEFA ENTERPRISES, THOOTHUKUDI" is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this project has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

J. Jenefa Evangeline .

Signature of the candidate

Date: 11/04/2023

(J.JENEFA EVANGELINE)

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Finally, I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work

J. Jenefa Evangeline

ABSTRACT

Intra-organizational relationship in e-commerce sector compiles the relationship between the functions of the organization. The study was done to find out the participation level of the employees which results in management functions related to Outsource vendor functions. Each functions of the study is related to each other. Since, it is from a corporate sector, employees may have stress, the study also finds out the motivational level of employees and motivation given by the company to boost the employees. The relationship between the work area and the organization is compiled at the conclusion. There are also some suggestions given to improve the employees' career growth and organization's economic growth.

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CHAPTER I

CHAPTER I

INTRODUCTION

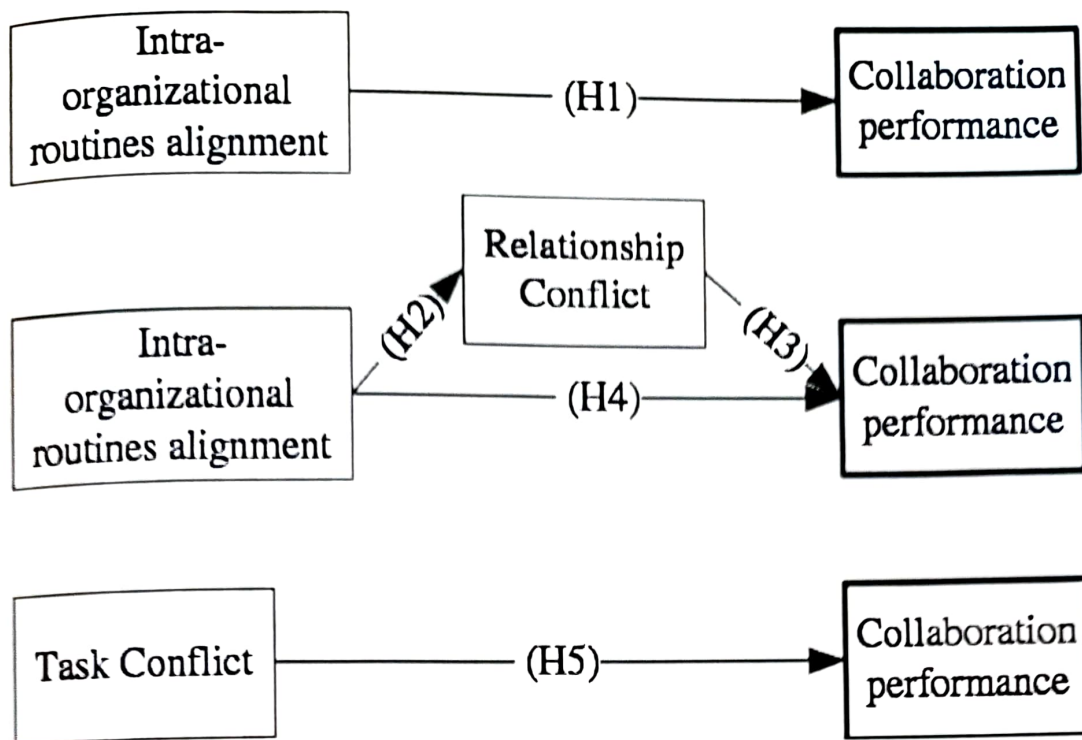
1.1 INTRA ORGANIZATIONAL RELATIONSHIP

Relationships and conflicts within organizations is a major area to study and understand organizations in a more detailed way. It is important to grasp the dimensions of these relations, so that organizations function more effectively and efficiently. When these intra-organizational relationships are elaborated in more detail, the arising conflicts can be solved easily and organizations can make use of these conflicts and arrange the relations effectively with regard to organizational decision-making. Based on these, this study provides a theoretical review on intra-organizational relations, with regard to inter-departmental relations, decision-making and conflict.

The importance of studying intra-organizational power relations is based on the idea that these power relations shape actors' capabilities and the resources they can access, thus the frames of their action. Value sharing between top management and a department increases the probability that the department has greater access to information, communicates more often with executives, is trusted by and attractive to top management, and is thus in greater control and more secure in its organizational actions.

In modern organizations, most of the time, the power does not derive from authority but from the occupations the departments hold. In other words, the dependence relations between departments result from the occupational power they possess and the knowledge they share with others. In this regard, it would be right to focus on the power dynamics of individual departments rather than the authorities or positions. That the power relations are produced as a result of transactions between department means that power relations do not emanate from an established social reality but depend on the needs of employees, managers, other departments, and the environment. Critical discourse analysis highlights the failure of the new institutionalism to deal with power and agency, the most serious theoretical challenge to further work in this area. Discourse analysis does not assume a social world and then seek to understand the meaning of that world for participants. Instead, it tries to explore the ways in which the socially produced ideas and objects that populate the world are created and maintained.

The suggested causal relationships are illustrated below:



Intra-organizational power relations are good determinant for intra-organizational communication and decision making. Once created, the power relations also shape the communication within an organization. The frequencies of the interaction that are resulted from the dependencies and occupational needs contribute to the characteristics of communication. Organizations can be seen as relationships produced and challenged by human actors in the relations of production. The preference for a less troubling hybrid view in which functional systems are upheld as desirable and achievable, and managers play a role in determining and maintaining the structures, roles and goals of organizations. Communication is an important part of organizations' daily activities. All these dimensions contribute to the creation of the organizational culture, which needs to be communicated for adaptation. Organizational rules and culture is at least communicated between parties in an organization while the same rules also control the conduct of the communication itself. In this way, organizations establish their rules and values by practicing them during communication. The Montreal scholars argue that organizations are generated, sustained, and changed in the communicative process of co-orientation, where actors 'tune in' to one another as they engage in interdependent activity. Co-orientation occurs when two actors, relate to one another through the medium of some objective. Decision-making system, where printed documents circulate widely through the enterprise for comment and discussion. Consequently, when decisions are made after this exposure, snags and sources of opposition will have invariably been 'cooled out', often in ways which are organizationally quite productive. Much the same can be said of the widespread use of suggestion schemes, which is although not compulsory yet is so widespread employees feel obliged

to participate in them. In this type of empowerment, it would be departments rather than individuals that are empowered with certain qualifications. To prevent the emergence of conflicts, departments should be willing to share the knowledge, the information and the other needed documents and this can be provided by the management by facilitating of interaction and establishment of necessary mechanisms to encourage sharing.

1.2 DEFINITION:

“Individuals attempts to develop and maintain relationships with others in the organization who have the potential to assist them in their work or career”

-Forret and Dougherty.

“Intra-organizational communication means communication within the organization for example, between different teams, or between levels in the hierarchy.”

-Oxford Reference.

1.3 MEANING:

‘Intra’ means ‘within’ or ‘inside’. Intra organizational means within an organization. This means that people or departments within an organization are working together or collaborating. For example, Marketing department collaborate with customer service departments to ensure that the organization’s goals are being met. The benefits of intra organization are that people within the organization are able to work together and bring their expertise to the table in working towards a common goal. Intra organizational could also refer to the other activities within the organization, such as intra organizational e-mail, which could occur between branches but still within the organization.

1.4 INTRA ORGANIZATIONAL SYSTEMS:

Intra organizational systems are the aggregate of the formal and informal relationships between the members of the organization. Depending on the presence or absence of formal and informal elements in the tie between two members of the organization, four elementary types of intra organizational relationships can be distinguished and together they form the intra organizational network system.

i) Formal relationships:

Formal relationships can be based on vertical authority relations between a hierarchical superior and a collaborator and on a horizontal workflow interdependencies between peers.

ii) Informal relationships:

In the narrowly defined sense, they are personal ties between members of the organization who are not connected through a formal relationship. Informal personal ties can be positive or negative and weak or strong, depending on the level of mutual expectations and obligations, the frequency, and the degree of multiplicity of their relation. A relation is multiplex if it consists of more than one dimension. For example, friendship and exchange of advice.

iii) Embedded relationships:

It consists of ties in which both parties are connected through both formal and informal relationship. For example, a boss and his collaborator maintaining friendly relationship.

iv) Membership relationships:

Finally, even if they are not connected through a formal, an informal, or an embedded relationship, employees can be still connected through a membership relation. Simply being the part of the same organization subunit or project can be highly relevant for how employees behave towards each other.

Three types of Membership relations:

- One-dimensional – Employees perceive themselves as being part of one unit.
- Multi-dimensional – Employees are a part of several units. These units can be in overlap or nested. For example, a project group, a department or a committee.
- Ambivalent – Relations emerge where boundaries between organizational subunits, and formal membership criteria are subject to multiple interactions. Example, Interns and workers from temporary agencies who join a team, often considerable periods, be considered as members of the organization.

1.5 INTRA ORGANIZATIONAL SYSTEMS- 3 LEVELS:

- Individual – The personal network at work influences opportunities perceptions and behavior during all stages of their contact with the organization; from getting hired to getting promoted and getting fired from learning the tricks of the trade to getting one's job done.
- Workgroups – The structure of the informal network matters during all phases of the production process. For example, it can be decisive in a workgroup's ability to coordinate, to sanction free riders, to prevent and solve conflicts, and to foster creativity and innovation.
- Organization – On the level of organization, the configuration of formal and informal structures is a key element of its governance structure.

1.6 APPLICATIONS OF INTRA ORGANIZATION SYSTEMS:

- ❖ Enterprise System: System that support all or most of the organization tasks.
- ❖ Managerial support system: System that support specific manager or group of managers.

1.7 E-COMMERCE

Electronic commerce is the activity of electronically selling or buying of products and services on online over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, online transaction processing, Electronic Data Interchange (EDI), automated data collection systems and inventory management. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle beside sital sources other technologies such as e-mail. Typical e-commerce transactions include the purchase of online products (such as Amazon) and music purchases (music download in the form of digital distribution such as (iTunes Store), and to a less extent, customized or personalized online liquor Store inventory services and many more. There are three areas of e-commerce, online retailing, electronic markets, and online auctions. E-commerce is supported by electronic business.

1.9 ADVANTAGES AND DISADVANTAGES OF E-COMMERCE:

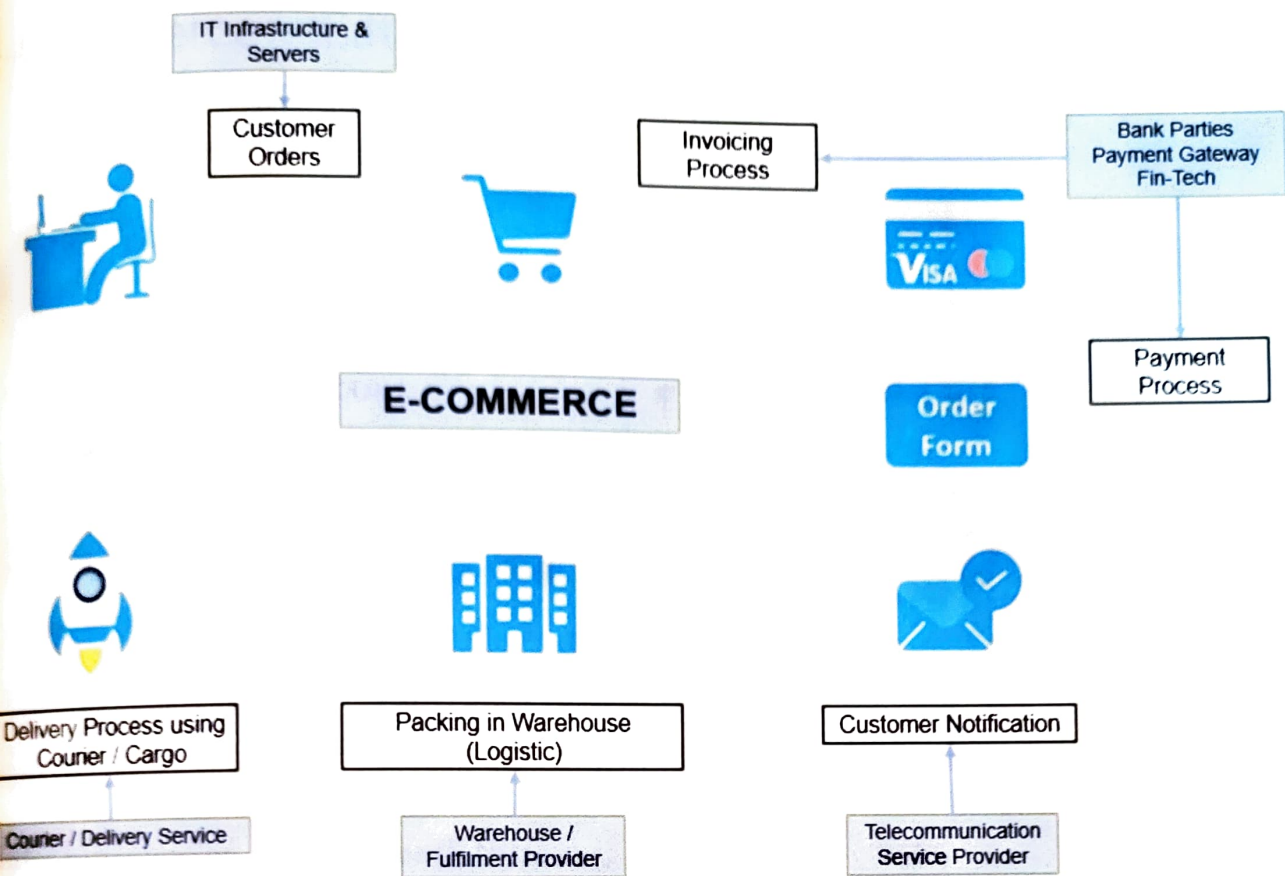
Advantages:

- ✓ Low financial cost
- ✓ 24/7 potential income
- ✓ Sell internationally
- ✓ Easy to showcase best sellers
- ✓ Able to process high number of orders
- ✓ Can scale business quickly
- ✓ Grow business organically with content

Disadvantages:

- ✓ Customers cannot buy during site crash
- ✓ Customers can't try virtually before they buy
- ✓ Highly competitive
- ✓ Physical retail is more popular despite decline.

10 E-COMMERCE BUSINESS:



Electronic Commerce depicts the purchasing, selling, and trading of items, services, and information by means of computer network organized, principally on the internet. A few people see the term commerce as defining exchanges directed between colleagues. E-business is a wide meaning of E-Commerce, purchasing and selling, additionally gathering clients, working together with colleagues, and directing electronic exchanges inside an association.

11 CONSUMER'S SHOPPING PROCEDURE:

consumer:

- ❖ Determines the requirement
- ❖ Searches available items on the website meeting the requirement
- ❖ Compares the similar items for price, delivery date or any other terms
- ❖ Places the order
- ❖ Pays the bill
- ❖ Receives the delivered item and review or inspect them
- ❖ Consults the vendor to get after service support or returns the product if not satisfied with the delivered product.

1.12 TYPES OF E-COMMERCE:

E-Commerce – Categories

Major categories of e-commerce:

- business-to-consumer (B2C)
- business-to-business (B2B)
- consumer-to-consumer (C2C)
- organizational (intra-business)
- consumer-to-business (C2B)
- nonbusiness and government.



amazon



amazon



i) Inter organization e-commerce (B2B):

Website following B2B business model sells its products to an intermediate buyer who then sells the products to the final customer. As an example, a wholesaler places an order from a company's website and after receiving the consignment, it sells the end product to the final customer who comes to buy the product at the wholesaler's retail outlet.

ii) Intra organizational e-commerce (B2C):

In B2C model, a business website is a place where all the transactions take place directly between a business organization and a consumer.

1.13 FEATURES OF INTRA ORGANIZATIONAL IT INFRASTRUCTURE:

Portals serving as a central point of access to all information resources within the organization. A portal is a door or gate; hence a way of entrance or exit, especially one that is grand and imposing. A portal needs to be available regularly to wide community. With access to the multiple sources of data, both internal and external, with a useful search mechanism. These portals have established successful business models, especially given the collapse of the internet advertising rates. Portals inside organizations, inside organization, in contrast have thrived often with the support of Information Technology department and the business users. One of the greatest frustrations for information technology users inside organizations is the necessity of multiple systems with varied

interfaces. With a portal, users have the ability to a single location, use a common, intuitive, and well-established graphical interface, and find their information.

1.14 INTRA BUSINESS E-COMMERCE:

When e-commerce exchange does not include numerous organizations, at that point, it is also named as Intra-business e-commerce. Intra-business e-commerce is another kind of e-commerce business plan. It is a developing field in Knowledge Management that encourages data gathering and exchange within an organization to quickly review complaints from the general public. Intra-business e-Commerce is where parties involved with the electronic exchanges are from within a given business firm, thus, the name intra-business e-commerce.

One basic distinction between e-Commerce business and intra-business e-Commerce is that e-commerce business includes a business organization's collaboration with its providers, wholesalers, and different business firms. While intra-business e-commerce is a lot more extensive-term and furthermore incorporates the utilization of intranet for overseeing connections and dealings among different departments and people inside a firm.

Intra-business e-commerce is a great way for e-commerce business development. It is to a great extent because of the utilization of intra-business commerce that today it has become possible for organizations to go for flexible manufacturing. With computer-based e-Commerce application development, it is easy for the marketing people to communicate constantly with the production department and get the customized items made according to the prerequisites of the individual client. It makes it possible for the company to glean benefits of efficient inventory and cash management, greater use of facility and machinery, efficient handling of customers' orders, and good human resource management.

1.15 INTRA BUSINESS E-COMMERCE RELATIONSHIP:

The key to successful intra-business e-commerce is improving value chain efficiency. From a business point of view, you need to be looking at an e-commerce business plan that combines various industry and business applications to collaborate in synchronization, like-

- ❖ Management Function.
- ❖ Business Function.
- ❖ IT functions.
- ❖ Mobile Functions.
- ❖ Outsource vendor's functions.

1.16 INTRA BUSINESS FUNCTIONS:

Intra-business e-commerce provides e-commerce business opportunities. It is found in e-Commerce business ideas such as online shopping for Electronics, Apparel, Computers, Books, DVDs, and more. A basic site from the purchaser's perspective is a store-front to buy products and services.

Advantages of Intra business e-commerce:

- Enhancing communication capacity among workers of office guaranteeing quick basic leadership.
- Tends to lessen record support by taking out the regular method for record-keeping.
- In government divisions accumulation of data is a prime worry. By storing data in digital formats, it gives an effective method for sharing data and ideas.
- Increased consumer loyalty as entire data is accessible at a click of a mouse without visiting office premises.

Disadvantages of Intra business e-commerce:

i) Lack of Personal Touch:

E-business lacks the personal touch. One cannot touch or feel the product. So it is difficult for the consumers to check the quality of a product. Also, the human touch is missing as well. In the traditional model, we have contact with the salesperson. This lends it a touch of humanity and credibility. It also builds trust with the customer. An e-Business model will always miss out on such attributes.

ii) Delivery Time:

The delivery of the products takes time. In traditional business, you get the product as soon as you buy it. But that doesn't happen in online business. This lag time often discourages customers. However, e-businesses are trying to resolve such issues by promising very limited delivery times. For example, Amazon now assures one-day delivery. This is an improvement but does not resolve the issue completely

iii) **Security Issues:**

There are a lot of people who scam through online business. Also, it is easier for hackers to get your financial details. It has a few security and integrity issues. This also causes distrust among potential customers.

When e-commerce transaction does not involve multiple organization, then, it is termed as Intra organizational e-commerce. It is emerging field which facilitates information collection and transfer within organization for a speed redress of grievances of common man.

1.17. STATEMENT OF THE PROBLEM:

- The relationship between the management functions and the outsource vendor functions are not up to the mark. The communication is satisfactory
- Even though the employee's motivation in the organization is high, they are not doing their work actively.
- The participation level and dedication towards the organizational objectives are low.

1.18. OBJECTIVES OF THE STUDY:

- To find out the participation level of employees in the organization.
- To study the relationship between the work area and the organization.
- To study the level of motivation among the employees.
- To identify the effectiveness of conflict handling and giving solutions.

1.19. LIMITATIONS OF THE STUDY:

- There is a difficulty in collecting the samples from the Delivery Associates in written format. So, it is collected in Google form.
- There may be personal bias on the part of respondents, which may affect the results of the study.
- The attitude of the workers may change from time to time. Hence the result of the study is confined to the area of study and cannot have universal application.

1.20. SCOPE OF THE STUDY:

- Enhancing communication ability among employees of department ensuring easy decision-making.
- Tends to reduce record maintenance by eliminating the traditional way
- Intra organization in accordance with its functions increases customer satisfaction as whole information is available at a click of a mouse without visiting office premises.

COMPANY PROFILE

JENEFA ENTERPRISES

1.21. INTRODUCTION:

Jenefa Enterprises is one of the leading delivery partners of Amazon which was first started in Tirunelveli. Primarily, to increase the captive needs of the service in Amazon logistics, it is established to other cities. At the early stage of business cycle, the company carved a unique business model to incorporate success in the journey. With the state of art infrastructure, a team of young and energetic employees, a wide range of products from Amazon and a dedicated service of our enterprises, our company emerged as a leading partners of Amazon logistics.

1.22. VISION:

“To provide the quickest response service to the customer and strive to extend the company all around the state with good supplier base”

1.23. MISSION:

“To accomplish the objectives of the company with the wise usage of manpower and technically well-equipped infrastructure in accordance with clarity and courage. To achieve goals with confidence and assertiveness”

1.24. VALUES:

- ❖ Trust and openness
- ❖ Mutual respect between delivery partner and Amazon logistics
- ❖ Excellence
- ❖ Customer orientation

1.25. JOURNEY:

Jenefa Enterprises was found by Jesudoss, a businessmen who was handling a small courier business in the beginning. There came an opportunity to excel in the business recommended by Amazon logistics. It was in the year 2015, Jenefa Enterprises became a Delivery Service Partner of Amazon logistics. The first station was opened at Tirunelveli and the territory grew up. From 2011 to 2023, the company extended to 12 stations and it also has 4 sub-stations. The head office of the company is located in Tirunelveli. The company is still operating more enthusiastic and thinking creative to promote the business all over Tamilnadu. The company's goal of 2023 is to gain another station in Coimbatore and it is yet to be achieved soon. The details of stations and number of employees who are working for the company are enlisted below:

STATION	MANAGER	TEAM LEADER	SUPERVISOR	DRIVER	DA'S
TUTICORIN	1	1	4	2	33
TIRUNELVELI			6	3	36
TIRUCHENDUR		1	4	1	40
TENKASI			4	1	18
AMBALAI			3	0	14
RAMNAD		1	3	1	15
PARAMAKUDI			3	1	13
RAMESHWARAM			1	0	7
TIRUPATTUR			1	0	9
DEVAKOTTAI		1	2	1	8
NAZARETH			1	0	5
THISYANVILLAI			1	0	5
UDANKUDI		1	1	0	4
MANAMADURAI			1	0	4
KAMUTHI			1	0	3
KALAYARKOVIL			1	0	2

Other than the list, the company has Finance department which engages two employees to look after the income tax, GST filing, ESI, PF for employees and also the insurance. The total number of employees consist of 272 employees who are working for Jenefa Enterprises.

1.26. END TO END OPERATIONS:

Amazon uses different types of transportation services to deliver packages. Amazon Logistics, in which Amazon contracts with small businesses which calls them as 'Delivery Service Partners' to perform deliveries to customers. Each business has a fleet of approximately 20-40 amazon-branded vans and employees of the contractors wear Amazon uniforms. Amazon directly employs people to work at its warehouses, bulk distribution centers, staffed Amazon Hub locker and delivery stations where drivers pick up the packages. Jenefa Enterprises directly comes under contracted services in the proportion of last-mile deliveries.

Jenefa Enterprises is simply a last leg of delivery journey. Amazon ship packages to a local transportation hub. Then it moves on to the stations with the relevant packages to be delivered to the customers. Finally, a last mile carrier whether third-party picks up the delivery and takes it to its final destination.

1.27. SERVICES:

a) Last Mile Delivery:

Getting orders from delivery stations to customer's doorsteps is the "last mile" for delivery. We deliver goods to homes, businesses, Amazon lockers and even cars all over Tamilnadu. This network is powered by hundreds of small businesses and tens of thousands of drivers that leverages Amazon technology.

b) Customer Service:

Jenefa Enterprises support the customer, advocating them through phone, email and chat services 24/7. We also build world class systems and innovative self-service solutions that are used by millions of customers each day on Amazon websites, shopping apps, and through Amazon's family of digital products such as Kindle, Echo and Alexa.

c) Third Party Seller:

The company helps third party sellers considerably improve their capability to serve lots of customers and provide faster delivery. The result differs from one seller to the other and comes down to how every seller uses Amazon logistics program wisely and proactively in the approach. From the seller, the company avails the packages and it moves to Amazon for the last mile delivery process.

d) Individual Drivers:

Individual drivers who use Amazon Flex for delivering shipments wherever they want to. The company offers employment to the drivers who earn from delivering the packages and sometimes it is a piece rate delivery.

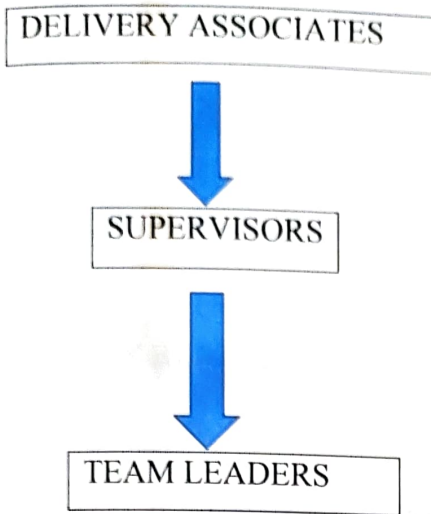
e) Independent Delivery Services:

Amazon logistics depends on different third party contractors for running the service. There is not any cost associated with becoming an official provider of Amazon. Independent Delivery services also contain the store partners who directly come under Amazon logistics.

1.28. RECRUITMENT AND SELECTION PROCESS:

Recruitment is done through advertising about the company including the job profile, and need for the employees within the limited time. The candidate has to contact the Human Resource department through mobile phone to be confirmed for the one-on-one interview. In the interview, the manager asks questions about the personal details like family background, educational qualification and the candidate's capability of delivering the packages. The interviewer tests the knowledge of

operating the mobile phones and writing fundamental skills of the candidate. If the candidate satisfies the need of the job profile, then the Human Resource manager selects the candidate as the Delivery Associates.



Firstly, the candidates are appointed as Delivery Associates, and then allotted as supervisors if they perform well as Associates. Then the employees are refined by their performance and the behavior to be in the position of Team Leaders.

1.29. APPLICATIONS USED IN DELIVERY PROCESS:

As consumers increasingly turn to e-commerce for all their shopping needs, speedy fulfillment and distribution they expect in every online shopping. Each and every process is done through online mode with the website named 'amazon logistics'. In the website there are many other applications used in the process, they are listed below:

- Inbound Dock Manager – Assigns the packages
- Outbound Manager- Return packages
- Cortex - Tracks DA's activities through GPS location
- RTS Discrepancy Form – High value packages
- C2D Visibility – deals Customer Complaints
- MFN pickup – Third party sellers
- LM Safety app – Safety measures

These parts of website are used in the process of delivery which undergoes fulfilled dedication to the customers as well as the logistics.

1.30. STATUTORY BENEFITS:

a) Employee State Insurance:

As stated by the Government, the statutory benefits are provided to the employees who gets salary 15,000 and below.

b) Provident Fund:

As stated by the Government, the provident fund is provided to the employees who gets salary 20,000 and above.

1.31. NON-STATUTORY BENEFITS:

a) Bonus:

Bonus are given to the employees on festivals to boost their enthusiasm and commitment towards the company. One month salary is given to the employees as bonus.

b) Group Personal Accident Policy:

The policy is used in case of any death caused by accidents to the employees. This GPA policy can be availed through the insurance company.

c) Group Medical Care:

This policy is used to the employees who may undergo the medical emergencies which can be used in case of surgeries or any other treatment.

Jenefa Enterprises hold its promise to sustain in the Outsource Vendor market and uphold the trust among employees and the customers. Employees' satisfaction in the workplace and safety in terms of benefits brings out their enthusiasm which ensures the company's economic growth and reliability.

CHAPTER II

CHAPTER II

REVIEW OF LITERATURE

“Research has shown that as interdependence among individuals increases, face to face communication can be a more effective channel of communication when compared to other communication channels” (Thomas, 2013). In particular, intra-organizational networking behaviors may be defined as “individuals attempts to develop and maintain relationships with others in the organization who have the potential to assist them in their work or career” (Ben Hador and Eckhaus 2018).

“Tasks or processes which overlap the job responsibilities of multiple personnel can provide the opportunity for employees to learn more about one another’s job and the company as a whole. As individuals rely on one another for information and resources to complete their work, they develop an understanding of the role that plays in the operation” (Van Der Vegt et al., 2000).

Coordination can be defined as “managing dependencies among activities. Organizational change then begins with an analysis of existing organization elements and the identification of ways to change the dependencies among them”. Coordination theory suggests “identifying and studying common dependencies and their related coordination mechanisms across wide variety of organization setting” (Crowston 14,15).

“The focus on intra-organizational networks in order to investigate the added value of an individual’s social capital that is the structure and quality of all interpersonal ties within a particular working context, in this case one’s working organization. As regards our outcome measure, we have chosen for task performance which can be defined as the competency that is the proficiency that an individual potrays with regard to central job tasks” (Campbell, 1990)

“In the present contribution, we hypothesize that employability mediates the relationship between intra-organizational networking and individual task performance. In other words, we hypothesize that optimal performance at work requires that an individual employee possesses the occupational knowledge and skills that are necessary to meet their organizational demands, and these competences can be enhanced by investing in networking activities” (Arocena et al. 2007).

According to Alexander Graf and Holger Scheneider in their e-commerce book, the definition stating that: “What happens (e-commerce) is that when people try to adapt a definition to their role, their company, or their overall professional environment, they find it hard to describe

precisely what has changed as against the situation ten years ago. E-commerce seems to be everywhere, in every process, channel, and tool."

By its definition, it might sound like e-commerce involves every business transaction made online, but as previously mentioned many use it more narrowly. One way of looking at e-commerce is that it is a subset of e-business. It covers particularly sales and purchases made on the internet, while e-business activity, including sales calls, online banking, signing contracts and so on.

CHAPTER III

CHAPTER –III

RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION:

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps in systematic manner. The research method of the study explains the systematic way of finding to the predetermined objective. This provides the clear path to accomplish and achieve a clear solution for the problem stated.

3.2 RESEARCH DESIGN

A research design is considered as the framework or plan for a study that guides as well as helps in the data collection and analysis of data.

The research design in this project is descriptive in nature. Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present. It is the simplest form of research design. The main characteristics of this method are the researcher has no control over the variable, he can only report what is happening.

3.3 SAMPLE DESIGN

➤ Population

There are around nearly 272 employees working at Jeneffa Enterprises, Thiraviyarathnam nagar in Thoothukudi.

➤ Sampling size

Out of the total population, a sample size of 50 was selected for the study.

➤ Sampling area

The research was conducted at Jeneffa Enterprises, Thiraviyarathnam nagar, in Thoothukudi.

➤ Sampling Technique:

In the present study, the sampling technique used was convenience sampling.

3.4 DATA COLLECTION:

Data collection is the integral part of research design. There are several data collection methods, each with its own advantage and disadvantages. Data can be collected in a variety of ways in different sources. Data are classified into two categories, primary and secondary data.

➤ Sources of data

For the research work the data has been collected from both primary and secondary sources.

➤ Primary data

Primary data refers to the collection of first hand data. The information was collected from the respondents by,

- A structured questionnaire
- Observation
- Interview with employees
- Direct conversation with the management.

➤ Secondary data

A part from primary data collected, the data was collected through

- Books
- Journals from library
- Records of Jeneffa Enterprises
- Academic reports
- Website

3.5 TOOLS FOR ANALYSIS:

After the data has been collected it has to be analyzed, the data obtained from the questionnaire was consolidated. Tabulation is a part of technical procedure where in classified data are put in the forms of tables. The tables are analyzed using statistical techniques and tools so that interpretation would be precise.

The statistical tools used for analyzing the data collected are:

➤ **Simple percentage analysis:**

Percentage is used to make comparison between two or more series of data. It is the most commonly used method for analyzing the data

$$\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

➤ **Chi-square test:**

Chi-square test is used to compare two variables for a randomly selected data. The expected frequencies are based on the conditions for null hypothesis. The rejection of null hypothesis is based on expected value. It is used to check whether the variables are independent of each or not.

$$\text{Chi square} = \sum (O - E)^2 \div E$$

ANOVA:

The ANOVA test is performed by comparing two types of variation and the variation between sample means as well as the variation within each of the samples. If the p-value is less than 0.05 the analyst reject the ANOVA test and vice versa.

There are three types of ANOVA test – one way analysis ANOVA, two way analysis ANOVA and n way analysis of variance.

3.6 PERIOD OF THE STUDY

The study was done during the period of December 2022 to March 2023. During the study, the following activities were undertaken. Objectives were set and questionnaires were finalized. Data's were collected, recorded, analyzed and interpreted. From the interpretation, the report was generated.

CHAPTER IV

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

4.1. Data Interpretation:

Analysis of data means, studying the tabulated material order to inherent facts or meanings. Larger divisions of material should be broken down into smaller units and rearranged in new combinations to discover new facts, inter-relation and cause and effects of relationship.

Analysis of data is the most skilled task of all stages of research, calling for the researcher's own judgement and skill. It throws light on the various problematic areas, establishing the research which it identifies the ways and means of arriving at a solution. A researcher stand beside the collection and analysis of data who has to draw inference and explain their significance.

The task of drawing conclusion and inference from a careful analysis of data is known as interpretation.

TABLE 4.1.1

Table showing the Online brand which respondents chose the most.

Frequency table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amazon	45	90.0	90.0	90.0
	Tata Cliq	3	6.0	6.0	96.0
	Flipkart	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

Source: Primary Data

INFERENCE:

From Table 4.1.1, it is understood that 90% of the respondents chose the online brand Amazon, only 6% of the respondents chose Tata cliq, and 4% of the respondents chose Flipkart. These are the online brands which the respondents love the most.

- From the data analysis, Majority of 90% respondents chose Amazon online brand.

TABLE 4.1.2

Hypothesized relationship between Experience and the core feature of e-commerce

Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.535 ^a	4	.110
Likelihood Ratio	8.002	4	.092
Linear-by-Linear Association	.360	1	.549
N of Valid Cases	50		

Source: Primary Data

H_0 : There is no significant relationship between experience of the employees and the core feature of e-commerce.

H_1 : There is significant relationship between experience of the employees and the core feature of e-commerce.

INFERENCE:

Table 4.1.2 represents the results of chi-square test to evaluate the relationship between the core feature of e-commerce and experience of the employees. The significance value of chi-square 0.110, which is greater than 0.05. Hence, it is inferred that to H_0 and found; there is no significant relationship between the core feature of e-commerce and experience of the employees. Therefore, accept null hypothesis and the hypothesized relationship Experience is independent of the core feature of e-commerce.

TABLE 4.1.3
Table showing the major disadvantage of e-commerce

Frequency Table

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid purchasing less wanted items	9	18.0	18.0	18.0
low quality of the product	36	72.0	72.0	90.0
security problems	5	10.0	10.0	100.0
Total	50	100.0	100.0	

Source: Primary Data

INFERENCE:

From Table 4.1.3, it is understood that the major disadvantage of e-commerce is low quality of the product which shows 72%, purchasing less wanted items is 18% and security problems is 10%

- From the data analysis, it is found that low quality of the product is the major disadvantage of e-commerce.

Table 4.1.4

Table showing the application 'Rabit' useful to the employees

Frequency Table					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	45	90.0	90.0	90.0
	no	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

Source: Primary Data

INFERENCE:

From the above table, it is understood that the employees of Jeneffa Enterprises answered the 'Rabit' application is useful which shows 90%, and the other 5% responded it is not useful.

- From the Data analysis, Majority of the respondents found the 'Rabit' application is useful.

TABLE 4.1.5

Hypothesized relationship between Designation and Effective Technological Experience

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	13.525 ^a	6	.035
Likelihood Ratio	12.097	6	.060
Linear-by-Linear Association	.084	1	.772
N of Valid Cases	50		

Source: Primary Data

- H₀:** There is no significant relationship between designation and Effective technological experience
- H₁:** There is a significant relationship between Designation and Effective technological experience.

INFERENCE:

Table 4.1.5 represents the results of chi-square test to evaluate the relationship between Designation and Effective technological experience. The significance value of chi-square is 0.035, which is lesser than 0.05. Hence, it is inferred that to H₁ and found there is a significant relationship between Designation and Effective technological experience. Therefore, reject null hypothesis and the hypothesized relationship Designation is dependent of Effective technological experience.

TABLE 4.1.6

Table showing that how the company maintains their Customer Service

Frequency Table

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid customer reviews	23	46.0	46.0	46.0
Attending phone calls	6	12.0	12.0	58.0
Answering customers politely	21	42.0	42.0	100.0
Total	50	100.0	100.0	

Source: Primary Data

INFERENCE:

From the above table, it is understood that Customer reviews are valid with 46%, attending phone calls is 12% and answering the customers politely has the value of 42%.

- From the Data Analysis, Majority of the respondents chose Customer reviews as the better to maintain the customer service.

TABLE 4.1.7

Table showing the Time frame which the Employees opted

Frequency Table

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 8:30am-5pm	7	14.0	14.0	14.0
7am-5pm	22	44.0	44.0	58.0
8am-4pm	21	42.0	42.0	100.0
Total	50	100.0	100.0	

Source: **Primary Data**

INFERENCE:

From the above table, it is understood that 14% of respondents chose the time frame 8:30 am – 5:00 pm, 22% of the respondents chose 7:00am – 5:00pm, and 21% of respondents chose 8:00am – 4:00pm.

- From the Data Analysis, Majority of the respondents opted for the time frame between 7:00am and 5:00pm.

Table 4.1.8

Hypothesized relationship between Experience and the Benefits provided by the company (Statutory).

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	2.638 ^a	4	.620
Likelihood Ratio	3.753	4	.440
Linear-by-Linear Association	1.529	1	.216
N of Valid Cases	50		

Source: Primary Data

H₀: There is no significant relationship between Experience and Benefits provided by the company.

H₁: There is a significant relationship between Experience and Benefits provided by the company.

INFERENCE:

Table 4.1.8 represents the results of the chi-square test to evaluate the Experience and Benefits provided by the company. The significance value of chi-square is 0.620, which is greater than 0.05. Hence, it is inferred that to H₀ and found there is no significant relationship between Experience and the Benefits provided by the company. Therefore, accept null hypothesis and hypothesized relationship Experience is independent of benefits provided by the company.

TABLE 4.1.9

Table showing how employees came to know about the job in the company

Frequency Table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online advertisement	11	22.0	22.0	22.0
	through friends and relatives	36	72.0	72.0	94.0
	posters	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Source: Primary Data

INFERENCE:

From the above table, it is understood that Job on the company is known through Online advertisement with 22%, through friends and relatives is 72% and through posters is 6%.

- From the data analysis, Majority of the respondents know the job in the company through friends and relatives with the percentage of 72.

TABLE 4.1.10

Hypothesis relationship between Experience and agreeable level of Handling the Schedule of packages to employees

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	4.826 ^a	2	.090
Likelihood Ratio	5.303	2	.071
Linear-by-Linear Association	.015	1	.903
N of Valid Cases	50		

Source: Primary Data

H₀: There is no significant relationship between Experience and agreeable level of handling the Schedule of packages to employees.

H₁: There is a significant relationship between Experience and agreeable level of handling the Schedule of packages to the employees

INFERENCE:

Table 4.1.10 represents the results of the chi-square test to evaluate the relationship between Experience and agreeable level of handling the schedule of packages to employees. The significance value of chi-square is 0.090, which is greater than 0.05. Hence, it is inferred that to H₀ and found there is no significant relationship between Experience and handling the schedule of packages. Therefore, Accept null hypothesis and the hypothesized relationship Experience is independent of handling the schedule of packages.

TABLE 4.1.11

Hypothesis relationship between Designation and agreeable level of motivation given by the company

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.171 ^a	12	.432
Likelihood Ratio	12.689	12	.392
Linear-by-Linear Association	.807	1	.369
N of Valid Cases	50		

Source: Primary Data

H₀: There is no significant relationship between Designation and agreeable level of Motivation given by the company.

H₁: There is a significant relationship between Designation and agreeable level of Motivation given by the company

INFERENCE:

Table 4.1.11 represent the results of the chi-square test to evaluate the Designation and agreeable level of Motivation given by the company. The significance value of chi-square is 0.432, which is greater than 0.05. Hence, it is inferred that to H₀ and found there is no significant relationship between Designation and agreeable level of motivation given by the company. Therefore, Accept null hypothesis, and hypothesized relationship Designation is independent of motivation given by the company.

TABLE 4.1.12

Table showing the Evaluation of Employees performance by the company

Frequency table

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid by performance appraisal	34	68.0	68.0	68.0
by experience	12	24.0	24.0	92.0
others	4	8.0	8.0	100.0
Total	50	100.0	100.0	

Source: Primary Data

INFERENCE:

From the above table, it is shown that 68% of the respondents chose the evaluation is done through performance appraisal, 24% of them have chosen the option as experience and 8% of the respondents have chosen the others option.

- From the Data Analysis, Majority of the respondents have chosen that the evaluation of the performance is done through Performance appraisal showing the percentage of 68.

TABLE 4.1.13

Hypothesized relationship between the website Amazon logistics a better one to work and handling the schedule of packages.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.209 ^a	4	.378
Likelihood Ratio	4.333	4	.363
Linear-by-Linear Association	.258	1	.612
N of Valid Cases	50		

Source: Primary data

H₀: There is no significant relationship between the website Amazon logistics a better one to work and handling the schedule of packages

H₁: There is a significant relationship between the website Amazon logistics a better one to work and handling the schedule of packages.

INFERENCE:

Table 4.1.13 shows that the results of the chi-square test to evaluate the relationship between the website Amazon logistics a better one to work and handling the schedule of packages. The significance value of chi-square is 0.378, which is greater than 0.05. Hence, it is inferred that to H₀ and found, there is no significant relationship between the website Amazon logistics and handling the schedule of packages. Therefore, Accept null hypothesis and the hypothesized relationship that the website a better one to work is independent of handling the schedule of packages.

TABLE 4.1.14

Table showing the type of Training given to the employees

Frequency table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	on the job training	44	88.0	88.0	88.0
	online training	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Source: Primary Data

INFERENCE:

From the table 4.1.14, it is understood that On the job training is given to the employees with 88% and Online training is given to the employees with 12%.

- From the Data Analysis, Majority of the employees are trained through On the job training with the percentage of 88.

TABLE 4.1.15

Hypothesized relationship between Experience and the way of promoting the employees

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.187 ^a	4	.085
Likelihood Ratio	7.161	4	.128
Linear-by-Linear Association	.947	1	.331
N of Valid Cases	50		

Source: Primary Data

H₀: There is no significant relationship between Experience and the way of promoting the employees.

H₁: There is a significant relationship between Experience and the way of promoting the employees.

INFERENCE:

Table 4.1.15 represents the results of chi-square test to evaluate the Experience and way of promoting the employees. The significance value of chi-square is 0.085, which is greater than 0.05. Hence, it is inferred that H₀ and found, there is no significant relationship between Experience and the way of promoting the employees. Therefore, Accept null hypothesis, and the hypothesized relationship, Experience is independent of the way of promoting the employees.

TABLE 4.1.16

Analysis of variance between the satisfactory level of salary provided and the satisfactory level of additional benefits (GPA/GMC).

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Are u satisfied with the salary given by the company?	Between Groups	.312	2	.156	.254	.777
	Within Groups	28.908	47	.615		
	Total	29.220	49			
Are u satisfied with employee benefits like GPA and GMC?	Between Groups	.465	2	.233	.613	.546
	Within Groups	17.855	47	.380		
	Total	18.320	49			

Source: Primary Data

RESULTS:

The value of F is .254 which reaches the significance with a P-value of 0.777 which is greater than the alpha value, this means there is no statistically significant difference between the means of satisfactory level of the salary provided.

The value of F is .613 which reaches the significance with a P-value of 0.546 which is greater than the alpha value, this means there is no statistically significant difference between the means of satisfactory level of additional benefits.

TABLE 4.1.17

Table showing the way of motivation given by the company

Frequency table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	motivational talk	22	44.0	44.0	44.0
	advise	23	46.0	46.0	90.0
	by giving innovative ideas	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

Sources: Primary Data

INFERENCE:

From the above table, it is understood that the company uses 44% in motivational talk, 46% by giving advice and 10% by giving innovative ideas to motivate the employees.

- From the Data Analysis, Majority showing that the company uses advise with the percentage of 46 as their way to motivate the employees.

TABLE 4.1.18

Table showing the person who gives ideas the most to the employees

Frequency table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Owner/proprietor	29	58.0	58.0	58.0
	CTL	1	2.0	2.0	60.0
	TL & Supervisor	20	40.0	40.0	100.0
	Total	50	100.0	100.0	

Source: Primary Data

INFERENCE:

From the above table, it is understood that the ideas given by the owner or proprietor is 58%, the CTL is of 2% and the TL and Supervisor gives 40% of ideas.

- From the Data Analysis, Majority of the respondents opted that the owner/proprietor gives most of the ideas with the percentage of 58 to the employees.

TABLE 4.1.19

Hypothesized relationship between Experience and the terms which defines the success of the company

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.252 ^a	6	.160
Likelihood Ratio	11.460	6	.075
Linear-by-Linear Association	.842	1	.359
N of Valid Cases	50		

Source: Primary Data

H₀: There is no significant relationship between Experience and the term which defines the success of the company

H₁: There is a significant relationship between Experience and the term which defines the success of the company.

INFERENCE:

Table 4.1.19 represents the results of chi-square test to evaluate the relationship between Experience and the term which defines the success of the company. The significance value of the chi-square test is 0.160, which is greater than 0.05. Hence, it is inferred that to H₀ and found, there is no significant relationship between experience and the term which defines the success of the company. Therefore, Accept null hypothesis and the hypothesized relationship, Experience is independent of the term which defines the success of the company.

TABLE 4.1.20

Hypothesized relationship between Designation and Satisfactory level of employees receiving benefits like GPA and GMC

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.392 ^a	6	.000
Likelihood Ratio	9.808	6	.133
Linear-by-Linear Association	2.057	1	.151
Valid Cases	50		

Source: Primary data

H₀: There is no significant relationship between Designation and satisfactory level of employees receiving benefits like GPA and GMC

H₁: There is a significant relationship between Designation and satisfactory level of employees receiving benefits like GPA and GMC

INFERENCE:

Table 4.1.20 represent the results of the chi-square test to evaluate the relationship between Designation and satisfactory level of employees receiving benefits like GPA and GMC. The significance value of chi-square is .000 which is lesser than 0.05. Hence, it is inferred that to H₁ and found, there is a significant relationship between Designation and satisfactory level of employees receiving benefits like GPA and GMC. Therefore, Reject null hypothesis and the hypothesized relationship Designation is dependent of employees receiving benefits like GPA and GMC.

CHAPTER V

CHAPTER V

RESULT OF THE STUDY

Intra-organizational relationship in e-commerce sector which was carried out at Jenefa Enterprises is based on the relationship between the functions. From the business point of view, the structure that combines various business applications to collaborate the synchronization. The relationship the management functions and business functions are factual and honest to goodness. The employees of Jenefa Enterprises are enthusiastic and responsible as the way they are supportive to each other which lead to the success of the company. The study is based on both primary and secondary data. To conduct this study, a sample of 50 respondents were chosen with the help of structured questionnaire and interview scheduling technique. Primary data was obtained through the statistical tool called SPSS. The summary of findings, suggestions and conclusion of the study are given.

FINDINGS

- From the survey, it is found that, majority 90% of respondents have chosen the online brand Amazon which they love the most.
- Majority of the respondents answered Customer loyalty as the core feature of e-commerce which is the highest among the other options with 68%.
- From the study, it is understood that most of the respondents with the highest of 72% felt the major disadvantage is the low quality of the product.
- Majority of 90% respondents find the Rabbit app as the useful one to work with.
- It is found that most of the respondents (48%) answered the effective technology that streamline e-commerce is Facebook and Advertisement on television.
- Majority of 46% respondents selected customer reviews as a maintenance customer service at the company.
- It is understood that 44% of respondents are comfortable with the time frame 7am-5pm.
- From the study, it is understood that 84% of the respondents are benefitted with ESI & PF given by the company.
- Most of the respondents with the highest percentage of 72% answered that they came to know about the job through friends and relatives.
- It is found that 36% of the respondents agree that the company motivate them throughout the hurdles.
- Majority of the respondents with 68 percent answered that the company evaluate their performance by Performance appraisal.
- It is found that 44% of the respondents strongly disagree Amazon logistics website a better one to work.
- From the study, it is found that 88% of the respondents have chosen On the job training is given to the employees.
- Most of the respondents answered that the way to promote the employees can be through performance (68%).
- From the study, it is found that 52% of the employees are highly satisfied with the salary given by the company.
- Majority of 46% respondents have chosen motivational talk as the part of motivation given by the company.

- From the study, it is found that 64% of the respondents agree that they terminate the employees/colleague.
- It is understood that 58% of respondents have chosen owner/proprietor who gives the ideas the most on work.
- Most of the respondents (50%) are highly satisfied with the employee benefits like GPA and GMC.
- From the study, it is found that majority of 74% respondents answered the success of the company relies in terms of profit.

SUGGESTIONS

- Record keeping of attendance and salary can be maintained through a software which may reduce the work pressure of the employees.
- Opportunities for career growth and development must be provided by the company to improve the individual's economic growth.
- The company can take certain steps to reduce the stress of the employees through some programs and healthy competition among them.
- As communication plays an important role in the company, the employees must try to communicate with every one without any hesitation to motivate them in their work.
- Team leaders in all the stations must recognize the right employees to be placed in the right work; they must check their background before they admit them as Delivery Associates.

CONCLUSION

Intra organizational relationship in e-commerce sector complies the functions of Management, Business, Information Technology, Mobile functions and Outsource vendor. The management functions relies on the Human resource department in the company and Amazon. The instructions from Amazon are strictly followed by the outsource vendors. The e-commerce business mainly targets the vendors known as Delivery Service Partners, they are the main source of the last mile delivery who handles the customer. The Information Technology relies on the website which is given to maintain and schedule the packages, track them by GPS location, deals with the third party sellers and maintain employees and customers. By using the website named 'amazon logistics', the daily reports can be directly shared to the higher officials of Amazon. Mobile functions are highly used by the Delivery Associates who carry the packages, their track history and safety measures are taken care by the app named 'Rabit'. The Outsource vendor functions compiles the whole who maintains the last mile delivery and customers.

As intra organizational relationship refers to the relationship within the group, e-commerce sector maintains the relationship with the synchronization of functions. With the help of these five functions, Intra organizational relationship in E-commerce sector sustain in the harmonious path of growth and development of the company.

ANNEXURE

QUESTIONNAIRE

DEMOGRAPHIC VALUES:

Name:

Age: ☐ 18-25 ☐ 26-35 ☐ 36-45

Gender: ☐ Male ☐ Female

Experience: ☐ 0-1 ☐ 2-3 ☐ 3-5

Designation: ☐ Delivery Associate

☐ Supervisor

☐ Team leader

OPEN-ENDED QUESTIONS:

1. Choose the online brand you love the most

☐ Amazon

☐ Tata CliQ

☐ Flipkart

2. Is Rabbit app useful to the employees?

☐ Yes

☐ No

QUESTIONNAIRE BASED ON THE PARTICIPATION LEVEL OF EMPLOYEES:

3. How do you maintain customer service on e-commerce business model?

- ☐ Customer reviews
- ☐ Attending phone calls
- ☐ Answering customers politely

4. What is the time frame you wish for?

- ☐ 8:30am-5pm
- ☐ 7am-6pm
- ☐ 8am-5pm

5. How do you come to know about the job in the company?

- ☐ Online advertisement
- ☐ Through friends and relatives
- ☐ Posters

6. Do Amazon logistics website serve as a better platform to work?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

7. What type of training is given to the employees?

- ☐ On the job training
- ☐ Off the job training
- ☐ Online training

QUESTIONNAIRE BASED ON THE LEVEL OF MOTIVATION

8. Does your company motivate you throughout the hurdles?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

9. In what way you are motivated by the company?

- ☐ Motivational talk
- ☐ Advise
- ☐ Innovative ideas

10. Who gives the ideas on work the most?

- ☐ Owner/proprietor
- ☐ CTL
- ☐ Team leader and supervisor

QUESTIONNAIRE BASED ON THE RELATIONSHIP OF WORK AREA AND THE ORGANIZATION:

11. What would you choose as the core feature of e-commerce?

- ☐ Sales
- ☐ Shipping and fulfillment
- ☐ Customer loyalty

12. What do you think the major disadvantage of e-commerce?

- ☐ Purchasing less wanted items
- ☐ Low quality of the product
- ☐ Security problems

13. What do you think as the effective technology that streamline e-commerce experience?

- ☐ Hiring marketer
- ☐ Facebook and ad on television
- ☐ Virtual try on

14. What are the benefits given by the company insisted by government?

- ☐ ESI & PF
- ☐ Insurance
- ☐ Others

15. How will your company evaluate your performance?

- ☐ By performance appraisal
- ☐ By experience
- ☐ others

16. How do you promote employees?

- ☐ Through experience
- ☐ Through performance
- ☐ Through educational qualification

17. Are you satisfied with the salary?

- ☐ Satisfied
- ☐ Highly satisfied
- ☐ Dissatisfied
- ☐ Highly dissatisfied
- ☐ Neither satisfied nor dissatisfied

18. Are you satisfied with the employee benefits like GPA and GMC?

- ☐ Satisfied
- ☐ Highly satisfied
- ☐ Dissatisfied
- ☐ Highly dissatisfied
- ☐ Neither satisfied nor dissatisfied

19. What defines the success of your company?

- ☐ In terms of profit
- ☐ Safe workplace
- ☐ Employee's satisfaction on workplace

**QUESTIONNAIRE BASED ON THE EFFECTIVENESS OF CONFLICT HANDLING AND
GIVING SOLUTIONS:**

20. Have you ever had to terminate the employee/colleague?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

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**A STUDY ON SAFETY MEASURES OF EMPLOYEES WITH SPECIAL
REFERENCE TO NEEBAL ICE PLANT**

THOOTHUKUDI.

(A project report submitted in partial fulfillment of the requirements for the degree)

Of

MASTER OF HUMAN RESOURCE MANAGEMENT

Of

ST. MARY'S COLLEGE (AUTONOMOUS) – THOOTHUKUDI

Submitted by

J.JESU JERUSHA

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APRIL 2023

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

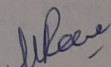
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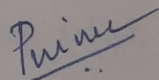
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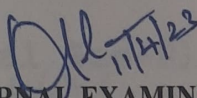


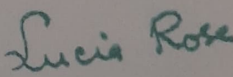
CERTIFICATE

This is to certify that the project **J. JESU JERUSHA** of second year Master of Human Resource Management has undergone project on “**A STUDY ON SAFETY MEASURES OF EMPLOYERS WITH SPECIAL REFERENCE TO NEEBAL ICE PLANT THOOTHUKUDI.**” under the guidance of **Mrs. C. S. Purnima B.Sc (Horti), MBA., NET** and this is an original work up to my knowledge.

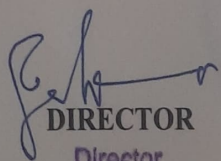

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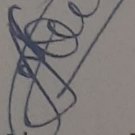
CERTIFICATE OF PROJECT COMPLETION

This Acknowledges that **Ms. Jesu Jerusha** a student, Deptt. of **II MHRM, St.Mary's college Thoothukudi** has successfully completed the project work "**Safety Measures for Employee**" in our organization from 6th February, 2023 to 21st February, 2023.

During this period we found her hard working and committed towards project works and we wish her all the best in her future endeavors for her life.

With Best Wishes

Neebal Ice-Plant


Joe Miranda
Founder



DECLARATION

I hereby declare that the project entitled "A STUDY ON SAFETY MEASURES OF EMPLOYERS WITH SPECIAL REFERENCE TO NEEBAL ICE PLANT" is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this project has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

J. Jesu Jerusha
Signature of the candidate

Date: 11.04.2023

(J.JESU JERUSHA)

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J. Jesu Jesusha

ABSTRACT

The main objective of this research paper is to acquire an understanding of health and safety of employees in organizations. In order to achieve personal and professional goals, enhance the structure of the organization and to sustain one's living conditions in an appropriate manner, it is necessary to take into consideration the aspects of health and safety of the employees. This is apparent that when employees will feel safe and secure, they will be able to communicate well with the other members of the organization as well as carry out their job duties in a well-organized manner. Therefore, within the working environment, especially when the employees are engaged in hazardous occupations, it is vital for them to take precautions to promote health and safety. Furthermore, when communication takes place between the members of the organization in a polite and respectful manner, they feel safe. The main areas that have been taken into account in this research paper are significance of health and safety of employees, Health and Safety Policy, measures to promote good health conditions among employees, and measures to promote safety among employees.

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CHAPTER I

CHAPTER I

Chapter 1

A study on Safety measures of employers with special reference to Neebal ice plant

1.1 INTRODUCTION

Due to rapid industrialization, industrial workers are exposed to several types of hazard and accidents. Every year lakhs of workers are injured due to mechanical, chemical, electrical and radiation hazards and it leads to partial or total disablement. So in recent years, greater attention is given to health and safety due to pressure from government, trade unions, labour laws and awareness of employers. The efficiency of workers depends to a great extent on the environment in which they work. Work environment consists of all the factors, which act and react on the body and mind of an employee. The primary aim is to create an environment, which ensures the greatest ease of work and removes all causes of worries. Occupational health and safety is a discipline of a broad scope involving many specialized fields. In its broadest sense, it should aim at:

- a) The promotion and maintenance of the highest degree of physical, mental and social well-being of workers in all occupations.
- b) The prevention among workers of adverse effects on health caused by their working conditions.
- c) The protection of workers in their employment from risks resulting from factors adverse to health.
- d) The placing and maintenance of workers in an occupational environment adapted to physical and mental needs.
- e) The adaptation of work to humans. Successful occupational health and safety practice requires the collaboration and participation of both employers and workers in health and safety programmes, and involves the consideration of issues relating to occupational medicine, industrial hygiene, toxicology, education, engineering safety, ergonomics, psychology, etc.

Occupational health issues are often given less attention than occupational safety issues because the former are generally more difficult to confront. However, when health is addressed, so is safety, because a healthy workplace is by definition also a safe workplace. The converse, though, may not be true - a so-called safe workplace is not necessarily also a healthy workplace. The important point is that issues of both health and safety must be addressed in every workplace. Work plays a central role in people's lives, since most workers spend at least eight hours a day in the workplace, whether it is on a plantation, in an office, factory, etc. Therefore, work environments should be safe and healthy. Unfortunately some employers assume little responsibility for the protection of workers' health and safety. In fact, some employers do not even know that they have the moral and often legal responsibility to protect workers. This note briefly describes the design and operation of ice making plants, for the general guidance of fish processors and fishermen. Space, power and refrigeration requirements are discussed, and the main types of icemaker are described. Methods of handling, transporting and storing ice are outlined, and the note also sets out the argument for and against making ice at sea.

The note is intended to serve as an introduction to ice manufacture for the prospective purchaser of plant, and to augment the information in Advisory Note 21 'Which kind of ice is best?'. Manufacturers' catalogues and instruction books give lengthy and detailed accounts of individual plants, and these should be referred to for more precise planning of an installation once the type of plant required has been settled on.

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1.2. Workplace safety tips

Here is a list of workplace safety tips that you should incorporate into your daily routine:

1. Use tools, equipment and machinery properly

Proper use of tools and machinery can prevent injuries. Only operate machines you are trained or certified to use and ensure that they are cleaned and maintained regularly. You should always use machines and equipment for their intended purposes. Use equipment such as a wheelbarrow or a forklift to help you lift and move heavy items to prevent straining or injuring yourself.

2. Report any unsafe conditions

Fix any unsafe conditions or workplace hazards as soon as you notice them. If it is dangerous for you to remove the risk, notify a supervisor right away.

3. Wear all necessary safety gear

Always wear the necessary safety equipment. The proper safety gear in your workplace could be reflective gear, fire-retardant clothing, industrial work wear or something as simple as nonslip shoes. Be sure to always wear a breathing mask if your space has debris or dust, or if you have to deal with toxic or dangerous chemicals or fumes.

4. Keep your workplace clear from clutter

Having a clean workspace will positively impact your job satisfaction and keep you and your co-workers free from danger. You could trip and fall over scattered objects and they could hide another hazard you cannot see.

5. Stay hydrated

Drink enough water to remain alert and avoid dehydration. Even in the winter, it is essential to stay hydrated with water and warm liquids to prevent light-headedness and lack of focus. The note is intended to serve as an introduction to ice manufacture for the prospective purchaser of plant, and to augment the information in Advisory Note 21 'Which kind of ice is best?'. Manufacturers' catalogues and instruction books give lengthy and detailed accounts of

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10. Stay hydrated

Drink enough water to remain alert and avoid dehydration. Even in the winter, it is essential to stay hydrated with water and warm liquids to prevent light headedness and lack of focus.

Related: Culture of Safety in the Workplace

11. Practice good posture when sitting or lifting

Use ergonomic desks and keyboards to avoid straining your wrists and arms. Sit up straight, keep your shoulders in line with your hips and lift with your legs when you are moving objects. Poor posture can cause strain on your back, neck and shoulders, which can lead to serious injury.

12. Take regular breaks

Look away from your computer screen regularly to avoid eye strain. Taking regular breaks allows your body an opportunity to rest from the tasks you are doing. When you return, you will be more focused and have a higher level of concentration.

13. Be aware of your surroundings.

Being aware of your surrounding is paramount to avoiding workplace injuries. Here are some things to be aware of in your environment:

Look for spills or items on the floor that could be tripped over.

Note the appropriate safety equipment and gear for each task you are doing.

Choose mechanical aids such as a forklift or wheelbarrow to help lift items and encourage others workers to do the same.

Keep emergency exits clear and uncluttered so they are accessible in the event of an emergency.

Use tools and machines properly to avoid injury and encourage other workers to do the same.

Label hazardous areas and materials with appropriate signage.

Know where the first aid kits are and which staff members are trained to administer first aid if an injury occurs. Being aware of your surroundings is paramount to avoiding workplace injuries. Here are some things to be aware of in your environment:

Look for spills or items on the floor that could be tripped over.

Use tools and machines properly to avoid.

Know of the emergency procedures in the event of a fire, flood or earthquake.

Only use secure, steady ladders and never use boxes or anything else as an improvised ladder. Test railings first before using them to make sure they are secured properly.

14. Never take shortcuts

Procedures exist to keep workers safe. Though skipping a step or not wearing safety gear may save you time, it isn't worth getting injured over. Use every tool and machine according to the instructions

15. Remain aware of new safety procedures

Though it is the responsibility of the company to make staff aware of new safety procedures, it is your responsibility to make sure that you fully understand the information. If you're unsure about a new procedure, ask questions.

16. Use tools, equipment and machinery properly

Proper use of tools and machinery can prevent injuries. Only operate machines you are trained or certified to use and ensure that they are cleaned and maintained regularly. You should always use machines and equipment for their intended purposes. Use equipment such as a wheelbarrow or a forklift to help you lift and move heavy items to prevent straining or injuring yourself.

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Fix any unsafe conditions or workplace hazards as soon as you notice them. If it is dangerous for you to remove the risk, notify a supervisor right away.

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19. Keep your workplace clear from clutter

Having a clean workspace will positively impact your job satisfaction and keep you and your co workers free from danger. You could trip and fall over scattered objects and they could hide another hazard you cannot see.

20. Stay hydrated

Drink enough water to remain alert and avoid dehydration. Even in the winter, it is essential to stay hydrated with water and warm liquids to prevent light headedness and lack of focus.

1.3. Importance, Benefits, and Ways to Incorporate It

A work environment free from injuries and accidents attracts employees. Employees are more satisfied and productive in such an environment.

A safe work environment is essential for both employees and employers alike. It is the right of all employees to have safety in the workplace.

Workplace safety is essential regardless of the size of a company. All companies, big or small, need to incorporate safety in their workplaces.

Well-implemented safety measures keep employees safe and also protect industrial equipment. It is the responsibility and duty of employers to protect their employees and keep them safe.

1.4. What is the Need for Safety in the Workplace?

It is not possible to measure the effects of human casualties. They can have grave consequences for employees and their families and friends as well.

This is why workplace safety and health measures are necessary. They are essential for the well-being of employers and employees alike. The feeling of assurance that one has, knowing that he will return safely from work, is more significant than anything else.

There are occupational safety and health risks in every company. Factors affecting workplace safety include unsafe working conditions, environmental hazards, substance abuse, and workplace violence.

For example, employees working in an IT company may have to work with faulty wires or electronics. Whereas in a construction company, employees may be exposed to the dangers of operating heavy equipment. To combat these risks, employers should create strategies that ensure and promote safety in their workplaces.

Employers should also learn the desired aspects of their employees in terms of safety and protection. This will help increase to combat these risks, employers should create strategies that ensure and promote safety in productivity and the quality of the products and services.

1.5. Here are some benefits of a safe and healthy work environment.

- The safer the work environment, the more productive it is. Productive employees are an asset to all companies. For instance, productive employees can produce more output in less time, reducing operational costs.
- Workplace safety promotes the wellness of employees and employers alike. Better safety equates to better health. Healthier employees do tasks more efficiently, and they are happier in general.
- There are very few accidents in a safe working environment. This results in less downtime for safety investigations and reduces costs for worker's compensation. This also reduces the time needed for employees to heal from injuries.
- Damage to industrial equipment creates costs for replacement and repair. Avoiding workplace injuries and damage to industrial equipment will incur fewer expenses and increase profit. If employers are concerned about the safety of their employees, the employees are more confident and comfortable in general. Also, absenteeism rates drop, and employees are more focused on doing their tasks.
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Being Aware and Identifying workplace Hazards

- This is the first step to create a safe working environment. Employers need to identify workplace hazards and safety issues first. Then they must take measures to address them accordingly.

- Workplace safety hazards can include mechanical issues, dangerous chemicals, hazardous electrical equipment, etc.
- Mechanical problems can occur at any time while operating machinery in the workplace. Also, working with heavy equipment is very risky and can cause accidents.
- If employees need to work with chemicals, they have to be very cautious. Dangerous chemicals can burn or poison employees. Inhaling or ingesting them can even cause death.
- Also, working with electronic equipment can have risks as well. Faulty electrical equipment can electrocute employees, causing severe problems. Employee should be aware of the types of equipment and know the hazards in their workplace. This enables them to stay clear of such dangers and unfortunate situations. Also, employers should train employees in the proper operation and maintenance of machinery and equipment.

1.6.Implementing Workplace Safety Programs

- The first step in building a safety program is to get all employees to commit to workplace safety. One way to do this is to include workplace safety in the company's mission statement. It should be the duty of every employee to carry out the safety policies.
- Employers should investigate all accidents in the workplace. They should encourage employees to follow all safety procedures.
- Moreover, employers should clearly state the hazards of not following them in writing. This reduces the chances of mistakes.

Providing Proper Safety Training to Employees

- Training is an important part of every company's safety program to protect employees from accidents. Research shows that new employees have a higher risk of workplace accidents. It is the lack of knowledge of workplace hazards and proper work techniques that cause this greater risk.

- Employers should provide employees with the necessary training to reduce workplace accidents. Employees should operate all equipment and machinery safely and adequately.
- For instance, employers should adequately teach the operation of heavy machinery to employees. Only trained or certified employees should operate such types of equipment. This is why it is essential to provide safety training to employees by experts.

1.7. Using Protective Safety Equipment

- The usage of equipment worn to minimize exposure to hazards that cause workplace injuries is significant. Not doing so can cause injury or even death.
- Employees may have to work with chemicals, machines, electronics, and other potential work hazards. Employers must provide such employees with personal protective equipment (P.P.E.).
- P.P.E. should be safely designed, constructed, and fit comfortably. Examples of P.P.E. are gloves, protective eyewear, clothing, earplugs, hard hats, etc.

1.8. Reporting Unsafe Working Conditions

- Employees must inform any safety hazards or work risks to the management. Employers are legally obligated to ensure safe working environments for their employees. They must end workplace safety hazards and promote safety in the workplace.

1.9. Practicing Correct Posture

- Bad posture is one of the main reasons for back pain. It is imperative to practice good and correct posture to reduce the risk of getting hurt.
- For example, if you have to sit for long hours, use specially designed chairs. Also, always sit upright.

1.10. Reducing Workplace Stress

- Workplace stress can cause many health problems like anxiety, depression, etc.
- Job insecurity, workplace bullying, high workload, etc., cause workplace stress.
- Learn how to combat workplace stress and avoid its adverse effects. Workplace stress can have drastic effects on workplace productivity and employee health.

1.11. Promoting Regular Breaks

- Employers should encourage employees to take regular breaks. Taking frequent breaks will prevent tiredness and fatigue. This will further prevent injuries or illnesses. Breaks help employees stay fresh and focused.

1.12. Staying Sober and Alert

- One of the major reasons for workplace fatalities is substance abuse. Substance abuse causes around 40% of all industrial workplace fatalities.
- Individuals under the influence of alcohol or drugs are less alert. Their decision-making ability, coordination, concentration, and motor control get compromised. This creates risks for workplace injury and fatalities.

1.13. Easy Access to Exits in Case of Emergencies

- If there is an emergency, it is important to have easy access to emergency exits. Easy access to emergency exits will reduce injuries and casualties.
- Also, it is important to have quick ways to shut down equipment in case of emergencies.

1.14. Using Mechanical Aids

- An industrial job may need employees to work with heavy equipment. There are many injury risks involved in trying to lift and move heavy objects. Employees can use a conveyor belt, forklift, or wheelbarrow instead of lifting manually.

1.15. The Bottom Line

- A safe work environment is a feature of good companies throughout the world. All employees want assurance of their safety and protection.
- Workplace safety is a critical issue. Employers should ensure that their employees are working in a safe environment.
- Management systems and business owners are responsible for promoting workplace safety. Employers should encourage employees to adopt safe practices and use safety equipment. They should encourage safety policies and safety programs.
- Also, employees should be aware of the risks of operating hazardous machinery.

1.16. Objective of the study

- To Stay Healthy and Energetic
- To have Longevity in Life
- To create Public Awareness
- To study the avoidance in loss of Property and Life

1.17. NEED FOR THE STUDY

Health and Safety measures are inevitable to any organization where workers are involved. It's an organization's responsibility to provide to its workers beyond the payment of wages for their services. The worker's health and safety on and off the job within the organization is a vital concern of the employer. The working environment in a factory adversely affects the worker's health and safety because of the excessive heat or cold, noise, odors, fumes, dust and lack of sanitation and pure air etc., which leads to accident or injury or disablement or loss of life to the workers. Providing a health and safer environment is a prerequisite for any productive effort. These must be held in check by providing regular health check-up, protective devices and compensatory benefits to the workers. This research deals with the study on the health and safety measures provided to the workers at neebal ice plant, Thoothukudi.

1.18. SCOPE OF THE STUDY

This study would give an overview of the health and safety measures existing at Neebal ice plant, Thoothukudi. Since health and safety are two important elements essential for improving the productivity of an organization, a study on the existing health and safety measures would help the organization to perform better. This study would throw light on the perception of the workers regarding health and safety. Wheels India Ltd can identify the areas where it can be improved, so as to improve the performance of the workers. This study would also help to analyze the satisfaction level of the workers towards health and safety measures and suggest provisions to improve health and safety.

1.19 LIMITATIONS OF THE STUDY

- 1) The study is applicable only to Neebal ice plant, Thoothukudi. Therefore the results cannot be generalized for the whole industry.
- 2) Due to time constraints the sample size had to be confined to 135.
- 3) The respondents have replied to the queries recalling from their memory. Therefore recall bias and personal bias are possible.
- 4) Since the data was collected using a schedule, the interviewer unable to understand and record the responses correctly.
- 5) The respondents were unable or unwilling to give response

CHAPTER 2

COMPANY PROFILE

1.19. NEEBAL GROUPS [REACHING BEYOND]

Company : neebal ice-plant

Founder : joe Miranda

Sole proprietor

Founded : 2010

Business : 40 core

Profited : 02 core

Manufacturing : 50 kg block ice

Site : neebal ice-plant

3|36, thiruvaluvar puram, alangarathatu

Thoothukudi – 628001

Ph: 0461 – 2361305

Mob: 97891 – 82305

Mail id: neebal21218816@gmail.com

jjoemn@yahoo.com

Office : south India, Tamil Nadu

Equipment details : kirloskhar compressor 3

100HP X 24HRS X 365

Ammonia gas

The demand for block ice is as great today as it ever has been, despite advances made in the development of modern refrigeration equipment. Manufacture is used for producing refrigeration effect to freeze potable water in standard cans placed in rectangular tank which is filled by brine. A good definition of refrigeration is the removal of heat energy so that a space or material is colder than its surroundings. An ice plant based on same principle as a simple refrigeration system. An ice plant contains various parts such as a compressor, condenser, receiver, expansion valve, evaporator and refrigeration, accumulator. A refrigeration is always been a great deal for human being and play a vital role in preserving food, chemical, medicine, fisheries and providing appropriate temperature in working entity of any industry . Refrigeration in the coming years becomes very essential deal for drastic development of the industrial sector.

1.20. COMPONENTS OF AN ICE PLANT:

In the study of an ice plant the components generally used are compressor, oil separator, condenser, receiver, drier, expansion valve evaporator, chilling tank, refrigerant accumulator and pressure gauges.

1.21. COMPRESSOR:

A Refrigerating compressor, as the name indicates, is a machine used to compress, the vapour refrigerant from the evaporator and to raise its pressure so that the corresponding saturation is higher than that of the cooling medium.



It is also continuously circulates the refrigerant through the refrigerating system. Since the compression of refrigerant requires some work to be done on it, therefore a compressor must be driven by some prime movers. In other words the purpose of the compressor in the vapour compression cycle is to compress the low pressure dry gas from the evaporator and raise the pressure to that of the condenser, compressors are v belt drivers and are suitable to operate with ammonia.

21.CONDENSOR:



The condenser is an important device used in the high pressure side of a refrigeration system. Its function is to remove heat of hot vapour refrigerant discharge from the

compressor. The hot vapour consists of the heat absorbed by the evaporator and the heat of compression added by the mechanical energy of compressor motor. The heat from the hot vapour refrigerant in a condenser is removed first by transferring it to the walls of the condensing or cooling medium. The high temperature, high pressure ammonia vapour is condensed in a condenser which may be of shell and tube type or evaporative type. The selection of the condenser depends of the capacity of the refrigerating system, the type of cooling medium available.

1.22. EXPANSION DEVICES:

The expansion device (also known as metric or throttling device) is an important device that divides the high pressure side and the low pressure side of refrigerating system. It is connected the receiver (containing liquid vapour at high pressure) and the evaporator (containing liquid refrigerant at low pressure). The expansion device performs the following functions like to reduce the high pressure liquid refrigerant to low pressure liquid refrigerant before being fed to the evaporator and to maintain the desire pressure difference between the high and low pressure side of the systems, so that the liquid refrigerant vaporizes at the designed pressure in the evaporator.

1.23. EVAPORATOR:

The evaporator is an important device used in the low pressure side of the refrigeration system. The liquid refrigerant from the expansion valve enters in to the evaporator where its boil and change into the vapour. The function of the evaporator is to absorb heat from the surrounding location or medium which is to be cooled, by mean of a refrigerant. The temperature of the boiling refrigerant in the evaporator must always be less than that of the surrounding medium so that heat flows to the refrigerant. The evaporator becomes cold and remains cold due to the following two reasons:

- The temperature of the evaporation coil is low due to the low temperature of the refrigerant inside the coil.
- The low temperature of the refrigerant of the refrigerant remains unchanged any heat it absorbs is converted to latent heat as boiling proceeds.

.24. CHILLING TANK:



The main components of the chilling tank are viz, ice tank, insulation of the ice tank and ice block, ice tanks are made of such materials such as wood, steel or concrete. As wooden tanks do not last long enough and are liable to leak, they should preferably be made of steel well coated with waterproof paint. Tanks made of reinforced concrete are also recommended as superior to those of wood. The ice tank contains the direct expansion coils, equally distributed throughout the tank and these coils are submerged in brine. The tank is provided with suitable frame of hard wood for support the ice cans and propeller or agitator for keeping the brine in motion: the brine in the tank acts as a medium of contact only, the ammonia evaporating in the ice coils extracts the heat from the brine, which then absorbs the heat for the water in the cans. The tank itself should not be much larger than is necessary.

.25. SUCTION ACCUMULATORS:

Suction line accumulators are sometimes inserted in halocarbon circuits, to serve the purpose of separating return liquid and prevent its passing over to the compressor. Since this liquid will be carrying oil, and this oil must be returned to the compressor, the outlet pipe within the separator dips to bottom of this vessel and has a small bleed hole, to suck the oil out.

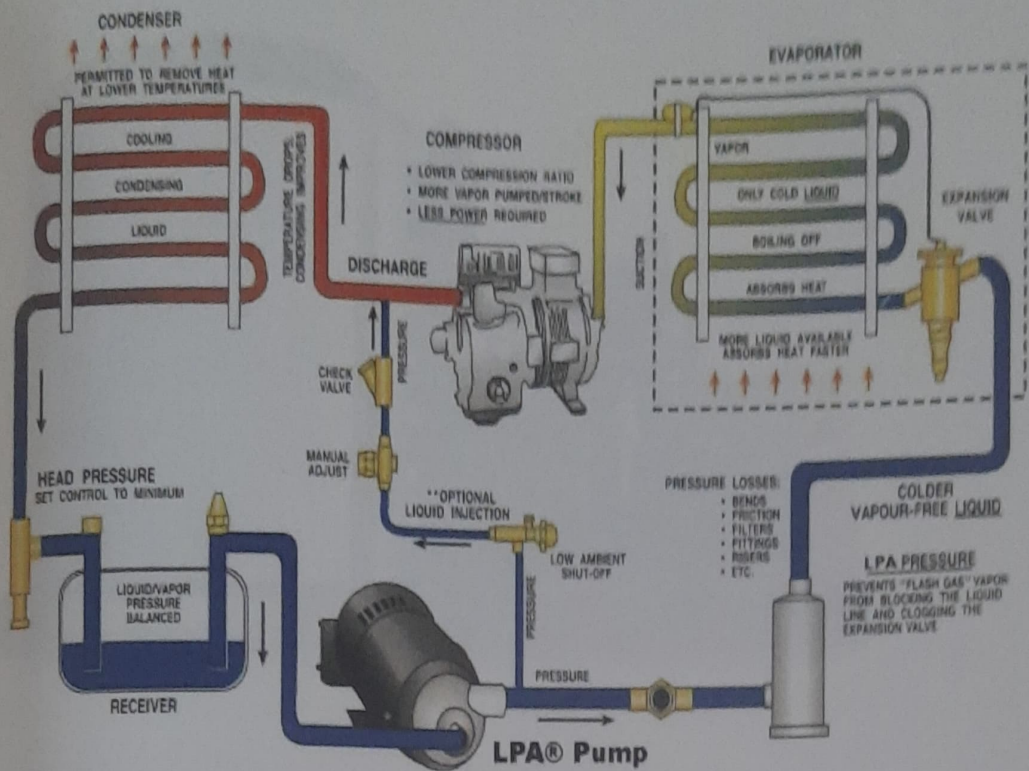
.26. OIL SEPARATORS:

During the compression stroke of a reciprocating machine, the gas becomes hotter and some of the oil on the cylinder wall will pass out with the discharge gas. Some oil carry over will occur with all lubricated compressor types, and in small self contained systems it quickly finds its way back to the compressor. Start up after a long idle period can

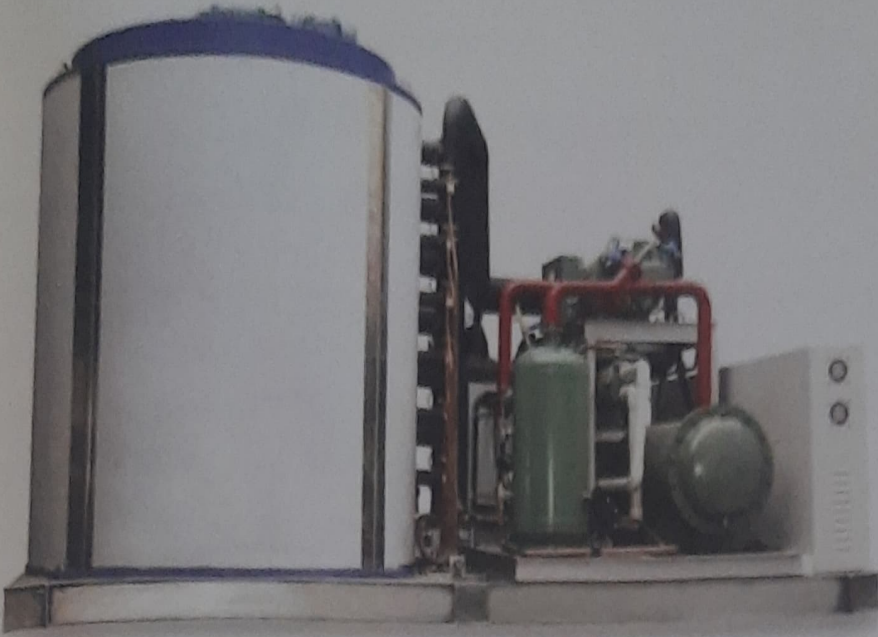
result in a large amount of oil carryover for a short period due to foaming. With larger move complex systems with remote evaporator oil its desirable to fit an oil separator in the discharge line to reduce carry over to the system.

CAPACITY, PROCESS CYCLE AND ITS LAYOUT:

	dimensions			Size of band	Plain or grooved	Gauge of steel, galv,	Weight per can	Gauge of steel, galv,	Weight per can
	width	length	Height						
office	6	12	28	1.5	plain	18	25	-	-
0	8	8	31	1.5	plain	18	25	-	-
0	8	16	32	1.5	plain	16	36	-	-
00	11	22	48	1.5	grooved	16	72	14	88
00	11	22	49	1.5	grooved	16	74	14	90
00	11	22	50	1.5	grooved	16	75	14	91
00	11.5	22.5	44	1.5	grooved	16	69	14	84
00	11.5	22.5	46	1.5	grooved	16	72	14	88
00	11.5	22.5	47	1.5	grooved	16	73	14	89
00	11	22	63	2	grooved	14	113	12	153
00	11.5	22.5	57	2	grooved	14	106	12	146



Ice cans are placed in can grids and moved to beneath the filling tank which automatically fills each can with proper level of pre-cooled water and then stop. Potable water must be used to make ice intended for human consumption. The cans are then hoisted and carried to the brine tank and immersed inside. The brine, which is a calcium chloride solution kept at a temperature of -10°C , is constantly circulated by agitator in order to keep the temperature consistent throughout the tank.



Air is blow into the centre of the can to induce a swirling motion. This causes any impurities and air bubbles in the water to be collected in the centre of cans. Prior to finish freezing, this core is removed by a suction pump and replaced with fresh pre- cooled water. The time required for the water to be frozen varies according to the size of cans being used, 50lbs. Block requires 24 hours, 300lbs. Take 48 hours. When the ice has completely formed, the grids are lifted up from the brine tank and moved to place in the thawing tank. Using the warm water heats the can, until the ice allowed to be slid out. The block ice is then removed from the tank can by a can dumper. In POF 300 block per day are going manufactured and mass of each block is 50kg. The capacity of that plant is 10 TONS, installed on 2010. The empty cans are returned to filling tank for next ice making cycle. The ice is moved to ice storage and stacked by an ice stacker, or it can be delivered to customer right away upon requested.

CHAPTER II

CHAPTER II

REVIEW OF LITERATURE

1) Johannson B; Rask K; Stenberg M (2010)

This study was to carry out a broad survey and analysis of relevant research articles about piece rate wages and their effects on health and safety. A total of 75 research articles were examined extensively and 31 of these were found relevant and had sufficient quality to serve the purpose of this study. The findings of these relevant articles are summarized and analysed in the survey. More recent research shows a clear interest for health, musculoskeletal injuries, physical workload, pains and occupational injuries. The fact that 27 of the 31 studied articles found negative effects of piece rates on different aspects of health and safety does not prove causality, but together they give very strong support that in most situations piece rates have negative effects on health and safety.

2) Tompa, Emile PhD; Dolinschi, Roman MA; de Oliveira (2009)

We reviewed the occupational health and safety intervention literature to synthesize evidence on financial merits of such interventions. A literature search included journal databases, existing systematic reviews, and studies identified by content experts. We found strong evidence that ergonomic and other musculoskeletal injury prevention intervention in manufacturing and warehousing are worth undertaking in terms of their financial merits. The economic valuation of interventions in this literature warrants further expansion. The review also provided insights into how the methodological quality of economic evaluations in this literature could be improved.

3) Conor CO Reynolds; M Anne Harris; Peter A Cripton; Meghan Winters (2009)

Bicycling has the potential to improve fitness. Understanding ways of making bicycling safer is important to improving population health. We reviewed studies of the impact of transportation infrastructure on bicyclist safety. To assess safety, studies examining the following outcomes were included: injuries; injury severity; and crashes. Results to date suggest that sidewalks and multi-use trails pose the highest risk, major roads are more hazardous than minor roads, and the presence of bicycle facilities (e.g. on-road bike routes, on-road marked bike lanes, and off-road bike paths) was associated with the lowest risk. Street lighting, paved surfaces, and low-angled grades are additional factors that appear to improve cyclist safety

4) Lucia Artazcoz; Imma Cortes; Vincenta Escriba-aguir; Lorena Cascant (2009)

The objectives of this study were to identify family and job characteristics associated with long work hours. The sample was composed of all salaried workers aged 16–64 years (3950 men and 3153 women) interviewed in the 2006 Catalan Health Survey. Factors associated with long working hours differed by gender. In men, working 51–60 h a week was consistently associated with poor mental health status, self-reported hypertension, job dissatisfaction, smoking, shortage of sleep. Among women it was only related to smoking and to shortage of sleep. The association of overtime with different health indicators among men and women could be explained by their role as the family breadwinner.

5) Dee W. Edington; Alyssa B. Schultz (2008)

The aim was to present the literature which provides evidence of the association between health risks and the workplace economic measures of time away from work, reduced productivity at work, health care costs and pharmaceutical costs. A search of Pub Med was conducted and high quality studies were selected and combined with studies known to the authors. A strong body of evidence exists which shows that health risks of workers are associated with health care costs and pharmaceutical costs. A growing body of literature also confirms that health risks areas sociated with the productivity measures. The paper shows that

measures of success will continue to be important as the field of worksite health management moves forward

CHAPTER III

CHAPTER III

CHAPTER III

RESEARCH DESIGN AND METHODOLOGY

3.1. INTRODUCTION:

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps in systematic manner. The research method of the study explains the systematic way of finding to the predetermined objective. This provides the clear path to accomplish and achieve clear solution for the problem stated.

3.2 Analysis and interpretation

Analysis of data means studying the tabulated material in order to determine inherent facts or meanings. Large divisions of material should be broken down into smaller units and rearranged in new combination to discover new factors, interrelationship and cause-effect relationship.

Analysis of data is the most skilled task of all the stages of research, calling for the researcher's own judgement and skill. It throws light in the various problem areas, enabling the

researcher to identify ways and means of arriving at a solution. A researcher, besides the

collection and analysis of data, has to draw inferences and explain their significance.

The task of drawing conclusions and inferences from a careful analysis of data is known as interpretation.

3.3 Percentage analysis:

Percentage analysis is a method to represent raw streams of data as a percentage for

better understanding of collected data.

Percentage analysis: Number of respondents x100

Total number of respondents

3.4 Chi- square test:

Chi -square test is used to compare two variables for a randomly selected data. The

Expected frequencies are based on the conditions of null hypothesis .the rejection of null

Hypothesis is based on expected value. it is used to check whether the variables are independent of each other or not.

$$\text{Chi square} = \sum \frac{(O-E)^2}{E}$$

E

Null hypothesis: There is no significant relationship between age and the abilities of teamwork

After joining the company.

Hypothesis: There is significant relationship between age and the abilities of teamwork after joining the company.

After internship the results suitable suggestions are given .the statistical tool used for

Analyzing the data collected are

- Sample percentage analysis
- Bar diagram
- Pie chart
- Chi square

3.5 ANOVA:

The anova test is performed by comparing two types of variation the variation between

Sample means as well as the variation within each of the samples. If the p -value is less than 0.05

The analyst rejects the anova test and vice versa.

There are three types of anova test – one way analysis anova, two way analysis anova and n way

Analysis of variance,

Formulae,

$F = MST/MSE$

3.5 Tools for analysis

After the data have been collected .it has to be analyzed the data obtained from the questionnaire is consolidated .Tabulation is a past of technical procedure where in classified data

Are put in the form of tables .two tables obtained should be analyzed with statistical technique and tools so that interpretation would be precise.

3.6 Sampling procedure:

In the present study sampling technique used was convenience sampling.

3.7 Data collection:

To accomplish the objective of the study both primary data and secondary data were utilized.

3.8 Primary data:

Primary data refers to the collection of first hand data .The information was collected from The respondent by

- A structured questionnaire
- Observation
- Interview and direct conversation with the measurement

3.9 Secondary data

A past from primary data collected the data was collected through

- Text books
- Records of industry
- Journals from library
- Academic report
- Webster

3.10 Research design:

A research design is considered as the frame work or plan for a study that guides as well as helps the data collection and analysis of data. The research design in this project is discipline in nature.

3.11 Sample design:

By adopting random sampling method, a sample of 50 respondents was selected from Neebal ice plant. And the questionnaire was distributed to get the primary data from them.

3.12 Construction tools:

- **Population:**
There are totally 100 employees working in the organization.
- **Sampling size:**
Out of the total population for the study a sample size of 50 respondents were selected.
- **Sampling area:**
The research was conducted at. Neebal ice plant thoothukudi

3.13 Sampling procedure;

The research was made by the survey in accordance to the convenience of the employees. The sampling technique used was convenience sampling.

3.14 Methodology:

The collected data were analyzed by using the following statistical tools namely percentage analysis and graphical method like bar diagram, pie chart, etc.

3.15 Frame work analysis:

Regarding the study of team synergism the researcher collected all primary and secondary data to clear view of the project. The data collected through questionnaire and schedules were tabulated classified and analyzed on the basis of percentage analysis method.

3.16 Period of the study:

The study has been conducted during the period ranging from February to April 2023

CHAPTER IV

CHAPTER IV

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

Analysis of data, studying the tabulated material in order to determine inherent facts or meanings. Larger division of material should be broken down into smaller units and rearranged in new combination to discover new factors, interrelationship and cause effect relationship.

Analysis of data is the most skilled task of all the stages of research, calling for the researchers own judgment and skill. It throws light on the solution. A researcher besides the collection and analysis of data has to draw inferences and explain their significance.

The task of drawing conclusions and inferences from a careful analysis of data is known as interpretation.

TABLE 4.1.1

TABLE SHOWING THE PROVIDE HEALTH CHECKUP FOR WORKERS

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.291 ^a	12	.678
Likelihood Ratio	10.527	12	.570
Linear-by-Linear Association	.507	1	.476
N of Valid Cases	50		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .04.

Source: primary data

Null Hypothesis

H_0 = There is no significance between age and provide health check up for worker

Alternative Hypothesis

H_1 = There is significance between age and provide health check up for workers

Inference:

The workers provided with health check-up is moderately associated with an use which is implied by inferential feeling and f value is .678 that is statistically moderately accepted value at 5% level of significance

TABLE 4.1.2

TABLE SHOWING DRINKING WATER FACILITY INSIDE YOUR
WORK PLACE

Chi-Square Tests

	Value	Df	Asymptotic Significance (2- sided)
Pearson Chi-Square	2.468 ^a	9	.982
Likelihood Ratio	3.930	9	.916
Linear-by-Linear Association	.347	1	.556
N of Valid Cases	50		

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .02.

Source: Primary data

Null Hypothesis

H_0 = there is no significance between age and drinking water facility inside your work place

Alternative Hypothesis

H_1 = there is significance between age and drinking water facility inside your work place

Inference:

The satisfaction level of workers in drinking water is not highly associated with an age which is implied by inferential testing and value .982 that is statistically not highly associated accepted value at 5% level of significant

TABLE 4.1.3

TABLE SHOWING THE ENOUGH SPACE TO WORK?

ANOVA

AGE	Sum Squares	Df	Mean Square	F	Sig.
Between Groups	2.597	3	.866	.628	.601
Within Groups	63.403	46	1.378		
Total	66.000	49			

Source: primary data
Inference:

The value of f is .628 which reaches significance with a p -value of 0.0601 (which is greater than the 0.05 alpha value). This means there is no statistically significant difference between the mean of between groups

TABLE 4.1.4

TABLE SHOWING company provide medical facility to the workers

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.870a	3	.020
Likelihood Ratio	8.588	3	.035
Linear-by-Linear Association	4.998	1	.025
N of Valid Cases	50		

a. 6 cells (75.0%) have expected count less than 5. The minimum expected count is .22.

Source: Hypothesis

Null hypothesis

H_0 = there is no significance between age and company provide facility work

Alternative Hypothesis

H_1 = there is significance between age and company provide facility work

ference:

The company provide medical facility to the workers is moderately associated with an which is implied by inferential feeling and f value is .020 that is statistically moderately accepted value at 5% level of signification.

TABLE 4.1.5

TABLE SHOWING ACCIDENTS HAPPEN

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.294 ^a	12	.901
Likelihood Ratio	8.602	12	.737
Fisher's Linear Association	1.778	1	.182
N of Valid Cases	50		

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .04.

Source: primary data

Null Hypothesis

H_0 = there, is no significance between age and accidents' happen

Alternative Hypothesis

H_1 = there is between age and accidents happen

Inference:

The workers accident frequency level is not highly associated with an age which is implied by inferential testing and f value at 4% level of significance.

TABLE 4.1.6

TABLE SHOWING fear agree CONTENTS OF THE FIRST AID KIT

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.808 ^a	12	.925
Likelihood Ratio	8.088	12	.778
Fisher's Linear Association	.233	1	.630
N of Valid Cases	50		

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .02.

Source: primary data

Null Hypothesis

H_0 = there is no significance between age and fear agree contents of the first aid kit

Alternative Hypothesis

H_1 = there is significance between age and fear agree contents of the first aid kit

Inference:

the workers first aid activities is moderately associated with marital status which is implied by inferential and p value is .925 that is statistically highly associated value at 5% level of significance

TABLE 4.1.7
TABLE SHOWING ENVIRONMENT IS SAFE TO WORK

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.051a	16	
Likelihood Ratio	20.120	16	.218
Linear-by-Linear Association	1.227	1	.215
N of Valid Cases	50		.268

a. 22 cells (88.0%) have expected count less than 5. The minimum expected count is .02.

Source; primary data

Null Hypothesis

H_0 = there is no significance between educational and Environment is safe to work

Alternative Hypothesis

H_1 = there is significance between educational and environment is safe to work

Inference:
The worker working environment is highly associated with the educational qualification which is implied by inferential testing and f value is .218 that is statistically not highly associated 5% level of significance

TABLE 4.1.8

TABLE SHOWING WORK LIFE BALANCE PROVIDED IN COMPANY

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.462a	16	.421
Likelihood Ratio	14.039	16	.596
Fisher's Linear Association	.828	1	.363
N of Valid Cases	50		

a. 22 cells (88.0%) have expected count less than 5. The minimum expected count is .02.

Source: primary data

Null Hypothesis

H_0 = there is no significance between educational and work life balance provided in company

Alternative Hypothesis

H_1 = there is significance between educational and work life balance provided in company

Inference:

The workers life balance provided in company is moderately associated with an use which is implied by inferential feeling and and f value is .420 that is statistically moderately accepted value at 5% level of significance.

TABLE 4.1.9

Table showing of the health and safety measures take in the company

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2- sided)
Chi-Square	3.398a	12	.992
Continuity Correction	4.620	12	.969
Fisher's Exact Test	.704	1	.402
Linear-by-Linear Association	.50		

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .04.
Source: primary data

Null Hypothesis

there is no significance between educational and the health and safety measures take in the company

Alternative Hypothesis

there is significance between educational and the health and safety measures take in the company

Inference:

The workers health and safety measures take in the company is moderately associated with an educational which is implied by inferential testing and f value. 992 that statistically not highly associated accepted value at 5% level of significance.

Table 4.1.10

Table showing maintained machines

Chi-Square Tests

	Value	Df	Asymptotic Significance (2- sided)
Chi-Square	1.957a	3	.581
Linear by Linear Association	1.678	3	.642
N of Valid Cases	.013	1	.908
	50		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is .36.

Source: primary data

Null Hypothesis

H_0 = there is no significance between gender and maintained machines

Alternative Hypothesis

H_1 = there is significance between gender and maintained machine

Inference:

The worker satisfied of maintaining machines is moderately associated with the gender which is implied by inferential testing and f value is .581 that is statistically highly associated value at 5% level of significance.

TABLE 4.1.11

Table showing the first aid activities in implementing health and safety

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.027 ^a	3	.567
Likelihood Ratio	2.042	3	.564
Linear-by-Linear Association	.744	1	.388
Not Valid Cases	50		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.40.

Source ; primary data

Null Hypothesis

H_0 = there is no significance between marital and fist aid activities in implementing health and safety

Alternative Hypothesis

H_1 = there is significance between marital and fist aid activities in implementing health and safety

Inference:

The workers is fist aid activities in implementing health and safety moderaly associated with the marital which is implied by inferential testing and f value is.567 that is statistically highly associated value at 5% level of significance.

Table 1.1.12

... showing are you aware of the health and safety measures adopted in the company

Chi-Square Tests

	Value	Df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Chi-Square	.701 ^a	1	.403		
Continuity Correction ^b	.004	1	.951		
Fisher's Exact Test	1.232	1	.267		
Linear Association				1.000	.544
N of Valid Cases	.687	1	.407		
	50				

a. Cells (50.0%) have expected count less than 5. The minimum expected count is .54.
b. Computed only for a 2x2 table

...; primary data

Hypothesis

H_0 = there is no significance between marital and they are you aware of the health and safety measures adopted in the company

Alternative Hypothesis

H_1 = there is significance between marital and they are you aware of the health and safety measures adopted in the company

ence:

The workers they are you aware of the health and safety measures adopted in the company moderately associated with the marital which is implied by inferential testing and p is .403 that is statistically highly associated value at 5% level of significance.

Table 1.1.13

Table showing have you attended any health and safety training in your company

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Nominal Chi-Square	3.491 ^a	4	.479
Continuity Correction	3.909	4	.418
Fisher's Exact Test	.002	1	.964
Linear-by-Linear Association			
N of Valid Cases	50		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .14.

Source: primary data

Null Hypothesis

H_0 = there is no significance between educational and have you attended any health and safety training in your company

Alternative Hypothesis

H_1 = there is significance between educational and have you attended any health and safety training in your company

Inference:

The workers have you attended any health and safety training in your company adopted in the company moderately associated with the educational which is implied by inferential testing and f value is .479 that is statistically highly associated value at 5% level of significance.

Table 1.1.14

Table showing the working temperature is reasonable to work

Chi-Square Tests		
	Value	Asymptotic Significance (2- sided)
Pearson Chi-Square	4.762 ^a	.855
Likelihood Ratio	6.020	.738
Linear-by-Linear Association	.048	.826
N of Valid Cases	50	

a. 14 cells (87.5%) have expected count less than 5. The minimum expected count is .08.

Source; primary data

Null Hypothesis

H_0 = there is no significance between age and the working temperature is reasonable to work

Alternative Hypothesis

H_1 = there is significance between age and the working temperature is reasonable to work

Inference:

The workers are working temperature is reasonable to work adopted in the company moderately associated with the age which is implied by inferential testing and f value is .855 that is statistically highly associated value at 5% level of significance.

CHAPTER V

CHAPTER V

SUMMARY OF FINDING, SUGGESTIONS AND CONCLUSION

INTRODUCTION

The educational institution which has a vital role in producing skilled manpower and imparting knowledge for the social economic and technological advancement are considered to be the rejuvenating sector than any other industries. This chapter summaries the findings, conclusions and suggestions arrived from the empirical study.

FINDINGS

The study has revealed the following findings.

- The study reveals that 54% of the respondents agree fear agree and contents of the first aid kit
- The study reveals that 44% of the respondents best the first aid activities in implementing health and safety
- The study reveals that 94% of the respondents agree the safety measures adopted in the company
- The study reveals that 82% of the respondents agree the company provide medical facility to the workers
- The study reveals that 36% of the respondents half yearly the company provide health check-up for workers
- The study reveals that 84% of the respondents agree attend any health and safety training in your company
- The study reveals that 50% of the respondents agree environment is safe to work
- The study reveals that 50% of the respondents sometimes the accidents happen
- The study reveals that 60% of the respondents satisfied drinking water facilities inside your work place
- The study reveals that 66% of the respondents satisfied maintained machines
- The study reveals that 52% of the respondents sometime work life balance provided in company
- The study reveals that 54% of the respondents agree enough space to work
- The study reveals that 62% of the respondents satisfied the level of the health and safety measures take in the company
- The study reveals that 48% of the respondents agree the working temperature is reasonable to work

5.2 SUGGESTIONS

- 1) The company has to create the awareness for the workers regarding health and safety.
- 2) They have to provide effective arrangements to the workers for communicating their health and safety matters.
- 3) It is better to provide frequent health and safety training, at least once in a year.
- 4) The company has to provide enough drinking water facility available at all the time.
- 5) The management has to take necessary steps to reduce the stress level of the workers.
- 6) Orientation programmes can be conducted to make the workers to feel that their work environment is safe to work.
- 7) The maintenance department has to maintain the machines properly to reduce lead-time.
- 8) Proper training has to be given to the workers to avoid frequent accidents.
- 9) Meditation practices can be given to avoid electric shocks, finger injuries etc. due to lack of concentration.
- 10) Safety committee has to be formed to monitor the health and safety issues.
- 11) The company has to conduct the regular inspections to ensure higher level of safety in the workplace.
- 12) Cordial relationship has to be maintained between the management and the workers to implement the health and safety policies and measures in a smooth manner.

CONCLUSION

It is revealed from the study that, the safety measures for employee adopted in neebal plant. Thoothukudi are provided to the workers according to the provision of the factories act. It reveals that the awareness of the workers about health and safety in the workplace is inadequate. Also repeated accidents like electric shocks, finger injuries are occurred in the workplace. Suitable ideas were suggested to avoid those accidents and to improve the health and safety measures. The role of management in implementing health and safety in the organization is very effective. Most of the workers were satisfied with the health and safety measures adopted in the company. If the company implements effective disciplinary procedures; it will help the company to go with their policies and also to maintain health and safety in the organization.

ANNEXURE

ANNEXURE

A Study on Safety Measure for Employees in Ice Plant

Dear Sir/Madam

I am Jesu Jerusha J. From the Department of Human Resources Management of ST. Mary's College, Thoothukudi presently is doing a project on Safety Measure for Employees in Ice plant. I request you to kindly fill the questions given below and I assure that the information given by you will be used only for my academic purpose and will be kept confidential

1. Name:

2. Age:

(a) Below 25 (b) 26 – 30 (c) 31 – 35 (d) 36 – 40 (e) above 40

3. Marital status :

(a) Married (b) unmarried

4. Gender :

(a) Male (b) female

5. Educational qualification :

(a) Illiterate (b) sssc (c) Hssc (d) UG (e) PG

6. How far agree and contents of the first aid kit?

(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree

7. Do you know the first aid activities in implementing health and safety

(a) Excellent (b) best (c) better (d) good (e) poor

8. Are you aware of the health and safety measures adopted in the company?

(a) agree (b) neutral (c) disagree

9. Does the company provide medical facility to the workers?

(a) agree (b) neutral (c) disagree

10. How often the company provide health check-up for workers?

(a) Yearly (b) half yearly (c) Quarterly (d) monthly (e) Rarely

11. Have you attended any health and safety training in your company?

- (a) Agree (b) neutral (c) disagree
12. Do you think that your environment is safe to work?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
13. How often the accidents happen?
(a) Always (b) sometimes (c) often (d) Rarely (e) not at all
14. Are satisfied drinking water facilities inside your work place?
(a) Highly satisfied (b) satisfied (c) neutral (e) highly satisfied
15. Are satisfied with the maintained machines?
(a) Highly satisfied (b) satisfied (c) neutral (d) dissatisfied (e) highly satisfied
16. Are you satisfied work life balance provided in company?
(a) Always (b) sometime (c) often (d) Rarely (e) not at all
17. Do you have enough space to work?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
18. Mention satisfactory level of the health and safety measures take in the company?
(a) Highly satisfied (b) satisfied (c) neutral (d) dissatisfied (e) highly dissatisfied
19. The working temperature is reasonable to work?
(a) Strongly agree (b) agree (c) neutral (d) disagree (e) strongly disagree
20. Rank the accidents by their occurrence?

Accidents	Ranking
Finger injuring	
Electric shocks	
Fire accidents	

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**A STUDY ON ANALYSIS OF TEAMWORK IN UTILIZE
OPPORTUNITIES SOLUTIONS, THIRUNELVELI.**

(A project report submitted in partial fulfillment of the requirements for the degree)

Of

MASTER OF HUMAN RESOURCE MANAGEMENT

Of

ST. MARY'S COLLEGE (AUTONOMOUS) – THOOTHUKUDI

Submitted by

J.KANAGALAKSHMI

REG NO: 21SPHR04

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APRIL 2023

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT
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CERTIFICATE

This is to certify that the project **J.KANAGALAKSHMI** of second year Master of Human Resource Management has undergone project on **“A STUDY ON ANALYSIS OF TEAMWORK IN UTILIZE OPPORTUNITIES SOLUTIONS, THIRUNELVELI.”** under the guidance of **Mrs. C. S. Purnima B.Sc (Horti)., MBA., NET** and this is an original work up to my knowledge.


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Date: 09.03.2023

CERTIFICATE

This is to certify that **Miss.kanagalaksmi** (21SPHR04) II year MHRM student of St.Marys College (Autonomous) ,Thoothukudi has done offline internship program on the topic of “ **To Analyse of Team Work** ” at our reputed organization Utilize Opportunities Solution on seranmahadevi for 15 days from 6th 2023 to 21st 2023.

During this internship, she demonstrated good design skill with self-motivated attitude to **learn new** things. Her performance exceeded expectations and was able to **complete the** project successfully on time.

We wish her **all the** best for future endeavor.

Thank youy

For UTILIZE OPPORTUNITIES SOLUTIONS

Authorized Signatory

DECLARATION

I hereby declare that the project entitled "**A STUDY ON ANALYSIS OF TEAMWORK**" is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this project has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

Date: 11/04/23

J. Kanagalakshmi
Signature of the candidate

(J.KANAGALAKSHMI)

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ABSTRACT

Teamwork plays a vital part to make the performance of an organization efficient and successful. Teamwork need participation of every single person who is a part of that specific team. Forming a good team is not an easy task. It require a lot of intellectual ability. And once a team is formed than it is necessary to guide your team mates and try to keep them together in other to achieve your specific goal. Goal can only be achieved from good team work, which is not possible until and unless there is a bonding in the team mates and they don't realize their duties regarding to their work. Best team work can be done by making a best team and making your team best is not an easy task. Once a team is formed and it has reached to the final stage of the achievement of goal it is the example of best team work. Because getting to the final goal can only be done with a good teamwork.

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CHAPTER I

CHAPTER - I

1.1 Analysis of Teamwork

1.1.1 Introduction

Teamwork in the workplace refers to a group of employees working together to complete a specific task or reach a common goal. Practical elements of team work may involve brainstorming sessions, maintaining open communication channels, holding regular meetings and engaging in countless other collaborative activities.

Teamwork is the collaborative effort of a group to achieve a common goal or to complete a task in the most effective and efficient way. This concept is seen within the greater framework of a team, which is a group of interdependent individuals who work together towards a common goal. The four key characteristics of a team include a shared goal, interdependence, roundedness and stability, the ability to manage their own work and internal process, and operate in bigger social system. Basic requirements for effective teamwork are an adequate team size. The context is important, and team sizes can vary depending upon the objective. A team must include at least two or more members, and most teams range in size from 2 to 100. Sports team generally have fixed sizes based upon set rules, and work teams may change in size depending upon the phase and complexity of the objective. Teams need to be able to leverage resources to be productive and clearly defined roles within the team in order for everyone to have a clear purpose. Teamwork is present in any context where a group of people are working together to achieve a common goal. These contexts include an industrial organization, athletics, a school, and the healthcare system. In each of these setting, the level of teamwork and interdependence can vary from low, to intermediate to high, depending on the amount of communication, interaction, and collaboration present between team members. E.g Team work coordinates the work as early as possible.

1.1.2 Objectives

- ✦ To understand the importance of working as team and the impact of team spirit on achieving organization goals.
- ✦ To enhance participants skills when practicing teamwork concepts.

- ↓ To be able to use techniques for handling team interpersonal problems.
- ↓ To describe effective communication and teamwork
- ↓ To describe why teamwork training and improved communication optimizes resident safety

1.1.3 Feature of teamwork

➤ **Good communication**

Each member of the team should be able to communicate efficiently and openly with other members of the team. Interpersonal skills are as useful as writing skills in this context, as flexible teams are expected to switch between collaborating online and off.

➤ **Individual talent**

Each member should bring their own experience, ambition, and specialist skills to the table, particularly when working on a high-performance team. Unique talents drive overall performance and help to cement a member's place within the group.

➤ **Team sense of belonging**

Understanding where you fit into the wider team and how your skills interact with those of others will help create social bonds and build trust and order within the group.

➤ **Strong leadership**

There's a big difference between managers and leaders. The person in charge should be able to inspire their team, communicate the company's vision, and encourage individuals toward a shared goal.

➤ **Clear structure**

A simple and well-understood hierarchy is an important feature of effective teamwork. Knowing the structure of the team helps with decision-making and conflict resolution.

➤ **Achievable goals**

Unrealistic targets can be like kryptonite to great teamwork. If people sense that success is impossible, enthusiasm for the work can fall by the wayside. When negative feelings are shared by teammates, they can become compounded, causing collaboration to suffer.

➤ **Feedback**

Teams need feedback to learn and grow, and leaders who rarely offer it can unwittingly foster a competitive workplace environment in which teamwork may struggle to flourish.

➤ **Positive attitude**

Confidence is infectious—as long as there's not too much of it—and a positive outlook can quickly spread throughout a team. Great teamwork comes about when leaders and workers believe in the mission of the business and want to see it succeed.

➤ **Solution-focused teams**

Nobody can predict the future, but great teamwork allows groups to adapt to challenging new conditions, and to remain focused on solutions rather than dwelling on problems.

1.1.4 **Elements of teamwork**

➤ **Communicate openly and transparently**

Effective communication is the most important part of teamwork. It involves consistently updating each person and never assuming that everyone has the same information. But good teamwork also requires sound listening skills. By listening to your colleagues you show them respect, which is an essential trust-building method. Offering encouragement also goes a long way when it comes to inspiring the best out of team members.

➤ **Establish a clear organisational purpose**

It's impossible to meaningfully contribute to a greater task when you don't know what that task is.

Similarly to communication, there must be transparency regarding corporate purpose. Greater awareness of your company's core purpose will encourage employee to instil this purpose into their work. This will in turn allow employees to harness greater independence when completing personal responsibilities while also taking a proactive approach to fulfilling their team's core purpose.

➤ **Set concrete team goals**

Short-term and long-term goals are a prerequisite for inspiring good teamwork. Goals represent direction and allow team members to exercise a level of flexibility and creativity when determining the smartest way to reach their desired outcome.

Continuous reference to concrete team goals also ensures that everyone knows why the team exists and that all work within the team must ultimately contribute to the fulfilment of those goals.

➤ **Promote ownership and accountability**

Ownership is key when ensuring that each team member feels as if they belong within the greater team. Without accountability, employees can feel lost in the crowd and undervalued in their role.

Blame culture is detrimental to effective teamwork. Role clarification can help employees not only understand their responsibilities, but also how their role fits into the broader picture. This is valuable when it comes to promoting ownership and ensuring that accountability is continuously upheld through constructive self-management skills.

➤ **Delegate tasks based on strengths**

Teams that work well together understand the strengths and weakness of each team members. One of the benefits of good teamwork is that team leaders and members are adept at identifying all aspects of a project and allocating tasks to the most appropriate team members. This boosts productivity and ensures that team members are valued in how they contribute to the broader project.

➤ **Promote efficiency and avoid micromanagement**

A strong and cohesive team develops systems that allow them to collaborate efficiently to complete tasks in a timely manner. Through working together, colleagues will be aware of their own capabilities and the capabilities of the group in general, and can organise the workload accordingly.

➤ **Support employees in building team cohesion**

All workplaces provide challenges. But having a strong team environment in place can act as a support mechanism for staff members. They can help each other improve their own performance as well as working together toward improving their professional development.

Building bonds on trust and reliance on each other can be extremely important when facing a particularly difficult challenge or if the group is forced to deal with the loss of a team member while continuing to maintain productivity.

➤ **Create a culture of ideas and innovation**

When a team works well together, colleagues feel more comfortable offering suggestions and ideas. A respectful and trusting team environment will not only enable colleagues to think more creatively, but will lead to more productive and collaborative brainstorming sessions.

➤ **Reward teams for taking risks**

Safe risks can be extremely valuable to overall team success and enhancing employee innovation. To create an environment that encourages healthy risk taking, it's important to first clarify what smart risks are and ensure that employees understand they will not be judged or punished for taking risks even if they don't turn out how they expected them to.

In addition to leading by example, praising team members for taking healthy risks will also contribute to a more innovative workplace culture that drives effective teamwork.

➤ **Make trust an essential value**

In order to create an innovative and creative workplace, trust must be continuously prioritised within teams. Encouraging honest and open communication is critical when engaging with team members and strengthening collaborative skills.

1.1.5 Training to improve teamwork

➤ **Know Your Goal**

People in teams are working towards a common goal. At the same time, every individual may have their own smaller goals to reach. Everyone should know their goals and what they are responsible for. This way, nothing falls through the cracks. Also, everyone understands how their contribution adds to the bigger picture and value.

➤ **Clarify Your Roles**

Within a team, everyone should also understand their responsibilities. By understanding, you can help to avoid anyone overstepping boundaries.

➤ **Positive Mind set**

Everything you do comes down to your mind set. If you can help to foster a caring and supportive environment, you can help promote positive mind sets. When problems arise, people should feel empowered to solve them. A positive mind set also means that people feel able to address anything that comes their way.

➤ **Manage Time Efficiently**

In teams, one person's work may rely on another's. So, it's important to practice proper time management and communicate deadlines.

➤ **Share Enthusiasm**

Everyone feels better when they receive positive feedback. It's really important to celebrate one another and share enthusiasm.

➤ **Exercise Together**

Another way to build teamwork outside of the boardroom or classroom is outside activities. Exercising is just one idea to help strengthen teamwork. Exercising helps train a positive mind set and also requires motivation, just like work.

➤ **Establish Team Rules And Purpose**

People should feel free to share their opinions and speak candidly with one another in a team. Yet, there still needs to be some guiding rules. As a manager or leader, it's up to you to build these and share them with the team.

➤ **Do Not Complain**

Complaining is wasted energy. More often than not, a complaint is just a problem that has a solution. Rather than complaining about it, you can work together to solve the issue.

➤ **Do Not Fight Over Credit**

Give credit where credit is due and celebrate all wins, even if they feel small.

1.1.6 Advantage of teamwork

➤ Better problem solving

“Behind every genius is a team,” says Murphy. “When people play off each other’s skills and knowledge, they can create solutions that are practical and useful.” Science reinforces the idea that many brains are better than one. “We found that groups of size three, four, and five outperformed the best individuals,” says Dr. Patrick Laughlin a researcher at the University of Illinois at Urbana-Champaign. Attribute this performance to the ability of people to work together to generate and adopt correct responses, reject erroneous responses, and effectively process information.”

➤ Increased potential for innovation

“Most people think success comes from surrounding yourself with others that are like you,” says Johansson. “But true success and breakthrough innovation involves discomfort. Discomfort pushes you to grow. This is where difference of experience, opinion, and perspective come in. Diversity is a well-documented pathway to unlocking new opportunities, overcoming new challenges, and gaining new insights.”

➤ Happier team members

As part of our ongoing research on teamwork, we surveyed more than 1,000 team members across a range of industries and found that when honest feedback, mutual respect, and personal openness were encouraged, team members were 80 percent more likely to report higher emotional well-being.

Having happy employees is a worthwhile goal in itself, but the company benefits, too. Research from the University of Warwick in England suggests happy employees are up to 20 percent more productive than unhappy employees. And who couldn’t benefit from a happiness boost?

➤ Enhanced personal growth

There may be no “I” in team, but being part of a team can help you grow. “By sharing information and essentially cross training each other, each individual member of the team can flourish,” says Murphy. You might discover new concepts from colleagues with different

experiences. You can also learn from someone else's mistakes, which helps you sidestep future errors.

"We all have blind spots about our behaviours and strengths that we may be unaware of, and feedback from a team member can expose them," she says. Recognizing these strengths and addressing the weaknesses can make you a better team member, and even a better person. "Maybe working in a team you'll discover you could be a better listener. That's a skill you can grow in, and then take home and use to improve your family interactions," McDaniel points out.

➤ **Less burnout**

A Gallup study of nearly 7,500 full-time employees found that 23 percent of employees feel burned out at work very often or always. Another 44 percent say they sometimes feel this way. What helps? Sharing the load. Team members can provide emotional support to each other because they often understand the demands and stress of completing work even better than managers, says Ben Wigert, lead researcher for Gallup's workplace management practice.

➤ **More opportunities for growth**

Collaboration in the workplace isn't unlike teamwork on the baseball diamond. When the pitcher and outfielders each excel at their individual roles, the team has a better chance of winning.

Off the playing field, that idea is more important than ever. Changes in technology and increased globalization mean that organizations are facing problems so complex that a single individual simply can't possess all the necessary knowledge to solve them, says Wigert. When team members use their unique skills to shine in their own roles, it creates an environment based on mutual respect and cooperation that benefits the whole group, notes Murphy.

➤ **Boosted productivity**

Getting a pat on the back from the boss can boost an employee's motivation, but receiving kudos from a team member may be even more effective. The TINY pulse Employee Engagement and Organizational Culture Report surveyed more than 200,000

employees. Participants reported that having the respect of their peers was the one reason they go the extra mile at work.

➤ **Smarter risk taking**

When you work alone, you might be hesitant to put your neck on the line. When you work on a team, you know you have the support of the entire group to fall back on in case of failure. That security typically allows teams to take the kind of risks that create “Eureka!” ideas.

But here’s one place where size does matter. The most disruptive ideas often come from small teams, suggests recent research in the journal *Nature*, possibly because larger teams argue more, which can get in the way of coming up with those big ideas.

➤ **Fewer mistakes**

If your team has good energy – you encourage and inspire each other, and you have fun together – you’ll feel less stressed, says Murphy. “Studies show that stress makes us stupid, and leads us to make more mistakes,” says Murphy.

Of course, the converse is also true: when your team feels less frazzled, you’ll make fewer errors. That’s worth keeping in mind, especially if you’re one of the 61 percent of workers who cite work as a significant source of stress.

➤ **Expanded creativity**

Stale solutions often come out of working in a vacuum. When people with different perspectives come together in group brainstorm, on the other hand, innovative ideas can rise to the surface – with one caveat. Research shows this can only happen when communication within the team is open and collaborative, notes Wigert. The most creative solutions can only come up when there’s a level of trust that lets team members ask ‘stupid’ questions, propose out-there ideas, and receive constructive criticism.

1.1.7 Disadvantage of teamwork

➤ **Longer Project Timelines**

Many processes take much longer when there's a team involved. Much more coordination, work distribution, feedback, and general organization are needed when a project is being

tackled by a team rather than an individual. This can result in the project taking longer to complete, costing more money, and consuming more of an organization's resources.

Decisions can also be harder to reach in a group situation, which can result in slower progress toward goals. While thoroughly examining a problem from all angles and noting the pros and cons of each potential solution is sometimes necessary, too much discussion can easily lead to inaction.

➤ **Free Riders**

In theory, the workload for a project should be shared equally among all team members, but in practice, this is rarely the case. Some people have a tendency to sit back and let others do most of the work in a cooperative situation. Not only is this inefficient, but it can also breed resentment and lower morale for the whole team.

➤ **Personality Clashes**

Even if a team is perfectly balanced in terms of skill sets, personality clashes can develop over time. Conflicts may arise due to differing communication styles and/or approaches to work, or because members of the team are competing with each other in unhealthy ways.

Regardless of how it begins, a personality clash can damage morale, reduce efficiency, undermine communication, and, in some cases, lead to factionalism (discussed below). While many teams are able to collaborate effectively, there's always a chance that even the well-equipped group will fall victim to internal problems.

➤ **People Who Work Better Independently**

Some individuals are far better at working on their own and don't fit well into a team environment. Others just feel more comfortable working alone. These people are happier and more efficient when working independently, and their work tends to be of higher quality when they don't need to collaborate with others. Putting an individual like this into a group role may be a poor use of their talent, and their presence may affect the morale and productivity of other team members.

➤ **Reduced Innovation/Lack of New Ideas**

Some workers focus too much on the well-being of their team and don't bring their own creative ideas to the table. This can result in a lack of innovation. Peer pressure may also lead

some workers to suppress their own ideas for fear of "rocking the boat" or undermining a consensus.

Team members may also refrain from sharing ideas for fear that they will be shot down by another individual. In some cases, newer or less experienced team members might withhold ideas by default, assuming that only those with seniority have earned the right to innovate.

➤ **Organizational Challenges**

A new individual worker can often hit the ground running, but a new team takes longer to organize and come together both socially and practically. It is also difficult to predict how long or involved a certain process will be, and this can cause scheduled progress to fall by the wayside if certain components of the project are interdependent.

Sometimes, delays are caused because certain team members may need additional training to fulfil their roles. In other cases, one team member or subgroup may be ready to proceed to the next stage of a project but must wait on another team member or subgroup to complete a requisite task before doing so.

➤ **Blame and Responsibility Issues**

When something goes wrong, there can be a tendency for team members to blame one another. While this isn't always the case and depends largely on the team members themselves, it is not uncommon for individuals to attempt to distance themselves from blame and responsibility.

When a single individual completes a task or project and a mistake is found, it is usually quite clear that they were the one who made the mistake. With a group, however, it can be much more difficult to work out where the fault actually occurred, especially if team members have differing opinions as to who was responsible for what.

➤ **Employee Assessment Problems**

Because a team functions as a group and a group has communal responsibility, it can be difficult for managers and supervisors to assess the relative strengths and weaknesses of individual team members. If a team is successful, for instance, how and why they achieved their goal may not be clear. Which individuals contributed the most work? Which individuals were the most detail-oriented? Which individuals did the most to keep the group organized and delegate tasks? If a project is successful, it's helpful to know why. Unless a team keeps

detailed records of their process and each member's specific role, it can be difficult to achieve the same successful outcome in the future with a different team.

➤ **Communication Breakdowns**

Communication skill levels need to be very high across the board in order for a team to work effectively. In practice, communication breakdowns are common and often result in inefficiency and a lack of trust between team members.

It's easy for an individual to forget to convey a single piece of important information to another team member. It's just as easy for an individual to misinterpret a teammate's words, especially if the group is communicating electronically via email, project management software, or a working application.

➤ **Overreliance on Meetings**

It's difficult to run a team without having regular meetings, but meetings need to be effectively managed and organized. They always need to have a purpose and a goal or they can devolve into social gatherings.

Because teams are only effective if team members communicate effectively, meetings are a crucial part of most group projects. Due to the communal nature of meetings, however, it is easy for discussions to lead to more questions and tangents than answers and action. When this happens, additional meetings typically need to be scheduled, and this can further convolute the project at hand and slow forward progress.

➤ **Factionalism**

In addition to conflicts arising between individuals, teams can also split into factions, where two or more sub-groups each have their own agenda or "political" stance. This type of situation can be difficult to resolve without dissolving the whole team and rebuilding afresh.

Factionalism can arise from a dispute between individuals as mentioned in item three, but it can also occur when certain team members have worked with one another in the past and inadvertently adopted an approach or co-work strategy from a previous project. In other cases, factions can arise simply due to shared and differing opinions.

➤ Leadership Issues

Team leaders play a disproportionately large role in the success or failure of a team. Overbearing or disorganized leaders can make the experience stressful or dysfunctional for those they manage. Ineffective leadership can potentially render an entire team ineffective within an organization.

Team leaders can also sometimes take sole credit for work that they didn't do and present an inaccurate impression to senior management, which can aggravate other team members whose contributions weren't recognized.

1.1.8Objective of the study

Primary objective

- ❖ To study about the analysis of teamwork at Utilize opportunities solutions.

Secondary objective

- ❖ To identify the need of teamwork in organization.
- ❖ To find out the benefit of employee teamwork at institution.
- ❖ To identify the factors that affecting among the employee.
- ❖ To find out the reason for success of teams in the organization.
- ❖ To find out the qualities and abilities of the members and team leaders.
- ❖ To investigate the ways of the leadership style used by the organization.

1.1.9Need of the study

The main purpose of the study is to get an overall idea about impact of teamwork on organization productivity in utilize opportunities solutions

The impact of teamwork has been considered as the most significant and important tool for an organization. This study will be an important endeavour in helping both employers and employees to promote the concept of teamwork in the work environment due to its influential effects on the performance and productivity of the organization and works. Accurate information plays a vital role in the development of the organization as a whole. This study explores the effect of teamwork on employee performance in the organization. The study recommends the teamwork activities have to be adopted in order to enhance organizational productivity. It also helps to analysis the effectiveness of teamwork in the organization.

1.1.10 Scope of teamwork

The success of an organization depends on the performance of the employees and their co-operation and co-ordination among the team members. This study helps to increase employee's efficiency their ability to focus on problem and maintain cordial relationship with others. It also helps the employees to give and receive feedback from colleagues and other team members in order to perform the task efficiently share their ideas with others and reduce stress level among employees. This study will further help the team members to promote an atmosphere that fosters friendship and loyalty among the employees motivate employees develop and implement changes for the good of employees and employers for the whole organization.

1.1.11 Limitations of the study

- The study was limited only to utilize opportunities solutions so the finding the organization of the particular study could not be generalized for any other organization.
- It was difficult to collect data in limited time
- A language was also a barrier communicating with the respondents.
- The study was conducted to minimum members of employees at utilize opportunities solutions
- The accuracy of the information provided by the employees may not exhibit the true natural always
- Some of the replies of the respondents may be biased.

Company profile



1.1.12 Utilize Opportunities Solutions

Utilize opportunities solutions is popularly known as utilize opportunities solutions. It is a partnership with its office registered in Tamil Nadu. The company carries out its major operations from Tamil Nadu. The company got registered under GST on January 9, 2020 and was allotted 33AAGFU9798M1Z5 as the GST Number. The status of this GSTIN is active. This company is a regular taxpayer.

- **Outcome** – Result they want to achieve.
- **Opportunities** – Hypothetical changes – what opportunities you have discovered to achieve the outcome.
- **Solution** – potential solutions that you can build and put into production to take advantage of the identified society opportunities.
- **Experiment** – Ask yourself how can verify the potential effectiveness of your solutions.

1.1.13Vision

Our Vision is to lead in the creation and delivery of innovative workforce solutions and services that enable our clients to win in the changing world of work.

1.1.14Mission

Innovative workforce solution, connecting human potential to the power of business.

1.1.15Values

- People
- Knowledge
- Innovation

1.1.16Our Strength

- Training
- Placement
- Staffing Services
- Business Consulting & Development

Training

➤ Spoken English



Spoken English is English that is spoken by people to converse the usage of words, phrase and sentence verbally in order to communicate or express ideas or feeling to people around us.

➤ **Soft Skill**

A soft skill is a personal attribute that supports situational awareness and enhance an individual's ability to get a job done. The term soft skill is often used as a synonymy for people skills or emotional intelligence.

➤ **Technical skill**

Technical training teaches the skills needed to design, develop, implement, support or operate a particular technology or related application, product or service. Related content; Meeting the needs of the modern technical workforce using blended learning.

Placement skill



We are the bridge between the employee and employer, a well-placed employee will be an asset to the organization. Proper placement makes the employee happy and reduces absenteeism and labour turnover proper placement increase morale and efficiency of the employees and builds a good relation with the employer.

Our services to help match the job vacancies to suitable to suitable candidates.

Staffing services



Now days all are studied but some of candidate only have technical staff. We are choose the eligible candidate and placed to relevant company. We know the companies expectation we are fulfil that.

Business consulting and development

Everyone have a dream to start a business. But didn't have a ideas about what is the scope and which sector is suitable for me in that thought going on those mind. Our business consultant is helps to given an ideas and training areas reporting. To implement your business be connect with our business consult.



Our consultant will give an innovation ideas and new strategies to growth your organization we are the pillars until the organization go to the certain level.

1.1.17 Our clients....

Sri Angalamman trust



DDG-GKY is the placement-led skill training initiative of the ministry of rural development (MORD). We invest of a job-ready, skilled workforce, transforming poor rural Indian youth into skilled productive employees to empower industry with the right manpower for success and growth.

Advantage:

- World-class training through international benchmarking and best practices.
- Quality Initiatives such as training of trainers (TOT) to build efficacy and scale.
- Mandatory third party assessment and certification of trained candidates.

Capital educational charitable trust



Our centre running immersive, practical oriented courses where hands on learning is the basis. These industry designed courses have wide acceptability among recruiters and also provide skills of basis entrepreneurship to the trainees. Every year many youths are being

churned at these vocational training employability for these underprivileged youth. These are steps of success.

- Mobilization
- Counselling
- Classroom training
- Practical training
- Placement

Emirates recruitment consultants' pvt ltd



EORC uses a unique innovative model and tool to ensure the best service within the shortest of deadlines. The company, with their team of strategic partners, reduces the lead time for the process cycle of the candidates. Over the years, EORC has developed a proven process that optimizes time and money.

OrrisinfoLab Pvt Ltd



We provide staffing, recruitment, training, HR consulting, management services, temporary staffing, and payroll services. We are a rapidly growing organization serving various industries like IT and ITES, manufacturing, Engineering, FMCG, Banking, Telecom, and health care.

Adyar Ananda Bhavan



Justdial



TVS Motor Company



Mecton Human Assests



CHAPTER II

CHAPTER – II

REVIEW OF LITERATURE

➤ P. Cohen and H. Levesque (1991)

A team is a set of agents having a shared objectives and a shared mental state – without either, there is no unified activity and hence no team. A group of spectators running for cover from a sudden rainstorm may all have a common goal – remaining dry – but there is no coordinated team activity. While the spectators have a common goal they do not have a shared goal. Each has the goal independently of the others, and the success of an individual neither affects nor is affected by the success of any of the other participants. Even where there is coordinated action without a shared mental state team does not exist.

➤ Montebello Anthony (1993)

Teamwork is the collaborative effort of a group to achieve a common goal or to complete a task in the most effective and efficient way. This concept is seen within the gender framework of a team, which is a group of interdependent individual who work together towards a common goal. The four key characteristics of a team includes a shared goal, interdependence, roundedness and stability, the ability to manage their own work and internal process, and operate in a bigger social system. Basic requirements for effective teamwork are an adequate team size. The context is important, and team sizes can vary depending upon the objective. A team must include at least 2 or more members, and most team range in size from 2 to 100. Sports team generally have fixed sizes based upon set rules, and work teams may change in size depending upon the phase and complexity of the objective. Teams need to be able to leverage resources to productive that is playing fields or meeting spaces, scheduled times for planning, guidance from coaches or supervisors, support from the organization, etc. and clearly defined roles within the team in order for everyone to have a clear purpose. Teamwork is present in any context where a group of people are working together to achieve a common goal. The contexts include an industrial organization, athletic, a school, and the healthcare system. In each of these settings, the level of teamwork and interdependence can vary from low (example golf), to intermediate (example baseball, football), to high (example basketball, soccer), depending on the amount of communication, interaction, and collaboration present between team members. Example Team work coordinates the work as early as possible.

➤ **Morgan et al (1986, 1994)**

To assess teamwork skills, one must capture the dynamic, multilevel nature of teamwork, a process which is neither simple nor straight forward. Teamwork skills are not readily quantifiable, as are team inputs and outputs. Moreover, team behaviours evolve over the life-cycle of a team. Teamwork behaviours, resulting from team member interactions, need to be differentiated from task work behaviours, which are the position-specific behaviours of individual team members.

➤ **Annett (1997), Swezey et al (1998)**

A prerequisite to the measurement of team performance is the team task analysis. A team task analysis provide information about team learning objectives and team competencies needed. It identifies the cues, events, actions, coordination demands, and communication flows needed for effective teamwork. It enables the understanding of the nature of task interdependency in teamwork and to distinguish collective team task from individual tasks. However, not yet available is a sound, validated and systematic methodology for analysing team tasks. Some work is now going on and still under development.

➤ **Cohen (1999)**

Cohen says that teams are replacing individuals as the basic building blocks of organization. In this century, the teamwork skill has been taught as an essential educational concept at schools, so that students learn the proper strategic to develop professional skills as part of their educational process. The important professional skills such as solving conflicts, communication, collaboration and positive interaction skills are noticeably being defined by managers as an important requirement for the work environment. So, the employees and managers are always looking for individuals who can collaborate and work on team as a critical skill in every working environment.

➤ **Scarnati (2001)**

Teamwork refers to a group of people working together towards a common goal. Defines teamwork as a cooperative process that allows ordinary people to achieve extraordinary results. Extraordinary results because teamwork requires people to collaborate and work interdependently, and collectively the team can come up with a better solution than an individual can teamwork is very effective in problem solving. However not all teams can produce outstanding work. Anyone who has worked in successful teams can safely vouch for

the fact that teamwork depends to a great extent on how members can protect and support each other. This is required to foster trust, confidence and commitment within the group. Without support and commitment from each team member, the whole team members and fails.

➤ **Lorimer and Manion (2006)**

A team is a small number of consistent people committed to a relevant shared purpose, with common performance goals, complementary and overlapping skills, and a common approach to their work. According to wiecha and pollard, an interdisciplinary team is a consistent grouping of people from relevant disciplines, whose interactions are guide by specific team functions and process to achieve team-defined favourable outcomes. Conventional teams are those whose members interact through traditional meetings and consultations. With modern technology, however, the internet rapidly becomes a logical platform for supporting interdisciplinary teamwork. Electronic teams are those whose members interact through new communications process augmented by advances in electronic technology, such as the internet, web-based tools, multifunctional software applications, digital audio and video access, lists, forums and web-sites, that enables teamwork to occur anywhere, at any time.

➤ **Jones et al (2007)**

The impact of teamwork on employee's occupational performance has been a major topic of many researches done by academic and practitioners in the previous years. The reason behind this attention is the fact that the practical concept of teamwork has a strong influence on the performance of any organization and the employees who work in it. Teamwork was defined and deliberated by some researchers as an essential occupational skill that is necessary to accomplish and achieve the visions, goals, plans and objectives of the organizations and to activate and enhance the performance of the workers there. There are several causes and reasons that clarity and highlight the link between teamwork and the level and quality of the performance in workplace. Jones et al state that understanding the impact of teamwork on performance is important because teamwork is viewed by some researchers as one of the key driving force for improving a firm's performance. Team members enhance the skills, knowledge and abilities while working in team. Researchers and experts indicate that effective behaviours and concepts related to teamwork can increase the level of improvement of employees' performance and their productivity as well as enhancing the ability of solving conflicts and facing the urgent and sudden challenges at work.

➤ **Oliveri et al (2017)**

Teamwork refers to an individual's ability to collaborate with others to accomplish tasks. Teamwork involves a variety of competencies, especially conflict resolution, goal setting, performance management, and planning and task coordination. For writers, speakers, knowledge workers, teamwork often involves a range of collaborative practices, including co-authorship, peer re-view, and critique. Teamwork, along with leadership is characterized by competencies that constitute the interpersonal domain; teamwork / collaboration and leadership.

CHAPTER III

CHAPTER - III

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps adopted by the researcher in systematic manner. The research method of the study explains the systematic way of finding to the predetermined objectives. This provides the clear path to accomplish and achieve clear solution for the problem stated.

3.1.1 Data collection

To accomplish the objective of the study both primary data and secondary data were utilised.

➤ Primary data

Primary data refers to the collection of first hand data. The information was collected from the respondent by

- A structured questionnaire
- Observation
- Interview and direct conversation with the management.

➤ Secondary data

A part from primary data collected, the data was collected through

- Text books
- Records of industry
- Journals from library
- Academic reports
- Website

3.1.2 Sample design

➤ Population:

There are totally 60 employees working in the organization.

➤ Sampling size:

Out of the total population for the study a sample size of 50 respondents were selected.

➤ **Sampling area:**

The research was conducted at utilize opportunities solutions, thirunelveli.

➤ **Sampling procedure:**

In the present study sampling technique used was convenience sampling.

3.1.3 Methodology:

The collected data were analysed by using the following statistical tools namely percentage analysis and graphical method like bar diagram, pie chart, etc.

Frame work analysis:

Regarding the study of team synergism the researcher collected all primary and secondary data to clear view of the project. The data collected through questionnaire and schedule were tabulated classified and analysed on the basis of percentage analysis method.

Period of the study:

The study has been conducted during ranging from February to March 2023.

3.1.4 Tools for analysis

After the data have been collected it has to be analysis the data obtained from the questionnaire is consolidated. Tabulation is a part of technical procedure where in classified data are put in the form of tables. The tables obtained should be analysed with statistical techniques and tools so that interpretation would be precise.

➤ **Percentage analysis**

Percentage analysis is a method to respondent raw steams of data was a percentage for better understanding of collected data.

Percentage analysis; $\frac{\text{number of respondent}}{\text{Total number of respondent}} \times 100$

Total number of respondent

➤ **Chi-square test**

Chi-square test is used to compare two variable for a randomly selected data. The expected frequencies are based on the conditions of null hypothesis. The rejection of null hypothesis is

based on expected value it is used to check whether the variable are independent of each other or not.

$$\text{Chi square} = \sum \frac{(O-E)^2}{E}$$

E

Null hypothesis; There is no significant relationship between age and the abilities of teamwork after joining the company.

Hypothesis; There is significant relationship between age and the abilities of teamwork after joining the company.

After interpreting the results suitable suggestions are given. The statistical tools used for analysing the data collected are,

- sampling percentage analysis
- bar diagram
- pie- charts
- chi-square

➤ Anova

The anova test is performed by comparing two types of variation between simple means as well as the variation within each of the sample. If the p-value is less than 0.05 the analyst reject the anova test and vice versa.

There are three types of anova test- one way analysis anova and n way analysis of variance.

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

CHAPTER IV

CHAPTER - IV

ANALYSIS OF INTERPERITATION

Analysis of data means studying the tabulated material in orders to determine inherent facts or meanings. Larger divisions of material should be broken down into smaller units and rearranged in new combinations to discover new factors interrelationship and cause effect relationship.

Analysis of data is the most skilled task of all the stages of research, calling for the researcher's own judgement and skill. It throws light on the various problem areas, enabling the researcher to identify ways and means of arriving at a solutions. A researcher besides the collection and analysis of data has to draw inference and explain their significance.

The task of drawing conclusions and inferences form a careful analysis of data is known as interpretation.

TABLE 4.1
Hypothesized relationship between gender and seriousness during team discussion
Chi-Square Tests

	Value	Df	Asymptotic Significance (2- sided)
Pearson Chi-Square	8.016 ^a	4	.091
Likelihood Ratio	8.710	4	.069
Linear-by-Linear Association	.780	1	.377
N of Valid Cases	50		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .90.

Source; primary data

Null Hypothesis

H_0 = There is no significant between gender and every members seems excited and serious while team discussion.

Alternative Hypothesis

H_1 = There is significant between gender and every members seems excited and Serious while team discussion.

Inference;

Table respondent the results of the chi square test to evaluate the gender and every members seems excited and serious while team discussion. The significance value of chi square is 0.091, which is greater than 0.05. Hence, it is inferred that to H_0 and found there is no significant relationship between gender and every members seems excited and serious while team discussion.

TABLE 4.2

Analysis of variance between experience and effective sharing and exchange of ideas within a team

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.181	4	.295	.404	.805
Within Groups	32.899	45	.731		
Total	34.080	49			

Source; Primary data

Null Hypothesis

H_0 = There is no significant between the experience and effective share and exchange ideas within a team

Alternative hypothesis

H_1 = There is significant between the experience and effective share and exchange ideas within a team

Inference;

Table represent that experience and effective sharing of ideas within the team is highly not associated which is implied by inferential teasing the significance value is 0.805 that is statistically associated value at 0.05 percentage level of significance. Hence, it is inferred that to H_0 and found there is no significant relationship between experience and effective sharing of ideas within a team.

TABLE 4.3
Hypothesized relationship between gender and work environment safety and comfortableness
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.275 ^a	4	.866
Likelihood Ratio	1.242	4	.871
Linear-by-Linear Association	.014	1	.905
N of Valid Cases	50		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .60.

Source; Primary data

Null Hypothesis

H_0 = there is no significant between gender and work environment is safe and comfortable.

Alternative Hypothesis

H_1 = there is significant between gender and work environment is safe and comfortable.

Inference;

Table respondent the results of the chi square test to evaluate the gender and work environment is safe and comfortable. The significance value of chi-square is 0.0866, which is greater than 0.05. Hence, it is inferred that to H_0 and found there is no significant relationship between gender and work environment is safe and comfortable.

TABLE 4.4

Analysis of variance between department and opinion of team in information and knowledge sharing
ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	13.528	4	3.382	1.933	.165
Within Groups	22.750	13	1.750		
Total	36.278	17			

Source; Primary data

Null Hypothesis

H_0 = There is no significant between the department and information and knowledge are shared openly on this team.

Alternative Hypothesis

H_1 = There is significant between the department and information and knowledge are shared openly on this team.

Inference;

Table respondent that information and knowledge sharing within the team is highly associated with interdepartmental which is implied by inferential testing the significance value is 0.165 that is statistically associated value at 0.05 percentage level of significance. Hence, it is inferred that to H_0 and found there is no significant relationship between department and information and knowledge are shared openly on this team.

TABLE 4.5
Analysis of variance between age and enhancement of teamwork
ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	10.292	3	3.431	1.885	.145
Within Groups	83.708	46	1.820		
Total	94.000	49			

Source; Primary data

Null Hypothesis

H_0 = There is no significant between the age and enhanced by teamwork

Alternative Hypothesis

Alternative Hypothesis

H_1 = There is significant between the age and enhanced by teamwork

Inference;

Table respondents that enhancement of team buildings is highly associated with the age which is implied by inferential testing the significance value is 0.145 that is statistically associated value at 0.05 percentage level of significance. Hence, it is inferred that to H_0 and found there is no significant relationship between age and enhanced by teamwork.

TABLE 4.6

Hypothesized relationship between satisfactory level of marital status with the spirit of teamwork within the company

Chi-Square Tests

	Value	Df	Asymptotic Significance (2- sided)
Pearson Chi-Square	1.335 ^a	3	.721
Likelihood Ratio	2.186	3	.535
Linear-by-Linear Association	1.021	1	.312
N of Valid Cases	50		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .44.

Source: Primary data

Null Hypothesis

H_0 = there is no significant between marital status and satisfied with the spirit of teamwork within the company

Alternative Hypothesis

H_1 = there is significant between marital status and satisfied with the spirit of teamwork within the company

Inference;

Table respondents the result of the chi-square test to evaluate the marital status and satisfied with the spirit of teamwork within the company. The significance value of chi-square is 0.721, which is greater than 0.05. Hence, it is inferred that to H_0 and found there is no significant relationship between marital status and satisfied with the spirit of teamwork within the company.

TABLE 4.7

Analysis of variance between impact on teamwork and quality of team leader
ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.855	3	1.618	1.725	.175
Within Groups	43.145	46	.938		
Total	48.000	49			

Source: Primary data

Null Hypothesis

H_0 = There is no significant between the positive impact of teamwork and quality of team leader.

Alternative Hypothesis

H_1 = There is significant between the positive impact of teamwork and quality of team leader.

Inference;

Table respondents that positive impact of teamwork is highly associated with quality of team leader which is implied by inferential testing the significance value is 0.175 that is statistically associated value at 0.05 percentage level of significance. Hence, it is inferred that to H_0 and found there is no significant relationship between positive impact of teamwork and quality of team leader.

TABLE 4.8

Hypothesized relationship between experience and effectiveness of teamwork on the firm

Chi-Square Tests

	Value	Df	Asymptotic Significance (2- sided)
Pearson Chi-Square	16.190 ^a	16	.440
Likelihood Ratio	18.642	16	.288
Linear-by-Linear Association	1.131	1	.288
N of Valid Cases	50		

a. 25 cells (100.0%) have expected count less than 5. The minimum expected count is .56.

Source; Primary data

Null Hypothesis

H_0 = there is no significant between experience and effective of teamwork on the firm is value by.

Alternative Hypothesis

H_1 = there is significant between experience and effective of teamwork on the firm is value by

Inference;

Table respondents the result of the chi-square test to evaluate the experience and effective of teamwork on the firm is value by. The significance value of chi-square is 0.440, which is greater than 0.05. Hence, it is inferred that to H_0 and found there is no significant relationship between experience and effective of teamwork on the firm is value by.

TABLE 4.9
Analysis of variance between experience and responsibilities of team
ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	12.738	4	3.185	1.425	.241
Within Groups	100.542	45	2.234		
Total	113.280	49			

Source; Primary data

Null Hypothesis

H_0 = There is no significant between the experience and our team feels that we are all in it together and shares responsibilities for success or failed

Alternative Hypothesis

H_1 = There is significant between experience and the our team feels that we are all in it together and shares responsibilities for success or failed

Inference;

Table respondents that team sharing responsibilities of success is highly associated with experience which is implied by inferential testing the significance value is 0.241 that is statistically associated value at 0.05 percentage level of significance. Hence, it is inferred that to H_0 and found there is no significant relationship between experience and our team feels that we are all in it together and shares responsibilities for success or failed.

TABLE 4.10

Analysis of variance between education and opinion on the quality and abilities of the team members

ANOVA

	Sum Squares	of Df	Mean Square	F	Sig.
Between Groups	5.489	3	1.830	1.008	.398
Within Groups	83.491	46	1.815		
Total	88.980	49			

Source; Primary data

Null Hypothesis

H_0 = There is no significant between the education and helps as know your opinion on
The quality and abilities of the team members

Alternative hypothesis

H_1 = There is significant between the education and helps as know your opinion on
The quality and abilities of the team members

Inference;

Table respondents that team sharing opinion of team members towards quality and abilities is highly associated with educational qualification of teamwork which is implied by inferential testing the significance value is 0.398 that is statistically associated value at 0.05 percentage level of significance. Hence, it is inferred that to H_0 and found there is no significant relationship between education and helps as know your opinion on the quality and abilities of the team members.

TABLE 4.11

Hypothesized relationship between gender and valuableness of individual to the team
Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.135 ^a	4	.536
Likelihood Ratio	3.229	4	.520
Linear-by-Linear Association	.682	1	.409
N of Valid Cases	50		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .30.

Source; primary data

Null Hypothesis

H_0 = There is no significant between gender and I feels that I am valuable to the team

Alternative Hypothesis

H_1 = There is significant between gender and I feels that I am valuable to the team

Inference;

Table respondent the results of the chi-square test to evaluate the between gender and I feels that I am valuable to the team. The significance value of chi-square is 0.536, which is greater than 0.0. Hence, it is inferred that to H_0 and found there is no significant relationship between gender and I feels that I am valuable to the team.

TABLE 4.12

Hypothesized relationship between gender and participation of the members
Chi-Square Tests

	Value	Df	Asymptotic Significance (2- sided)
Pearson Chi-Square	2.229 ^a	3	.526
Likelihood Ratio	2.225	3	.527
Linear-by-Linear Association	1.647	1	.199
N of Valid Cases	50		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.50.

Source; Primary data

Null Hypothesis

H_0 = There is no significant between gender and some members do not participate

Alternative Hypothesis

H_1 = there is significant between gender and some members do not participate

Inference;

Table respondent the results of the chi-square test to evaluate the between gender and some members do not participate. The significance value of chi-square is 0.526, which is greater than 0.0. Hence, it is inferred that to H_0 and found there is no significant relationship between gender and some members do not participate.

TABLE 4.13
Hypothesized relationship between marital status and team meetings, a waste of time
Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	9.069 ^a	3	.028
Likelihood Ratio	11.263	3	.010
Linear-by-Linear Association	8.772	1	.003
N of Valid Cases	50		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 2.20.

Source; Primary data

Null Hypothesis

H_0 = there is no significant between marital status and team meetings are waste of time

Alternative hypothesis

H_1 = there is significant between marital status and team meeting are waste of time

Inference;

Table respondent the results of the chi-square test to evaluate the between marital status and team meetings are waste of time. The significance value of chi-square is 0.028, which is greater than 0.0. Hence, it is inferred that to H_0 and found there is no significant relationship between marital status and team meeting are waste of time.

TABLE 4.14

Analysis relationship between education and group assignment done by a student
ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.583	3	1.194	1.109	.355
Within Groups	49.537	46	1.077		
Total	53.120	49			

Source; Primary data

Null Hypothesis

H_0 = There is no significant between the education and group assignment is done by one student

Alternative Hypothesis

H_1 = There is significant between the education and group assignment is done by one student

Inference;

Table respondents that team members assignment work completion is associated with the educational qualification which is implied by inferential testing the significance value is 0.398 that is statistically associated value at 0.355 percentage level of significance. Hence, it is inferred that to H_0 and found there is no significant relationship between education and group assignment is done by one student.

TABLE 4.15

Analysis of relationship between experience and members who do not share works
equally

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.074	4	1.518	1.176	.334
Within Groups	58.106	45	1.291		
Total	64.180	49			

Source; Primary data

Null Hypothesis

H_0 = There is no significant between the experience and members do not share works
equally

Alternative Hypothesis

H_1 = There is significant mean difference between the experience and members do not
share works equally

Inference;

Table respondents that team members allocation work is associated with the experience team
members which is implied by inferential testing the significance value is 0.334 that is
statistically associated value at 0.05 percentage level of significance. Hence, it is inferred that
to H_0 and found there is no significant relationship between experience and members do not
share works equally.

TABLE 4.16

Analysis of variance between experience and supportive nature of teamwork in the department

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.755	4	1.689	1.912	.125
Within Groups	39.745	45	.883		
Total	46.500	49			

Source; Primary data

Null Hypothesis

H_0 = There is no significant between the experience and the department is supportive of teamwork

Alternative Hypothesis

H_1 = There is significant between the experience and the department is supportive of teamwork

Inference;

Table respondents that department support for teamwork is highly associated with experience of the team members which is implied by inferential testing the significance value is 0.125 that is statistically associated value at 0.05 percentage level of significance. Hence, it is inferred that to H_0 and found there is no significant relationship between experience and the department is supportive of teamwork.

TABLE 4.17

Analysis of variance between experience and understanding the roles clearly of team members.

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.657	4	1.414	1.076	.380
Within Groups	59.163	45	1.315		
Total	64.820	49			

Source; Primary data

Null Hypothesis

H_0 = There is no significant between the experience and team members clearly understand their roles

Alternative Hypothesis

H_1 = There is significant between the experience and team members clearly understand their roles

Inference;

Table respondents that understanding team members roles is associated with experience of the team members which is implied by inferential testing the significance value is 0.380 that is statistically associated value at 0.05 percentage level of significance. Hence, it is inferred that to H_0 and found there is no significant relationship between experience and team members clearly understand their roles.

TABLE 4.18

Hypothesized relationship between gender and open and honest within communication

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.874 ^a	4	.300
Likelihood Ratio	4.818	4	.307
Linear-by-Linear Association	.187	1	.666
N of Valid Cases	50		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .60.

Source: Primary data

Null Hypothesis

H_0 = there is no significant between gender and communication in our group is open and honest

Alternative Hypothesis

H_1 = there is significant between gender and communication in our group is open and honest

Inference;

Table respondent the results of the chi-square test evaluate the gender and communication in our group is open and honest. The significance value of chi-square is 0.300, which is greater than 0.05. Hence, it is inferred that to H_0 and found there is no significant relationship between gender and communication in our group is open and honest.

TABLE 4.19
Analysis of variance between department and strong commitment to share mission
ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	18.694	4	4.674	2.576	.087
Within Groups	23.583	13	1.814		
Total	42.278	17			

Source; Primary data

Null Hypothesis

H_0 = There is no significant between the department and we are strongly committed to a share mission

Alternative Hypothesis

H_1 = There is significant between the department and we are strongly committed to a share mission

Inference;

Table respondents that team members are committed with company mission is highly associated with inter department which is implied by inferential testing the significance value is 0.398 that is statistically associated value at 0.087 percentage level of significance. Hence, it is inferred that to H_0 and found there is no significant relationship between the department and we are strongly committed to a share mission.

TABLE 4.20

Hypothesized relationship between experience and solving issue quickly
Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	14.883 ^a	16	.533
Likelihood Ratio	17.442	16	.358
Linear-by-Linear Association	.092	1	.761
N of Valid Cases	50		

a. 24 cells (96.0%) have expected count less than 5. The minimum expected count is .70.

Source; primary data

Null Hypothesis

H_0 = there is no significant between experience and we address and solve issue quickly

Alternative Hypothesis

H_1 = there is significant between experience and we address and solve issue quickly

Inference;

Table respondent the results of the chi-square test to evaluate the experience and we address and solve issue quickly. The significance value of chi-square is 0.533, which is greater than 0.05. Hence, it is inferred that to H_0 and found there is no significant relationship between experience and we address and solve issue quickly.

CHAPTER V

CHAPTER – V

SUMMARY OF FINDING, SUGGESTION AND COMCLUSIONS

5.1 INTRODUCTION

The educational institutions which has a vital role in producing skilled manpower and imparting knowledge for the social economic and technological advancement are considered to be the rejuvenating sector than any other industries. This chapter summaries the findings, conclusions and suggestions arrived from the empirical study.

SUMMARY OF FINDINGS

5.2 Findings

- It is found that maximum of the respondents belong to the age group of 20-30 years.
- It is revealed from the analysis that 30 percent of the respondents are female and 70 percent of the respondents are male.
- It is revealed from the analysis that 22 percent of the respondents are married and 78 percent of the respondents are unmarried.
- Majority 74 percent of the respondents are under graduation/post-graduation.
- Majority 28 percent of the respondents are two year experience.
- Majority 30 percent of the respondents are direction department.
- Majority 30 percent are strongly agree with the effective members seems excited and serious while team discussion.
- Majority 62 percent are neutral with the effective share and exchange ideas within a team.
- Majority 50 percent are agree with the company work environment is safe and comfortable.
- Majority 48 percent are agree with the information and knowledge are shared openly on this team.
- Majority 38 percent are management with the enhanced by team work.
- Majority 54 percent are satisfied with the spirit of teamwork within the company.
- Majority 32 percent are all the above with the effective of teamwork on the firm is valued by.
- Majority 36 percent are good leadership with the qualities of good leaders.
- Majority 48 percent are agree with the team members have absolute clarity about their role in the team.
- Majority 26 percent are strongly dissatisfied with the team feels that we are all in it together and shares responsibilities for success or failure.
- Majority 30 percent are strongly dissatisfied with the opinion on the quality and abilities of the team members.
- Majority 50 percent are strongly agree with that I feel that I am valuable to the team.
- Majority 34 percent are neutral with the some members do not participate.
- Majority 30 percent are agree with the team meetings waste of time.

- Majority 34 percent are strongly satisfied with the group assignment is done by one student.
- Majority 32 percent are neutral with the members do not share works equally.
- Majority 40 percent are agree with the department is support of teamwork.
- Majority 30 percent are satisfied with the members clearly understand their roles.
- Majority 50 percent are satisfied with the strongly committed to a share mission.
- Majority 18 percent are neutral with the communication in our group is open and honest.

SUMMARY OF SUGGESTIONS

5.3 Suggestions and recommendations

Based on the findings, the following suggestions can be adopted to improve the teamwork among the employees.

- Organization must enhance teamwork and co-ordination to improve productivity workers must be encourage and motivated with the spirit of teamwork.
- Employees can be given freedom to express their views and suggestions with their co-workers.
- The organization can improve good relationship among employees and provide friendly environment through friendly communication and motivation.
- Employees having low performance within team can be called personally, encouraged and monitored closely to make improvement.
- Employee engagement and commitment can be developed in such way to identify the leadership skills and interpersonal skill of employees.
- The organization have to teach model accountability and responsibility to the employees to achieve the targets.

CONCLUSION

Teamwork can produce performance results, collective accomplishments and personal growth if we have skills, commitment and accountability. Working together helps to understanding a better decision and more ability to participate in performance evaluation and improvement. This section has explored the team's strengths and successful style of working. It is also focused on its perfect customers and the specific contribution it can make to help them to achieve success. This approach enables the team to learn from its positive history. It can clarify the principals it followed to do great work and explore how to follow these more in future. Super teams start by building on their strengths. They then translate these into a clear story, strategy and road to success. This will take us on to the next exercise.

When a team shares the workload among everyone equally, it can do things feaster and more efficiently. This gives everyone a sense of pride and confidence in their role. Effective teams influence strong working relationship, which in turn will promote better results.

ANNEXURE

A study on analysis of teamwork at utilize opportunities solutions

Dear sir/ madam,

I am kanagalakshmi.J from the department of Human Resource Management of St. Mary's College (Autonomous), thoothukudi presently doing a project on "analysis of teamwork" with special reference to utilize opportunities solutions, as a part of academic requirement. I kindly request your assistance by availing time to respond to the questionnaire. All data collected will be treated in strict confidence and used only for purpose of this study.

Personal details:

1. Name

2. Age

☐

☐ Below 20

☐ 20-30

☐ 30-40

☐ Above 40

3. Gender

☐ Male

☐ Female

4. Marital status

☐ Married

☐ Unmarried

5. Education status

☐ School

☐ UG/PG

☐ Diploma

☐ Others

6. Experience

- ☐ 1 year
- ☐ 2 years
- ☐ 3 years
- ☐ 4 years
- ☐ 5 years

7. Department

- ☐ Recruitment
- ☐ Development
- ☐ Direction
- ☐ Staff
- ☐ Others

8. Every members seems excited and serious while team discussion

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

9. Effective share and exchange ideas within a team

- ☐ Strongly dissatisfied
- ☐ Dissatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Strongly satisfied

10. The company work environment is safe and comfortable

- ☐ Strongly agree
- ☐ Disagree
- ☐ Agree
- ☐ Strongly disagree
- ☐ Neutral

11. Information and knowledge are shared openly on this team

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

12. What can be enhanced by team work?

- ☐ Motivation
- ☐ Productivity
- ☐ Effectiveness
- ☐ All the above

13. Are you satisfied with the spirit of teamwork within the company?

- ☐ Highly satisfied
- ☐ Satisfied
- ☐ Dissatisfied
- ☐ Highly dissatisfied

14. Who gives the positive the impact on teamwork?

- ☐ Management
- ☐ Employee
- ☐ Co-workers
- ☐ Colleagues

15. The effective of teamwork on the firm is valued by

- ☐ Attracting employees
- ☐ Retaining employees
- ☐ Motivating employees
- ☐ Encouraging employees
- ☐ All these

16. What are the qualities of good team leaders?

- ☐ Good leadership
- ☐ Focus on goals
- ☐ Proper communication
- ☐ Supporting team members

17. Team members have absolute clarity about their role in the team.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

18. Our team feels that we are all in it together and shares responsibilities for success or failure.

- ☐ Strongly dissatisfied
- ☐ Dissatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Strongly satisfied

19. Kindly helps us know your opinion on the quality and abilities of the team members

- ☐ Satisfied
- ☐ Dissatisfied
- ☐ Strongly satisfied
- ☐ Strongly dissatisfied
- ☐ Neutral

20. I feel that I am valuable to the team

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

21. We request you to rank the co-ordination between team members

- ☐ Highly dissatisfied
- ☐ Dissatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Highly satisfied

22. Some members do not participate

- ☐ Strongly satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Strongly dissatisfied

23. Team members are waste of time

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly agree

24. Group assignment is done one student

- ☐ Highly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Highly disagree

25. Members do not share works equally

- ☐ Strongly satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Strongly dissatisfied

26. Team members are afraid or not do not like to ask others for help.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

27. The department is supportive of teamwork.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

28. Team members clearly understand their roles

- ☐ Agree
- ☐ Strongly agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

29. We are strongly committed to a share mission

- ☐ Agree
- ☐ Disagree
- ☐ Strongly agree
- ☐ Strongly disagree
- ☐ Neutral

30. We address and resolve issue quickly

- ☐ Satisfied
- ☐ Dissatisfied
- ☐ Neutral
- ☐ Strongly dissatisfied
- ☐ Strongly satisfied

31. Communication in our group is open and honest.

- ☐ Agree
- ☐ Disagree
- ☐ Strongly agree
- ☐ Strongly disagree
- ☐ Neutral

32. Suggestion

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**A STUDY ON EMOTIONAL INTELLIGENCE OF EMPLOYEES
AT JENEFA ENTERPRISE, THOOTHUKUDI.**

(A project report submitted in partial fulfillment of the requirements for the degree)

Of

MASTER OF HUMAN RESOURCE MANAGEMENT

Of

ST. MARY'S COLLEGE (AUTONOMOUS) – THOOTHUKUDI

Submitted by

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APRIL 2023

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT
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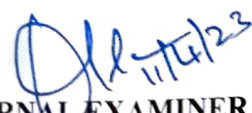
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DECLARATION

I hereby declare that the project entitled "A STUDY ON EMOTIONAL INTELLIGENCE OF EMPLOYEES AT JENEFA ENTERPRISE, THOOTHUKUDI" is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this project has been submitted for any Degree, Diploma, and Fellowship of other similar titles.



Signature of the candidate

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ABSTRACT

The aim of this study is to examine the Emotional Intelligence among the employees. Emotions are involved in everything people do; Every action, decision and judgement. Emotionally intelligent people recognize and use their thinking to manage their emotions rather than being managed by them. This research shows that emotions are constructive and do contribute to enhance performance and better decision making at workplace.

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CHAPTER I

CHAPTER – I

1.1 INTRODUCTION

Emotional intelligence (EI) is most often defined as the ability to perceive, use, understand, manage, and handle emotions. People with high emotional intelligence can recognize their own emotions and those of others, use emotional information to guide thinking and behavior, discern between different feelings and label them appropriately, and adjust emotions to adapt to environments.

Quite simply, Emotional intelligence is the intelligent use of emotions: You intentionally make your emotions work for you by using them to help guide your behavior and thinking in ways that enhance your results. There are varied definitions of emotional intelligence and considering any one as a standard definition has become virtually impossible. In a scientific fact, that emotions precede thought. When emotions run high, they change the way our brains function diminishing our cognitive abilities, decision-making powers, and even interpersonal skills. Understanding and managing our emotions (and the emotions of others) helps us to be more successful in both our personal and professional lives. Emotional Intelligence (EI) has become a topic of vast and growing interest worldwide and is concerned with the ways in which we perceive, identify, understand, and manage emotions. It is an aspect of individual difference that can impact a number of important outcomes throughout a person's lifespan. .

Emotional intelligence helps you build stronger relationships, succeed at school and work, and achieve your career and personal goals. It can also help you to connect with your feelings, turn intention into action, and make informed decisions about what matters most to you. The ability to manage stress and stay emotionally present, you can learn to receive upsetting information without letting it override your thoughts and self-control. You'll be able to make choices that allow you to control impulsive feelings and behaviors, manage your emotions in healthy ways, take initiative, follow through on commitments, and adapt to changing circumstances.

At personal level, Emotional intelligence helps us to have uncomfortable conversations without hurting feelings, Manage our emotions when stressed or feeling overwhelmed and Improve relationships with the people we care about. At work, emotional intelligence can help us to Resolve conflicts, coach and motivate others. Create a culture of collaboration and to build psychological safety within teams.

1.2 DEFINITION OF EMOTIONAL INTELLIGENCE

According to Daniel Goleman,

Emotional intelligence as “managing feelings so that they are expressed appropriately and effectively, enabling people to work together smoothly toward their common goals.”

According to Peter Salovey and John D. Mayer,

Emotional intelligence is the subset of social intelligence that involves the ability to monitor one's own and others' feeling and emotions, to discriminate among them and to use this information to guide one's thinking and actions.

1.3 MEANING OF EMOTIONAL INTELLIGENCE

- Emotional intelligence is the ability to perceive, interpret, demonstrate, control and use emotions to communicate with and relate to others effectively and constructively.
- Emotional intelligence is the capability of individuals to recognize their own emotions and those of others discern between different feelings and label them appropriately, use emotional information to guide thinking and behavior, and manage or adjust emotions to adapt environments or achieve one's goals.
- Emotional intelligence is the ability to use your emotions in a positive and constructive way in relationships with others.
- Emotional intelligence is the ability, capacity, skills and self-perceived ability to assess and manage one's emotions and those of others and the group.
- Emotional intelligence has the ability to express and a control emotion is essential, but so is the ability to understand, interpret, and respond to the emotions of others.

1.4 OBJECTIVES OF EMOTIONAL INTELLIGENCE

- Recognize and consciously use emotional data to create and maintain productive workplace relationships and team environments.
- Manage and adapt emotional behaviors that impact leadership in a variety of workplace situations
- Integrate empathy to promote strong relationships
- Apply collaborative, inclusive and creative communication practices
- Gain Emotional Insights to understand and implement change
- Implement emotionally intelligent motivational skills to achieve team results.

1.5 TYPES OF EMOTIONAL INTELLIGENCE

There are three main branches of emotional intelligence - the ability model, the trait model and the mixed model.

The ability model:

This model argues that in order to be emotionally intelligent, you need to possess certain competences. The four branch model, detailed in Mayer, Salovey and Caruso (2004: 200), for example, argues that you need to be able to

- Know your emotions
- Know what to do with them
- Understand their meaning
- Know how to manage them

The trait model:

This model, such as that developed by Petrides (2001: 425-448), breaks from the idea that emotional intelligence is based on abilities. It argues that people have emotional self-perceptions and traits that form part of their personality. These are self-identified by the person rather than scientifically measured and might include self-identifying levels of assertiveness, self-esteem and happiness.

The mixed model:

This model combines several types of emotional intelligence qualities. These might include:

- Skills (being empathic)
- Traits (such as optimism)
- Other qualities (such as being able to read facial expressions, being able to inspire others)

There is some debate as to whether emotional intelligence is a set of skills that need to be learned and improved upon or whether it is a set of personality traits that are inherent and self-identified or a mixture of both.

1.6 GENERAL EFFECTS OF EMOTIONAL INTELLIGENCE

Better social relations for children:

Among children and teens, emotional intelligence positively correlates with good social interactions, relationships and negatively correlates with deviance from social norms, anti-social behavior measured both in and out of school as reported by children themselves.

Better social relations for adults:

High emotional intelligence among adults is correlated with better self-perception of social ability and more successful interpersonal relationships with less interpersonal aggression and problems.

Highly emotionally intelligent individuals are perceived more positively by others:

Other individuals perceive those with high EI to be more pleasant, socially skilled and empathic to be around.

Better academic achievement:

Emotional intelligence is correlated with greater achievement in academics as reported by teachers but generally not higher grades once the factor of IQ is taken into account.

Better well-being:

Emotional intelligence is positively correlated with higher life satisfaction, self-esteem and lower levels of insecurity or depression. It is also negatively correlated with poor health choices and behavior.

1.7 COMPONENTS OF EMOTIONAL INTELLIGENCE

Emotional intelligence (otherwise known as emotional quotient or EQ) is the ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict. It contains five components they are:

- Self-awareness
- Self-regulation
- Empathy
- Motivation
- Social skills



Self-awareness:

- Your understanding of your strength and awareness, your motivation factors, and how & why you respond to situations in a particular way.
- Self-awareness lies at the heart of the emotional intelligence model and, to a great extent, influences our ability to develop the other competencies.
- It enables us to sustain our behavior over time, despite setbacks.
- In short – self-awareness is understating own moods & emotions.

Self-regulation:

- It is how effectively we manage our own emotions, and how well we control our responses to new or challenging situations.
- Emotional self-control is the ability to keep impulsive feelings and emotions under control.

Empathy:

- A key interpersonal skill, empathy is the ability to put yourself in someone else's shoes and see a situation from their perspective.
- As well as having an awareness of others' feelings, it's important to acknowledge and respond to them – even if you don't agree with them.

- Respecting diversity and inclusion is a vital aspect of empathy, as is communication: pay close attention to what you and others say, whether verbally or through body language.

Motivation:

- Motivation is about your drive to improve and achieve
- Setting high standards for yourself and working consistently towards your goals.
- Take the initiative; be ready to act on opportunities as they come along, and practise being assertive.
- Motivation is also about optimism and resilience, and finding the positive in a situation, even – or especially – those that didn't go well.

Social skills:

- Being able to interact well with others is another important aspect of emotional intelligence.
- Having strong social skills allows people to build meaningful relationships with other people and develop a stronger understanding of themselves and others.
- True emotional understanding involves more than just understanding your own emotions and those of others.
- You also need to be able to put this information to work in your daily interactions and communications.

1.8 MEASURES OF EMOTIONAL INTELLIGENCE

Emotional Intelligence is the best proven world-class scenario and it makes it possible to witness how candidates interact with others in the initial meeting. Additionally, every interaction ought to be the same for the evaluation to be fair to everyone. And that is also not practical. That's where the latest, sophisticated Emotional Intelligence tests come in. Self-reporting, other-reporting, and ability testing are the three widely used measuring methods of Emotional Intelligence (EI).

Self-reporting:

It is something similar to the personality test that mostly all humans do. This methodology is useful for determining how candidates view themselves, but it has some drawbacks. A reliable method for assessing innate characteristics like those found in personality tests is self-report testing. Self-reporting would be a reliable indicator of Emotional Intelligence, but only in people who already have high Emotional Intelligence.

Other-reposting skill:

It is the assessment of the Emotional Intelligence of a person based on the report of the EI of another person. This also known as observer rating is most useful to measure how someone manages their emotions compared to people around them. Another report provides useful information about how others perceive someone, but it is not the best way to assess Emotional Intelligence. After all, to obtain truly reliable results from other reporting, all observers must have high EI themselves. Otherwise, this methodology risks introducing bias into the evaluation process.

Ability testing:

Ability testing is the most dependable type of testing for EI testing. It may initially seem impossible to precisely measure and assess a person's level of Emotional Intelligence. It's a common misconception that anything related to feelings or emotions lacks a scientific or logical foundation, but this couldn't be further from the truth. You wouldn't ask a candidate how fast they type, nor would you inquire of their friends or coworkers, if you wanted to assess a candidate's typing abilities. Just give them a typing test to take. The various crucial components of an effective EI ability test will highlight the test-capacity taker's ability to identify, understand, and use emotion.

1.9 DIFFERENCE BETWEEN IQ AND EQ



- If emotional intelligence is a type of intelligence, how does it differ from the mental type? In part, by how it's measured. One's intelligence quotient (IQ) is a score derived from standardized tests designed to measure intelligence. Your IQ relates directly to

your intellectual abilities, like how well you learn as well as understand and apply information. People with higher IQs can think abstractly and make mental connections more easily.

- Emotional intelligence is very different. Sometimes called EI (for Emotional Intelligence) or EQ (for Emotional Intelligence Quotient), emotional intelligence is like using emotions to think and enhance our reasoning. Those with high emotional intelligence are able to manage their emotions as well as use their emotions to facilitate their thinking and understand the emotions of others.
- When it comes to the workplace, some say emotional intelligence is more beneficial for your career than IQ, although others argue IQ matters more. Regardless of which is more important, emotional intelligence plays a decidedly important role at work.

1.10 INTERACTIONS WITH OTHER PHENOMENA

Bullying:

Bullying is abusive social interaction between peers which can include aggression, harassment, and violence. Bullying is typically repetitive and enacted by those who are in a position of power over the victim. A growing body of research illustrates a significant relationship between bullying and emotional intelligence. They also have shown that emotional intelligence is a key factor in the analysis of cases of cyber victimization, by demonstrating a relevant impact on health and social adaptation. EI seems to play an important role in both bullying behavior and victimization in bullying; given that EI is illustrated to be malleable, EI education could greatly improve bullying prevention and intervention initiatives.

Job performance:

Earlier research on EI and job performance had shown mixed results: a positive relation has been found in some of the studies, while in others there was no relation or an inconsistent one. This led researchers Cote and Miners to offer a compensatory model between EI and IQ, that posits that the association between EI and job performance becomes more positive as cognitive intelligence decreases, an idea first proposed in the context of academic performance. The results of the former study supported the compensatory model: employees with low IQ get higher task performance and organizational citizenship behavior directed at the organization, the higher their EI. It has also been observed that there is no significant link between emotional intelligence and work attitude-behavior.

Leadership:

There are several studies that attempt to study the relationship between EI and leadership. Although EI does play a positive role when it comes to leadership effectiveness, what actually makes a leader effective is what he/she does with his role, rather than his interpersonal skills and abilities. Although in the past a good or effective leader was the one who gave orders and controlled the overall performance of the organization, almost everything is different nowadays: leaders are now expected to motivate and create a sense of belongingness that will make employees feel comfortable, thus, making them work more effectively

Health:

Emotional intelligence was associated with better mental and physical health. Particularly, trait EI had the stronger association with mental and physical health. This was replicated again in 2010 by researcher Alexandra Martin who found trait EI as a strong predictor for health after conducting a meta-analysis based on 105 effect sizes and 19,815 participants. This meta-analysis also indicated that this line of research reached enough sufficiency and stability in concluding EI as a positive predictor for health. So, EI can increase one's own well-being because of its role in enhancing relationships.

Academic performance:

There are three possible reasons why greater emotional intelligence might predict stronger academic performance. First, emotionally intelligent students are able to regulate their emotions at school—they are able to control their anxiety surrounding tests and assessment, and their boredom when material is not intrinsically interesting. This means their emotions do not impede their test scores or their ability to learn. Second, emotionally intelligent students are able to build better social relationships with other students and with instructors. This means that they have sources of help when needed—other students and teachers are more willing to help them when they get stuck. Third, some of the abilities of emotional intelligence (understanding emotions, for example) overlap with academic content, particularly in the humanities. That is, analyzing universal themes in literature or the social forces underpinning historic events require a knowledge of human emotions.

1.11 SIGNS OF EMOTIONAL INTELLIGENCE

- ✚ You seem to have high Emotional Intelligence if you can empathize with others, collaborate with others, and read and regulate emotions.
- ✚ If you have Emotional Intelligence, you can address conflict, concerns, and needs in a much calmer, straightforward manner, which will improve your communication and relationships with others, whether professional or personal.
- ✚ Being able to recognize that someone is struggling, excited, angry, or going through any emotions, and supporting them and trying to give them what they need, demonstrates that you are very Emotionally Intelligent.
- ✚ Closed-ended questions can be answered in a single word, whereas open-ended questions must be highlighted. Asking open-ended questions can indicate that you have higher Emotional Intelligence as it indicates that you are eager to learn.
- ✚ Having good social skills and setting boundaries when communicating assertively shows you are Emotionally Intelligent.

1.12 EMOTIONAL INTELLIGENCE SKILLS

Reflect on your emotions:

This is where self-awareness begins. To grow in emotional intelligence, think about your own emotions and how you typically react to negative situations, whether they involve a co-worker, family member or stranger. When you're more aware of your emotions and typical reactions, you can start to control them.

Ask for perspective:

What we perceive to be reality is often quite different from what those around us are seeing. Start getting input from others to understand how you come across in emotionally charged situations.

Observe:

Once you've increased your self-awareness and you understand how you're coming across, pay more attention to your emotions.

Pause for a moment:

Stop and think before you act or speak. It's hard to do, but keep working at it and it will become a habit.

Choose to learn from criticism:

Who likes criticism? Possibly no-one. But it's inevitable. When we choose to learn from criticism rather than simply defend our behaviors, we can grow in emotional intelligence.

Practice, practice, practice:

Becoming more emotionally intelligent won't happen overnight, but it can happen—with effort, patience, and a lot of practice.

1.13 IMPACT OF EMOTIONAL INTELLIGENCE

Thinking Before Reacting:

It is essential to think before you react in certain situations. Instant reactions may be sometimes rigorous and the words used may create a long-lasting impact on others' emotions. Hence, it is very important to think before reacting in any situation, and communicating softly and understandably will help to solve issues more easily and wisely.

Greater Self-Awareness:

Greater self-awareness is a symbol of EI. People with high EI are always self-aware and more conscious. Even though they are social, they set boundaries in certain things. Additionally, stress management is only the first step toward developing Emotional Intelligence. According to the science of attachment, your current emotional experience is most likely a reflection of your early life experiences. Your ability to manage core emotions such as anger, sadness, fear, and joy is frequently influenced by the consistency and quality of your early emotional experiences. If your primary caregiver understood and valued your emotions as an infant, your emotions have likely become valuable assets in adulthood.

Empathy for Others:

Maintaining good social skills is another impact of Emotional Intelligence especially when others are mentally weak. Once you have emotional awareness, you can effectively develop additional social/emotional skills that will improve the effectiveness, fruitfulness, and fulfillment of your relationships. In human relationships, conflict and disagreement are unavoidable. Two people can never have the same needs, opinions, or expectations at the same time. Even though conflict is not that bad, healthy and constructive conflict resolution is necessary to build a relationship between two people. Conflict fosters freedom, creativity, and safety in relationships when it is not perceived as threatening or punishing.

1.14 TIPS FOR IMPROVING EMOTIONAL INTELLIGENCE

Pay attention to yourself:

Notice how people respond when you speak. Notice how you react when others speak. Do you rush to judgment? Does your facial expression or body language say one thing while your words (or lack of words) express something different? Easy improvements can be made simply by noticing our go-to negative words, expressions, and feelings and making adjustments.

Use positive language:

What we say impacts our thoughts and actions, as well as the feelings of other people. Take charge of your environment by focusing on the positive and using words that move yourself and others forward.

Keep going:

Recognize that everyone has temporary setbacks and struggles. Look for a change in direction to keep going or find energy in a new path.

Watch your stress level. When things are a bit crazy, negative emotions can rise to the surface much faster and can be harder to control. Make sure to find time to relax; take a break, and do an activity you enjoy or spend 10 minutes taking deep, refreshing breaths.

Show compassion:

We've said it before, and we'll say it again. Kindness takes practice. Look for ways to show compassion and empathy to others, even when you feel they don't deserve it. And if you need to ask for forgiveness, do it.

1.15 EMOTIONAL INTELLIGENCE AFFECTS

Your performance at school or work:

High emotional intelligence can help you navigate the social complexities of the workplace, lead and motivate others, and excel in your career. In fact, when it comes to gauging important job candidates, many companies now rate emotional intelligence as important as technical ability and employ EQ testing before hiring.

Your physical health:

If you're unable to manage your emotions, you are probably not managing your stress either. This can lead to serious health problems. Uncontrolled stress raises blood pressure, suppresses the immune system, increases the risk of heart attacks and strokes, contributes to infertility, and speeds up the aging process. It is used to learn and how to manage stress.

Your mental health:

Uncontrolled emotions and stress can also impact your mental health, making you vulnerable to anxiety and depression. If you are unable to understand, get comfortable with, or manage your emotions, you'll also struggle to form strong relationships. This in turn can leave you feeling lonely and isolated and further exacerbate any mental health problems.

1.16 IMPORTANCE OF EMOTIONAL INTELLIGENCE

- The term 'Emotional Intelligence', first coined by psychologists Mayer and Salovey (1990), refers to one's capacity to perceive, process and regulate emotional information accurately and effectively, both within oneself and in others and to use this information to guide one's thinking and actions and to influence those of others.
- Emotional intelligence can lead us on the path to a fulfilled and happy life by providing a framework through which to apply standards of intelligence to emotional responses and understand that these responses may be logically consistent or inconsistent with particular beliefs about emotion.
- As the workplace evolves, so too does the body of research supporting that individuals (from interns to managers) with higher EI are better equipped to work cohesively within teams, deal with change more effectively, and manage stress – thus enabling them to more efficiently pursue business objectives.
- Goleman (1995) recognized five distinct categories of skills which form the key characteristics of EI and proposed that, unlike one's intelligence quotient (IQ), these categorical skills can be learned where absent and improved upon where present.
- Thus, EI, unlike its relatively fixed cousin, IQ, is instead a dynamic aspect of one's psyche and includes behavioral traits that, when worked upon, can yield significant benefits, from personal happiness and wellbeing to elevated success in a professional context.

1.17 OBJECTIVES OF THE STUDY

Primary objective:

To study and examine the emotional stability exhibited by the employees working at Jeneffa enterprises.

Secondary objective:

The following are the secondary objectives of the project.

- To Study about the management of emotion in oneself and others.
- To identify how to manage other emotions in-order to inspire high performance.
- To know how to build a strong relationship between employees and employers in the organization.

1.18 NEED OF THE STUDY

The purpose of the study is to get an Idea about the Emotional Intelligence of employees in Jeneffa Enterprises

The Study will helps the organization to know the ways to build a strong relations among the employers and employees, reduce stress, defuse conflict and Improve Job satisfaction.

1.19 SCOPE OF THE STUDY

The Study was done at Jeneffa Enterprises, the approach to the study has been made from the view point of the employees. The study will help the Management to know about the ability to identify and regulate one's emotions and understand the emotions of employees to achieve the goals in the organization.

The study has helped to learn the various aspects:

- Self-awareness
- Self-management
- Social awareness
- Relationship management

1.20 LIMITATIONS OF THE STUDY

- The area of study is confined to the employees in Jenefa enterprises only.
- Some of the employees view may be biased.
- The sample size is limited to 50employees only.
- Time can be considered as a major limitation of the study.
- The Result cannot be compared with other companies because of the variation in the HR policies and work culture.

COMPANY PROFILE

1.21 INTRODUCTION

Jenefa Enterprises is one of the leading delivery partners of Amazon which was first started in Tirunelveli. Primarily, to increase the captive needs of the service in Amazon logistics, it is established to other cities. At the early stage of business cycle, the company carved a unique business model to incorporate success in the journey. With the state of art infrastructure, a team of young and energetic employees, a wide range of products from Amazon and a dedicated service of our enterprises, our company emerged as a leading partners of Amazon logistics.

1.22 VISION

“To provide the quickest response service to the customer and strive to extend the company all around the state with good supplier base”

1.23 MISSION

“To accomplish the objectives of the company with the wise usage of manpower and technically well-equipped infrastructure in accordance with clarity and courage. To achieve goals with confidence and assertiveness”

1.24 VALUES

- ❖ Trust and openness
- ❖ Mutual respect between delivery partner and Amazon logistics
- ❖ Excellence
- ❖ Customer orientation

1.25 JOURNEY

Jenefa Enterprises was founded by Jesudoss, a businessmen who was handling a small courier business in the beginning. There came an opportunity to excel in the business recommended by Amazon logistics. It was in the year 2011, Jenefa Enterprises became a Delivery Service Partner of Amazon logistics. The first station was opened at Tirunelveli and the territory grew up. From 2011 to 2023, the company extended to 12 stations and it also has 4 sub-stations. The head office of the company is located in Tirunelveli. The company is still operating more enthusiastic and thinking creative to promote the business all over Tamilnadu. The company's goal of 2023 is to gain another station in Coimbatore and it is yet to be achieved soon. The details of stations and number of employees who are working for the company are enlisted below:

STATION	MANAGER	TEAM LEADER	SUPERVISOR	DRIVER	DA'S
TUTICORIN	1	1	4	2	33
TIRUNELVELI			6	3	36
TIRUCHENDUR		1	4	1	40
TENKASI			4	1	18
AMBAI			3	0	14
RAMNAD		1	3	1	15
PARAMAKUDI			3	1	13
RAMESHWARAM			1	0	7
TIRUPATTUR			1	0	9
DEVAKOTTAI		1	2	1	8
NAZARETH			1	0	5
THISYANVILLAI			1	0	5
UDANKUDI		1	1	0	4
MANAMADURAI			1	0	4
KAMUTHI			1	0	3
KALAYARKOVIL			1	0	2

Other than the list, the company has Finance department which engages two employees to look after the income tax, GST filing, ESI, PF for employees and also the insurance. The total number of employees consist of 272 employees who are working for Jenefa Enterprises.

1.26 END TO END OPERATIONS

Amazon uses different types of transportation services to deliver packages. Amazon Logistics, in which Amazon contracts with small businesses which calls them as 'Delivery Service Partners' to perform deliveries to customers. Each business has a fleet of approximately 20-40 amazon-branded vans and employees of the contractors wear Amazon uniforms. Amazon directly employs people to work at its warehouses, bulk distribution centers, staffed Amazon Hub locker and delivery stations where drivers pick up the packages. Jenefa Enterprises directly comes under contracted services in the proportion of last-mile deliveries.

Jenefa Enterprises is simply a last leg of delivery journey. Amazon ship packages to a local transportation hub. Then it moves on to the stations with the relevant packages to be delivered to the customers. Finally, a last mile carrier whether third-party picks up the delivery and takes it to its final destination.

1.27 SERVICES

a) Last Mile Delivery:

Getting orders from delivery stations to customer's doorsteps is the "last mile" for delivery. We deliver goods to homes, businesses, Amazon lockers and even cars all over Tamilnadu. This network is powered by hundreds of small businesses and tens of thousands of drivers that leverages Amazon technology.

b) Customer Service:

Jenefa Enterprises support the customer, advocating them through phone, email and chat services 24/7. We also build world class systems and innovative self-service solutions that are used by millions of customers each day on Amazon websites, shopping apps, and through Amazon's family of digital products such as kindle, Echo and Alexa.

c) Third Party Seller:

The company helps third party sellers considerably improve their capability to serve lots of customers and provide faster delivery. The result differs from one seller to the other and comes down to how every seller uses Amazon logistics program wisely and proactive in the approach. From the seller, the company avails the packages and it moves to Amazon for the last mile delivery process.

d) Individual Drivers:

Individual drivers who use Amazon Flex for delivering shipments wherever they want to. The company offers employment to the drivers who earns from delivering the packages and sometimes it is a piece rate delivery.

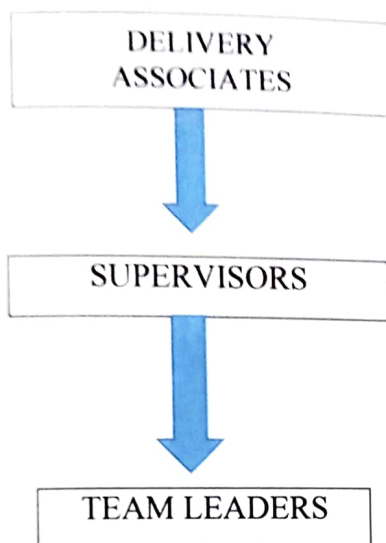
e) Independent Delivery Services:

Amazon logistics depends on different third party contractors for running the service. There is not any cost associated with becoming an official provider of Amazon. Independent Delivery services also contains the store partners who directly comes under Amazon logistics.

1.28 RECRUITMENT AND SELECTION PROCESS

Recruitment is done through advertising about the company including the job profile, and need for the employees within the limited time. The candidate has to contact the Human Resource department through mobile phone to be confirmed for the one-on-one interview. In

the interview, the manager questions about the personal details like family background, educational qualification and the candidate's capability of delivering the packages. The interviewer tests the knowledge of operating the mobile phones and writing fundamental skills of the candidate. If the candidate satisfies the need of the job profile, then the Human Resource manager selects the candidate as the Delivery Associates.



Firstly, the candidates are appointed as Delivery Associates, and then allotted as supervisors if they perform well as Associates. Then the employees are refined by their performance and the behavior.

1.29 APPLICATIONS USED IN DELIVERY PROCESS

As consumers increasingly turn to e-commerce for all their shopping needs, speedy fulfillment and distribution they expect in every online shopping. Each and every process is done through online mode with the website named 'amazon logistics'. In the website there are many other applications used in the process, they are listed below:

- Inbound Dock Manager – Assigns the packages
- Outbound Manager- Return packages
- Cortex - Tracks DA's activities through GPS location
- RTS Discrepancy Form – High value packages
- C2D Visibility – deals Customer Complaints
- MFN pickup – Third party sellers

- LM Safety app – Safety measures

These parts of website are used in the process of delivery which undergoes fulfilled dedication to the customers as well as the logistics.

1.30 STATUTORY BENEFITS

i) Employee State Insurance:

As stated by the Government, the statutory benefits are provided to the employees who gets salary above 20,000.

ii) Provident Fund:

As stated by the Government, the provident fund is provided to the employees who gets salary below 15,000.

1.31 NON-STATUTORY BENEFITS

i) Bonus:

Bonus are given to the employees on festivals to boost their enthusiasm and commitment towards the company. One month salary is given to the employees as bonus.

ii) Group Personal Accident Policy:

The policy is used incase of any death caused by accidents to the employees. This GPA policy can be availed through the insurance company.

iii) Group Medical Care:

This policy is used to the employees who may undergo the medical emergencies which can be used incase of surgeries or any other treatment.

CHAPTER II.

CHAPTER II

REVIEW OF LITERATURE

The following literature were referred and reviewed for the successful completion of Gill mandip, syedfarhatali, guptabarkha, dubeygodulika and kamna had done a research on "emotional intelligence as a forecaster of job satisfaction amongst the faculty of professional institutes of central Indian city, Indore. The study was designed to examine the relationship between faculty members emotional intelligence and their job satisfaction among the professional institutes of central Indian city Indore, m.p. based on these findings: it was recommended that management should include some faculty training programs in order to ce their emotional intelligence based on their job satisfaction. Such programs will assist to developing better empathic and interpersonal relations with their peers, administrators, understanding students unique need .

Nimasareti, Mahmoodhassanpourpazvari, Saeidaskarimasouleh, carried out the research entitled, "studying the influence of emotional intelligence on career success" The influence of emotional intelligence on career success of behnoosh's company employees has been assessed in this paper. The findings indicate that the managers were capable to be more successful by perceiving their feelings and emotions and g them in decision makings. By considering findings, for organizational endurance and playing managers with the most effecting and career success they recommend that the people ld be hired as managers that distinguish between their intentions and feelings and pursue der dignified goals. Therefore the managers were able to avoid sudden excitement such as rage, or fear in their decision making process.

Praveen M.kulkarni, B.Janakiram and D.N.S. Kumar did a research entitled "emotional intelligence and employee performance as an indicator for promotion", this study was undertaken to understand the performance level of manager and supervisors at an automobile retailer in the city of belgaum, the study focuses on understanding the emotional intelligence of be managers and supervisors and its ink to their performance level on the job. The study on managers and supervisors emotional intelligence and their ability to perform effectively on the b is identified as they are not able to manage their emotional intelligence, which has a direct pact on their job. Further the level of emotional intelligence and performance level of the managers and supervisors is moderate to low: these skills were to be developed for achieving higher employee productivity and to enhance the image of the organization.

Mahmoud Ghorbani and seyedalibaherisani done a research entitled "**emotional intelligence personal organizational commitment**" They tried to identify whether there exists a between emotional intelligence and organizational commitment of persona in Finance and credit institute. Finally they were right because there was a relationship m emotional intelligence and organizational commitment degree of personnel.

Dhilsathbegam carried out a research entitled "**a study on emotional intelligence among hers with special reference to erode district**" the study focused on emotional intelligence cheers of private in private educational institutions in erode, she concluded that the es of private educational institutions have high level of emotional intelligence. The high l of EI among teachers indicated that they had the ability to identify, assess and control the emotions of self, peers and students in their teaching institutions in erode.

Dr.Anjalirai, k.venkatrao had done a research on "**a comprehensive study of emotional intelligence practice for an effective organization**". They revealed that emotional intelligence ores with age education and experience and employee's emotional intelligence had a direct pact on their job performance and organizational effectiveness. These skills were to be open for achieving higher employee productivity and to enhance the effectiveness of the organization.

Sitirihaida Mohamed zainal, aizzatmohd. Nasurdin&quahchunhoo did research on "**The role of emotional intelligence towards the career success of hotel managers in the northern states of Malaysia**" this study intended to understand the role of emotional intelligence in determining career success. They suggested that in shaping the subjective career success among de hotel manager, the role of emotional intelligence should be taken into consideration in the context of Malaysia, interestingly they observed that in order to achieve the career satisfaction, the managerial level employees were concerned about other emotional appraisal and regulation of emotion.

CHAPTER III

CHAPTER –III

RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION:

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps in systematic manner. The research method of the study explains the systematic way of finding to the predetermined objective. This provides the clear path to accomplish and achieve clear solution for the problem stated.

3.2 RESEARCH DESIGN

A research design is considered as the framework or plan for a study that guides as well as helps in the data collection and analysis of data.

The research design in this project is descriptive in nature. Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present. It is the simplest form of research design. The main characteristics of this method are the researcher has no control over the variable, he can only report what is happening.

3.3 SAMPLE DESIGN

➤ Population

There are around nearly **272** employees working at JENEFA ENTERPRISES
IN TUTICORIN.

➤ Sampling size

Out of the total population, a sample size of 50 was selected for the study.

➤ Sampling area

The research was conducted at JENEFA ENTERPRISES IN
TUTICORIN.

➤ **Sampling Technique:**

In the present study, the sampling technique used was convenience sampling.

3.4 DATA COLLECTION:

Data collection is the integral part of research design. There are several data collection methods, each with its own advantage and disadvantages. Data can be collected in a variety of ways in different sources. Data are classified into two categories, primary and secondary data.

➤ **Sources of data**

For the research work the data has been collected from both primary and secondary sources.

➤ **Primary data**

Primary data refers to the collection of first hand data. The information was collected from the respondents by,

- A structured questionnaire
- Observation
- Interview with employees
- Direct conversation with the management.

➤ **Secondary data**

A part from primary data collected, the data was collected through

- Books
- Journals from library
- Records
- Academic reports
- Website

3.5 TOOLS FOR ANALYSIS:

After the data has been collected it has to be analyzed, the data obtained from the questionnaire was consolidated. Tabulation is a part of technical procedure where in classified data are put in the forms of tables. The tables are analyzed using statistical techniques and tools so that interpretation would be precise.

The statistical tools used for analyzing the data collected are,

a) **Simple percentage analysis:**

Percentage is used to make comparison between two or more series of data. It is the most commonly used method for analyzing the data

$$\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

b) **Chi- square test:**

Chi- square test is used to compare two variables for a randomly selected data. The expected frequencies are based on the conditions for null hypothesis. The rejection of null hypothesis is based on expected value. It is used to check whether the variables are independent of each or not.

$$\text{Chi square} = \sum (O - E)^2 \div E$$

c) **ANOVA:**

The ANOVA test is performed by comparing two types of variation and the variation between sample means as well as the variation within each of the samples. If the p-value is less than 0.05 the analyst reject the ANOVA test and vice versa.

3.6 PERIOD OF THE STUDY

The study was done during the period of December 2022 to March 2023. During the study, the following activities were undertaken. Objectives were set and questionnaires were finalized. Data's were collected, recorded, analyzed and interpreted. From the interpretation, the report was generated.

CHAPTER IV

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

4.1 DATA INTERPRETATION

Analysis of data means, studying the tabulated material order to inherent facts or meanings. Larger divisions of material should be broken down into smaller units and rearranged in new combinations to discover new facts, inter relations and cause and effects of relationship.

Analysis of data is the most skilled task of all stages of research, calling for the researchers own judgment and skill. It throws light on the various problematic areas, establishing the research which it identifies the ways and means of arriving at a solution. A researcher stand beside the collection and analysis of data who has to draw inference and explain their significance.

The task of drawing conclusion and inference from a careful analysis of data is known as interpretation.

TABLE 4.1.1

**TABLE SHOWING THE EMPLOYEES BEHAVIOUR TOWARDS THE
MANAGER DISTREATMENT AT WORKPLACE**

FREQUENCY TABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Calm	36	72.0	72.0	72.0
	Anger	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

Source: Primary data

INFERENCE:

From table 4.1.1, it is understood that 72 percent of the respondents chose the calm and 28 percent respondents chose the anger.

From the data analysis,

- Majority 72 percent of the respondents answered as calm when the manager treats badly.

TABLE 4.1.2
TABLE SHOWING THE ABILITY OF UNDERSTANDING
SOMEONE'S EMOTION

FREQUENCY TABLE

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Self-awareness	20	40.0	40.0	40.0
	Self-management	13	26.0	26.0	66.0
	Social awareness	8	16.0	16.0	82.0
	Relationship-Management	9	18.0	18.0	100.0
	Total	50	100.0	100.0	

Source: primary data

INFERENCE:

From table 4.1.2, it is understood that 40 percent of the respondents chose the self-awareness, 26 percent of the respondents chose the self –management, 16 percent of the respondents chose the social awareness and 18 percent of the respondents chose the relationship – management.

From the data analysis,

- Majority 40 percent of the respondents answered as self-awareness is the ability to recognize and understand someone's emotions.

TABLE 4.1.3
TABLE SHOWING THE THINGS THAT HELPS TO MANAGE THE
CO-EXISTING RELATIONSHIPS

FREQUENCY TABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Emotions	25	50.0	50.0	50.0
	Motivation	21	42.0	42.0	92.0
	Intuition	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Source: primary data

INFERENCE:

From table 4.1.3, it is understood that 50 percent of the respondents chose the emotions , 42 percent of the respondents chose the motivation and 8 percent of the respondents chose the intuition

From the data analysis,

- Majority 50 percent of the respondents answered as emotions is allows to manage relationships that benefits everyone involved.

TABLE 4.1.4
TABLE SHOWING THE DIFFERENT EMOTIONS FELT DURING
WORKING HOURS

FREQUENCY TABLE

	Frequency	Percent	Valid Percent	Cumulative Percent
Frustration	27	54.0	54.0	54.0
Frightened	13	26.0	26.0	80.0
Windless	10	20.0	20.0	85.0
Total	50	100.0	100.0	

Source: primary data

INFERENCE:

From table 4.1.4, it is understood that 54 percent of the respondents chose the frustration, 26 percent of the respondents chose the frightened and 20 percent of the respondents chose the windless.

From the analysis,

- Majority 54 percent of the respondents answered as frustration is the emotion that something happened at workplace.

TABLE 4.1.5
TABLE SHOWING THE MANAGEMENT OF EMOTIONS AND
REPRODUCE THE DESERVED RESPONSE

FREQUENCY TABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-management	34	68.0	68.0	68.0
	Social Awareness	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

Source: primary data

INFERENCE:

From table 4.1.5, it is understood that 68 percent of the respondents chose the self-management and 32 percent of the respondents chose the social awareness.

From the data analysis,

- Majority 68 percent of the respondents answered as self- management to manage emotions and reproduce the deserved response.

TABLE 4.1.6

TABLE SHOWING THE RECOVERING CAPACITY AT WORKPLACE

FREQUENCY TABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	26	52.0	52.0	52.0
	Strongly agree	9	18.0	18.0	70.0
	Disagree	4	8.0	8.0	78.0
	Strongly disagree	5	10.0	10.0	88.0
	Neutral	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Source: primary data

INFERENCE

From the table 4.1.6, it is understood that 52 percent of the respondents agree, 18 percent of the respondents strongly agree, 8 percent of the respondents disagree, 10 percent of the respondents and 12 percent of the respondents neutral with recovering quickly from stress at workplace.

From the data analysis,

- Majority 52 percent of the respondent are able to recover quickly from stress at workplace.

TABLE 4.1.7
TABLE SHOWING THE ABILITY OF SPOTTING TROUBLE
FREQUENCY TABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	20	40.0	40.0	40.0
	Strongly agree	12	24.0	24.0	64.0
	Disagree	7	14.0	14.0	78.0
	Strongly disagree	4	8.0	8.0	86.0
	Neutral	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

Source: primary data

INFERENCE

From the table 4.1.7, it is understood that 40 percent of the respondents agree, 24 percent of the respondents strongly agree, 14 percent of the respondents disagree, 8 percent of the respondents and 14 percent of the respondents neutral with recovering quickly from stress at workplace.

From the data analysis,

- Majority 40 percent of the respondent failed to spot potential trouble in workplace.

TABLE 4.1.8

TABLE SHOWING THE EMPLOYEES FEELING WHILE ADJUSTING
TO COMPANY CIRCUMSTANCES

FREQUENCY TABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	23	46.0	46.0	46.0
	Strongly agree	12	24.0	24.0	70.0
	Disagree	9	18.0	18.0	88.0
	Strongly disagree	3	6.0	6.0	94.0
	Neutral	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Source: primary data

INFERENCE

From the table 4.1.8, it is understood that 46 percent of the respondents agree, 24 percent of the respondents strongly agree, 18 percent of the respondents disagree, 6 percent of the respondents and 6 percent of the respondents neutral with the feeling while adjusting to company circumstances.

From the data analysis,

Majority 46 percent of the respondent felt difficult to adjust you according to the circumstances of the company

TABLE 4.1.9
TABLE SHOWING THE ABILITY TO GET PEOPLE
MOTIVATED ENTHUSIASTICALLY

FREQUENCY TABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	23	46.0	46.0	46.0
	Strongly agree	13	26.0	26.0	72.0
	Disagree	6	12.0	12.0	84.0
	Strongly disagree	5	10.0	10.0	94.0
	Neutral	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Source: primary data

INFERENCE

From the table 4.1.9, it is understood that 46 percent of the respondents agree, 26 percent of the respondents strongly agree, 12 percent of the respondents disagree, 10 percent of the respondents and 6 percent of the respondents neutral with the ability to get people motivated enthusiastically.

From the data analysis,

- Majority 46 percent of the respondents get motivated enthusiastically.

TABLE 4.1.10
TABLE SHOWING THE TENDENCY OF EMPLOYEES MIND
CHANGING CAPACITY AT ORGANISATION

FREQUENCY TABLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	22	44.0	44.0	44.0
	Strongly agree	15	30.0	30.0	74.0
	Disagree	8	16.0	16.0	90.0
	Strongly disagree	2	4.0	4.0	94.0
	Neutral	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Source: primary data

INFERENCE

From the table 4.1.10, it is understood that 44 percent of the respondents agree, 30 percent of the respondents strongly agree, 16 percent of the respondents disagree, 4 percent of the respondents and 6 percent of the respondents neutral with the tendency of employees mind changing capacity at organization.

From the data analysis,

- Majority 44 percent of the respondent tends to change your mind frequently.

TABLE 4.1.11

HYPOTHESIZED RELATIONSHIP BETWEEN AGE AND MAKING DECISIONS BASED ON EMOTIONS

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.458 ^a	12	.490
Likelihood Ratio	13.136	12	.359
Linear-by-Linear Association	.210	1	.647
N of Valid Cases	50		

Source: primary data

- **H₀** There is no significant relationship between age and making decisions based on emotions
- **H₁**: There is significant relationship between age and making decisions based on emotions

INFERENCE

Table 4.1.11 represent the results of the chi square test to evaluate the age and agreeable level for making decisions. The significance value of chi-square is 0.49, which is greater than 0.05. Hence it is inferred that to H₀ and found there is no significant relationship between age and agreeable level of decision making.

TABLE 4.1.12
HYPOTHESIZED RELATIONSHIP BETWEEN AGE AND PERSONAL
SACRIFICES OF EMPLOYEES AT WORKPLACE

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.807 ^a	12	.383
Likelihood Ratio	15.503	12	.215
Linear-by-Linear Association	2.256	1	.133
N of Valid Cases	50		

Source : Primary data

- **H₀:** There is no significant relationship between age and personal sacrifices of employees at workplace.
- **H₁:** There is significant relationship between age and personal sacrifices of employees at workplace.

INFERENCE

Table 4.1.12 represent the results of the chi square test to evaluate the Age and personal sacrifices of employees at workplace. The significance value of chi-square is 0.383, which is greater than 0.05. Hence it is inferred that to H₀ and found there is no significant relationship between Age and personal sacrifices of employees at workplace.

TABLE 4.1.13
HYPOTHESIZED RELATIONSHIP BETWEEN GENDER AND
EMPLOYEES CONFIDENTIAL LEVEL WHILE FACING PROBLEMS

Chi-square tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.615 ^a	4	.624
Likelihood Ratio	2.999	4	.558
Linear-by-Linear Association	.268	1	.604
N of Valid Cases	50		

Source : Primary data

- **H₀:** There is no significant relationship between Gender and employees confidential level while facing problems.
- **H₁:** There is significant relationship between gender and employees confidential level while facing problems.

INFERENCE

Table 4.1.13 represent the results of the chi square test to evaluate the gender and satisfaction level of enhancing easy compliance. The significance value of chi-square is 0.624, which is greater than 0.05. Hence it is inferred that to H₀ and found there is no significant relationship between gender and agreeable level of being confidential while facing problems.

TABLE 4.1.14
HYPOTHESIZED RELATIONSHIP BETWEEN GENDER AND
AGREEABLE LEVEL OF EMOTIONAL INTELLIGENCE
IMPORTANCE

Chi-square tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.885 ^a	4	.577
Likelihood Ratio	3.759	4	.440
Linear-by-Linear Association	1.836	1	.175
N of Valid Cases	50		

Source: primary data

- **H₀:** There is no significant relationship between gender and agreeable level of emotional intelligence importance.
- **H₁:** There is significant relationship between gender and agreeable level of emotional intelligence Importance.

INFERENCE

Table 4.1.14 represent the results of the chi square test to evaluate the gender and satisfaction level of enhancing easy compliance. The significance value of chi-square is 0.577, which is greater than 0.05. Hence it is inferred that to H₀ and found there is no significant relationship between gender and agreeable level of emotional intelligence importance.

TABLE 4.1.15
HYPOTHESIZED RELATIONSHIP BETWEEN DEPARTMENT AND
FACILITATION OF THINKING THROUGH EMOTIONS

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.953 ^a	12	.193
Likelihood Ratio	18.004	12	.116
Linear-by-Linear Association	.027	1	.870
N of Valid Cases	50		

Source: primary data

- **H₀:** There is no significant relationship between department and facilitation of thinking through emotions
- **H₁:** There is significant relationship between department and facilitation of thinking through emotions.

INFERENCE

Table 4.1.15 represent the results of the chi square test to evaluate the Emotional intelligence as a better platform and satisfaction level of enhancing easy compliance. The significance value of chi-square is .193, which is greater than 0.05. Hence it is inferred that to **H₀** and found there is no significant relationship between department and facilitation of thinking through emotions.

TABLE 4.1.16

HYPOTHESIZED RELATIONSHIP BETWEEN AGREEABLE LEVEL OF EMOTIONS AND MOTIVATION

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.930 ^a	16	.024
Likelihood Ratio	30.442	16	.016
Linear-by-Linear Association	.480	1	.489
N of Valid Cases	50		

Source: primary data

- H_0 : There is no significant relationship between agreeable level of emotions and motivations.
- H_1 : There is significant relationship between agreeable level of emotions and motivations.

INFERENCE

Table 4.1.16 represent the results of the chi square test to evaluate the Emotional intelligence as a better platform and satisfaction level of enhancing easy compliance. The significance value of chi-square is .024, which is greater than 0.05. Hence it is inferred that to H_0 and found there is no significant relationship between agreeable level of emotions and motivations.

TABLE 4.1.17
HYPOTHESIS RELATIONSHIP BETWEEN EMOTIONAL
INTELLIGENCE AS A BETTER PLATFORM AND AGREEABLE
LEVEL OF EMPLOYEES THOUGHTS AND ACTIONS IN
ORGANISATION

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.000 ^a	16	.070
Likelihood Ratio	30.760	16	.014
Linear-by-Linear Association	8.021	1	.005
N of Valid Cases	50		

Source: primary data

- **H₀:** There is no significant relationship between agreeable level of employees thoughts and actions.
- **H₁:** There is significant relationship between agreeable level of employees thoughts and actions.

INFERENCE

Table 4.1.17 represent the results of the chi square test to evaluate the Emotional intelligence as a better platform and satisfaction level of enhancing easy compliance. The significance value of chi-square is .070, which is greater than 0.05. Hence it is inferred that to H₀ and found there is no significant relationship between agreeable level of employees thoughts and actions.

TABLE 4.1.18
HYPOTHESIZED RELATIONSHIP BETWEEN GENDER AND
SATISFACTION LEVEL WITH COMPANY DEBATES

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.150 ^a	3	.985
Likelihood Ratio	.151	3	.985
Linear-by-Linear Association	.007	1	.932
N of Valid Cases	50		

Source: primary data

- **H₀:** There is no significant relationship between Gender and satisfaction level of decision making
- **H₁:** There is significant relationship between Gender and satisfaction level of decision making

INFERENCE

Table 4.1.18 represent the results of the chi square test to evaluate the Gender and satisfaction level of enhancing easy compliance. The significance value of chi-square is 0.985, which is greater than 0.05. Hence it is inferred that to H₀ and found there is no significant relationship between Gender and satisfaction level with company debates.

TABLE 4.1.19
HYPOTHESIZED RELATIONSHIP BETWEEN AGE AND
SATISFACTION LEVEL FOR BUILDING RELATIONSHIP

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.651 ^a	3	.302
Likelihood Ratio	3.888	3	.274
Linear-by-Linear Association	.676	1	.411
N of Valid Cases	50		

Source: primary data

- **H₀:** There is no significant relationship between Age and satisfaction level of building relationship.
- **H₁:** There is significant relationship between Age and satisfaction level of building relationship.

INFERENCE

Table 4.1.19 represent the results of the chi square test to evaluate the Age and satisfaction level of enhancing easy compliance. The significance value of chi-square is 0.302, which is greater than 0.05. Hence it is inferred that to H₀ and found there is no significant relationship between Age and satisfaction level of building relationship.

TABLE 4.1.20
ANALYZE OF VARIANCE BETWEEN ADAPTING ABILITY WITH
THE CIRCUMSTANCES AND THE CERTAIN SITUATION
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Have you ever felt difficult to adjust you according to the circumstances of the company?	Between Groups	5.080	4	1.270	.867	.491
	Within Groups	65.900	45	1.464		
	Total	70.980	49			
Do you think that you able to adjust one's feelings, thoughts and Behaviour to change situation and condition?	Between Groups	10.789	4	2.697	1.558	.202
	Within Groups	77.931	45	1.732		
	Total	88.720	49			

SOURCE: Primary data

INFERENCE

The value of F is .867 which reaches significance with a p-value of .491(which is greater than the 0.05 alpha value). This means there is no statistically significant difference between the means of ability of adapting according to the circumstances .

The value of F is 1.558,which reaches significance with a P-value of .202(which is greater than the 0.05 alpha value). This means there is no statistically significant difference between the adapting ability of certain situation.

CHAPTER V.

CHAPTER V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION

Emotional Intelligence of Employees at Jeneffa enterprises carried out with the objectives of examining whether the level of Emotional Intelligence is influenced by the demographic characteristics of the employees. The study is based on both primary and secondary data .To conduct this study a sample of 50 respondents were chosen by using stratified random sampling method. With the help of the structured questionnaire and interview scheduling technique, primary data was obtained through the Statistical tool SPSS. The summary of findings and conclusion of the study are given below.

5.2 FINDINGS OF THE STUDY

- Majority 58 percent of the respondent are agreeable that the Emotional intelligence plays an important part in the company.
- Majority 42 percent of the respondent are able to use the emotions to facilitate thinking at company.
- Majority 72 percent of the respondents answered as calm when the manager treats badly.
- Majority 48 percent of the respondent maintains calm even though disagree with others.
- Majority 52 percent of the respondents are being confidential while facing problems.
- Majority 52 percent of the respondent are able to recover quickly from stress at workplace
- Majority 50 percent of the respondent are satisfied with company debates.
- Majority 54 percent of the respondent are agreeable with the organization to recognize own strength and weakness.
- Majority 40 percent of the respondents answered as self-awareness is the ability to recognize and understand someone's emotions.
- Majority 48 percent of the respondent feels satisfied to spend a good deal of time for building relationships.
- Majority 40 percent of the respondent failed to spot potential trouble in workplace.
- Majority 50 percent of the respondents answered as emotions is allows to manage relationships that benefits everyone involved
- Majority 44 percent of the respondent are able to adjust one's feelings, thoughts and behaviour to change situation and condition.
- Majority 46 percent of the respondent felt difficult to adjust you according to the circumstances of the company.
- Majority 48 percent of the respondent making decisions based on emotions.
- Majority 54 percent of the respondents answered as frustration is the emotion that something happened at workplace.
- Majority 46 percent of the respondents get motivated enthusiastically.
- Majority 68 percent of the respondents answered as self- management to manage emotions and reproduce the deserved response.
- Majority 40 percent of the respondents making personal sacrifices among colleagues.
- Majority 44 percent of the respondent tends to change your mind frequently.

5.3 SUGGESTIONS

Some employees get along with others, respond carefully even in the face of challenge and truly connect with People. They are proactive, balanced, operate with integrity and have greater insight into themselves and others. All these come from a set of skills called emotional intelligence. Some extent of workplace doesn't have appreciable emotional intelligence, so they need to be trained, for raising their emotional intelligence level. As the study finds there exists a momentous relationship between emotional intelligence and career success and performance, this prescribes suggestions would prove worthy.

- Resources and opportunities to achieve their individual goal may be provided at a greater extent for providing employees to succeed in their career further.
- Findings reflect that the employees perceived responsibility level and emotional intelligence has a relationship. Hence, a greater emotional intelligence intervention may be stressed for those employees.
- The organization has to take measures to upgrade their emotional intelligence had an impact on employees performance level
- Emotional intelligence of the employees is suggested that the people should be hired as employees that they could distinguish between their intentions and feelings and pursue their dignified goals.
- It is felt that for the success of the work it is vital they need to possess conducive organizational climate that supports emotional intelligence.

5.4 CONCLUSION

Emotional intelligence skills are to be developed for having higher employee productivity and to enhance the effectiveness of the organization. Nowadays, Most of the organization is recruit employees who are emotionally intelligent, so that they can face the workplace problems and they can become more productive for an effective organization. Emotional intelligence is linked at every point of workplace performance and it is of utmost important at present scenario.

The employees are capable to be more successful by perceiving their feeling and emotions. It will be also utilized in decision makings. The employees who are able to tell apart from their feelings and emotions are most successful while comparing to others and obtain significant success. The employers inspire and urge their employees to make more efforts and oppose against disappointing thoughts would be ones who have favorable relations with people in the workplace and will realize the success mystery in the career. The fundamental transitions will be created in employees, actions and the whole organization on its track towards the ultimate goals.

ANNEXURE

A STUDY ON EMOTIONAL INTELLIGENCE OF EMPLOYEES

Dear sir/madam,

I am **kaushika.s** from the department of **Human resource management of St.Mary's college Thoothukudi**, presently doing a project on "Emotional intelligence of employees" with special reference to **Jenefa enterprises**, as a part of my academic requirement. I request you to kindly answer the questions given below and assure you that the information given by you will be used only for academic purposes and will be kept confidential.

Name:

Age:

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> 20-30 | <input type="checkbox"/> 30-40 |
| <input type="checkbox"/> 40-50 | <input type="checkbox"/> 50-60 |

Gender:

- | | |
|-------------------------------|---------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Female |
|-------------------------------|---------------------------------|

Designation:

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Delivery assistant | <input type="checkbox"/> Supervisors |
| <input type="checkbox"/> Team leader | <input type="checkbox"/> Others |

Department:

- | | |
|--|----------------------------------|
| <input type="checkbox"/> Human resources | <input type="checkbox"/> Finance |
| <input type="checkbox"/> Marketing Finance | <input type="checkbox"/> Safety |

Experience:

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 01-05 years | <input type="checkbox"/> 06-10 years |
| <input type="checkbox"/> 11-15 years | <input type="checkbox"/> 16 Or more |

1.Does emotional intelligence plays an important part in your company?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

2.Do you able to use your emotions to facilitate thinking at company?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

3.How do you feel if the manager treats you badly?

- ☐ calm
- ☐ Anger

4.Can you appear calm even when you are upset with the service staff in organisation?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

5.When it comes to problem solving, How do you feel?

- ☐ Enthusiastic
- ☐ confucianism
- ☐ confidential

6.Do you able to recover quickly from stress at workplace?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

7.Are you satisfied by conducting debate and open discussion in company?

☐Satisfied

☐Highly satisfied

☐Dissatisfied

☐Highly dissatisfied

☐Neither satisfy nor dissatisfied

8.Do you examined your strengths and weakness in organisation?

☐Agree

☐Strongly agree

☐Disagree

☐Strongly disagree

☐Neutral

9.what is the ability to recognise and understand someone's emotions?

☐Self-awareness

☐Self-management

☐Social awareness

☐Relationship-management

10.In workplace, Do You feel satisfied to spent a good deal of time for building relationships?

☐Satisfied

☐Highly satisfied

☐Dissatisfied

☐Highly dissatisfied

☐Neither satisfy nor dissatisfied

11.Do you failed to spot potential trouble in workplace?

☐Agree

☐Strongly agree

☐Disagree

☐Strongly disagree

☐Neutral

12.What allows to manage relationships that benefits everyone involved?

☐Emotions

☐Motivation

☐Intuition

13. Do you think that you are able to adjust one's feelings, thoughts and behaviour to change situation and condition?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

14. Do you ever feel difficult to adjust you according to the circumstances of the company?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

15. Does making decisions based on emotions just lead to more errors?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

16. Can you figure out what emotion you feel, when something happened to you at workplace?

- ☐ Frustration
- ☐ Frightened
- ☐ Windless

17. Do you get people motivated enthusiastically?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

18. What allows you to manage emotions and reproduce the deserved response?

- ☐ Self-management
- ☐ Social Awareness

19. Do you able to get people motivated enthusiastically?

☐ Agree

☐ Strongly agree

☐ Disagree

☐ Strongly disagree

☐ Neutral

20. Do you tend to change your mind frequently?

☐ Agree

☐ Strongly agree

☐ Disagree

☐ Strongly disagree

☐ Neutral

19. Do you able to get people motivated enthusiastically?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

20. Do you tend to change your mind frequently?

- ☐ Agree
- ☐ Strongly agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Neutral

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**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS
FMCG PRODUCTS AT VELAVAN HYPERMARKET PVT LTD,
THOOTHUKUDI.**

(A project report submitted in partial fulfillment of the requirements for the degree)

Of

MASTER OF HUMAN RESOURCE MANAGEMENT

Of

ST. MARY'S COLLEGE (AUTONOMOUS) – THOOTHUKUDI

Submitted by

R.PONSELVI

REG NO: 21SPHR07

Under the guidance of

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APRIL 2023

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT
ST. MARY'S COLLEGE (AUTONOMOUS)
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CERTIFICATE

This is to certify that the project **R. PONSELVI** of second year Master of Human Resource Management has undergone project on **"A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS FMCG PRODUCTS AT VELAVAN HYPERMARKET PVT LTD, THOOTHUKUDI."** under the guidance of **Mrs. FATIMA LUCIA SHEEBA B.COM., MBA., NET** and this is an original work up to my knowledge.

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வேலவன் ஹைப்பர் மார்க்கெட் பிரைவேட் லிமிடெட் VELAVAN HYPER MARKET PRIVATE LTD.

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DATE: 26.02.2023

TO WHOMSOEVER ITMAY CONCERN

This is to certify that Ms. Ponselvi (Reg. No.21SPHR07) as a student of II year MHRM from St. Mary's College, Tuticorin has undergone her project in our organization in the duration dated 06th February 2023 to 21st February 2023.

During her tenure, we found Ms. Ponselvi to be good and responsible trainee.

We wish her all the best for future endeavours.

Warm Regards,

For VELAVAN HYPER MARKET PVT LTD

AUTHORIZED SIGNATORY

ng Silk Sarees	: 0461-2383710	<input type="checkbox"/> Bags	: 0461-2383900	<input type="checkbox"/> Mobiles & Accessories	: 0461-2383945
s, Home Appliances	: 0461-2383705	<input type="checkbox"/> Footwear	: 0461-2383950	<input type="checkbox"/> Furniture	: 0461-2383925
& Stationery	: 0461-2383801	<input type="checkbox"/> Pharmacy	: 0461-2383702	<input type="checkbox"/> Electronics	: 0461-2383975
				<input type="checkbox"/> Super Market	: 0461-2321835

DECLARATION

I hereby declare that the project entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS FMCG PRODUCTS AT VELAVAN HYPERMARKET PVT LTD, THOOTHUKUDI" is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this project has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

R. PonSelvi
Signature of the candidate

(R.PONSELVI)

Date: 11.4.2023

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R. Pon Selvi

ABSTRACT

The purpose of this study is to analyse the consumer buying behavior towards FMCG product at velavan hypermarket. This study attempts to investigate the consumer behavior towards FMCG products. The business dictionary defines consumer perception as a "marketing concept that encompasses a customer's impression, awareness or consciousness about a company or its offerings. Typically, customer perception is affected by advertising, reviews, public relations, social media, personal experiences, and other channels. "The trust is that everthing affects customer perception, from the way you position your product vertically and horizontally on a shelf, to the colors and shapes you use in creating your logo. Even things outside of your control, such as the time of the day when your customer interacts with your brand even this will affect consumer perception.

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CHAPTER I

CHAPTER- I

1.1 Consumer buying behaviour towards FMCG products

1.1.1 Introduction

The products which are consumer regularly/frequently by the consumer's day-to-day usable products are known as Fast Moving Consumer Goods. Buying behaviour is a process by which a people search for the products/services they need or want, make decision to buy the required and most suitable one from different alternatives, use and the dispose it. Marketing concept start with the consumer needs and behaviour in meeting the needs, every action of a person is based on needs of consumer. The Fast Moving Consumer Goods are those goods that are consumed every day by the average consumer and are replaced or fully used up over a short period of days, weeks, or months, and within one year. The Fast Moving Consumer Goods also known as consumer packaged goods is products that have a quick turnover and relatively low cost. Though the absolute profit made of FMCG products is relatively small, they generally sell in large numbers and so the cumulative profit on such products can be large. Fast Moving Consumer Goods have a short shelf life, either as a result of high consumer demand or because the product rapidly.

Fast Moving Consumer Goods such as meat, fruits and vegetables, dairy products and baked goods – are highly perishable. Other goods such as pre-packaged foods, soft drinks and cleaning products have high turnover rates. Consumer buying behaviour is the study of ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. People's likes and preferences for different products frequently vary, which affects the demand for those products. Due to changes in taste as well as the pressure of marketing from producers and retailers of various products, the demand for diverse commodities.

1.1.2 Definition of Consumer Buying Behaviour

According to Kotler and Armstrong "Consumer buying behaviour refers to the buying behaviour of final consumer – individuals and households who buy goods and services for personal consumption".

According to Philip Kotler has defined consumer buying behaviour as "consumer behaviour is the study of how people buy, what they buy, why they buy and when they buy".

1.1.3 Motives of Consumer buying behaviour

Motive is an inner urge that accelerate the person to take action in buying a product/service. Buying motives can be affected by both mental and economic factors of the consumer. Buying motive is a inner most strong feelings, stimulus, urge that plays a imperative role in buying decision of a consumer in selecting the product/service.

Motives behind the consumer is two types and they are scheduled below

Personal motives

- **Role playing**

Shopping activities are learned behaviour and agreed to be a part/role of one's person. For example, home maker plays a role of grocery shopping for her home.

- **Diversion**

In diversion, shopping activities are done to take a break from their busy routine schedule. It is also a form of recreation.

- **Learning about trends**

Shopping provides consumers information about the recent trends, life style, fashion. For example, a visit to pantaloons will give away information about the recent trend and with this motive youngsters will shop in pantaloons.

- **Sensory stimulation**

Shopping provides sensory benefit to the consumer such as looking at variety of products, listening to sounds and smelling the fragrance.

Social motives

- **Social experience**

Shopping provides consumer a prospect in search of new acquaintances, hanging out with friends or just "people watching".

- **Status and authority**

Shopping provides consumer to attain the feeling of their status and wealth

- **Pleasure of bargaining**

Shopping may offer the bliss of gaining a lower price through bargaining.

1.1.4 Role of Consumer Buying Behaviour

Initiator

The initiator is the person who first thinks or suggest of the idea of buying the products/service.

Decider

The decider is the person who determines any or whole of buying decision. The decider is the one who decides what to buy, how to buy, when to buy, where to buy. For example children are the decider of toys. Home maker are the decider of kitchen provisions.

Gatekeeper

Gatekeeper is the person which act as a filter on the range of services which act enters the decision choice set.

Buyer

Buyer is the person who actually made the purchase. Buyer may be the person or any other person. For example children decide to purchase toys but the purchase of the toys is actually made by the parents.

User

User is the person who actually uses or consumes the products or service.

1.1.5 Factors Affecting Consumer Buying Behaviour

- **Cultural influences**

It has the broadest and the deepest influence on buying behaviour of the consumer. Cultural values must be monitored by marketers carefully. If ignored, it may highly affect the margins of the firm.

- **Social influences**

Social influences are those which are influenced by social factors on consumer buying behaviour, it affected by reference group, family members and social roles.

- **Personal influences**

A buyer's decisions are influenced by personal characteristics.

- **Psychological influences**

Consumer buying behaviour can be influenced by different factors like: perception, beliefs, society, personality, information choices, preferences and communication.

1.1.6 Process of Consumer Buying Behaviour

Problem Recognition

Problem recognition difference between the desired state and the actual condition. The stimulated by the retailer through product information a commercial for a new pair of shoes stimulates your recognition that you need a new pair of shoes.

Information Search

Internal search is memory. External search if you need more information Friends and relatives. Marketer dominated sources comparison shopping, public sources, etc.

Evaluation of Alternatives

Need to establish criteria for evaluation, features the buyer wants or does not want. Rank/Weight alternatives or resume search.

Purchase decision

Choose buying alternative, includes products, package, store, method of purchase etc.

Purchase

At this stage you want to make it as easy as possible for your customers to buy from you.

Purchase Evaluation

You may think you are in the clear now but your work doesn't end after the customer makes their purchase. Customers will evaluate their purchase based on previous expectations and decide whether or not they are satisfied.

1.1.7 Types of Consumer Buying Behaviour

- **Complex Buying Behaviour**

Consumers go through complex buying behaviour when they are highly involved in a purchase and aware of significant differences among brands. Consumers are highly involved when the product is expensive, bought infrequently, risky and highly self-expressive. The marketer needs to develop strategies that assist the buyer in learning about the attributes of the product class, their relative importance, and the high standing of the company's brand on the more important attributes.

- **Dissonance-Reducing Buying Behaviour**

Sometimes the consumer is highly involved in a purchase but sees little difference in the brands. The high involvement is again based on the fact that the purchase is expensive, infrequent, and risky. In this case, the buyer will shop around to learn what is available but will buy fairly quickly because brand differences are not pronounced. The buyer may respond primarily to a good price or to purchase convenience.

- **Habitual Buying Behaviour**

Many products are bought under conditions of low consumer involvement and the absence of significant brand differences. Consumers have little involvement in this product category. They go to the store and reach for the brand. If they keep reaching for the same brand, it is out of habit, not strong brand loyalty.

- **Variety-seeking Buying Behaviour**

Some buying situations are characterised by low consumer involvement but significant brand differences. Hence consumers are often observed to do a lot of brand switching. The marketing strategy is different for the market leader and the minor brands in this product category. Challenger firms will encourage variety seeking by offering lower prices, deals, coupons, free samples and advertising that presents reasons for trying something new.

1.1.8 Importance of Consumer Buying Behaviour

- ❖ The study of consumer buying behaviour for any product is of vital importance to marketers in shaping the fortunes of their organisations.
- ❖ It is significant for regulating consumption of goods and thereby maintaining economic stability.
- ❖ It is useful in developing ways for the more efficient utilisation of resources of marketing. It also helps in solving marketing management problems in more effective manner.
- ❖ Today consumers give more importance on environment friendly products. They are concerned about health, hygiene and fitness. They prefer natural products. Hence detailed study on upcoming groups of consumers is essential for any firm.
- ❖ The growth of consumer protection movement has created an urgent need to understand how consumers make their consumption and buying decision.
- ❖ Consumer tastes and preferences are ever changing. Study of consumer behaviour gives information regarding colour, design, size etc. Which consumers want. In short, consumer behaviour helps in formulating of production policy.
- ❖ For effective market segmentation and target marketing, it is essential to have an understanding of consumers and their behaviour.

1.1.9 Features of Consumer Buying Behaviour

❖ Consumer Behaviour and Marketing Management

Effective business managers realise the importance of marketing to the success of their firm. A sound understanding of consumer buying behaviour is essential to the long run success of any marketing program. In fact, it is seen as a cornerstone of the marketing concept, an important orientation of philosophy of many marketing managers.

❖ **Consumer Behaviour and non profit and social marketing**

In today's world even the non-profit organisations like government agencies, religious sects, universities and charitable institutions have to market their services for ideas to the "target group of consumers or institution". At other times these groups are required to appeal to the general public for support of certain causes or ideas.

❖ **Consumer Behaviour and government decision making**

Many agencies at all levels of government are involved with regulating business practices for the purpose of protecting welfare.

❖ **Consumer Behaviour and demarketing**

It has become increasingly clear that consumers are entering an era of scarcity in terms of some natural gas and water. These scarcities have led to promotions stressing conservation rather than consumption. These actions have been undertaken by government agencies non profit organisations, and other private groups. The term "demarketing" refers to all such efforts to encourage consumers to reduce their consumption of a particular product or services.

❖ **Consumer Behaviour and Consumer Education**

Consumer also stands to benefit directly from orderly investigations of their own behaviour. In general, as marketers that can influence consumers purchases, consumers have the opportunity to understand better how they affect their own behaviour.

1.1.10 Principles of Consumer Buying Behaviour

Reciprocity

Humans often feel the need to return a favour or reciprocate kind gestures. For consumers this might mean offering a free sample or a generous discount.

Commitment

Once someone is engaged with something, they are more likely to stick with it. In business, this means cultivating brand loyalty; once someone is using a product or service, they are more likely to commit to paying for it again.

Consensus

If more people do something, others are likely to do it as well. When brands can demonstrate their popularity or satisfaction across a wide customer base, other consumers are likely to buy in as well.

Authority

People are more likely to listen to an expert than anyone off the street. So, while pack mentality is important, a relevant expert speaking to the effectiveness of a brand's product or service is important to convert new consumers.

Liking

People who are similar to the target consumer are more likely to persuade the consumer to buy. People from similar demographics – whether in terms of ethnicity, socioeconomic class, religious inclination or even shared interests – are far more effective at persuading consumers than those they perceive as vastly different.

Scarcity

People tend to want what they perceive they cannot have. Making a product or service seem exclusive or as if it will go out of stock if they don't act quickly often makes it more enticing to the consumer and increases the likelihood that they will buy.

1.1.11 Characteristics of Consumer Buying Behaviour

Consumer Behaviour is the part of Human Behaviour

This cannot be separated. Human behaviour decides what to buy, when to buy etc. This is unpredictable in nature. Based on the past behavioural pattern one can at least estimate like the past he might behave.

Learning the Consumer is difficult and Complex as it involves the study of human beings

Each individual behaves differently when he is placed at different situations. Every day is a lesson from each and every individual while we learn the consumer behaviour. Today one may purchase a product because of its smell, tomorrow it may vary and he will purchase another due to some another reason.

Consumer Behaviour is dynamic

A Consumer's Behaviour is always changing in nature. The taste and preference of the people vary. According to that consumers behave differently. As the modern world changes the consumer's behaving pattern also changes.

Consumer Buying Behaviour is influenced by Psychological, Social and Physical factors

A Consumer may be loyal with a product due to its status values. Another may stick with a product due to its economy in price. Understanding these factors by a marketer is crucial before placing the product to the consumers.

Study of Consumer Buying Behaviour is crucial for marketers

Before producing a product or launching a product, he has to go through a clear analysis of the consumer behaviour. If the people or prospects reject the product, he has to modify it.

Consumer Behaviour is a continuous process as it involves the process starts before the buying and continuing after purchasing

Before buying there will be high confusions and expectations about the product. After buying it, if the buyer is satisfied with the product he shows a positive behaviour, otherwise negative.

1.1.12 Objectives of the Study

- ❖ To find out the consumer buying behaviour on FMCG products.
- ❖ To know the profile of the FMCG products.
- ❖ To know the brand awareness of the consumers.
- ❖ To find out the expectation and satisfaction level of customers.
- ❖ To find out the perception of the consumers towards FMCG products.
- ❖ To ascertain the factors, which influence the consumers to purchase a FMCG product.
- ❖ To identify consumer preferences towards shopping of FMCG product.

1.1.13 Need of the Study

Consumer Buying Behaviour is studied to predict buyer's reaction in markets. If a firm understands its customers, it becomes successful in the market place. The success of any business is based on understanding the consumer and providing the kind of products that the consumer wants.

1.1.14 Scope of the Study

- ❖ The consumer behaviour, individual buyer behaviour, and buying behaviour of the consumer are all the same.
- ❖ Consumer buying behaviour is defined as the study of individuals, groups, and organizations performance in selecting, buying, using the goods and services, ideas, or experiences to fulfil the buyer's needs and wants.
- ❖ The information given below will help you to understand the behaviour of the customers.
- ❖ Companies conduct various research programs to collect information about their target customers.

1.1.15 Limitations of the Study

- ❖ This study limited to the branded products of the FMCG.
- ❖ The biased view of the respondent is another cause of the limitation.
- ❖ Time is one of the major constraints.
- ❖ Some respondents would not have given their true information; this may give us accurate result also.

COMPANY PROFILE

VELAVAN HYPERMARKET PVT. LTD

1.1.16 Introduction

Velavan Stores established in 1998 by Founder Mr. A. Thangavel, velavan stores today is reputed for its wedding silk sarees, trendy and unique silk sarees, as well as family apparel, with large showrooms in Tuticorin under the assistance of saravana stores, Chennai. Velavan Stores has in the last 12yrs carved a niche for itself in textiles and jewels. Our quality of garments manufactured proved efficiency of our company. Needless to say, at Velavan Stores commitment to a customer always comes first.

At Velavan Stores it is their unique value system that has made them what they are today situated in the heart of Tuticorin able to approach from all corners of the city near Cruz Fernandez Statue and Old Bus Stand.

They have believed more than 12yrs that customer service is their prime objective. Their showroom has the finest of skills, textiles and ready made. They understood customer wants from time to time as it is a fashionable business.

Velavan Stores, the biggest and the best leading textiles shop in South Tamil Nadu. They pride themselves in the personal service and choice that they offer to their customers. At the heart of what they do is an ethos that consistently places their customer's needs first.

They are passionate about the shopping expectation that they provide to the customer. From shirts and suits to menswear and ladies wear, all of their clothes are made according to exacting standards for quality and come in a wide variety of colours and styles. They offer a unique service to customer all ways. Velavan Stores a very good reputation within a short period for quality goods at lowest rate.

They work hard to offer their customers a unique shopping expectation that delivers them what they want, whatever size whatever budget and with advice when they need it.

1.1.17 Vision

To give all things for customer under one roof.

1.1.18 Mission

To provide a unique shopping expectation to our customers with unmatched quality in terms of products and services, while continuously exploring new market opportunities and adding value to all our business associates.

1.1.19 Company Logo



1.1.20 Objectives of the Company

Long term Objectives

- ✓ Zero customer complaints.
- ✓ To always be the first choice of customer.
- ✓ Carryout all activities with almost involvement.
- ✓ The business within the organization will always be customers centric.
- ✓ To train all the employees for customer relationship management.

Specific Objective

- ✓ To provide cheap products.
- ✓ Innovations
- ✓ Keep the enlargement within the organization conflict free.
- ✓ Provide best possible service
- ✓ To keep the environment clean and tidy so that customers doesn't get any messy view.
- ✓ Provide high quality, fashion basics at value for money prices.
- ✓ Analyze and measure business trends; develops and implement plans to maximize sales and meet or exceed goals and objectives.

Core Value

- ❖ Providing world class customer service.
- ❖ Maximizing sales and business unit growth.
- ❖ Integrity
- ❖ Teamwork
- ❖ Accountability
- ❖ Innovation
- ❖ Commitment

1.1.21 Velavan HyperMarket

Velavan HyperMarket was established in 2013, this is one of the branch of Velavan Stores. Velavan HyperMarket was founded by Mr. A. Thangavel nadar, Mr. T. Anna Pushbam, Mr. T. Maharajan and Mr. T. Ananth. It is located near to the old bus stand, Thoothukudi.

There are 852 employees are employed. Velavan HyperMarket is a biggest shopping mall in Thoothukudi, it has four large floors to provide service to customers. In Velavan HyperMarket there is a Super Market, Jewellery shop, Textile shop, Furniture, plastic shop, foot wear section, stationery, mobile show room, beauty parlour car parking, food court and KFC.

Velavan HyperMarket is a place for providing all things under one roof to customers. It is a complete place to buy all things for home needs and it is also an entertainment place for kids adults and all age group people. Velavan HyperMarket always customers to satisfy all their shopping needs in one trip.

1.1.22 Branches

i) Velavan Jewellery

Velavan Jewellers is one of the groups of Velavan Stores south tamilnadu most contemporary jewellers, specializing in the latest variation of fashionable ornaments, range from gold, rubies, emeralds, silver jewellery with the distinction of being the trend setters in jewellery design, Velavan jewellers has an exquisite jewellery design, Velavan jewellery has an exquisite jewellery collection in wedding, lightweight, designer and work wear for women, with lowest wastage for 916 BIS Hallmarked ornaments.

We stand behind every piece of jewellery we sell and value our customers. They are the reason we are here and a vast majority of our sales are with return customers. The feedback and after sales service is our unforgettable service given by us to all customers.

Fly Ash Bricks

Fly Ash Bricks are manufactured under good quality of raw materials such as water, Ash every care is taken for making each single brick manufactured with fully hi-tech machines our product is having a very good demand is local market. It is one of quality product from the house of Velavan Stores.

Facilities

- ❖ Fully air conditioned mall for both employees as well customers.
- ❖ There is a special feeding hall for womens.
- ❖ Prayer hall for muslims.
- ❖ Special facilities for handicraft people.
- ❖ Separate hostel facilities for both men and women employees.
- ❖ Transportation facility for employees came from long distance.
- ❖ Transportation facility for customers.

Food Safety

- ✓ Their manufacturing process complies with quality control criteria measures with respect to provide better quality product for customer.
- ✓ They have a certificate for food safety.

Speciality

In Velavan Hypermarket, there is low price and high quality of product are available for all levels of customers. They attract customers from full areas of Thoothukudi. There is many special scheme and offers for regular customers.

In Velavan Hypermarket, the biggest and best leading shopping mall in South Tamil Nadu. They pride themselves in the personal service and choice that they offer to their customers. At the heart of what they do is an ethos that consistently places their customer's needs first.

Storage

They specialize in all home need products such as furniture's clothing, stationary, electronics, mobiles, plastic item and supermarket. The total number of Velavan Hypermarket handles consist of more than forty-five Velavan Hypermarket they have their own storage place having all the products safely that consists 1500sq.ft.

CHAPTER II

CHAPTER - II

REVIEW OF LITERATURE

- ✓ **Gupta, Mittal, (2002)** Fast moving consumer goods sector is very important for Indian economy. This sector touches every aspect of the Indian Fast moving consumer goods industry began to shape during the fifty odd years.
- ✓ **Mark, (2008)** The basic principle of brand management and marketing more generally. This principle is an important today as it has ever been. But consumers aren't a fixed target. Consumers change is existing consumers of a brand develop new needs, change their preferences, alter their habits and acquire new skills for engaging in purchasing and consumption; fresh consumers come into new and established markets, with their own needs, preferences and skills.
- ✓ **Nugroho & Wihandoyo, (2009)** The says that understanding consumer's perceived values place important part in winning customers over a product/service and become the major motive in choosing the problem. To develop and improve a product, companies must know what are the factors that consumers think as important to dig up information on how they think and perceive variables over a product before considering in purchasing it.
- ✓ **Pringle & Field, (2009)** The mentioned in their book brand immortality that brands do not have to die they can be immortal if they are managed properly and that the value of brands needs to be preserved companies need to appreciate that successful brand management is essential for their survival, with careful management brands have the potential to be immortal, preserving value and customer relationships.
- ✓ **Lillien, et al, (2011)** The consumer forms a rank set of preferences for the alternative product in his evoked set and an intend to purchase the product he likes best. A consumer's purchase decision is also influenced by situational factors as family income, total cost of the product.

- ✓ **Mishra et al, (2011)** The brand is the identification of a product that maintains an image through the use of symbols, design or brand name. The biggest challenge for a successful brand is to protect reputation. Building successful brands is a very challenging process. It has also been pointed out that manufacturer's produce what their consumers want. They adopt their brand packing and labelling which may attract their consumers. All marketing the books also highlights that activities revolve round the satisfaction of the needs and wants of customers.
- ✓ **Mahalingam,& Kumar, (2012)** Consumer behaviour can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behaviour but, the process starts much before the goods have been acquired or bought.
- ✓ **Gupta& Roy, (2012)** The marketers should try to create awareness regarding the benefits of the ingredient brand and build up the confidence by delivering superior benefits of the ingredient. Ingredient brand should possess relevant, unique and believable benefits so that customers will be assured that the final product will be able to fulfil their needs. Marketers can identify an unsatisfied need or want of the customer. Then with the help of ingredient brand can design a customized unique solution catering to this unmet need. This will in turn boost the product sale, increase the profit margin and strengthen the product value proposition. There is a lot of scope for ingredient branding in FMCG companies. For effective implementation of this marketing technique further empirical researches should be conducted taking in consideration the FMCG customers and marketers perspective.
- ✓ **Nagarajan & Khaja (2013)** Fast Moving Consumer Goods can be defined as packed goods that are consumed or sold at regular and small intervals. The prices of the FMCG are relatively less and profits earned through such sales are more volume based. The organized FMCG retailing in India is a new concept and is fast catching up in urban and semi-urban.

- ✓ **Manepatil, (2013)** The mentioned that change in shopping behaviour in urban india over the past few years with consumer looking for convenience. That is they want everything under one roof and a bigger choice of products with an increase in double income household, people don't have much leisure in order to make the best use of their time. As malls and supermarket offer the option of entertainment along with shopping, younger couples prefer to shop there no of people are attracting towards retail market.

CHAPTER III

CHAPTER III

CHAPTER - III

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps in systematic manner. The research method of the study explains the systematic way of finding to the predetermining objectives. This provides the clear path to accomplish and achieve clear solution for the problem stated.

3.1.1 Sampling procedure

To accomplish the objective of the study both primary data and secondary data were utilized.

Primary data

Primary data refers to the collection of first hand data. The information was collected from the respondent by

- ❖ A structured questionnaire
- ❖ Observation
- ❖ Interview and direct conversation with the measurement

Secondary data

A part from primary data collected the data was collected through

- ❖ Text books
- ❖ Records of industry
- ❖ Journals from library
- ❖ Academic report
- ❖ Webster

3.1.2 Sample design

By adopting random sampling method, a sample of 50 respondents was selected from Velavan Hypermarket. And the questionnaire was distributed to get the primary data from them.

Construction tools

Population

There are totally 100 employees working in the organization.

Sampling size

Out of the total population for the study a sample size of 50 respondents were selected.

Sampling area

The research was conducted at Velavan Hypermarkeyt Thoothukudi.

Sampling procedure

The research was made by the survey in accordance to the convenience of the employees. The sampling technique used was convenience sampling.

3.1.3 Methodology

The collected data were analyzed by using the following statistical tools namely percentage analysis and graphical method like bar diagram, pie chart, etc.

Frame work analysis

Regarding the study of team synergism the researcher collected all primary and secondary data to clear view of the project. The data collected through questionnaire and schedule were tabulated classified and analyzed on the basis of percentage analysis method.

Period of the study

The study has been conducted during the period ranging from February to May 2023.

3.1.4 Tools for analysis

After the data have been collected it has to be analyzed the data obtained from the questionnaire is consolidated. Tabulation is a part of technical procedure where in classified data are put in the form of tables. Two tables obtained should be analyzed with statistical technique and tools so that interpretation would be precise.

Percentage analysis

Percentage analysis is a method to represent raw streams of data as a percentage for better understanding of collected data.

Percentage analysis: Number of respondents

$$\frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Total number of respondents

Chi - square test

Chi - square test is used to compare two variables for a randomly selected data. The expected frequencies are based on the conditions of null hypothesis. The rejection of null hypothesis is based on expected value it is used to check whether the variables are independent of each other or not.

$$\text{Chi square} = \sum (O-E)^2 / E$$

Null hypothesis

There is no significant relationship between age and the abilities of teamwork after joining the company.

Hypothesis

There is significant relationship between age and the abilities of teamwork after joining the company.

After internship the results suitable suggestions are given the statistical tool used for analyzing the data collected are

- ❖ Sample percentage analysis
- ❖ Bar diagram
- ❖ Pie chart
- ❖ Chi square
- ❖ Anova

ANOVA

The anova test is performed by comparing two types of variations . The variation between sample means as well as the variation within each of the samples. If the P -value is less than 0.05 the analyst reject the anova test and vice versa.

There are three types of anova test – one way analysis anova, two way analysis anova and n way analysis of variance.

Formulae,

$$F = MST/MSE$$

CHAPTER IV

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

Analysis of data, studying the tabulated material in order to determine inherent facts meaning. Larger division of material should be broken down into smaller units and rearrange in new combination to discover new factors, interrelationship and cause effect relationship.

Analysis of data is the most skilled task of all the stage of research, calling for the researchers own judgement and skill. It throes light on the solution a researcher beside the collection and analysis of data has to draw inferences and explain their significance.

The task of drawing conclusions and inferences from a careful analysis of data known as interpretation.

TABLE 4.1.1

Table showing Hypothesized association between age and to the factors inducing to buy the product

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Appearance of the product	14	28%
2	Quantity of the product	13	26%
3	Quality of the product	15	30%
4	Packing appearance of the product	8	16%
Total		50	100%

Source: primary data

H₀: There is no significant association between the factors inducing to buy the product and age.

H₁: There is significant association between the factors inducing to buy the product and age.

AGE * What induces you to buy the product? Cross tabulation

What induces you to buy the product?

		What induces you to buy the product?				Total
		Appearance of the product	Quantity of the product	Quality of the product	Packaging appearance of the product	
Below 20	Count	2	1	4	5	7
	% within AGE	28.6%	14.3%	57.1%	6.0%	100.0%
	% within What induces you to buy the product?	13.3%	8.3%	28.7%	0.0%	14.0%
	% of Total	4.0%	2.0%	8.0%	0.0%	14.0%
20-30	Count	6	7	6	4	23
	% within AGE	26.1%	30.4%	26.1%	17.4%	100.0%
	% within What induces you to buy the product?	40.0%	58.3%	40.0%	50.0%	46.0%
	% of Total	12.0%	14.0%	12.0%	8.0%	46.0%
30-40	Count	3	4	3	2	12
	% within AGE	25.0%	33.3%	25.0%	16.7%	100.0%
	% within What induces you to buy the product?	20.0%	33.3%	20.0%	25.0%	24.0%
	% of Total	6.0%	8.0%	6.0%	4.0%	24.0%
Above 40	Count	4	0	2	2	8
	% within AGE	50.0%	0.0%	25.0%	25.0%	100.0%
	% within What induces you to buy the product?	26.7%	0.0%	13.3%	25.0%	16.0%
	% of Total	8.0%	0.0%	4.0%	4.0%	16.0%
	Count	15	12	15	8	50
	% within AGE	30.0%	24.0%	30.0%	16.0%	100.0%
	% within What induces you to buy the product?	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	30.0%	24.0%	30.0%	16.0%	100.0%

Hypothesized association between age and to factors inducing to buy the product using Chi-square test

Chi-Square Tests

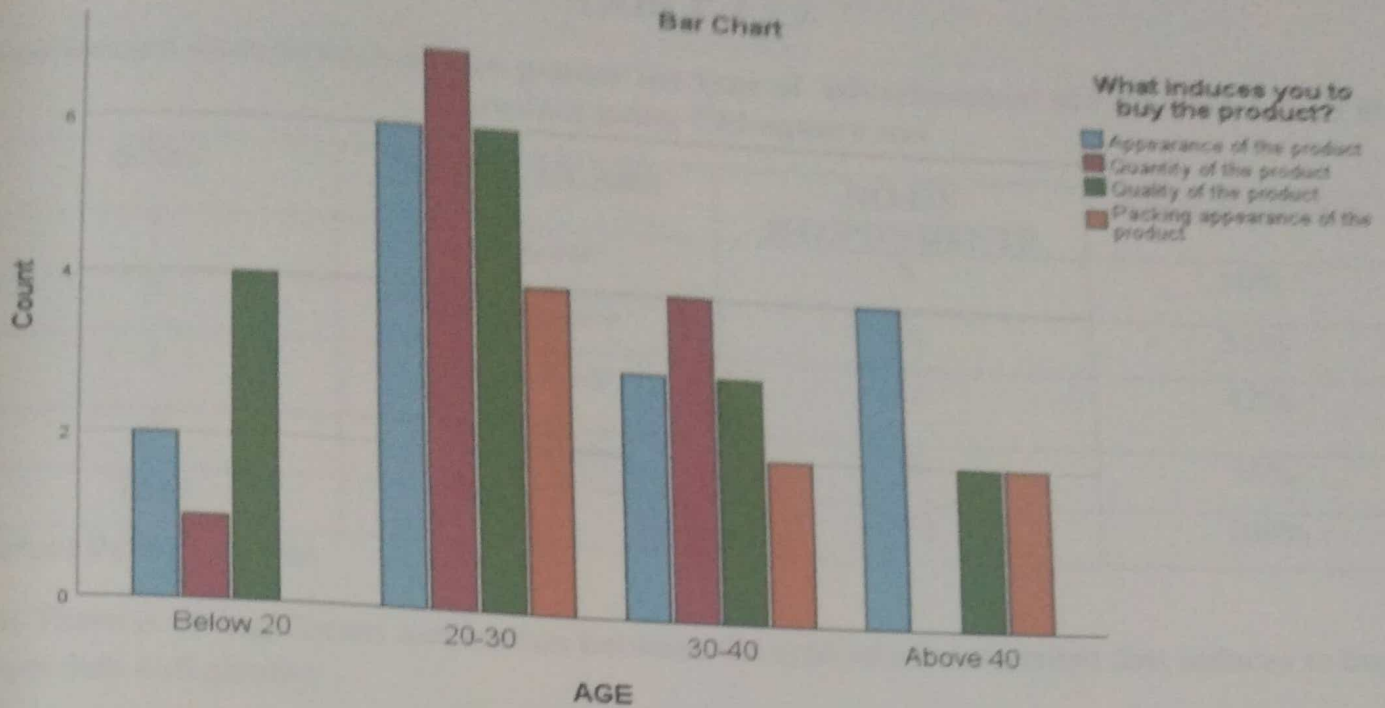
	Value	DF	Asymptotic Significance (2- sided)
Pearson Chi-Square	7.876 ^a	9	.547
Likelihood Ratio	10.306	9	.326
Linear-by-Linear Association	.011	1	.918
N of Valid Cases	50		

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is 1.12.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.397	.547
	Cramer's V	.229	.547
N of Valid Cases		50	

Bar Chart



INTERPRETATION:

The induces you to buy the product is highly associated with age which is implied by inferential testing and t value is 0.547 that is statistically not associated value at five percentage level of significance hence the hypothesis is accepted.

NOTE:

There is no significant association between the factors inducing to buy the product and age

TABLE 4.1.2

Hypothesized association between gender the type of advertisement that induces to buy the product using Chi-square test

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Humour	5	10%
2	Informative	16	32%
3	Attractive	21	42%
4	Emotional	8	16%
Total		50	100%

Source: Primary Data

HO: There is no significant association between the type of advertisement that induces to buy the product and gender.

H1: There is significant association between the type of advertisement that induces to buy the product and gender.

GENDER * Which type of advertisement will induce you to buy the product? Crosstabulation

		Which type of advertisement will induce you to buy the product?				
		Humour	Informative	Attractive	Emotional	Total
Male	Count	3	8	7	2	20
	% within GENDER	15.0%	40.0%	35.0%	10.0%	100.0%
	% within Which	60.0%	40.0%	38.9%	28.6%	40.0%
	type of advertisement will induce you to buy the product?					
	% of Total	6.0%	16.0%	14.0%	4.0%	40.0%
Female	Count	2	12	11	5	30
	% within GENDER	6.7%	40.0%	36.7%	16.7%	100.0%
	% within Which	40.0%	60.0%	61.1%	71.4%	60.0%
	type of advertisement will induce you to buy the product?					
	% of Total	4.0%	24.0%	22.0%	10.0%	60.0%
Total	Count	5	20	18	7	50
	% within GENDER	10.0%	40.0%	36.0%	14.0%	100.0%
	% within Which	100.0%	100.0%	100.0%	100.0%	100.0%
	type of advertisement will induce you to buy the product?					
	% of Total	10.0%	40.0%	36.0%	14.0%	100.0%

Hypothesized relationship between Gender the type of advertisement that induces to buy the product using Chi-square test

Chi-Square Tests

	Value	Df	Asymptotic Significance (2- sided)
Pearson Chi-Square	1.224 ^a	3	.747
Likelihood Ratio	1.218	3	.749
Linear-by-Linear Association	.879	1	.348
N of Valid Cases	50		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 2.00.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.156	.747
	Cramer's V	.156	.747
N of Valid Cases		50	



INTERPRETATION:

The type of advertisement will induce you to buy the product is not highly associated with Gender which is implied by inferential testing and t value is 0.747 that is statistically not associated value at five percent level of significance.

NOTE:

There is significant association between the type of advertisement that induces to buy the product.

TABLE 4.1.3

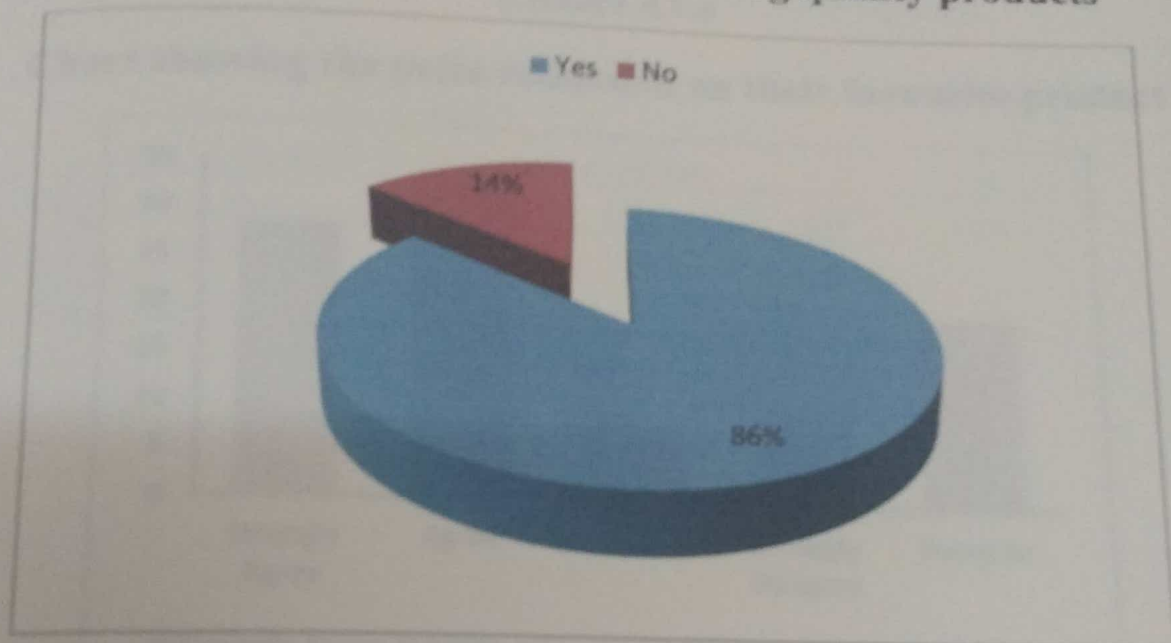
Table showing the Consumer products really quality products

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	43	86%
2	No	7	14%
Total		50	100%

Source: Primary Data

CHART 4.1.3

Chart showing the consumer are using quality products



INFERENCE:

From the above chart it is inferred that 86% of respondents agreed that consumer are using quality products and 14% of respondents are not agreed that consumer are using quality products.

TABLE 4.1.4

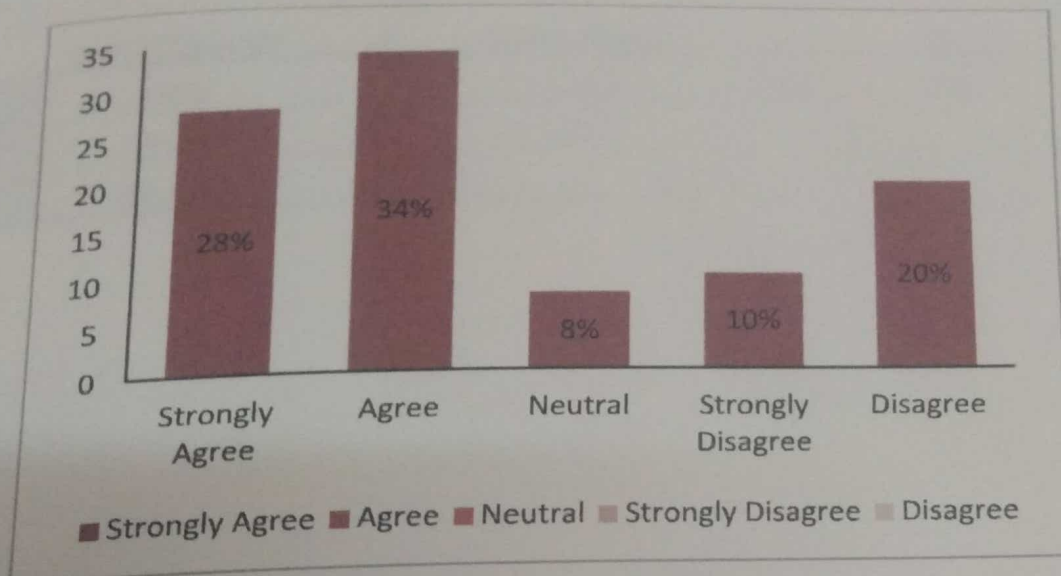
Table showing the customers respondents towards price reduction of favourite product

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	14	28%
2	Agree	17	34%
3	Neutral	4	8%
4	Strongly Disagree	5	10%
5	Disagree	10	20%
Total		50	100%

Source: Primary Data

CHART 4.1.4

Chart showing the price reduction on their favourite product



INFERENCE:

From the above chart it is inferred that 34% of respondents agree that price reduction of favourite product make them to buy, 8% of respondents stated neutral towards the price reduction.

TABLE 4.1.5

ANOVA = Age and brand advertisement recognition

SNO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	18	36%
2	Agree	13	30%
3	Neutral	9	18%
4	Strongly Disagree	5	10%
5	Disagree	3	6%
Total		50	100%

Source: Primary Data

ANOVA- Age and brand advertisement recognition.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.069	4	1.017	1.201	.324
Within Groups	38.111	45	.847		
Total	42.180	49			

AGE

Tukey HSD^{a,b}

While i'm looking for a product I remembered that a particular brand gave me a lot of advertisement, so I guessed that the product stands for a long time?

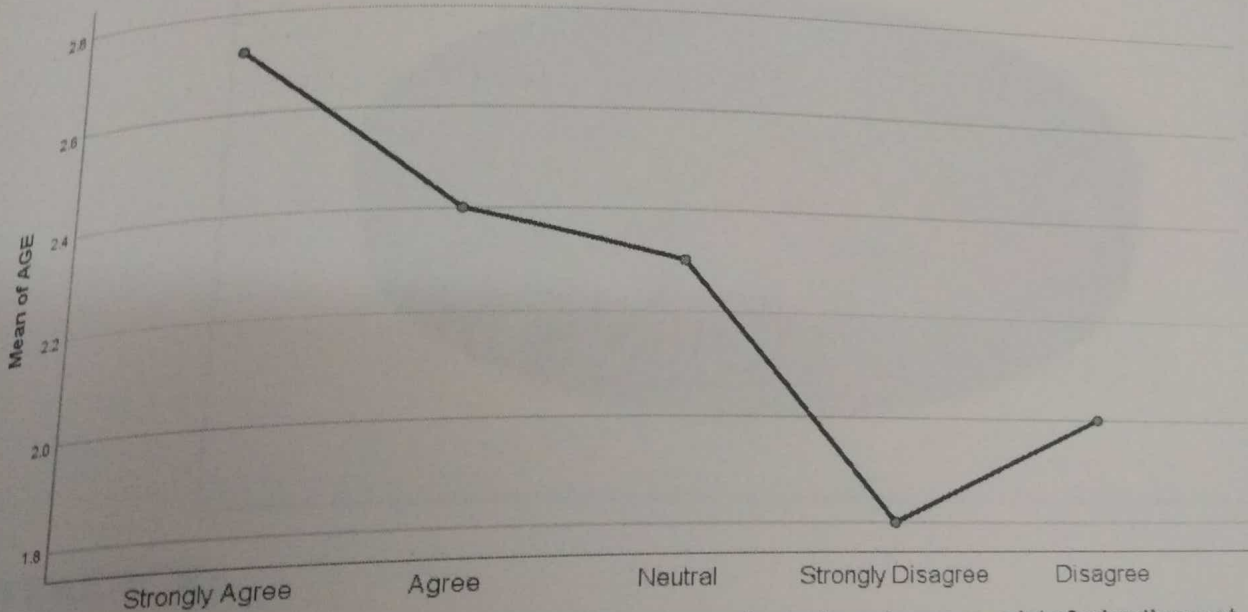
Subset for alpha = 0.05

	N	1
Strongly Disagree	5	1.80
Disagree	2	2.00
Neutral	10	2.30
Agree	15	2.40
Strongly Agree	18	2.72
Sig.		.474

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 5.422.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



While i'm looking for a product I remembered that a particular brand gave me a lot of advertisement, so I guessed that the product stands for a long time?

INTERPRETATION

The looking for a product remembered that a particular brand of advertisement is moderately associated with an age which is implied by inferential testing and f value is 0.324 that is statistically moderately accepted value at five percent level of significance.

TABLE 4.1.6

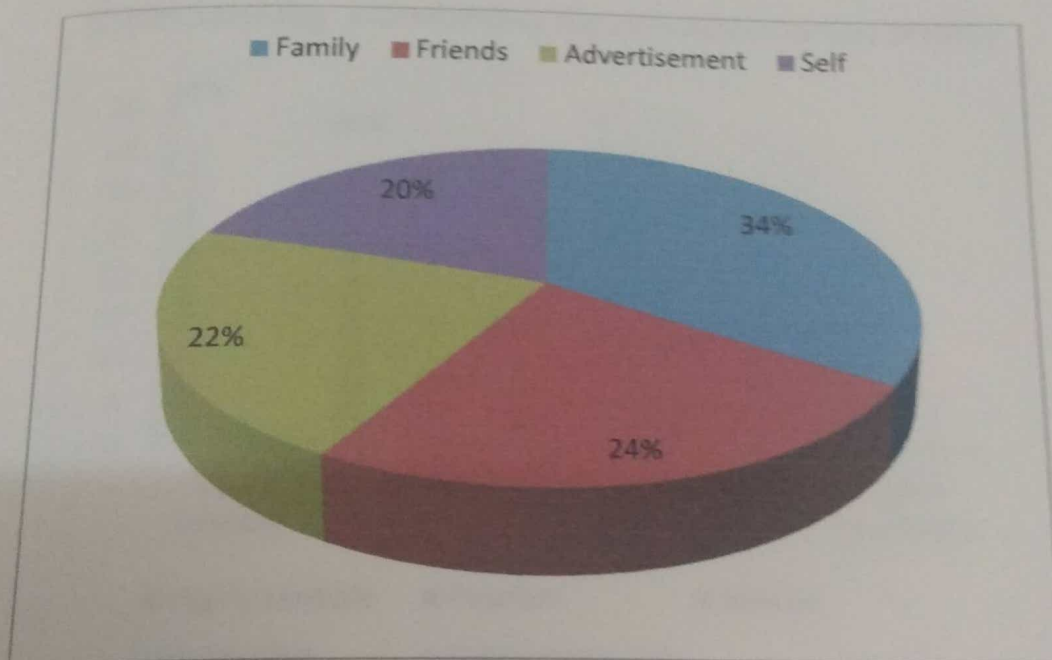
Table showing influence on preference for brands

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Family	17	34%
2	Friends	12	24%
3	Advertisement	11	22%
4	Self	10	20%
Total		50	100%

Source: Primary Data

CHART 4.1.6

Chart showing the influence of preference for brands



INFERENCE:

From the above chart it is inferred that 34% of respondents agreed that family influence the preference of brands, 20% of respondents agreed that self preference is the reason to buy product

TABLE 4.1.7

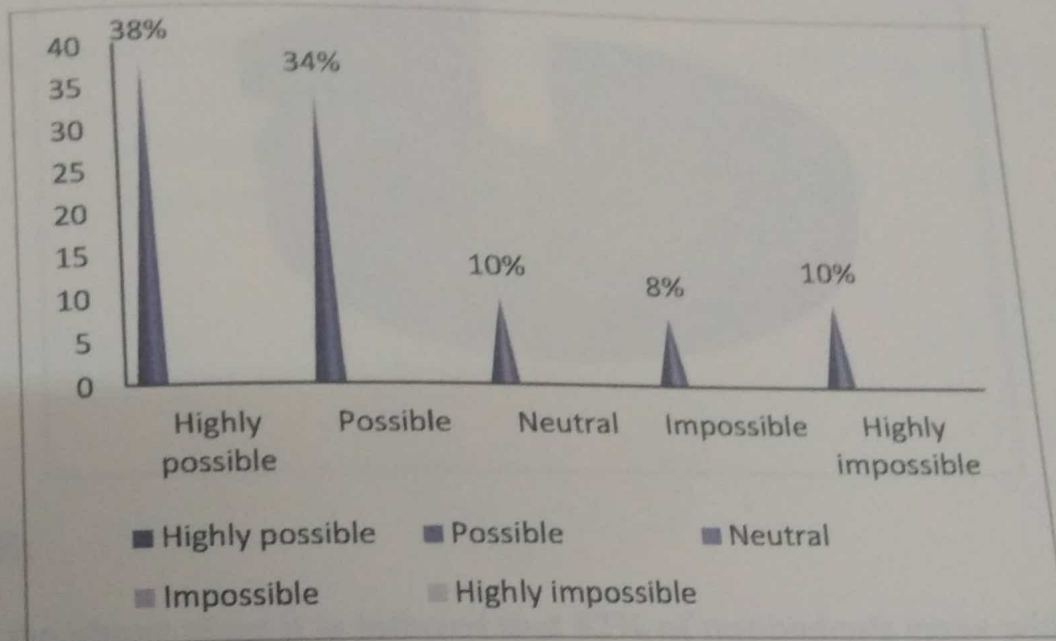
Table showing affordability for consumers in this locality

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Highly possible	19	38%
2	Possible	17	34%
3	Neutral	5	10%
4	Impossible	4	8%
5	Highly impossible	5	10%
Total		50	100%

Source: Primary Data

CHART 4.1.7

Chart showing affordability for consumers in this locality



INFERENCE:

From the above chart it is inferred that 38% of respondents that highly possible affordability for consumers in that locality, and 8% of respondents stated impossible it is affordable for consumers in that locality.

TABLE 4.1.8

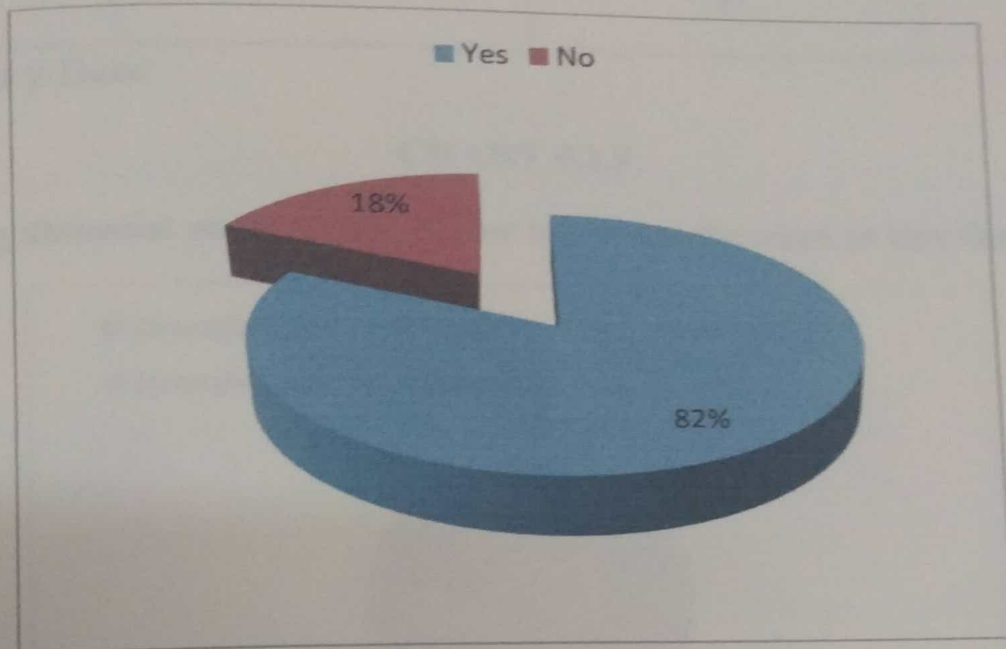
Table showing product increases the purchasing power of customers

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	41	82%
2	No	9	18%
Total		50	100%

Source: Primary Data

CHART4.1.8

Chart showing the product increases the purchasing power of customers



INFERENCE:

From the above chart it is inferred that 82% of respondents agree with the product increases the purchasing power of customers and 18% of respondents did not agree with the product increases the purchasing power of customers.

TABLE 4.1.9

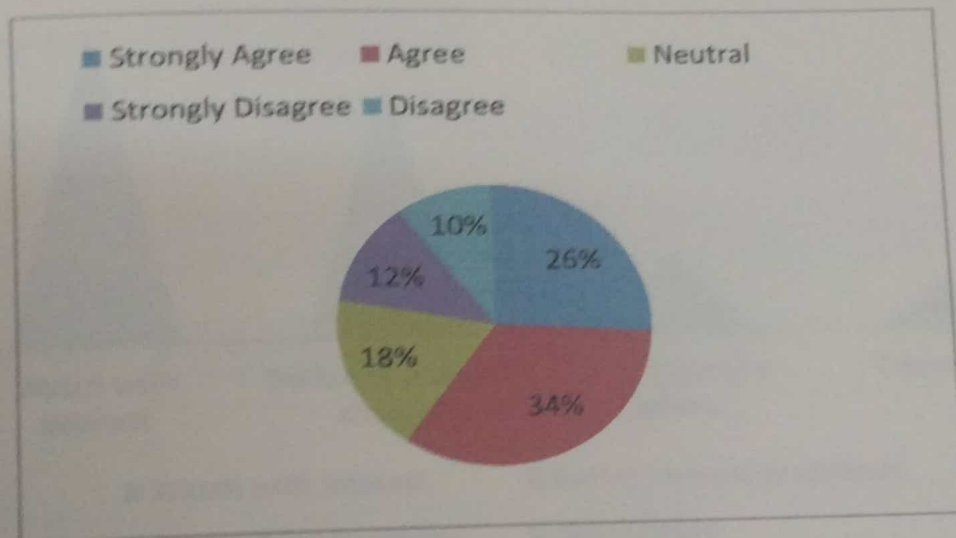
Table showing discount on favourite factor increases the need to buy their fast product

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	13	26%
2	Agree	17	34%
3	Neutral	9	18%
4	Strongly Disagree	6	12%
5	Disagree	5	10%
Total		50	100%

Source: Primary Data

CHART 4.1.9

chart showing discount on favourite factor increases the need to buy their fast product



INFERENCE:

From the above chart it is inferred that 38% of respondents strongly agree that discount makes them to purchase favourite factor increases the need to buy their fast product, 12% of respondents strongly disagree that discount will not make them to purchase.

TABLE 4.1.10

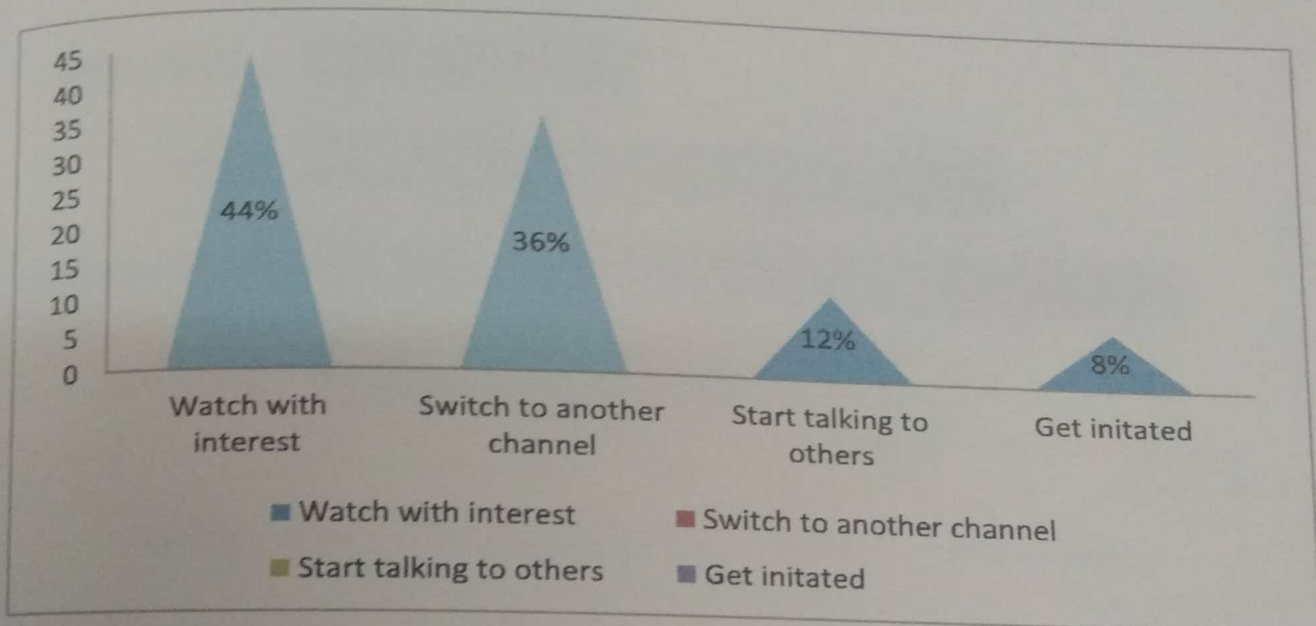
Table showing the reaction when advertisements appear on TV

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Watch with interest	22	44%
2	Switch to another channel	18	36%
3	Start talking to others	6	12%
4	Get initiated	4	8%
Total		50	100%

Source: Primary Data

CHART 4.1.10

Chart showing the react when advertisements appear on TV



INFERENCE:

From the above chart it is inferred that 44% of respondents watch with interest to will react for advertisements that appear on Tv, and 8% of respondents will reaction to have get initiated to buy the product.

TABLE 4.1.11

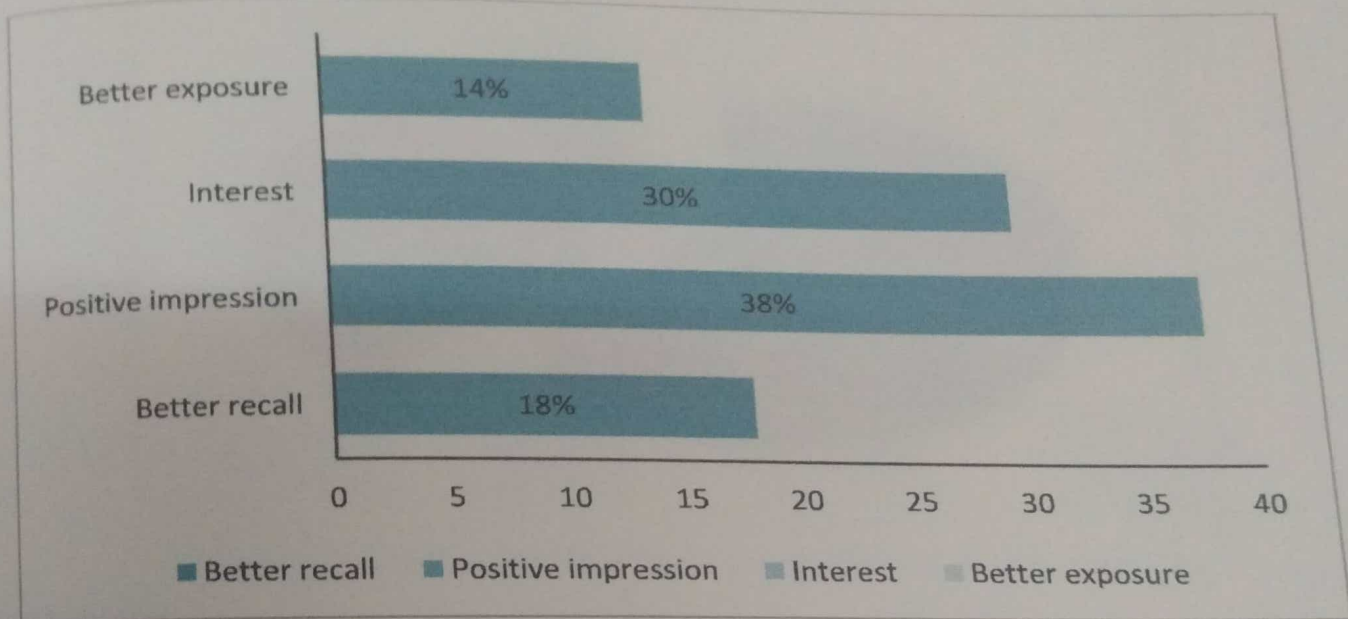
Table showing the influence of advertisement

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Better recall	9	18%
2	Positive impression	19	38%
3	Interest	15	30%
4	Better exposure	7	14%
Total		50	100%

Source: Primary Data

CHART 4.1.11

Chart showing the influence of advertisement



INFERENCE:

From the above chart it is inferred that 38% of respondents having positive impression on the advertisement and 14% of respondents having better exposure to advertisement.

TABLE 4.1.12

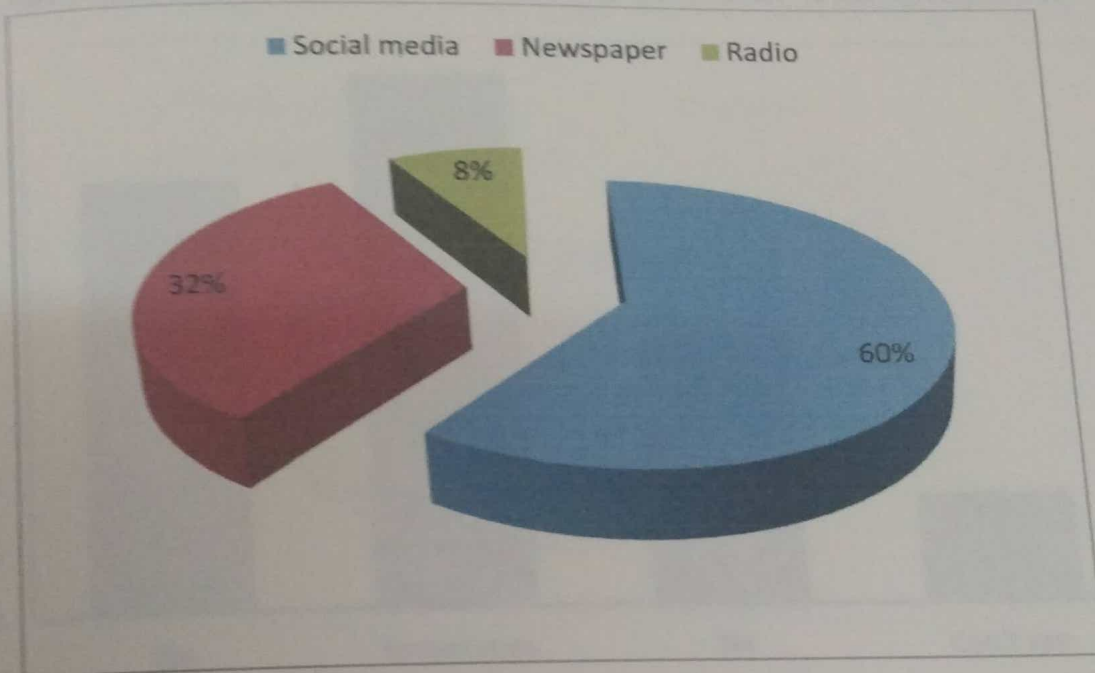
Table showing the means of advertisement persuades you to buy the product

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Social media	30	60%
2	Newspaper	16	32%
3	Radio	4	8%
Total		50	100%

Source: Primary Data

CHART 4.1.12

Chart showing the means of advertisement persuades to buy the product



INFERENCE:

From the above chart it is inferred that 60% of respondents stated social media the means of advertisement to buy the product and 8% of respondents stated radio the means of advertisement persuades to buy the product.

TABLE 4.1.13

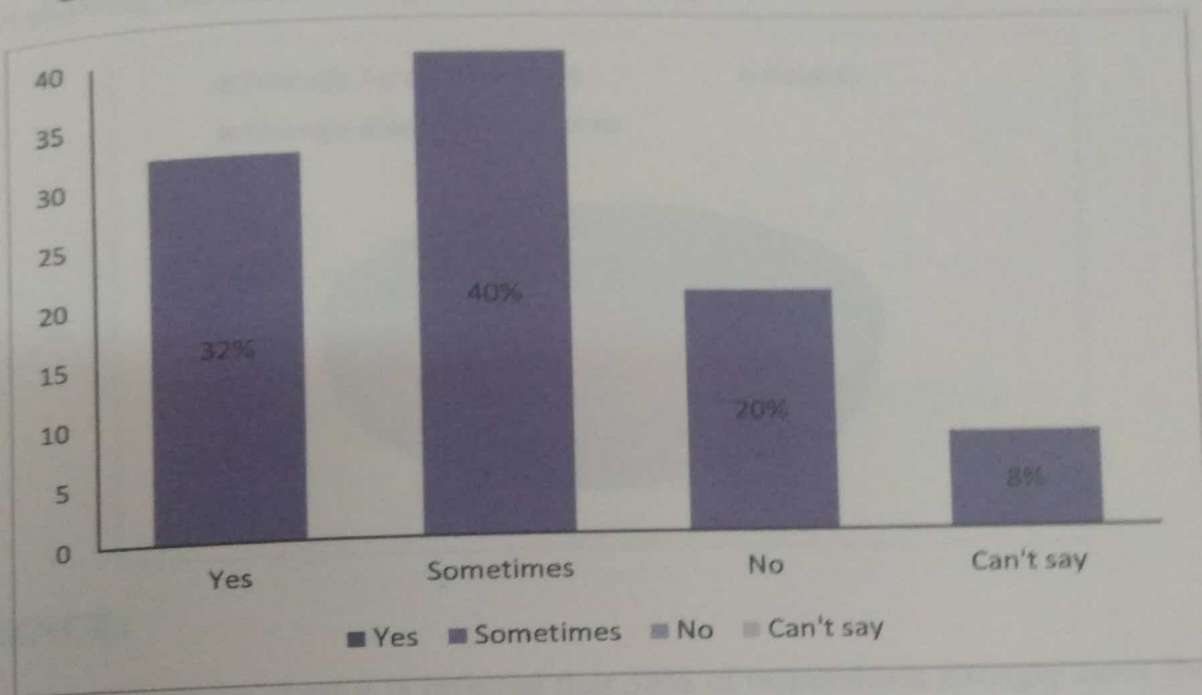
Table showing the expression towards best form of advertisement

SNO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	16	32%
2	Sometimes	20	40%
3	No	10	20%
4	Can't say	4	8%
Total		50	100%

Source: Primary Data

CHART 4.1.13

Chart showing the expression towards best form of advertisement



INFERENCE:

From the above chart it is inferred that 40% of respondents sometimes the expression towards best form of advertisement, and 8% of respondents can't want to imitate.

TABLE 4.1.14

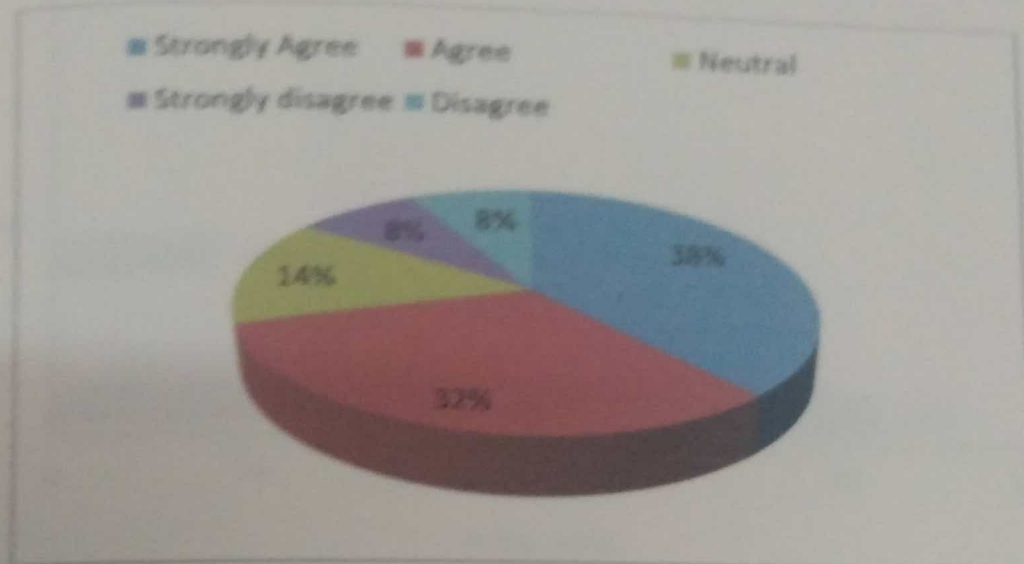
Table showing the fast moving consumer good product for the benefit of customers

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	19	38%
2	Agree	16	32%
3	Neutral	7	14%
4	Strongly Disagree	4	8%
5	Disagree	4	8%
Total		50	100%

Source: Primary Data

CHART 4.1.14

Chart showing the fast moving consumer good product for the benefit of customers



INFERENCE:

From the above chart it is inferred that 38% of respondents strongly agree the fast moving consumer good product for the benefit of customers and 8% of respondents strongly disagree the fast moving consumer good product for the benefit of customers.

TABLE 4.1.15

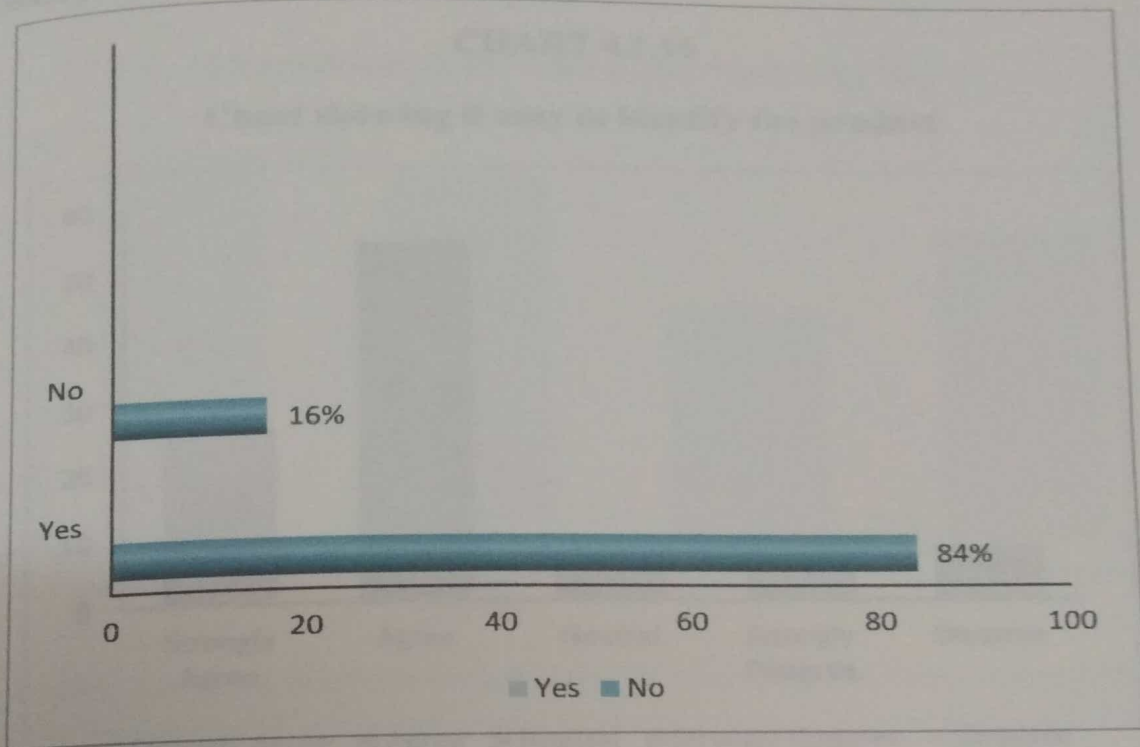
Table showing perception on branded products are better than unbranded product

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	42	84%
2	No	8	16%
Total		50	100%

Source: Primary Data

CHART 4.1.15

Chart showing the perception on branded products are better than unbranded product



INFERENCE:

From the above chart it is inferred that 84% of respondents agree to show perception on branded products are better than unbranded product and 16% of respondents disagree to show perception on branded products are better than unbranded products.

TABLE 4.1.16

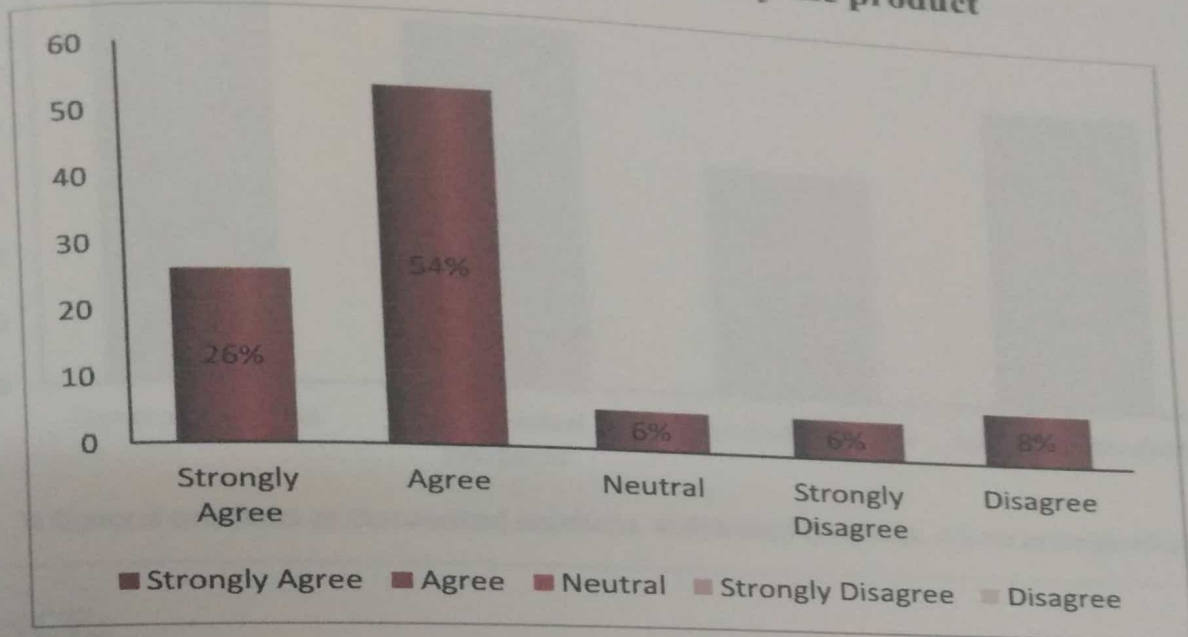
Table showing it easy to identify the product

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	13	26%
2	Agree	27	54%
3	Neutral	3	6%
4	Strongly Disagree	3	6%
5	Disagree	4	8%
Total		50	100%

Source: Primary Data

CHART 4.1.16

Chart showing it easy to identify the product



INFERENCE:

From the above chart it is inferred that 54% of respondents agree it easy to identify the product and 6% of respondents strongly disagree it is easy to identify the product .

TABLE 4.1.17

Table showing the kind of products they buy

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	General products	15	30%
2	Discounted products	14	28%
3	Branded products	9	18%
4	Low price products	12	24%
Total		50	100%

Source: Primary Data

CHART 4.1.17

Chart showing the kind of products they buy



INFERENCE:

From the above chart it is inferred that 30% of respondents buy general products and 18% of respondents buy branded products.

TABLE 4.1.18

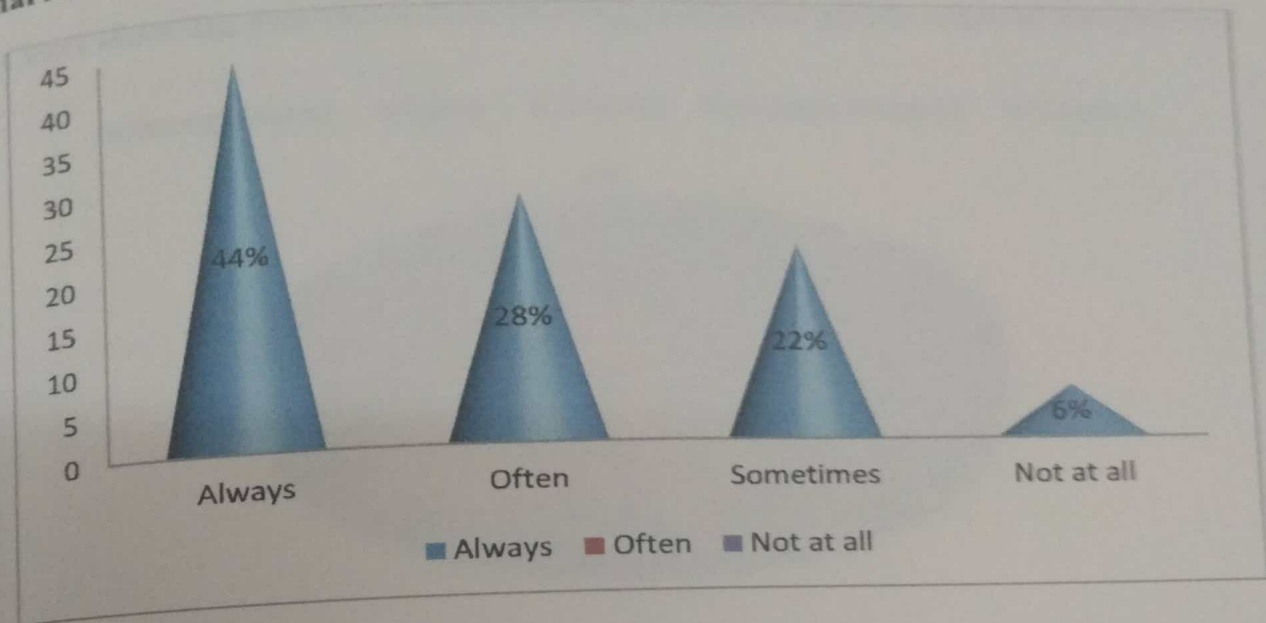
Table showing recurrence discounts and incentives provided for the products

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Always	22	44%
2	Often	14	28%
3	Sometimes	11	22%
4	Not at all	3	6%
Total		50	100%

Source: Primary Data

CHART 4.1.18

Chart showing recurrence discounts and incentives provided for the products



INFERENCE:

From the above chart it is inferred that 44% of respondents always offer discounts and incentives, and 6% of respondents not at all offer discounts and incentives are provided for the products.

TABLE 4.1.19

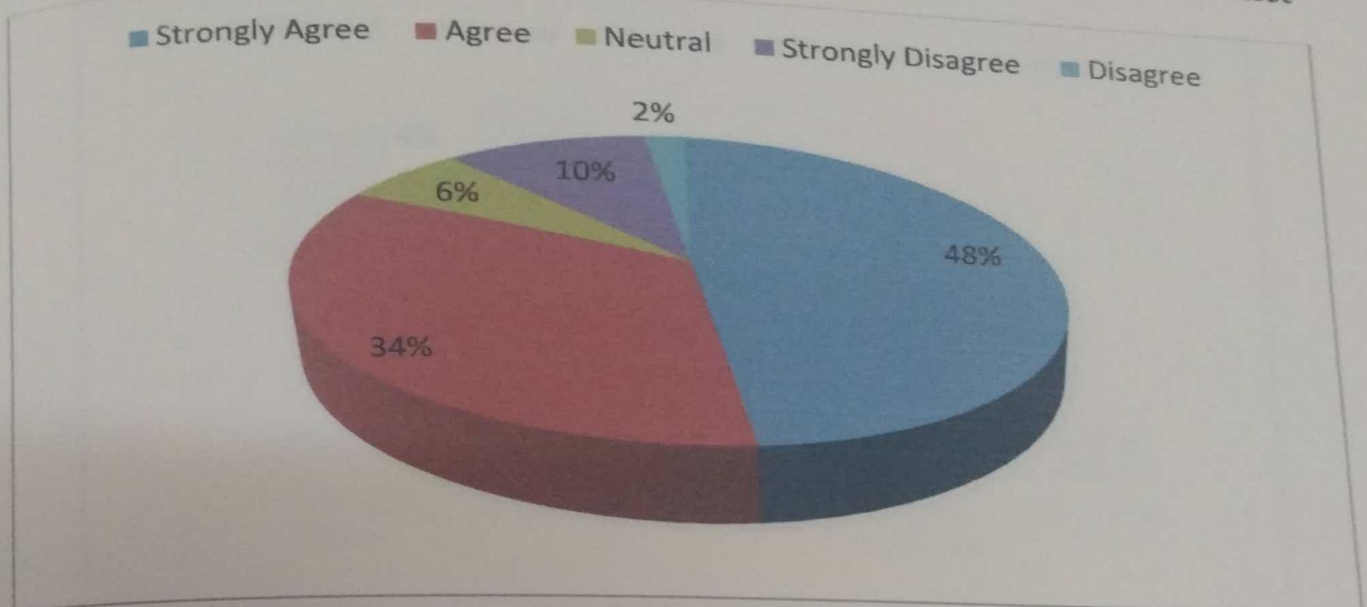
Table showing you think fast moving consumer goods expand the market

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	24	
2	Agree	17	48%
3	Neutral	3	34%
4	Strongly Disagree	5	6%
5	Disagree	1	10%
Total		50	2%
			100%

Source: primary Data

CHART 4.1.19

Chart showing you think fast moving consumer goods expand the market



INFERENCE:

From the above chart it is inferred that 48% of respondents Strongly agree that fast moving consumer goods expand the market, and 2% of respondents Strongly disagree that fast moving consumer goods expand the market.

TABLE 4.1.20

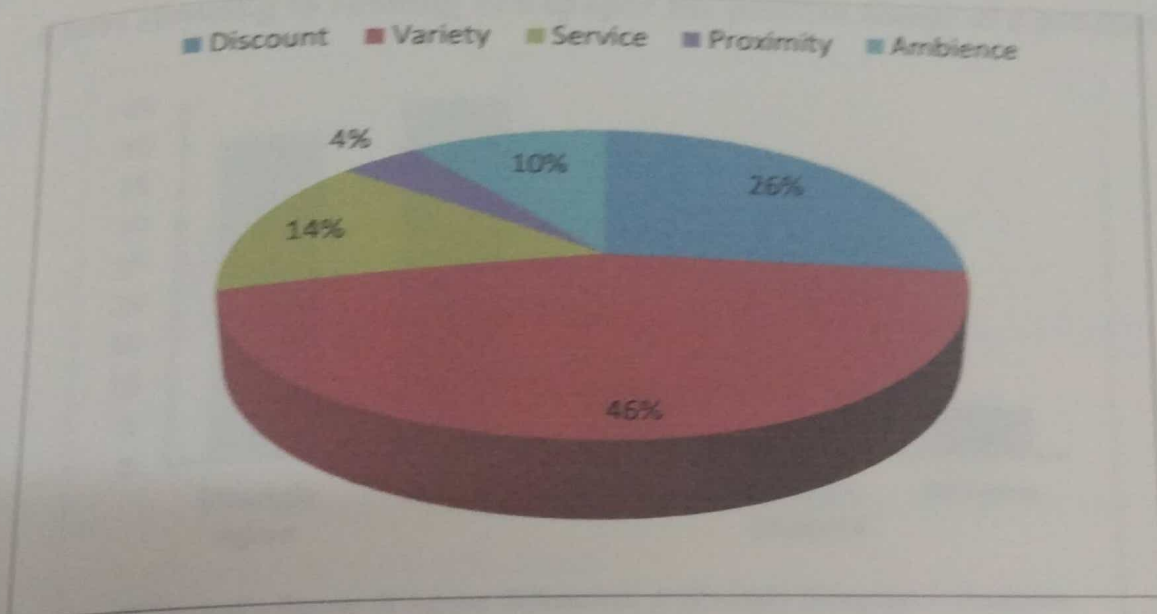
Table showing the reason of purchase for the product

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Discount	13	26%
2	Variety	23	46%
3	Service	7	14%
4	Proximity	2	4%
5	Ambience	5	10%
Total		50	100%

Source: Primary Data

CHART 4.1.20

Chart showing the reason of purchase for the product

**INFERENCE:**

From the above chart it is inferred that 46% of respondents decide variety as the reason of purchase for the products, and 4% of respondents proximity is the reason for purchase of the product.

TABLE 4.1.21

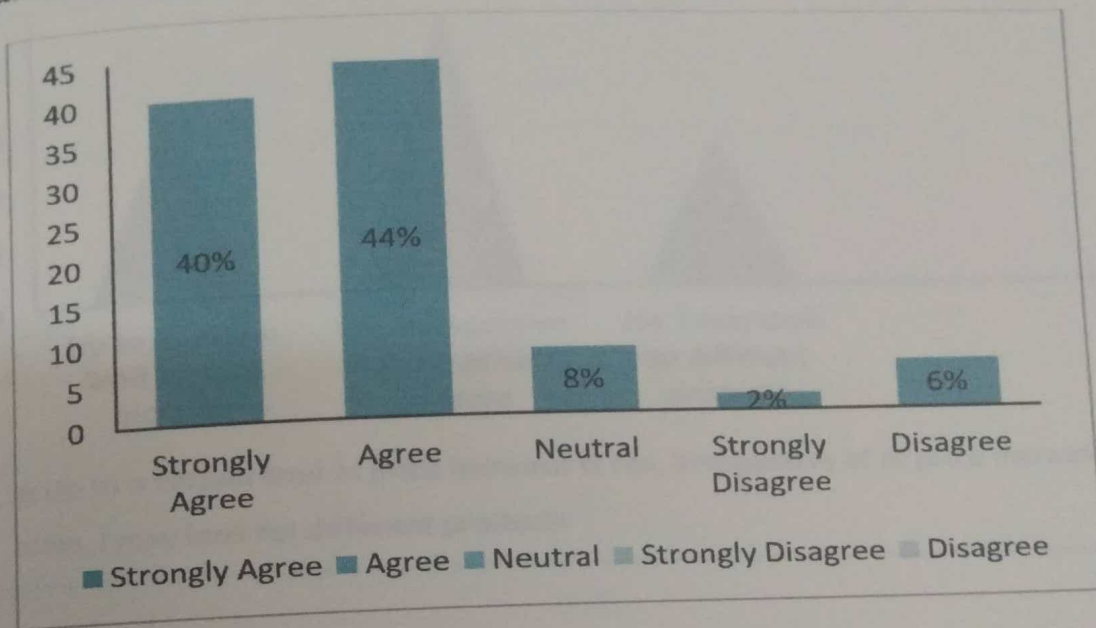
Table showing reading newspaper the positive image of a product attracted decided to buy the product regularly

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	20	40%
2	Agree	22	44%
3	Neutral	4	8%
4	Strongly Disagree	1	2%
5	Disagree	3	6%
Total		50	100%

Source: Primary Data

CHART 4.4.21

Chart showing to reading newspaper the positive image of a product



INFERENCE:

From the above chart it is inferred that 44% of respondents agree reading the newspaper create positive image of a product, and 2% of respondents strongly disagree to reading newspaper create the positive image.

TABLE 4.1.22

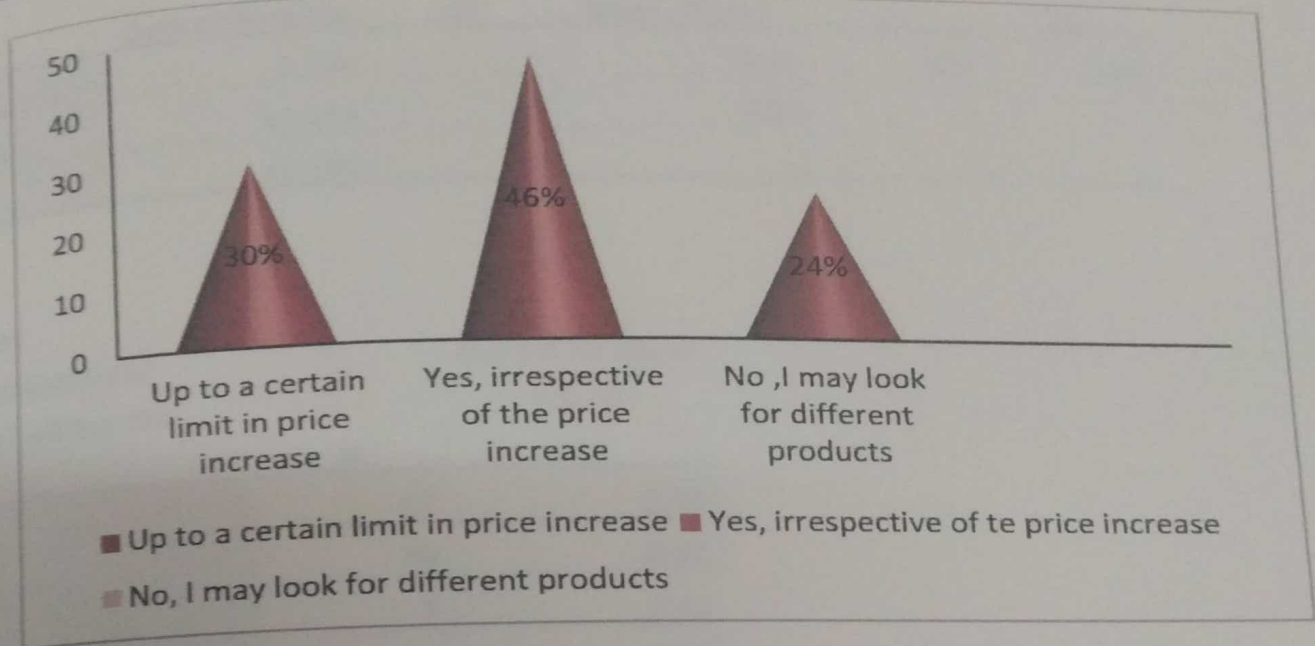
Table showing attachment to the same product if their price is increased in product

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Up to a certain limit in price increase	15%	30%
2	Yes irrespective of the price increase	23%	46%
3	No I may look for different products	12%	24%
Total		50%	100%

Source: Primary Data

CHART 4.1.22

Chart showing attachment to the same product if their price is increased in product



INFERENCE:

From the above chart it is inferred that 46% of respondents agreed that attachment to the price increase to the same product, and 24% of respondents disagreed that attachment to price increase to the same product.

TABLE 4.1.23

Anova-age and satisfaction level of needs

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	19	38%
2	Agree	16	32%
3	Neutral	7	14%
4	Strongly Disagree	3	6%
5	Disagree	5	10%
Total		50	100%

Source: Primary Data

Anova-age and satisfaction level of needs
ANOVA

AGE	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.162	4	.291	.319	.864
Within Groups	41.018	45	.912		
Total	42.180	49			

AGE

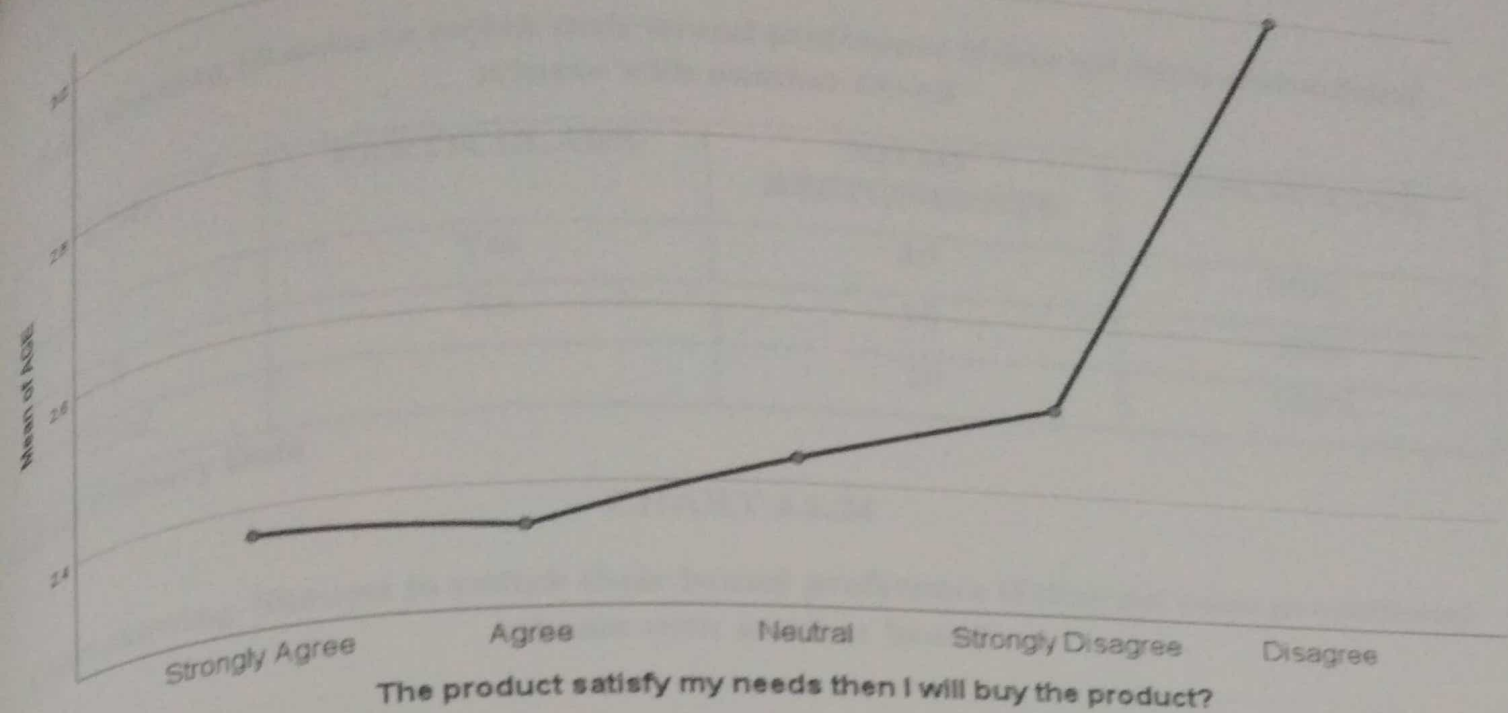
Tukey HSD^{a,b}The product satisfy my
needs then I will buy the
product?Subset for alpha
= 0.05

	N	1
Agree	17	2.35
Strongly Agree	19	2.37
Neutral	7	2.43
Strongly Disagree	4	2.50
Disagree	3	3.00
Sig.		.768

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 5.969.

b. The group sizes are unequal. The harmonic mean of the
group sizes is used. Type I error levels are not guaranteed.



INTERPRETATION:

The product satisfy my needs then to will buy the product is not associated with an age which is implied by inferential testing the significance value is 0.864 that is statistically not associated value at five percent level of significance.

TABLE 4.1.24

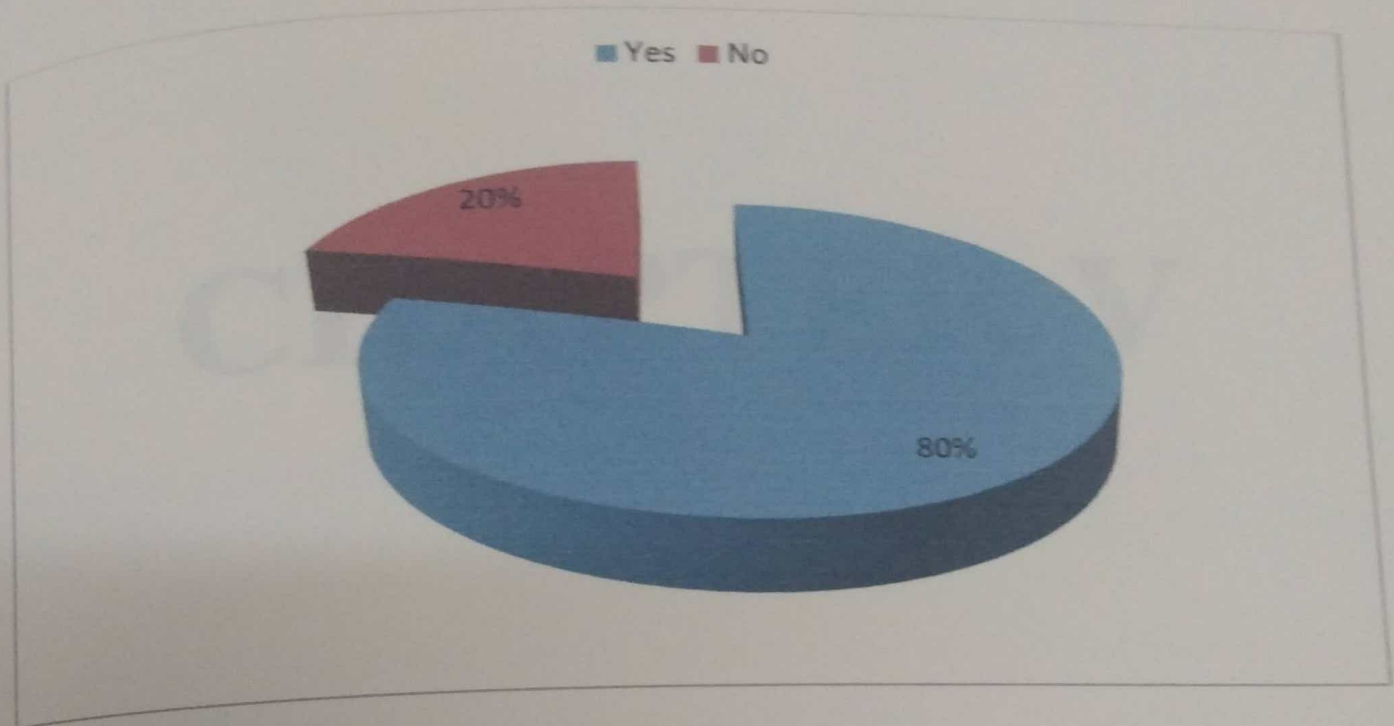
Table showing likeness to switch their brand preference if they get some promotional scheme with another brand

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	40	80%
2	No	10	20%
Total		50	100%

Source: Primary Data

CHART 4.1.24

Chart showing likeness to switch their brand preference if they get some promotional scheme with another brand



INFERENCE:

From the above chart it is inferred that 80% of respondents agree customer likeness to switch over towards another brand because of promotional benefit and 20% of respondents will not agree customer likeness to switch over towards another brand.

CHAPTER V

CHAPTER V

SUMMARY OF FINDINGS, SUGGESTION AND CONCLUSION

5.1 INTRODUCTION

More and more quick and frequent changes of the external environment make higher and higher demands on organization. The to achieve in advance outlined objectives in this environment. To be successful in fulfilling its tasks, the organization has no utilise all its sources—such as people, material, technique and technologies, capital we all as methods. The core and the most important area of the whole organizations working are human resource, mainly talented individual.

SUMMARY OF FINDINGS

- The study reveals that 30% of respondents say quality as the factors of purchasing product.
- From the study it is found that 42% of respondents find advertisement as induces to buy the product.
- It is understood the study that 86% of respondents agreed that there is real quality products.
- Majority 34% of respondents agree that price reduction of favourite product make them to buy.
- It is found that 36% of respondents strongly agree to brand advertisement recognition.
- From the study it is found that 34% of respondents agreed that family influence the preference of brands.
- Majority 38% of respondents find it affordable for consumers in this locality.
- The study reveals 82% of respondents agree with the product increases the purchasing power of customers.
- Majority 34% of respondents agree that discount factor increases the need to buy their favourite product.
- The analysis reveals that 44% of respondents will react for advertisements that appear on TV.
- Majority 38% of respondents have positive impression on advertisement.
- It is found that 60% of respondents stated social media as the means of advertisement to buy the product.
- Majority 40% of respondents tried to impress consumers with best advertisement.
- The study reveals that 38% of respondents strongly agree the fast moving consumer good product is for the benefit of customers.
- It is understood from the study that 84% of respondents agree to perception on branded products is better than unbranded product.

- From the study it is found that 54% of respondents agree it is easy to identify the product.
- The study reveals that 30% of respondents buy general products only.
- It is understood from the study that 44% of respondents always offer discounts and incentives to provided for the products.
- The analysis reveals that 48% of respondents strongly agree that fast moving consumer goods expand the market.
- It is found that 46% of respondents feel variety products are available.
- Majority 44% of respondents agree reading the newspaper create positive image of a product.
- From the study it is found that 46% of respondents agreed that irrespective of the price they are attached to the same product.
- The study reveals that 38% of respondents strongly agree that the brand satisfies their needs to buy the product.
- Majority that 80% of respondents agree customer switch over towards another brand because of promotional benefit.

SUMMARY OF SUGGESION SUGGESIONS AND RECOMMENDATIONS

- Impact on consumer buying behaviour can be made possible by offering quality products according to consumer needs.
- Marketers can employ consumer buying behaviour of FMCG products are famous for being trust worthy.
- The small firms may gain popularity when the consumer buying behaviour of FMCG product are studied.
- Customer perception differs from time to time so the advertisement can be updated in order.
- The consumer buying behaviour promoting the product awareness rather than social awareness.

4. CONCLUSION

The research concludes that the perception of a rural consumer is an equal as the perception of an urban consumer. They are able to realize the need of the product, extensive awareness of the product, and suitable information sources of the product. They derive characteristics through their experience of the product and make careful study on the negative effect and quality of product. They also approach the product of FMCG and make suitable purchase decision.

Consumer prefers the product, making the purchasing decision and expressing the satisfaction level. The consumers have the tendencies brand shift if not satisfied with the utilization of the product as well as availability in the market.

ANNEXURE

ANNEXURE

A Study on Consumer Buying Behaviour Towards FMCG products at Velavan HyperMarket, Thoothukudi.

Dear Sir/Madam,

I am Ponselvi.R from the department of Human Resource Management of St. Mary's College (Autonomous), Thoothukudi presently doing a project on "Consumer Buying Behaviour towards FMCG product" with special reference to Velavan Hyper, as a part of academic requirement. I kindly request your assistance by availing time to respond to the questionnaire. All data collected will be treated in strict confidence and used only for purpose of this study.

Name:

Age:

☐ Below 20

☐ 20-30

☐ 30-40

☐ Above 40

Gender:

☐ Male

☐ Female

Marital Status:

☐ Married

☐ Unmarried

Education Status:

☐ School

☐ UG / PG

☐ Diploma

☐ Others

Designation:

☐ Business

☐ Unemployed

☐ Salaried

1. What induces you to buy the product?

☐ Appearance of the product

☐ Quantity of the product

☐ Quality of the product

☐ Packing appearance of the product

1. Which type of advertisement will induce you to buy the product?

☐ Informative

☐ Attractive

☐ Emotional

2. Do consumer products really quality products?

☐ No

3. By seeing the price reduction of my favourite product, I will buy the product

☐ Agree

☐ Neutral

☐ Strongly Agree

☐ Disagree

☐ Strongly Disagree

4. While I'm looking for a product I remembered that a particular brand gave me a lot of advertisement, so I guessed that the product stands for a long time

☐ Agree

☐ Neutral

☐ Strongly Agree

☐ Disagree

☐ Strongly Disagree

5. Who influence your preference for brands?

☐ Family

☐ Friends

☐ Advertisement

☐ Self

6. Is it affordable for consumers in this locality?

☐ Highly Possible

☐ Possible

☐ Neutral

☐ Impossible

☐ Highly Impossible

7. Do product increases the purchasing power of customers?

☐ Yes

☐ No

9. When discount offered on favourite product, then I will buy the product?

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Agree

☐ Strongly Disagree

10. How do you react when advertisements appear on TV?

☐ Switch to another channel

☐ Watch with interest

☐ Get initiated

☐ Start talking to others

11. In What way advertisement has influenced you?

☐ Positive impression

☐ Interest

☐ Better Recall

☐ Better exposure

12. Which means of advertisement persuades you to buy the product?

☐ Newspaper

☐ Radio

☐ Social media

13. Have you ever tried to imitate the mannerisms of your consumer favourite by using the products which they advertised?

☐ Sometimes

☐ Yes

☐ Can't say

☐ No

14. Fast Moving Consumer Good product for the benefit of customers?

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Strongly Disagree

☐ Disagree

15. Do you think branded products are better than unbranded product?

☐ Yes

☐ No

16. Is it Easy to identify the product?
- ☐ Strongly Agree ☐ Agree ☐ Neutral
- ☐ Strongly Disagree ☐ Disagree
17. Generally What kind of products you buy?
- ☐ General products ☐ Discounted products
- ☐ branded products ☐ Low price products
18. How often discounts and incentives are provided for the products?
- ☐ Always ☐ Often
- ☐ Sometimes ☐ Not at all
19. Do you think Fast Moving Consumer Goods expand the market?
- ☐ Strong Agree ☐ Agree ☐ Neutral
- ☐ Strongly Disagree ☐ Disagree
20. Select the reason of purchase for the product?
- ☐ Discount ☐ Variety ☐ Service
- ☐ Proximity ☐ Ambience
21. While reading newspaper the positive image of a product attracted me the most, so I decided to buy the product regularly?
- ☐ Strong Agree ☐ Agree ☐ Neutral
- ☐ Strongly Disagree ☐ Disagree

22. Will you stick to the same product if their price is increased in product?
- ☐ Up to a certain limit in price increase
 - ☐ Yes, irrespective of the price increase
 - ☐ No, I may look for different products

23. The product satisfy my needs then I will buy the product?

- ☐ Strong Agree
- ☐ Agree
- ☐ Neutral
- ☐ Strongly Disagree
- ☐ Disagree

24. Will you like to switch your brand preference if you get some promotional scheme with another brand?

- ☐ Yes
- ☐ No

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**A STUDY ON COMPETENCY MAPPING AT SOUTHERN
PETROCHEMICAL INDUSTRIES CORPORATION LTD (SPIC)-
THOOTHUKUDI**

(A project report submitted in partial fulfillment of the requirements for the degree)

Of

MASTER OF HUMAN RESOURCE MANAGEMENT

Of

ST. MARY'S COLLEGE (AUTONOMOUS) – THOOTHUKUDI

Submitted by

A.PRABAVATHI

REG NO: 21SPHR08

Under the guidance of

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Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade)

Tuticorin– 628001.

APRIL 2023

**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT ST. MARY'S COLLEGE
(AUTONOMOUS) THOOTHUKUDI - 628001**



CERTIFICATE

is to certify that the project **A.PRABAVATHI** of second year Master of Human Resource Management has undergone project on **“A STUDY ON COMPETENCY MAPPING AT SOUTHERN PETROCHEMICAL INDUSTRIES CORPORATION LTD (SPIC) – THOOTHUKUDI ”** under the guidance of **Mrs. M. FATIMA LUCIA SHEEBA B.COM., BA., NET** and this is an original work up to my knowledge.

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Date: 22.02.2023

CERTIFICATE

is to certify that Prabavathi A , studying Final year MHRM, of St. Mary's College, Thoothukudi has
pergone Internship Training in M/s. Southern Petrochemical Industries Corporation Ltd SPIC Nagar,
Tuticorin.

Internship Training details are as furnished below:

Type of Training Imparted	INTERNSHIP TRAINING
Period of Institutional Training	08.02.2023 to 22.02.2023
Allotment of Department	HR DEPARTMENT
Conduct & Character	GOOD
Performance during Training	GOOD
Attendance during Training	REGULAR


J. Kumar.J
d HR

DECLARATION

I hereby declare that the project entitled "A STUDY ON COMPETENCY MAPPING AT SOUTHERN PETROCHEMICAL INDUSTRIES LTD (SPIC) - THOOTHUKUDI" is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this project has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

A. Prabavathi
Signature of the candidate

Date: 11 / 04 / 2023

(A.PRABAVATHI)

ACKNOWLEDGEMENT

First of all I thank the Almighty for his abundant grace and blessing for the accomplishment of my project. I would like to express my sincere gratitude to Principal **Dr. Sr. A.S.J. Lucia Rose, M.Sc., B.Ed., M.Phil. PGDCA., Ph.D.** for permitting me to do my project.

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I wish a deep sense of gratitude to my project guide **Mrs.M.FATIMA LUCIA SHEEBA B.COM., MBA., NET,** Assistant Professor of Department of Human Resource Management St. Mary's College for providing foundation in project work and I am grateful to her, for giving invaluable guidance to complete my project.

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I also express my sincere thanks to all the employees of **Southern Petrochemical Industry Ltd., Tuticorin,** for their kind co-operation extended to me and for providing the necessary data & information to complete my project report

Finally, I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work

A. Prabavathi.

ABSTRACT

The purpose of this study is to mapping the competency level of employees at SPIC ltd. Competencies at work lead to significant organizational development that provides knowledge based organization with a competitive edge. Where companies and multinationals sweat out to hire competent employees and to develop relevant competencies in their existing employees. Hence it is important for organizations to evaluate workforce competency and develop them on an ongoing basis to meet the global competition. Organizations rely on their competent employees as a main resource. Such concept has led to the success of an organization. Human Resource Development aims at constantly assessing competency requirements of different individuals to perform the jobs assigned to them effectively and provide opportunities for developing theses competencies to prepare them for future roles in the organization. It is equally imperative for a firm to define a set of core competencies which corresponds with its key market differentiators while conducting recruitment and selection process this is where competency mapping plays a key role.

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CHAPTER I

CHAPTER 1

INTRODUCTION

1.1 COMPETENCY MAPPING:

The word competency is derived from Latin word "Competere". This means 'to Be suitable'. The competency concept was originally developed in Psychology denoting Individuals' ability to respond to demand placed on them by their environment. Ulrich defined competency as "Knowledge, skill or ability of employees relevant for Organizational performance"

Competency mapping is the way of assessing the strengths and weaknesses of a worker and it is processes of identify key competencies for an Organization and a job and incorporating those competencies throughout the various Process (job evaluation, training, recruitment) of the organization. It generally examines two areas - emotional intelligence or emotional quotient (EQ), and strengths of the individual in areas like team structure, leadership, and decision- making.

Competency Mapping play a significant role in recruiting and retaining people As it gives a more accurate analysis of the job requirements, the candidates capability of The difference between the two, and the development and training needs to bridge the Gaps.

The value of competency mapping and identifying emotional strengths is that many employers now purposefully screen employees to hire people with specific competencies. They may need to hire someone who can be an effective time leader or who has demonstrated great active listening skills. Alternately, they may need someone who enjoys taking initiative or someone who is very good at taking direction. When individuals must seek new jobs, knowing one's competencies can give one a competitive edge in the job market

1.2 MEANING

It is a process of identification of the competencies required to perform successfully a given job or role or a set of tasks at a given point of time. It consists of breaking a given role or job into its constituent tasks or activities and identifying the competencies (Technical, managerial, Behavioral, conceptual knowledge and Attitude and skills etc) needed to perform the same successfully.

1.3 DEFINITION

First popularized by **BOYATZIS (1982)** with Research result on clusters of competencies: "A capacity that exists in a person that leads to behavior that meets the job demands within parameters of organizational environment, and that, in turn brings about desired results"

UNIDO (2002)-

A Competency is a set of skills, related knowledge and attributes that allow an individual to successfully perform a task or an activity within a specific function or job.

1.4 WHAT IS A COMPETENCY

Competency is an underlying characteristic required to perform a given task, activity, or Role successfully can be considered as competency. Competency may take the following forms:

- Knowledge
- Skills
- Attitude

Other characteristics of an individual including

- Motives
- Values
- Traits
- Self concept

1.5 Objectives of competency mapping

- To discover the skills required to perform a specific job and to check the suitability of the employee for the proficiency required to perform the job.
- To establish certain benchmarks related to the job so that an appropriate candidate can be chosen for an appropriate position.
- To recognize the needs for training and development of employees.
- To conduct job evaluation and then design incentive policies accordingly.
- To determine the key success factors of different tasks and jobs at the workplace.
- To assess the present performance of the employees and provide the appropriate training and development and compensation.
- To create progressive opportunities for the employees one after another in the organization.
- To select the most appropriate applicant for a position using the interview method.

1.6 Components of Competency

There are **four major** components of competency:-

Skill: Capabilities acquired through practice. It can be a financial skill such as Budgeting, or a verbal skill such as making a presentation.

Knowledge: Understanding acquired through learning. This refers to a body of Information relevant to job performance. It is what people have to know to be able To perform a job, such as knowledge of policies and procedures for a recruitment Process.

Personal attributes: Inherent characteristics which are brought to the job, Representing the essential foundation upon which knowledge and skill can be Developed.

Behavior: The observable demonstration of some competency, skill, knowledge
And personal attributes. It is an essentially definitive expression of a competency
In that it is a set of action that, presumably, can be observed, taught, learned, and
Measured.

1.7 What Methodology Is Used?

The following methods are used in combination for competency mapping:-

- Interview
- Group work
- Task Forces
- Task Analysis workshops
- Questionnaire
- Use of Job descriptions
- Performance Appraisal Formats etc.

1.8 Who Identifies Competencies?

Competencies can be identified by one of more of the following category of people:
Experts, HR Specialists, Job analysts, Psychologists, Industrial Engineers etc. in consultation
with: Line Managers, Current & Past Role holders, Supervising Seniors, Reporting and
Reviewing Officers, Internal Customers, Subordinates of the role holders and Other role set
members of the role (those who have expectations from the role holder and who interact with
h him/her).

1.9 Steps In Competency Mapping

The Steps involved in competency mapping with an end result of job evaluation include the
following:

Step 1: Identify departments for competency profiling:

Here we have to decide and select the departments within the organization which we would like to include into our study. It is to be noted that departments should be chosen based on their criticality and importance to the organization. There are number departments. For this project four departments have been considered namely being human resource department, personnel department, administration department and estate department.

Step 2: Identifying hierarchy within the organization and selection of levels:

Study the organization hierarchy across each of the selected departments. For the purpose of the study here we have selected Junior Management (Deputy Manager and Manager) and Middle Management (Sr.Manager and Deputy General Manager.)

Step 3: Obtain the job descriptions:

For the two levels at every department we obtained each role's job description and in cases where they were not available we conducted a detailed interview to derive a job description.

Step 4: Preparation of semi structured interview:

As one of the tools for collecting information we prepared a list of questions that would make up a semi structured interview. These questions were put forth Employees at the two levels.

Step 5: Recording of interview details:

Competency Mapping The candidate's answers and opinions were recorded in as much detail as Possible for further reference during the project

Step 6: Preparation of a list of Skills:

As per the interview and the details that were generated from the candidate, were used to generate a list of skills observed for the job. Thereon a list of identified competencies was drawn for each interviewed candidate.

Step 7: Indicate proficiency levels:

Taking one competency level at a time different proficiency levels were indicated. For the project five levels of proficiency were defined for every competency. Each proficiency level was defined in term of behavioral indicators.

Step 8: Validate identified competencies and proficiency levels with immediate superiors and other heads of the concerned department:

Competency definitions were confirmed with respective Head Of Department's and the required proficiency levels of each competency that is ideal for each role was obtained from them. Missing competencies were located

Step 9: Preparation of competency dictionary:

A competency dictionary defining competencies and corresponding proficiency levels for each level across all departments was prepared.

Step 10: Mapping of competencies:

Mapping of competencies of selected employees against the competency dictionary as per their employee level and department was done. Here an employee's actual proficiency level of a particular competency was mapped against the target proficiency level.

1.10 Advantages Of Competency Mapping

For The Company

The advantages of competency mapping for the companies or organizations are as follows:

- Establishes expectations for performance excellence
- Improved job satisfaction and better employee retention
- Increase in the effectiveness of training and professional development programs because of their link to success criteria
- Provides a common understanding of scope and requirements of a specific role

- Provides a common, organization wide standard for career levels that enable employees to move across business boundaries
- Help companies "raise the bar" of performance expectations
- Help teams and individuals align their behaviors with key organizational strategies

For Managers

The competency mapping provides following advantages to the managers:

- Identify performance criteria to improve the accuracy and ease of the selection process
- Easier communication of performance expectations
- Provide a clear foundation for dialogue to occur between the managers and employees and performance, development and career-oriented issues

For Employers

The employees in an organization get the following advantages by competency mapping:

- Identify the behavioral standards of performance excellence
- Provide a more specific and objective assessment of their strengths and tools required to enhance their skills
- Enhances clarity on career related issues
- Helps each understand how to achieve expectations

1.11 IMPORTANCE OF COMPETENCY MAPPING:

Competency mapping is excessively used in the organization to determine the Crucial elements and activities. The basic reason due to which the mapping of The competencies is done is as follows,

- Once the competencies are determined, proper training can be provided to The individuals to work more efficiently on the processes.

- Key performance areas can be improved by understanding the fields Where there is a gap between the actual and the desired result.
- If the competencies are determined for the given jobs, then the person Whose career planning phase is taking place can consider those Competencies and can be ready for the same.
- Through the competency mapping, the individual is preparing himself for the next set of responsibilities.
- With the help of the competency mapping the individuals can alter the style of work where the gap exists.
- By overcoming the differences in the desired level and the actual status Of performance the individual can feel the increase in the self confidence And the motivational level.
- Competency based approach can lead the individual to derive much Efficient results (with more accuracy) as compared to work in a non-Competency derived situation.
- Competency mapping plays a crucial role in career planning of the Individual in the organization.
- Competency mapping leads the individual to understand the actual Position from the desired status of work.
- Helps the individuals to determine the areas where the development is Required and thus leads the individual to develop a self develop.
- This is a competency era. It is beyond doubt that it is beneficial and Cost effective to have competent people occupy higher level positions Competency refers to the intellectual, managerial, social and emotional Competency.
- Many organizations in India and abroad are channelizing efforts to Mapping competencies and implementing and development centers.

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- Many organizations in India and abroad are channelizing efforts to Mapping competencies and implementing and development centers.

- The need of the hour as indicated by many organizations is to design and Implement low cost assessment and development centers,
- Competency mapping specially designed to meet the requirements of Developing economies like ours.

1.12 Use Of Competency Mapping

Competency Based Recruitment:

Competency based interviews reduce the risk of making a costly hiring mistake and increase the likelihood of identifying and selecting the right person for the right job

Competency Based Performance Appraisal:

1. Establishment of clear high performance standards.
2. Collection and proper analysis of factual data against the set standards.
3. Conduct of objective feedback meetings.
4. Direction with regard to specific areas of improvement

Competency Based Training:

1. Competency based appraisal process leading to effective identification of training needs.
2. Opportunity to identify/ develop specific training programmes – Focused training investment.
3. Focused Training enabling improvement in specific technical and managerial competencies.

Competency Based Development:

1. Contribute to the understanding of what development really mean, giving the individual the tools to take responsibility for their own development.
2. Give the line managers a tool to empower them to develop people.

Competency Based Succession Planning:

Assessing employees' readiness or potential to take on new challenges. Determining the person job fit can be based on matching the competency profile Of an individual to the set of competencies required for excellence within profession. Individuals would know the competencies required for a particular position and therefore would have an opportunity to decide if they have the potential to pursue that position.

1.13 REASONS WHY COMPETENCY MAPPING IS USED

- Effectively match individual competencies to position, project team, and job requirements.
- Prioritize competencies by job, project, or position, and track individuals' abilities to fulfill requirements.
- Integrate training and administration applications to focus training efforts.
- Run gap and match analyses between individuals, jobs, teams, and positions.
- Increase skill sets to meet your organization's scope and growth.
- Increase their ability to attract, develop, retain and utilize co-workers.
- Lengthen the time that staff stays with a company by allowing staff members to discover individual career paths within the company.
- Increase capacity by achieving a more holistic view of the accumulated competence of the entire organization.
- Achieve access to appropriate competence at the right time and place.
- Establish an overview of the accumulated resources of the organization and the demand for those resources.
- Find candidates with the right profile, from anywhere in the organization, to fill an unexpected vacancy.
- Identify key positions for which you have no candidates.
- Reconcile the aspirations of your key people with the opportunities available.

- Check how closely your development activities are aligned with the needs of your business.
- Ensure you are building the appropriate talent pool to support your future needs.
- Align corporate objectives and strategies to each person in the company.

1.14 OBJECTIVES OF THE STUDY

Primary Objective:

- To study about the competency mapping in Southern Petrochemical Industries Corporation (SPIC)

Secondary Objectives:

- To identify the core competencies required to perform a job successfully
- To identify the existing competency level of the employees.
- To find out the gap between required competency level(RCL) and current competency level (CCL)
- To identify the importance of various competencies in performing the job at different departments

1.15 SCOPE OF STUDY

This research was carried out to identify the current competency level in all departments and to know the importance of various competencies in performing their job. The study of competency mapping and assessment covers all L5 level employees L.e. managers in all departments. The study serves a number of purposes. It is done for the following functions:

- ✓ Gap Analysis
- ✓ Role Clarity
- ✓ Selection, Potential Identification, Growth Plans.
- ✓ Succession Planning
- ✓ Restructuring
- ✓ Inventory of competencies for future planning

1.16 LIMITATION OF THE STUDY

- The study is fully focused on only one organization
- Employees view may be biased.
- The primary data collected is from questionnaire and hence the result would bear all the limitations of the primary data.
- The sample size is limited to 50 employees only.
- The time and cost are constraints

COMPANY PROFILE

SOUTHERN PETROCHEMICAL INDUSTRIES CORPORATION (SPIC)

1.17 INTRODUCTION

Southern Petrochemical Industries Corporation (SPIC) Limited is one of the leading fertilizer manufacturing companies in the country located at Tuticorin in the State of Tamil Nadu, having its registered office at Chennai and it is a public limited company, incorporated under the provision of the companies act 1956, its shares are listed on National Exchange of India. It was incorporated on 18 December 1969 and became a joint venture between the M. A. Chidambaram Group and TIDCO (a part of the Government of Tamil Nadu) in 1975. The government sold its stake in 1992. The company's biggest client has been the government of Tamil Nadu, which purchases agro-products for subsidised distribution through its Public Distribution System

The company has been appointed as the handling agent by government of India for handling, packing, transporting, and sale of imported urea at Karaikal and Tuticorin ports



SPIC is one of the earliest units set up in the country with a vision to produce high quality fertilizers to improve the agricultural output of the country. SPICs large fertilizer complex is capable of producing 6.2 lakh tons of Neem Coated Urea. SPIC is a household name within the farming community due to its ability to enrich the soil consistently throughout the agricultural cycle with maximum nutrient use efficiency. SPIC products not

only help to sustain the health of the soil but also act as environment-friendly catalysts to increase the productivity to meet the food demand of the nation.

Company name	NPIC- Southern Petrochemical Industries Corporation Ltd,
Type	Public company
Founded	1969
Head quarters	Chennai, India
Chairman	Ashwin C Muthiah
Economic sector	Petrochemical industries
Pan card number	AAACS4668K
GST number	33AAACS4668K1Z4
Phone number	0461-2355411

Number of shifts	3 per day
Average number of employees	768
Bank	Bank Of India

1.18 VISION

“To add value to agriculture by being an ethical partner”

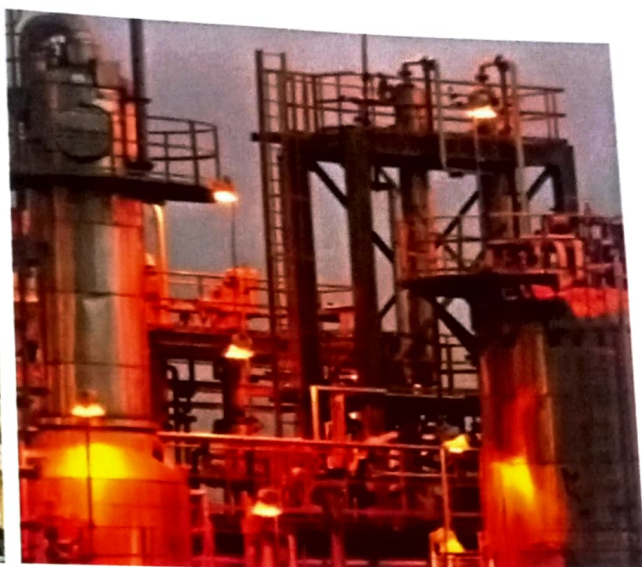
1.19 MISSION

“To double the fertilizer business in five years through innovation and good governance and to share the agricultural community and stakeholders in a sustainable manner on the strength of empowered employees by leveraging opportunities in market & technology”

1.20 OBJECTIVE

SPIC aims to balance short-term and long-term strategies that will equip the company to survive the business downturn. It has also prepared the company to build the right framework that can make the most of the redefined business environment of the future.

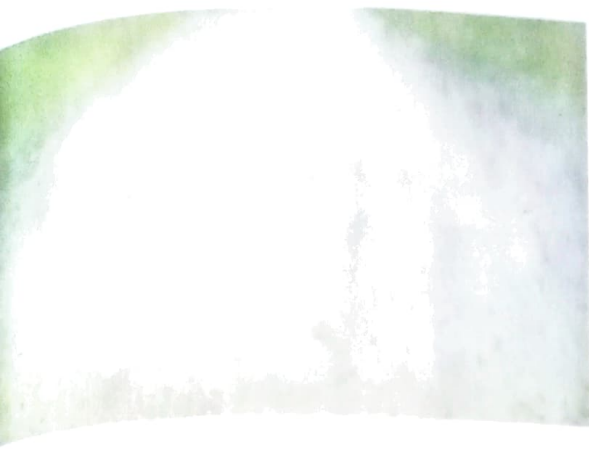
1 SPIC FACTORY VIEW



2 SPIC PRODUCT

SPIC NEEM COATED UREA:





The main function of Urea fertilizer is to **provide the plants with nitrogen to promote green leafy growth and make the plants look lush**

FEATURES & BENEFITS

- **SPIC NEEM COATED UREA** provides a rich source of nitrogen responsible for the green lush
- A white solid uniform & high crushing strength prills with free-flowing for easy application
- Can be applied to the soil. Also suitable in solution form for spray
- Application is recommended in split doses for better use efficiency

RECOMMENDATION

- Suitable for all crops and all the stages based on the recommended dose of fertilizers
- Paddy, Maize & Wheat: 80 - 120 kg/acre
- Sugarcane, Cotton, Tobacco & Chillies: 120 – 150 kg/acre

SPIC DAP



Di-ammonium phosphate popularly known as DAP is a preferred and most economical complex fertilizer in India because it is highly concentrated fertilizer containing 64% nutrient.

FEATURES & BENEFITS

- The Nitrogen present in DAP is in Ammoniacal form and is not lost in leaching. As the Phosphate is present in water-soluble form, it is immediately available to the crop
- It helps in the early establishment of the plant root system, promotes vigorous crop growth, and thus ensures higher yield
- Contains traces of micronutrients such as iron, zinc, manganese, and molybdenum, and important plant nutrients such as sulphur, calcium, magnesium, nitrogen and phosphate
- Unique black colour and uniform granule size

RECOMMENDATION

- Paddy, Maize & Wheat: 80 - 100 kg /acre
- Sugarcane, Cotton, Tobacco & Chillies: 120 – 150 kg/acre

SPIC 20:20:0:13



20:20:0:13 is an Ammonium Phosphate Sulphate Fertilizer.

Besides two macro-nutrients (Nitrogen and Phosphorus), it provides Sulphur - a major secondary plant nutrient.

FEATURES & BENEFITS

- Used as complex fertilizer
- It improves the oil content in oil seed crops
- Granules are uniform and light grey in colour, stronger, harder and of uniform size which facilitates easy application
- Least hygroscopic and does not readily absorb moisture from the air.
- Due to high water solubility, has greater mobility in the soil

RECOMMENDATION

20:20:0:13 Complex fertilizer is highly suitable for all crops

- Paddy, Sugarcane, Onion, Chilly & Wheat: 100 - 150 kg/ acre
- Maize, Mustard and Peas: 80 - 100 kg/ acre
- Potato: 200kg/ acre

SPIC GYPSUM



SPIC GYPSUM is a by-product from SPIC's phosphoric acid manufacturing plant. It's in White crystalline powder and contains 23% Calcium and 18% Sulphur. It is an ideal fertilizer for supplying Calcium and Sulphur and the best soil amendment for the reclamation of alkaline soil.

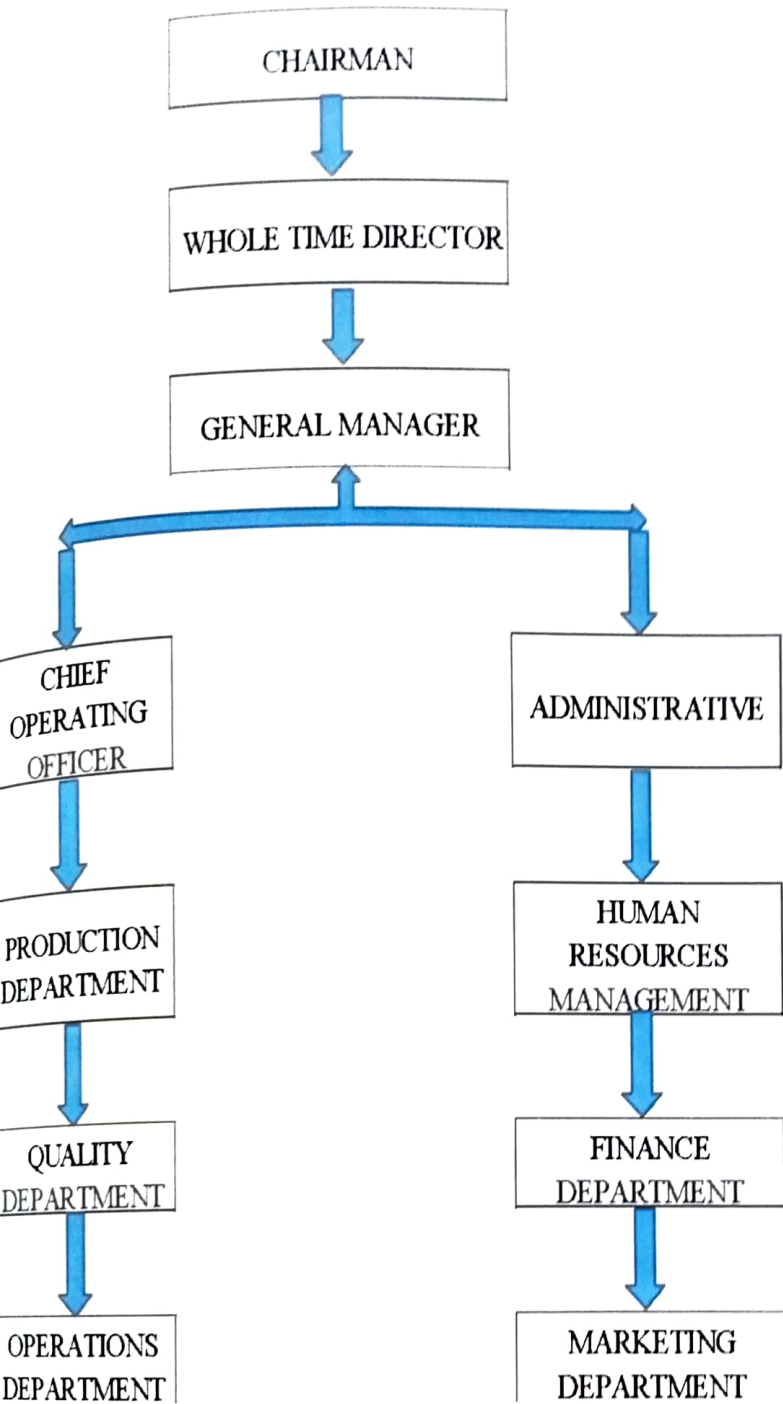
FEATURES & BENEFITS

- **SPIC GYPSUM** is an ideal soil conditioner. Hence recommended for all soil types

- The Physical properties of the soil are improved and thereby the productivity of the soil increases by Gypsum application
- As it contains sulphur, recommended for all oil seed crops
- It is used to manufacture Gypsum boards
- It is used along with limestone for manufacturing Cement in cement industry
- It is also used in the manufacturing of plaster of paris (POP).

RECOMMENDATION

- Groundnut: 150 kg/ acre – by the sides of the plants at 45th days after sowing (Peg formation stage)
- All other crops: 100 – 200 kg/ acre as basal application.



ADMINISTRATIVE DEPARTMENT:

Administrative department is the backbone of an organization. It is an effective administrator is an asset to an organization. It is the link between an organizations's various departments and ensures the smooth flow of information from one part to the other. Without an effective administration, an organization would not run professionally and smoothly.

PRODUCTION DEPARTMENT:

Production Department is a group of functions within a business that is responsible for the manufacture of goods. This can include just a few specialized functions with all other work outsourced, or a fully functioning departments that converts raw materials, assembles components into finished goods and packages.

PURCHASE DEPARTMENT:

Purchase departments help to maintain the financial health of organizations by procuring goods and services that meet operational needs while providing the highest value. The purchase department keep operations moving smoothly by monitoring supply chains and relieving department's heads of tedious tasks such as negotiating contracts with vendors.

FINANCE DEPARTMENT:

Financial management is that managerial activity which is concerned with the planning and controlling of the firm's financial resource. A finance department is the unit of a business responsible for obtaining and handling any monies on behalf of the organization. The department controls the income and expenditure in addition to ensuring effective business running with minimum disruptions.

QUALITY DEPARTMENT:

The quality department in an organization plans, measures, analyzes and reports on quality. This is a staff function to support other departments in the day-to-day improvement of products and services.

HUMAN REASOURCE DEPARTMENT

Human resource or HR is the company department charged with finding, screening, recruiting, training job applicants and administering employee benefit program. As companies reorganize to gain a complete edge, HR plays a key role in helping companies deal with a fast- changing environment and the greater demand for quality employees.

The Human Resource department of the company constitutes the performance of the company. A good labour can effectively enhance the efficiency of the company by their contribution in production sector. The human resource are allocated from the level of low, middle, and higher of authorities

OPERATIONS DEPARTMENT:

The operations department focuses on maintaining the efficiency of the production process and helps teams make smart decisions. The operations department is responsible for making the product or providing the service. It is their responsibility to ensure that the product or service is of the required quality to satisfy the customer. The main functional activities carried out by the operations department are: production of goods or services.

MARKETING DEPARTMENT:

A marketing department drives the promotional engine of a business. It is responsible for increasing brand awareness overall, while also driving potential and recurring customers to a company's products or services.

CHAPTER II

CHAPTER- II

REVIEW OF LITERATURE

Vaishali DKK and Mohit Kumar (2004) developed competency mapping based training need assessment for two levels of hierarchy in Indian banks. The study aimed to develop competencies that are organisation specific and link it with vision, mission and climate of organisation. The author developed a scientific competency evaluation tool (psychometric scale) to measure 18 behavioral competencies. Bank and region wise training needs were derived based on the competency mapping for Indian bank managers. One of the most systematic and scientific methods of Training Need Assessment is through competency mapping. Thus, measuring the competency levels of employees can help in identifying the gaps between the competencies desired and current state of competencies.

Sharika Gupta (2005) described that the process of determining competencies required for a job is referred to as competency profiling, and the process of comparing job holders' competencies against the targeted competencies is called as competency mapping

Ramakrishnan (2006) discovered that competency mapping is identified an individual's strengths and weaknesses in order to them better understand themselves and to show them where career development efforts need to be directed. It is used to identify key attributes required to perform effectively in a job classification.

Sankethi (2008) explained that Competency mapping is the process of identifying key competencies for a particular position in an organisation. Once this process is complete, the map becomes an input for several other HR processes such as job-evaluation; recruitment; training and development; performance management; and succession planning. For competency mapping to be productive, the organisation has to be clear about its business goals in the short- as well as long-term and the capability-building imperatives for achieving these business goals. The process starts from as Ashok macro an endeavor as understanding the vision and mission of the organisation and how that translates into specific, time-bound business goals

Lucian Cernusca & et. Al. (2008) presented a paper explaining the concept of competency and how competency is linked to performance and one's career development. The authors also looked into some models of competency mapping and appraisal tools for performance management. A business might possess extremely capable human resources, but they might not work on positions that suit them. This is where competency mapping and appraisal tools come to help the HR experts choose who should work on those positions.

Claudia Ogrean & et. Al. (2009) explained that the resource based view of the firm betted on resources, capabilities and competencies in order to obtain sustainable competitive advantage. Firm management had to identify the core competencies that defined the entity and then to manage them efficiently and effectively. The scenario had changed from resource based Management to competency based management and from cultural specific competencies to global competencies. These changes demanded for a new strategic management approach.

Farah Naqvi (2009) sought to delve deeper into the concept of competency, tracing its history and its role in the present context. It has been explained how the concept had constantly evolved over the years, its applications in human resource management, and development in the present scenario. It also studied its future prospects in the light of other emerging areas like talent management. The concept of mapping competencies and creating talent factories is not only beneficial to the individual, but to the organisation as a whole. It is to be noted that the competency model and mapping are being applied more for three basic functions, i.e. Recruitment, training and development. Companies do face resistance while introducing a competency framework, as some employees tend to perceive it as a threat to their careers. An issue that came up before different managers was that the model was not being updated with time even when the expectations for certain roles have changed due to changes in structure and external environment. Given the current focus on the linkage between talent and an organisation's business challenges and strategies, effective strategy execution requires sufficient number of right people with right skills and knowledge in the right roles. The situation, where employees are demanding companies to be proactive with respect to their careers requires that the companies should fine-tune their HR system, making it more competency-based, thereby resolving some major issues of talent management like development and retention of human asset.

CHAPTER III

CHAPTER –III

RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION:

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps in systematic manner. The research method of the study explains the systematic way of finding to the predetermining objective. This provides the clear path to accomplish and achieve clear solution for the problem stated.

3.2 RESEARCH DESIGN

A research design is considered as the frame work or plan for a study that guides as well as helps in the data collection and analysis of data.

The research design in this project is descriptive in nature. Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present. It is the simplest form of research design. The main characteristics of this method are the researcher has no control over the variable, he can only report what is happening.

3.3 SAMPLE DESIGN

➤ Population

There are around nearly 1200 employees working at Southern Petrochemical Industries and corporation, in Tuticorin.

➤ Sampling size

Out of the total population, a sample size of 50 was selected for the study.

➤ Sampling area

The research was conducted at Southern Petrochemical Industries and corporation, in Tuticorin.

> Sampling Technique:

In the present study, the sampling technique used was convenience sampling.

3.4 DATA COLLECTION:

Data collection is the integral part of research design. There are several data collection methods, each with its own advantage and disadvantages. Data can be collected in a variety of ways in different sources. Data are classified into two categories, primary and secondary data.

> Sources of data

For the research work the data has been collected from both primary and secondary sources.

> Primary data

Primary data refers to the collection of first hand data. The information was collected from the respondents by,

- A structured questionnaire
- Observation
- Interview with employees
- Direct conversation with the management.

> Secondary data

A part from primary data collected, the data was collected through

- Books
- Journals from library
- Records of SPIC
- Academic reports
- Website

3.5 TOOLS FOR ANALYSIS:

After the data has been collected it has to be analyzed, the data obtained from the questionnaire was consolidated. Tabulation is a part of technical procedure where in classified

data are put in the forms of tables. The tables are analyzed using statistical techniques and tools so that interpretation would be precise.

The statistical tools used for analyzing the data collected are,

➤ Simple percentage analysis:

Percentage is used to make comparison between two or more series of data. It is the most commonly used method for analyzing the data

$$\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

➤ Chi-square test:

Chi-square test is used to compare two variables for a randomly selected data. The expected frequencies are based on the conditions for null hypothesis. The rejection of null hypothesis is based on expected value. It is used to check whether the variables are independent of each other or not.

$$\text{Chi square} = \sum (O - E)^2 \div E$$

➤ ANOVA:

The ANOVA test is performed by comparing two types of variation and the variation between sample means as well as the variation within each of the samples. If the p-value is less than 0.05 the analyst rejects the ANOVA test and vice versa.

There are three types of ANOVA test – one way analysis ANOVA, two way analysis ANOVA and n way analysis of variance.

3.6 PERIOD OF THE STUDY

The study was done during the period of December 2022 to March 2023. During the study, the following activities were undertaken. Objectives were set and questionnaires were

finalized. Data's were collected, recorded, analyzed and interpreted. From the interpretation, the report was generated.

CHAPTER IV

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

Analysis of data means, studying the tabulated material order to inherent facts or meanings. Larger divisions of material should be broken down into smaller units and rearranged in new combinations to discover new facts, inter-relation and cause and effects of relationship.

Analysis of data is the most skilled task of all stages of research, calling for the researcher's own judgement and skill. It throws light on the various problematic areas, establishing the research which it identifies the ways and means of arriving at a solution. A researcher stand beside the collection and analysis of data who has to draw inference and explain their significance.

The task of drawing conclusion and inference from a careful analysis of data is known as interpretation.

Table 4.1.1

ANOVA—age and awareness level of competency mapping

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	Nil	Nil
2	Agree	39	78
3	Neutral	Nil	Nil
4	Disagree	11	22
5	Strongly Disagree	Nil	Nil
	Total	50	100

Source : Primary data

ANOVA

Are you aware about competency mapping?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.149	2	2.074	3.231	.048
Within Groups	30.171	47	.642		
Total	34.320	49			

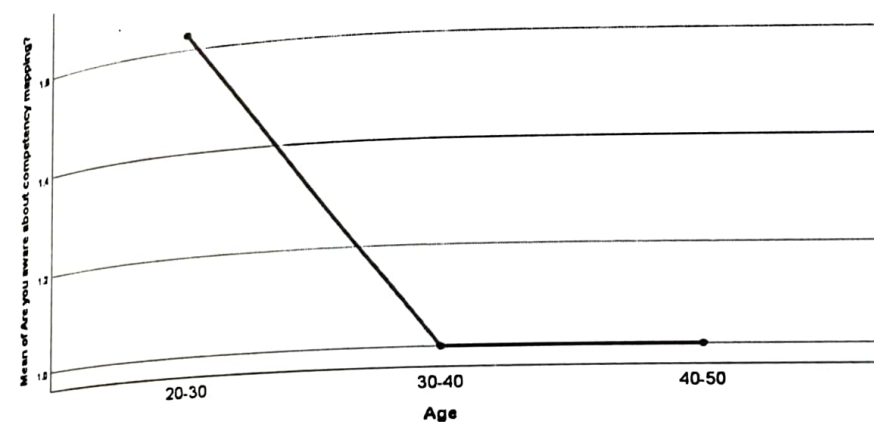
Homogeneous Subsets

Are you aware about competency mapping?			
Tukey HSD ^{a,b}	N	Subset for alpha = 0.05	
		1	
Age	11	1.00	
30-40	4	1.00	
40-50	35	1.63	
20-30		.264	

Sig. Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 8.120.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



INFERENCE

The value of F is 3.231, Which reaches significance with a P – value of 0.048 (which is less than the 0.05 alpha value). this means there is significant difference in the awareness level based on age.

NOTE

There is significant difference in the awareness level based on age.

Table 4.1.2

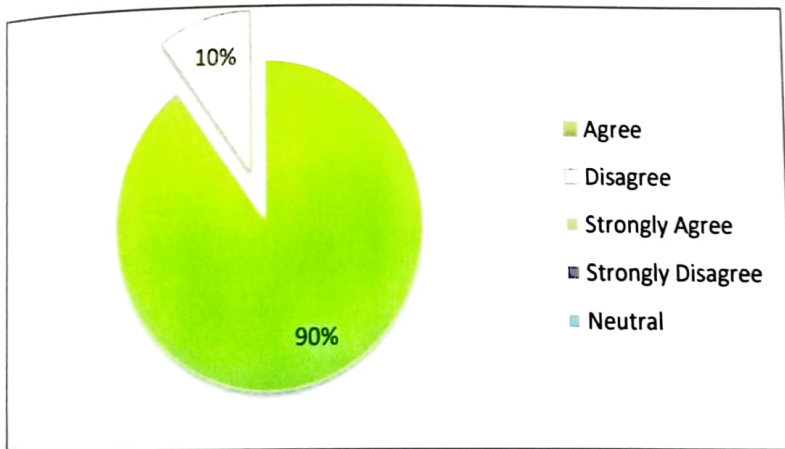
Table showing necessity of competency mapping

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	Nil	Nil
2	Agree	45	90
3	Neutral	Nil	Nil
4	Disagree	5	10
5	Strongly Disagree	Nil	Nil
	Total	50	100

Source : Primary data

CHART 4.1.2

Chart showing necessity of competency mapping



CONCLUSION

From the above chart it is understood that 90% of the respondents agree that competency mapping is necessary in this present scenario, 10% of the respondents disagree in this present scenario

Majority 90% of the respondents agree that the competency mapping is necessary in this present scenario

Table 4.1.3

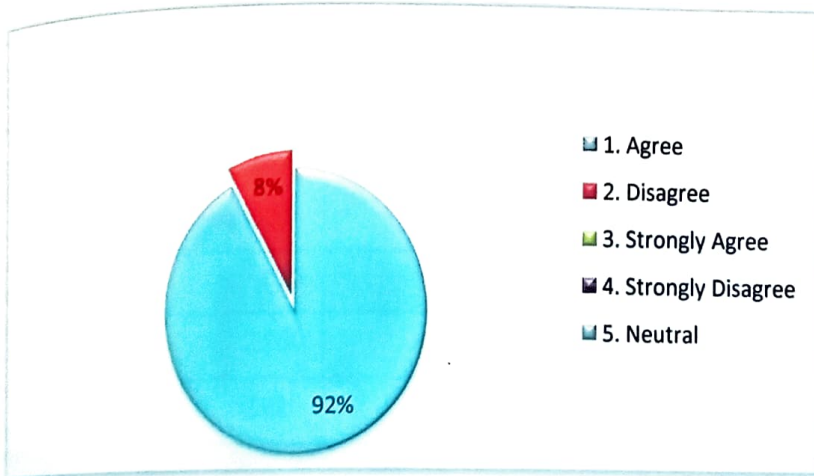
Table showing competency mapping is helpful in selecting the competitive candidate

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	Nil	Nil
2	Agree	46	92
3	Neutral	Nil	Nil
4	Disagree	4	8
5	Strongly Disagree	Nil	Nil
	Total	50	100

SOURCE: Primary Data

CHART 4.1.3

Chart showing competency mapping is helpful in selecting the competitive candidate



REFERENCE

From the above chart it is understood that 92% of the respondents agree that the competency mapping being helpful in selecting the competitive candidate in selection process, 8% of respondent disagree in selecting the competitive candidate in selection process

Majority 92% of the respondents agree that competency mapping being helpful in selecting the competitive candidate in selection process

Table 4.1.4

ANOVA — department and which the employees belong
identification of gaps through competency mapping

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	Nil	Nil
2	Agree	47	94
3	Neutral	Nil	Nil
4	Disagree	3	6
5	Strongly Disagree	Nil	Nil
	Total	50	100

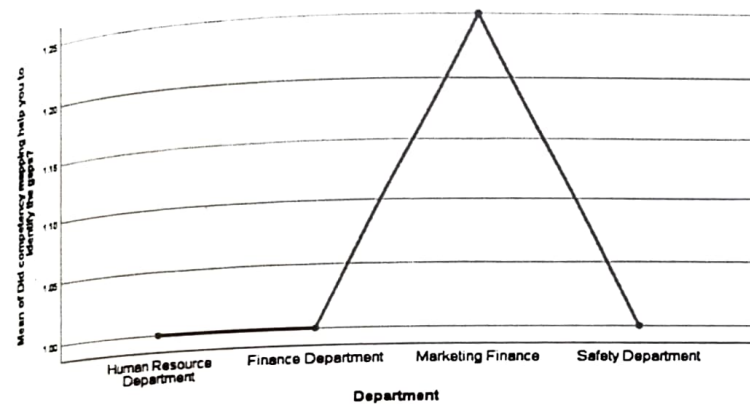
Source : Primary data

ANOVA					
Did competency mapping help you to identify the gaps?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.570	3	.190	3.884	.015
Within Groups	2.250	46	.049		
Total	2.820	49			

Homogeneous Subsets

Did competency mapping help you to identify the gaps?			
Tukey HSD ^{a,b} Department	N	Subset for alpha = 0.05	
		1	2
Human Resource Department	14	1.00	
Finance Department	16	1.00	
Safety Department	8	1.00	
Marketing Finance	12		1.25
		1.000	1.000

Sig. Means for groups in homogeneous subsets are displayed.
 a. Uses Harmonic Mean Sample Size = 11.687.
 b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



INFERENCE

The value of F is 3.884, which reaches significance with a P-value of 0.015 (which is less than the 0.05 alpha value) this means there is significant difference in the identification of gaps through competency mapping and Department.

NOTE

There is significant difference in the identification of gaps through competency mapping and Department.

TABLE 4.1.5

Table showing employees work according to their job profile

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	Nil	Nil
2	Agree	43	86
3	Neutral	Nil	Nil
4	Disagree	7	14
5	Strongly Disagree	Nil	Nil
	Total	50	100

Source : Primary data

Chart 4.1.5

Chart showing employees work according to their job profile



CONCLUSION:

From this above chart it is understood that 86% of the respondents agree, they are doing job according to their job profile, 14% of respondents disagree doing the job according to their job profile

Majority 86% of the respondents agree they are doing the job according to their job profile

TABLE 4.1.6

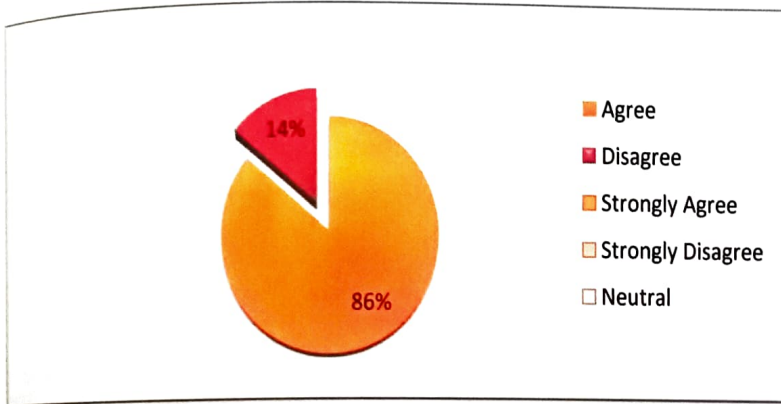
Table showing whether Competency mapping helps in individual's career development process

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	Nil	Nil
2	Agree	43	86
3	Neutral	Nil	Nil
4	Disagree	7	14
5	Strongly Disagree	Nil	Nil
	Total	50	100

Source : Primary data

Chart 4.1.6

Chart showing whether Competency mapping helps in individual's career development process



CONCLUSION

From the above chart it is understood that 86% of the respondents agree competency mapping helps in individual's career development, 14% of the respondents disagree in individual's career development

Majority 86% of the respondents agree competency mapping in individual's career development

TABLE 4.1.7

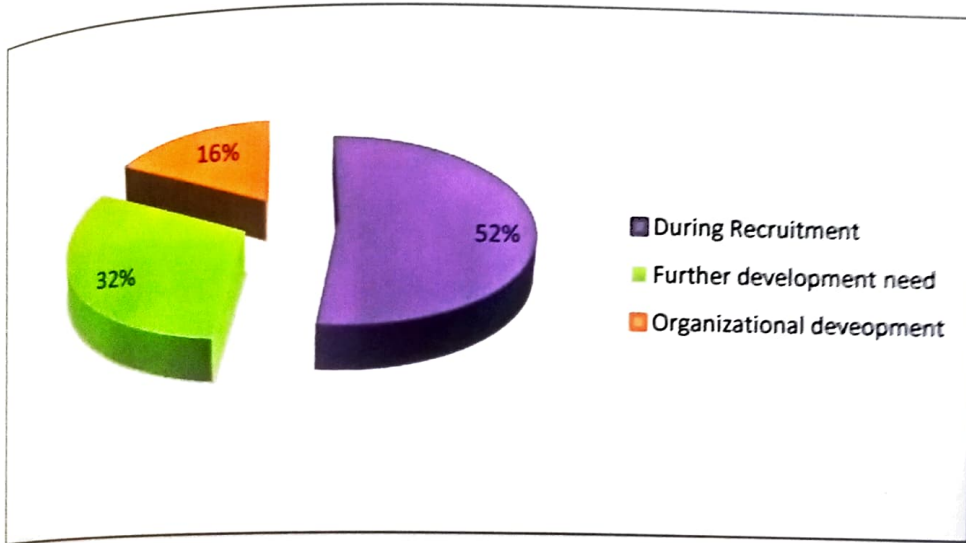
Table showing that access their competency

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
During Recruitment	26	52
Further Development Need	16	32
Organizational Development	8	16
Total	50	100

Source : Primary data

Chart 4.1.7

Chart showing that access their competency



INFERENCE

From the above chart it is understood that 52% of the respondents during recruitment access their competency, 32% of the respondents needed further development, 16% of the respondents point out that organization development access their competency

Majority 52% of the respondents during recruitment they access their competency

TABLE 4.1.8

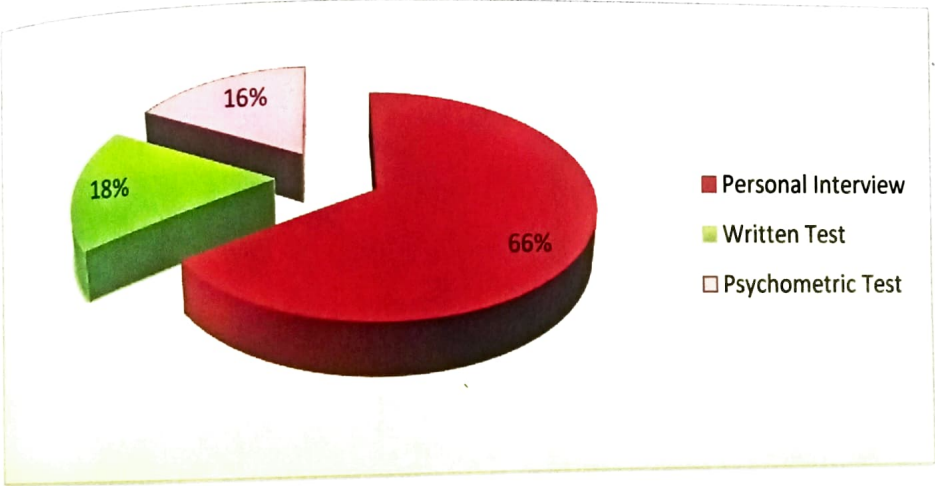
Table showing that best factor assessing their competency

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Personal Interview	33	66
2	Written Test	9	18
3	Psychometric Test	8	16
	Total	50	100

Source: Primary data

chart 4.1.8

chart showing that best factor assessing their competency



REFERENCE

From the above chart it is understood that 66% of the respondents describe personal interview is better way to access their competency, 18% of the respondents written test, of the respondents describe psychometric test are better at accessing their competency

Majority 66% of the respondents describe personal interview is better way to accessing competency

TABLE 4.1.8

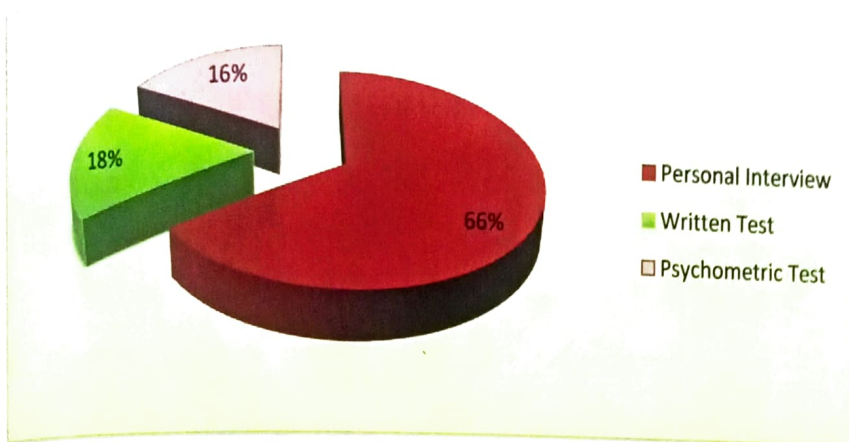
Table showing that best factor assessing their competency

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Personal Interview	33	66
2	Written Test	9	18
3	Psychometric Test	8	16
	Total	50	100

Source : Primary data

chart 4.1.8

chart showing that best factor assessing their competency



CONCLUSION

From the above chart it is understood that 66% of the respondents describe personal interview is better way to access their competency, 18% of the respondents written test, 16% of the respondents describe psychometric test are better at accessing their competency

Majority 66% of the respondents describe personal interview is better way to accessing their competency

TABLE 4.1.9

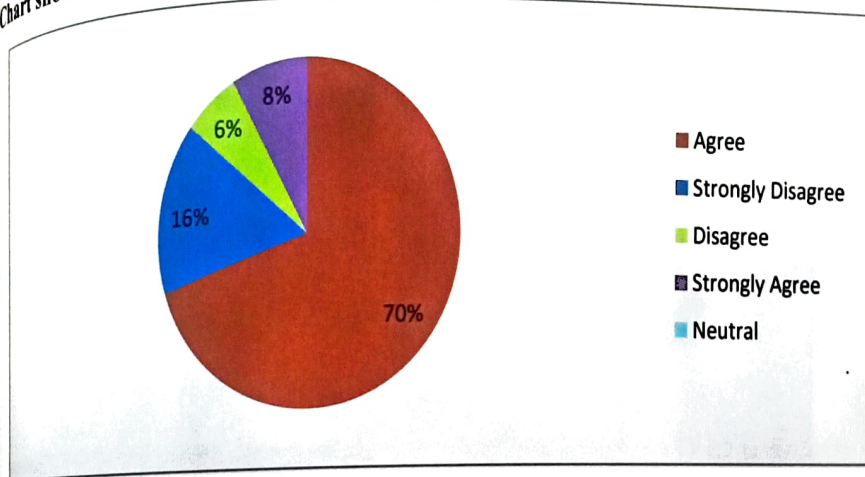
Table showing agreeable level of Training provided by the organization is free of cost

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	4	8
2	Agree	35	70
3	Neutral	Nil	Nil
4	Disagree	3	6
5	Strongly Disagree	8	16
	Total	50	100

Source : Primary data

Chart 4.1.9

Chart showing agreeable level of Training provided by the organization is free of cost



INFERENCE

From the above chart it is understood that 70% of the respondents agree that training provided by their organization is free of cost, 16% of the respondents Strongly Disagree, 6% of the respondents disagree, 16% of the respondents neutral that the training provided by their organization is free of cost

Majority 70% of the respondents agree that training provided by their organization is free of cost

TABLE 4.1.10

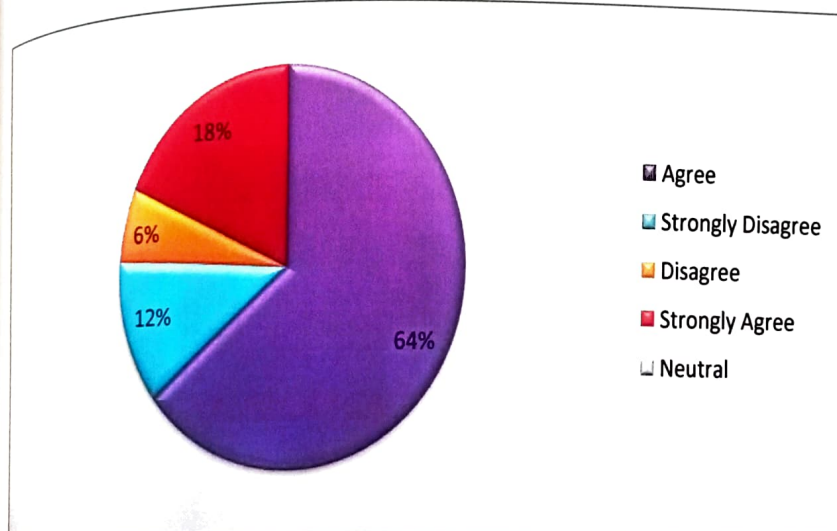
Table showing Productivity level of training program

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	9	18
2	Agree	32	64
3	Neutral	Nil	Nil
4	Disagree	3	6
5	Strongly Disagree	6	12
	Total	50	100

Source : Primary data

Chart 4.1.10

Chart showing Productivity level of training program



INFERENCE

From the above chart it is understood that 64% of the respondents agree productivity level of training program, 18% of the respondents strongly agree, 12% of the respondents strongly disagree, 6% of the respondents disagree

Majority 64% of the respondents agree with the productivity level of training program

TABLE 4.1.11

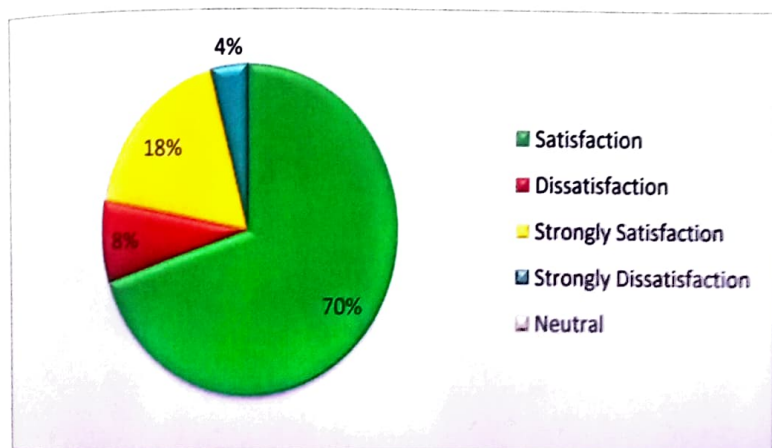
Table showing satisfactory level of employees with the training program given by the organization.

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Satisfaction	9	18
2	Satisfaction	35	70
3	Neutral	Nil	Nil
4	Dissatisfaction	4	8
5	Strongly Dissatisfaction	2	4
	Total	50	100

Source : Primary data

Chart 4.1.11

Chart showing satisfactory level of employees with the training program given by the organization.



CONCLUSION

From the above chart it is understood that 70% of the respondents satisfied with the training program given by the organization, 18% of the respondents strongly satisfaction, 8% of the respondents dissatisfaction, 4% of the respondents strongly dissatisfaction

Majority 70% of the respondents satisfied with the training program given by the organization

TABLE 4.1.12

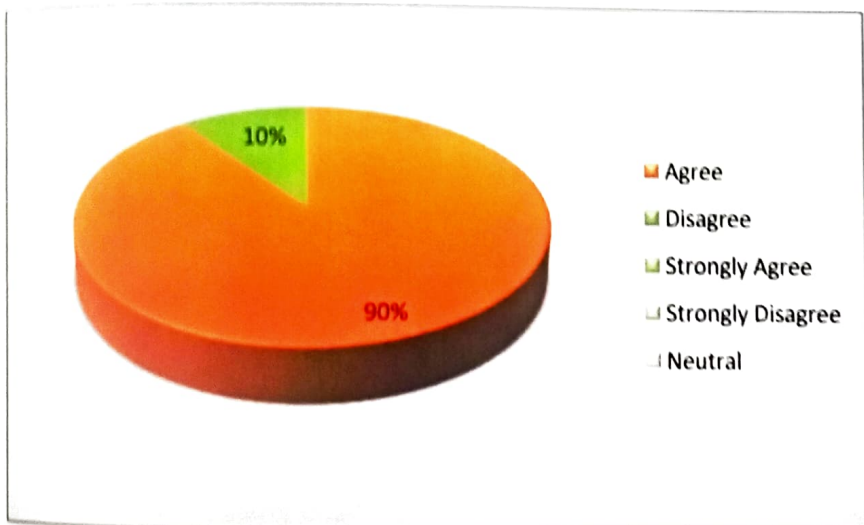
Chart showing Improvement level of performance in accordance with the training program

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	Nil	Nil
2	Agree	45	90
3	Neutral	Nil	Nil
4	Disagree	5	10
5	Strongly Disagree	Nil	Nil
	Total	50	100

Source : Primary data

Chart 4.1.12

Chart showing Improvement level of performance in accordance with the training program



REFERENCE

From the above chart it is understood that 90% of the respondents agreed that improved of performance is because of training program given by their organization, 10% of the respondents disagree improvement in their performance

Majority 90% of the respondents agree that improvement of performance is because of training program given by their organization

TABLE 4.1.13

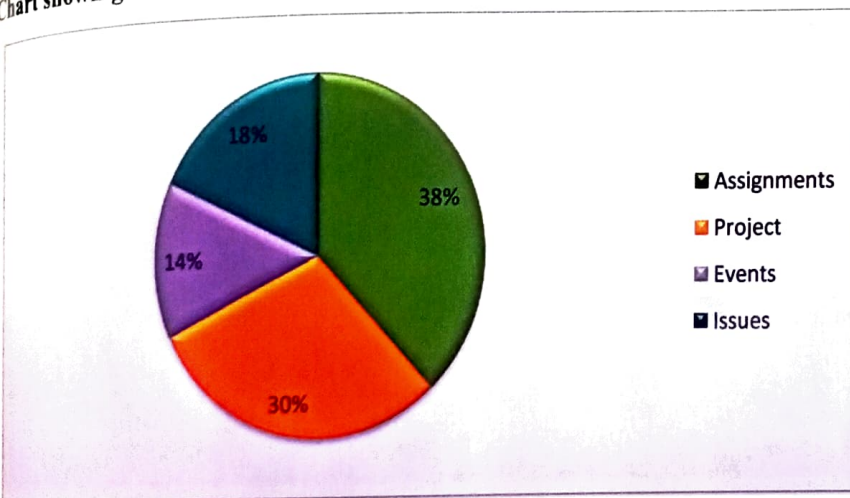
Table showing the employees accessing competency method assigned by the organization

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Assignments	19	38
2	Project	15	30
3	Events	7	14
4	Issues	9	18
	Total	50	100

Source : Primary data

Chart 4.1.13

Chart showing the employees accessing competency method assigned by the organization



REFERENCE

From the above chart it is understood that 38% of the respondents access assignment as the competency method assigned by the organization, 30% of the respondents project, 18% of the respondent issues, 14% of the respondents events

Majority 38% of the respondents access assignment as the competency method assigned by the organization

TABLE 4.1.14

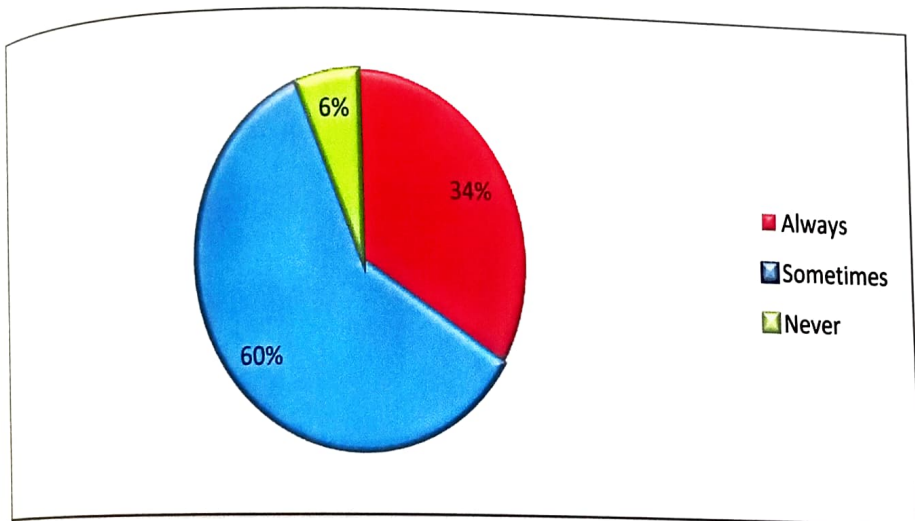
Table showing guidance required from the supervisor

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Always	17	34
2	Sometimes	30	60
3	Never	3	6
	Total	50	100

Source : Primary data

Chart 4.1.14

Chart showing guidance required from the supervisor



INFERENCE

From the above chart it is understood that 60% of the respondents sometimes require guidance from their supervisor, 34% of the respondents always, 6% of the respondents never require guidance from their supervisor

Majority 60% of the respondents sometimes require guidance from their supervisor

TABLE 4.1.15

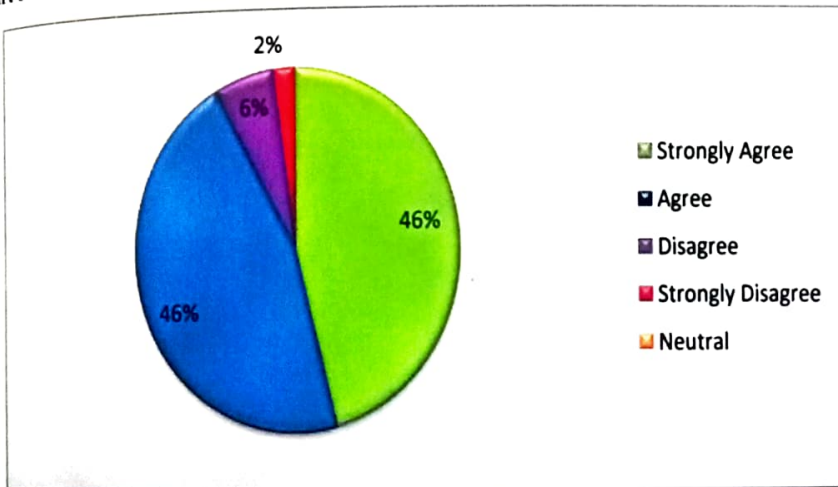
Table showing the agreeable level of roles and responsibilities defined for the employees

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	23	46
2	Agree	23	46
3	Neutral	Nil	Nil
4	Disagree	3	6
5	Strongly Disagree	1	2
	Total	50	100

Source : Primary data

Chart 4.1.15

Chart showing the agreeable level of roles and responsibilities defined for the employees



INFERENCE

From the above chart it is understood that 46% of the respondents strongly agree that roles and responsibility have been clearly defined, 46% of the respondents agree, 6% of the respondents disagree, 2% of the respondents strongly disagree that roles and responsibility have been clearly defines

Majority 46% of respondents strongly agree that roles and responsibility have been clearly define

TABLE 4.1.16

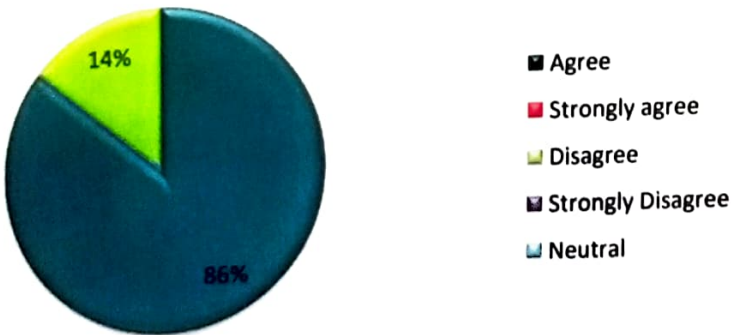
Table showing whether competency mapping changes employees behavior

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	Nil	Nil
2	Agree	43	86
3	Neutral	Nil	Nil
4	Disagree	7	14
5	Strongly Disagree	Nil	Nil
	Total	50	100

Source : Primary data

Chart 4.1.16

Chart showing whether competency mapping changes employees behavior



INFERENCE

From the above chart it is understood that 86% of respondents agree that competency mapping changes the employee's behavior, 14% of the respondents disagree

Majority 86% of respondents agree that competency mapping bring changes in employee's behavior

TABLE 4.1.17

Hypothesized association between educational qualification and competency mapping have different department for different position in the organization

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	Nil	Nil
2	Agree	44	88
3	Neutral	Nil	Nil
4	Disagree	6	12
5	Strongly Disagree	Nil	Nil
	Total	50	100

Source : Primary data

Ho: There is no significant association between educational qualification and competency mapping have different department for different position in the organization

H1: There is significant association between educational qualification and competency mapping have different department for different position in the organization

Educational Qualification * Does competency mapping have different department for different position in your organization?

Crosstab

Educational Qualification			Does competency mapping have different department for different position in your organization?		Total
			Agree	Disagree	
	SSLC	Count	7	0	7
		% within Educational Qualification	100.0%	0.0%	100.0%
		% within Does competency mapping have different department for different position in your organization?	15.9%	0.0%	14.0%
		% of Total	14.0%	0.0%	14.0%
	UG	Count	9	5	14
		% within Educational Qualification	64.3%	35.7%	100.0%
		% within Does competency mapping have different department for different position in your organization?	20.5%	83.3%	28.0%
		% of Total	18.0%	10.0%	28.0%
	PG	Count	28	1	29
		% within Educational Qualification	96.6%	3.4%	100.0%
		% within Does competency mapping have different department for different position in your organization?	63.6%	16.7%	58.0%
		% of Total	56.0%	2.0%	58.0%
	Count	44	6	50	
	% within Educational Qualification	88.0%	12.0%	100.0%	
	% within Does competency mapping have different department for different position in your organization?	100.0%	100.0%	100.0%	
	% of Total	88.0%	12.0%	100.0%	

Chi-Square Tests

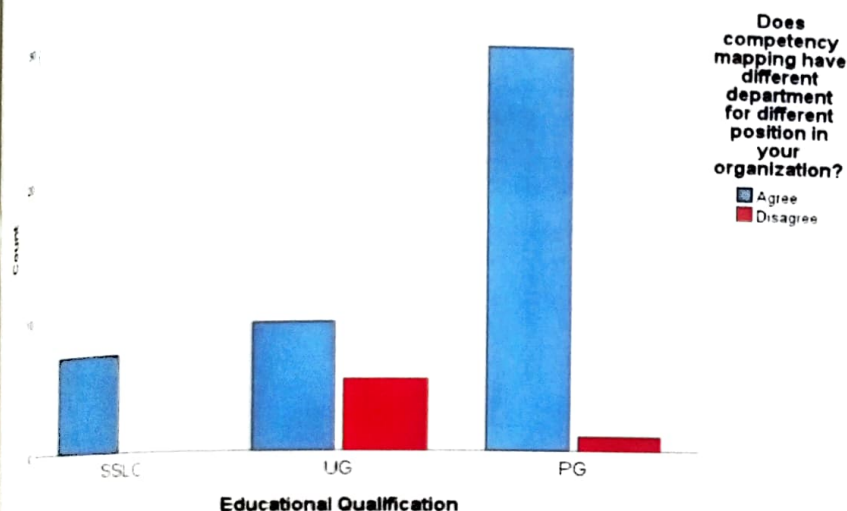
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.419 ^a	2	.005
Likelihood Ratio	9.744	2	.008
Linear-by-Linear Association	.113	1	.737
N of Valid Cases	50		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .84.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.456	.005
	Cramer's V	.456	.005
N of Valid Cases		50	

Bar Chart



INFERENCE

Table 4.1.17 represent the result of chi square to evaluate the association between the educational qualification and competency mapping have different department for different position in the organization. The significance value of chi – square is 0.005, which is less than 0.05, hence it is inferred that to H1 and found there is significant association between educational qualification and competency mapping have different department for different position in the organization

NOTE

There is significant association between educational qualification and competency mapping have different department for different position in the organization

TABLE 4.1.18

Hypothesized association between educational qualification and competency mapping
benefits the promotion policy

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	Nil	Nil
2	Agree	40	80
3	Neutral	Nil	Nil
4	Disagree	10	20
5	Strongly Disagree	Nil	Nil
	Total	50	100

Source : Primary data

Ho: There is no significant association between educational qualification and competency
mapping benefits the promotion policy

H1: There is significant association between educational qualification and competency mapping
benefits the promotion policy

Educational Qualification * Does competency mapping help in promotion policy in your organization?

Crosstab

		Does competency mapping help in promotion policy in your organization?			Total	
		Agree	Strongly agree	Disagree		
Educational Qualification	SSL C	Count	5	1	1	7
		% within Educational Qualification	71.4%	14.3%	14.3%	100.0%
		% within Does competency mapping help in promotion policy in your organization?	12.2%	100.0%	12.5%	14.0%
		% of Total	10.0%	2.0%	2.0%	14.0%
	UG	Count	10	0	4	14
		% within Educational Qualification	71.4%	0.0%	28.6%	100.0%
		% within Does competency mapping help in promotion policy in your organization?	24.4%	0.0%	50.0%	28.0%
		% of Total	20.0%	0.0%	8.0%	28.0%
	PG	Count	26	0	3	29
		% within Educational Qualification	89.7%	0.0%	10.3%	100.0%
		% within Does competency mapping help in promotion policy in your organization?	63.4%	0.0%	37.5%	58.0%
		% of Total	52.0%	0.0%	6.0%	58.0%
	Count	41	1	8	50	
	% within Educational Qualification	82.0%	2.0%	16.0%	100.0%	
	% within Does competency mapping help in promotion policy in your organization?	100.0%	100.0%	100.0%	100.0%	
	% of Total	82.0%	2.0%	16.0%	100.0%	

Chi-Square Tests

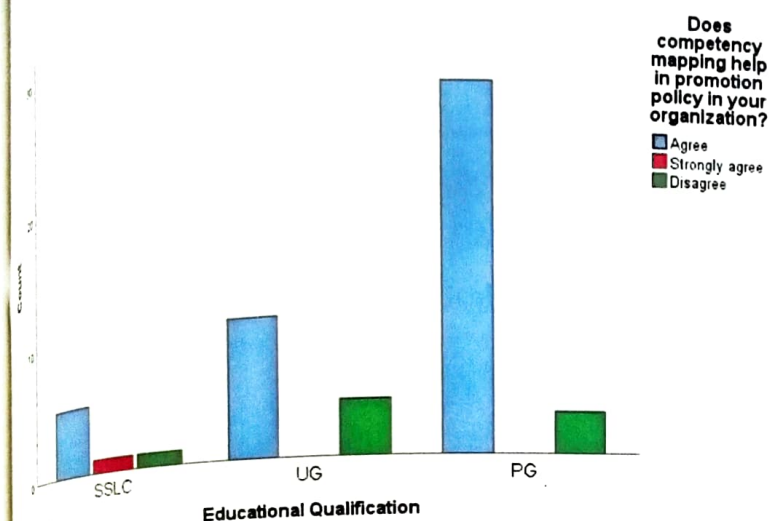
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.612 ^a	4	.072
Likelihood Ratio	6.228	4	.183
Linear-by-Linear Association	.892	1	.345
N of Valid Cases	50		

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .14.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.415	.072
	Cramer's V	.293	.072
N of Valid Cases		50	

Bar Chart



CONCLUSION

Table 4.1.18 represent the results of chi-square test to evaluate the association between educational qualification and competency mapping benefits the promotion policy. The significance value of chi - square is 0.072, which is greater than 0.05. Hence, it is inferred that there is no significance association between educational qualification and competency mapping benefits the promotion policy

NOTE

There is no significance association between educational qualification and competency mapping benefits the promotion policy

TABLE 4.1.19

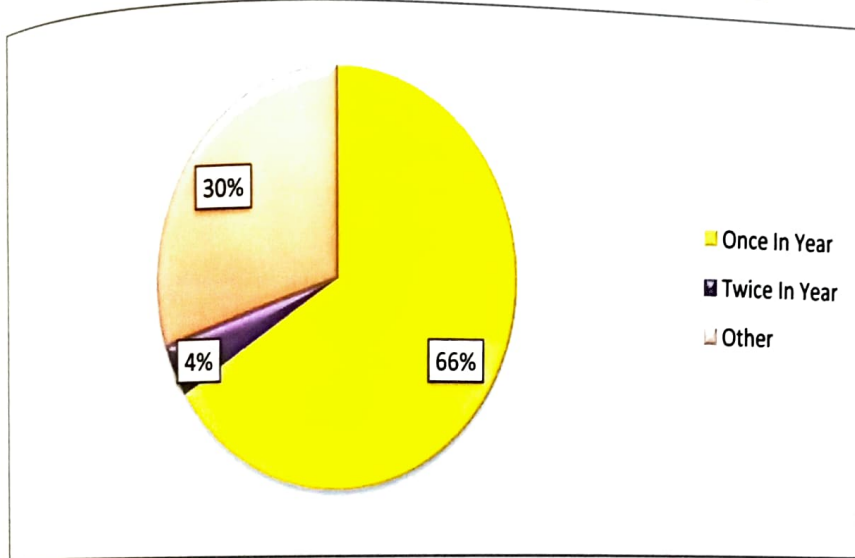
Table showing periodical review of competency mapping

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Once In Year	33	66
2	Twice In Year	2	4
3	Other	15	30
	Total	50	100

Source : Primary data

Chart 4.1.19

Chart showing periodical review of competency mapping



CONCLUSION

From the above chart it is understood that 66% of the respondents that once in year competency mapping is conducted, 30% of the respondents other, 4% of the respondents that twice in year competency mapping is conducted

Majority 66% of the respondents once in year that competency mapping is conducted

TABLE 4.1.20

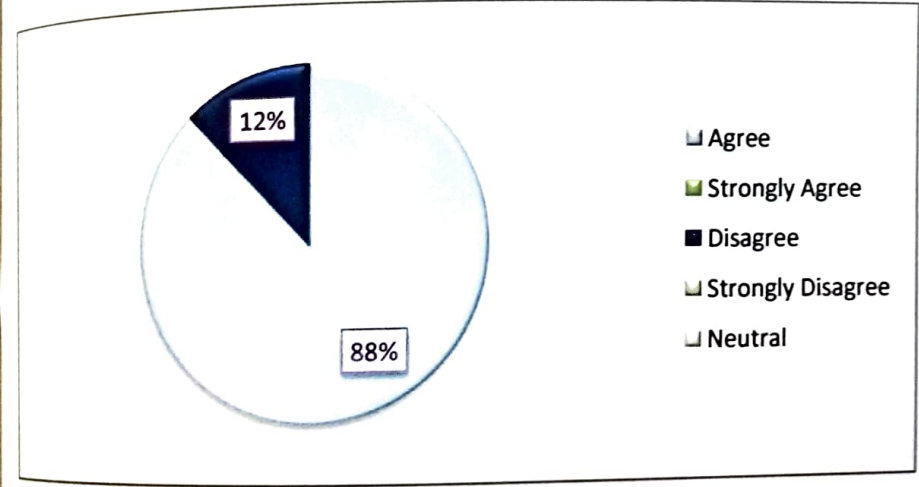
Table showing agreeable level of competency mapping which results in better employee performance

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	Nil	Nil
2	Agree	44	88
3	Neutral	Nil	Nil
4	Disagree	6	12
5	Strongly Disagree	Nil	Nil
	Total	50	100

Source : Primary data

Chart 4.1.20

Chart showing agreeable level of competency mapping which results in better employee performance



CONCLUSION

From the above chart it is understood that 88% of the respondents agreed that competency mapping results in better employee performance, 12% of the respondents disagreed.

Majority 88% of the respondents agree that competency mapping results in better employee performance

TABLE 4.1.21

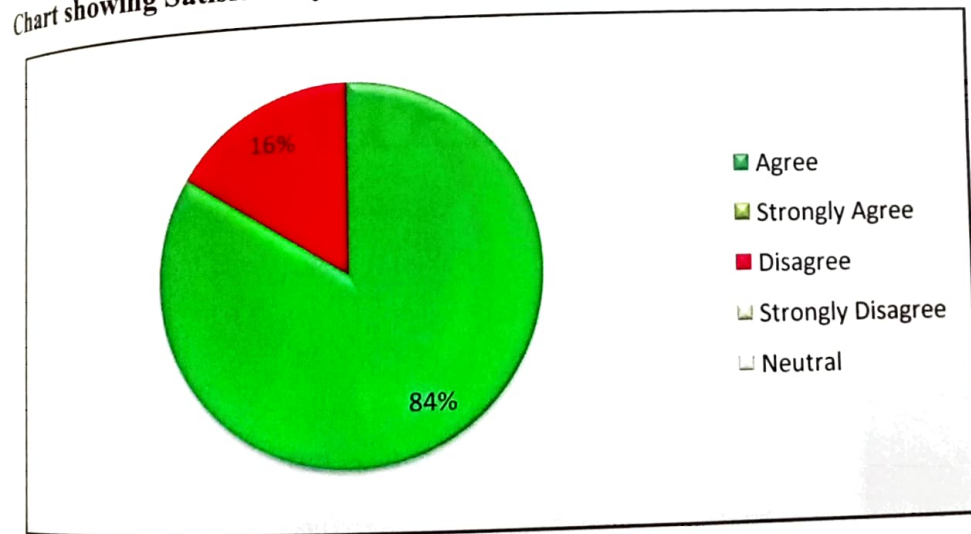
Table showing Satisfactory level of the assessment methods used by the Organization

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	Nil	Nil
2	Agree	42	84
3	Neutral	Nil	Nil
4	Disagree	8	16
5	Strongly Disagree	Nil	Nil
	Total	50	100

Source : Primary data

Chart 4.1.21

Chart showing Satisfactory level of the assessment methods used by the Organization



INFERENCE

From this above chart it is understood that 84% of the respondents agree that they are satisfied with the level of assessment method used by the company, 16% of the respondent disagree

Majority 84% of the respondent agree that they are satisfied with the level of assessment method used by the company

CHAPTER V

CHAPTER -V

SUMMARY FINDINGS, SUGGESTION AND CONCLUSIONS

5.1 INTRODUCTION

Human resource management is a process of bringing people and organizations together so that the goals of each other are met. The aim of the study is to explore formalization of competency mapping in organizations. Competency mapping was done by identifying the gap between required competency level and actual competency level. The study is based on both primary and secondary data .To conduct this study a sample of 50 respondents were chosen by using stratified random sampling method. With the help of the structured questionnaire and interview scheduling technique, primary data was obtained through the Statistical tool SPSS . The summary of findings and conclusion of the study are given below.

SUMMARY OF FINDINGS

- It is found that 78% of respondents agree with the awareness level of competency mapping
- The study reveals that 90% of the respondents agree that the competency mapping is necessary in the present scenario
- It is found that 92% of the respondents agree that competency mapping is being helpful in selecting the competitive candidate in selection process
- The study reveals that 94% of the respondents find competency mapping helps in identification of gaps
- It is found that 86% of the respondents agree that they are doing the job according to their job profile
- The study reveals that 86% of the respondents agree competency mapping in individual's career development
- It is understood from the study that 52% of the respondents access their competency during recruitment
- From the study it is found that 66% of the respondents access their competency in a better way through personal interview
- The study reveals that 70% of the respondents agree that training provided by their organization is free of cost
- It is found that 64% of the respondents agree with the productivity level of training program
- It is found that 70% of the respondents are satisfied with the training program given by the organization.
- The study reveals that 90% of the respondents agree that improvement of performance is because of training program given by their organization
- The study reveals that 38% of respondents access assignment as the competency method assigned by the organization
- It is found that 42% of the respondents agree with the satisfactory level of the assessment methods used by the company

- The study reveals that 60% of the respondents sometimes require guidance from their supervisor
- It is found that 46% of respondents strongly agree that roles and responsibility has been clearly defined
- The study reveals that 86% of respondents agree that competency mapping brings changes in employee's behavior
- The study reveals that 88% of the respondents agree that competency mapping have different department for different position in the organization
- It is found that 80% of the respondents agree that competency mapping benefits the promotion policy
- The study reveals that 66% of the respondents stated that once in year competency mapping is being conducted
- It is found that 88% of the respondents agree that competency mapping results in better employee performance
- It is found that 84% of the respondents agree that they are satisfied with the level of assessment methods used by the company

SUMMARY OF SUGGESTION

- The company management should provide the soft skill training program to every Employee in the organization to enlarge their competency related skills
- The company management should regularly monitor the behavior related performance of the employee during before and after commencement of training program.
- The company should makes awareness of employee own behavior related competency stress, adaptability, leadership, communication, decision making, team work, interpersonal etc
- The organization should continuously encourage and ask the employees to participate decision making, leadership etc.
- Managing stress, adapting changes are important behavior related competency which Affecting the performance of employees. So the organization should train the employee to Managing stress and adapting changes.

CONCLUSION

If the organization conduct the competency mapping means they may get good feedback from the employees. The competency mapping which is useful to the management to know the current level of competency what they have. Otherwise they cannot know the employee's behavior related competency. With the help of competency mapping the management can allot the right person to the right job. And the organization needs to provide various training programs to improve the various behavior related competency.

ANNEXURE

QUESTIONNAIRE

Respected respondent,

I am A prabavathi from the department of Human resource management, St Mary's college (Autonomous) Thoothukudi. Presently doing a project on "COMPETENCY MAPPING" SOUTHERN PETROCHEMICAL INDUSTRIES CORPORATION LTD(SPIC), as a part of my academic requirement. I request you to kindly fill the question given below and I assure that the information given by you will be used for academic purpose and I will be kept confidential

Name:

Age:

☐ 20-30 ☐ 30-40

☐ 40-50 ☐ 50-60

Gender:

☐ Male ☐ Female

Educational Qualification:

☐ Illiterate ☐ SSLC

☐ HSLC ☐ UG

☐ PG

Department:

☐ Human Resource Department ☐ Finance department

☐ Marketing Finance ☐ Safety Department

Designation:

☐ Officers

☐ Assistant Manager

☐ Executives

☐ Deputy Manager

Experience:

☐ 01-05 years

☐ 11-15 years

☐ 06-10 years

☐ 16 or More

1. Do you aware about competency mapping?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

2. Do you think competency mapping is necessary in this present scenario?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

3. Does competency mapping will be helpful in selecting the competitive candidate in selecting process?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

4. Did competency mapping help you to identify the gaps?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

5. Do you feel you are doing the job according to your job profile?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

6. Does competency mapping helpful in individual's career development growth?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

7. When will you access your competency?

- ☐ During recruitment
- ☐ Further development need
- ☐ Organizational development

8. In what way do you feel better to assess your competency?

- ☐ Personal interview
- ☐ Written test
- ☐ Psychometric test

9. Does training provide by your organization is free cost?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

10. Does training program increase your productivity?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

11. Your satisfaction level with the training program given by your organization

☐ Strongly satisfaction

☐ Satisfaction

☐ Neutral

☐ Dissatisfied

☐ Strongly dissatisfied

12. There is an improvement in your performance because of training program given by your organization?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

10. Does training program increase your productivity?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

11. Your satisfaction level with the training program given by your organization

☐ Strongly satisfaction

☐ Satisfaction

☐ Neutral

☐ Dissatisfied

☐ Strongly dissatisfied

12. There is an improvement in your performance because of training program given by your organization?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

3. To access your competency which of the following method id assigned by your organization?

☐ Assignment

☐ Project

☐ Events

☐ Issues

4. Do you require guidance from your supervisor?

☐ Always

☐ Sometimes

☐ Never

5. Your roles and responsibility has been clearly defined to you?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

16. Do you think competency mapping bring changes in employee's behavior?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

17. Does competency mapping have different department for different position in your organization?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

18. Does competency mapping help in promotion policy in your organization?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

19. How often is competency mapping conducted?

☐ Once in year

☐ Twice in year

☐ Other

20. Do you think competency mapping results in better employee's performance

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

21. Are you satisfied with the assessment methods used by the company?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

BIBLIOGRAPHY

BIBLIOGRAPHY

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3. Competency Mapping, by Spencer & Spencer

Website

- www.rang.com
- www.Google.com
- www.hrm.com
- www.R.com.com
- www.Cite hr.com

**A STUDY ON CUSTOMER PERCEPTION OF PRODUCT
QUALITY IN RATNA FURNITURE, THOOTHUKUDI.**

(A project report submitted in partial fulfillment of the requirements for the degree)

Of

MASTER OF HUMAN RESOURCE MANAGEMENT

Of

ST. MARY'S COLLEGE (AUTONOMOUS) – THOOTHUKUDI

Submitted by

M. SAKTHISARASWATHI

REG NO: 21SPHR09

Under the guidance of

Mrs. M. FATIMA LUCIA SHEEBA B.COM., MBA., NET



Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade)

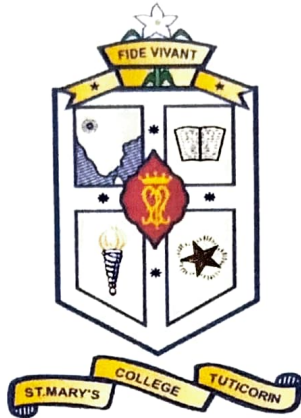
Tuticorin- 628001

APRIL 2023

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

ST. MARY'S COLLEGE (AUTONOMOUS)


THOOTHUKUDI - 628001




CERTIFICATE

This is to certify that the project **M. SAKTHISARASWATHI** of second year Master of Human Resource Management has undergone project on **“A STUDY ON CUSTOMER PERCEPTION OF PRODUCT QUALITY IN RATNA FURNITURE, THOOTHUKUDI.”** under the guidance of **Mrs. M. FATIMA LUCIA SHEEBA., MBA., NET** and this is an original work up to my knowledge.


CO-ORDINATOR
Dr. Mary Judith Reene Fernando
M.Com., M.Phil., Ph.D
Associate Professor of Commerce,
St. Mary's College (Autonomous),
Thoothukudi - 628 001, Tamil Nadu


EXTERNAL EXAMINER
Dr. M. JAISUN


FACULTY GUIDE


PRINCIPAL
Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.


DIRECTOR
Director
Self Supporting Courses
St. Mary's College (Autonomous)
Thoothukudi - 628 001

Date

Date: 09.03.2023

CERTIFICATE

This is to certify that **Miss. Sakthi saraswathi.M** (21SPHR09) IIMHRM Student of St.Mary's college (autonomous), Thoothukudi has done offline internship program on the topic of "**Customer perception of product quality**" at our reputed organisation utilize opportunities solution on Ratna furniture for 15 days from 6th 2023 to 21st 2023.

During this internship, she demonstrated good design skill with self-motivated attitude to learn new things. Her performance exceeded expectation and was able to complete the project successfully on time.

We wish her all the best for her future endeavour.

Thank you,

FOR RATNA FURNITURE
M. A. L.
OWNER

DECLARATION

I hereby declare that the project entitled "A STUDY ON CUSTOMER PERCEPTION OF PRODUCT QUALITY IN RATNA FURNITURE" is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this project has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

M. Sakthisaraswathi
Signature of the candidate

Date: 11.04.2023

(M. SAKTHISARASWATHI)

ACKNOWLEDGEMENT

First of all I thank the Almighty for his abundant grace and blessing for the accomplishment of my project. I would like to express my sincere gratitude to Principal **Dr. Sr. A.S.J. Lucia Rose, M.Sc., B.Ed., M.Phil., PGDCA., Ph.D.** for permitting me to do my project.

I also thank **Sr. Sr. Josephie Jeyarani, M.A, M.Phil.,** Director of Self-supporting Courses for her encouragement.

I express my heartfelt thanks to **Dr. Mary Judith Reene Fernando, M.Com., M.Phil., Ph.D,** Co-ordinator of the Department of Master of Human Resource Management for her kind support and guidance.

I wish a deep sense of gratitude to my project guide **Mrs. M. FATIMA LUCIA SHEEBA B.COM., MBA., NET,** Assistant Professor of Department of Human Resource Management St. Mary's College for providing foundation in project work and I am grateful to her, for giving invaluable guidance to complete my project.

I express my sincere thanks to **Mr. ARUN,** HR Manager of RATNA FURNITURE, THOOTHUKUDI, for allowing me to complete my project in their esteemed.

I thank **all the employees** of RATNA FURNITURE, THOOTHUKUDI, for their kind co-operation extended to me providing the necessary data and information to complete my project successfully.

Finally, I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work.

M. Sakthisaraswathi

ABSTRACT

The present study have investigated on the customer perception on product quality. The wooden manufacturing industry is still in the peak of the market. This report is to identify the product quality in ratna furniture. It is an industry located in Thoothukudi. This study was done to find whether there is any factor affecting the product quality. The sample was focused on the target people of Thoothukudi. There are customers who still go with the wooden products with design and customization in it. Majority of the respondents are satisfied with the product quality of that industry. Finally there are some suggestion that need to be concerned by the industry for better more customer relationship.

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CHAPTER I

CHAPTER 1

A STUDY ON CUSTOMER PERCEPTION ON PRODUCT QUALITY

1.1.1 Customer:

According to Philip Kotler, Customer is a certain or party who pays a fee for a product or service to fulfil his or her needs.

Customers are the king of the market. A person who buys the product or service is the customer. But a customer cannot be an end user of the product. Customer are the one who decides which product should exists in the market. Customer reference changes accordingly to the development and growth of the economy. Every firm fights to get a customer for their product through their advertisement strategy and attract the people to buy the product by providing according to the experience what people love. Firms also impress the customer by the cost of the products.

There are some 4 basic type of customers. They are;

- Analytical
- Amiable
- Expressive
- Driver

Analytical:

This type of customer will have a deep knowledge about the particular product and they are bit harder to be convinced in a particular matter. They have a habit of confirming each bit of information and focus more on the brands features to make sure about the quality and efficiency of the particular product or brand. These customers use their logical thinking rather than the emotional side when it comes to making decisions. They are slow indecision making.

Amiable:

These customer are respectful, sociable, and trustworthy. They are the good listener and forming relationship with others. Amiable people care more about building and establishing trust with other professionals.

They are more interested in business people who meet their buying expectations. These customers decision are based on how the company manages their interest in relationship-building. They also provide by offering help and assistance in decision making.

Expressive:

Expressive customers are more confident and engaging. These people have a creative side of their opinions on a particular topic. They prefer to share their own perspective rather than asking for additional information. Similar to amiable personality, they also give importance to relationships. Expressive customers are fast in decision making. These type of people will tend to buy products based on the recommendation of the people like; family, friends and relatives, etc.

Driver

Driver customers are mostly self-entered and opinionated. They try to find pleasure in manipulating a pitch that identifies them as reasonable and authoritative. Drivers expect all information should be delivered in the quickest way because they are goal-oriented. They are commanding to nature and motivate to achieve their own objectives. They think for immediate answer and solutions. Drivers are also fast in decision making. They provide facts and evidence to help for understanding the message and make quick decision.

1.1.2 Customer perception

A pleasant feeling customers derived or a disappointment that occurs when they compare own expectations to a products perceived outcome was regarded by Kotler and Keller as satisfaction. Customer satisfaction occur when the customer perception of received value in a transaction is equivalent with the perceived service quality relative to the client costs of acquisition and price.

Though customers repurchase intention and behaviour was seen to be influenced by customer satisfaction. Impacting positivity of the profit of the firm as well as future revenue

There are various indicators of customer satisfaction includes

- The reputation of the company and the willingness to recommended the product
- Small desire and intention to make a complain
- Repurchase interest
- Loyalty
- satisfaction

Perception

According to Robbins (2004), perception can be defined as a process by which individuals organize and interpret their sensory impression in order to give meaning to their environment based on their perception of hat reality is, not on reality itself; the wold as it is perceived is the world that is behaviourally.

Perception means gathering or receiving. It is the insight of knowing the different opinions from other people perception differ from one individual to another. Each individuals perceive the same situation in the different manner. It is the process of which people select, organize, interpret and respond to the other people.

1.1.3 Principles of perception

- figure-ground relationship
- grouping by proximity
- law of good continuation
- closure

1.1.4 Customer perception:

According to F.G. Crane and T.K. Klarke, G.D. Harrell, G.L. Frazier, Customer perception is a Process during which an individual acquires knowledge about the environment and interprets the information according to his/her needs, requirements and attitudes.

Customer perception is about the opinion, feeling and thoughts of the customers towards a Brand or the product. Main function of customer perception is to build the customer loyalty and retaining regarding the brand reputation and awareness.

Assessment of the experience if service quality, that turn help to determine overall customer satisfaction

Perception are always considered relative to experience. Expectations are dynamic evaluations.

Customer perceive service in term of the quality of the service

Service quality is the main focused evaluation that evaluation that reflect the customer perception of reliable, assurance, responsiveness, empathy and tangible.

1.1.5 Customer perception stages

Sensing

The sensing is the first stage of customer physical sense means what they, see touch, taste, hear and feel related to product

Organising

The second stage is organising their information based on the own personal value and beliefs

Reacting

The last and final stage is reacting when the customer decides to act the might means they make a purchase from your company purchase from other business

1.1.6 Importance of customer perception

The main thing of customer perception is the customer has leave the shop with happily because that persons tell about the experience about the shop with good impression and feel value after a interaction with others

It very easy to felicitate a positive customer perception from the onset than to change his negative perception to an optimistic one.

1.1.7 Objectives of customer perception

The main object of customer perception is the factor influence and the significant outcomes resulting outcomes it.

The five key dimension is reliability, responsiveness, empathy, assurance and tangible.

The customer perception of the service the moments of truth are the essential building blocks of their customer perception.

1.1.8 Influence of customer perception

Past experience

Every customer has one past opinion of our company if it is good of positive experience they build trust between customer and your brand and lead to a loyal customer base.

Price

The most of the customer thing like priority price choosing between service providers. Price is too high they can't affordable amount of service.

Quality

Product quality can influence customer perception of your brand. When your product exceeds expectation, customer feel like they received a good deal, leading to a positive experience that can make them want to purchase again.

Usability

Customer generally use to prefer product easy to use and have clear one. The easy with which buyer can interact with your product and use them to solve a problem can influence their feeling about your brand. So they can create product in a straight forward and to be operate easily.

Location

Customer value convenience, and where your company is located can impact their customers. The location must be centre is should be sufficient to all the customers and easy entrance and exit point and convenient parking.

Customer service

The customer service play a major role about customer service. In case the issue of any product a productive experience with the customer care teams that solves quickly can leave customer with an overall positive perception of the firm.

Reputation

The social media and news people hear about your brand can impact their feelings about the business to help.

Recommendations

The peoples can recommendations from family, friends, neighbour to influence can affect whether a person purchase your product. This is why investing in strategy to improve customer perception can be worth, leading to an exponential increase in sales and conversions.

Improve customer perception

1.1.9 Learn what customer think

- send out survey to current customer
- post a link on your social media accounts to an anonymous survey
- purchase a mailing list for your area
- search online for comments and reviews about the company

1.1.10 Develop the customer experience

- offering beverage or snack to client who are waiting
- decreasing wait time for clients
- making the lobby comfortable and inviting
- creating the app and website app and clients to make appointments digitally

- sending reminder email or texts when it time to follow up service

1.1.11 Focus on customer service

- providing survey for customers to rate their experience
- create training program to fresher how to service their customer
- employing secret shoppers to gauge the customer experience
- Give rewarding representatives who exhibit the company values.

1.1.12 Factors affecting customer perception are;

- Price
- Brand positioning
- Product quality
- Customer support quality
- Online reviews
- Demand one
- Customer support value

Customer perception can be improved through many ways, some of the factors are

- Look inward
- Strike an emotional bond with customers
- Lean towards the positive language
- Commit to the consistency
- Break down data silos
- Collect customer feedback
- Follow up with customers after every interactions.

1.1.13 Pros of customer perception

The all customers want low price premium

The more effective recalls

Better management control

The increased customer satisfaction

Increased in sales and market sale

Competitive advantage is the main thing

1.1.14 Cons of customer perception

High cost

Cost for capital purchase

Reduce flexibility

Limited of stock

Quality is not perfect

1.1.15 Product quality:

According to Philip Kotler, A product is anything that can be offered to a market for attention, acquisition, use or consumption.

According to Philip Kotler, Quality is defined as the totality of features and characteristics of a product or services which has ability to satisfy the consumers

According to Alderson, A product is a bundle of utilities consisting of product features band accompanying services

Stanton defines A product is a set of tangible and intangible attributes including packaging, colour, price, manufacturer prestige, and manufacturer and retailer services, which the buyer may accept as offering satisfaction.

According to Walter, Mueller, and Helfert, product quality is based on the personal experience of potential customers with the brand, it reflects their evaluation of products they purchased with respect to quality.

Product quality means to incorporate features that have a capacity to meet consumer needs and gives customer satisfaction by altering product to make them free from deficiencies.

Good product are key to market success. The product represents a bundle of expectations of the consumers. The product satisfies the need of the society. A successful product ensures its own promotion if satisfies the needs of consumer, that is the product is right to the market. A good product should be able to generate extra amount to enthusiasm which is important to market organisations.

Product quality is something to know that whether the product has satisfied the Customer needs or taste. The product should also meet the standard of the firm or industry. Better products will make the customer happier and it increase the revenue.

Anything that possesses utility is described as goods. A product is both what a seller has sell and what a buyer has to buy. Thus, any enterprise that has something to sell, as tangible good or not, is selling a product.

People purchase products, because they are capable of realising some benefits to the purchaser. A product is one which satisfies that needs of customers.

1.1.16 Definition of quality

- Quality is fitness for use- Juan
- Quality I conformance to requirement- Crosby
- Quality is a predictable degree of uniformity and dependability, at low cost at suited to the market- Deming

- Quality is the loss imparted by a product to society from the time the product is shipped – Taguchi
- Quality is correcting and preventing loss, not living with loss- Hushing.

The adjective quality applies to objects and refers to the degree to which a set of inherent characteristics fulfils a set to requirements. An object is an entity that is either conceivable and an inherent characteristics is a feature that exists is an object

The meaning of quality continues to evolve as the quality profession growth and matures.

1.1.17 Product quality can be improved on many basis by;

- Training the employees
- Performing product test
- Spy on competitors
- Listening to customers feedback

1.1.18 Importance of product quality

- Reliability
- Safety
- Durability
- Serviceability
- Responsiveness
- Aesthetics
- Reputation

Reliability

- Reliability is that the quality is so good that you can rely on it for every time. Good quality products are always reliable

- Reliability is the probability of the product surviving over a specific period of time under stated conditions to use
- It is the consistency of performance of the product over time. It is measured by mean time between failures.

Safety

- A fine product would always focus on security of the end user. Many product focus heavily on it and it help them establish a brand positive name on market.
- Then the other hand worst products lead to issues and are not perceived well.
- Durability is the measure of product life or the useful life of the product.
- It is the length of time or amount of use before needing to be required

Serviceability

- Serviceability is the ability to repair a product quickly and easily
- It is the resolution of problems and complaints on the product
- It is the speed cost and convenience of repairs and maintenance

Responsiveness

- Response also known as customer responsiveness is a measure to how well the manufacture of the product is able to adapt to the changing needs of the customer
- It is about being flexible, dynamic and agile

Aesthetics

- Aesthetics is the effect on human senses such as look, feel and sound etc...
- Aesthetics may include, but not limited to the appearance of the product, the finish, colour, etc...

Reputation

- Reputation is nothing but the perceived quality
- It is the subjective assessment resulting from image, advertising, or brand names.

1.1.19 Focus of product quality

Before production

The company must find out the need of the consumers. These needs must be included in the product design specification. So, the company must design its product as per the needs of the consumer.

During production

The company must have quality control at all stages of the production process. The must have quality control for raw material, plants and machinery, selection and training of manpower, finished products, packing of products, etc.

After production

The finished product must conform to the product design specification in all aspects, especially quality

The company must fix a high quality standard for its product and see that the product is manufactured as per this quality standard. It must try to make zero defect products.

1.1.20 Advantages of product quality

- Promote better understanding to customer need
- Improve customer satisfaction
- Promote team work
- Reduces overall cost of design and manufacture
- Introduces the new design in the marker faster
- Better documentation of design and development process
- Minimizes number of later engineering changes
- Break barrier between functions and departments
- Better understanding of design interaction
- Identify action and interfaces
- Reducing cost of the new product
- Based on customer intention

1.1.21 Limitations of product quality

- Time and consuming process in resource
- Focus on the quality other than functionality
- The customer difference in opinion
- Labour intensive process
- Ambiguity of categories
- The complex in matrix
- Difficult to satisfy all customer needs
- Comprehensive and extension method

1.1.22 Types of quality problems

Compliance problems

Compliance problems occur when a structured system having standardised inputs, process, and outputs is performing unacceptably from the customer's point of view

- These problems can be identified by comparing with standards from the internal and external customers.

Unstructured problems

Unstructured problems are similar to compliance problems except that they are not specified by standards

- The absence of standards may be due to system immaturity or to the need for flexibility in system performance
- These unstructured problems can be identified through negative customer feedback.

Efficient problem

Efficient problem occur when the system is performing unacceptably from the owners point of view

- These efficiency problems can be identified from benchmarking and employee feedback

Process design problems

Process design problems involve the development of new processes and revision of existing processes

- The identification of these problems is prompted by poor performance, the knowledge of benchmarking that we can do better, the introduction of new product.

Product design problem

Product design problem involve the development of new products and the improvement of existing products.

- These problem arise because the competitor comes out with a better product that will satisfy the customer needs better of the customer needs

1.1.23 OBJECTIVES OF STUDY

Primary objectives:

- To study about the customers perception on Product Quality of Ratna Furniture in Thothukudi city.

Secondary Objectives

- To study about the product quality of Ratna Furniture in Thoothukudi city.
- To identify whether there is any factors affecting the product quality.
- To determine whether the product quality dimension bring the perception towards the buying behaviour of the customer.
- To give a suggestion towards the level of satisfaction regarding the product quality.

1.1.24 NEED OF THE STUDY

- To know about the taste and preference of the customer towards this firm.
- To know whether the customer are been changing to modern furniture or still in wood furniture.
- Want to know whether this firm provide the best quality to their customer.
- To know about the customer perception towards their product quality

1.1.25 SCOPE OF THE STUDY

- This study will help the firm to know more about the customer need in future
- Scope also increase the productivity of product in large size
- There can also be changes done in the product, by the firm to attract more customers
- To be a supporting factor this survey is done to increase the business growth

1.1.26 LIMITATION OF THE STUDY

- Difficulty while getting the response from customer.
- The view and opinions of customer vary from each other.
- Some of the replies of the respondents may be biased.
- Some respondents have not understand the question clearly.
- Few respondents were nor ready to fill the form.

COMPANY PROFILE

1.27 Introduction

Ratna furniture was established in 1995 by Founder MR. Mani. The company was started with few employees and now it gradually developed aa large scale manufacturing season.

It is reputed for furniture like,

- Sofa
- Dining table
- Cot
- Dressing table
- Door
- Diwan
- Chair

Our quality of furniture manufactured to a customer always come first.

There are hundred employees employed in the company. They also have the branch in Kovilpatti. It is a complete pace to buy the furniture for home and professional needs. Customer centricity is the core of Ratna furniture. Their business have the belief to build the long term relationship with their customers. Ensuring the positive customer experience, making available of good quality product and service.

They have believed for more the 27 years. The customer's satisfaction in their phone objectives. Their showroom has the first quality of furniture in ready-made and also they take order. They understood customer wants from time to time as it as a fashionable business.

At present this company is one of the top manufacturing in Tamilnadu and it supplies throughout tamilnadu.

Ratna furniture is the biggest and best leading manufacturing furniture shopping south tamilnadu. They pride themselves in the service and choice that they offer to their customer. Ratna furniture earns a good reputation in a short period for the quality goods at low price

1.28 VISION:

To be the largest quality manufacturing company in south India.

1.29 MISSION:

To be the most respected and innovative supplier enabling our customers to create advanced wood components for the product and services.

1.30 COMPANY LOGO



1.31 OBJECTIVES OF THE COMPANY:

- To be the first choice of the customer
- Carryout all activities with the environment

- To train the employees for better customer relationship
- To bring innovation
- Provide high quality of product and fashion worth to the value of money

1.32 COREVALUES:

- Provide world class customer service
- Maximise the sale and business growth
- Team work
- Innovation
- Commitment

1.33 Varieties of furniture

There are many varieties of furniture available in ratna furniture they are;

- Prestige cot
- Diamond cot
- Victoria cot
- Carving dhivan
- Supreme set
- Royal cot
- Three arch cot
- Rainbow set
- Gova set

1.34 FACILITIES

- Fully air conditioned for both employees
- There is a special hall for women
- Separate hostel facilities for both men and women employees
- Transportation facility for employees came from long distance.

1.35 SPECIALITY

In, Ratna furniture, there is low price and high quality products are available for all level customers. They attract customers from full areas of Thoothukudi and kovilpatti. There is many special scheme are offers for the regular customers.

1.36 STORAGE:

They specialize in all homes needs products and professional need furniture items. Ratna furniture they have their own storage place having all the product safety that consists 100sq.ft

CHAPTER II

CHAPTER II

CHAPTER-II

REVIEW OF LITERATURE

Ertekin, Merve (2010): Ertekin, M., & Aydin, B. (2010). The impact of National identity and culture on customer perception of Product Quality. The authors identified an inevitable impact on the product quality perception on customers. The case of mobile phones in Sweden and Turkey. In this study they found the dissimilar norms and values between cultures were defining the quality perception differently.

Yuen EF etal (2010): Yuen, E.F., & Chan, S.S (2010). The effect of retail service quality and product quality on customer loyalty. *Journal of Database Marketing & Customer Strategy Management*, 17 (3), 222-240. The research is to examine the impact of product and service quality dimension on customer loyalty. They describes the three dimensions- physical aspect, reliability and problem solving to customer loyalty.

AA etal Jahanshahi (2011): jahanshahi, A.A., Gashtri, M.A.H., mirdamadi, S.A., Nawaser, k., & khaksar, S.M.S. (2011). Study the effect of customer service and product quality on customer satisfaction and loyalty. *International journal of humanities and social science*, 1(7), 253-260. This study show that there are high positive correlation between the constructs of customer service and product quality with customer satisfaction and loyalty.

Razak etal (2016): razak, I., Nirwanto, N., & Trianmanto, B, (2016). The impact of product quality and price on customer satisfaction with the mediator of customer values. *ISTE: Journal of marketing and consumer research*, 30, 59-68. The purpose of this study is to test the product quality and price towards customer satisfaction and to the mediating role of customer value in improving customer satisfaction. This research is to study on perception and causality for the customer of toothpaste as a convenience product.

Darwin Dhasan et al (2019): Dhasan, D., & Aryupong, M (2019). Effects of product quality, service quality and price fairness on customer engagement and customer loyalty. *ABAC journal*, 39(2). This study results indirect effect on customer loyalty, with product quality, service quality, price fairness and customer engagement all having positive influence. It also say about the product quality and price fairness did not significant affect customer engagement.

Osman gok et al (2019): gok, o., ersoy, p., & Boruhan, G. (2019). The effect of user manual quality on customer satisfaction: the mediating effect of perceived product quality. *Journal of product and brand management*. This paper investigated on quality and is influence on product quality and customer satisfaction. This study reveals the high quality user manual of product management and development stragies.

JM Sitanggang et al(2019): Sitanggang, j.m., Sinulingga, S.,& FA Chruddin, K.A.(2019).analysis of the effect of product quality on customer satisfaction and customer loyalty of india home ATPT Telkon Regional 1 Sumatera, Medan, north Sumathra, Indonesia. *American international journal of business management (AIJBM)*, 2(3), 26-37. The purpose of this study is to solve the problem concerning product quality to increase customer loyalty. They analyse the direct and indirect effects of product quality on customer satisfaction and customer loyalty of indi home. It can be stated that customer satisfaction is useful as an intervening variable between product quality and customer loyalty.

S Jakpar et al (2012): Jakpar, S., Goh, s., Johari, A., & Myint, k. (2012). Examining the product quality attributes that influence customer satisfaction most when the price was discounted: a case study in kuching Sarawak. *International journal of business and social science*, 3 (23), 221-236. This study was about the customer satisfaction towards the product quality. Whether the research on the product quality after discounting price is satisfying the customers.

N Susanti (2020): Susanti, N., & Jasmani, J. (2020). In his study "The influence of product quality and service quality on customer Satisfaction" at mitra 10 in Depok. *Jurnal office*, 5(2), 75-84. This study stated that it aims to determine the effect of product and service quality on customer satisfaction. The result of this study product quality have significant effect on customer satisfaction.

Suchanek p etal (2015): Suchanek, P., Richter, J., & Kralova, M. (2015).customer satisfaction, product quality and performance of companies. Review of economic perspective, 14 (4), 329-344. This research in on the analysis of quality, customer satisfaction and performance of the industry. They determine the influence of quality on customer satisfaction of business performance and competitiveness.

CHAPTER III

CHAPTER III

RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION:

Research methodology is the systematic way to solve the research problem. It given an idea about the various steps in systematic manner. The research method of the study explain the systematic way of finding to the predetermining objectives. This provide the clear path to accomplish and achieve clear solution for the problem stated.

3.2 DATA COLLECTION:

To accomplish the objective of the study both primary data and secondary data were utilised.

Primary data:

Primary data refers to the collective of first hand data. The information was collected from the respondent by

- A structure questionnaire
- Observation
- Interview and direct conservation with the measurement

Secondary data

A past from primary data collected the data was collected through

- Text books
- Records of industry
- Journals from library
- Academic report
- Webster

3.3 RESEARCH DESIGN:

A research design is considered as the frame work or plan for a study that guides as well as helps the data collection and analysis of data. The research design in this project is discipline in nature

3.4 SAMPLE DESIGN:

By adopting random sampling methods, a sample of 50 respondents was selected from ratna furniture. And the questionnaire was disturbed to get the primary data from them.

3.5 CONSTRUCTION TOOLS:

Population:

There are totally 100 employees working in the organization.

Sample size:

Out of the total population for the study a sample size 50 respondent were selected.

Sample area:

The research was conducted at ratna furniture Thoothukudi.

Sampling procedure:

The research was made by the survey in accordance to the convenience of the employees. The sampling technique used was convenience sampling.

Methodology:

The collected data were analysed by using the following statistical tools namely percentage analysis and graphical method like bar diagram, pie chart, etc.

Frame work analysis:

Regarding the study of team synergism the research collected all primary and secondary data to clear view of the project. The data collected through questionnaire and schedule were tabulated classified and analysed on the basis of percentage analysis method.

Period of the study:

The study has been conducted during the period ranging from February to May 2023.

3.6 PERCENTAGE ANALYSIS:

Percentage analysis is a method to represent raw streams of data was a percentage for better understanding of collected data.

Percentage analysis: $\text{number of respondent} \times 100$

Total no. of. respondents

3.7 CHI-SQUARE TEST:

Chi-square test is used to compare two variable for a randomly selected data. The expected frequencies are based on the conditions of null hypothesis the rejection of null hypothesis. The rejection of null hypothesis is based on expected values. It is used to check whether are independent of each other or not.

$$\text{Chi square} = \sum (O-E)^2$$

E

Null hypothesis: There is no significant relationship between age and the abilities of teamwork after joining the company.

Hypothesis: There is significant relationship between age and the abilities of teamwork after joining the company.

After internship the result suitable suggestion are given the statistical tool used for analysing the data collected are

- Sample percentage analysis
- Bar diagram
- Pie chart
- Chi square

3.8 ANOVA:

The anova test is performed by comparing two types of variation between sample means as well as the variation within each of the samples. If the p-value is less than 0.05 the analyst reject the anova test and vice versa.

There are three types of anova test-one way analysis anova, two way analysis anova and n way analysis of variance.

Formulae.

$$F = \text{MST} / \text{MSE}$$

3.9 TOOLS FOR ANALYSIS:

After the data have been collected, it has to be analysed. The data obtained from the questionnaire is consolidated. Tabulation is a part of technical procedure where classified data are put in the form of tables. Two tables obtained should be analysed with the statistical technique and tools so that the interpretation would be precise.

CHAPTER IV

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

4.1 Data interpretation:

Analysis of data means, studying the tabulated material in order to inherent facts or meanings. Larger divisions of material should be broken down into smaller units and rearrangement in new combination to discover new facts, interrelation and cause effect relationship.

Analysis of data is the most skilled task of all stages of research, calling for the researcher's own judgement and skill. It throws light on the various problem areas, enabling the research it identifies ways and means of arriving at a solution. A research besides the collection and analysis of data has to draw inference and explain their significance.

The task of drawing conclusion and inference from a careful analysis of data is known as interpretation.

TABLE 4.1.1

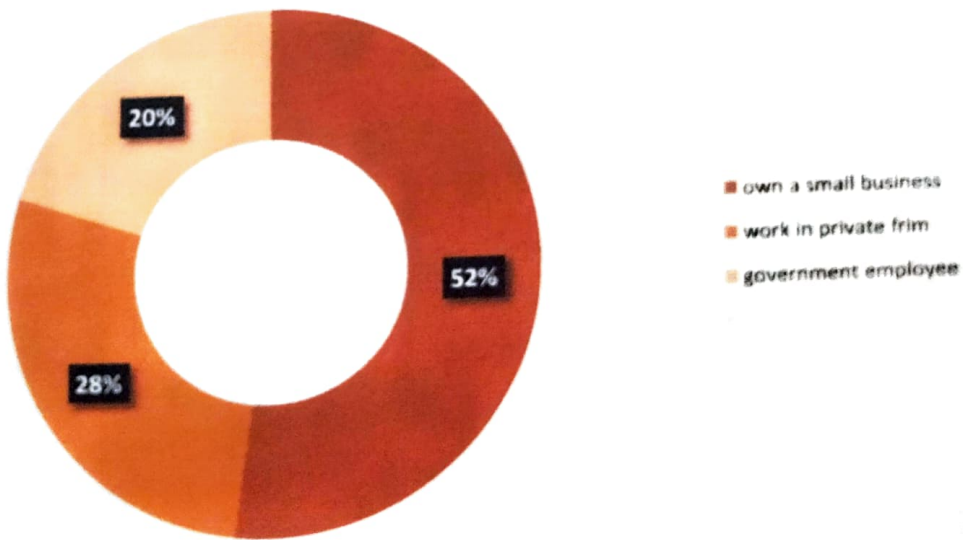
TABLE SHOWING CUSTOMER'S EMPLOYMENT STATUS

S.NO	Particulars	No. of. respondents	Percentage
1	Own a small Business	26	52%
2	Work in private Firm	14	28%
3	Government employee	10	20%
Total		50	100%

Source- primary data

CHART 4.1.1

CHART SHOWING CUSTOMER'S EMPLOYMENT STATUS



INFERENCE:

From the above chart it is inferred that 52% of respondents like to run an own business and 20% of respondents working in a government employee

TABLE 4.1.2

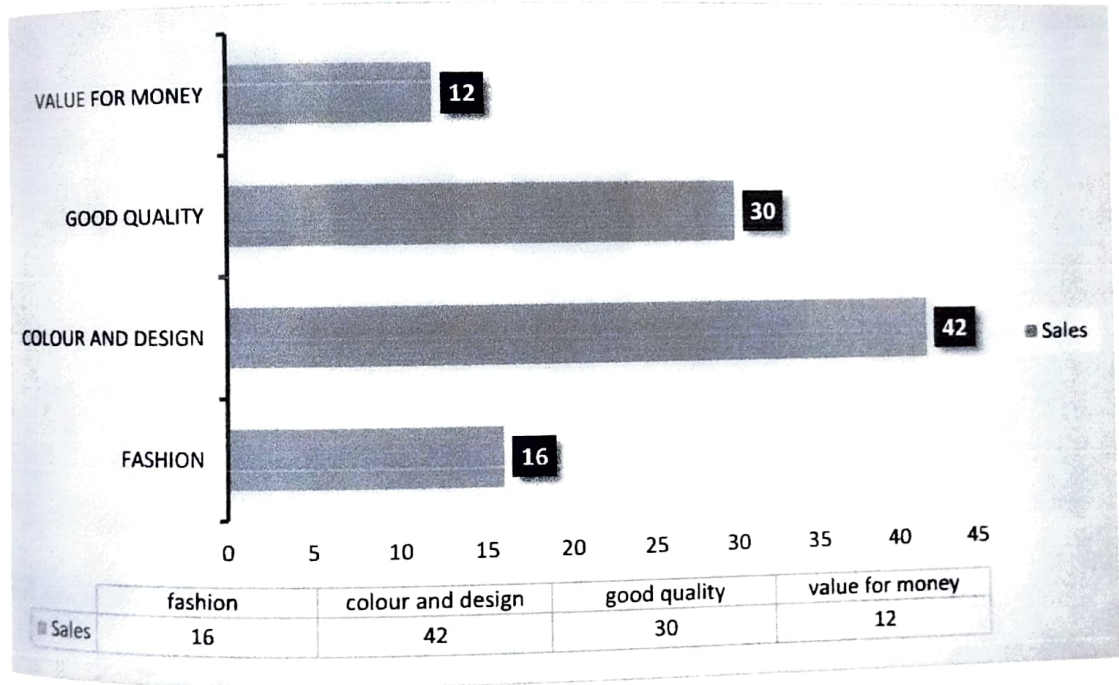
**TABLE SHOWING CUSTOMERS LEVEL OF CONSIDERATION
TOWARDS RATNA FURNITURE**

S.NO	Particulars	No. of. Respondent	Percentage
1	Fashion	8	16%
2	Colour and design	21	42%
3	Good quality	15	30%
4	Value for money	6	12%
Total		50	100%

Source: Primary Data

CHART 4.1.2

**CHART SHOWING CUSTOMER'S LEVEL OF CONSIDERATION
TOWARDS RATNA FURNITURE**



INFERENCE:

From the above chart it is inferred that 42% of respondents like the colour and design and 12% of respondents give value for money.

TABLE 4.1.3

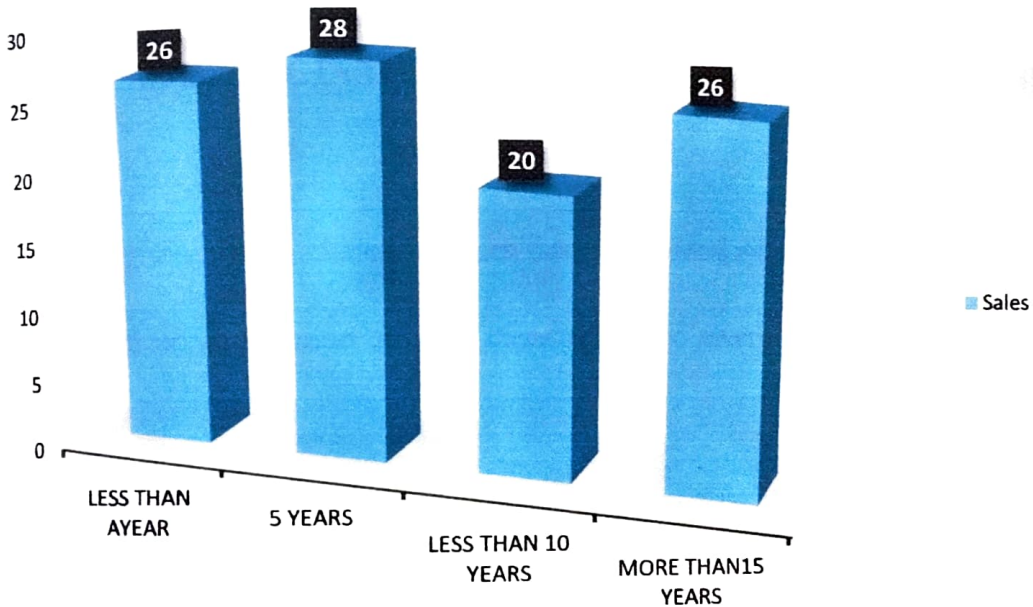
TABLE SHOWING CUSTOMER'S USAGE OF RATNA FURNITURE

S.NO	Particulars	No. of. respondent	Percentage
1	Less than a year	13	26 %
2	5 years	14	28%
3	Less than 10 years	10	20%
4	More than 15 years	13	26%
Total		50	100%

Source: Primary data

CHART 4.1.3

CHART SHOWING CUSTOMER'S USAGE OF RATNA FURNITURE



INFERENCE:

From the above chart it is inferred that 28% of respondents using ratna furniture for last 5 years and 20% of respondents using ratna furniture for less than 10 years.

TABLE 4.1.4

**TABLE SHOWING ASSOCIATION BETWEEN GENDER & CUSTOMERS
BRAND AWARENESS**

S.NO	Particular	No. of. respondents	Percentage
1	Through advertisement	15	30%
2	Word of mouth influence	25	50%
3	Internet	10	20%
Total		50	100%

Source : primary data

**HYPOTHESIS ASSOCIATION BETWEEN GENDER & CUSTOMERS BRAND
AWARENESS**

H₀: There is no significant association between customer brand awareness and educational qualification

H₁: There is significant association between customer brand awareness and educational qualification

EDUCATION QUALIFICATION * How did you come to know about the brand? Cross tabulation

		How did you come to know about the brand?			Total
		through advertisement	word of mouth influence	internet	
EDUCATION QUALIFICATION	SSLC	Count	4	5	1
		% within EDUCATION QUALIFICATION	40.0%	50.0%	10.0%
		% within How did you come to know about the brand?	26.7%	20.0%	10.0%
		% of Total	8.0%	10.0%	2.0%
HSLC		Count	1	6	1
		% within EDUCATION QUALIFICATION	12.5%	75.0%	12.5%
		% within How did you come to know about the brand?	6.7%	24.0%	10.0%
		% of Total	2.0%	12.0%	2.0%
UG		Count	7	7	7
		% within EDUCATION QUALIFICATION	33.3%	33.3%	33.3%
		% within How did you come to know about the brand?	46.7%	28.0%	70.0%
		% of Total	14.0%	14.0%	14.0%
PG		Count	3	7	1
		% within EDUCATION QUALIFICATION	27.3%	63.6%	9.1%
		% within How did you come to know about the brand?	20.0%	28.0%	10.0%
		% of Total	6.0%	14.0%	2.0%
Total		Count	15	25	10
		% within EDUCATION QUALIFICATION	30.0%	50.0%	20.0%
		% within How did you come to know about the brand?	100.0%	100.0%	100.0%
		% of Total	30.0%	50.0%	20.0%

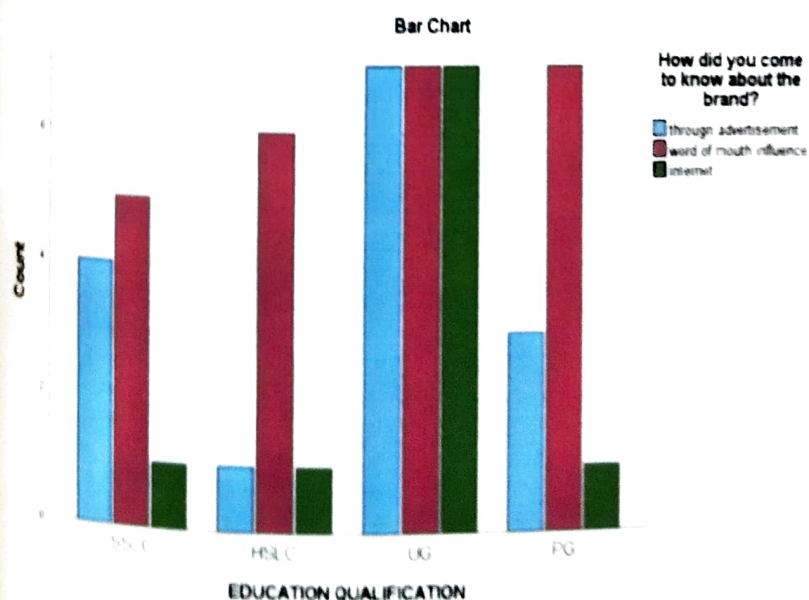
Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	7.077 ^a	6	.314
Likelihood Ratio	7.267	6	.297
Linear-by-Linear Association	.199	1	.656
N of Valid Cases	50		

- a.
- b. 8 cells (66.7%) have expected count less than 5. The minimum expected count is 1.60.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.376	.314
	Cramer's V	.266	.314
N of Valid Cases		50	



INTERPRETATION:

The customer brand awareness is highly associated with educational qualification which is implied by inferential testing and t value 0.314 that is statistically not associated value at five percentage level of significance. Hence the hypothesis is accepted

NOTE:

There is significant association between customer brand awareness and educational qualification

TABLE 4.1.5

**TABLE SHOWING REASON FOR CUSTOMER'S PREFERENCE
TOWARDS RATNA FURNITURE**

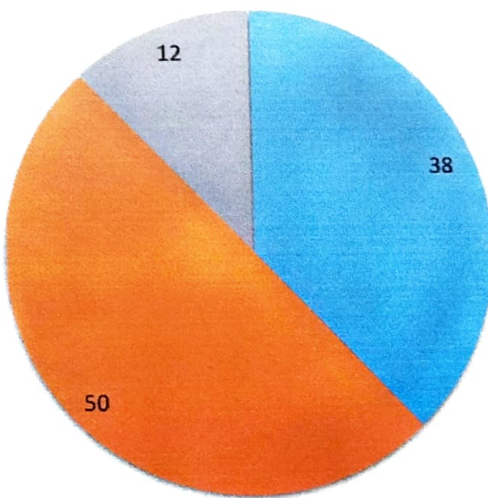
S.NO	Particulars	No. of. Respondent	Percentage
1	Discount and offers	19	38%
2	Variety of product	25	50%
3	Customer service	6	12%
Total		50	100%

Source: Primary Data

CHART 4.1.5

**CHART SHOWING REASON FOR CUSTOMER'S PREFERENCE
TOWARDS RATNA FURNITURE**

■ discount and offers ■ variety of product ■ customer service ■



INFERENCE:

From the above chart it is inferred that 50% of respondent's prefer variety of product and 12% of respondents like the customer service.

TABLE 4.1.6

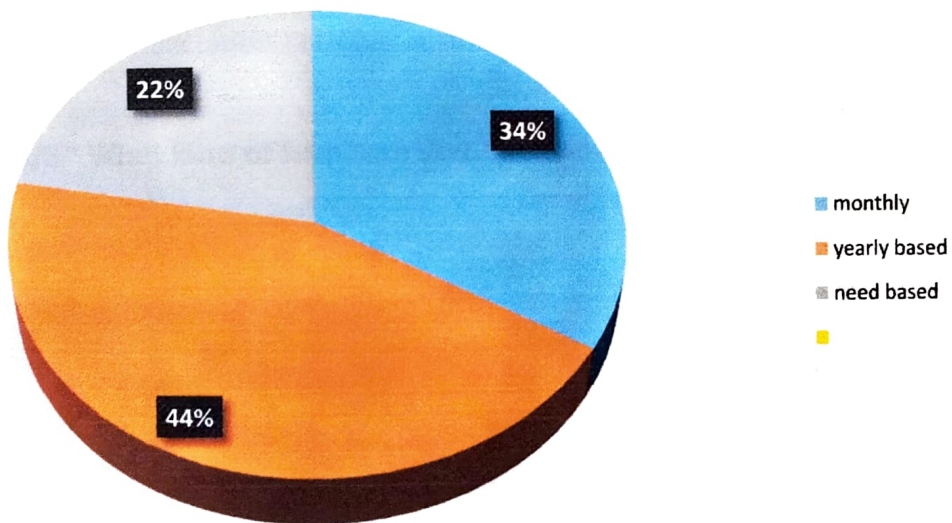
TABLE SHOWING CUSTOMERS PURCHASE FREQUENCY IN RATNA FURNITURE

S.NO	Particulars	No. of. respondent	Percentage
1	Monthly	17	34%
2	Yearly based	22	44%
3	Need based	11	22%
Total		50	100%

Source: Primary Data

CHART 4.1.6

Chart showing customers purchase frequency in ratna furniture



INFERENCE:

From the above chart it is inferred that 44% of respondents purchase in yearly basis and 22% of respondents purchase when they are in need.

TABLE 4.1.7

TABLE SHOWING ASSOCIATION BETWEEN AGE AND CUSTOMER'S PURCHASE BEHAVIOUR

S.NO	Particulars	No. of. respondent	Percentage
1	Sofa	25	50%
2	Dining table	13	26%
3	Dressing table	7	14%
4	Cot	5	10%
Total		50	100%

Source: Primary Data

HYPOTHESIS ASSOCIATION BETWEEN AGE AND CUSTOMER'S PURCHASE BEHAVIOUR

H₀: There is no significant association between customer's purchase behaviour in ratna furniture.

H₁: There is significant association between customer's purchase behaviour in ratna furniture.

MARITAL STATUS * What kind of furniture you have bought recently? Cross tabulation

What kind of furniture you have bought recently?

		What kind of furniture you have bought recently?				Total
		sofa	dining table	dressing table	cot	
MARRIED	Count	19	7	4	3	33
	% within MARITAL STATUS	57.6%	21.2%	12.1%	9.1%	100.0%
	% within What kind of furniture you have bought recently?	76.0%	53.8%	57.1%	60.0%	66.0%
	% of Total	38.0%	14.0%	8.0%	6.0%	66.0%
UNMARRIED	Count	6	6	3	2	17
	% within MARITAL STATUS	35.3%	35.3%	17.6%	11.8%	100.0%
	% within What kind of furniture you have bought recently?	24.0%	46.2%	42.9%	40.0%	34.0%
	% of Total	12.0%	12.0%	6.0%	4.0%	34.0%
Total		25	13	7	5	50
	Count	25	13	7	5	50
	% within MARITAL STATUS	50.0%	26.0%	14.0%	10.0%	100.0%
	% within What kind of furniture you have bought recently?	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	50.0%	26.0%	14.0%	10.0%	100.0%

Chi-Square Tests

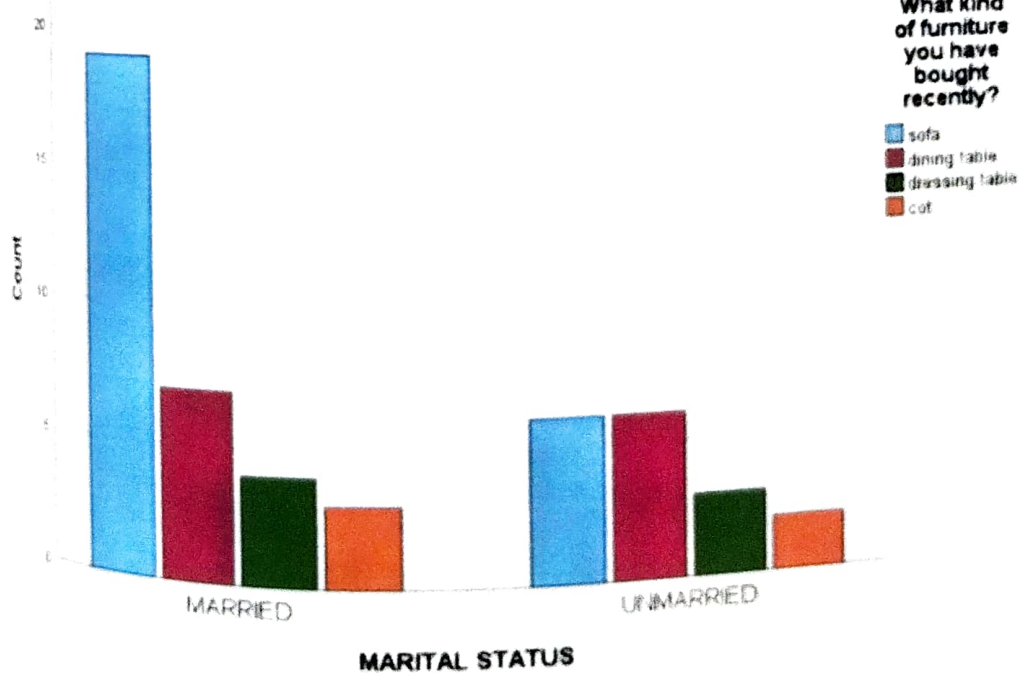
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	2.295 ^a	3	.514
Likelihood Ratio	2.314	3	.510
Linear-by-Linear Association	1.192	1	.275
N of Valid Cases	50		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is 1.70.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.214	.514
	Cramer's V	.214	.514
N of Valid Cases		50	

Bar Chart



INTERPRETATION:

The customer purchase behaviour in ratna furniture is moderately associated with marital status which is implied by inferential testing and t value is 0.514 that is statistically not associated value at five percentage level of significance. Hence hypothesis is accepted

NOTE:

There is no significant association between customer's purchase behaviour in ratna furniture.

TABLE 4.1.8

TABLE SHOWING PRODUCT SATISFACTION OF CUSTOMER EXPECTATION

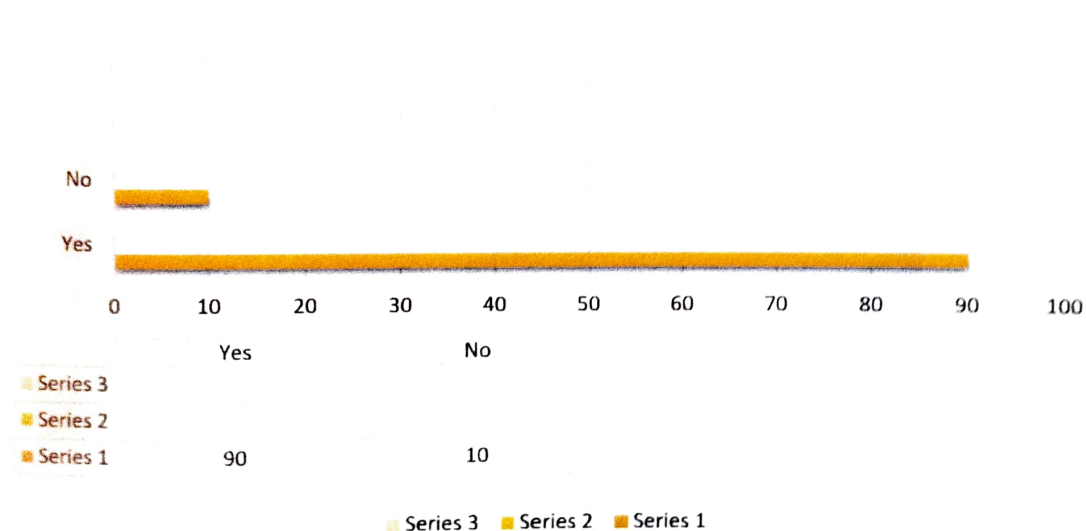
S.NO	Particulars	No. of. Respondent	Percentage
1	Yes	45	90%
2	No	5	10%
Total		50	100%

Source: Primary Data

CHART 4.1.8

CHART SHOWING PRODUCT SATISFACTION OF CUSTOMER EXPECTATION

Chart Title



INFERENCE:

From the above chart it is inferred that 90% of respondent's customer expectation are satisfied and 10% of respondents not satisfied.

TABLE 4.1.9

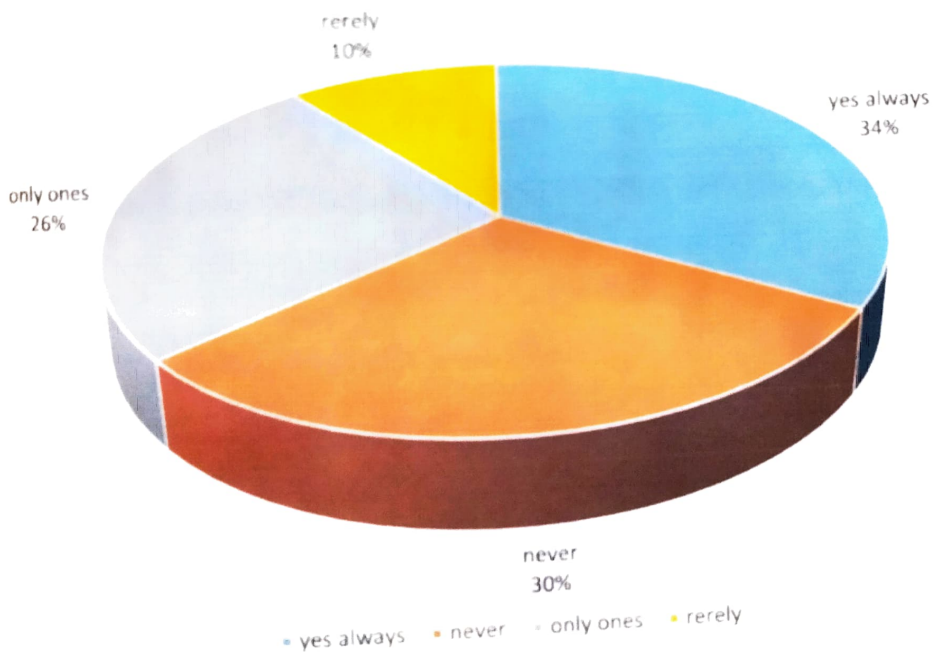
TABLE SHOWING BUY ONLY RATNA BRAND PRODUCT

S.NO	Particulars	No. of. Respondent	Percentage
1	Yes Always	17	34%
2	Never	15	30%
3	Only ones	13	26%
4	Rarely	5	10%
Total		50	100%

Source: Primary Data

CHART 4.1.9

CHART SHOWING BUY ONLY RATNA BRAND PRODUCT



INFERENCE:

From the above chart it is inferred that 34% of respondents buy only ratna product and 10% of respondent buy ratna product rarely

TABLE 4.1.10

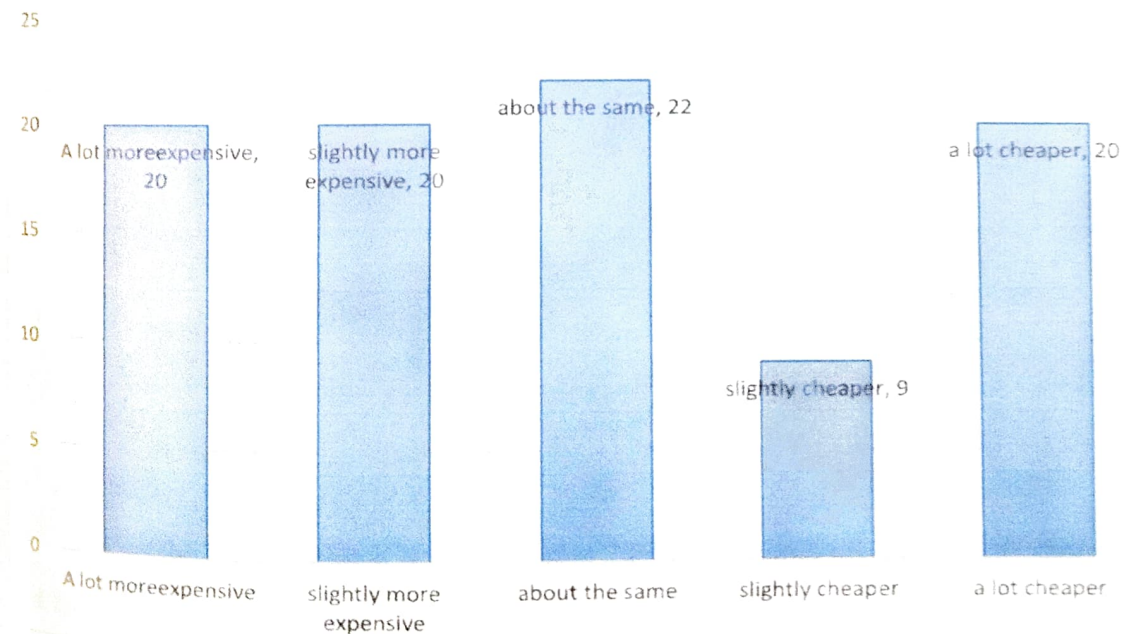
**TABLE SHOWING EXPENSIVE IS THE BRAND COMPARED TO
SIMILAR BRAND**

S.NO	Particulars	No. of Respondents	Percentage
1	A lot more expensive	10	20%
2	Slightly more expensive	10	20%
3	About the same	11	22%
4	Slightly cheaper	9	18%
5	A lot cheaper	10	20%
Total		50	100%

Source: Primary Data

CHART 4.1.10

**CHART SHOWING EXPENSIVE IS THE BRAND COMPARED
TO SIMILAR BRAND**



INFERENCE:

From the above chart it is inferred that 22% of respondents felt that cost of all the furniture is same and 18% of respondents felt that ratna furniture is slightly cheaper.

TABLE 4.1.11

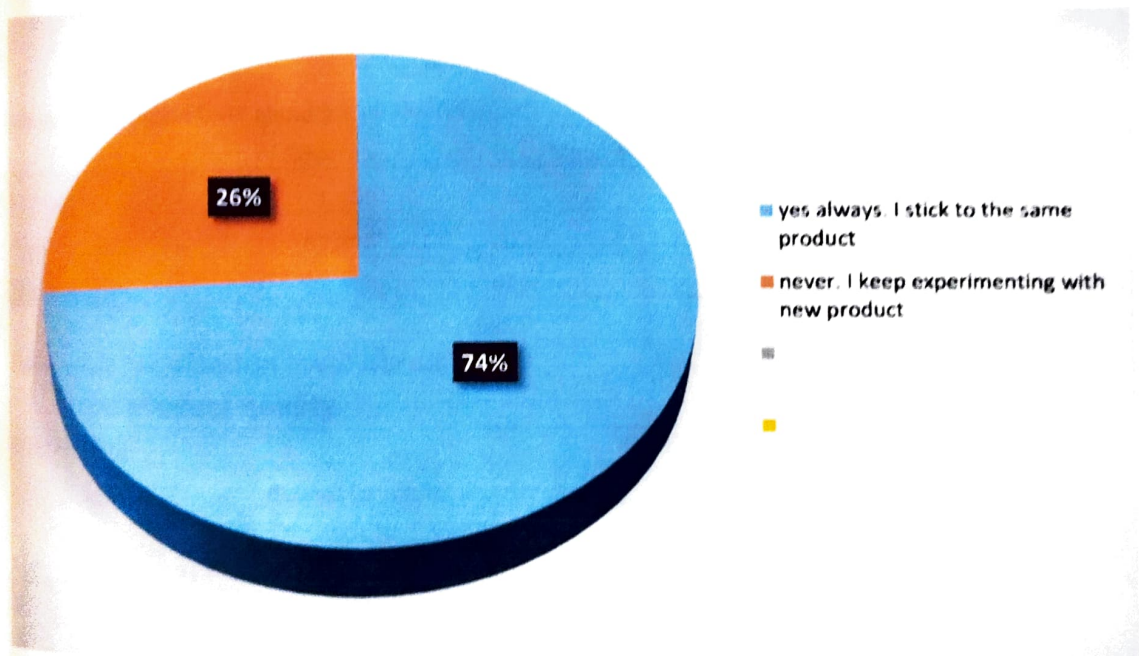
TABLE SHOWING CUSTOMER LOYALTY TOWARDS THE RATNA PRODUCTS

S.NO	Particulars	No. of. respondents	Percentage
1	Yes always. I stick to the same product	37	74%
2	Never. I keep experimenting with new product	13	26%
Total		50	100%

Source: Primary Data

CHART: 4.1.11

CHART SHOWING CUSTOMER LOYALTY TOWARDS THE RATNA PRODUCT



INFERENCE:

From the above chart it is inferred that 74% of respondents stick to the same and 26% of respondent never.

TABLE 4.1.12

ANOVA
QUALITY AGE & PRODUCT

S.NO	Particulars	No. of. respondent	Percentage
1	Highly satisfied	12	24%
2	Satisfied	22	44%
3	Neither satisfied or Nor dissatisfied	8	16%
4	Dissatisfied	7	14%
5	Highly dissatisfied	1	2%
Total		50	100%

Source: Primary Data

ANOVA AGE & PRODUCT QUALITY

ANOVA

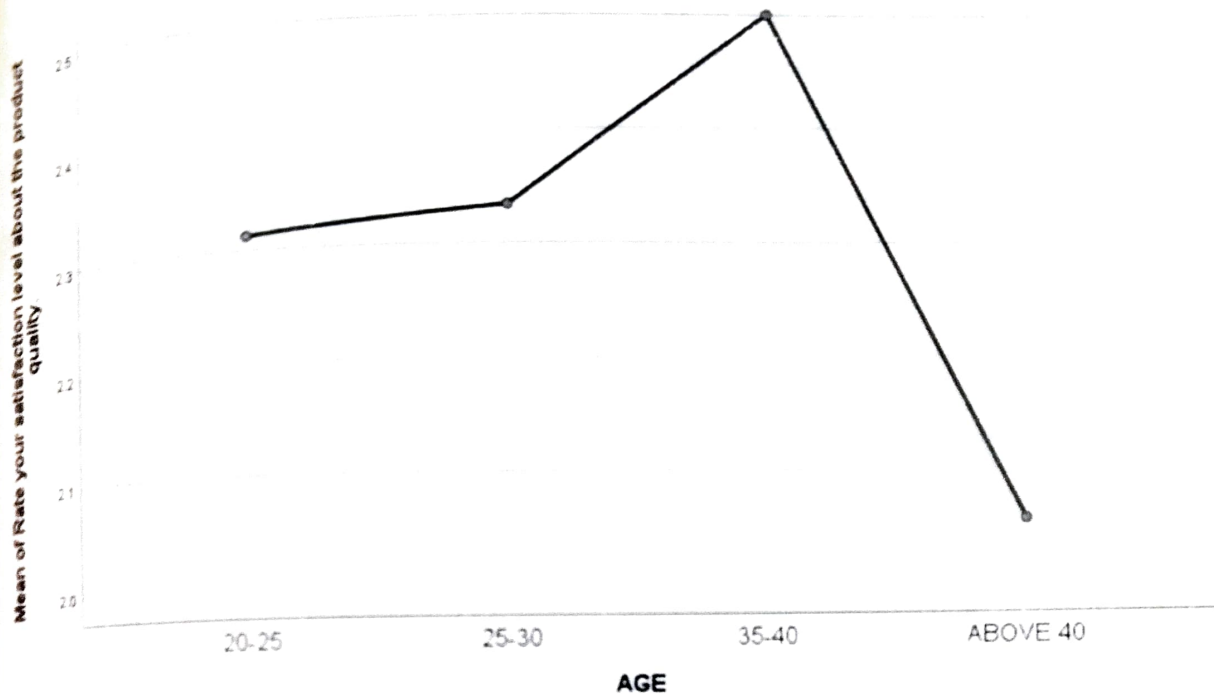
Rate your satisfaction level about the product quality.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.405	3	.468	.413	.745
Within Groups	52.215	46	1.135		
Total	53.620	49			

Rate your satisfaction level about
the product quality.Tukey HSD^{a,b}Subset for alpha
= 0.05

AGE	N	1
ABOVE 40	18	2.06
20-25	16	2.31
25-30	6	2.33
35-40	10	2.50
Sig.		.777

Means for groups in homogeneous subsets
are displayed.a. Uses Harmonic Mean Sample Size =
10.397.b. The group sizes are unequal. The
harmonic mean of the group sizes is used.
Type I error levels are not guaranteed.



INTERPRETATION:

The customer satisfaction level of the product quality is not accepted with an age which is implied by inferential testing in the significance value is 0.745 that is statistically not accepted value at five percentage level of significance. Hence the hypothesis is accepted

NOTE:

There is no significant difference in the satisfaction level of Product quality based on age.

TABLE 4.1.13

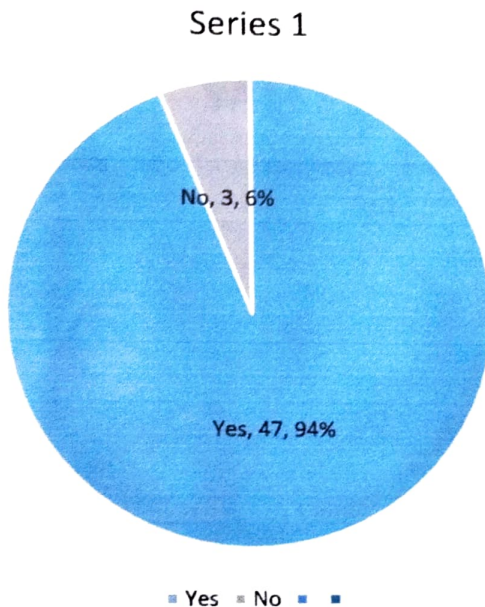
TABLE SHOWING SATISFACTION LEVEL OF PRODUCT RANGE IN RATNA FURNITURE

S.NO	Particulars	No. of. respondent	Percentage
1	Yes	47	94%
2	No	3	6%
Total		50	100%

Source: Primary Data

CHART 4.1.13

CHART SHOWING SATISFACTION LEVEL OF PRODUCT RANGE IN RATNA FURNITURE



INFERENCE:

From the above chart it is inferred that 94% of respondents are satisfied with the product range and 6% of respondent not satisfied with the product range

TABLE 4.1.14

TABLE SHOWING SATISFACTORY LEVEL ON ASPECTS OF THE PRODUCT

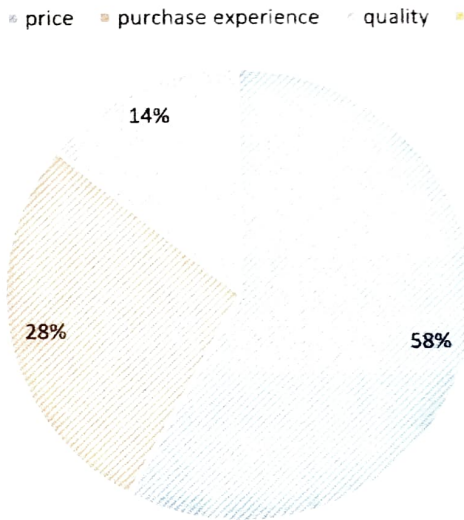
S.NO	Particulars	No. of. respondents	Percentage
1	Price	29	58%
2	Purchase experience	14	28%
3	Quality	7	14%
Total		50	100%

Source: primary data

CHART 4.1.14

CHART SHOWING SATISFACTORY LEVEL ON ASPECTS OF THE PRODUCT

SALES



INFERENCE:

From the above chart it is inferred that 58% of respondent are satisfied of the product price and 14% of respondent not satisfied of the product quality.

TABLE 4.1.15

TABLE SHOWING CUSTOMER'S PREFERENCE TOWARDS TYPE OF FURNITURE IN LAST 5 YEARS

S.NO	Particulars	No. of. respondent	Percentage
1	Synthetic furniture	19	38%
2	Furniture made from natural wood	22	44%
3	Both synthetic and natural wood furniture	9	18%
Total		50	100%

Source: Primary Data

CHART 4.1.15

CHART SHOWING CUSTOMER'S PREFERENCE TOWARDS TYPE OF FURNITURE IN LAST 5 YEARS



INFERENCE:

From the above chart it is inferred that 44% of respondents prefer furniture made from natural wood only prefer 18% of respondents both synthetic and natural wood furniture.

TABLE 4.1.16

**TABLE SHOWING PRODUCT CUSTOMISATION OF
RATNA FURNITURE**

S.NO	Particulars	No. of. respondents	Percentage
1	Yes	47	94%
2	No	3	6%
Total		50	100%

Source: Primary Data

CHART 4.1.16

**CHART SHOWING PRODUCT CUSTOMISATION OF RATNA
FURNITURE**



INFERENCE:

From the above chart it is inferred that 94% of respondent are satisfied with the Product customisation and 6% of respondent not satisfied with the product customisation.

TABLE 4.1.17

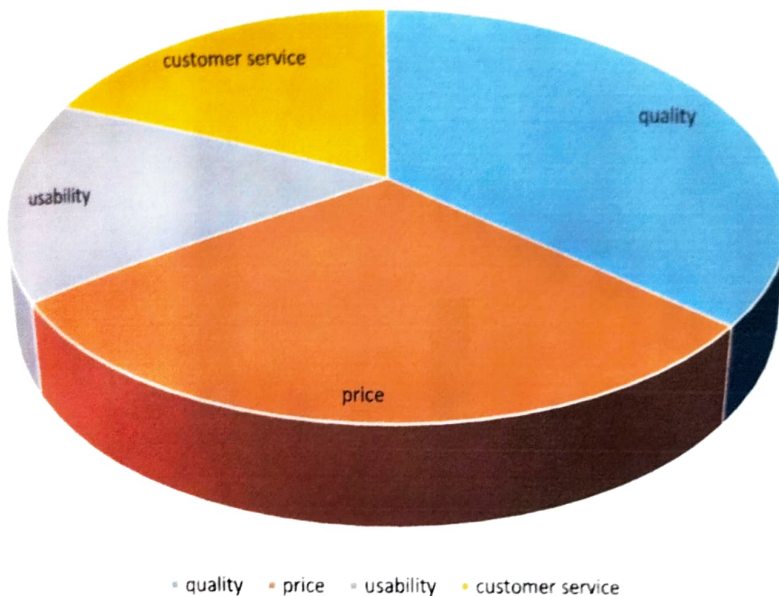
TABLE SHOWING CUSTOMERS IMPRESSION LEVEL
TOWARDS RATNA PRODUCT

S.NO	Particulars	No. of. respondents	Percentage
1	Quality	18	36%
2	Price	15	30%
3	Usability	8	16%
4	Customer service	9	18%
Total		50	100%

Source: Primary Data

CHART 4.1.17

CHART SHOWING CUSTOMER IMPRESSION LEVEL
TOWARDS RATNA PRODUCT



• quality • price • usability • customer service

INFERENCE:

From the above chart it is inferred that 36% of respondent are impressed by the quality level and 16% of respondent are impressed the usability level.

TABLE 4.1.18

TABLE SHOWING RATE ASPECT OF INDUSTRY

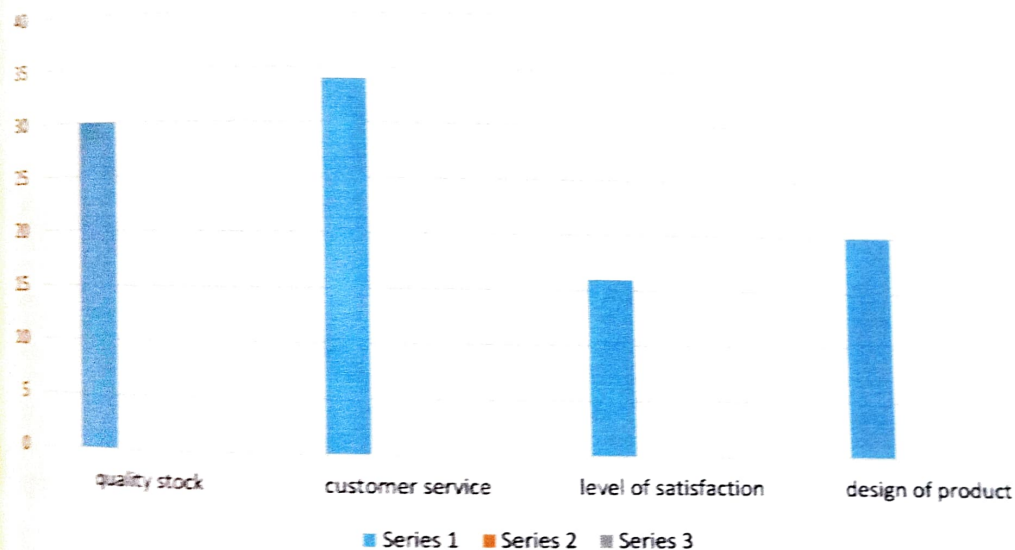
S.NO	Particulars	No. of Respondents	Percentage
1	Quality stock	15	30%
2	Customer service	17	34%
3	Level of satisfaction	8	16%
4	Design of product	10	20%
Total		50	100%

Source: Primary Data

CHART 4.1.18

CHART SHOWING RATE ASPECT OF INDUSTRY

Chart Title



INFERENCE:

From the above chart it is inferred that 34% of respondent are satisfied with the customer service and 16% of respondent not satisfied with the level of satisfaction.

TABLE 4.1.19

TABLE SHOWING CUSTOMERS SPENDING BEHAVIOUR

Particulars	No. of respondents	Percentage
Spent the money	50	50%
Not spent the money	50	50%

CHART 4.1.19

CHART SHOWING CUSTOMER SPENDING BEHAVIOUR

SALES



MARKETING 2

From the above chart that it is observed that 50% of the respondents spent the money

50% of respondents are not spent the money

TABLE 4.1.20

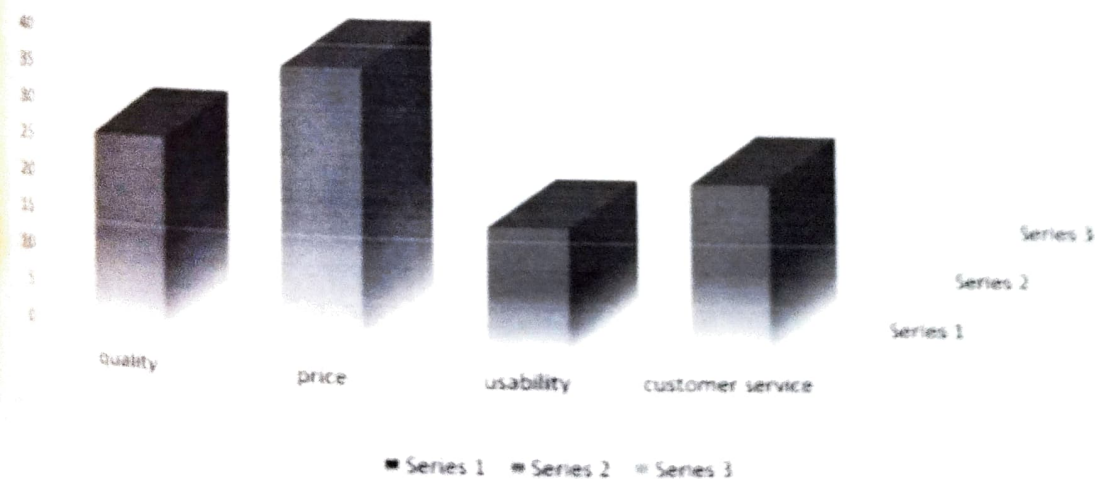
TABLE SHOWING CUSTOMERS COMPLAIN TOWARDS THE PRODUCT

S.NO	Particulars	No. of respondents	Percentage
1	Quality	13	26%
2	Price	18	36%
3	Usability	8	16%
4	Customer service	11	22%
Total		50	100%

Source: primary data

CHART 4.1.20

CHART SHOWING CUSTOMERS COMPLAINTS TOWARDS THE PRODUCT



INFERENCE:

From the above chart it is inferred that 36% of respondent complain about the price and 16% of respondent complain about the usability.

TABLE 4.1.21

ANOVA EDUCATIONAL QUALIFICATION AND CUSTOMER'S COMPLAINTS

S.NO	Particulars	No. of Respondents	Percentage
1	Strongly agree	29	58%
2	Agree	6	12%
3	Neutral	6	12%
4	Disagree	5	10%
5	Strongly disagree	4	8%
Total		50	100%

Source: Primary Data

ANOVA EDUCATIONAL QUALIFICATION AND CUSTOMER'S COMPLAINTS

ANOVA

Whether actions are taken regarding the complaints?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.298	3	3.433	1.957	.134
Within Groups	80.682	46	1.754		
Total	90.980	49			

Whether actions are taken regarding the complaints?

Tukey HSD^{a,b}

Subset for alpha

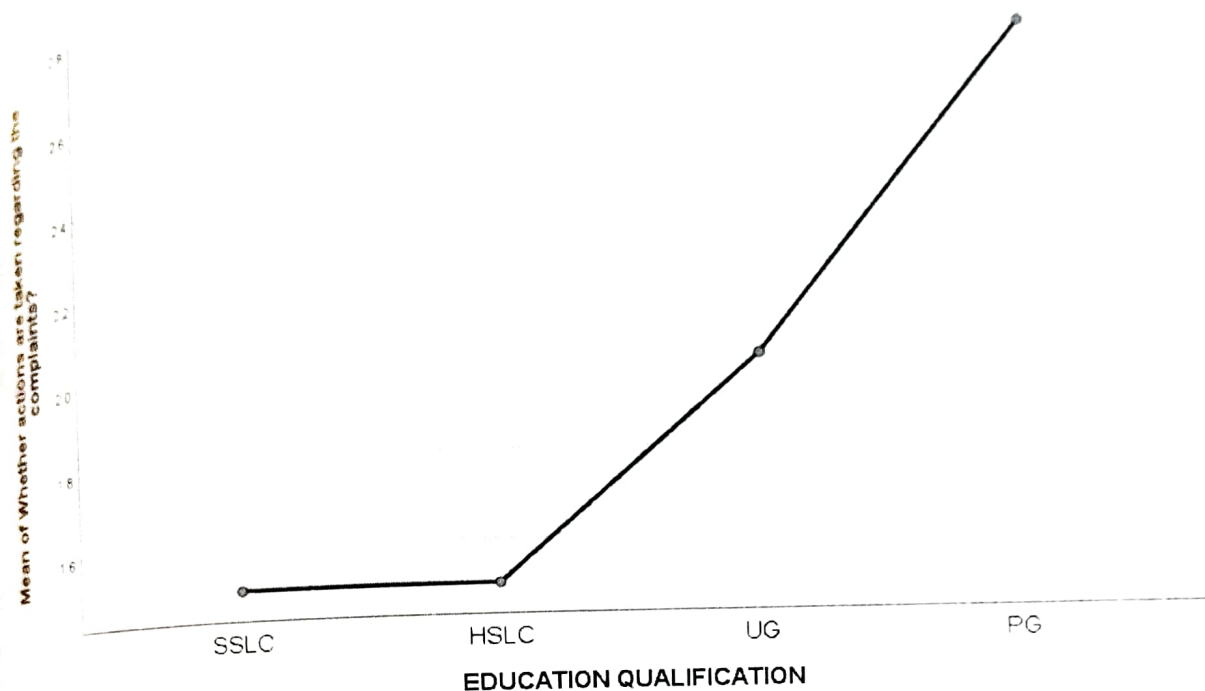
= 0.05

EDUCATIONAL QUALIFICATION	N	1
SSLC	10	1.50
HSLC	8	1.50
UG	21	2.00
PG	11	2.73
Sig.		.146

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 11.003.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



INTERPRETATION:

The reaction of company towards customer complaints is moderately *accepted* with an education qualification which is implied by inferential testing and f value is 0.134 that is statistically moderately accepted value at five percent level of significance. Hence the hypothesis is accepted.

NOTE:

There is significant difference in the action take for complaints based on educational qualification.

TABLE 4.1.22

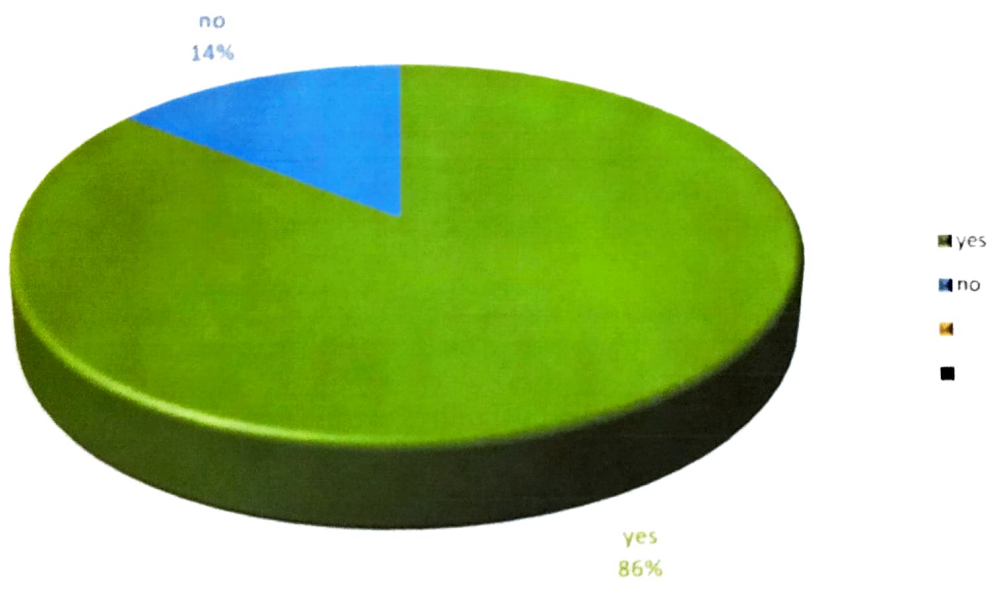
TABLE SHOWING CUSTOMER'S PREFERENCE OF RATNA FURNITURE IN FUTURE

S.NO	Particulars	No. of. respondents	Percentage
1	Yes	43	86%
2	No	7	14%
Total		50	100%

Source: Primary Data

CHART 4.1.22

CHART SHOWING CUSTOMER PREFERENCE OF RATNA FURNITURE IN FUTURE



INFERENCE:

From the above chart it is inferred that 86% of respondent suggest ratna shop and 14% of respondent are not suggest their shop.

CHAPTER V

CHAPTER V

SUMMARY OF FINDING, SUGGESTION AND CONCLUSION.

INTRODUCTION

The education institutions which has a vital role in producing skilled manpower and knowledge for the social economics and technological advancement are considered to be the regenerating sector than any other industries. This chapter summaries the findings, conclusions and suggestions arrived from the empirical study.

5.2 SUMMARY OF FINDINGS

FINDINGS

- The study reveals 52% of respondents like to run an own business.
- Most of the customer 42% of respondents like the colour and design.
- Majority 28% of respondents using ratna furniture for 5 years.
- The customer brand awareness is highly associated with educational qualification which is implied by inferential testing and t value 0.314 that is statistically not associated value at five percentage level of significance. Hence the hypothesis is accepted
- From the study 50% of respondent's prefer variety of product.
- The study analysis 44% of respondent purchase in yearly basis.
- The customer purchase behaviour in Ratna furniture is moderately associated with marital status which is implied by inferential testing and t value is 0.514 that is statistically not associated value at five percentage level of significance. Hence hypothesis is accepted.
- Majority 90% of respondent's customer expectation are satisfied.
- According to 34% of respondent buy at ratna product.
- It is found that 22% of respondent felt that cost of all the furniture is same.
- It understood 74% of respondent stick to the same product.
- The customer satisfaction level of the product quality is not associated with an age which is implied by inferential testing in the significance value is 0.745 that is statistically not associated value at five percentage level of significance. Hence the hypothesis is accepted.
- It study reveals 94% of respondent satisfied with the product range.
- From the study 58% of respondent satisfied about the product price.

- Majority 44% of respondent's prefer furniture made from natural wood only.
- Most of the customers 94% of respondent are satisfied with the product customisation.
- Majority 36% of respondent are impressed by the quality level.
- According to 34% of respondent are satisfied with the customer service.
- It understood 94% of respondent spend the money?
- Majority 36% of respondent complain about the price.
- The reaction of company towards customer complaints is moderately associated with an education qualification which is implied by inferential testing and f value is 0.134 that is statistically moderately accepted value at five percent level of significance. Hence the hypothesis is accepted.
- The study analysis 86% of respondent prefer the ratna shop.

SUMMARY OF SUGGESTION

SUGGESTION AND RECOMMENDATIONS

The industry have to promote their business to large extend through social media platform also. They are available in instagram but they are not responding immediately to the customers. This may lead the customer to switch to new brand. They also face stiff competitive environment so they should increase the production and marketing strategy. Customers are expecting more for the customized product which should be unique from others. They should build a relationship with the customers frequently.

5.4 CONCLUSION

From this study it was found that customer having positive perception towards Ratna furniture. The inference which I have drawn will change from time to time in order to meet the competition in the market. The firm have a great trust on their customers and this firm is targeting to build a loyal relationship with them. They just don't want to break their bond with any bad reputation. This firm is very careful in all their move in product quality. The study on customer perception of Product Quality have completed successfully.

ANNEXURE

QUESTIONNAIRE

A study on Customer perception of product quality in Ratna Furniture

Dear Sir/ Madam

I am Sakthisaraswathi.M from the department of human resources management of St Marys College (Autonomous), Thoothukudi Presently doing a project on "Customer perception on product quality" with special reference to Ratna furniture as a part of academic requirement. I kindly request your assistance by availing time to respond to the questionnaire. All data collected will be treated in strict confidence and used only for purpose of study.

Name:

Age:

☐ 20-25 ☐ 25-30 ☐ 35-40 ☐ Above 40

Gender:

☐ Female ☐ Male

Educational qualification:

☐ SSLC ☐ HSLC ☐ UG ☐ PG

Marital status:

☐ Married ☐ Unmarried

1. What is your employment status?

☐ Own a small business ☐ work in private firm ☐ government employee

2. What is your first consideration when purchasing at Ratna furniture?

☐ Fashion ☐ Colour and design ☐ Good quality ☐ value for money

3. How long have you been using the Ratna furniture?

☐ Less than a year ☐ 5 years ☐ less than 10 year's ☐ More than 15 years

4. How did you come to know about the brand?

☐ Through advertisement ☐ Word of mouth influence ☐ Internet

5. What is the best reason for you buy at Ratna furniture?

☐ Discount and offers ☐ Variety of product ☐ Customer service

6. How often do you purchase in Ratna?

☐ Monthly ☐ Yearly based ☐ Need based

7. What kind of furniture you have bought recently?

☐ Sofa ☐ dining table ☐ Dressing table ☐ cot ☐ others

8. Whether the product was up to your expectation?

☐ Yes ☐ NO

9. Do you buy only Ratna brand product?

☐ Yes always ☐ never ☐ rarely

10. How expensive is the brand compared to similar brand?

☐ A lot more expensive ☐ slightly more expensive ☐ about the same ☐ slightly cheaper ☐ a lot cheaper

11. Are you a loyal customer for the product to buy?

☐ Yes always. I stick to the same product ☐ Never. I keep experimenting with new product

12. Rate your satisfaction level about the product quality

☐ Highly satisfied ☐ satisfied ☐ neither satisfied or nor dissatisfied ☐ Dissatisfied
☐ highly dissatisfied

13. Are you satisfied with the range of product available in Ratna furniture?

☐ Yes ☐ No

4. Which aspects of the product are more for you satisfactory?

☐ Price ☐ Purchase experience ☐ Quality

5. Which type of furniture did you buy in the last 5 years?

☐ Synthetic furniture ☐ furniture made from natural wood ☐ both synthetic and natural wood furniture

6. Do Ratna furniture provide customized product?

☐ Yes ☐ No

7. What impressed you most in the product?

☐ Quality price ☐ Usability ☐ Customer service

8. How would you rate the aspect of industry?

☐ Quality stock ☐ customer service ☐ level of satisfaction ☐ Design of product

9. Are you a price conscious person?

☐ Yes ☐ No

20. What kind of the complaint do you have with the product?

☐ Quality ☐ price ☐ Usability ☐ Customer service

21. Whether actions are taken regarding the complaints?

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

22. Would you prefer our product in future?

☐ Yes ☐ No

23. If you have to describe our brand in 2 words, what would you say?

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BIBLIOGRAPHY

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WEBSITES

- <http://www.product quality.com>
- <http://www.perception.com>
- <http://en.academic.edu>
- [www.customer.org/ customer/about.html](http://www.customer.org/customer/about.html)

**A STUDY ON QUALITY OF WORKLIFE OF EMPLOYEES AT
RATNA FURNITURE, THOOTHUKUDI.**

(A project report submitted in partial fulfillment of the requirements for the degree)

Of

MASTER OF HUMAN RESOURCE MANAGEMENT

Of

ST. MARY'S COLLEGE (AUTONOMOUS) – THOOTHUKUDI

Submitted by

A.SELVARAK PRINOCIL

REG NO: 21SPHR10

Under the guidance of

Mrs. M. FATIMA LUCIA SHEEBA B.COM. MBA., NET



Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade)

Tuticorin– 628001.

APRIL 2023

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT
ST. MARY'S COLLEGE (AUTONOMOUS)
THOOTHUKUDI - 628001



CERTIFICATE

This is to certify that the project **A.SELVARAK PRINOCIL** of second year Master of Human Resource Management has undergone project on **“A STUDY ON QUALITY OF WORKLIFE OF EMPLOYEES AT RATNA FURNITURE, THOOTHUKUDI”** under the guidance of **Mrs. M. FATIMA LUCIA SHEEBA B.COM., MBA., NET** and this is an original work up to my knowledge.

[Signature]

CO-ORDINATOR
Dr. Mary Judith Keene Fernando
M.Com., M.Phil., Ph.D
Associate Professor of Commerce,
St. Mary's College (Autonomous),
Thoothukudi - 628 001. Tamil Nadu

[Signature]

FACULTY GUIDE

[Signature]
11/11/23

EXTERNAL EXAMINER

[Signature]
Dr. M. Jaisun

[Signature]
Lucia Rose

PRINCIPAL

Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

[Signature]
DIRECTOR
Director

Self Supporting Courses
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

Date

Date: 09.03.2023

CERTIFICATE

This is to certify that **Miss. Selvarak prinocil.A**(Reg NO:21SPHR10) II year MHRM student of St.Mary's college (Autonomous),Thoothukudi has done offline internship program on the topic of "**Quality of work life of employees**" at our reputed organisation utilize opportunities solution on Ratna furniture foe 15 days 6th2023 to 21th 2023.

During this internship, she demonstrated good design skill with self-motivated attitude to learn new things. Her performance exceeded expectations and was able to complete the project successfully on time.

We wish her all the best for her future endeavour.

Thank you,

For RATNA FURNITURE
M. 
PARTNER

DECLARATION

I hereby declare that the project entitled “**A STUDY ON QUALITY OF WORKLIFE OF EMPLOYEES AT RATNA FURNITURE, THOOTHUKUDI**” is submitted to St. Mary’s College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this project has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

A. Selvarak Prinocil
Signature of the candidate

Date: 11-04-2023

(A.SELVARAK PRINOCIL)

ACKNOWLEDGEMENT

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A. Selvaraj Prinsoul

ABSTRACT

The purpose of this study is quality of work life of employees at Ratna furniture. Quality of work life refer to the favorableness or un-favorableness of a total job environment of the people. The basic purpose is to develop job and working condition that are excellent for people as well as for the economics of the organization. The purpose of this study of workers their Quality of work life and their work environment stress, relationship between co-workers, work load, shift timing and poor relationship between supervisor.

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CHAPTER I

CHAPTER I

CHAPTER I

1.1 Quality of Work Life

1.1.1 Introduction

Quality of Work Life (QWL) is relatively new concept which is defined as the overall quality of an individual's working life. QWL is sometimes considered as a sub-concept of the broad concept of quality of life, which refer to the overall quality of an individual's life. Quality of work life denotes all the organizational input which aim at the employee's satisfaction and enhancing organizational effectiveness. The basic purpose is to develop jobs and working conditions that are excellent for employees as well as economic health of organization. It refer to the level of satisfaction, motivation, commitment and involvement an individual experience with respect to their line at the work.

Quality of work life refer to the level of happiness or dissatisfaction with one's career. Those who enjoy their careers are said to have a high quality of work life, while those who are unhappy or whose needs are otherwise unfilled are said to have a low quality of work life. The quality of work life is the degree of excellence brought about the work and working condition that contribute to the overall satisfaction and performance primarily at individual level important and finally at organization level. Quality of work life (QWL) has become one of the most important issues these days in every organization.

1.1.2 Meaning

Quality of work life is the favorableness or unfavourableness of a job environment for people. It refer to the quality of relationship between employees and the total working environment. The quality of work life as a process of joint decision making , collaboration and building mutual respect between management and employees it is concerned with increasing labour management co- operation to solve the problem , improving organizational performance and employee satisfaction.

1.1.3 Definition

“Quality of work life is the degree to which work in an organization contribute to material and psychological wellbeing of its members” –Harrison

“Quality of work life is a process of work organization which enables its member at level to participate actively and effectively in shaping the organization environment, methods and outcomes. it is a value based process which is aimed towards meeting the twin goals of enhanced effectiveness of the organization and improved quality of life at work for the employees” – American Society of Training and Development

1.1.4 Importance of quality of work life

Many companies find that paying attention to the needs of employees can benefit the company in terms productivity, employee loyalty and company reputation

Quality of work life is important because of the following reasons:

➤ Increase productivity

Programs which help employees balance their work and lives outside the work can improve productivity. A company's recognition and support through its stated values and policies of employee's commitments, interests and pressures can relieve employee's external stress.

➤ Attraction and retention

Work life strategies have become a means of attracting new skilled employees and keeping existing ones satisfied. Many job seekers prefer flexible working hours as the benefit they would look for in their job .they would rather have the opportunity to work flexible hours than receive an additional increment in annual pay.

➤ Reduce absenteeism

Companies that have family –friendly or flexible work practices have low absenteeism .sickness rates fall as pressures are managed better. Employees have better methods of dealing with work life conflicts than taking unplanned leave. Workers who are healthy and now over stressed are more efficient at work.

1.1.5 Factors influencing quality of working life

Life many different factors influence the quality of an individual's working life. These factors include working condition, workplace –stress and job satisfaction.

- Job satisfaction refer to how for the individual are satisfied with their person of employment. Factors such as workplace environment, peers, income and work duties influence how satisfied an employee is with the job .when job satisfaction is positive this contribute to a better quality of working life. An individual who is satisfied with their job is more likely to experience a higher quality of working life tan an employee who is dissatisfied or even resentful of the work.
- Workplace-stress refer to the amount of stress experienced by an employee in the work environment. Workplace –stress is caused by numerous factors including what duties an individual must perform or their peer group is a company and their overall workload.an employee who has stressful work related duties such as an emergency room doctor who responsible for the lives of employee's people each day is more likely to experience workplace stress. An employees who has a heavy workload is also more likely to experience workplace –stress. Workplace –stress often leads to the stress outside the workplace due to the attending to other items of work in an individual's daily life. This stress is the cause of experiencing lower quality of work life.
- Other factors which influence quality of working life are : (I)individual employees wage, (ii) their working hours,(iii) workplace condition,(iv)fairness in the workplace, (v)personal characteristics such as anxiety or depression.

1.1.6 Scope of quality of work life

Quality of work life is multidimensional aspect. The workers expect the following needs to be fulfilled by the organization.

➤ Compensation

The reward for work should be above a minimum standard for life and should also be equitable. There should be a just an equitable balance between the effort and the reward.

➤ Health and safety

The working environment should be free from all hazards detrimental and safety of the employee's .The main elements of a good physical environment for work should be reasonable hours of work, cleanliness, pollution free atmospheres, risk-free work etc...

➤ **Job security**

The organization should offer security of employment .employees should not have to work under a constant concern for their future stability of work and income.

➤ **Job design**

The design of job should be such which is capable of meeting the needs of the organization for production and the individual for satisfying and interesting work. Quality of work life can be improved if the job allow sufficient autonomy and control provide timely feedback on performance and uses a wide range of skills.

➤ **Social integration**

The workers should be able to feel a sense of identity with the organization and develop a feeling of self-esteem. This include the elimination of discrimination and individualism while encouraging team and social group to form.

➤ **Social grievance of work**

Work should not only be a source of material and psychological satisfaction but also a means of social welfare. An organization that has greater concern for social causes can improve the quality of work life.

➤ **Scope for better career opportunities**

The management should provide facilities to the employees for improving their skills both academic and otherwise. The management should always think of utilizing human resource for expansion and development of the organizations.

1.1.7 Principles of quality of work life

According to N.Q.Herrick and M.Maccoby there are four basic principles which will humanize work and improve the quality of work life.

➤ **The principle security**

Quality of work cannot be improved until employees are relieved of the anxiety, fear and loss of future employment. The working conditions must be safe and fear of economic want should be eliminated. Job security and safety against occupational hazards is an essential precondition of humanization of work.

➤ **The principle of equity**

There should be a direct and positive relation between effort and reward. All type of discrimination between people doing similar work and same level of performance must be eliminated equity also requires sharing the profit of the organization.

➤ **The principle of individualism**

Employee differ in terms of their attitudes, skills, potentials etc. therefore every individual should be provided the opportunities for development of his personality and potential. Humanization of work require that employees are able to decide their own pace of activities and design of work operations.

➤ **The principle of democracy**

This means greater authority and responsibility to employees. Meaningful participation in decision making process improve the quality of work life.

1.1.8 Characteristics of quality of work life

➤ **Balance between personnel and professional life**

Means that an organization should provide proper leisure and relaxation time to its employees so that they can maintain a balance between their personal as well as professional life. They should not be overburden or pressurized with extra work and should not be sent on unplanned business travels or untimely transfer.

➤ **Nature of job**

This refer to the type of job allocated to an employee. It means that if routine, dull and monotonous jobs are allocated to employees then it would lead to boredom and decline in QWL but if the nature of the job is such that it offers recognition, growth, creativity and opportunities of advancement then it leads to improvement in QWL.

➤ **Level of stress**

Needs to be reduced as stress as harmful for an individual. If the level of stress which an individual faces on job is high his or her productivity and efficiency to work would decline thus leading to a decrease in QWL. An organization should provide a stress free environment to its employees so that they can work productively towards the goals of the organization.

➤ **Participative style of leadership**

Encourages employee's participation and involvement that is employees feel themselves as a part of the organization and this develops a feeling of belongingness in them. They offer innovative and creative ideas and suggestion to managers which turn help improvement in overall work process and environment in recognition provided to them in turn helps in motivating them to perform better.

➤ **Career aspect**

Refer to opportunities for career growth and advancement. If an employee is performing well he or she should be rewarded by providing growth prospects.

➤ **Fun at workplace**

Refer to various contests, games, and quiz that should be organized from time-to-time among employees so that they enjoy while working. Games such as tombola, demo charade can be planned at times so that employees feel relaxed and turned to their work.

➤ **Alternative work arrangement technique**

Refer to such as flexi time and compressed workweek play a vital role in enhancing QWL employees. It ultimately leads to a decrease in absenteeism turnover.

1.1.9 Techniques for improving standard level of work life

Individual as well as organized efforts are required to improve the quality of work life for millions of workers in the country. Some of the technique used to improve the QWL are as given below:

➤ **Flexible work schedules**

There should be flexibility in the work schedules of the employees. Alternative work schedule for the employees can be flexi time, staged hours, compressed work week etc... Flexi time is a system of flexible working hours staggered hours schedule means that different group of employees begin and work a different intervals. Compressed work week involves longer hours of work per day for fewer days per week.

➤ **Job redesign**

Job redesign or job enrichment Improves the quality of the jobs. It attempts to provide a person with exciting, interesting, stimulating and challenging work. It helps to satisfy the higher level needs of the employees.

➤ **Opportunity for development**

Career development is very important for ambitious and achievement oriented employees. If the employees are provided with opportunities for their advancement and growth they will be highly motivated and their commitment to the organization will increase.

➤ **Autonomous work groups**

Autonomous work group are also called self-managed work teams. In such group the employees are given freedom of decision making. They are responsible for planning organizing and controlling the activities of their groups. The group are also responsible for their success or failures.

➤ **Employees participation in management**

People in the organization should be allowed to participate in the management decisions affecting their lives. Quality circles, management by objective, suggestion system and other forms of employee's participation in management help to improve the Quality of Work Life.

➤ **Job security**

Employees want stability of employment. Adequate job security provided to the employees will improve the quality of work life to a large extent.

➤ **Equitable justice**

The principle of equitable administrative justice should be applied in disciplinary actions, grievance procedures, promotions transfers, work assignment etc. partiality and biasness at any stage can discourage the workers and affect the quality of work life.

1.1.10 Measure of standard level of work life

➤ **Job enlargement**

It involves adding new tasks to the existing job. In other words adding tasks requiring similar efforts to the existing job is called job enlargement.

➤ **Empowerment**

Empowerment is providing employees with higher degree of involvement and greater authority to make decisions on their own. Participative committees, autonomous work group, and quality circle are some of the tools of empowerment.

➤ **Child and elder care**

Establishment of onsite child and elder care facilities financial aid for child care, maternity leave for expectant mother, flexible work hours to take care of sick child can check absenteeism, lateness, reduced turnover and poor morale there by enhancing QWL.

➤ **Change in work environment**

Creation of small teams with inspirational leadership tends to improve work standards. Many prefer team work as it provide for a variety of task as compared to repetitive jobs in assembly line. The employee in teams can interact with one another and thereby increase their social contact.

➤ **Ergonomic changes**

Science of ergonomic change is receiving more attention with the increasing application of computer and much emphasis work safety. This science seek to improve human machine interface. In other words office application, chairs, computer monitors, etc... Are redesigned so as to reduce the job related stress.

➤ **Wellness programme**

Physically fit employees generally have a better attitude towards their jobs, are more productive lower absent rate, are in control of their weight, experience less stress and suffer lower heart disease. Organization have put gyms meditation center, periodical medical check facility, etc...

➤ **Job sharing**

Two workers divide one full- time job. It is practiced at clerical level.

➤ **Compressed work**

It means compressing the working hours assigned for a week into a few days of a week compressing a fortnight work allotment into a certain number of days choice.

1.1.11 Advantages of standard level of work life

- Healthier, satisfied and productive employees.
- Efficient, adaptive and profitable organizations.
- More positive feelings towards one's self esteem
- More positive feelings towards ones job satisfaction and improvement

- More positive feelings towards the organization stronger commitment to organization goals
- Improved physical and psychological health
- Greater growth and development of the individual as a person and as a productive member of the organization.
- Decreased absenteeism and turnover and fewer accident.
- Higher quality and quantity of output of goods and services.

1.1.12 Disadvantages of standard level of work life

- Union and management open themselves to substantial risks.
- The union may perceive joint activities as a means by which it intends to do them in”
- The management may perceive joint activities as an intention of diluting its ability to manage and a means by which the union will acquire more power.
- The middle management may find it difficult to believe the benefits of QWL send may Perceive that the management is becoming soft and giving in to union dominance.

1.1.13 Elements of standard level of work life

- The programme is meant for enhancing human dignity and growth opportunities
- Employees are to work together to achieve the collective goals
- Employees decide on work related issues through total participation
- The programme integrates the people with the organization by assimilating individual and organizational goals.

1.1.14 Objective of study

- To identify the efficiency of employees towards working hours.
- To identify the expectation of employees towards facilities and compensation provided by employees.
- To identify the level of employees satisfaction.
- To find out the factors motivating the employees

1.1.15 Scope of study

This study covers the overall quality of work life of employees i.e. their job satisfaction, work environment, working hours, work stress, their relationship with their colleagues, etc... This study aims at measuring satisfactory level of employees and benefits for them.

1.1.16 Need of the study

This study is to explore the experience of workers towards quality of work life and their work environment in the terms their preference like, work balance, satisfaction in compensation, work satisfaction, their motivational insights, perception towards facilities and benefits

COMPANY PROFILE

1.1.17 Introduction

Ratna furniture was established in 1995 by founder MR.MANI. The company was started with few employees and now it gradually developed as a large scale manufacturing season.

It is reputed for furniture like,

- Sofa
- Dining table
- Cot
- Dressing table
- Door
- Diwan
- Chairs

Our quality of furniture manufactured to a customer always come first.

There are hundred employees employed in the company. They also have the branch in kovilpatti. It is a complete pace to buy the furniture for home and professional needs. Customer centricity is the core of Ratna furniture. Their business have the belief to build the long term relationship with their customers. Ensuring the positive customer experience, making available of good quality products and service.

They have believed for more than 27 years. The customer satisfaction is their phone objective. Their showroom has the first quality of furniture in ready –made and also they take order. They understood customer wants from time to time as it as a fashionable business.

At presents this company is one of the top furniture manufacturing in Tamil Nadu and it suppliers throughout Tamil Nadu.

Ratna furniture is the biggest and best leading manufacturing furniture shopping south Tamilnadu. They pride themselves in the service and choice that they offer to their customer. They passionate about the shopping experience that they provide to their customer. Ratna furniture earns a good reputation in a short period for the quality goods at low price.

1.1.18 Vision

To be the largest quality manufacturing company in south India.

1.1.19 Mission

To be the most respected and innovative supplier enabling our customers to create advanced wood components for the product and services.

1.1.20 Company logo



1.1.21 Objective of the company

- To be the first choice of the customers
- Carryout all activities with involvement
- To train the employee for better customer relationship
- To bring innovation
- Provide high quality of product and fashion worth to the value of money.

1.1.22 Core value

- Provide world class customer service
- Maximize the sale and business growth
- Teamwork
- Innovation
- Commitment

1.1.23 Varieties of furniture

There are many varieties of furniture available in Ratna furniture. They are:

- Prestige cot
- Diamond cot
- Victoria set
- Carving dhivan
- Supreme set
- Royal cot
- Three arch cot
- Rainbow set
- Gova set

There are producing the best quality of wooden furniture's with reasonable price.

1.1.24 Facilities

- Fully air conditioned for both employees
- There is a special hall for women's
- Separate hostel facilities for both men and women employees
- Transportation facility for employees came from long distance.

1.1.25 Specialty

In Ratna furniture there is low price and high quality product are available for all levels of customers. They attract customer from full areas of thoothukudi and kovillpatti .There is many special scheme and others for regular customer.

1.1.26 Storage

They specialize in all home need product and professional need furniture's items. Ratna furniture they have their own storage place having all the products safety that consists 1500s.q.ft.

CHAPTER II

CHAPTER II

REVIEW OF LITERATURE

- **Payne and Pheysey (1971)** in the light of an interesting study conducted on organizational climate came to conclusion that job satisfaction is an indicative of positive Quality of Work Life. This was to highlight qualities of employees work life. Job satisfaction is an indicative positive quality of working life. Hence, whatever studies will be put forth on job satisfaction would be determining relationship of some variable as its important determinants.
- **Hackman J (1977)** propounded that the job can be re-designed to have the attribute desired by the people and organization and also to have the environment desired by the people. This approach seeks to improve the quality of working life.
- **Sayeed and Sinha (1981)** examined the relationship between Quality of Work Life dimensions, job satisfaction and performance measures on the two groups of sample working in high Quality of Work Life and low Quality of WORK Life organizations. The result revealed that Quality of Work Life dimensions are related to job satisfaction in both the types of organizations.
- **Singal (1983)** emphasized on the job quality of life where it is pointed out that quality of working life (Quality of work life) will be meaningful if the people working in organization live a happy life in society. Economic ,family and health related aspects to which employees are exposed as member of larger significant –society are significant factors that influence their quality of working life (Quality of Work Life) experience. He also made a point that Quality of work life is a time and situation bound concept that requires constant revisions and modification as psycho –socio and organizational contents change over time.
- **Kontbluh(1984)** suggested that the contribution, of increased workers participation in decision making is appearing more often on labour management agenda as strategy to increased employees Quality of work life, the reason for management interest include need for (i)interested probability positive quality(ii) improving Quality of Work Life for the new workers who are educated and have good work ethics but are alienated and unmotivated under current management practices and (iii) meeting foreign competition.

- **R.S.M.Lau, Bruce E, May (1998)** their study develops and tests hypothesis to examine empirically how the perceived image of a company s quality of work life will affects its market and financial performance.
- **Mohammadi and Tavakoli (2017)** their study investigated the factors affecting the quality of work life of employees. Fair and approach compensation, providing growth opportunities, safety and environment factors are depended for quality life of employees.

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CHAPTER III

CHAPTER III

RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION:

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps in systematic manner. The research method of the study explains the systematic way of finding to the predetermined objective. This provides the clear path to accomplish and achieve clear solution for the problem stated.

3.1.1 Data collection:

To accomplish the objective of the study both primary data and secondary data were utilized.

Primary data:

Primary data refers to the collection of first hand data. The information was collected from the respondent by

- A structured questionnaire
- Observation
- Interview and direct conversation with the measurement

Secondary data

A part from primary data collected the data was collected through

- Text books
- Records of industry
- Journals from library
- Academic report
- Webster

3.1.2 Sample design:

By adopting random sampling method, a sample of 50 respondents was selected from Ratna Furniture. And the questionnaire was distributed to get the primary data from them.

Construction tools:

Population:

There are totally 100 employees working in the organization.

Sampling size:

Out of the total population for the study a sample size of 50 respondents were selected.

Sampling area:

The research was conducted at Ratna Furniture Thoothukudi.

Sampling procedure;

The research was made by the survey in accordance to the convenience of the employees.
The sampling technique used was convenience sampling.

3.1.3 Methodology:

The collected data were analyzed by using the following statistical tools namely percentage analysis and graphical method like bar diagram, pie chart, etc.

Frame work analysis:

Regarding the study of team synergism the researcher collected all primary and secondary data to clear view of the project. The data collected through questionnaire and schedule were tabulated classified and analyzed on the basis of percentage analysis method.

Period of the study:

The study has been conducted during the period ranging from February to April 2023.

3.1.4 Tools for analysis

After the data have been collected .it has to be analyzed the data obtained from the questionnaire is consolidated .Tabulation is a past of technical procedure where in classified data are put in the form of tables .two tables obtained should be analyzed with statistical technique and tools so that interpretation would be precise.

Percentage analysis:

Percentage analysis is a method to represent raw streams of data was a percentage for better understanding of collected data.

$$\text{Percentage analysis: } \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Chi-square test:

Chi-square test is used to compare two variables for a randomly selected data. The expected frequencies are based on the conditions of null hypothesis. The rejection of null hypothesis is based on expected value. It is used to check whether the variables are independent of each other or not.

$$\text{Chi square} = \sum \frac{(O-E)^2}{E}$$

Null hypothesis: There is no significant relationship between age and the abilities of teamwork after joining the company.

Hypothesis: There is significant relationship between age and the abilities of teamwork after joining the company.

After internship the results suitable suggestions are given. The statistical tool used for analyzing the data collected are

- Sample percentage analysis
- Bar diagram
- Pie chart
- Chi square

3.1.5 ANOVA:

The anova test is performed by comparing two types of variation the variation between sample means as well as the variation within each of the samples. If the p-value is less than 0.05 the analyst reject the anova test and vice versa.

There are three types of anova test – one way analysis anova, two way analysis anova and n way analysis of variance.

Formulae.

$$F = MST/MSE$$

CHAPTER IV

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

Analysis of data, studying the tabulated material in order to determine inherent facts meaning. Larger division of material should be broken down into smaller units and rearrange in new combination to discover new factors, interrelationship and cause effect relationship.

Analysis of data is the most skilled task of all the stages of research, calling for the researchers own judgment and skill. It throes light on the solution, a researcher beside the collection and analysis of data has to draw inferences and explain their significance.

The task of drawing conclusions and inferences from a careful analysis of data known as interpretation.

TABLE 4.1.1

Table showing hypothesized association between the motivational factor and the gender using chi-square test

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Salary increase	28	56%
2	Promotion	16	32%
3	Award	6	12%
Total		50	100%

Source: Primary Data

Hypothesized association between the motivational factor and the gender using chi-square test

H₀: There is no significant association the gender and the motivational factor

H₁: There is association between the gender and the motivational factor

Crosstab

		Which factor motivate you the most?				
		Salary increase	Promotion	Award	Total	
Gender	Male	Count	25	4	2	31
		% within Gender	80.6%	12.9%	6.5%	100.0%
		% within Which factor motivate you the most?	89.3%	25.0%	33.3%	62.0%
		% of Total	50.0%	8.0%	4.0%	62.0%
Female		Count	3	12	1	16
		% within Gender	18.8%	75.0%	6.3%	100.0%
		% within Which factor motivate you the most?	10.7%	75.0%	16.7%	32.0%
		% of Total	6.0%	24.0%	2.0%	32.0%
3		Count	0	0	3	3
		% within Gender	0.0%	0.0%	100.0%	100.0%
		% within Which factor motivate you the most?	0.0%	0.0%	50.0%	6.0%
		% of Total	0.0%	0.0%	6.0%	6.0%
Total		Count	28	16	6	50
		% within Gender	56.0%	32.0%	12.0%	100.0%
		% within Which factor motivate you the most?	100.0%	100.0%	100.0%	100.0%
		% of Total	56.0%	32.0%	12.0%	100.0%

Chi-Square Tests

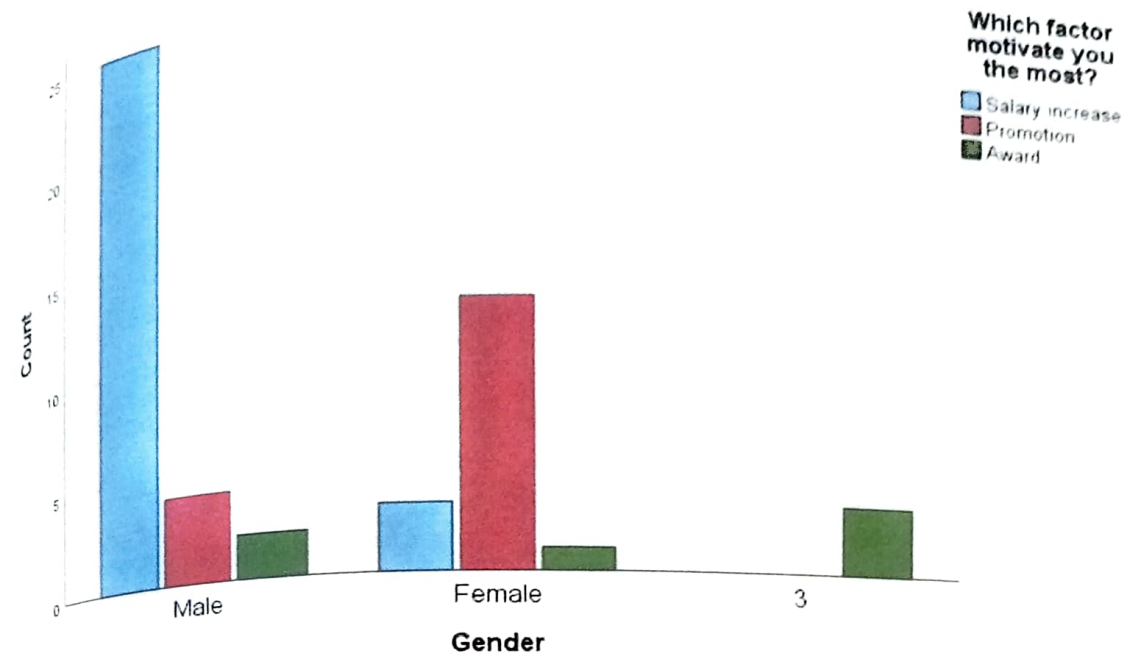
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	43.341 ^a	4	.000
Likelihood Ratio	33.781	4	.000
Linear-by-Linear Association	20.582	1	.000
N of Valid Cases	50		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .36.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.931	.000
	Cramer's V	.658	.000
N of Valid Cases		50	

Bar Chart



Interpretation

The motivational factor of employees is not rejected with the gender which is implied by inferential technique and p- value is 0.000 that is statistically rejected value at five percent level of significance.

NOTE

There is no significant association the gender and the motivational factor.

TABLE 4.1.2

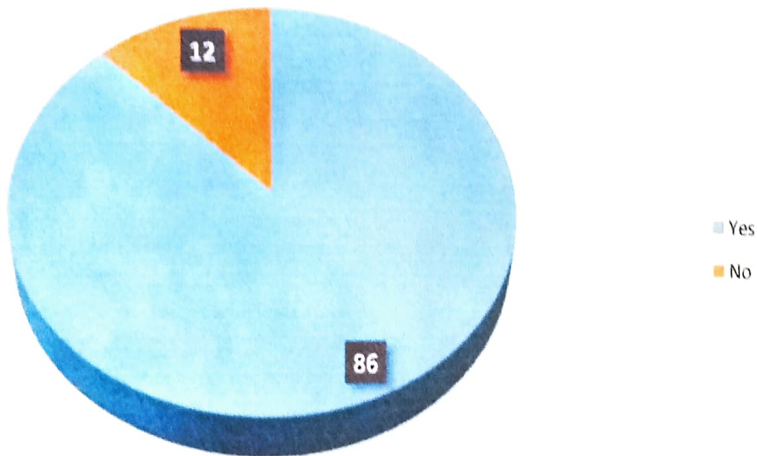
Table showing level of security and leads to increase the productivity

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
	Yes	44	88%
	No	6	12%
Total		50	100%

Source: Primary Data

CHART 4.1.2

Chart showing level of security and leads to increase the productivity



INFERENCE:

From the above chart it is inferred that 86% of the respondents stated secured the level of security and leads to productivity, 12% of respondents does not secured the level of security and leads their productivity.

Majority 86% of the respondents stated secured and leads to productivity.

TABLE 4.1.3

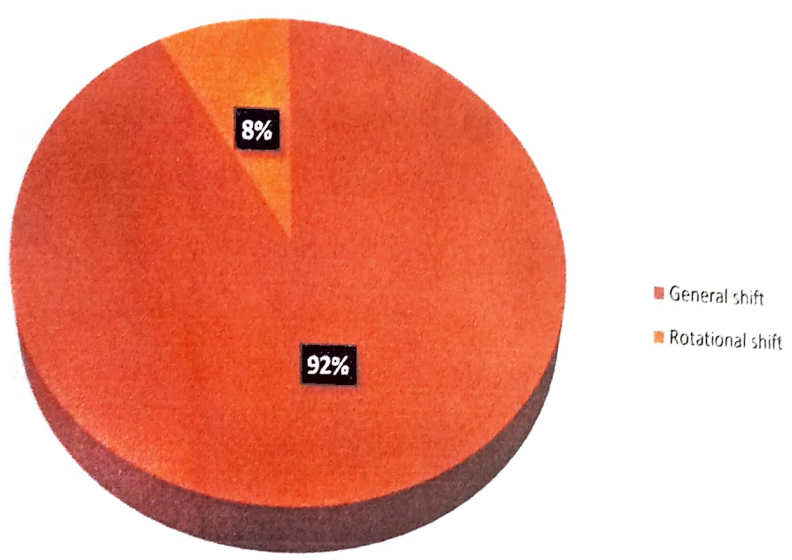
Table showing usual work schedule of the employees

S.NO	PARTICULARS	NO.OF REpondENTS	PERCENTAGE
1	General shift	46	92%
2	Rotational shift	4	8%
Total		50	100%

Source: Primary data

CHART 4.1.3

Chart showing usual work schedule of employees



INFERENCE:

From the above chart it is inferred that 92% of respondents have general shift as usual work schedule to the employees and 8% of respondents have rotational shift as usual work schedule.

Majority 92% of respondents general shift are usual work schedule.

TABLE 4.1.4

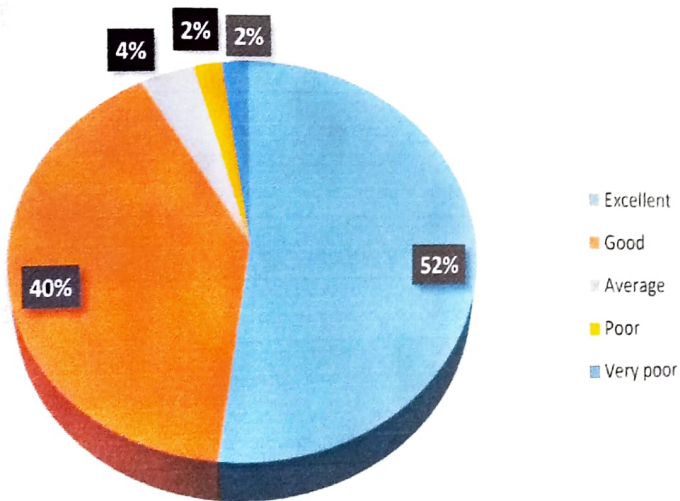
Table showing relationship with the employer

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Excellent	26	52%
2	Good	20	40%
3	Average	2	4%
4	Poor	1	2%
5	Very poor	1	2%
Total		50	100%

Source: Primary data

CHART 4.1.4

Chart showing relationship with the employer



INFERENCE:

From the above chart it is inferred that 52 % of respondents having excellent relationship with the employer and 2% of respondents having poor relationship with the employer.
 Majority 52% of respondents having excellent relationship with the employer.

TABLE 4.1.5

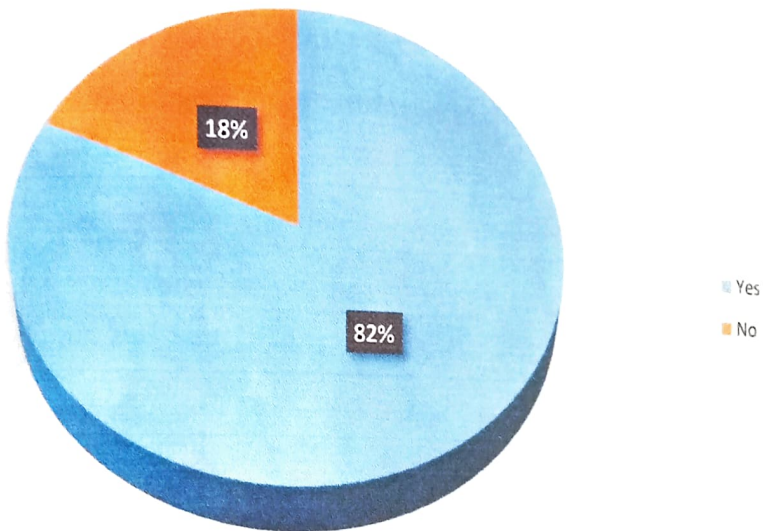
Table showing satisfaction level of employee towards an income

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	41	82%
2	No	9	18%
Total		50	100%

Source: Primary data

CHART 4.1.5

Chart showing satisfaction level of employee towards an income



INFERENCE:

From the above chart it is inferred that 82% of respondents agreed that their income of employee's job enough to meet their family monthly need and 18% of respondents not agreed that the income of their job is enough to meet the family monthly need.

Majority 82% of respondents agree that their income of employees job enough to meet their family monthly need.

TABLE 4.1.6

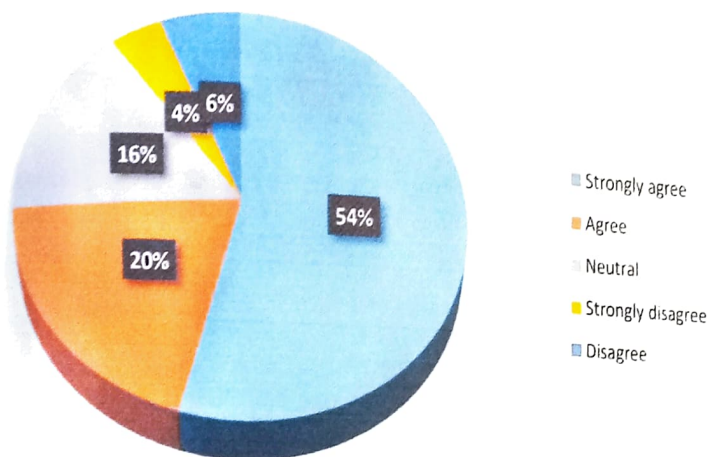
Table showing safety of the employees in the workplace

S.NO	PARTICULARS	NO.OF RESPODENTS	PERCENTAGE
1	Strongly agree	27	54%
2	Agree	10	20%
3	Neutral	8	16%
4	Strongly disagree	2	4%
5	Disagree	3	6%
Total		50	100%

Source: Primary data

CHART 4.1.6

Chart showing safety of employees in the workplace



INFERENCE:

From the above chart it is inferred that 54% of respondents strongly agree that safety of employees is higher priority in workplace and 6% of respondents strongly disagree that safety of employees is higher priority in workplace.

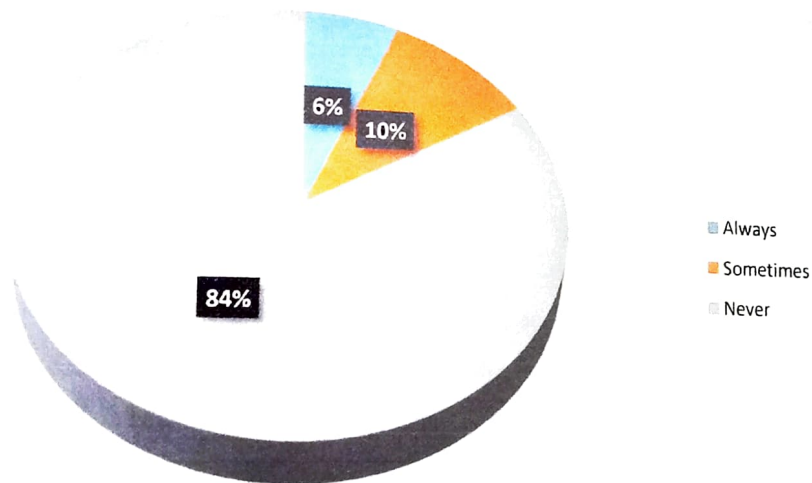
Majority 54% of respondents strongly agree that safety of employees is higher priority in workplace

TABLE 4.1.7
Table showing work stress level of an employee

S.NO	PARTICULARS	NO.OFRESPONDENTS	PERCENTAGE
1	Always	3	
2	Sometimes	5	6%
3	Never	42	10%
Total		50	84%
			100%

Source: Primary data

CHART 4.1.7
Chart showing work stress level of an employee



INFERENCE:

From the chart it is inferred that 84% of respondents of an employee had no work stress and 6% of respondents of an employee always had work stress.

Majority 84% of respondents of an employee had no work stress.

TABLE 4.1.8

ANOVA - age and satisfaction of an employee to the working hours in the workplace

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	30	60%
2	Satisfied	13	26%
3	Average	3	6%
4	Highly dissatisfied	2	4%
5	Dissatisfied	2	4%
Total		50	100%

Source: Primary data

ANOVA - age and satisfaction of an employee to the working hours in the workplace.

ANOVA

Are you satisfied with the working hours in the workplace?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.064	2	.032	.028	.972
Within Groups	53.156	47	1.131		
Total	53.220	49			

Are you satisfied with the working hours in the workplace

Tukey HSD^{a, b}

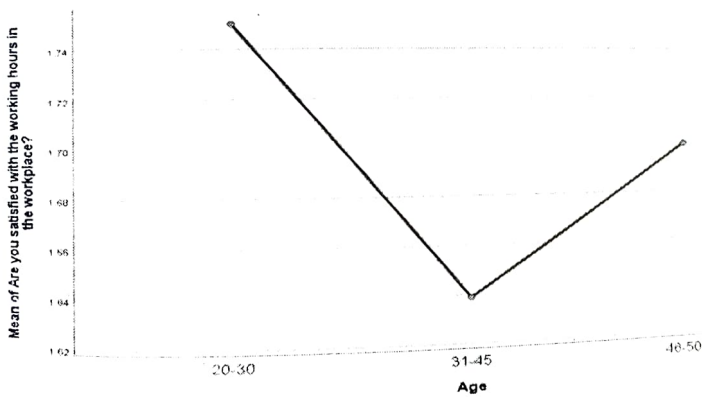
Subset for alpha
= 0.05

	N	1
Age	36	1.64
31-45	10	1.70
46-50	4	1.75
20-30		.976

Sig.
Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 7.941.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



Interpretation

Satisfaction level of employee working hours in the workplace is not associated with age which is implied by inferential technique the significance value is 0.972 that is statistically not associated value at five percent level of significance.

NOTE

There is no significant difference in the satisfactory level of working hours based on age.

TABLE 4.1.9

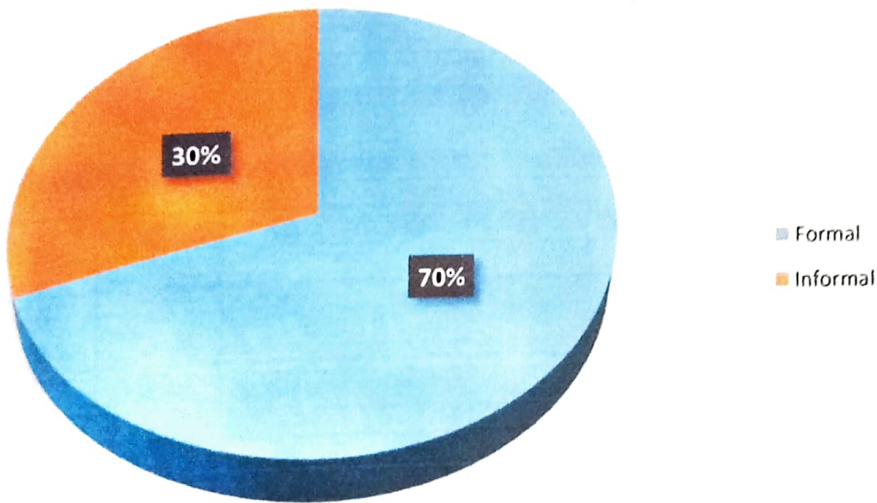
Table showing the way of communication followed in the workplace

S.NO	PARTICULARS	NO.OF REpondENTS	PERCENTAGE
1	Formal	35	70%
2	Informal	15	30%
Total		50	100%

Source: Primary Data

CHART 4.1.9

Chart showing way of communication followed in the workplace



INFERENCE:

From the above chart it is inferred that 70% of respondents followed formal communication in the workplace and 30% of respondents followed informal communication in the work place.

Majority 70% of respondents followed formal communication in the workplace of an employee.

TABLE 4.1.10

Table showing the facilities preferred by the workers

Facilities	Highly satisfied	Satisfied	Neutral	Highly dissatisfied	Dissatisfied	Total
Recreational facilities	26	22	20	18	8	94
Canteen facilities	38	22	18	18	4	100
Rest room	42	22	20	10	8	102
Break during working hours	36	20	16	12	14	98
Launch room	52	18	16	8	6	100
Total						494

Source: Primary Data

TABLE 4.1.10

Mean square the facilities preferred by the workers using Likert scale

FACILITIES	HS	S	N	HS	D	TOTAL	MEAN	RANK
Recreational facilities	26	22	20	18	8	94	0.190	5
Canteen facilities	42	22	20	10	8	102	0.206	1
Rest room	38	22	18	18	4	100	0.202	2
Break during working hours	36	20	16	12	14	98	0.198	4
Launch room	52	18	16	8	6	100	0.202	2

INFERENCE:

From the above table it is inferred that the employees ranked high for canteen facilities and ranked low for recreational facilities.

TABLE 4.1.11

ANOVA - age and quality level of tools and technique used in the workplace

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly agree	36	
2	Agree	6	72%
3	Neutral	4	12%
4	Strongly disagree	3	8%
5	Disagree	1	6%
			2%
Total		50	100%

Source: Primary Data

ANOVA - age and quality level of tools and technique used in the workplace

ANOVA

The workplace is providing high quality tools and technique to do the job?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.431	2	.716	.687	.508
Within Groups	48.989	47	1.042		
Total	50.420	49			

The workplace is providing
high quality tools and
technique to do the job?

Tukey HSD^{a,b}

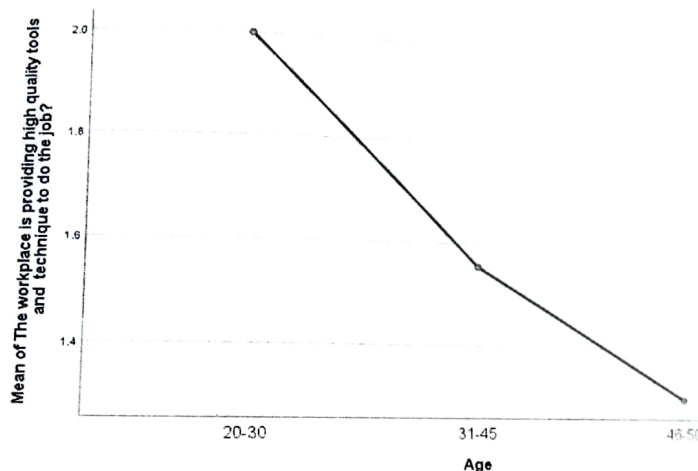
Subset for alpha
= 0.05

Age	N	1
46-50	10	1.30
31-45	36	1.56
20-30	4	2.00
Sig.		.367

Means for groups in homogeneous
subsets are displayed.

a. Uses Harmonic Mean Sample Size =
7.941.

b. The group sizes are unequal. The
harmonic mean of the group sizes is
used. Type I error levels are not
guaranteed.



Interpretation

An employee quality level of tools and technique used the workplace is moderately associated with age which is implied by inferential technique the significance value is 0.508 that is statistically moderately accepted value at five percent level of significance.

NOTE

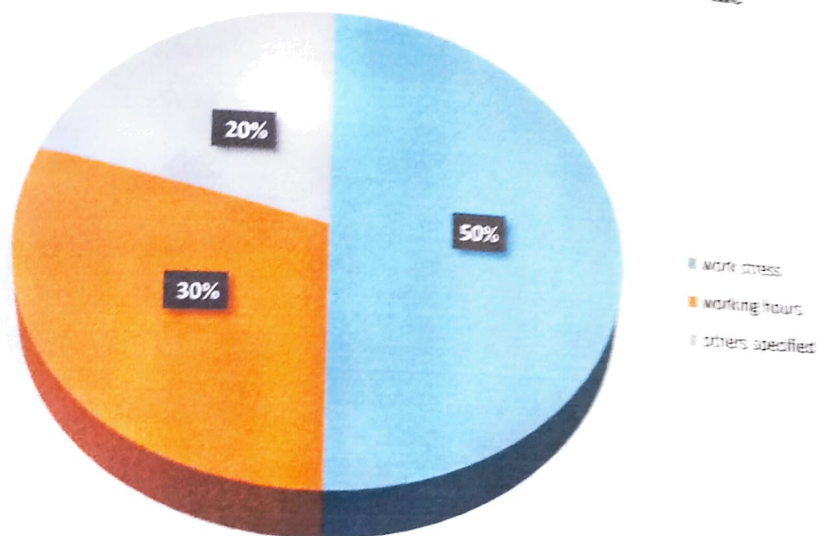
There is significant difference in the provision of high quality tool and based on age.

TABLE 4.1.12
Table showing the factors affecting competency in work place

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Work stress	25	50%
2	Working hours	15	30%
3	Others specified	10	20%
Total		50	100%

Source: Primary data

CHART 4.1.12
Chart showing the factors affecting competency in work life



INFERENCE:

From the above chart it is inferred that 50% of respondents competency level is affected by the work stress in the work place and 20% of respondents competency level is specified as other reason.

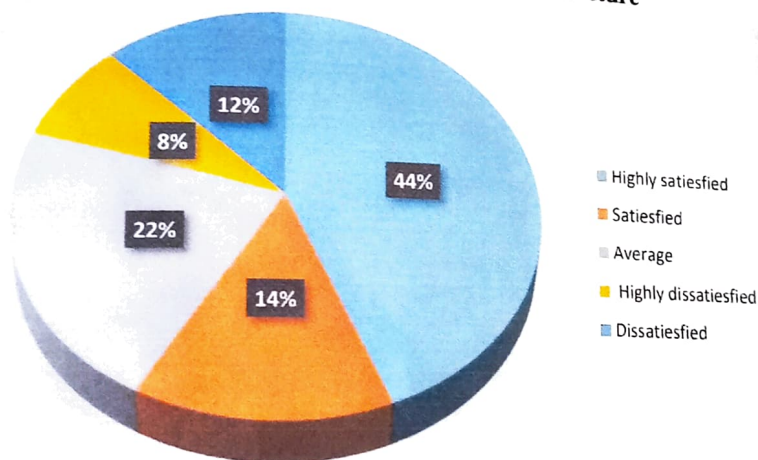
Majority 50% of respondents competency level is affected by the work stress in the work place

TABLE 4.1.13
Table showing satisfaction on leave structure

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	22	44%
2	Satisfied	7	14%
3	Average	11	22%
4	Highly dissatisfied	4	8%
5	Dissatisfied	6	12%
Total		50	100%

Source: Primary Data

CHART 4.1.13
Chart showing satisfaction on leave structure



INFERENCE:

From the above chart it is inferred that 44% of respondents highly satisfied with the leave facility in workplace and 8% of respondents are highly dissatisfied with the leave facility in workplace.

Majority 44% of respondents highly satisfied with the leave facility in workplace

TABLE 4.1.14

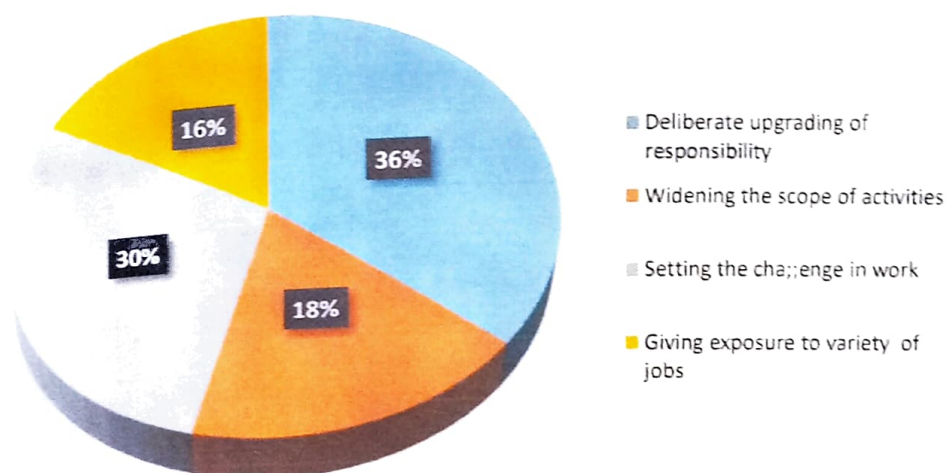
Table showing the job enrichment of employees

PARTICULARS	NO.OF RECONDENTS	PERCENTAGE
Deliberate upgrading of responsibility	18	36%
Widening the scope of activities	9	18%
Setting the challenge in work	15	30%
Giving exposure to variety of jobs	8	16%
Total	50	100%

Source: Primary Data

CHART 4.1.14

Chart showing the job enrichment of employees



INFERENCE:

From the above the chart it is inferred that 36% of respondents upgraded the responsibility to the job enrichment of employees and 16% of respondents are in process of getting exposure to variety of jobs in the job enrichment.

Majority of 36 % of respondents upgraded the responsibility to the job enrichment of employees.

TABLE 4.1.15

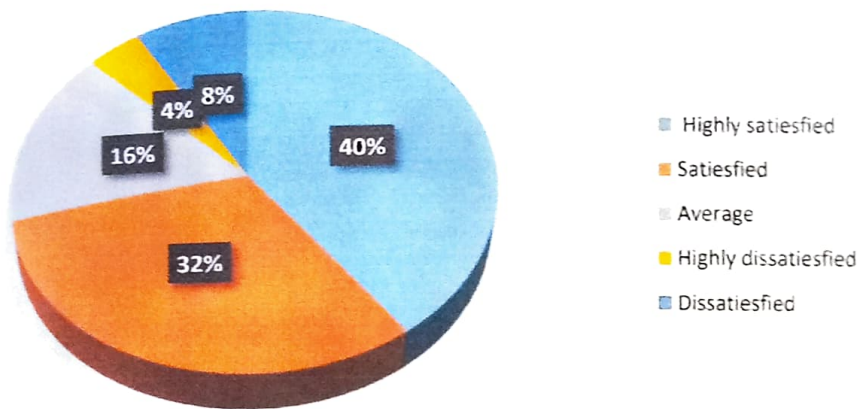
Table showing satisfaction level of grievance redressal

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Highly satisfied	20	40%
Satisfied	16	32%
Average	8	16%
Highly dissatisfied	2	4%
Dissatisfied	4	8%
Total	50	100%

Source: Primary data

CHART 4.1.15

Chart showing satisfaction level of the grievance redressal



INFERENCE:

From the above chart it is inferred that 40% of respondents are highly satisfied with the grievance redressal in the workplace and 8% of respondents are dissatisfied with the grievance redressal of an employee in the workplace.

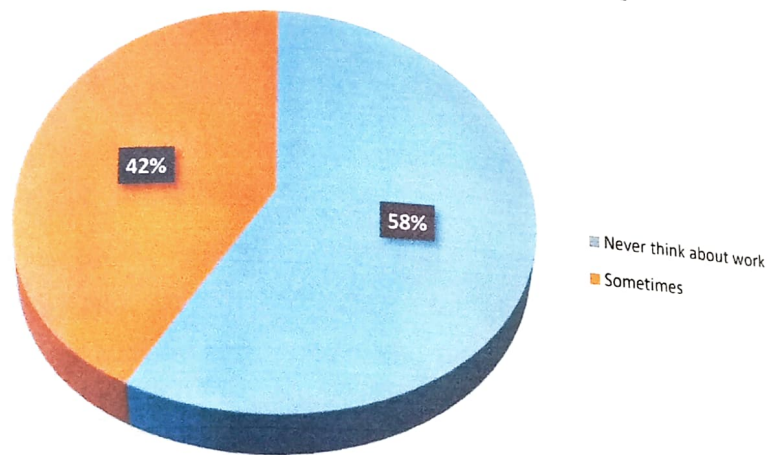
Majority 40% of respondents highly satisfied to the grievance redressal of an employee in the workplace

Table 4.1.16
Table showing the responsibilities of employees

S.NO	PARTICULARS	NO.OFRESPONDENTS	PERCENTAGE
1	Never think about work	29	58%
2	Sometimes	21	42%
Total		50	100%

Source: Primary Data

CHART 4.1.16
Chart showing responsibility of employees



INFERENCE:

From the above chart it is inferred that 58 % of respondents never think about their responsibility in work and 42% of respondents sometimes think about their responsibility in work.

Majority 58 % of respondents never think about work their responsibility in work.

TABLE 4.17

Table showing Hypothesized association between gender and managing the work load in the work place using chi-square test.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Provide flexible work timings	26	52%
2	Provide leave to manage work life	19	38%
3	Provide share option	5	10%
Total		50	100%

Source: Primary Data

Hypothesized association between gender and managing the work load in the work place using chi-square test.

H₀: There is no association between gender and managing the work load in the work place

H₁: There is association between gender and managing the work load in the work place

Crosstab

		Does your organization take any initiative to manage work life of its employees?			Total
		Provide flexible work timings	Provide leave to manage work life	Provide share option	
20-30	Count	3	1	0	4
	% within Age	75.0%	25.0%	0.0%	100.0%
	% within Does your organization take any initiative to manage work life of its employees?	11.5%	5.3%	0.0%	8.0%
	% of Total	6.0%	2.0%	0.0%	8.0%
31-45	Count	16	15	5	36
	% within Age	44.4%	41.7%	13.9%	100.0%
	% within Does your organization take any initiative to manage work life of its employees?	61.5%	78.9%	100.0%	72.0%
	% of Total	32.0%	30.0%	10.0%	72.0%
46-50	Count	7	3	0	10
	% within Age	70.0%	30.0%	0.0%	100.0%
	% within Does your organization take any initiative to manage work life of its employees?	26.9%	15.8%	0.0%	20.0%
	% of Total	14.0%	6.0%	0.0%	20.0%
Total	Count	26	19	5	50
	% within Age	52.0%	38.0%	10.0%	100.0%
	% within Does your organization take any initiative to manage work life of its employees?	100.0%	100.0%	100.0%	100.0%
	% of Total	52.0%	38.0%	10.0%	100.0%

chi-Square Test

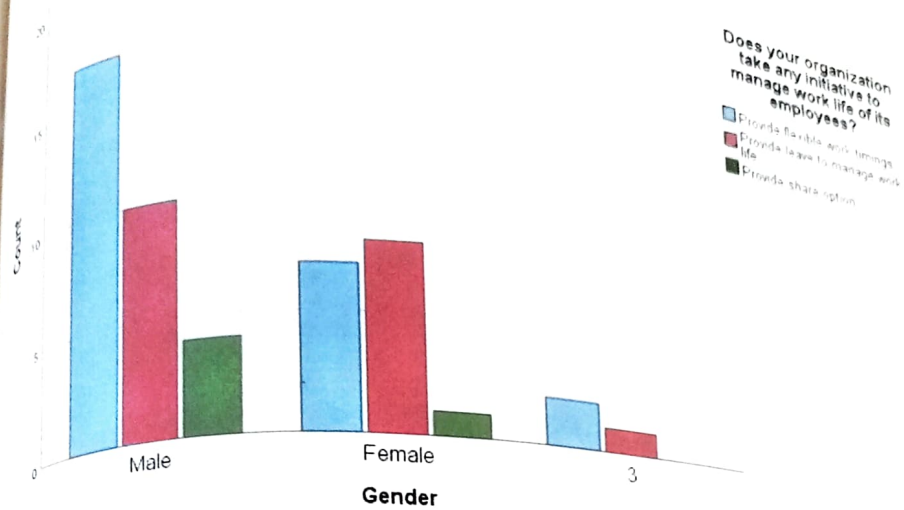
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.060 ^a	4	.725
Likelihood Ratio	2.334	4	.675
Linear-by-Linear Association	.070	1	.792
N of Valid Cases	50		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .30.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.203	.725
	Cramer's V	.144	.725
N of Valid Cases		50	

Bar Chart



Interpretation:

Managing the work load at work place is not highly associated with gender, which is implied by inferential testing and P- value is 0.725 that is statistically not associated value at five present level of significance.

NOTE

There is no association between gender and managing the work load in the work place.

TABLE 4.1.18

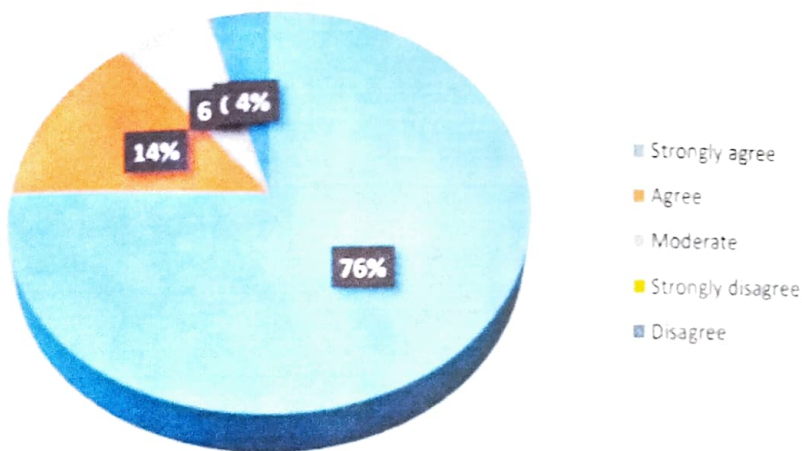
Table showing the satisfaction of bonus for the employees

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	Strongly agree	38	76%
2	Agree	7	14%
3	Moderate	3	6%
4	Highly disagree	0	0%
5	Disagree	2	4%
Total		50	100%

Source: Primary Data

CHART 4.1.18

Chart showing the satisfaction of bonus for the employees

**INFERENCE:**

From the above chart it is inferred that 76 % of respondents are strongly agree with the bonus provided by the workplace and 0% of respondents are highly disagree with the bonus provided by the workplace.

Majority 76 % of respondents are strongly agree with the bonus provided by the workplace.

TABLE 4. 1.19

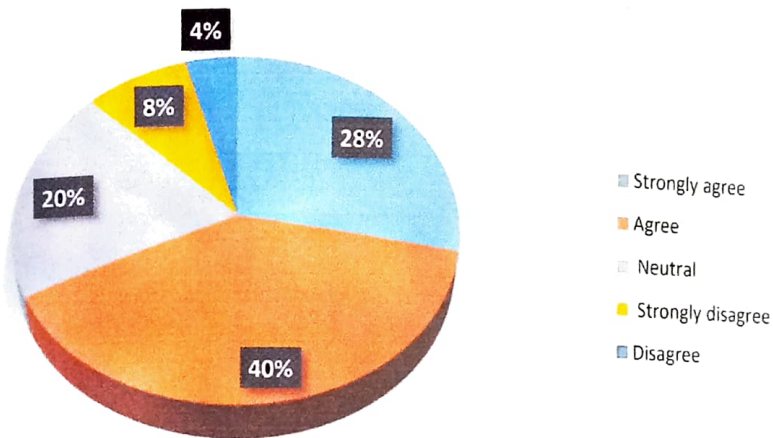
Table showing the effectiveness of work performance

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly agree	14	28%
2	Agree	20	40%
3	Neutral	10	20%
4	Strongly disagree	4	8%
5	Disagree	2	4%
Total		50	100%

Source: Primary Data

CHART 4.1.19

Chart showing the effectiveness of work performance



INFERENCE:

From the above chart it is inferred that 40 % of respondents agree the direct and clear information about the effectiveness of work performance, 4% of respondents disagree the direct and clear information about the effectiveness of work performance.

Majority 40 % of respondents agree the direct and clear information about the effectiveness of job performance.

TABLE 4.1.20

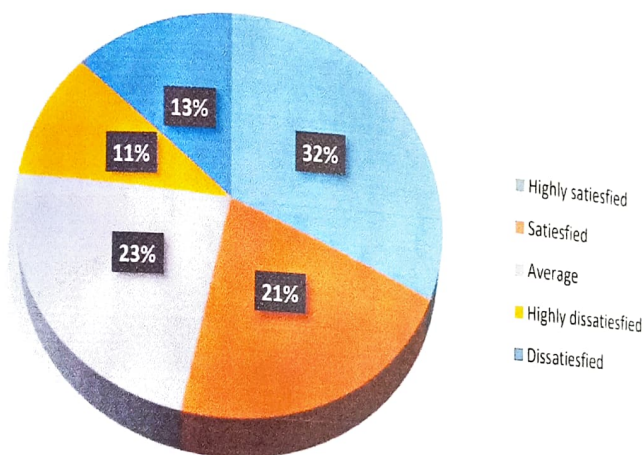
Table showing satisfaction on pay structure in the workplace

S.NO	PARTICULARS	NO.OF RESPONDENTS		PERCENTAGE
1	Strongly agree	15		
2	Agree	10		30%
3	Average	11		20%
4	Highly dissatisfied	8		22%
5	Dissatisfied	6		16%
		50		12%
Total				100%

Source: Primary Data

CHART 4.1.20

Chart satisfaction on pay structure in the workplace



INFERENCE:

From the above chart it is inferred that 32% of respondents highly satisfied with the pay structure in the workplace and 11 % of respondents highly dissatisfied with the pay structure in the workplace.

Majority 32% of respondents highly satisfied with the pay structure in the workplace.

TABLE 4.1.21

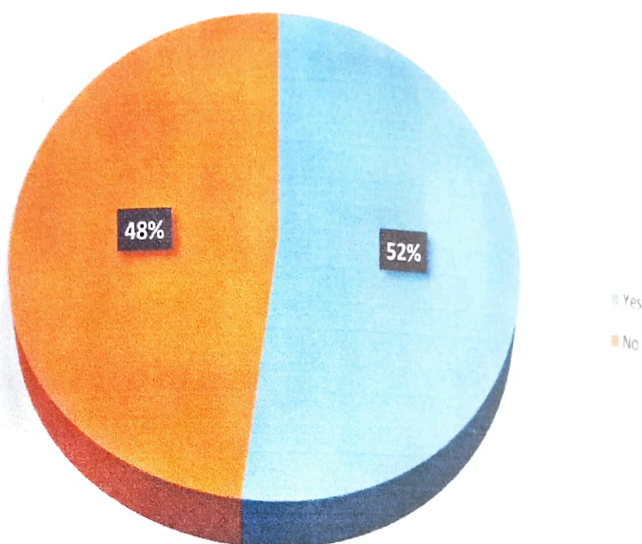
Table showing satisfaction on the infrastructure facilities

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	26	52%
2	No	24	48%
Total		50	100%

Source: Primary Data

CHART 4.1.21

Chart showing satisfaction on the infrastructure facilities



REFERENCE:

From the above chart inferred that 52% of respondents are satisfied in the infrastructure facilities of the workplace and 48% of respondents are not satisfied in the infrastructure facilities of the workplace.

Majority 52% of respondents are satisfied the infrastructure facilities of the workplace.

TABLE 4.1.22

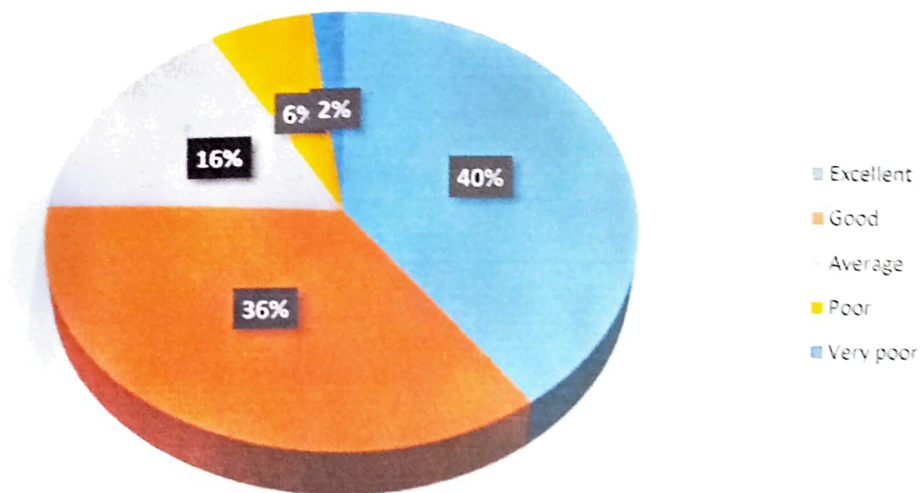
Table showing physical condition in the workplace

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Excellent	20	40%
2	Good	18	36%
3	Average	8	16%
4	Poor	3	6%
5	Very poor	1	2%
Total		50	100%

Source: Primary Data

CHART 4.1.22

Chart showing physical condition in the workplace



INFERENCE:

From the above chart it is inferred that 40% of respondents are excellent to the physical condition in the workplace and 2% of respondents are very poor to the physical condition in the workplace.

Majority 40% of respondents excellent to the physical condition in the workplace.

TABLE 4.1.23

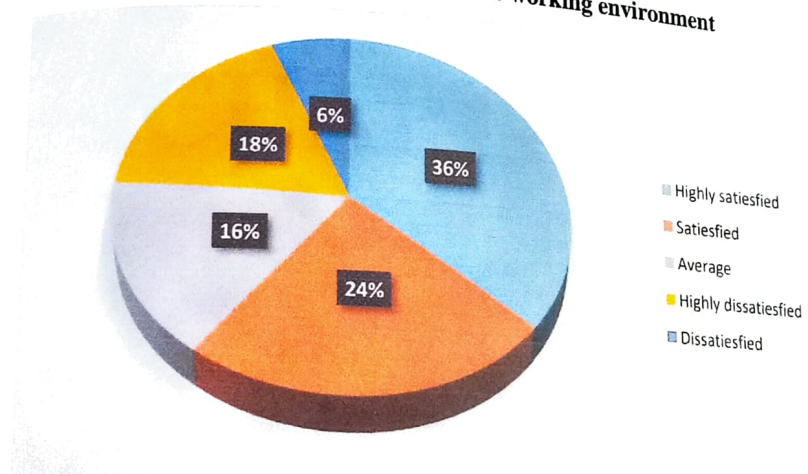
Table showing the cleanliness in the working environment

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	18	36%
2	Satisfied	12	24%
3	Average	8	16%
4	Highly dissatisfied	9	18%
5	Dissatisfied	3	6%
Total		50	100%

Source: Primary Data

CHART 4.1.23

Chart showing cleanliness in the working environment



INFERENCE:

From the above chart it is inferred that 36% of respondents are highly satisfied with the cleanliness in the working environment and 6% of respondents are dissatisfied with the cleanliness in the working environment.

Majority 36% of respondents are highly satisfied the cleanliness in the working environment.

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CHAPTER V

CHAPTER V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 INTRODUCTION

More and more quick and frequent changes of the external environment make higher and higher demands on organization. The able to successfully achieve in advance outlined objectives in this environment ,to be successful in fulfilling its tasks the organization has no methods. The core and the most important area of the whole organizations working are human resource, mainly talented individuals.

Summary of findings

- The study reveals 56% of respondents stated the salary increase the motivate factor.
- It is found that 86% of the respondents stated secured and leads to productivity.
- Analyze the study 92% of respondents have general shift usual work schedule.
- From the study it is found that 52% of respondents having excellent relationship with the employer.
- It is understood from 82% of respondents agree that their income of employees job enough to meet their family monthly need.
- Majority 54% of respondents strongly agree that safety of employees is higher priority in workplace.
- Hence, this study proved 84% of respondents of an employee had no work stress.
- From the study 60% of respondents highly satisfied the working hours in the workplace.
- It study reveals 70% of respondents followed formal communication in the workplace of an employee.
- Most of the employees ranked for high for canteen facilities.
- Majority 72% respondents a quality of level of tools and technique in the workplace.
- Half percentage of employees stated competency level is affected by the work stress in the work place.
- It understood 44% of respondents highly satisfied with the leave facility in workplace.
- The study analyze 36 % of respondents upgraded the responsibility to the job enrichment of employees.
- Majority 40% of respondents highly satisfied to the grievance redressal of an employee in the workplace.
- It is found that 58 % of respondents never think about work responsibility in work.
- Most of the respondents stated provide flexible work timing manage the work load in the work place.
- Most of the employees stated strongly agree with the bonus provided by the workplace.
- Hence this study proved 40 % of respondents agree the direct and clear information about the effectiveness of job performance.
- Majority 32% of respondents highly satisfied with the pay structure in the workplace.

- The study reveals that 52% of respondents are satisfied with the infrastructure facilities of the workplace
- From the study 40% of respondents excellent in the physical condition of the workplace.
- Majority 36% of employees are highly satisfied the cleanliness in the working environment.

SUMMARY OF SUGGESTIONS SUGGESTIONS AND RECOMMENDATIONS

- The firm should motivate the employees by providing awards and rewards to employees.
- Work stress of employees can be reduced by the firm providing recreational facilities.
- Regular salary increment and hikes will help in increasing employee's satisfaction.
- Firm should provide the employees with remuneration to keep them satisfied still there is some dissatisfaction in the employees.
- The firm have to improve growth opportunity.

CONCLUSIONS

The quality of work life of employees is related with job satisfaction of the employees. It is clearly revealed that employees are highly satisfied with the organization due to the facilities and other benefits provided by the organization. The most valuable asset of an organization is its employees. An assured good of work life not only attract young and talented but also retain the existing experienced talent. In order to have a greater and effective quality of work life organization must needs of its employees.

The overall performance of an organization depends completely on the performance of its people in spite of the organization size, purpose or other characteristics. Quality work is linked with the effective outcomes like increased job satisfaction, improved employee performance, involvement and responsibility.

ANNEXURE

A STUDY ON QUALITY OF WORK LIFE TOWARDS EMPLOYEES SATISFACTION AT RATNA FURNITURE

Dear sir/madam,

I am selvarak prinocil.A from the department of Human Resource Management of St. Mary's college (Autonomous), Thoothukudi presently doing a project on "Quality of work life towards employee's satisfaction" with special reference to Ratna furniture, as a part of academic requirement. I kindly request your assistance by availing time to respond to the questionnaire. All data collected will be treated in strict confidence and used only for purpose of this study.

Personal details:

Name:

Age

☐ 20-30

☐ 31-45

☐ 46-50

☐ 50 above

Gender

☐ Male

☐ Female

Marital status

☐ Married

☐ Unmarried

Educational qualification

☐ Illiterate

☐ SSLC

☐ HSLC

☐ UG

☐ PG

Your monthly income

☐ Below\$ 5000

☐ \$5,000-\$10,000

☐ \$10,000-\$15,000

☐ Above \$15,000

1. Which factor motivate you the most?

☐ Salary increase

☐ Promotion

☐ Award

2. Does work place environment give you feeling of security and improve your productivity?

☐ Yes

☐ No

3. Which of the following describe your usual work schedule?

☐ General shift

☐ Rotational shift

4. How is the relationship with the employer?

☐ Excellent

☐ Good

☐ Average

☐ Poor

☐ Very poor

5. Do you feel that the income of your job alone is enough to meet your family monthly need?

☐ No

6. The safety of workers is a high priority of management in work?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Strongly disagree

7. How often do you find your work stressful?

☐ Always

☐ Sometimes

☐ Never

☐ Disagree

8. Are you satisfied with the working hours in the workplace?

☐ Highly satisfied

☐ Satisfied

☐ Average

☐ Highly dissatisfied

☐ Dissatisfied

9. What kind of communication followed within the work place?

☐ Formal

☐ Informal

10. What type of facilities preferred?

Options	1	2	3	4	5
Recreational facilities					
Canteen facilities					
Rest room					
Break during working hours					
Launch room					

11. The work place is providing high quality tools and technique to do the job?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Strongly disagree

☐ Disagree

12. What factors affect your competency work life?

☐ Work stress

☐ Working hours

☐ Others specified

13. Are you satisfied on leave structure?

☐ Highly satisfied

☐ Satisfied

☐ Average

☐ Highly dissatisfied

☐ Dissatisfied

14. What are the steps taken for the job enrichment of employees?

- ☐ Deliberate upgrading of responsibility ☐ Widening the scope of activities
☐ Setting the challenge in work ☐ Giving exposure to variety of jobs

15. Are you satisfied with the grievance redressal?

- ☐ Highly satisfied ☐ Satisfied ☐ Average ☐ Highly dissatisfied ☐ Satisfied

16. Do you think about your responsibilities in job even after you are done with your office hour?

- ☐ Never think about work ☐ Sometimes

17. Does your organization take any initiative to manage work life of its employees?

- ☐ Provide flexible work timings ☐ Provide leave to manage work life

☐ Provide share option

18. Are you satisfied with the bonus provided to you?

- ☐ Strongly agree ☐ Agree ☐ Moderate ☐ Strongly disagree ☐ Disagree

19. The work activities themselves provide direct and clear information about the effectiveness of your job performance.

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Strongly disagree ☐ Disagree

20. Are you satisfied with the pay structure in the workplace?

- ☐ Highly satisfied ☐ Satisfied ☐ Average ☐ Highly dissatisfied ☐ Satisfied

21. Are you satisfied the infrastructure facilities?

- ☐ Yes ☐ No

22. How is the physical condition in the workplace?

- ☐ Excellent ☐ Good ☐ Average ☐ Poor ☐ Very poor

23. How is the cleanliness in the working environment?

- ☐ Highly satisfied ☐ Satisfied ☐ Average ☐ Highly dissatisfied ☐ Satisfied

24. Your valuable suggestion to improve QWL in the workplace _____

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BIBLIOGRAPHY

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**A STUDY ON CONFLICT MANAGEMENT IN ORGANIZATION,
AT VELAVAN HYPER MARKET THOOTHUKUDI.**

(A project report submitted in partial fulfillment of the requirements for the degree)

Of

MASTER OF HUMAN RESOURCE MANAGEMENT

Of

ST. MARY'S COLLEGE (AUTONOMOUS) – THOOTHUKUDI

Submitted by

A, SKANDHA

REG NO: 21SPHR11

Under the guidance of

Mrs. M. FATIMA LUCIA SHEEBA B.COM. MBA., NET



Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade)

Tuticorin– 628001.

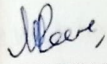
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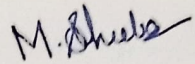
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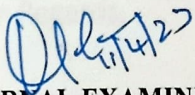


CERTIFICATE

This is to certify that the project A. SKANDHA of second year Master of Human Resource Management has undergone project on "A STUDY ON CONFLICT MANAGEMENT IN ORGANIZATION AT VELAVAN HYPER MARKET, THOOTHUKUDI" under the guidance of Mrs. M. FATIMA LUCIA SHEEBA B.COM., MBA., NET and this is an original work up to my knowledge.


CO-ORDINATOR
Dr. Mary Judith Keene Fernando
M.Com. M.Phil., Ph.D
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DATE: 26.02.2023

TO WHOMSOEVER ITMAY CONCERN

This is to certify that Ms. Skanda (Reg. No.215PHR11) as a student of II year MHRM from St. Mary's College, Tuticorin has undergone her project in our organization in the duration dated 06th February 2023 to 21st February 2023.

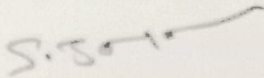
During her tenure, we found Ms. Skanda to be good and responsible trainee.

We wish her all the best for future endeavours.

THE
GREAT
SHOPPING
PALACE

Warm Regards,

For VELAVAN HYPER MARKET PVT LTD



AUTHORIZED SIGNATORY

DECLARATION

I hereby declare that the project entitled "A STUDY ON CONFLICT MANAGEMENT IN ORGANIZATION VELAVAN HYPER MARKET, THOOTHUKUDI" is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of Master of Human Resource Management is my original work and that no part of this project has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

A. Skandha

Signature of the candidate

(A.SKANDHA)

Place: Thoothukudi

Date: 11.04.2023

ACKNOWLEDGEMENT

First of all I thank the Almighty for his abundant grace and blessing for the accomplishment of my project. I would like to express my sincere gratitude to Principal **Dr. Sr. A.S.J. Lucia Rose, M.Sc., B.Ed., M.Phil. PGDCA., Ph.D.** for permitting me to do my project.

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I express my sincere thanks to **Mr. ESAKI MUTHU** HR Manager of **VELAVAN HYPER MARKET,** for allowing me to complete my project in their esteemed.

I thank **all the employees** of **Velavan Hyper Market** for their kind co-operation extended to me providing the necessary data and information to complete my project successfully.

Finally, I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work.

A. Skandha.

ABSTRACT

Every organization encounters conflict on a daily basis. The conflict cannot be avoided, but it is possible to manage them in a way that we recognize them on time. It is necessary to continuously track the organizational signals which point to their existence. If we do not react duly, this can lead to the situation that the conflict itself manages the organization. One of the more important determinants of productivity, efficiency and performance, and finally job contentment is also the conflict as an independent variable of organizational behaviour. By systematic research of organizational behaviour we want to make a positive influence on dependent variables, but first we have to understand and get a good insight into individual elements of organizational behaviour.

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CHAPTER I

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1.1 INTRODUCTION

Conflict management is the process of limiting the negative aspects of conflict while increasing the positive aspects of conflict. The aim of conflict management is to enhance learning and group outcomes, including effectiveness or performance in organization setting. It is an essential part of leadership and something that leaders need to deal with. This is due to the fact that conflict can have significant impact on employee morale satisfaction and turnover which again impacts the organization as a whole. Therefore, conflicts have to be managed in order to retain organizational harmony even though complete balance is utopia.

According to Greenhalgh (1986) Conflict management is the process of resolving and minimizing the disagreements resulting from perceived or real differences.

Conflict management is the practice of being able to identify and managing conflicts sensibly, fairly, and efficiently. Since conflicts in a business are the natural part of the workplace it is important that there are people who understand conflicts and know how to resolve them. It refers to the ways and procedures of people following in handling grievances.

Conflict is inevitable element of any labour management relationship. In work situation people are bound to have different interest and aspirations which tend to conflict with each other. There are often disputes in an office environment where interest clashes peer disputes supervisor subordinates' conflicts. It allows parties to continue to work together even in the face of conflict while conflict resolution will seek to eliminate or mitigate the conflict.

1.2 OBJECTIVES

- To acquire the knowledge of nonviolent skills to resolve the conflicts
- To enable the control, one's behaviour in conflict situations
- To cultivate interpersonal communication skills
- To identify common interests and achieve "win-win" solutions
- To reduce suspensions among students
- Discover your own perceptions and attitudes about conflict

- To recognize the inevitability of conflict
- To develop a proactive approach to conflict management
- To learn and practice negotiation skills
- Understand the impact of culture and diversity on managing conflict

1.3 HOW TO MANAGE CONFLICT

➤ Analyse the conflict

Finding out the sources of a conflict is the key to solving it. Workplace conflict can seem very complicated in reality there are typically 1 or 2 main cases. Think carefully about the situations to pinpoint the central issues at the heart of the conflict. Identifying the root cause will allow you to better articulate your concerns and focus your perspective.

➤ Stay calm and focus on the common goal

Keeping a level head prevent conflict from escalating further. Whether you're directly involved in the conflict or middle of the conflict between other people keep calm to ensure the situation doesn't escalate. The common goal in every conflict should be manage and resolve the problem fairly makes this your priority and ensure everyone else in in board too.

➤ Separate the person from the problem

Resolve conflict by focusing on the issue not the person involved. View the problem as a specific incident or behaviour instead of blaming the other persons character as a whole. This makes the conflict feels less personal for both parties and thus makes it easier to resolve. It also salvage your relationship with the other person where otherwise you might decide not to work with them anymore.

➤ Be an active listener

Active listener promotes positive open and respectful communication. In social situations it can be a powerful tool to ensure to understand what someone else is saying. Give the other person time to talk uninterrupted and listen non judgmentally. Maintain steady eye contact and focus on them without trying to think of a rebuttal while they speak.

➤ **Share Your Position**

Be specific to help other person understand your perspective. Let the other person know how you feel the specific problem and impact on you. Use "I" based statements to keep the conversation focus on your needs and emotions

➤ **Use Neutral Language**

Neutral language keeps the discussion objective and non-judgmental. Inflammatory language like profanity name calling and put downs only escalates the conflict. Instead, keeping the discussion less emotional by using objective language. Rephrase negative statements into neutral comments and ask sincere questions to get your co-workers side of the story and use a calm even tone pf voice.

➤ **Reflect on the Situation**

Show all parties that you hear and understand their concerns. Often conflict stems from one party feelings as though you're not being heard or understood. Takes time throughout the conversation to reiterate what the other person says. This will help you clarify your understanding of the situation and convey to the other person that you do hear them.

➤ **Work Together to compromise and find a solution.**

Cooperation encourages everyone to stop tossing around the blame. Resolve the conflict by work together and brainstorming solutions to the conflict that addresses everyone's concerns. Write down your ideas and sees if there's one solution that both of you find fair and reasonable. A good resolution usually involves compromise meeting halfway so that you both leave satisfied

➤ **Make a resolution plan**

A plan defines each party 's responsibilities and prevent more conflict. After finding the solution everyone can agree on sit down together and figure out what you'll do to resolve the dispute. How will the immediate problem be fixed? Ensure everyone involve collaborates on the win solutions.

➤ **Pick your battles**

Not all conflicts are worth holding on to the cost of your energy. Some issues can't be solved to the satisfaction of the both parties especially the one person rejects any

negotiation. In those cases, ask yourself how much the issue at the core of the conflict matters to you. Are you willing to concede or keeping dialoguing to reach a different resolution Is this conflict worth your time and energy.

➤ **Agree to disagree**

Focus on finding the solution rather than the determining who is right. Remember the truth is relative what one person considers true is not necessarily true for someone else. Look for mutually agreeable solutions with your co-worker rather than the arguing the opinions. In the end it doesn't matter who is right and placing blame drags out the conflict.

➤ **Forgive each other**

Forgiveness is the easiest path towards the future cooperation. Apologized if you are wronged each other somehow and finds a place that allows you to truly forgive each other. Even if you can't completely forget what happened forgiveness is the most mature route allowing you to put the conflict behind you fully. Be honest and genuine with the other person and accept the apology if they offer one.

➤ **Ask a third party for help**

A trusted confident can give you confidential objective advice. If you feel that you're nowhere ask for helping to managing the conflict Consult a manager, seek professional counselling or ask a close mutual friend for help. A third party can offer a better perspective in situations where the people involved are so emotionally invested that it's hard to think straight.

➤ **Build up more positive relationships**

Collaborate and bond with co-workers to prevent future conflict. After successfully managing a conflict offer them sincere thanks for working with you. From that point forward continue to acknowledge and compliment the progress. Build a more positive relationship between the two of you overtime and communicate regularly to prevent more conflicts.

1.4 Conflict Styles

There are five styles of conflict they are:

- Competing
- Avoiding

- Accommodating
- Collaborating
- Compromising

➤ **Competing Style**

This style involves trying to win at all cost and involve using power or force you get what you want. Those who are competing or assertive and uncooperative and willing to pursue one's own concerns at another person's expense. "Don't use competing inside the organization; it doesn't build relationship"

➤ **Avoiding Style**

These styles avoiding conflict altogether, and can involve ignoring the issue or withdrawing the situation. Those who avoid conflict to be unassertive and uncooperative while diplomatically sidestepping on issue or simply withdrawing from a threatening situation

➤ **Accommodating Style**

The opposite of competing there's an element of self-sacrifice when accommodating the satisfy the other person. While it seems generous, it could take advantage of the weak and cause resentment.

➤ **Collaborating Style**

In this style, which is the opposite side of avoiding both sides can get what they want and negative feelings are minimized. It involves working together to find the solution that meets everyone's needs and can involve active listening and compromise

➤ **Compromising Style**

This style aims to find an expedient mutually accepted solution that partially satisfies both parties in the conflict while maintaining the assertiveness and cooperativeness. It involves finding a middle ground can involve giving up some of your needs and wants to reach a resolution.

1.5 PROCESS OF CONFLICT MANAGEMENT

The process of conflict management typically including the following steps:

➤ **Identify the conflict**

The first step is managing the conflict is to identify the conflict exists. This involves recognize the signs of a conflict such a increased tension, communication, breakdowns and lack of cooperation

➤ Analyse the conflict

Once the conflict has been identified; it's important to understand the underlying the issues and causes of the conflict. This involves analysing the different perspectives, interest and needs of the parties involved.

➤ Develop a plan

After analysing the conflict it's time to develop a plan for resolving it. This may involve the selecting appropriate conflict management strategy such as collaboration and negotiation and determining what specific steps will be taken to resolve the conflict.

➤ Implement the plan

With a plan in place its time to put in action. This may involve communicating with the parties involved, gathering information and working to find a mutually accepted a solution.

➤ Evaluate the outcome

Once the conflict has been resolved it's important to evaluate the outcome and determine whether the solution was effective. This involve gathering feedback from the parties involved and identifying the areas for improvement

➤ Follow up

Its important to follow up the situation to ensure that the agreement is being implemented and that the conflict doesn't arise again

1.6 IMPORTANCE OF CONFLICT MANAGEMENT

➤ Improve communication

Conflict management helps to improve communication between parties involved conflict which can lead to better understanding and cooperation.

➤ Increased productivity

Effective conflict management can lead more efficient and productive working relationships reducing the negative effects of unresolved conflicts productivity.

➤ Improve decision making

Conflict management can help to identify and address of underlying issues that may be blocking progress leading to better decision making

➤ **Enhanced Creativity**

Conflict can often lead to new and innovative solutions as people are forced to think outside the box to find the resolution.

➤ **Stronger relationship**

Conflict management can improve relationship between individuals, teams and organization by addressing and resolving issues in a constructive manner.

➤ **Improved employee satisfaction**

Resolving conflicts in a workplace can lead to a more positive and satisfying work environment which can improve employee engagement and retention.

➤ **Better problem solving**

Conflict management helps in problem solving as it allows parties to identify the root cause of the problem and work together to find the solution

➤ **Increased flexibility**

Conflict management helps to individuals and organization become more responsive and adaptable to change encouraging open communication and collaboration.

1.7 TYPES OF CONFLICT

There are different types of conflict include

➤ **Interpersonal conflict**

Conflicts between individuals such as disagreements between co-workers, supervisors and employees.

➤ **Organizational conflict**

Conflicts within an organization such as conflicts between departments or between employees and management

➤ **Inter group conflict**

Conflict between groups such as conflict between departments or different teams in the organization.

➤ **Intra personal conflict**

Conflict between individuals such as emotions, values and goals.

➤ **Interstate conflict**

Conflicts between countries and states such as political or military conflicts.

➤ Task conflict

Conflicts that arise due to competing the goals or difference in opinions or methods related to a specific task or project.

➤ Relationship conflict

Conflicts that can arise due to personal or emotional issues such as power of imbalances, lack of communication or trust and breakdowns.

1.8 ADVANTAGES OF CONFLICT MANAGEMENT

- It enhances the ability to make better business decision.
- Reduces recruitment and training cost due to better employee retention.
- It improves the quality of decision making under stress and reduces the amount of rework required.
- It helps to strengthen supervisory relationships.
- It keeps your teams engaged and openly communicating with each other.
- Prevents aggression violence sabotage and vandalism amongst disgruntled staff
- Mitigates legal risk

1.9 DISADVANTAGES OF CONFLICT MANAGEMENT

- Difficult to meet promise dates
- Cost of variety, reduced learning, difficult scheduling.
- Significance of conflict can be ignored
- Destroys creativity
- Time consuming
- Keeps people apart if unresolved.

1.10 OBJECTIVE OF THE STUDY

- To analyse the existing conflicts in an organization
- To know the causes and consequences of the conflicts
- To discuss the relationship between managing conflict used in the management of organization and the level of organizational effectiveness

11 NEED OF THE STUDY

- To know about the conflict management
- To bring about the positive change managing the conflict tactfully.
- To draw a plan to see the conflicts don't relapse

1.11 SCOPE OF THE STUDY

- This study will include observing the dynamics of conflict at workplace.
- It helps in removing the negative impacts of conflict management.
- Thus it includes task conflict and process conflict.

COMPANY PROFILE

Velavan Stores established in 1998 by Founder Mr. A Thangavel, Velavan Stores today is reputed for its wedding silk sarees, trendy and unique silk sarees, as well as family apparel, with large showrooms in Tuticorin under the assistance of Saravanan Stores, Chennai. Velavan Stores has in the last twelve years carved a niche for itself in textiles and jewels. Our quality of garments manufactured proved efficiency of our company. Needless to say, at Velavan Stores commitment to a customer always comes first.

At Velavan Stores it is their unique value system that has made them what they are today situated in the heart of Tuticorin able to approach from all the corners of the city near Cruz Fernandaz Statue and Old Bus Stand.

They have believed more than 12 years that customer satisfaction is their prime objective. Their showroom has the finest of skills, textiles and readymade. They understood customer wants from time to time as it is a fashionable business.

Velavan Stores, the biggest and the best leading textile shop in South Tamil Nadu. They pride themselves in the personal service and choice that they offer to their customers. At the heart of what they do in an ethos that consistently places their customer's needs first.

They are passionate about the shopping experience that they provide to the customer. From shirts and suits to menswear and ladies wear, all of the clothes are made according to exacting standard for quality and come in a wide variety of colours and styles. They offer a unique service to customer all ways. Velavan Stores earns a very good reputation within a short period for quality goods at lowest rate.

They work hard to offer their customers a unique shopping experience that delivers them what they want, whatever size whatever budget and with advice when they need it.

2.1.1 Vision

- To give all things for customer under one roof

2.1.2 Mission

- To provide a unique shopping experience to our customers with unmatched quality in terms of products and service while continuously exploring new market opportunities adding value to all business associates.

2.1.3 Company Logo



2.1.4 Objectives of the company:

Long Term Objectives

- Zero customer complaints
- To always be the first choice of customer
- Carryout all activities with utmost involvement
- The business within the organization will always be customer centric
- To train all the employees for customer relationship management

Specific Objectives

- To provide cheap products
- Innovations
- Keep the entertainment within the organization conflict free
- Provide best possible service
- To keep the environment clean and tidy so that customers doesn't get any messy view
- Provide high quality, fashion basics at value for money prices
- Analyze and measure business trends; develops and implement plans to maximize sales and meet or exceed goals and objectives.

2.1.5 Core Value

- Providing world class customer service
- Maximizing sales and business unit growth
- Integrity
- Teamwork
- Accountability
- Innovation
- Commitment

2.1.6 Velavan Hyper Market

Velavan Hyper Market was established in 2013, this is one of the branches of Velavan Stores. Velavan Hyper Market was founded by Mr. A Thangavel Nadar, Mrs. T. Anna Pushpam, Mr. T Maharajan and Mr. T Ananth. It is located near to the old bus stand, Thoothukudi.

There are eight hundred and fifty-two employees are employed. Velavan Hyper Market is a biggest shopping all in Thoothukudi, it has four large floors to provide service to customers. In Velavan Hyper Market there is a super Market, Jewellery shop, Textile shop, furniture plastic shop, foot wear, section stationery, mobile showroom, beauty parlour car parking, food court and KFC

Velavan Hyper Market is a place for providing all things under one roof to customers. It is a complete place to buy all things for home needs and it is also an entertainment place for kids, adults and all age group people. Velavan Hyper Market allows customer to satisfy all their routine shopping needs in the trip

2.1.7 Branches

➤ Velavan Jewellery

Velavan Jewellery is one of the groups of Velavan Stores South TamilNadu's most contemporary jewellers, specializing in the latest variation of fashionable ornaments range from gold, rubies, emeralds, silver jewellery with the distinction of being the trend setters in jewellery design. Velavan Jewellery has an exquisite jewellery collection in wedding light weight design and work wear for women, with lowest wastage for 916 BIS Hallmarked ornaments

We stand behind every piece of jewellery we sell and value our customers. They are the reason we are here and a vast majority of our sales are with return customers. The feedback and after sales service is our unforgettable service given by the customers

➤ Fly Ash Bricks

Fly Ash Bricks are manufactured under good quality of raw materials such as water, ash every care is taken for making each brick manufactured with fully hi-tech machines our product is having a very good demand in local market. It is one of the quality products from the house of Velavan Stores.

1.8 Facilities

- Fully air-conditioned mall for both employees as well customers
- There is a special feeding hall for women
- Prayer hall for Muslims
- Special facilities for handicraft people
- Separate hostel facilities for both men and women employees
- Transportation facility for employees came from long distance
- Transportation facility for customer

2.1.9 Food Safety

- Their manufacturing process complies with quality control criteria measures with respect to provide better quality product for customer
- They have a certificate for food safety

2.1.10 Speciality

In Velavan Hyper Market there is low price and high-quality products are available for all levels of customers. They attract customers from full areas of Thoothukudi. There are many special schemes and offers for regular customers.

In Velavan Hyper Market the biggest and the best leading shopping mall in South Tamil Nadu. They pride themselves in the personal service and choice that they offer to their customers. At the heart of what they do is an ethos that consistently places their customers' needs first.

2.1.11 Storage

They specialize in all home need products such as furniture, clothing, stationery, electronics, mobiles, plastic items and super market. The total number of Velavan Hyper Market handles consist of more than 45. Velavan Hyper Market they have their own storage place having all the products safely that consists of 1500. Sq.ft.

CHAPTER II

CHAPTER II

REVIEW OF LITERATURE

Libert, Rensu and Libert, Jean G. (1976) state that conflict is not necessarily the possibility of finding a solution to a conflict that is acceptable to all parties. These principles and procedures are derived from a management system that seeks to resolve the managing conflict than other systems. Emphasis is placed on a mutually agreed-upon solution which helps both conflict from spreading and the problem-solving process.

As noted by Longman, Roberts and Judge (2010) conflict is a process that begins when one party perceives that another party has negatively affected, or is about to negatively affect, something that the first party cares about.

Schermerhorn, Hunt and Osburn (2005) maintain that destructive conflict works to the disadvantage of the organization, while constructive conflict encourages, promotes and improves the performance of the organization.

CHAPTER II

Conflict is a breakdown in the standard mechanisms of decision making, so that an individual or group experiences difficulty in selecting an alternative" (W.L. Marshall & H.A. Simon, *Organizations*, 1933)

An analysis of the literature reveals that the term "conflict" is defined in a number of ways. Followers of Georg Simmel, like R.E. Park, have seen conflict as one of the normal forms of interaction. Simmel (1952) writes: "If every interaction among men is a conflict, conflict must certainly be considered as universal."

According to Joe Kelly, "Conflict is defined as opposition or dispute between persons, groups or ideas."

CHAPTER II

REVIEW OF LITERATURE

- **Likert, Rensis and Likert, Jane G. (1976)** describes principles and procedures that the probability of finding a solution to a conflict that is acceptable to all parties. These principles and procedures are derived from a management system with better resources for managing conflict than other systems. Emphasis is placed on a generally neglected step in problem solving that helps keep conflict from intruding into the problem-solving process.
- As noted by **Langton, Robbins and Judge (2010)** conflict is a process that begins when one party perceives that another party has negatively affected, or is about to negatively affect, something that the first party cares about.
- **Schermerhorn, Hunt and Osborn (2005)** maintain that, destructive conflict works to the disadvantage of an individual or a group. It diverts energies, hurts group cohesion, promotes interpersonal hostilities, and overall creates a negative environment for workers.
- Conflict is a breakdown in the standard mechanisms of decision making, so that an individual or group experiences difficulty in selecting an alternative." (J.G. March & H.A. Simon, *Organizations*, 1958)
- An analysis of the literature reveals that the term 'conflict' is defined in a number of ways. Followers of **Georg Simmel**, like **R.E. Park**, have seen conflict as one of the central forms of interaction. Simmel (1955) writes: 'If every interaction among men is a sociation, conflict must certainly be considered as sociation.'
- According to **Joe Kelly**, "Conflict is defined as opposition or dispute between persons, groups or ideas"

- According to Follett "Conflict is the appearance of difference, difference of opinions of interest"
- According to Oxford Dictionary A conflict is "a serious disagreement or argument typically a protracted one"
- Deutsch (1973) defined conflict as incompatible activities: one person's actions interfere, obstruct, or in some way get in the way of another's action.
- The Webster Dictionary defines conflict as "*the competitive or opposing action of incompatibles; an antagonistic state or action.*" For some, the definition of conflict may involve war, military fight, or political dispute.
- According to University of Colorado The long-term management of interacted conflicts and the people involved in them so that they do not escalate out of control and become violent.
- Tedeschi et al 1973 Conflict is an interactive state in which the behaviours or goals of one actor are some degrees incompatible with the behaviours or goals of some other.
- Jones and George (2013) The discord that arises when goals, interest or values of different individuals or groups are incompatible and those people block or thwart each other's efforts to achieve their objectives in organizational conflict
- According to Wilmot and Hocker, 1998 Interference from others in achieving their goals
- According to Putnam & Poole 1987, Interaction of independent people who perceive opposition of goals, aims and values, and who see the other party as potentially interfering with the realization of these goals.

- According to **Hydzinski & Buchanan (2001)** "Conflict is the process which begins when one party perceives another party has negatively affected or its about to negatively affect, something the first party cares about "
- According to **Bacharach & Lawler, 1981**; Conflict often occurs in maid motive relationship in which people have both competitive and cooperative interests
- According to **Barti and Hartwick (2004)** defined conflict is a dynamic process that occurs between interdependent parties as they experience negative emotional reactions due to disagreements and interferences in the achievement from their goals.
- According to **Rahim (2011)** Conflict management involves designing effective strategies to minimize the dysfuctions of conflict enhancing the constructive functions of conflict in order to improve learning and effectiveness in an organization.
- According to **Lewicki at el (1997)** states that there are many ways to define conflict but for him conflict could be understand as" the interaction of interdependent people who pursue incompatible goals and interfere with each other having as a result the failure of the achievement of those goals"

CHAPTER III

CHAPTER III

RESEARCH METHODOLOGY

3.1 INTRODUCTION:

Research methodology is the systematic way to solve the research problem. It given an idea about various steps in systematic manner. The research method of the study explains the systematic way of finding to the predetermining objective. This provides the clear path to accomplish and achieve clear solution for the problem stated.

3.1.1 Data collection:

To accomplish the objective of the study both primary data and secondary data were utilized.

Primary data:

Primary data refers to the collection of first-hand data. The information was collected from the respondent by

- A structured questionnaire
- Observation
- Interview and direct conversation with the measurement

Secondary data

A part from primary data collected the data was collected through

- Text books
- Records of industry
- Journals from library
- Academic report
- Webster

3.1.2 Sample design:

By adopting random sampling method, a sample of 50 respondents was selected from Velavan hyper Market. And the questionnaire was distributed to get the primary data from them.

3.1.3 Construction tools:

Population:

There are totally 100 employees working in the organization.

Sampling size:

Out of the total population for the study a sample size of 50 respondents were selected.

Sampling area:

The research was conducted at Velavan Hyper Market, Thoothukudi.

3.1.4 Methodology:

The collected data were analysed by using the following statistical tools namely percentage analysis and graphical method like bar diagram, pie chart, etc.

Period of the study:

The study has been conducted during the period ranging from February to April 2023.

3.1.5 Tools for analysis

After the data have been collected .it has to be analysed the data obtained from the questionnaire is consolidated. Tabulation is a past of technical procedure where in classified data are put in the form of tables. Two tables obtained should be analysed with statistical technique and tools so that interpretation would be precise.

Percentage analysis:

Percentage analysis is a method to represent raw streams of data as a percentage for better understanding of collected data.

$$\text{Percentage analysis: } \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Chi-square test:

Chi-square test is used to compare two variables for a randomly selected data. The expected frequencies are based on the conditions of null hypothesis. The rejection of null hypothesis is based on expected value. It is used to check whether the variable is independent of each other or not.

$$\text{Chi square} = \sum \frac{(O-E)^2}{E}$$

Null hypothesis: There is no significant relationship between age in the conflict management in an organization

Hypothesis: There is significant relationship between age in the conflict management in an organization.

After internship the results suitable suggestions are given. The statistical tool used for analysing the data collected are

- Sample percentage analysis
- Bar diagram
- Pie chart
- Chi square

ANOVA
The ANOVA test is performed by comparing two types of variation: the variation between
sample means as well as the variation within each of the samples. If the p -value is less than 0.05
the null hypothesis is rejected. The ANOVA test and vice versa.
There are three types of ANOVA test – one-way analysis ANOVA, two-way analysis ANOVA and
three-way analysis of variance.

Conclusion

Summary

CHAPTER IV

CHAPTER IV

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

Analysis of data, studying the tabulated material in order to determine inherent facts meaning. Larger division of material should be broken down into smaller units and rearrange in new combination to discover new factors, interrelationship and cause effect relationship.

Analysis of data is the most skilled task of all the stages of research, calling for the researchers own judgement and skill. It throws light on the solution researcher beside the collection and analysis of data has to be drawn inferences and explain their significance.

The task of drawing conclusions and inferences from a careful analysis of data known as interpretation.

TABLE 4.1.1

Table showing do you handle conflict in organization

S.No	Particulars	No. of respondents	Percentages
1	Talk with another person	11	22
2	Listen Carefully	14	28
3	Identify points of agreement and disagreements	16	32
4	Prioritize the areas of conflict	9	18
Total		50	100

Source of Primary Data

INTERPRETATION:

From the above table, it can be inferred that 32% of the respondents, feels that identify points of agreements and disagreements, and 18% of the respondents feels that prioritize the areas of conflict.

Crosstab

How do you handle conflict in the organization

Educational Status	School	Count	Talk with other person	Listen Carefully	Identify points of agreements and disagreements	Prioritize the areas of conflict	Total
			7	4	3	1	15
		% within Educational Status	46.7%	26.7%	20.0%	6.7%	100.0%

UG PG	% within How do you handle conflict in the organization	50.0%	28.6%	20.0%	14.3%	30.0%
	% of Total	14.0%	8.0%	6.0%	2.0%	30.0%
	Count	5	8	9	4	26
	% within Educational Status	19.2%	30.8%	34.6%	15.4%	100.0%
	% within How do you handle conflict in the organization	35.7%	57.1%	60.0%	57.1%	52.0%
Diploma	% of Total	10.0%	16.0%	18.0%	8.0%	52.0%
	Count	1	0	3	1	5
	% within Educational Status	20.0%	0.0%	60.0%	20.0%	100.0%
	% within How do you handle conflict in the organization	7.1%	0.0%	20.0%	14.3%	10.0%
	% of Total	2.0%	0.0%	6.0%	2.0%	10.0%
Others	Count	1	2	0	1	4
	% within Educational Status	25.0%	50.0%	0.0%	25.0%	100.0%
	% within How do you handle conflict in the organization	7.1%	14.3%	0.0%	14.3%	8.0%
	% of Total	2.0%	4.0%	0.0%	2.0%	8.0%
	Count	14	14	15	7	50
	% within Educational Status	28.0%	28.0%	30.0%	14.0%	100.0%
	% within How do you handle conflict in the organization	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	28.0%	28.0%	30.0%	14.0%	100.0%

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.351 ^a	9	.406
Likelihood Ratio	11.378	9	.251
Linear-by-Linear Association	1.922	1	.166
N of Valid Cases	50		

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .56.

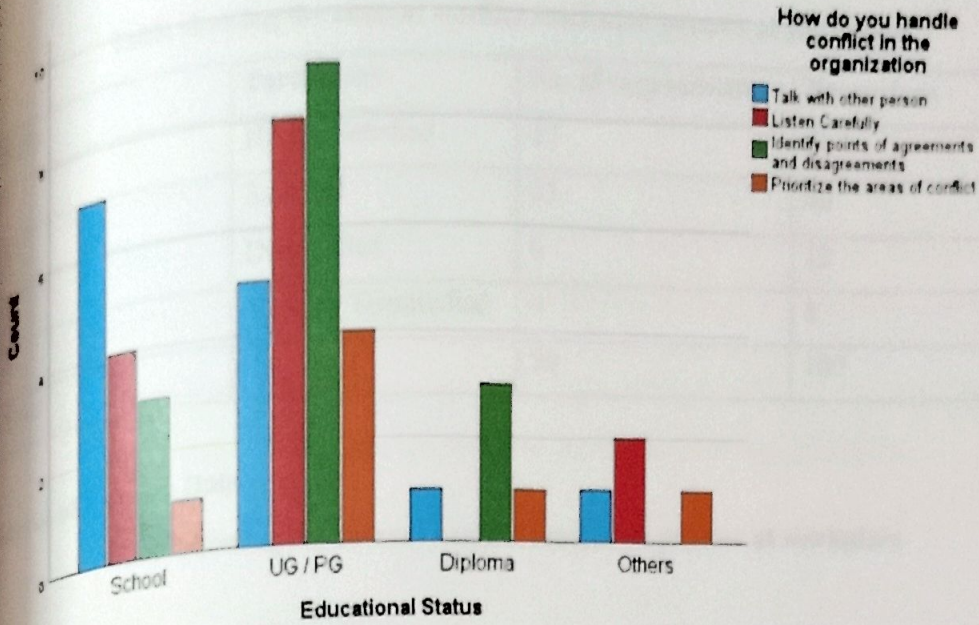
H0: There is no significant association educational status between handling conflict in the organization

H1: There is a significant association between handling conflict in the organization

Symmetric Measures

		Value	Approximat e Significance
Nominal	by Phi	.432	.406
Nominal	Cramer's V	.250	.406
N of Valid Cases		50	

Bar Chart



INFERENCE:

Table represent the results of chi – square test to evaluate the handling conflict in the organization. The significant value of chi square is **0.406**, which is greater than 0.05. Hence, it is inferred that to H0 and found there is no significant association between educational status handling conflict in the organization.

Note:

H0, there is no significant association between educational status handling conflict in the organization.

TABLE 4.1.2

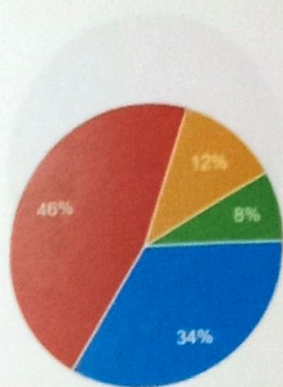
Table showing the current conflict resolution process at workplace

S.No	Particulars	No. of respondents	Percentage
1	Highly Satisfied	17	34
2	Satisfied	23	46
3	Dissatisfied	6	12
4	Strongly Dissatisfied	4	8
Total		50	100

Source of Primary Data

Chart showing the current conflict resolution process at workplace

50 responses



- Highly Satisfied
- Satisfied
- Dissatisfied
- Strongly Dissatisfied

INFERENCE:

From the above table, 46% of the respondents are satisfied in the current conflict resolution process in the workplace and 8% of the respondents are not strongly dissatisfied in the current conflict resolution process in the workplace.

TABLE 4.1.3

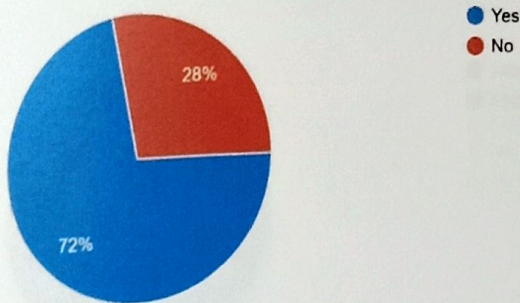
Conflicts are resolved effectively in the organization

S.No	Particulars	No. of respondents	Percentages
1	Yes	36	72
2	No	14	28
Total		50	100

Source of Primary Data

Chart showing conflicts are resolved effectively in the organization

50 responses



INFERENCE:

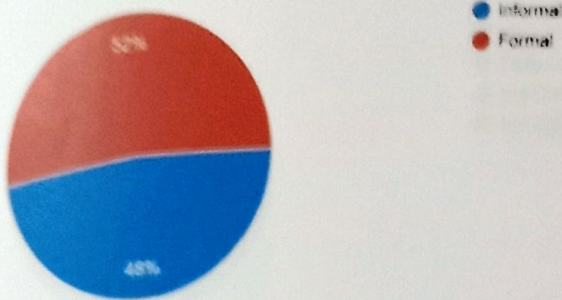
From the above table it can be inferred that 72% of the respondents believe the conflicts are resolved effectively in the organization and 28% of the respondents not believe the conflicts are resolved effectively on the organization.

TABLE 4.1.4

Table showing communicate with team members during a conflict

Particulars	No. of respondents	Percentages
Formal	24	52
Informal	26	48
	50	100

Chart showing communicate with team members during a conflict



INFERENCE:

From the above table it is inferred that 52% of the respondents communicate with team members during the conflict and 48% of the respondents are not communicate with team members during the conflict.

TABLE 4.1.5

Table showing how comfortable did you feel about confiding an issue

Particulars	No. of respondents	Percentages
Very Comfortable	20	40
Fairly Comfortable	22	44
Not Comfortable	6	12
Not Applicable	2	4
Total	50	100

Source of Primary Data

Chart showing how comfortable did you feel about confiding an issue



CONCLUSION:

From the above table, it can be inferred that 44% of the respondents feels that how comfortable they confiding a issue and 4% of the respondents are not applicable

TABLE 4.1.6

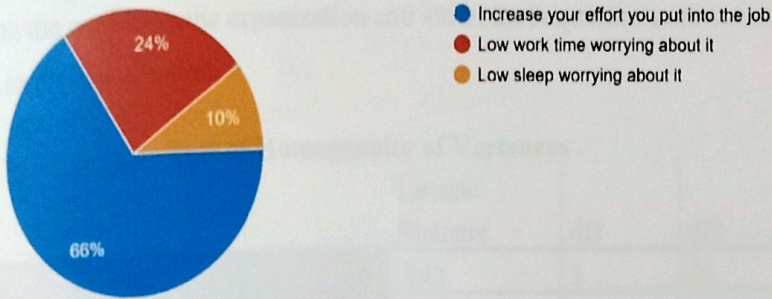
Table showing you have been in a conflict situation at work

S.No	Particulars	No. of respondents	Percentages
1	Increase your effort you put into the job	33	66
2	Low work time worrying about it	12	24
3	Low sleep worrying about it	5	10
Total		50	100

Source of Primary Data

Chart showing you have been in a conflict situation at work

50 responses



INFERENCE:

From the above table, it can be inferred that 66% of the respondents are increase your effort you put into the job and 10% of the respondents are low sleep worrying about it.

TABLE 4.1.7

Compromise is the best strategy

Particulars	No. of respondents	Percentages
Strongly Agree	20	40
Agree	23	46
Disagree	3	10
Strongly Disagree	2	4
Total	50	100

Source of Primary Data

INTERPRETATION:

From the above table, it can be inferred that 46% of the respondents are used to agree with the conflict in the organization and 4% of the respondents are not compromised with the conflict in the organization.

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Based on Mean	.842	3	46	.478
Based on Median	.716	3	46	.548
Based on Median and with adjusted df	.716	3	44.592	.548
Based on trimmed mean	.860	3	46	.469

ANOVA

Compromise is the best strategy of managing the conflict

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.632	3	.877	1.691	.182
Within Groups	23.868	46	.519		
Total	26.500	49			

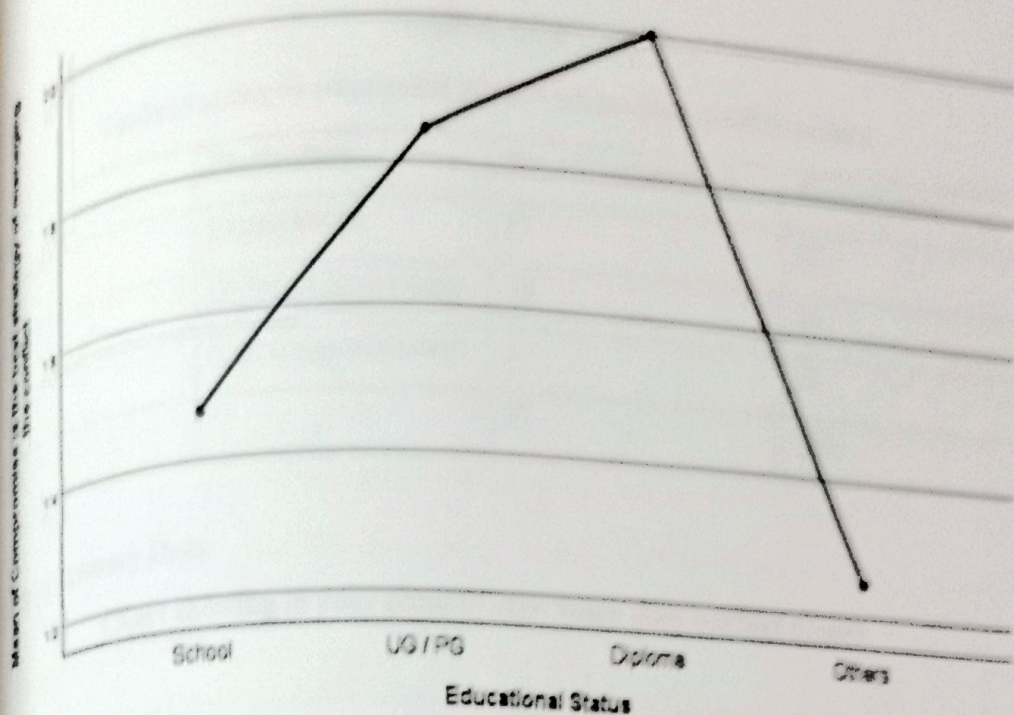
Homogeneous Subsets

Compromise is the best strategy of managing the conflict
 Tukey HSD^{a,b}

Educational Status	N	Subset for alpha = 0.05
Others	4	1
School	15	1.25
UG / PG	26	1.47
Diploma	5	1.85
Sig.		2.00
		.212

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 7.206.
 b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



INFERENCE:

The value of F is 1.691, which reaches significance with a P value of 0.182 (Which is greater than the 0.05, alpha value) this means there is no statistically significance relationship between educational status compromised with the conflict in the organization.

Note:

There is no significant difference in the compromising at best strategy on Educational Qualification

TABLE 4.1.8

Table showing in your point of view when does conflict occurs

Particulars	No. of respondents	Percentages
Expectations	21	42
Different Knowledge	18	36
Poor Communication	11	22
	50	100

Source of Primary Data

Chart showing in your point of view when does conflict occurs



INFERENCE:

From the above table, it can be inferred that 42% of the respondents' replied expectation is the reason for conflict and 22% of the respondents are poor in communication.

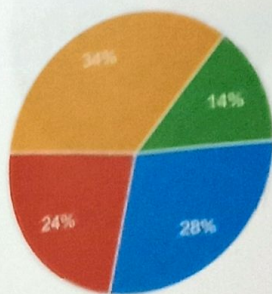
TABLE 4.1.9

Table showing the conflict has an effect on your organization

Particulars	No. of respondents	Percentages
20 - 40 %	14	28
40 - 60 %	12	24
60 - 80 %	17	34
80 - 100 %	7	14
	50	100

Source of Primary Data

Chart showing the conflict has an effect on your organization



- 20 - 40%
- 40 - 60%
- 60 - 80%
- 80 - 100%

INFERENCE:

From the above table, it can be inferred that 34% of the respondents are 60 - 80% has effect on the organization and 14% of the respondents are 80 - 100%.

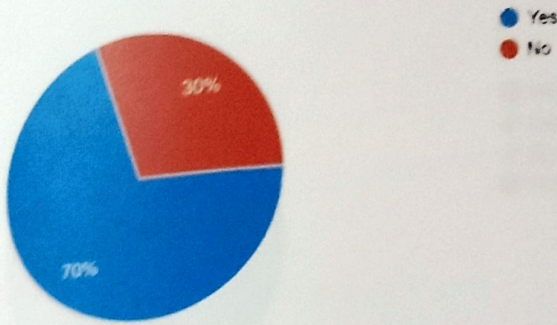
TABLE 4.1.10

Table showing your company provide any type of conflict resolution or conflict management training

	Particulars	No. of respondents	Percentages
Source of Primary Data	Yes	35	70
	No	15	30
	Total	50	100

Source of Primary Data

Chart showing that your company provide any type of conflict resolution or conflict management training



INFERENCE:

From the above table, it can be inferred that 70% of the respondents said that they provide conflict resolution or conflict management training and 30% of the respondents are not providing conflict resolution or conflict management training.

TABLE 4.1.11

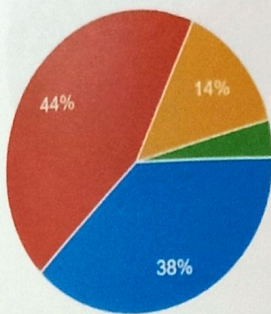
Table showing describe your overall level of job satisfaction

	Particulars	No. of respondents	Percentages
1	Very Satisfied	19	38
2	Satisfied	22	44
3	Dissatisfied	7	14
4	Strongly Dissatisfied	2	4
Total		50	100

Source of Primary Data

Chart showing that describe your overall level of job satisfaction

50 responses



- Very Satisfied
- Satisfied
- Dissatisfied
- Very Dissatisfied

INFERENCE:

From the above table, it can be inferred that 44% of the respondents satisfied in the overall level of job in organization and 4 % of the respondents are very dissatisfied in the overall level of job.

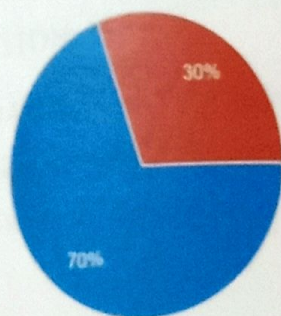
TABLE 4.1.12

Table showing do you feel valued at work

	Particulars	No. of respondents	Percentages
	Yes	35	70
	No	15	30
		50	100

Source of Primary Data

Chart showing do you feel valued at work



INFERENCE:

From the above table, it can be inferred that 70% of the respondents felt that they are valued at workplace and 30% of the respondents are not valued at workplace.

TABLE 4.1.13

Table showing what level of organization do you observe the most conflict

S.No	Particulars	No. of respondents	Percentages
1	Between Entry Level	11	22
2	Between Line Managers	18	36
3	Between different levels of management	17	34
4	Between senior leadership / executives	4	8
Total		50	100

Source of Primary Data

INTERPRETATION:

From the above table, it can be inferred that 36% of the respondents are line managers who observe the level of conflict in the organization and 8% of the respondents are senior executives also observe the levels of conflict in the organization

Crosstab

At what level of the organization do you observe the most conflict

Crosstab

also observe

At what level of the organization do you observe the most conflict

		Between Entry Level	Between Line Managers	Between levels of management	Between senior leadership / executives	5	Total	
Age	Below 20	Count	2	1	0	1	1	5
		% within Age	40.0%	20.0%	0.0%	20.0%	20.0%	100.0%
		% within At what level of the organization do you observe the most conflict	11.8%	7.1%	0.0%	33.3%	50.0%	10.0%

20-30	% of Total	4.0%	2.0%	0.0%	2.0%	2.0%	10.0%
	Count	11	7	9	2	0	29
	% within Age	37.9%	24.1%	31.0%	6.9%	0.0%	100.0%
	% within At what level of the organization do you observe the most conflict	64.7%	50.0%	64.3%	66.7%	0.0%	58.0%
30-40	% of Total	22.0%	14.0%	18.0%	4.0%	0.0%	58.0%
	Count	4	4	3	0	1	12
	% within Age	33.3%	33.3%	25.0%	0.0%	8.3%	100.0%
	% within At what level of the organization do you observe the most conflict	23.5%	28.6%	21.4%	0.0%	50.0%	24.0%
Above 50	% of Total	8.0%	8.0%	6.0%	0.0%	2.0%	24.0%
	Count	0	2	2	0	0	4
	% within Age	0.0%	50.0%	50.0%	0.0%	0.0%	100.0%
	% within At what level of the organization do you observe the most conflict	0.0%	14.3%	14.3%	0.0%	0.0%	8.0%
Total	% of Total	0.0%	4.0%	4.0%	0.0%	0.0%	8.0%
	Count	17	14	14	3	2	50
	% within Age	34.0%	28.0%	28.0%	6.0%	4.0%	100.0%
	% within At what level of the organization do you observe the most conflict	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	34.0%	28.0%	28.0%	6.0%	4.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.569 ^a	12	.401
Likelihood Ratio	15.005	12	.241
Linear-by-Linear Association	.003	1	.959
N of Valid Cases	50		

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .16.

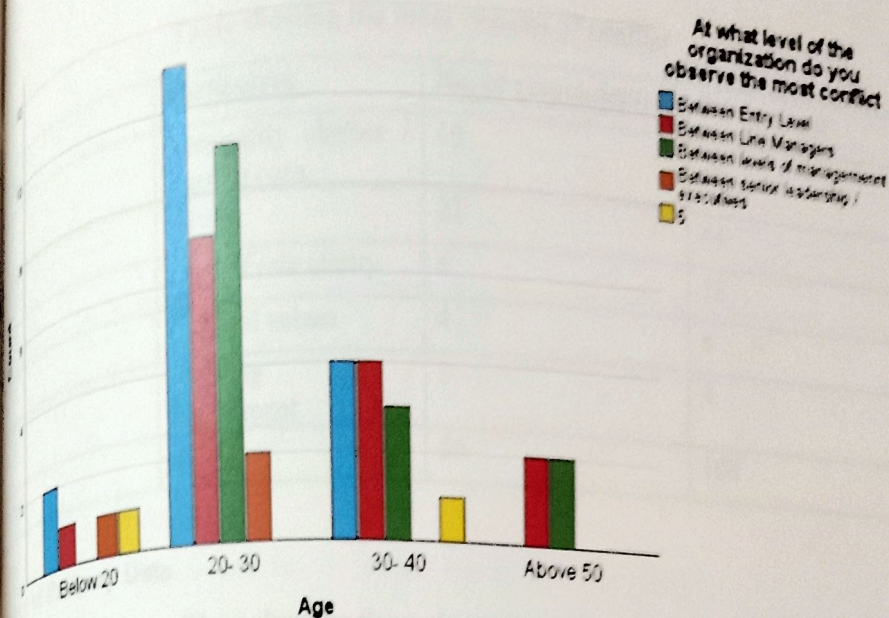
H0: There is no significant relationship between Age who observe the level of conflict.

H1: There is a significant relationship between Age who observe the level of conflict

Symmetric Measures

		Value	Approximate Significance
Nominal	by Phi	.501	.401
Nominal	Cramer's	.289	.401
	V		
N of Valid Cases		50	

Bar Chart



INFERENCE:

Table represent the results of the chi - square test to evaluate the levels of organization. The significance value of chi - square is **0.401**, which is greater than 0.05. Hence, it is inferred that H_0 and found there is no significant relationship between who observe the level of organization.

Note:

there is no significant relationship between who observe the level of organization.

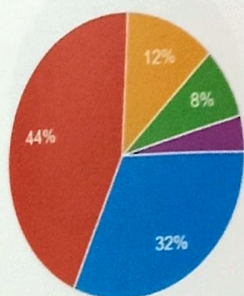
TABLE 4.1.14

Table showing the main reasons of conflict

Particulars	No. of respondents	Percentages
Personality clashes / warring egos	16	32
Stress	22	44
Lack of role clarity	6	12
Clash of values	4	8
Bullying / Harassment	2	4
	50	100

Source of Primary Data

Chart showing the main reasons of conflict



- Personality clashes / warring egos
- Stress
- Lack of role clarity
- Clash of values
- Bullying / Harassment

INFERENCE:

From the above table, it can be inferred that 44% of the respondents replied the reasons of the conflict as stress and 4% of the respondents replied the reason of conflict is Bullying Harassment

TABLE 4.1.15

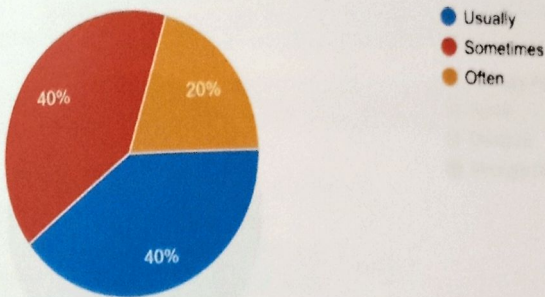
Table showing for a mutually satisfactory solution

	Particulars	No. of respondents	Percentages
	Usually	20	40
	Sometimes	20	40
	Often	10	20
Total		50	100

Source of Primary Data

Chart showing for a mutually satisfactory solution

50 responses



INFERENCE:

From the above table, it can be inferred that 40% of the respondents felt that they look for mutually satisfactory solution and 20% of the respondents felt that they look for mutually satisfactory solution.

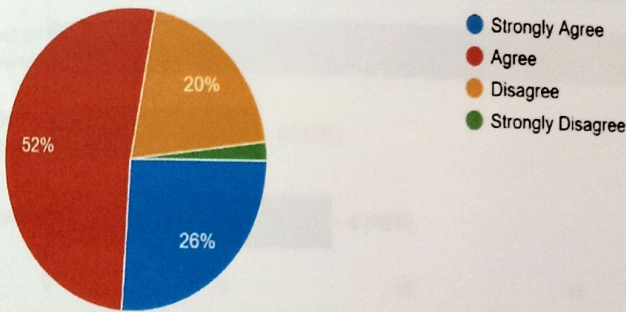
TABLE 4.1.16

Table showing our team is effective at constructively discussing our differences, disagreements, and opposing ideas

Particulars	No. of respondents	Percentages
Strongly Agree	13	26
Agree	26	52
Disagree	10	20
Strongly Disagree	1	2
	50	100

Source of Primary Data

Chart showing our team is effective at constructively discussing our differences, disagreements and opposing ideas



CONCLUSION:

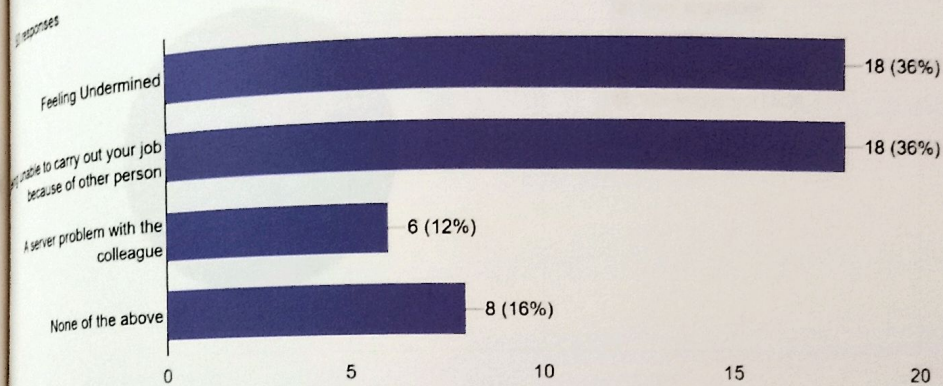
From the above table, it can be inferred that 52% of the respondents are Agree with the effective discussions and 2% of the respondents are strongly disagree.

TABLE 4.1.17

Table showing during the course of working for the organization

Particulars	No. of respondents	Percentages
Feeling Undetermined	18	36
Being unable to carry out your job because of another person	18	36
A server problem with the colleague	6	12
None of the above	8	16
	50	100

Chart showing during the course of working for the organization



REFERENCE:

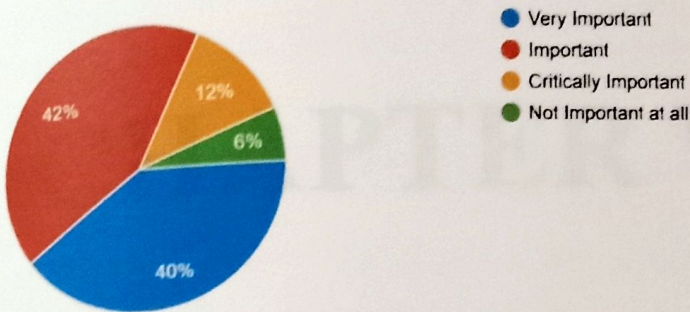
From the above table, it can be inferred that 36% of the respondents during the course of working in the organization and 16% of the respondents are none of the above

TABLE 4.1.18

Table showing the important is conflict handling as a management / leadership skill

Particulars	No. of respondents	Percentages
Very Important	20	40
Important	21	42
Critically Important	6	12
Not Important at all	3	6
	50	100

Chart showing the important is conflict handling as a management / leadership



INFERENCE:

From the above table, it can be inferred that 42% of the respondents are really important to handle the management and leadership skill and 6% of the respondents are not important at all to handle the management and leadership skill.

CHAPTER V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

INTRODUCTION

The rapid and frequent changes in the external environment make it difficult for an organization to survive successfully in a competitive market. To survive successfully in a market is to be able to adapt to the changes in the environment. The organization has to make effective use of its resources, including its human, financial, and technological resources, to survive in the market. The organization's success or failure depends on its ability to adapt to the changes in the environment.

CHAPTER V

CHAPTER V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

1. INTRODUCTION

More and more quick and frequent changes of the external environment make higher and higher demands on organization. To be able successfully to achieve in advance outlined objectives in the environment, to be successful in fulfilling its tasks the organization has to utilize efficiently all its resources - people, material, technique and technologies, capital as well as methods. The core and the most important area of the whole organization's working are human resource, mainly talented individuals

SUMMARY OF FINDINGS

The study has revealed the following findings

- The study reveals that 32% of the respondents feels that employee identify the conflict at workplace.
- The study reveals that 46% of the respondents are satisfied in the current conflict resolution process in the workplace.
- The study reveals that 72% of the respondents believe the conflicts are resolved effectively in the organization.
- It is found that 52% of the respondents communicate with team members during the conflict.
- From the study it is found that 44% of the respondents feels that how comfortable they confiding a issue.
- It is understood from the study that 66% of the respondents can increase their effort to apply at job.
- The study reveals that 46% of the respondents are used to compromised with the conflict in the organization.
- Majority, 42% of the respondents' replied expectation is the reason for conflict.
- From the study it is found that 34% of the respondents felt that conflict has an effect on your organization.
- It is found that 70% of the respondents said that they provide conflict resolution or conflict management training.
- The analysis reveals that 44% of the respondents are satisfied in the overall level of job in organization.
- It is found that 70% of the respondents felt that they are valued at workplace.
- From the study it is found that 36% of the respondents are line managers who observe the level of conflict in the organization.
- The study reveals that 44% of the respondents replied the reasons of the conflict as stress.

- It is understood from the study that 40% of the respondents felt that they look for mutually satisfactory solution.
- It is found that 52% of the respondents Agree with the fact effective discussions.
- The study reveals that 36% of the respondents are during the course of working in the organization.
- It is found that 421% of the respondents are really important to handle the management and leadership skill

SUMMARY OF SUGGESTIONS

- Listen to what the other person is saying instead of getting ready to react.
- Avoid interrupting the other person.
- After the other person finishes speaking, rephrase what was said to make sure you understand it.
- Ask questions to clarify your understanding.
- Acknowledge the person first

CONCLUSION

Since the conflict is a part of human life, respectively all of its aspects, it is impossible to avoid it in business. No matter if the organization appears as an economic operator of the economy of a certain country or practices some other services, its employees will more or less enter conflicts. Modern organizations have recognized the necessity of conflict and do not run away from the conflict among its employees. Moreover, organization frequently decide to encourage the conflicts within the organization. The key roles have the managers on different levels of organization who should be educated on the basics of organizational behavior, with the emphasis on conflict management. Only if the managers properly estimate the level of conflict within the organization, they will be able to decide on the reduction or encouragement of conflicts. The aim of conflict management is to accomplish the optimal level of conflicts on which the level of organizational performance is the highest.

It is crucial to encourage the awareness about the positive influence of the reasonable level of conflicts also among the employees. The employees and managers should be able to distinguish those conflict focused on personality from those focused on business problems, and according to that encourage the conflicts focused on business problem to the optimal level, and reduce those focused on people.

ANNEXURE

A STUDY ON CONFLICT MANAGEMENT IN ORGANIZATION

Dear Sir/Madam,

I am Skandha.A from the department of Human Resource Management of St Marys College, Thoothukudi presently doing a project on "Conflict Management in Organization" with specific reference to Velavan Hyper , as a part of academic requirement. I kindly request your assistance by availing time to respond to the questionnaire. All data collected will be treated in strict confidence and used only for purpose of the study

1. Name:

2. Age:

☐ Below 20

☐ 20 – 30

☐ 30 – 40

☐ Above 50

3. Gender:

☐ Male

☐ Female

4. Marital Status

☐ Married

☐ Unmarried

5. Education Status:

☐ School

☐ UG /PG

☐ Diploma

☐ Others

6. Monthly Income:

☐ Below \$5000

☐ \$ 5000 – 10000

☐ Above 10000

How do you handle conflict in the organization?

☐ Talk with another person

☐ Listen Carefully

☐ Identify points of agreement and disagreement

☐ Prioritize the areas of conflict

How satisfied are you with the current conflict resolution process in the workplace?

☐ Highly Satisfied

☐ Satisfied

☐ Dissatisfied

☐ Strongly Dissatisfied

Do you believe the conflicts are resolved effectively in the organization?

☐ Yes

☐ No

How do you communicate with team members during a conflict?

☐ Informal

☐ Formal

If you have experienced a conflict in work how comfortable did you feel about confiding in a colleague?

☐ Very comfortable

☐ Fairly comfortable

☐ Not comfortable

☐ Not applicable

When you have been in a conflict situation at work did you

☐ Increase your effort you put into the job

☐ Low work time worrying about it

☐ Low sleep worrying about it

Compromise is the best strategy of managing the conflict?

☐ Strongly Agree

☐ Agree

☐ Disagree

☐ Strongly Disagree

1. In your point of view when does conflict occurs?
☐ Expectations
☐ Different Knowledge
☐ Poor communication

2. How much the conflict has an effect on your organization?

- ☐ 20 - 40%
- ☐ 40 - 60%
- ☐ 60 - 80 %
- ☐ 80 - 100 %

3. Does your company provide any type of conflict resolution or conflict management training?

- ☐ Yes
- ☐ No

4. How would you describe your overall level of job satisfaction?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Dissatisfied
- ☐ Very Dissatisfied

5. Do you feel valued at work?

- ☐ Yes
- ☐ No

6. At what level of the organization do you observe the most conflict?

- ☐ Between Entry level
- ☐ Between Line Managers
- ☐ Between different levels of management
- ☐ Between senior leadership / executives

7. What do you think are the main reasons of conflict?

- ☐ Personality clashes / warring egos
- ☐ Stress
- ☐ Lack of role clarity
- ☐ Clash of values
- ☐ Bullying / Harassment

1. I look for a mutually satisfactory solution?

- ☐ Usually
- ☐ Sometimes
- ☐ Often

2. Our group is effective at constructively discussing our differences, disagreements, and opposing ideas.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly Disagree

3. Have you ever experienced any of the following during the course of working for the organization?

- ☐ Feeling Undermined
- ☐ Being unable to carry out your job because of another person
- ☐ A server problem with the colleague
- ☐ None of the above

4. How important is conflict handling as a management / leadership skill

- ☐ Very Important
- ☐ Important
- ☐ Critically important
- ☐ Not important at all

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**A STUDY ON VARIOUS CAUSES OF EMPLOYEE
ABSENTEEISM AT ARVINTH AUTO AGENCY, TUTICORIN.**
(A project report submitted in partial fulfillment of the requirements for the degree)

Of

MASTER OF HUMAN RESOURCE MANAGEMENT

Of

ST. MARY'S COLLEGE (AUTONOMOUS) – THOOTHUKUDI

Submitted by

M.YOGALAKSHMI

REG NO: 21SPHR12

Under the guidance of

Mrs. M. FATIMA LUCIA SHEEPA B.COM., MBA., NET



Department of Human Resource Management

St. Mary's College (Autonomous)

(Re-accredited with 'A+' Grade)

Tuticorin- 628001

APRIL 2023

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

ST. MARY'S COLLEGE (AUTONOMOUS)

THOOTHUKUDI - 628001



CERTIFICATE

This is to certify that the project **M.YOGALASHMI** of second year Master of Human Resource Management has undergone project on **“A STUDY ON VARIOUS CAUSES OF EMPLOYEE ABSENTEEISM AT ARVINTH AUTO AGENCY, THOOTHUKUDI.”** under the guidance of **Mrs. M. FATIMA LUCIA SHEEBA B.COM., MBA., NET** and this is an original work up to my knowledge.

M. J. R.
CO-ORDINATOR
Dr. Mary Judith Reene Fernando
M.Com., M.Phil., Ph.D
Associate Professor of Commerce,
St. Mary's College (Autonomous),
Thoothukudi - 628 001, Tamil Nadu

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f. j. r.
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St. Mary's College (Autonomous)
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ARVINTH AUTO AGENCY

AUTHORISED DEALER

Date: 21.02.2023

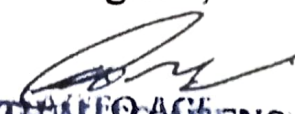
CERTIFICATE

This is to certify that **Mrs M. Yogalakshmi**(Reg. No. 21SPHR12) II MHRM Student of St. Mary's College (Autonomous) Thoothukudi has done a Project on the topic of **"A Study on THE CAUSES OF EMPLOYEE ABSENTEEISM "** for a period of 15 days (06.02.2023 to 21.02.2023) in our organization.

During this tenure, she gained knowledge on various activities. Her conduct and character was good.

We wish her all success in her career.

Best Regards,


ARVINTH AUTO AGENCY
3/201, Periyannayaga Puram
Korampallam,
Thoothukudi - 628 101

DECLARATION

I hereby declare that the project entitled "**A STUDY ON VARIOUS CAUSES OF EMPLOYEE ABSENTEEISM AT ARVINTH AUTO AGENCY, TUTICORIN**" is submitted to St. Mary's College, (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, for the award of the degree of **Master of Human Resource Management** is my original work and that no part of this project has been submitted for any Degree, Diploma, and Fellowship of other similar titles.

Place: Thoothukudi

Date: 11-04-2023

M. Yogalakshmi

Signature of the candidate

(M.YOGALAKSHMI)

ACKNOWLEDGEMENT

First of all I thank the Almighty for his abundant grace and blessing for the accomplishment of my project. I would like to express my sincere gratitude to Principal **Dr. Sr. A.S.J. Lucia Rose, M.Sc., B.Ed., M.Phil., PGDCA., Ph.D.** for permitting me to do my project.

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I express my heartfelt thanks to **Dr. Mary Judith Reese Fernando, M.Com., M.Phil., Ph.D,** Co-ordinator of the Department of Master of Human Resource Management for her kind support and guidance.

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I express my sincere thanks to **Mr. JEGAN,** HR Manager of ARVINTH AUTO AGENCY, TUTICORIN, for allowing me to complete my project in their esteemed

I thank **all the employees** of ARVINTH AUTO AGENCY for their kind co-operation extended to me providing the necessary data and information to complete my project successfully.

Finally, I also thank my parents and my friends for their ethical support and encouragement which has helped me in completing this work.

M. Yogalakshmi

ABSTRACT

The project entitled "A study on various causes of employee absenteeism at Arvinth Auto Agency" is intended to determine the causes of absenteeism prevailing in the organization in terms of working condition, salary, medical and welfare facilities provided, training program, motivation techniques & promotion.

To achieve this defined objective, structured questionnaire based on preliminary study is made. The prepared questionnaire is used to get the direct responses from the employees of accuster. Also personal interviews of some senior employees are taken who are working for more than 5 years in the company to know about the actual cause.

The responses given by the employees were analyzed and interpreted. After the analysis it reveals the following points are important to be considered while adopting measures for reducing absenteeism; improving the work conditions, increasing the salary, transport facilities, promotion incentives, increasing leaves, welfare facilities, salary payment on time. Proper management etc. the above all conclusion will be helpful for the management to improve the absenteeism

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CHAPTER I

CHAPTER I

A STUDY ON THE CAUSES OF EMPLOYEE ABSENTEEISM

1.1 Introduction

1.1.1 Meaning

Employee Absenteeism, in simple terms, refers to failure of an employee to report for duty when he is scheduled to work. It is an unauthorized absence from the workplace. Employee Absenteeism refers to an unauthorized absence of the employee from his job. In India the problem of absenteeism is greater than other countries. When the employee takes time off, on a scheduled working day with permission, it is authorized absence. When he remains absent without permission or informing, it is willful absence without leave.

In these days when the needs of the country require greater emphasis upon increase of productivity and the economic and rational utilization of time and materials at our disposal, it is necessary to minimize absenteeism to the maximum possible extent. Absenteeism is higher among women workers and among workers who live away from the place of work.

1.1.2 Definition

The regularity and stability of the labour force plays an important role in the prosperity and development of an industrial unit. But an unfortunate feature in the industrial life of our country is the high rate of labour turnover and absenteeism. Statistical data have proved that the loss on account of absenteeism is more than of industrial disputes or any other problem. Thus, the problem of absenteeism is more serious threat than any other industrial problem.

Absenteeism means a condition where an employee keeps himself away from the work without any notice. Statistical data of absenteeism in our country are compiled and submitted on the basis of definition of absenteeism as given in Indian Factories Act, 1948. According to this Act, "Absence is the failure of an employee to report for work on duty when he is scheduled to work on his duty. An employee is to be considered as scheduled to work when the employer has work available" for him and the employee is aware of it.

Absenteeism at the operative level is a crucial problem in some industries. Absenteeism is unauthorized absence from workplace. According to Webster's Dictionary, "absenteeism is the practice or habit of being an absentee and an absentee is one who habitually stays away."

Absenteeism is universal phenomenon. The rate of absenteeism varies from month to month, from shift to shift, and from day to day.

An employee is to be treated as absent for purpose of these absenteeism statistics even when he does not turn-up for work after obtaining prior permission. Any employee who reports for duty even for a part of the day or shift should not be counted among absentees. The statistics relate to only voluntary absenteeism defined as absence due to reasons which are personal to the individuals concerned. As such, absence of an employee on account of strike or lockout or lay off, that is involuntary absence, is not considered as absence for purpose of these absenteeism statistics.

Absenteeism is measured in the form of rate of absenteeism. The rate of absenteeism is a percentage of many days lost due to Absenteeism during a particular period to the total of corresponding many days.

1.1.3 Factors affecting employee's absenteeism

1. Organizational Factors

1. Dullness, monotony and mundaneness of work cause an employee to lose interest in work. It makes him physically and mentally tired.
2. Leniency towards absenteeism causes high rate of absenteeism.
3. Appointment of temporary or casual worker leads to high absenteeism.
4. Militant attitudes of trade unions also cause high absenteeism as workers become frustrated because of their attitude.
5. Ineffective and defective selection and placement procedure fuel absenteeism.
6. Heavy workload leads to excessive fatigue and industrial accidents.
7. Poor illumination, ventilation, lack of housing, canteen refreshment, dangerous work methods, lack of safety devices cause low morale among employees. Dissatisfaction leads to dislike of work. Absenteeism and turnover become obvious consequences.
8. Poor and bossy supervisors cause discontentment, unrest, conflict and tension causing absenteeism.
9. Overstaffing, irregular flow of production, ineffective use of skills, inadequate training, inadequate incentive system, ineffective grievance procedure, low morale and lack of job satisfaction trigger absenteeism.
10. Lower pay is one of the reasons for absenteeism since workers absent themselves to supplement their income by working elsewhere.

II. Social Factors

1. Migratory nature of labour force in India does not engender a sense of belonging to the workplace. Hence there is frequent absence.
2. Inadequate housing and transport facilities keep workers away from work.
3. Lack of hospital facilities for treatment also leads to absenteeism.
4. Seasonal causes like cultivation season, marriage season, amusement, religious festivals, lead to absenteeism.

III. Personal Factors

1. The rate of absence is high in the case of unskilled and young workers because of their personal problems.
2. Women workers are more prone to absenteeism because of their personal and family problems.
3. Alcoholic and drug addicts show higher tendency of absenteeism.
4. Indebtedness of workers causes absenteeism.
5. Inferiority complex, maladjustment, job dissatisfaction, neglect by family members, etc., cause workers to lose interest in the job. This triggers absenteeism.

1.1.4 Types of Absenteeism

- (i) Authorized absenteeism,
- (ii) Unauthorized absenteeism,
- (iii) Willful absenteeism, and
- (iv) Caused by circumstances beyond one's control.

Type1. Authorized Absenteeism

If an employee absents himself/ herself from work by taking permission from his superior and applying for leave, such absenteeism is called authorized absenteeism.

Type2. Unauthorized Absenteeism

If an employee absents himself from work without informing or taking permission and without applying for leave, such absenteeism is called unauthorized absenteeism.

Type 3. Willful Absenteeism

If an employee absents himself from duty willfully, such absenteeism is called willful absenteeism.

Type 4. Absenteeism Caused by Circumstances beyond One's Control

If an employee absents himself from duty owing to the circumstances beyond his control like involvement in accidents or sudden sickness, such absenteeism is called absenteeism caused by circumstances beyond one's control.

1.1.5 Categories of Absenteeism

- (i) Entrepreneurs
- (ii) Status seekers
- (iii) Epicureans
- (iv) Family-oriented, and
- (v) The Sick and die Old.

(i) Entrepreneurs

This class of absentees considers that their jobs are very small for their total interest and personal goals. They engage themselves in other social and economic activities to fulfill their goals.

(ii) The Status Seekers

This type of absentees enjoys or perceives a higher ascribed social status and is keen on maintaining it.

iii) The Epicureans

This class of absentees does not like to take up the jobs which demand initiative, responsibility, discipline and discomfort. They wish to have money, power, and status but are unwilling to work for their achievement.

(iv) Family-Oriented

This type of absentees is often identified with the family activities.

v) The Sick and Old

This category of absentees is mostly unhealthy, with a weak constitution or old people.

1.1.6 Causes of employee absenteeism

1. Maladjustment with Factory Conditions

An employee continues to live in the city, urban life becomes distasteful to him because of the insanitary conditions prevailing there. He finds himself caught within great factory walls. He is by heavy traffic, by stranger's speaking, different

languages, he is confused by different religions to cases, he is subjected to strict discipline and is ordered by complete strangers to do the things which he cannot understand. As a result he is under constant strain which causes him serious strain to impair his efficiency. All these factors tend to persuade him to maintain his contacts with his village.

2. Social and Religious Ceremonies

Social and religious functions divert employee from work to social activities. In large number of cases, the proportion of absenteeism due to sickness, accident or maternity is not as high as it is due to other causes, including social and religious causes. Absenteeism is high during local festivals, irrespective of whether the employees are from rural areas or not.

- **Unsatisfactory Housing Condition**

The employees who come to towns usually find that they are not wanted and they swell the number of unemployed and casual workers. They also experience housing difficulties. Health conditions are naturally bad leading to high morbidity and consequent ill-health. They, therefore, make frequent visits to their village homes to get relief from such insanitary and unhealthy surroundings.

- **Industrial Fatigue**

Low wages compel a worker to seek some part time job to earn some side income. But this often results in constant fatigue, which compels him to remain absent for the next day and if fatigue affects him seriously, his absence may continue for quite some time.

1.1.7 Steps to deal in Absenteeism

Individual communication

- After all available information has been gathered, the administrator or supervisor should individually meet with each employee whom has been identified as having higher than average or questionable (or pattern) absences.
- This first meeting should be used to bring concerns regarding attendance to the employee's attention.
- It is also an opportunity to discuss with the employee, in some depth, the causes of his or her attendance problem and possible steps he or she can take to remedy or control the absences.
- Listen carefully to the employee's responses.

Proof of Illness

Sometimes it is helpful in counselling employees with excessive innocent or culpable absenteeism to inquire or verify the nature and reasons of their absence.

After the Initial Interview

- If after the initial interview, enough time and counselling efforts, as appropriate, have passed and the employee's absenteeism has not improved, it may be necessary to take further action.
- Further action must be handled with extreme caution - a mistake in approach, timing

Counselling Innocent Absenteeism

- Innocent absenteeism is not blameworthy and therefore disciplinary action is not justified. It is obviously unfair to punish someone for conduct which is beyond his/her control.
- The procedure an employer may take for innocent absenteeism is as follows:
 - ✓ Initial counselling
 - ✓ Initial counselling
 - ✓ Written counselling
 - ✓ Reduction(s) of hours and/or job reclassification
 - ✓ Discharge

Initial Counselling

Presuming you have communicated attendance expectations generally and have already identified an employee as a problem, you will have met with him or her as part of your attendance program and you should now continue to monitor the effect of these efforts on his or her attendance.

Written Counselling

If the absences persist, you should meet with the employee formally and provide him/her with a letter of concern. If the absenteeism still continues to persist then the employee should be given a second letter of concern during another formal meeting. This letter would be stronger worded in that it would warn the employee that unless attendance improves, termination may be necessary.

Reduction(s) of hours and or job reclassification

In between the first and second letters the employee maybe given the option to reduce his/her hours to better fit his/her personal circumstances. This option must be voluntarily accepted by the employee and cannot be offered as an ultimatum, as a reduction in hours is a reduction in pay and therefore can be looked upon as discipline.

1.1.8 Objective of the study

Primary objective

- To study about the employee absenteeism in Arvinth Auto agency , Tuticorin.

Secondary objectives

- To find out various reasons for employee absenteeism
- To find out the level of satisfaction of the employee regarding overall management
- To find out whether absenteeism is more due to social and religion causes than ill health
- To find out whether shift system has effect on absenteeism
- To find out whether absenteeism has impact on routine work or not.

1.1.9 Need of study

The purpose of the study is to get an idea about the employee absenteeism among employee in Arvinth Auto agency, Tuticorin. The relevance of the study is that, company is facing a major issue of high rate of absenteeism and hope that the study will reveal the reason for it and there by the organisation can take effective measure for checking the absenteeism. As a result, many employees feel require to come to work while ill, and transmit communicable diseases to their to their co-workers. This leads to even greater absenteeism and reduced productivity among other worker who try to work. Work forces often excuse absenteeism caused by medical reason, festival reason, personal issue etc.

1.1.10 Scope of the study

The study was done at Arvinth Auto agency, Tuticorin. The development of any organization depends on the regularity of employee. The study is conducted to know the various levels and reasons for absence of employee in an organization. Corrective measure to decrease irregularities in the organization, leads to organization growth.

1.1.11 Limitations of the Study

- The present study on the employee absenteeism is confined to a single study unit. Hence the conclusions derived from the study may not be applicable to similar firms and to other areas.
- The sample employees selected for the present day is limited to 120 workers, because of constraints in terms of limited time...
- The process of filling up of questionnaire has taken up so much time as most of the workers were not aware of the concepts and terms.
- The respondents were reluctant to express their views frankly. So the response was biased to an extent. This may affect the findings to a certain level.

COMPANY PROFILE

ARAVINTH AUTO AGENCY

1.1.12 Automobile Industry

The Automobile Industry is dependent on various factors such as availability of skilled labor at low cost, robust R&D centers, and low – cost steel production. The industry also provides great opportunities for investment and direct and indirect employment to skilled and unskilled labor.

The two wheelers segment dominates the market in terms of volume owing to a growing middle class and a huge percentage of India's population being young. Moreover, the growing interest of companies in exploring the rural markets further aided the growth of the sector. India is also a prominent auto exporter and has strong export growth expectations for the near future. In addition, several initiatives by the government of India and major automobile players in the India market are expected to make India one of the leaders in the two-wheeler and four-wheeler market in the world by 2022.

1.1.13 Arvinth Auto Agency

Arvinth Auto Agency in Tuticorin is one of the leading businesses in the Motorcycle Dealers – Hero. It is also known for Motorcycle Dealers (Authorized), Motorcycle Repair & Service, Motorcycle Spare Part Dealers, Scooter Dealers, Helmet Dealers, they have 6 branches in Tuticorin District namely City Tower, Tiruchendur, Udangudi, Kovilpatti, Nazareth, Mani Nagar (only service Centre). They have 6 Network in Tuticorin District.

Established in the year 1984, Arvinth Auto Agency in Periyannayagapuram, Palayamkottai Rd, and Korampallam Tuticorin is a top player in the category Motorcycle Dealers – Hero in the Tuticorin. This well-known establishment acts as a one-stop destination servicing customer both local and from other parts in Tuticorin.

Over the course of its journey, this business has established a firm foot hold in its industry. The belief that customer satisfaction is as important as their product and services, have helped this establishment garner a vast base of customers, which continues to grow by the day.

This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of product and service cater to a large client base.

In Tuticorin, this establishment occupies a prominent location in Periyannayagapuram. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is at Palayamkottai road near GRT Hotels, Korampallam which makes it easy for first-time visitors in locating this establishment.

- a. Company Name: Arvinth Auto agency – Hero Moto Corp
- b. Established: 1984

1.1.15 Board of Director

Managing Partner – Service Division	Mr. Rajakumar and Mrs. R. Jeya Ananthi
Managing Partner – Sales Division	Mrs. Sylvia Rajasundari

1.1.16 Vision

To fulfill its customer's needs and aspirations for mobility they will provide an engaging environment for its people to perform to their true potential.

1.1.17 Mission

It will continue its focus on value creation and end during relationships with its partner.

1.1.18 Company logo



1.1.18 Product/Service Profile

Arvinth Auto Agency in korampallam Tuticorin has a wide range of Products and services to cater to the varied requirements of their customers. The Staff at this establishment are courteous and prompt at providing any assistance.

- GlamourBS6
- HF100
- HFDeluxeBS6
- MaestroEdge110BS6
- MaestroEdge125BS6
- PassionProBS6
- Pleasure+BS6
- Splendor+BS6
- Splendor+BlackandAccent
- SplendoriSmartBS6
- SuperSplendorBS6
- Xpulse200BS6
- Xpulse200T
- Xtreme160RBS6
- Xtreme200BS6
- Destini125BS6

DepartmentDetails:

Theshowroomhasthefollowingdepartments.

- Predeliveryinspection(PDI)
- HumanresourcesDepartment
- RDO Department
- ServiceDivisionDepartment
- MarketingDepartment
- FinanceDepartment

CHAPTER II

CHAPTER II

REVIEW OF LITERATURE

The researcher will review existing literature generally on employee benefit and narrow down specifically to impact it has on employee productivity and performance in an organization. Concepts of employee benefit, relations and productivity are discussed, and previous and recent research on employee relations and effect on productivity are well outlined and stated.

- **Dakely C.A. (1948)** "Absenteeism is the ratio of the number of production man-days or shifts lost to the total number of production scheduled to work".
- **The labour bureau (1962)** defines absenteeism as the total shifts lost because of absence as percentage of the total number of man shifts scheduled to work like wise "ackett defines it as "the temporary cessation of work for not less than one whole working day initiative of the worker when his presence is expected by the employer" Similarly encyclopaedia of social science observes "Absenteeism as the time lost in industrial establishment by avoidable or unavoidable absence of employees, the time lost by the strikes or by lateness amounting to an hour or two is not usually included".
- **Petter H.J. Hassink & Pierre Koning (2009)** defines and find statistically significant differences in absence patterns across groups of workers with different eligibility statuses depending on their attendance records and whether they had previously won. One finding is that absenteeism rose among workers who, having won already, were ineligible for further participation. Nevertheless, and although the reduction in firm-wide absence associated with the lottery drifted from valuable personnel statistic indicating areas of organizational dysfunction, his means that if levels of absenteeism in such cases as these were to be improved the solution should be looked for at the organizational level rather than at the individual.
- **Barkha. Gupta. (2013)** conducted the study on employee's absenteeism: barrier for retail sector organization success. 170 respondents have been taken for this study. Descriptive research was adopted in this study. Absence control can offer be an important step in the process of reducing business costs. This research study shows the how absenteeism is a big barrier for retail sector organization and how it's give the inverse effect on organization growth and development. And also because of the complete pressure also many of the employees are taking leave toward the organization. It is a habitual pattern of absence from a duty or obligation.

- **Federica., Cucchiella. (2014)** conducted the study on managing absenteeism in the workplace: the case of an Italian multiutility company. The main objective of this study is to take a broad view of the causes of workplace absenteeism in the here group. It is intended to provide both an overview on absenteeism data and then progress to exploring solutions and discussions on absenteeism problems, connecting strategic goals with human resources related issues. There are 170 respondents for this study. While employees expect workers to miss a certain number of workdays each other, excessive absences can equate the productivity can have a major effect on company strategies, finances, morale and other factors.
- **Tam.D.,Vuong.(2015)** conducted the study on absenteeism due to functional limitations caused by seven common chronic diseases in US workers. And the main objective of this study is to examine the relationship between functional limitations due to chronic diseases and absenteeism among full-time workers. He analyzed the data from 2011-2013 in National Health Interview Survey. And he concludes with the results that a burden on society due to functional limitation caused by studied chronic diseases. Employers should look into implementing intervention/prevention programs such as the chronic diseases self-management programs, to help reduce the cost associated with absenteeism.
- **N.,Silpa., (2015)** conducted the study on symptoms and prevention of employee absenteeism. A high degree of absenteeism and turnover can cause serious problems for business like absenteeism hurts productivity, costs money, affect performance and impact the morale of the rest of employees. The main objective of this study is a satisfactory level of attendance by employees at work is necessary to all the achievement. That's the reason the cause of absenteeism and its ranks and what employer can do to reduce absenteeism rates in organization. Descriptive taken study.

CHAPTER III

CHAPTER III

RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION

Research methodology is the systematic way to solve the research problem. It given an idea about various steps in systematic manner. The research method of the study explains the systematic way of finding to the predetermining objective .This provide the clear path to accomplish and achieve clear solution for the problem stated.

3.1.2 Data collection

To accomplish the objective of the study both primary data and secondary data were utilized.

Primary data

Primary data refers to the collection of first hand data .The information was collected from the respondent by

- A structured questionnaire
- Observation
- Interview and direct conversation with the measurement

Secondary data

A part from primary data collected the data was collected through

- Text books
- Records of industry
- Journals from library
- Academic report
- Webster

3.1.3 Sample design

By adopting random sampling method, a sample of 50 respondents was selected from Arvinth auto agency. And the questionnaire was distributed to get the primary data from them.

Construction tools

Population

There are totally 100 employees working in the organization.

Sampling size

Out of the total population for the study a sample size of 50 respondents were selected.

Sampling area

The research was conducted at Arvinth Auto Agency, Tuticorin.

Sampling procedure

The research was made by the survey in accordance to the convenience of the employees. The sampling technique used was convenience sampling.

3.1.4 Methodology

The collected data were analysed by using the following statistical tools namely percentage analysis and graphical method like bar diagram, pie chart, etc.

Frame work analysis

Regarding the study of team synergism the researcher collected all primary and secondary data to clear view of the project. The data collected through questionnaire and schedule were tabulated classified and analysed on the basis of percentage analysis method.

Period of the study

The study has been conducted during the period ranging from February to April 2023.

3.1.5 Tools for analysis

After the data have been collected .It has to be analysed the data obtained from the questionnaire is consolidated .Tabulation is a past of technical procedure where in classified data are put in the form of tables .Two tables obtained should be analysed with statistical technique and tools so that interpretation would be precise.

Percentage analysis

Percentage analysis is a method to represent raw streams of data as a percentage for better understanding of collected data.

Percentage analysis: $\frac{\text{Number of respondent's}}{\text{Total number of respondents}} \times 100$

Total number of respondents

Chi-square test

Chi-square test is used to compare two variables for a randomly selected data. The expected frequencies are based on the conditions of null hypothesis. The rejection of null hypothesis is based on expected value. It is used to check whether the variables are independent of each other or not.

$$\text{Chi square} = \frac{\sum (O-E)^2}{E}$$

Null hypothesis: There is no significant relationship between age and the abilities of teamwork after joining the company.

Hypothesis: There is significant relationship between age and the abilities of teamwork after joining the company.

After internship the results suitable suggestions are given. The statistical tool used for analysing the data collected are

- Sample percentage analysis
- Bar diagram
- Pie chart
- Chi square

ANOVA

The anova test is performed by comparing two types of variation the variation between sample means as well as the variation within each of the samples. If the p-value is less than 0.05 the analyst reject the anova test and vice versa.

There are three types of anova test – one way analysis anova, two way analysis anova and n way analysis of variance.

Formulae,

$$F = MST/MSE$$

CHAPTER IV

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

Analysis of data means, studying the tabulated material in order to inherent facts or meanings. Large divisions of material should be broken down into smaller units and rearrange in new combination to discover new facts, interrelation and cause effects relationship.

Analysis of data is the most skilled task of all stages of research, calling for the researcher's own judgment and skill. It throws light on the various problem areas, enabling the research to identify ways and means of arriving at a solution. A researcher besides the collection and analysis of data has to draw inference and explain their significance.

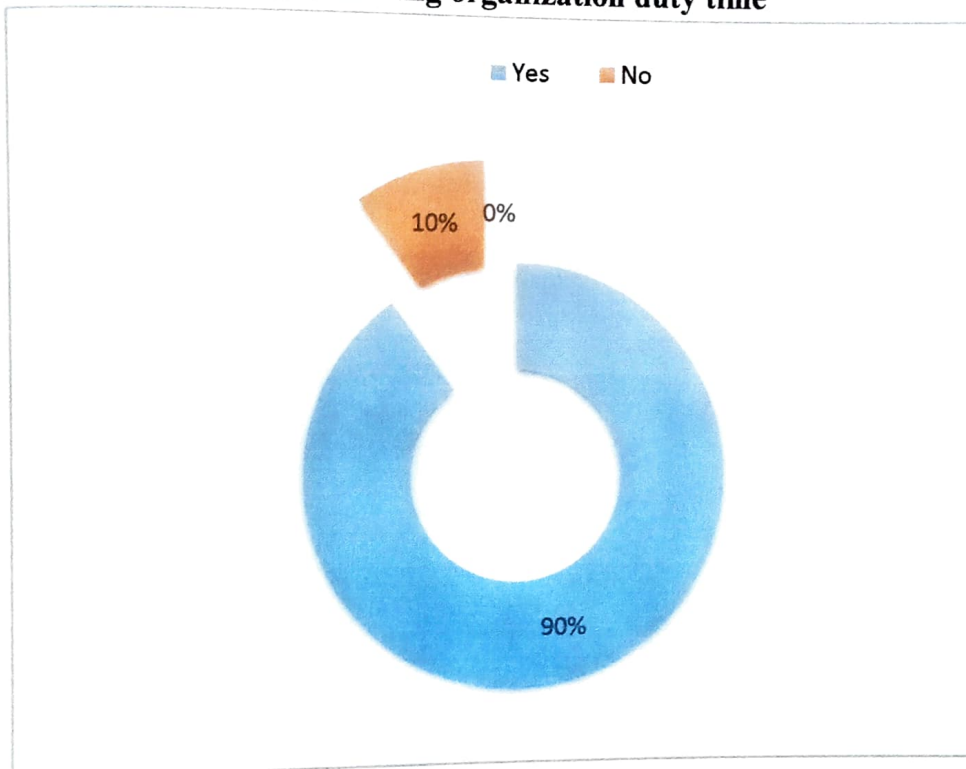
The task of drawing conclusion and inference from a careful analysis of data is known as interpretation.

TABLE 4.1.1
Table showing organization duty time

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Yes	45	90%
2	No	5	10%
Total		50	100%

Source: Primary data

CHART 4.1.1
Chart showing organization duty time



INFERENCE:

Form the above chart it is inferred that 90% of respondents are satisfied with the organization duty time and 10% are not satisfied.

Majority 90% of respondent are satisfied with the organization duty time.

TABLE 4.4.2

Table showing reason for employee to taking leave

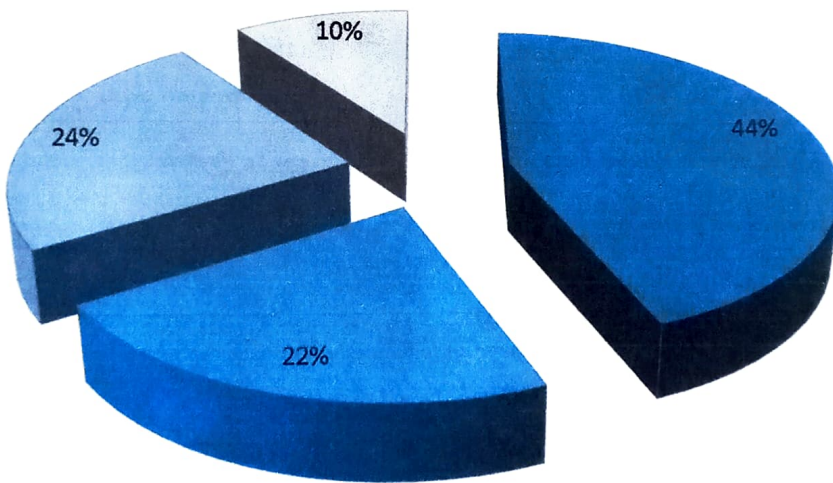
S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Sickness	22	44%
2	Lack of interest in job	11	22%
3	Poor working condition	12	24%
4	Long working hours	5	10%
Total		50	100%

Source: Primary data

CHART 4.4.2

Chart showing employee reason for taking leave

■ Sickness ■ Lack of interest in job ■ Poor working condition ■ Long working hour



INFERENCE:

From the above chart it is inferred that 44% of respondents stated that employee sickness was the leave reason and 10% of respondents replied long working hours is the reason.

Majority 44% respondent stated the employee sickness was the leave reason.

TABLE 4.4.3
Table showing Hypothesized association between gender and reason of employee for absenteeism using chi- square test

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Family problem	7	14%
2	Personal problem	28	56%
3	Religious problem	10	20%
4	Social problem	5	10%
Total		50	100%

Source: Primary data

Hypothesized association between gender and reason of employee for absenteeism using chi-square test

H₀: There is no significant association between gender and reason of employee for absenteeism

H₁: There is significant association between gender and reason of employee for absenteeism

Crosstab

GENTER	Male	Count	Family problem	Personal problem	Religious problem	Social obligation	Total
			5	13	8	4	30
		% within GENTER	16.7%		Employee opinion for long absence		100.0%
		% within Employee opinion for long absence	71.4%	46.4%	80.0%	80.0%	60.0%
		% of Total	10.0%	26.0%	16.0%	8.0%	60.0%
	Female	Count	2	15	2	1	20
		% within GENTER	10.0%	75.0%	10.0%	5.0%	100.0%
		% within Employee opinion for long absence	28.6%	53.6%	20.0%	20.0%	40.0%
		% of Total	4.0%	30.0%	4.0%	2.0%	40.0%
	Total	Count	7	28	10	5	50
		% within GENTER	14.0%	56.0%	20.0%	10.0%	100.0%
		% within Employee opinion for long absence	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.0%	56.0%	20.0%	10.0%	100.0%

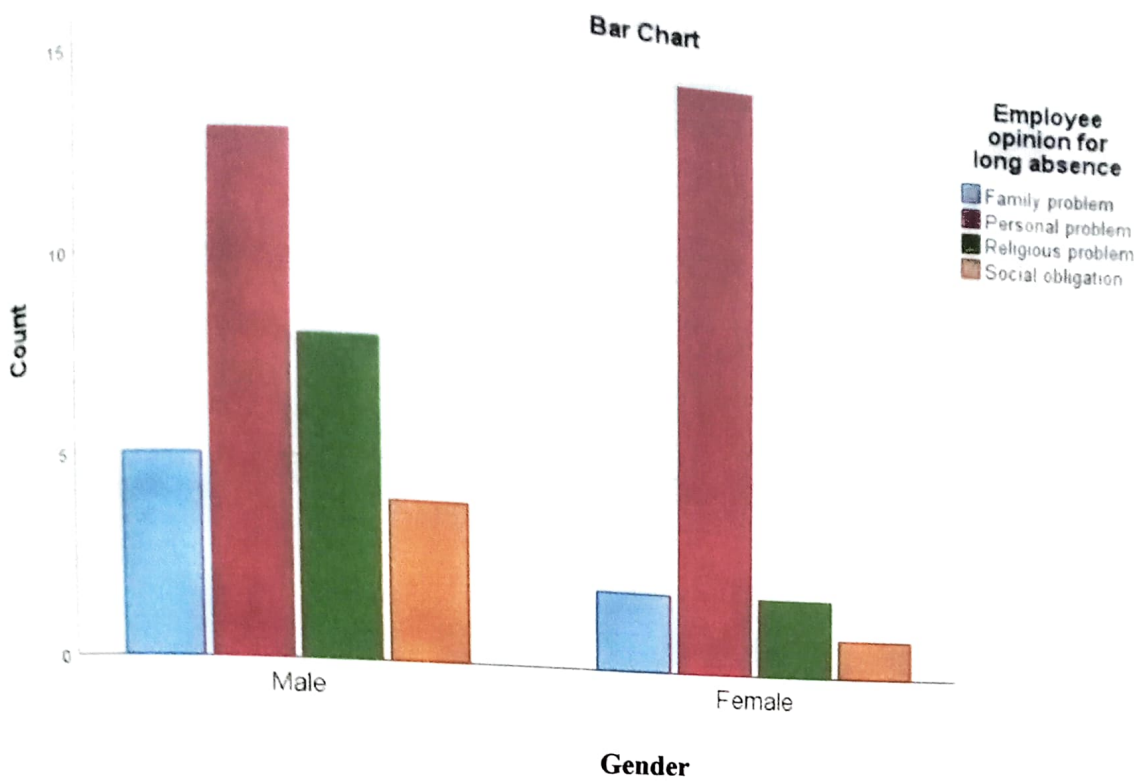
Chi-Square Tests

	Value	Df	Asymptotic Significance (2- sided)
Pearson Chi-Square	5.030 ^a	3	.170
Likelihood Ratio	5.240	3	.155
Linear-by-Linear Association	1.244	1	.265
N of Valid Cases	50		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is 2.00.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.317	.170
	Cramer's V	.317	.170
N of Valid Cases		50	



Interpretation

The reason of employee for absenteeism is highly accepted with the Gender which is implied by inferential technique and p-value is 0.170 that is statistically rejected value at five percentage level of significance.

NOTE:

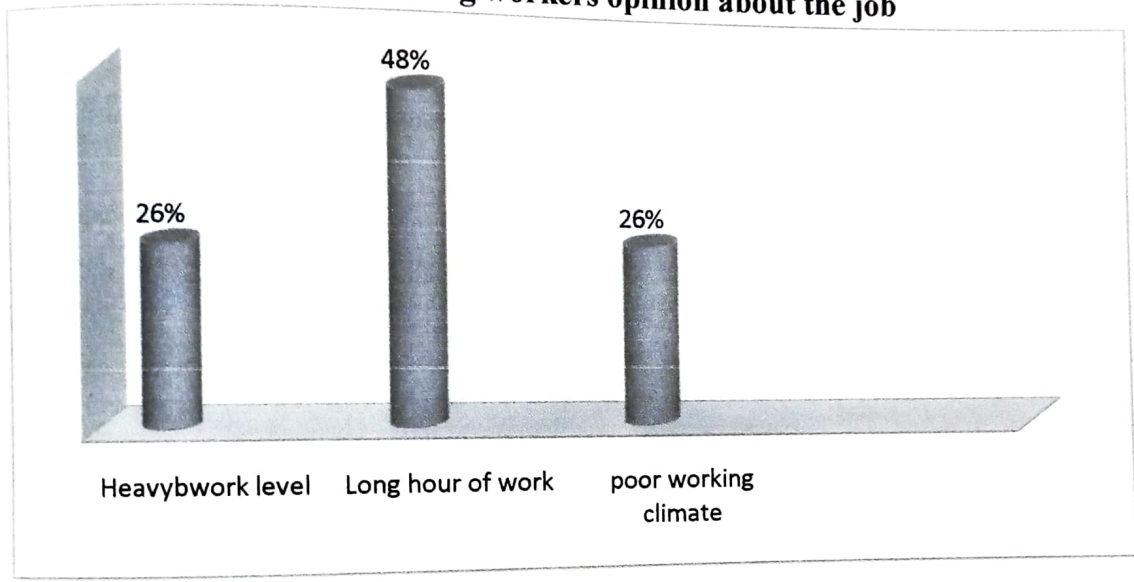
There is significant association between gender and reason of employee for absenteeism

TABLE 4.4.4
Table showing workers opinion about the job

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Heavy work level	13	26%
2	Long hours of work	24	48%
3	Poor working climate	13	26%
Total		50	100%

Source: Primary data

CHART 4.4.4
Chart showing workers opinion about the job



INFERENCE:

From the above chart it is inferred that 48% of respondents are working for long hours and 26% employee having poor working climate.

Majority 48% respondent the long working hours.

TABLE 4.4.5

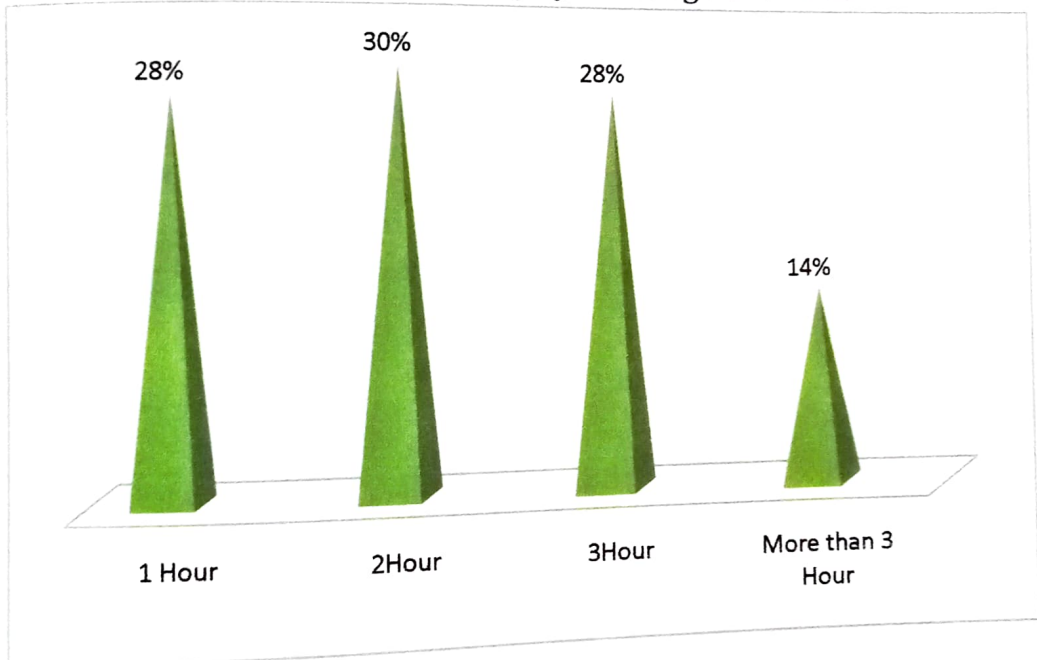
Table showing an employee average work time

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	1 hour	14	28%
2	2 hours	15	30%
3	3 hours	14	28%
4	More than 3 hours	7	14%
Total		50	100%

Source: Primary data

CHART 4.4.5

Chart showing an employee average work time



INFERENCE:

From the above chart it is inferred that 30% of respondents are working for 2 hours and 14% of respondents are working more than 3hour in an organization.

Majority 30% respondents are work in 2hours in an organization.

TABLE 4.4.6

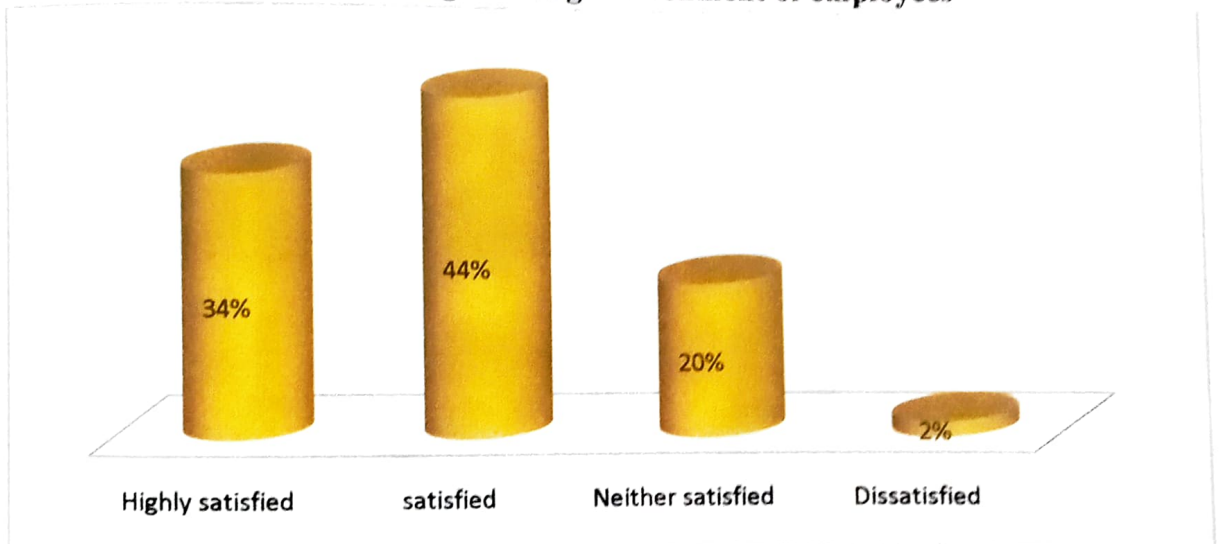
Table showing working environment of employees

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	17	34%
2	satisfied	22	44%
3	Neither satisfied	10	20%
4	Dissatisfied	1	2%
Total		50	100%

Source: Primary data

CHART 4.4.6

Chart showing working environment of employees



INFERENCE:

Form the above charts it is inferred that 44%of respondents stated satisfied in working environment and 2% of respondents are dissatisfied in the working environment.

Majority 44% of respondents stated satisfied in working environment.

TABLE 4.4.7

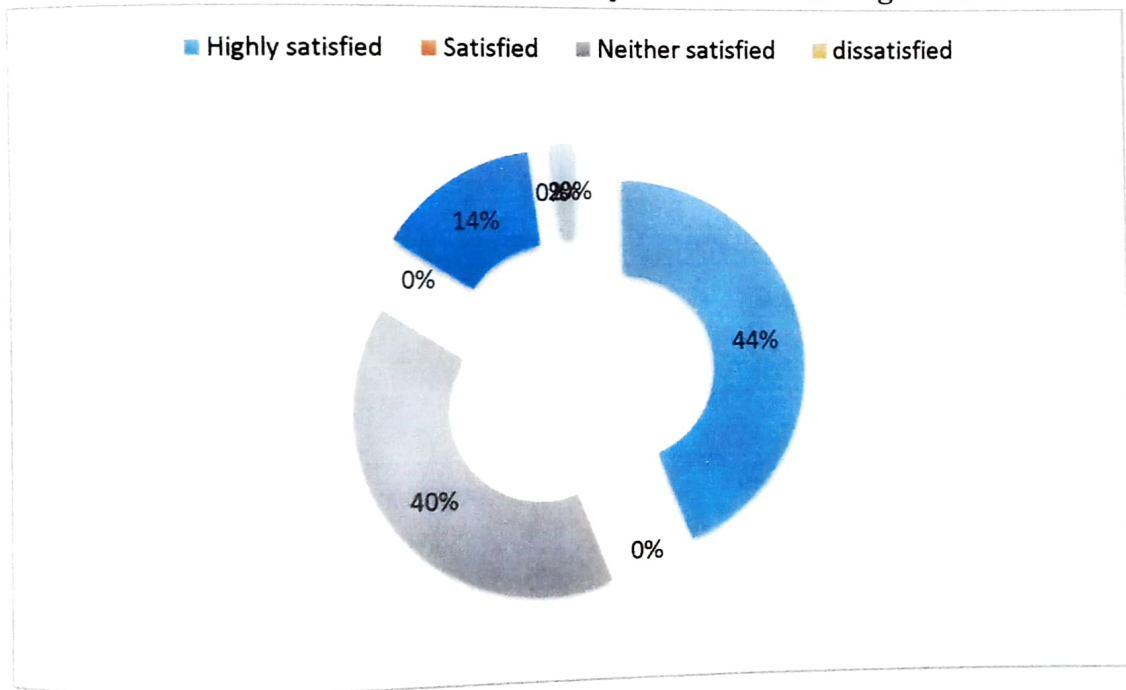
Table showing the health and safety measures of an organisation

S.NO	PARTICULARS	NO. OF PERCENTENTS	PERCENTAGE
1	Highly satisfied	22	44%
2	Satisfied	20	40%
3	Neither satisfied	7	14%
4	dissatisfied	1	2%
Total		50	100%

Source: Primary data

CHART 4.7

Chart showing the health and safety measures of an organization

**INFERENCE:**

From the above chart it is inferred that 44% of respondents are highly satisfied with the health and safety measure of the organisation and 2 % of respondents are dissatisfied with the health and safety measure of the organisation.

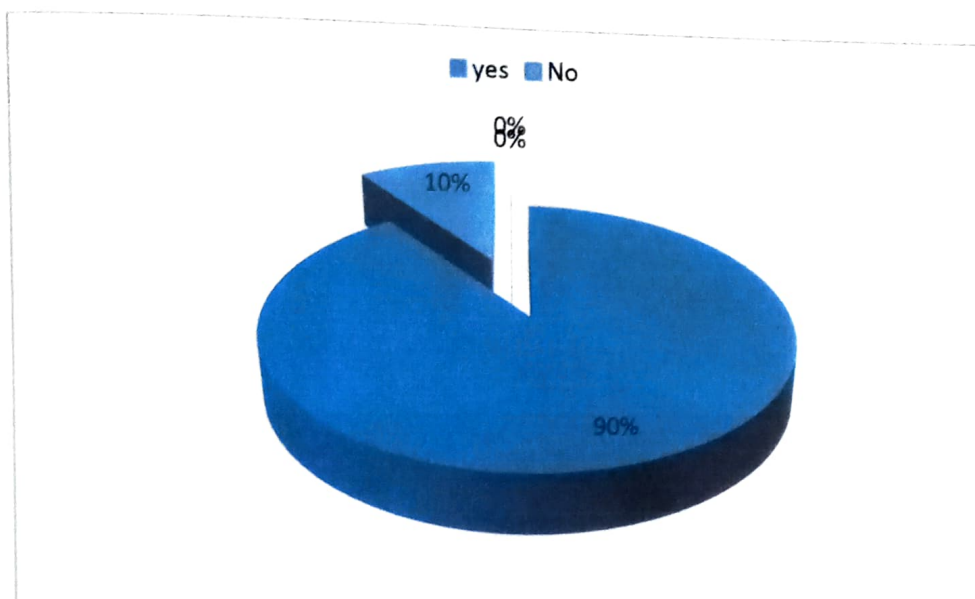
Majority 44% of respondents are highly satisfied with the health and safety measure of the organisation.

TABLE 4.4.8
Table showing helping tendency of an employees

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	45	90%
2	No	5	10%
Total		50	100%

Source: Primary data

CHART 4.4.8
Chart showing helping tendency of an employees



INFERENCE:

From the above chart it is inferred that 90% of respondents agree with the employees are helping tendency with the co-worker and 10% of respondents not agree with the employees are helping tendency with the co- worker.

Majority 90% of respondents agree with the employee the helping tendency co-worker.

TABLE 4.4.9
Table showing Hypothesised association between the work pressure of employee in an organization and experience using chi-square test

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Forced to do work	11	22%
2	Improper environment	24	48%
3	Strict supervision	15	30%
Total		50	100%

Source :Primary data

Hypothesised association between the work pressure of employee in an organization and experience using chi-square test

H₀: There is no significant relationship between the work pressure of employee in an organization and experience

H₁: There is significant relationship between the work pressure of employee in an organization and experience

Crosstab

		Type of worker pressure the employee facing in the organization				
		Forced to do work	Improper environment	Strict supervision	Total	
experience at industry	Yes	Count	8	18	9	35
		% within Years of experience at industry	22.9%	51.4%	25.7%	100.0%
		% within Type of worker pressure the employee facing in the organization	72.7%	75.0%	60.0%	70.0%
		% of Total	16.0%	36.0%	18.0%	70.0%
No		Count	3	6	6	15
		% within Years of experience at industry	20.0%	40.0%	40.0%	100.0%
		% within Type of worker pressure the employee facing in the organization	27.3%	25.0%	40.0%	30.0%
		% of Total	6.0%	12.0%	12.0%	30.0%
		Count	11	24	15	50
		% within Years of experience at industry	22.0%	48.0%	30.0%	100.0%
		% within Type of worker pressure the employee facing in the organization	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

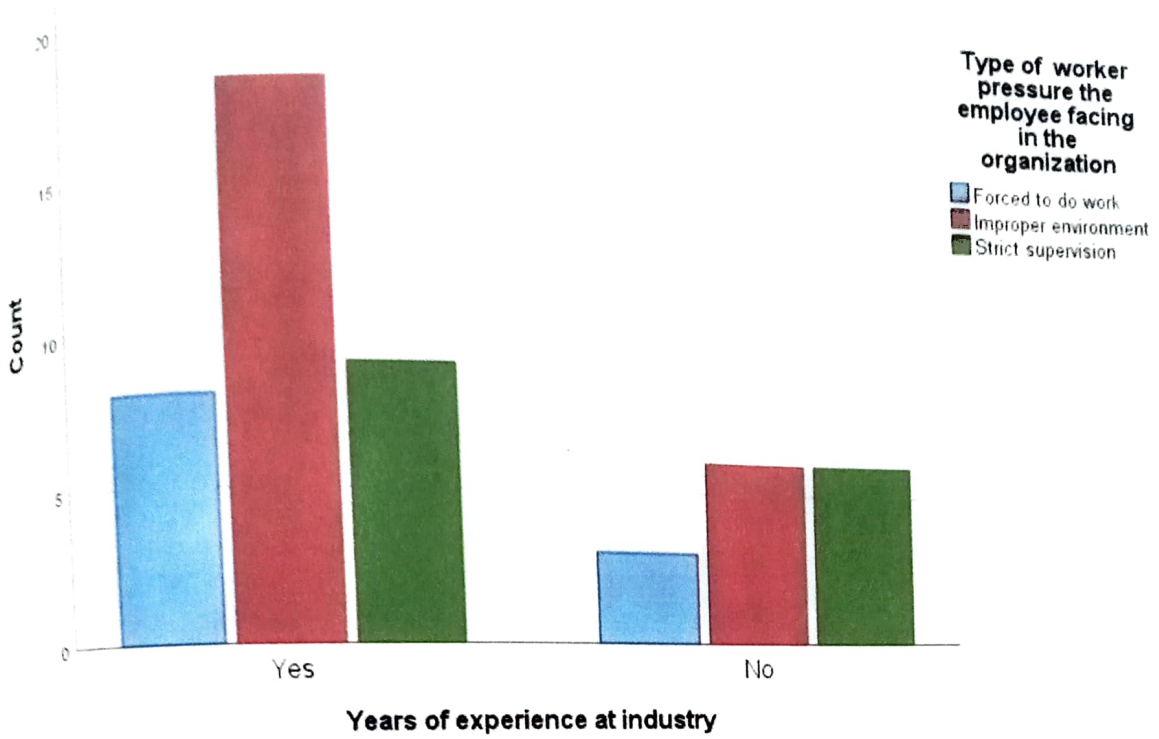
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	1.039 ^a	2	.595
Likelihood Ratio	1.013	2	.603
Linear-by-Linear Association	.589	1	.443
N of Valid Cases	50		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 3.30.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.144	.595
	Cramer's V	.144	.595
N of Valid Cases		50	

Bar Chart



Interpretation

The work pressure of employee in an organization is moderately accepted with experience is implied by inferential technique and p-value is 0 .595 that is statistically accepted value at 5 percentage level of significance

NOTE:

There is significant relationship between the work pressure of employee in an organization and experience

TABLE 4.10

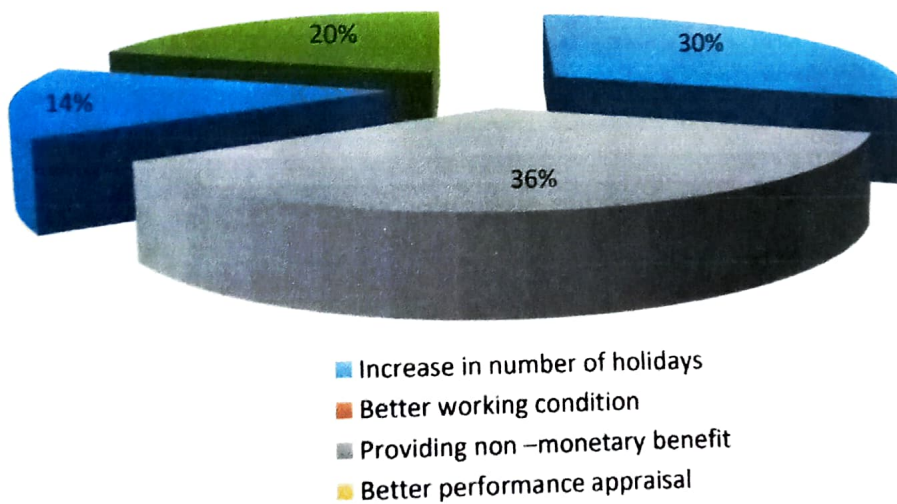
Table showing the suggestion of the employees to reduce absenteeism

S.NO	PARTICULAR	NO.OF.RESPONDENTS	PERCENTAGE
1	Increase in number of holidays	15	30%
2	Better working condition	18	36%
3	Providing non –monetary benefit	7	14%
4	Better performance appraisal	10	20%
Total		50	100%

Source: Primary data

CHART 4.4.10

Chart showing the suggestion of the employees to reduce absenteeism



INFERENCE:

From the above chart it is inferred that 36% of respondents suggested feel better working condition to reduce the absenteeism and 14% of respondents suggested that better performance appraisal to reduce job absenteeism.

Majority 36% of respondents suggested feel better working condition to reduce the absenteeism.

TABLE 4.4.11

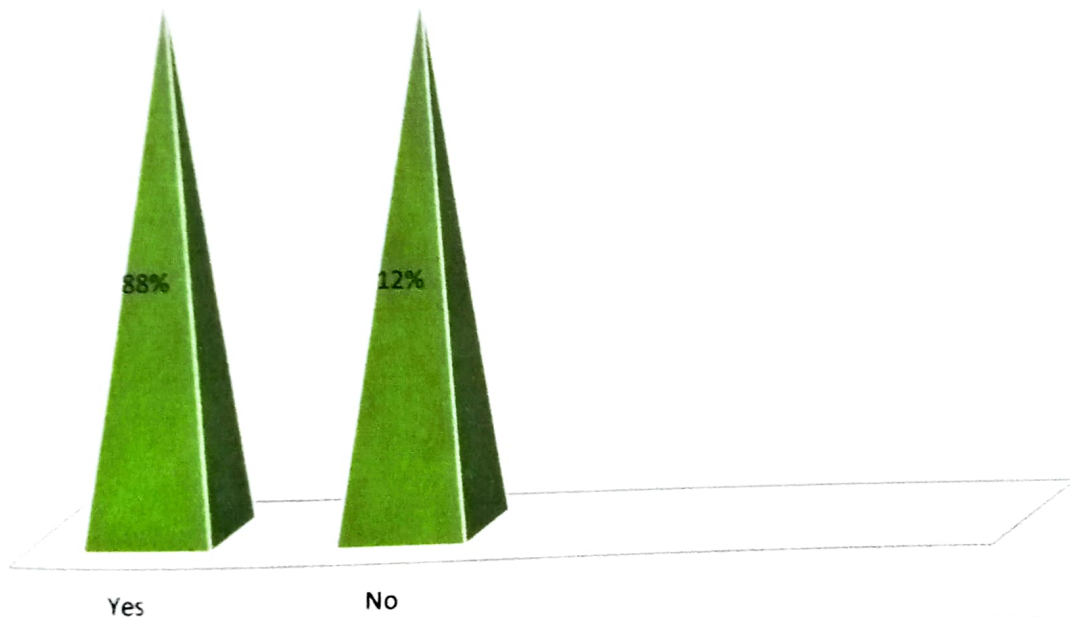
Table showing the organisation leave policy for the employee

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	44	88%
2	No	6	12%
Total		50	100%

Source: Primary data

CHART 4.4.11

Chart Showing organization leave policy for the employee



INFERENCE:

From the above chart it is inferred that 88% of respondents stated that they are getting adequate number of leave to the employee and 12 % of respondents stated that they are not getting adequate number of leave.

Majority 88% of respondents stated that they are getting adequate number of leave to the employee

TABLE 4.4.12

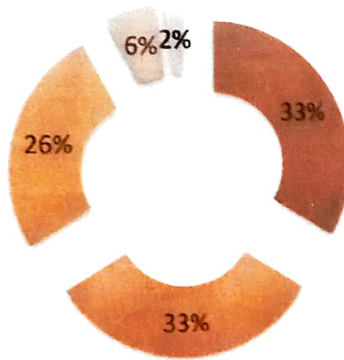
Table showing the job enrichment reduces absenteeism of employee

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	17	33%
2	Agree	16	33%
3	Neutral	13	26%
4	Disagree	3	6%
5	Strongly disagree	1	2%
Total		50	100%

Source: Primary data

CHART 4.4.12

Chart showing job enrichment reduce absenteeism of employee



■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

INFERENCE:

From the above chart it is inferred that 33% of respondents strongly agreed that job enrichment reduce absenteeism and 2% of respondents strongly disagree that job enrichment reduce absenteeism.

Majority 33% of respondents strongly agreed that job enrichment reduce absenteeism.

TABLE 4.4.13

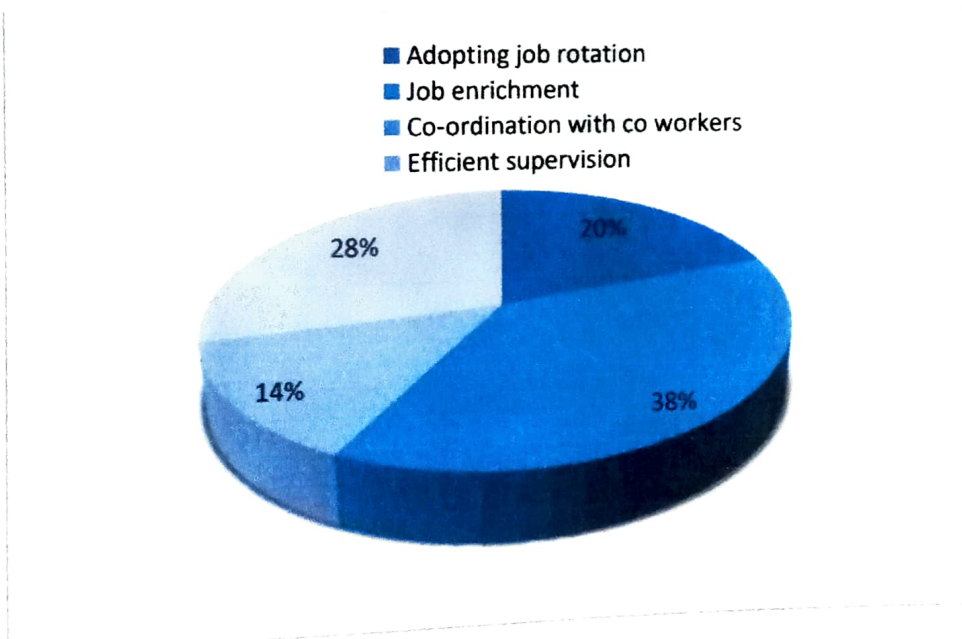
Table showing suggestion of employer to reduce absenteeism

S.NO	PARTICULAR	NO.OF.RESPONDENTS	PERCENTAGE
1	Adopting job rotation	10	20%
2	Job enrichment	19	38%
3	Co-ordination with co workers	7	14%
4	Efficient supervision	14	28%
Total		50	100%

Source: Primary data

CHART4.4.13

Chart showing suggestion of employer to reduce absenteeism



INFERENCE:

From the above chart it is inferred that 38% of respondents say job enrichment as option to reduce absenteeism and 14 % of respondents say co-ordination with co -worker to reduce absenteeism leave.

Majority 38% of respondents job enrichment option to reduce absenteeism.

TABLE 4.4.14

Table showing the work pressure on the work

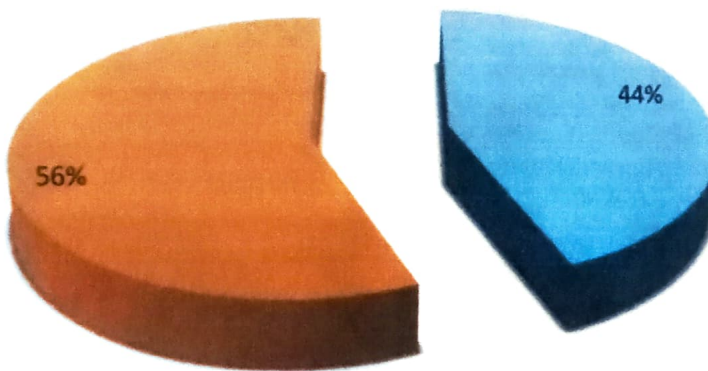
S.NO	PARTICULAR	NO.OF.RESPONDENTS	PERCENTAGE
1	Yes	22	44%
2	No	28	56%
Total		50	100%

Source: Primary data

CHART 4.4.14

Chart showing the work pressure on the work

■ Yes ■ No



INFERENCE:

From the above chart it is inferred that 56% of the respondents agreed that their work pressure and 44% of respondents did not agree that their work pressure.

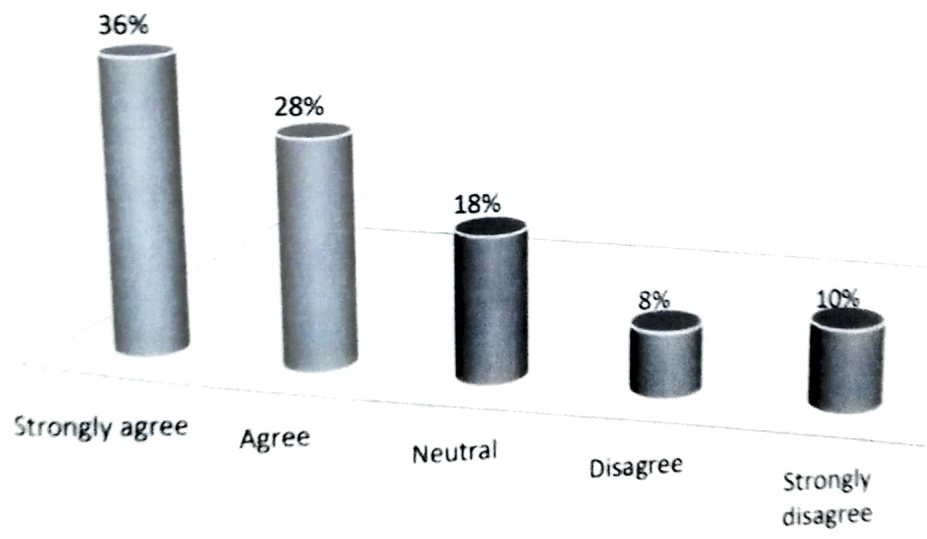
Majority 56% of the respondents agree that their work pressure.

TABLE 4.4.15
Table showing level of awareness regarding their absent from job

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly agree	18	36%
2	Agree	14	28%
3	Neutral	9	18%
4	Disagree	4	8%
5	Strongly disagree	5	10%
Total		50	100%

Source: Primary data

Chart 4.4.15
Chart showing level of awareness regarding their absent from job



INFERENCE:

From the above chart it is inferred that 36% of respondents are agree that they have awareness regarding their absent and 8% of respondents are disagree that they have of the awareness regarding their absent form their work absenteeism.

Majority 36% of respondents are agree that they have awareness regarding their absent from their work.

TABLE 4.4.16
Table showing the motivational factor that reduce absenteeism

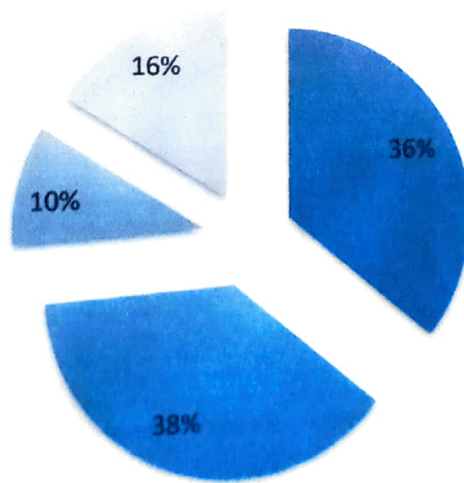
S.NO	PARTICULAR	NOOF.RESPONDENTS	PERCENTAGE
1	Good employees relations	18	36%
2	Workers environment	19	38%
3	Recognition of the work	5	10%
4	Incentive on bonus on performance	8	16%
Total		50	100%

Source: Primary data

CHART 4.4.16

Chart showing opinion on the motivational factor reduce absenteeism

- Good employees relations
- Workers environment
- Recognition of the work
- Incentive on bonus on performance



INFERENCE:

Form the above chart it is inferred that 38% of respondents reduce the absenteeism of working environment and 10% of respondents reduce recognise of the workers.

Majority 38% of respondents reduce the absenteeism of working environment.

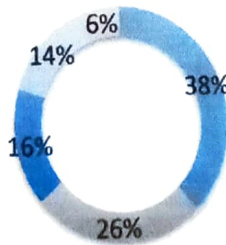
TABLE 4.4.17**Table showing conveyance of the mode of transport**

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	19	38%
2	Satisfied	13	26%
3	Neutral	8	16%
4	Dissatisfied	7	14%
5	Highly dissatisfied	3	6%
Total		50	100%

Source: Primary data

CHART 4.17**Chart showing conveyance of the mode of transport**

■ Strongly agree
 ■ Agree
 ■ Neutral
 ■ Disagree
 ■ Strongly disagree

**INFERENCE:**

From the above chart it is inferred that 38% of respondents highly satisfied the conveyance of mode of transport and 6% strongly dissatisfied the conveyance of mode of transport.

Majority 38% of respondents highly satisfied the conveyance made of transport.

TABLE 4.4.18

Anova - age and rate of relationship with the
superiors

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	27	54%
2	Satisfied	13	26%
3	Neither satisfied	9	18%
4	Dissatisfied	1	2%
Total		50	100%

Source: Primary data

Anova - age and rate of relationship with the superiors

ANOVA

Are you satisfied with the mode of transport/conveyance

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.570	3	.190	.111	.953
Within Groups	78.550	46	1.708		
Total	79.120	49			

Subset for alpha = 0.05

	N	I
1	8	2.00
2	12	2.25
3	20	2.30
4	10	2.30
5		.948

Means for groups in homogeneous subsets are displayed.

- 1. Uses Harmonic Mean Sample Size = 11.163.
- 2. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



Interpretation

The employee relationship with the superiors in organization associated with age which is implied by inferential technique and t-value is 0.953 that is statistically not highly associated value at five percentage level of significance

NOTE:

There is no significance difference in the satisfaction level of transport based on age

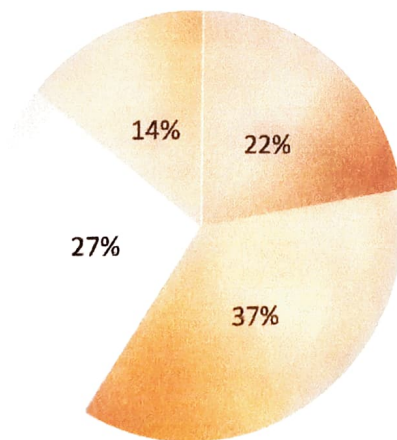
TABLE 4.4.19
Table showing the effect of absenteeism

S.NO	PARTICULAR	NOOF.RESPONDENT	PERCENTAGE
1	Cause of work stress	11	22%
2	Delayed performance	18	36%
3	Lead to overtime	14	28%
4	Less turnover	7	14%
Total		50	100%

Source: Primary data

CHART4.4.19
Chart showing the effect of absenteeism

■ Cause of work stress ■ Delayed performance ■ Lead to overtime ■ Less turnover



INFERENCE:

From the above chart it is inferred that 37% of respondents stated that delayed performance is the reason for absenteeism and 14% of respondents stated that less turnover is the reason for absenteeism.

Majority 37% of respondents delayed performance of the organization.

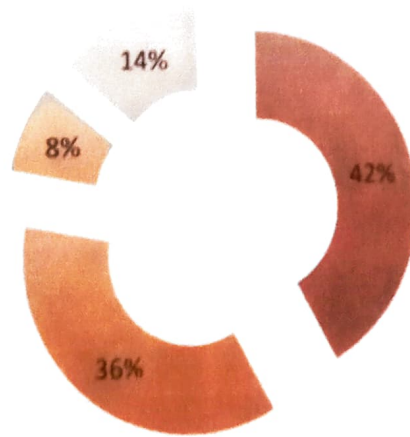
TABLE 4.4.20**Table showing employees motivational factors**

S.NO	PARTICULAR	NO.OF. RESPONDENTS	PERCENT AGE
1	Good employee relationship	21	42%
2	Working condition	18	36%
3	Future prospects	4	8%
4	Job responsibility	7	14%
Total		50	100%

Source: primary data

CHART4. 4.20**Chart showing employee motivational factors**

■ Good employee relationship ■ Working condition ■ Future prospects ■ Job responsibility

**INFERENCE:**

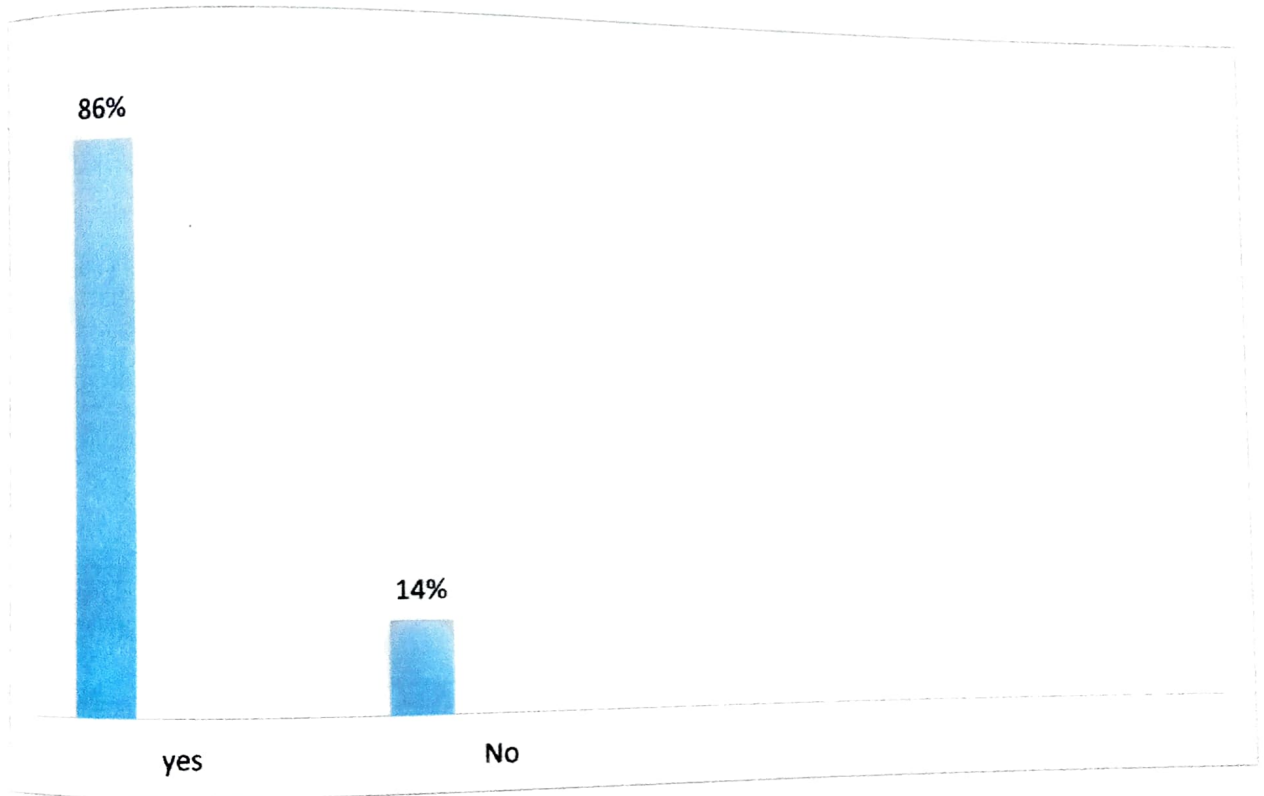
From the above chart 42% of respondent stated that having good employer relationship with employee motive them and 8% of respondents stated that future prospects motivate them. Majority 42% of respondent good employee relationship with employee motive the

TABLE 4.4.21
Table showing job rotation of the employee

S.NO	PARTICULAR	NO.OF.RESPONDENTS	PERCENTAGE
1	Yes	43	86%
2	No	7	14%
Total		50	100%

Source: Primary data

CHAT 4.4.21
Chart showing job rotation of employee



INFERENCE:

Form the above chart it is inferred that 86% of the respondents stated agree with process job rotation and 14% of the respondents disagree with process job rotation in the organization.

Majority 86% of the respondents stated agree with process job rotation.

TABLE 4. 4.22
~~Anova - age~~ rate of relationship with worker .

S.NO	PARTICULAR	NO. OF. RESPONDENTS	PERCENTAGE
1	Strongly agree	26	52%
2	Agree	15	30%
3	Neutral	6	12%
4	Disagree	3	6%
5	Strongly disagree	0	0%
Total		50	100%

Source: Primary data

~~Anova - age~~ and rate of relationship with worker

ANOVA

How do you rate of relationship with supervisor

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.313	3	1.104	1.268	.296
Within Groups	40.067	46	.871		
Total	43.380	49			

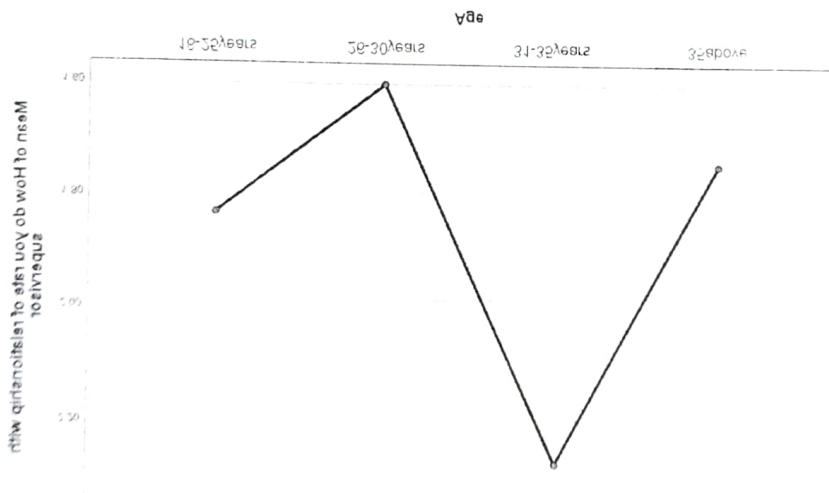
Tukey HSD^{a,b}

Age	N	Subset for alpha = 0.05
26-30 years	20	1.6000
31-35 years	8	1.7500
36-40 years	12	1.8333
41-45 years	10	2.3000
Sig.		.300

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 11.163.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



Interpretation

The rate of relationship with co-worker in organization highly associated with age which is implied by inferential technique and t-value is 0.296 that is statistically associated value at five percentage level of significance

NOTE:

There is significance difference in the relationship with supervisors or based on age.

TABLE 4.4.23

Table showing reaction of co- workers towards workers problem

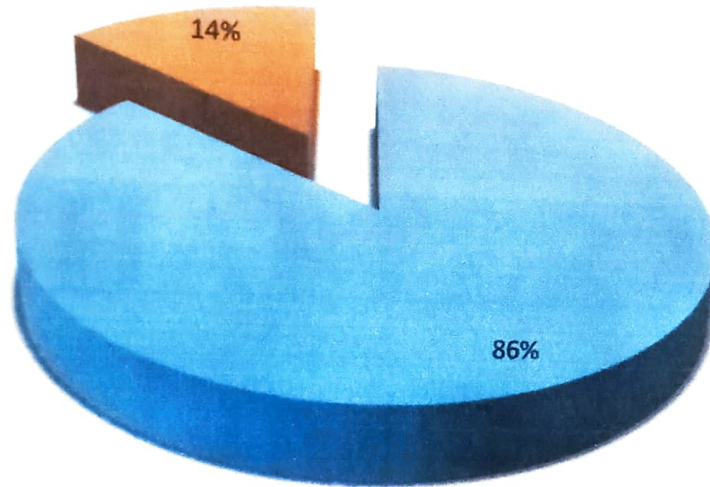
S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	43	86%
2	No	7	14%
Total		50	100%

Source: Primary data

CHART 4.4.23

Chart showing reaction of co- worker towards workers problem

■ Yes ■ No

**INFERENCE:**

From the above chart it is inferred that 86% of showing reaction of co- workers towards workers problem and 14% of respondents are disagree the co- workers towards workers problem.

Majority 86% of respondents are agree with helps in work on co-workers.

CHAPTER V

CHAPTER V

SUMMARY OF FINDINGS, SUGGESTION AND CONCLUSION

5.1 INTRODUCTION

More and more quick and frequent changes of the external environment make higher and higher demands on organization. The ability to successfully achieve in advance outlined objectives in this environment, to be successful in fulfilling its tasks the organization has to utilize efficiently all its source- people, material, technique and technologies, capital well as methods. The core and the most important area of the whole organizations working are human resource, mainly talented individual.

5.2 SUMMARY OF FINDINGS FINDINGS

- The study reveals that 90% of respondent are satisfied with the organization duty time.
- It is found that 44% of respondent stated the employee sickness was the leave reason.
- It is understood from the study that 56% of respondents stated the at family problem is the reasons of employee absenteeism in organization.
- Majority 48% respondent represented of long working hours.
- It is found that 30% respondents work for 2 hours in an organization.
- From the study it is found that 44% of respondents stated they are satisfied in working environment.
- Majority 44% of respondents are highly satisfied with health and safety measure of the organization
- The study reveals 90% of respondents agree with the employee have helping tendency co-worker.
- From the study it is found that 48% of respondent's improper environment, especially the work pressure of employees in an organization.
- The analysis reveals that 36% of respondents suggested that better working condition reduce the absenteeism.
- Majority 88% of respondents stated that they are getting adequate number of leave to the employee
- It found that 33% of respondents strongly agreed that job enrichment reduce absenteeism.
- Majority 38% of respondents job enrichment help to reduce in absenteeism.
- The study reveals 56% of the respondents agree that there is work pressure.
- It is understood from the study that 36% of respondents agree that awareness regarding their absence from their work.
- From the study it is found that 38% of respondents reduce the absenteeism of working environment.
- The study reveals that 38% of respondents strongly agree the conveyance made of transport.
- It is understood from the study that 54% of respondents highly satisfied the employee relationship with supervisors.
- The analysis reveals 37% of respondents have delayed performance at organization.
- It is found that 42% of respondent feel good employee relationship with employee motivate them.
- Majority 86% of the respondents stated that they are having job rotation.
- From the study it is found that 52% of respondents are highly satisfied with the relationship with co-workers.
- The study reveals that 86% of respondents are agree that there is help among in work co-workers.

5.3 SUMMARY OF SUGGESTIONS

SUGGESTIONS AND RECOMMENDATIONS

- Absenteeism is a serious problem for management because it involves heavy additional expenses. The management should take the following measures to reduce the rate of absenteeism:-
- 1) **Provide Incentives**- An incentive provides an employee with a boost to their motivation and avoid unnecessary absenteeism. Incentives like two hours of bonus pay for every month of perfect attendance can improve a lot.
 - 2) **Employee Assistance Program**- If you confront an employee about his or her frequent absenteeism and you find out that it is due to personal problems refer them to EAP.
 - 3) **Sickness Reporting** - Tell employees that they must phone in as early as possible to advise why they are unable to make it to work and when they expect to return.
 - 4) **Return to Work Interview**- When an employee returns to work then ensure that they have a 'return to work interview'.
 - 5) **Bradford factor** can also be used to identify and cure excessive absenteeism.

In the end to conclude this report I would like to specify that the project allotted to me on absenteeism was of immense help to me in understanding the working environment of an organization, thereby providing a first and practical experience.

In this project while identifying the reasons of absenteeism of the workers of Arvinth Auto Agency, Tuticorin. I got an opportunity to interact with workers to observe their behaviour and attitude

CONCLUSIONS:

It is concluded that, if absenteeism is increased, it will affect the growth of the organization at Arvinth auto agency, the causes of employee absence from include lack of welfare facilities, mental stress, time pressure and monotonous work. Also employees have family issues and their family members health issues as the reason for being absent from work.

Implementing and maintaining a work environment where open communication and if you need encouragement just consider some of benefit: reduced absenteeism, open communication team spirit, reduced grievances and greater employee satisfaction.

Only when the positive approach is unsuccessful does the employer need to use the remedial approach to deal with habitual abusers or with excessive abusers cases. In all case the employer' action must be fair reasonable and consistently applied.

With a well communication, implement, and administered program, the majority of the employees should agree with the attendance management program and co-operation should follow.

ANNEXURE

A STUDY ON QUALITY OF WORK LIFE TOWARDS EMPLOYEES SATISFACTION AT RATNA FURNITURE

Dear sir/madam,

I am M.Yogalakshmi from the department of Human Resource Management of St. Mary's college (Autonomous), Tuticorin. Presently doing a project on "A study on various causes of employee absenteeism" with special reference to Arvinth Auto agency, as a part of academic requirement. I kindly request your assistance by availing time to respond to the questionnaire. All data collected will be treated in strict confidence and used only for purpose of this study.

Personnel details:

Name:

Gender:

☐ Male

☐ Female

Age:

☐ 18 -25years ☐ 26-30years ☐ 31-35years ☐ 35 -35 above

Education Qualification:

☐ Illiterate ☐ Up to SSLC ☐ HSC ☐ Diploma ☐ Graduate ☐ Others

Occupation:

Marital status:

☐ Married

☐ Unmarried

Monthly salary

☐ Upto Rs.5000 ☐ Rs5,001- Rs10,000 ☐ Rs 10,001 – Rs15,000 ☐ Above Rs15,000

Monthly expenses:

☐ Rs.5000and Below ☐ Rs.5001 – Rs.8000 ☐ Rs.8001-Rs.11, 000 ☐ Rs.11, 001-Rs.14, 000

Family Size

☐ 1to 3 members ☐ 4to 5 members ☐ More than 5 members

Years of Experience in Industry(if any) :

☐ Yes ☐ No

(a) If yes, mention the years:

☐ 1-5 ☐ 6 -10 ☐ 11-15 ☐ 15 above

1. Is the employee attending the daily duty on time?

☐ Yes ☐ No

2. Workers reason for leave

☐ Sickness ☐ Lack of interest in job ☐ Poor working condition ☐ Long working hour

3. Employee opinion for long absence

☐ Family problem ☐ Personal problem ☐ Religious problem ☐ Social obligation

4. Workers opinion about the job

☐ Heavy work level ☐ Long hours of work ☐ Poor working climate

5. Employee Average work over time?

☐ 1 Hour ☐ 2 hours ☐ 3 Hours ☐ More than 3 Hours

6. Working Environment of Employees

☐ Highly satisfied ☐ Satisfied ☐ Neither satisfied ☐ Dissatisfied

7. Health and safety Measures of the company

☐ Highly satisfied ☐ Satisfied ☐ Neither satisfied ☐ Dissatisfied

8. Are the co-workers helping in the work of an Employee?

☐ Yes ☐ No

9. Type of worker pressure the employee facing in the organization

☐ Forced to do work ☐ Improper environment ☐ Strict supervision

10. Workers opinion about the factors to reduce the absenteeism

☐ Increase in number of holiday ☐ Better Working conditions
☐ non-monetary benefit ☐ Better performance appraisal

11. Is the company proving adequate number of leave to the employee when they ask

☐ Yes ☐ No

12. Workers opinion about job enrichment creates reduction in absenteeism of employee
☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree
☐ Strongly disagree
13. Workers opinion to reduce absenteeism
☐ Adapting job rotating ☐ Job enrichment ☐ Co-ordination with co-worker
☐ Efficient superior
14. The workers thought regarding the work pressure on the job
☐ Yes, there is a lot of work pressure ☐ No, there is no work pressure
15. The level of awareness regarding their absent from their work
☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree
16. Employee opinion on the motivation factors avoiding taking leave
☐ Good employee relations ☐ Workers environment ☐ Recognition of the work
☐ Incentives and bonus on performance
17. Are you satisfied with the mode of transport /conveyance?
☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree
18. Employee satisfaction level with relationship with the superior
☐ Highly satisfied ☐ Satisfied ☐ Neither satisfied ☐ Dissatisfied
19. Workers opinion about the effect of absenteeism
☐ Cause of work stress ☐ Delayed performance ☐ Lead to overtime ☐ Less turnover
20. Employee motivate factors to Regularity
☐ Good Employee relationship ☐ Working Condition ☐ Future Prospects
☐ Job responsibility
21. Do you have options of job rotation?
☐ Yes ☐ No
22. How do you rate your relationship with co-workers?
☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree
23. Does your co-workers helps in work related problems?
☐ Yes ☐ No
24. The suggestion that can be provided by you to the management to reduce the absenteeism in an organization.
-

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