

# A STUDY ON EMPLOYEE MORALE ON AETHER COMPANY

Submitted in partial fulfilment of the requirements for the award of degree in

## MASTER OF BUSINESS ADMINISTRATION

By

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**Register No.41410261**



**SCHOOL OF MANAGEMENT STUDIES**

# **SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE**

**JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

**MAY 2023**



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## SCHOOL OF MANAGEMENT STUDIES

### BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SAFFRI S(41410261)** who carried out the project entitled "**A STUDY ON EMPLOYEE MORALE ON AETHER COMPANY**" under my supervision from January 2023 to March 2023.

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Internal Examiner

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## DECLARATION

I **SAFFRI S(41410261)** hereby declare that the Project Report entitled “**A STUDY ON EMPLOYEE MORALE ON AETHER COMPANY**” done by me under the guidance of is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

**DATE:06.05.2023**

**PLACE: CHENNAI**

A handwritten signature in black ink, appearing to read 'Saffri'.

**SAFFRI S(41410261)**

## ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to the Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

**SAFFRI S**

## TABLE OF CONTENTS

| CHAPTER NO. | TITLE                                      | PAGE NO.     |
|-------------|--------------------------------------------|--------------|
|             | <b>ABSTRACT</b>                            | <b>(i)</b>   |
|             | <b>LIST OF TABLES</b>                      | <b>(ii)</b>  |
|             | <b>LIST OF CHARTS</b>                      | <b>(iii)</b> |
| <b>1</b>    | <b>INTRODUCTION</b>                        | <b>1</b>     |
|             | 1.1 .Introduction                          | 1            |
|             | 1.2 .Industry Profile                      | 2            |
|             | 1.3 .Company Profile                       | 3            |
|             | 1.4. Product Profile                       | 4            |
|             | 1.5 .Objectives of the Study               | 6            |
|             | 1.6 .Need for the study                    | 7            |
|             | 1.7 .Scope & Significance of the study     | 8            |
| <b>2</b>    | <b>REVIEW OF LITERATURE</b>                | <b>9</b>     |
|             | 2.1 Review of Literature                   | 9            |
| <b>3</b>    | <b>RESEARCH METHODOLOGY</b>                | <b>18</b>    |
|             | 3.1 Methodology                            | 18           |
|             | 3.2.Research Design                        | 18           |
|             | 3.3. Sources of Data                       | 18           |
|             | 3.4. Tools for Analysis                    | 19           |
| <b>4</b>    | <b>DATA ANALYSIS AND INTERPRETATION</b>    | <b>25</b>    |
|             | Ratio Analysis                             | <b>25</b>    |
| <b>5</b>    | <b>FINDINGS,SUGGESTIONS AND CONCLUSION</b> | <b>34</b>    |
|             | 5.1.Findings of the Study                  | 34           |
|             | 5.2.Suggestions & Recommendations          | 35           |
|             | 5.3. Limitations of the study              | 36           |
|             | 5.4.Conclusion                             | 37           |
|             | <b>REFERENCES</b>                          | <b>38</b>    |



## **CHAPTER 1 – INTRODUCTION**

### **1.1. INTRODUCTION:**

Morale is perhaps the most frequently used term, in Organisational literature. Yet it remains one of the more evasive, controversial topics that lack universally acceptable and comprehensive, definition. Morale in spite of its importance is largely unacknowledged and poorly understood by managers. Morale is the vital ingredient of Organisational success for it reflects the attitudes and sentiments and individual or group has toward the Organisational objectives. These feelings and sentiments largely affect the productivity and satisfaction of individuals. When people are enthusiastic in their work environment we generally label them to be having “high morale”.

Morale is an individual's zest for working or the lack of it. A person with high morale will have confidence in himself, in others, and in his future. An individual with a high morale feels his work is worth doing well and that he is doing good job. It also helps him take minor irritation in stride, and to work under pressure without blowing up. The usual dictionary definition relates the term morale to mood and spirit. High morale means an enthusiastic, confident feeling with respect to individual or group achievement. In employment, the term refers to participative attitudes towards achievement of organizational objectives.

Morale is a mental condition or attitude of individuals or groups which determines their willingness to co-operate. Morale is an important part of organizational

climate. It is a vital ingredient of organizational success because it reflects the attitudes and sentiments of organizational members towards the organization, its objectives and policies. These attitudes and sentiments largely affect productivity and satisfaction of individuals. Morale is the total satisfaction a person derives from his job, his workgroup. His boss, his organization and his environment. The importance of "morale" to the successful operation of any endeavour has been clearly revealed in a variety of situations from the waging of war to the manufacturing of a product. Morale, which essentially refers to such qualities as enthusiasm, personal satisfaction, and a willingness to work together

is extremely important for the continued success of any organization, whether its purpose be of a military or business nature. Morale is the vital ingredient of Organisational success for it reflects the attitudes and sentiments and individual or group has toward the Organisational objectives. These feelings and sentiments largely affect the productivity and satisfaction of individuals. When people are enthusiastic in their work environment we generally label them to be having “high morale”.

Morale is an individual's zest for working or the lack of it. A person with high morale will have confidence in himself, in others, and in his future. An individual with a high morale feels his work is worth doing well and that he is doing good job. It also helps him take minor irritation in stride, and to work under pressure without blowing up. Morale is the term usually applied to armed forces during war time, and to sports and athletics teams. It refers to team spirit and togetherness of people for a common purpose. It indicates evident commitment that is exhibiting the behavioural symbols and symptoms of personal commitment. Morale is an ambiguous concept that sometimes considered to be a component of satisfaction. Morale is defined as, “a composite of feelings, attitudes, and sentiments that contribute to general feelings of satisfaction. In this connection morale is understood as one's attitude towards accomplishing his work rather than emotions he displays during work.

It is a state of mind and spirit, affecting willingness to work, which in turn affects Organisational and individual objectives.” According to Robert M. Guano morale is the extent to which an individual needs are satisfied and the extent to which the individual, person perceives that satisfaction is stemming from his total job satisfaction. Morale is the internal feeling of confidence, enthusiasm, zeal, satisfaction, optimism which keeps the frustration level of a person low and he remains satisfied.

## 1.2 INDUSTRY PROFILE

- The Media and Entertainment (M&E) industry has multiple segments that combine into one vertical; Movies/Cinema, Television, Music, Publishing, Radio, Internet, Advertising and Gaming.
- Media is consumed by audiences across demographics and various avenues such as television, films, out-of-home (OOH), radio, animation, and visual effect (VFX), music, gaming, digital advertising, live events, filmed entertainment, and print.
- Now that we have established what morale is and how it may be measured, it is both logical and imperative to clarify its role in organizations. Without this essential linkage of morale to the bottom line, many managers may fail to comprehend the utility of morale for success, and therefore not capitalize on its insatiable potential for enhancing productivity and employee satisfaction.
- Realistically, there are few other efforts an organization can undertake that have the potential to have such a widespread impact on an organization's functioning. Productivity has been demonstrated to be intrinsically tied to worker morale (Jolivet, 1998).
- A happy worker is a productive worker and an organization that is productive has a higher likelihood of being successful. Therefore it follows that improving morale may be utilized as one means of improving productivity.
- Morale has also been linked to turnover and absenteeism, two of the evils with which organizations often find themselves in constant battle. Having high morale means creating a workforce that feels valued in their work.
- Workers who feel valued are then more disposed to value the work they do, and the organization for which they do it. Therefore, increasing morale can lower both absenteeism and turnover as well.
- It is also important to investigate morale because it is much better to find out how employees are feeling before someone expresses dissatisfaction. Doing so generates an air of concern for the well being of employees and allows management to extinguish any potential problems before they have the opportunity to develop into major, often costly troubles.

- Morale may be referred to high morale or low morale. In the words of McFarland, a leading U.S. publisher of scholarly, reference and academic books, high morale exists when employee attitudes are favourable to the total situation of a group and to the attainment of its objective.
- Low morale exists when attitude inhibit the willingness and ability of an organization to attain its objectives. The words such as zeal, enthusiasm, loyalty dependability denote high morale.
- Low morale may be described by word like lack of interest, laziness, apathy, bickering, jealousy, quarrelsome, pessimism, etc.
- Morale and motivation are inter-related but differ from each other. Morale refers to the attitude of a person towards his work and environment while motivation is a process to inspire people. Motivation is an inner feeling which energizes a person to work more for satisfying his unsatisfied demands.
- Motivation revolves round needs and incentives while morale will determine the willingness to cooperate. Morale is a group phenomenon while motivation is an individual's readiness to work more.
- Moral is related to the combination of various factors operating at work but motivation concerns to the job only. Motivation helps in mobilizing energy while morale is concerned with the mobilization of sentiments. Morale and Productivity Morale reflects the attitude of employees onwards their work, it will be of interest to know if it has any bearing on productivity.
- A number of research studies reveal that there is no direct relationship between morale and productivity. High morale may lead to higher productivity but in some cases production may go down even.
- It is generally felt that there is a positive relation between morale and productivity but the degree may not be the same. For example, 10 per cent increase in morale may lead to higher productivity but production may not necessarily increase by 10 percent.

### **1.2.1 MEDIA MARKET SIZE**

In the South Indian market, Television remains a family viewing medium, with broadcast movie channels dominating television viewing.

The Television sector is one of the key pillars of South India's creative economy. It is still the cheapest form of entertainment and the widest form of entertainment across genres. Television continues to occupy a major 45% of the South India Media & Entertainment market share. By the end of 2022, the South Indian TV segment of the Media & Entertainment industry market is expected to be worth Rs 33,100 crore, with a 10% compound annual growth rate. Subscription and advertising revenues are evenly growing and there are visible signs of advertising in recent quarters. South India is home to 179 (or 29%) of India's 613 TV channels, accounting for around 35% of the country's total viewership. Tamil language channels have the most TV channels (65), followed by Telugu language channels (50), Kannada language channels (36), and Malayalam language (28). The south Indian TV sector had a market size of Rs 36000 crore in 2019, which dropped to Rs 29000 crore in 2020 because of the pandemic but recovered to Rs 30100 crore in 2021. The market is expected to grow even more in the coming years, reaching Rs 33100 crore in 2022 and surpassing 2019 by 2024.

## **1.4 COMPANY PROFILE**

- Company type : Incorporation of Arena Multimedia
- Name of the company : Aether Media Company
- Company located : Vadapalani
- Nature of business : Service provider
- Year of establishment : 2002
- Ceo of the company : Jeevalatha G
- Legal status of firm : Individual proprietor

In the years gone by, Arena Vadapalani grew from strength to strength. We pledge to renew our commitment to excellence in every dimension of Animation Education. We hereby rededicate ourselves in going the extra mile to equip our current and future student generations with the vital edge in their careers. Today we are recognized as one of the fastest growing Multimedia Training Centre in India. We have been providing learning with the very best and delivering world-class quality, competence and consistency in its offerings.

## VISION

- Creating an environment that nurtures a Meaningful Existence, by being the Best Multimedia Education Provider
- Line of Vision
- To be the benchmark for Animation Education & Training in India
- To groom class-leading Animation professionals capable of contributing to knowledge creation in their domains
- To continuously raise the standards of excellence in the chosen field
- To be the front-runner in serving the escalating skill needs of the Animation industry.

### 1.5 NEED FOR STUDY

The importance of morale in the workplace cannot be underestimated. This factor has a direct impact on your employees' well-being, performance, efficiency and quality of work. Employees with high morale are **more productive, deliver better results and stay with a company longer**. If the organization is going through a crisis, they will work harder to help it survive and achieve its goals. High employee morale can result in **lower turnover rates** and make it easier to attract top talent. People want to work for companies that invest in their employees and care about their well-being. Organizations with employee engagement programs report 223 percent greater customer loyalty and 26 percent higher increases in their annual revenue. Engaged employees are more likely to meet customers' needs and demands, which in turn can improve the company's bottom line.

### 1.6 OBJECTIVES OF THE STUDY

This project is designed mainly to identify and evaluate the employee behavior on employee morale.

#### 1.6.1 Primary objective:

To study the employee behaviour on employee morale.

### **1.6.2 Secondary objectives:**

- To study on the factor affecting employee morale at aether media company.
- To know about the method followed by the organization to improved employee morale.
- To identify on the employee expectation at the at aether media company.
- To know and understand about the employee morale.
- To find out the various factors leading to employee morale in the firm.
- To know the level of morale of the employees working in the firm.
- To know the level of satisfaction of the employees towards the company.
- To suggest effective measures to increase morale of the employees of aether media company. .
- To identify the relationship among workers in terms of morale in the organization.

## **1.8. SCOPE & SIGNIFICANCE OF THE STUDY**

Create Shared Goals and Objectives. Foster a Collaborative Work Environment, Collaboration increases productivity, teamwork, innovation, and employee engagement. Increase Career Advancement Promotions and raises are an essential way to increase employee morale. Boost Work-Life Balance. Implement Employee Feedback.

## **1.9. LIMITATIONS OF STUDY**

- The study is confined in Tamilnadu only
- The study is based upon the employee morale in aether media company.
- The data collected for the research is fully on primary data given by the respondents.
- There is chance for personal bias. So the accuracy is not true

Due to storage of time and other constraints, the study has been limited to 300 respondents only

## CHAPTER 2 – REVIEW OF LITERATURE

- **Day et al. (2020)** conducted a study to give attention to nursing workforce issues such as recruitment, retention, turnover, workplace health and safety issues and their impact on quality patient care. Poor performance of these factors led to low morale of nurses. To improve the morale, the researchers had given some suggestions in the form of good workplace relationships between nurses, adoption of professionalism in nursing, sense of being valued, delivering of quality nursing care, well staffed and better organized units to report risk factors, needle stick injuries and near misses, good organizational structures and culture, good leadership and communication, job security etc.
- **Kaur (2019)** conducted a study to find out the relationship between organizational culture and employees morale in selected commercial and co-operative banks. Banks were compared by using 11 dimensions of organizational culture and 5 dimensions of employee's morale as used by Nandita Kasal and some demographic variables. The researcher concluded that there were significant differences on 7 dimensions of organizational culture in two types of banks. Open organizational culture was more prevalent in commercial banks as compared to cooperative banks. The employee's morale in commercial banks scored significantly higher than co-operative banks and finally a positive and high degree of correlation existed between organizational culture and employee's morale.
- **Billava (2018)** conducted a study to check firstly the various factors affecting the level of employees morale, secondly the level of morale and thirdly level of satisfaction of the employees of the company. For this purpose the author took a sample of 20 employees. He found that the factors like social security measures, welfare facilities, salary status, bonus, health condition, shift system and recognition of work affected the employee's morale. He found that majority of employees were happy to work in the organization and their level of morale is higher.

- **Wang (2011)** conducted a study to find out the relationship and roles in the construction of Chunghwa Telecom employees work values and staff morale, training mechanism, performance evaluation and welfare and safety mechanism on the strategic human resource management. A questionnaire consisting of 18 questions were sent to 2300 persons and 1395 returned. After removing the unusable questionnaires, there were 1080 usable questionnaires. The author found that in the overall work values, participate decision value, reward benefit value and training and skill value could be included in the structure of overall work morale. Apart from it, a strong relationship was found between overall work morale and work value and the structure of work morale and be included in the structure of strategic human resource.
- **Lalla (2010)** conducted a study to examine the impact of merger on the employees of Tshwane University of Technology and how to minimize the impact by successfully managing the merger process. Data was collected from 72 respondents by using questionnaire and was analyzed by using SPSS version 13.0. The researcher concluded that mergers definitely had an impact on the employee's personal and professional perspective. Further the researcher also concluded that mergers had negative impact on job security, promotional opportunity, management relationships, performance standards, communication, relationship with colleagues etc.
- **Riley (2009)** conducted a study in a non- profit agency (ACHIEVE) to check the problems of high employee turnover. The objectives of the study were to find out the causes that leads to maintain or terminate employment and what strategies were implemented by ACHIEVE to improve employee retention rates. Data for this study was collected from 287 employees. The researcher concluded that employee satisfaction and employee retention is a multifaceted problem and measured relationship, personal growth and system maintenance to curve the problem of high employee turnover.
- **Djati and Adiwijaya (2008)** conducted a study to find out the relationship between employee morale and organizational commitment towards Organizational Citizenship Behavior OCB towards service quality performances. The researchers concluded that there was positive and significant relationship between employee morale and organizational

commitment towards OCB and OCB towards service quality performance of employees.

- **Spangenberg (2007)** conducted a study to know the level of morale at public and private sector banks and the differences in the perceptions of employees (managers and staff level) regarding the organizational culture and to find out the relation between organizational culture and employees morale. The researcher concluded that morale in employees of private sector banks is higher than public sector in all five indices of employee's morale and there were significant differences for all eight values of organizational culture in both types of banks. The findings also shown that organizational culture had positive impact on the employee's morale.
- **Kube et al. (2006)** conducted a field experiment to check whether employee's performance was affected by wage cuts or wage raise. Data was collected in three phases in the year 2006, 2008 and 2011. The researchers concluded that wage cuts had a detrimental and persistent impact on performance whereas wage raise did not result in any productivity gains.
- **Mahmood and Ali (2005)** conducted a study to find out the factors of moral imagination affecting the decision making process of management in Pakistan. The researchers concluded that the moral imagination and mutual benefit decision were significantly associated and empathy, egotism and dogmatism had a relationship with moral imagination. The researchers also found that mutual benefit decisions were significantly associated with discerning moral issues and developing alternatives but not associated with demographic imagination.
- **Ngambi (2006)** conducted a study to address the problem of low morale of employees in the Memphis Fire Department (MFD) resulting in low productivity and personal growth and how to improve it. The researcher concluded that low morale level of the employees could be lifted by making full use of all employees, recognizing them, work in team, encourage employees to grow and show confidence, listening them, share experiences with them, empower them, provide sufficient training programs, be open and honest, make promotional system fair, make committees to solve morale problems etc.

- **Wu and Wu (2005)** conducted a study of employee dissatisfaction with organizational change resulting in huge labour turnover and hostility towards management in the relationship between employee's morale and productivity of Tulsa Fire Department, Oklahoma and what measures should be taken to improve employee's morale. Survey method morale and to improve employee's morale measures like positive reinforcement, employee input, feedback and empowerment should be adopted.
- **Zakaria et al. (2004)** conducted a study to find out the relationship between employees' perception on transparency, fairness, controllability and reward values and employee's performance at Toyota company. The researchers concluded that all factors were not significant to contribute employee's performance. Even transparency factor which gave the highest degree of contribution was not significant. Only monetary rewards were not significant but non-monetary rewards were also important to get the win-win situation.
- **Patterson et al. (2003)** conducted a study to investigate how demographics, workplace environment and Empirically Supported Treatments (EST) used affected the worker morale in mental health organizations which are strongly encouraged to implement EST; however, little is known about their working environments. At the end result was found that worker morale was significantly negatively correlated with EST use and significantly correlated with OCC dimensions. Regression results showed that culture and climate but not EST use predicted morale.

## **CHAPTER 3 - RESEARCH METHODOLOGY**

### **3.1 RESEARCH DESIGN**

Research is done to collect the opinions of employees in the order management system in HPE which helps to know case flow and processes, improvement and training in the tools implemented in the Organization.

**Descriptive Research:** Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study

### **3.2 SAMPLING METHOD**

Convenience and purposive sampling method: Convenience sampling is the most common type of non-probability sampling, which focuses on gaining information from participants (the sample) who are 'convenient' for the researcher to access the data. Purposive sampling focuses on getting data from participants who are suitable for the underlying nature of the study.

### **3.3 DESIGN OF THE STUDY**

Design of the study is an important component of a research. Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. It encompasses what data they're going to collect and where from, as well as how it's being collected and analyzed.

### **3.4. SOURCES OF DATA:**

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data - Questionnaire given to employees of aether media company.
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

### **3.5. STRUCTURE OF QUESTIONNAIRE:**

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the **respondent's opinions about employee's satisfaction**

- = Basic Introduction
- = Personal Details
- = Research related Questions
- = Perception Questions
- = Likert Scaling Questions
- = Suggestion Question

### **3.6. SAMPLE SIZE:**

Sample size in this study is 150.

### **3.7. PERIOD OF STUDY:**

Period study from January 2023 to April 2023.

### **3.8. LOCATION & TARGETED PEOPLE OF STUDY:**

Project study is done in Chennai at Aether media company in Vadapalani. Targeted on the employee's of Aether media Company.

### **3.7 TOOLS USED FOR ANALYSIS:**

- **PERCENTAGE ANALYSIS**

One of the simplest methods of analysis is the percentage method. It is one of the traditional statistical tools. Through the use of percentage, the data are reduced in the standard form with the base equal to 100, which facilitates comparison. The formula used to compute Percentage analysis is,

**PERCENTAGE OF RESPONDENTS = NO.OF RESONDENTS / TOTAL NO.OF RESPONDENTS \* 100**

- **CHI-SQUARE TEST**

There may be situation in which it is not possible to make any rigid assumption about distribution of the population from which samples being drawn. This limitation has led to the development of a group of alternative techniques known as nonparametric tests. Chi-square describes the magnitude of the discrepancy between theory and observation. It is a measure to study the divergence of actual and expected frequencies. The Greek letter “chi” describes the discrepancy represented by the symbol theory and observation. The formula used is,

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Where "O" is the observed Frequency "E" is the expected Frequency

- **CORRELATION TECHNIQUE**

Correlation is a statistical technique that can show whether and how strongly pairs of variables are related. The main result of a correlation is called the correlation coefficient (or “r”). It ranges from -1.0 to +1.0. The closer r is to +1 or -1, the more closely the two variables are related. If r is close to 0, it means there is no relationship between the variables. If r is positive, it means that as one variable gets larger, the other gets larger. If r is negative it means that as one gets larger, the other gets smaller (often called an inverse correlation).

- **ONE-WAY ANOVA**

One-way ANOVA is a statistical technique used to compare the means of three or more groups to determine if there is a statistically significant difference between them. It tests the null hypothesis that there is no significant difference between the means of the groups against the alternative hypothesis that at least one of the means is significantly different. One-way ANOVA is commonly used in experimental research and can be conducted using statistical software such as SPSS.

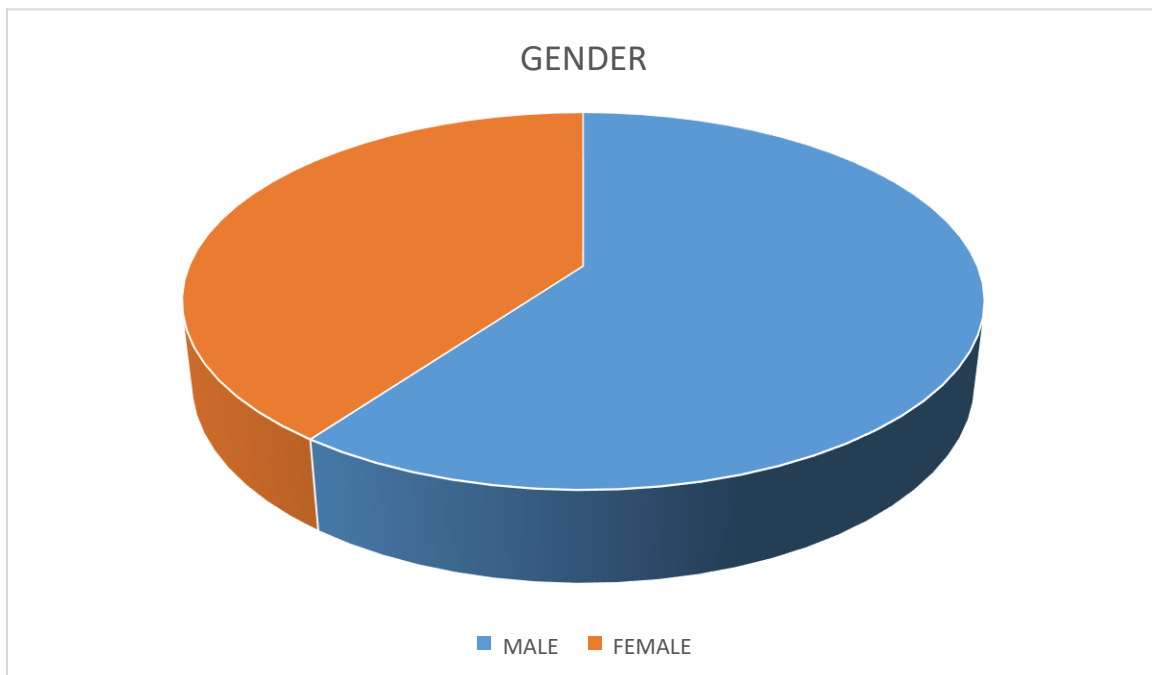
## CHAPTER 4 – DATA ANALYSIS AND INTERPRETATION

### 4.1. PERCENTAGE ANALYSIS

**TABLE 4.1.1 AGE WISE CLASSIFICATION OF THE RESPONDENTS**

| Age           | No. of Respondents | Percentage |
|---------------|--------------------|------------|
| 18 - 24 years | 26                 | 24.53      |
| 24 - 32 years | 49                 | 46.23      |
| 32 - 45 years | 16                 | 15.09      |
| 45 and above  | 15                 | 14.15      |
| <b>Total</b>  | <b>106</b>         | <b>100</b> |

**CHART 4.1.1 AGE WISE CLASSIFICATION OF THE RESPONDENTS**



**Fig 4.1.1 AGE WISE CLASSIFICATION OF THE RESPONDENTS**

**Interpretation :**

From the above chart it is interpreted that the number of respondents are from male 180% and female 120%

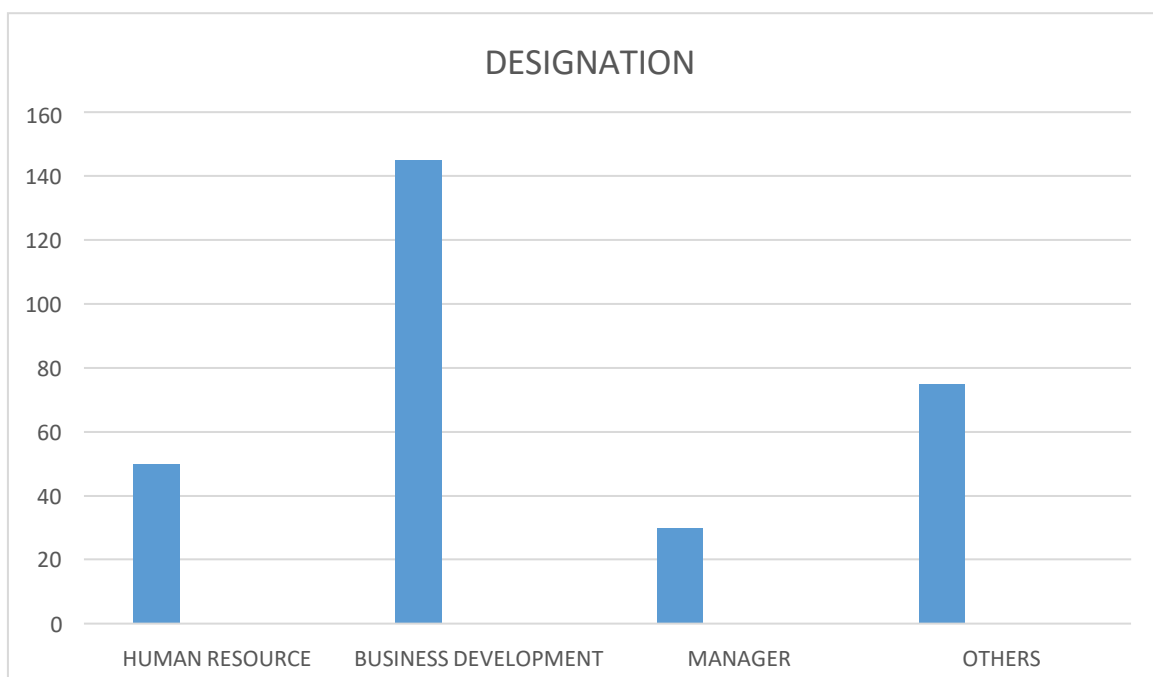
**Majority :**

Majority (180%) of the respondents are male.

**TABLE 4.1.2 DESGNATION CLASSIFICATION OF THE RESPONDENTS**

| Designation          | No. of Responses | Percentage |
|----------------------|------------------|------------|
| Human resource       | 26               | 24.53      |
| Business development | 19               | 17.92      |
| Manager              | 29               | 27.36      |
| Others               | 32               | 30.19      |
| <b>Total</b>         | <b>106</b>       | <b>100</b> |

**CHART 4.1.2 DESGNATION CLASSIFICATION OF THE RESPONDENTS**



**Fig 4.1.2 DESGNATION CLASSIFICATION OF THE RESPONDENTS**

**Interpretation :**

From the above chart it is interpreted that the number of respondents are from human resource 50%, business development 150%, manager 30%, others 70%

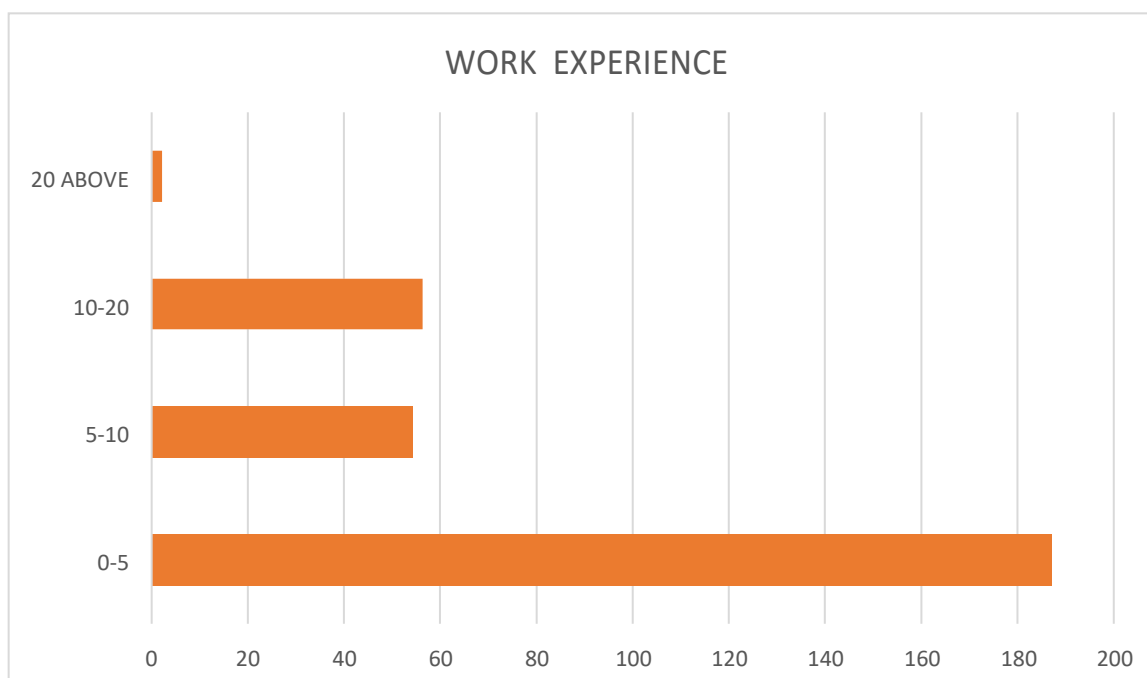
**Majority :**

Majority (150%) of the respondents from business development.

**TABLE 4.1.3 EXPERIENCE OF WORK WISE CLASSIFIATION OF RESPONDENTS**

| Years of experience | No. of Responses | Percentage |
|---------------------|------------------|------------|
| 0 - 5 years         | 26               | 24.53      |
| 5 - 10 years        | 19               | 17.92      |
| 10 - 20 years       | 29               | 27.36      |
| 20 above            | 32               | 30.19      |
| <b>Total</b>        | <b>106</b>       | <b>100</b> |

**CHART 4.1.3 EXPERIENCE OF WORK WISE CLASSIFIATION OF RESPONDENTS**



**Fig 4.1.3 EXPERIENCE OF WORK WISE CLASSIFIATION OF RESPONDENTS**

**Interpretation :**

From the above chart it is interpreted that the number of respondents are work experience years from 0-5 56.4%, 5-10 187.2%, 10-20 54.3%, 20 above 2.1%

**Majority :**

Majority (187.2%) of the respondents from 5-10 years

**TABLE 4.1.4 QUALIFICATION OF THE EMPLOYEES**

| Qualification | No. of respondents | Percentages |
|---------------|--------------------|-------------|
| SSLC          | 20                 | 18.87       |
| HSC           | 32                 | 30.19       |
| Degree        | 27                 | 25.47       |
| PG            | 11                 | 10.38       |
| Other         | 2                  | 1.89        |
| <b>Total</b>  | <b>106</b>         | <b>100</b>  |

**CHART 4.1.4 QUALIFICATION OF THE EMPLOYEES**



**Fig 4.1.4 QUALIFICATION OF THE EMPLOYEES**

**Interpretation :**

From the above chart it is interpreted that the number of respondents are from SSLC 0%, HSC 2.1%, degree 199.2, PG 90.6%, others 8.1%

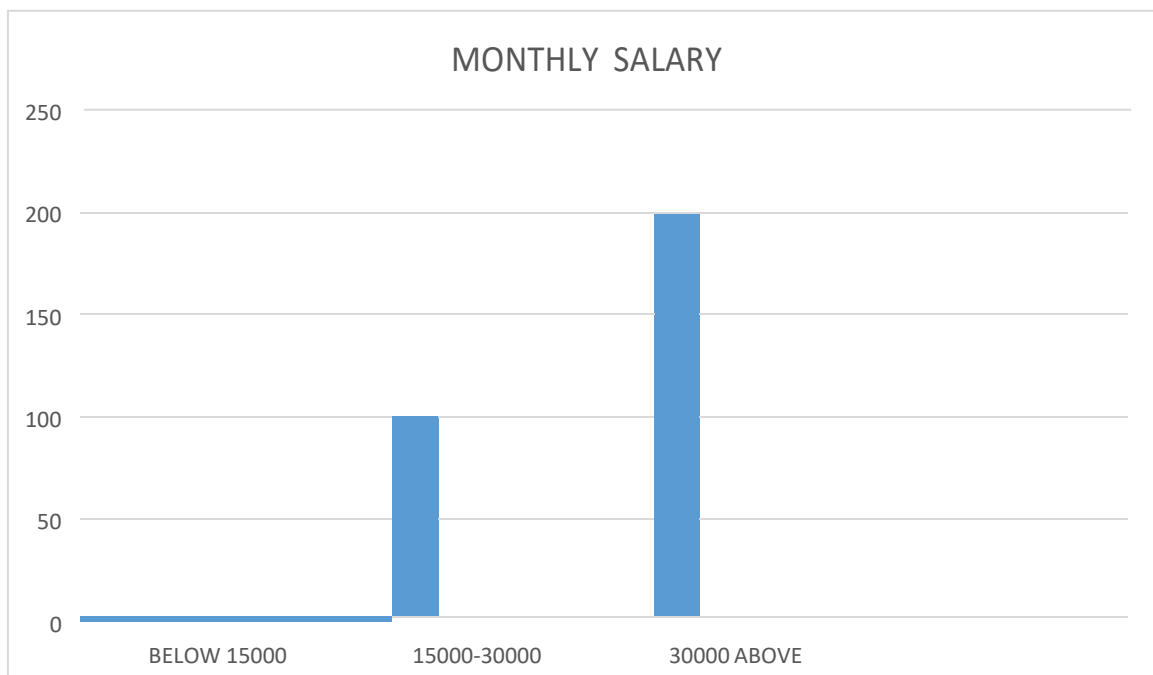
**Majority :**

Majority (199.2%) of the respondents from degree.

**TABLE 4.1.5 CLASSIFICATION SALARY OF THE EMPLOYEES**

| Monthly Salary | No. of Respondents | Percentage |
|----------------|--------------------|------------|
| Below 15000    | 25                 | 23.6       |
| 15000-30000    | 14                 | 36.8       |
| 30000 above    | 39                 | 20.8       |
| <b>Total</b>   | <b>106</b>         | <b>100</b> |

**CHART 4.1.5 CLASSIFICATION SALARY OF THE EMPLOYEES**



**Fig 4.1.5 CLASSIFICATION SALARY OF THE EMPLOYEES**

**Interpretation :**

From the above chart it is interpreted that the number of respondents are from monthly salary below 15000 23.6%, 15000-30000 36.8%, 30000 above 20.8%

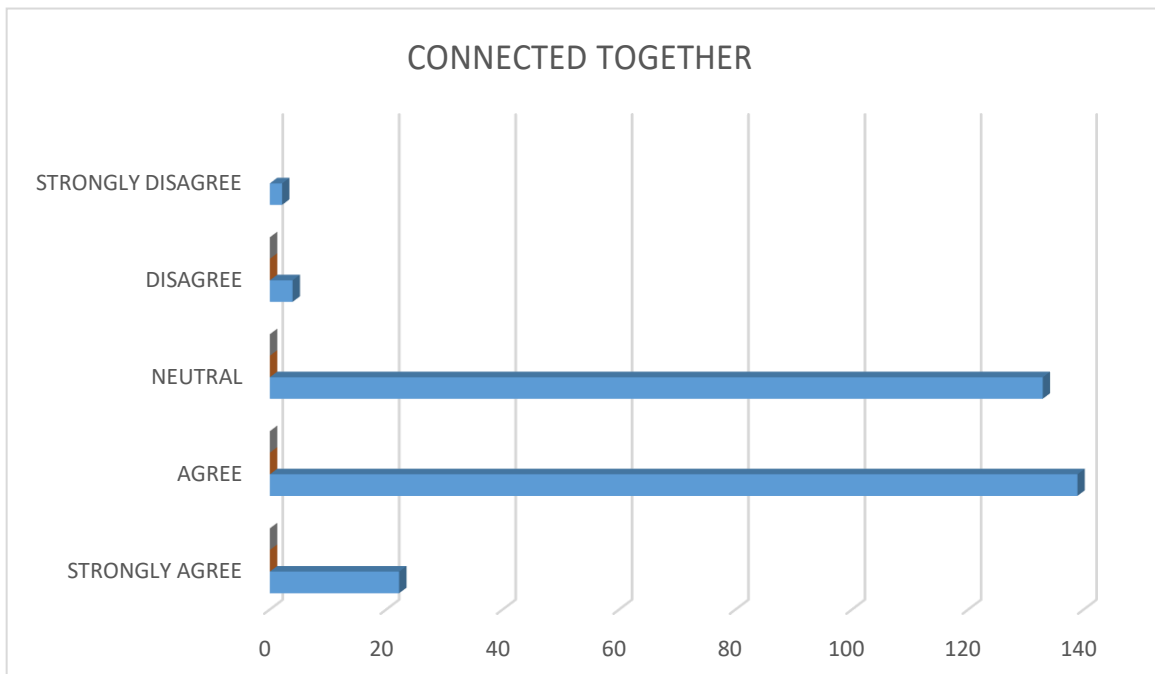
**Majority :**

Majority (36.8%) of the respondents from salary above 30000.

**TABLE 4.1.6 CLASSIFICATION OF THE EMOLOYEES THAT ARE  
CONNECTED TOGETHER**

| <b>Agreement</b>  | <b>No. of respondents</b> | <b>Percentage</b> |
|-------------------|---------------------------|-------------------|
| Strongly agree    | 27                        | 25.5              |
| Agree             | 47                        | 44.3              |
| Neutral           | 12                        | 11.3              |
| Disagree          | 6                         | 5.7               |
| Strongly disagree | 14                        | 13.2              |
| <b>Total</b>      | <b>106</b>                | <b>100</b>        |

**CHART 4.1.6 CLASSIFICATION OF THE EMOLOYEES THAT ARE  
CONNECTED TOGETHER**



**Fig 4.1.6 CLASSIFICATION OF THE EMOLOYEES THAT ARE CONNECTED  
TOGETHER**

**Interpretation :**

From the above chart it is interpreted that the number of respondents are that they are connected with colleagues and team members strongly agree 22.2%, agree 138.9%, neutral 132.9%, disagree 3.9%, strongly disagree 2.1%

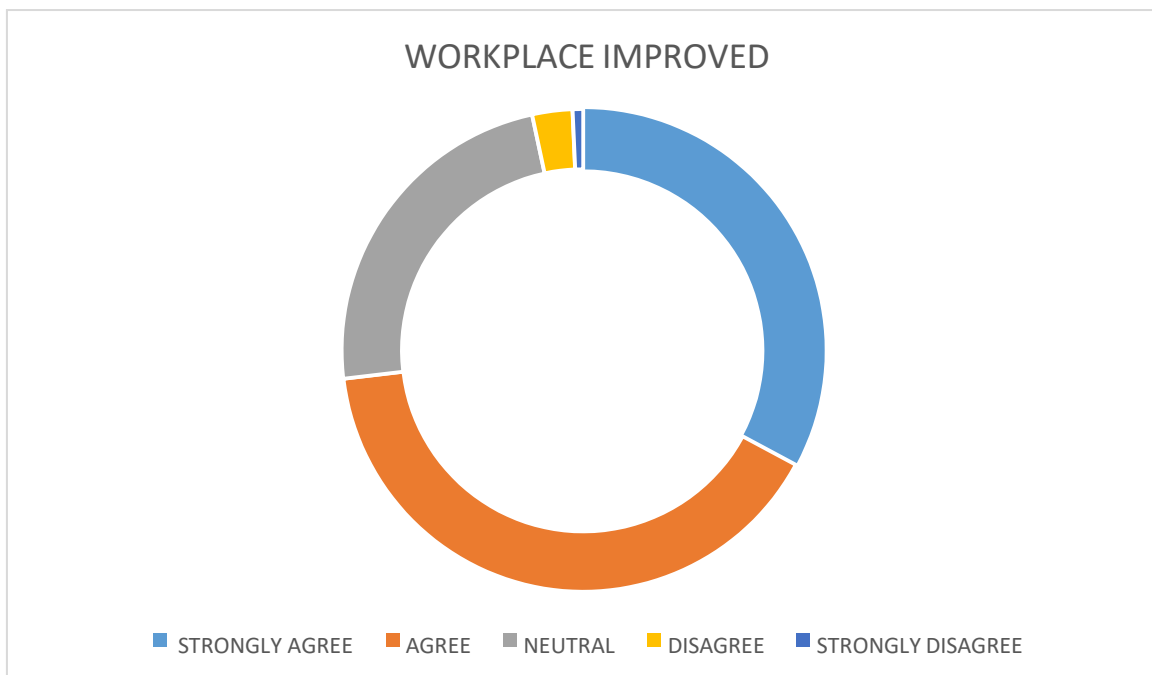
**Majority :**

Majority (138.9%) of the respondents agree they are connected with colleagues and team members.

**TABLE 4.1.7 CLASSIFICATION OF THE WORK PLACE IMPROVED**

| Agreement         | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Strongly agree    | 27                 | 25.5       |
| Agree             | 47                 | 44.3       |
| Neutral           | 12                 | 11.3       |
| Disagree          | 6                  | 5.7        |
| Strongly disagree | 14                 | 13.2       |
| <b>Total</b>      | <b>106</b>         | <b>100</b> |

**CHART 4.1.7 CLASSIFICATION OF THE WORK PLACE IMPROVED**



**Fig 4.1.7 CLASSIFICATION OF THE WORK PLACE IMPROVED**

**Interpretation :**

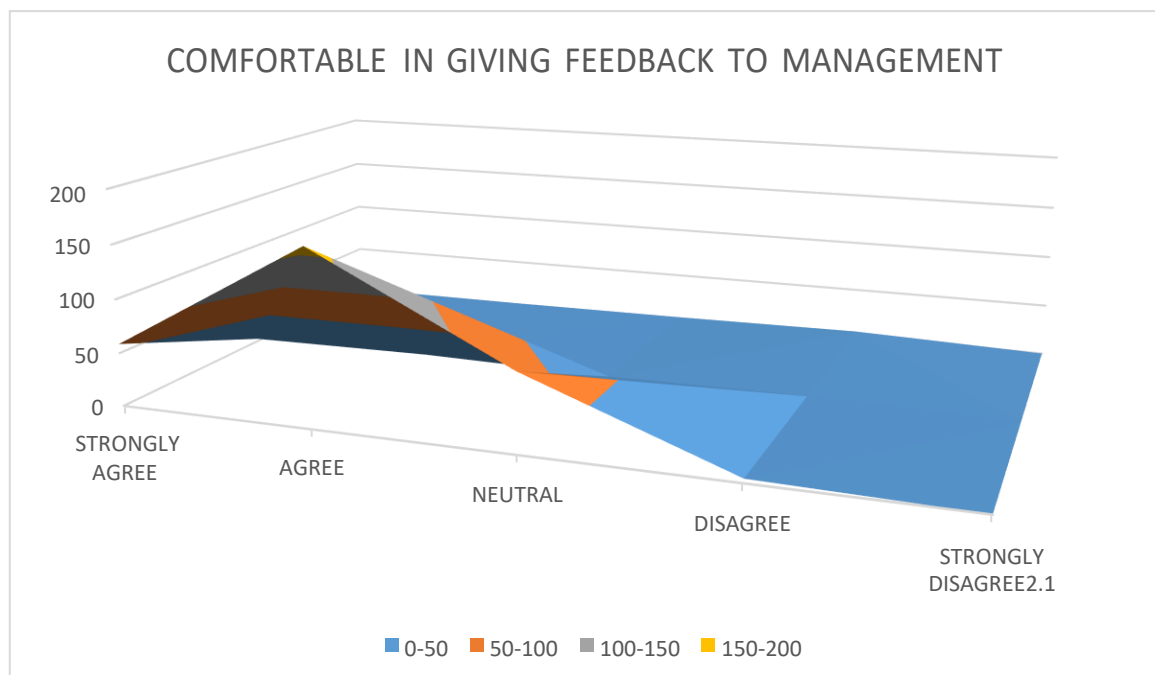
From the above chart it is interpreted that the number of respondents are that the workplace has improved strongly agree 25.5%, agree 44.3%, neutral 11.3%, disagree 5.7%, strongly disagree 13.2%

**Majority :**

Majority (44.3%) of the respondents agree the workplace have improved.

**TABLE 4.1.8 CLASSIFICATION OF GIVING FEEDBACK TO MANAGEMENT**

| Agreement         | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Strongly agree    | 27                 | 25.5       |
| Agree             | 47                 | 44.3       |
| Neutral           | 12                 | 11.3       |
| Disagree          | 6                  | 5.7        |
| Strongly disagree | 14                 | 13.2       |
| <b>Total</b>      | <b>106</b>         | <b>100</b> |

**CHART 4.1.8 CLASSIFICATION OF GIVING FEEDBACK TO MANAGEMENT****Fig 4.1.8 CLASSIFICATION OF GIVING FEEDBACK TO MANAGEMENT****Interpretation :**

From the above chart it is interpreted that the number of respondents are that they are comfortable in giving feedback to management strongly agree 58.5%, agree 163.2%, neutral 72.6%, disagree 3.9%, strongly disagree 2.1%

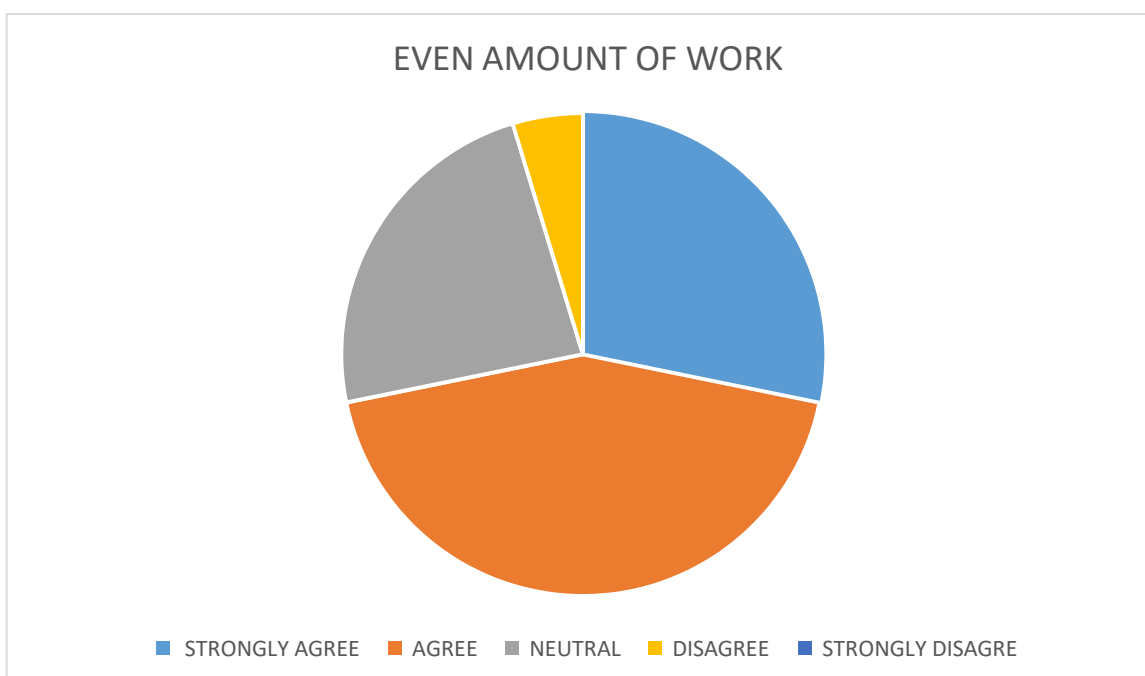
**Majority :**

Majority (163.2%) of the respondents are comfortable in giving feedback to management.

**TABLE 4.1.9 CLASSIFICATION OF THE EMPLOYEES OF EVEN AMOUNT OF WORK**

| Agreement         | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Strongly agree    | 27                 | 25.5       |
| Agree             | 47                 | 44.3       |
| Neutral           | 12                 | 11.3       |
| Disagree          | 6                  | 5.7        |
| Strongly disagree | 14                 | 13.2       |
| <b>Total</b>      | <b>106</b>         | <b>100</b> |

**CHART 4.1.9 CLASSIFICATION OF THE EMPLOYEES OF EVEN AMOUNT OF WORK**



**Fig 4.1.9 CLASSIFICATION OF THE EMPLOYEES OF EVEN AMOUNT OF WORK**

**Interpretation :**

From the above chart it is interpreted that the number of respondents get even amount of work strongly agree 25.5%, agree 44.3%, neutral 11.3%, disagree 5.7%, strongly disagree 13.2%

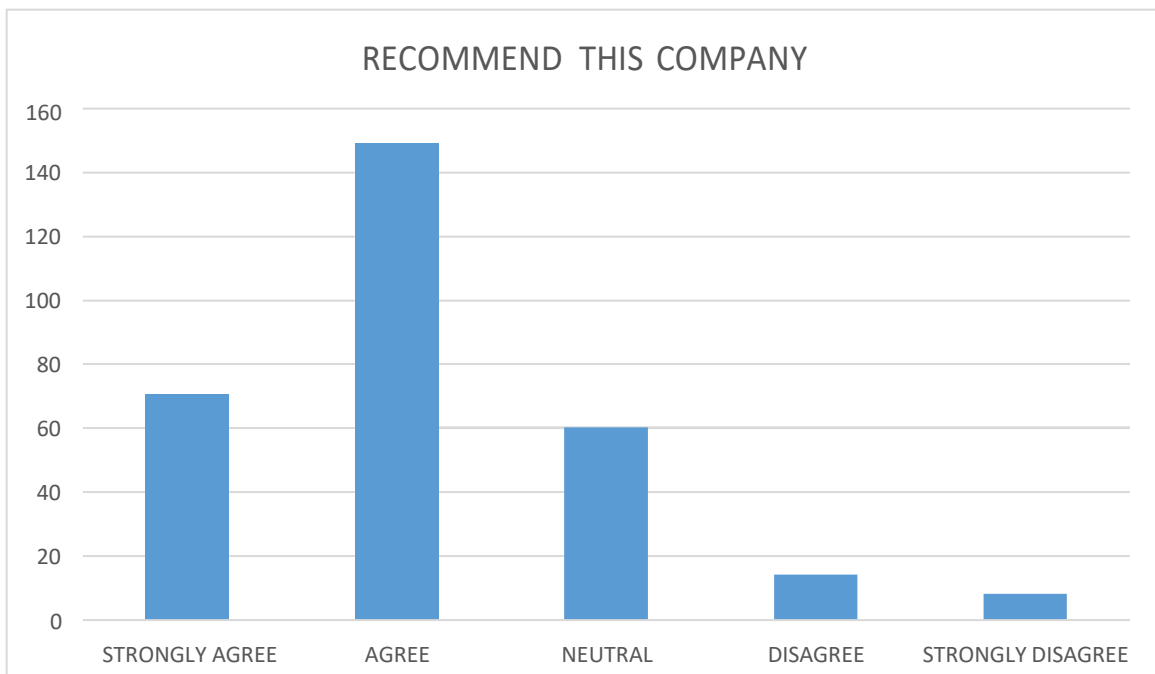
**Majority :**

Majority (44.3%) of the respondents say they get even amount of work

**TABLE 4.1.10 CLASSIFICATION OF EMPLOYEES RECOMMEND THIS COMPANY**

| Agreement         | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Strongly agree    | 27                 | 25.5       |
| Agree             | 47                 | 44.3       |
| Neutral           | 12                 | 11.3       |
| Disagree          | 6                  | 5.7        |
| Strongly disagree | 14                 | 13.2       |
| <b>Total</b>      | <b>106</b>         | <b>100</b> |

**CHART 4.1.10 10 CLASSIFICATION OF EMPLOYEES RECOMMEND THIS COMPANY**



**Fig 4.1.10 CLASSIFICATION OF EMPLOYEES RECOMMEND THIS COMPANY**

**Interpretation :**

From the above chart it is interpreted that the number of respondents recommend the company strongly agree 70.5%, agree 149.1%, neutral 60.3%, disagree 14.1%, strongly disagree 8.1%

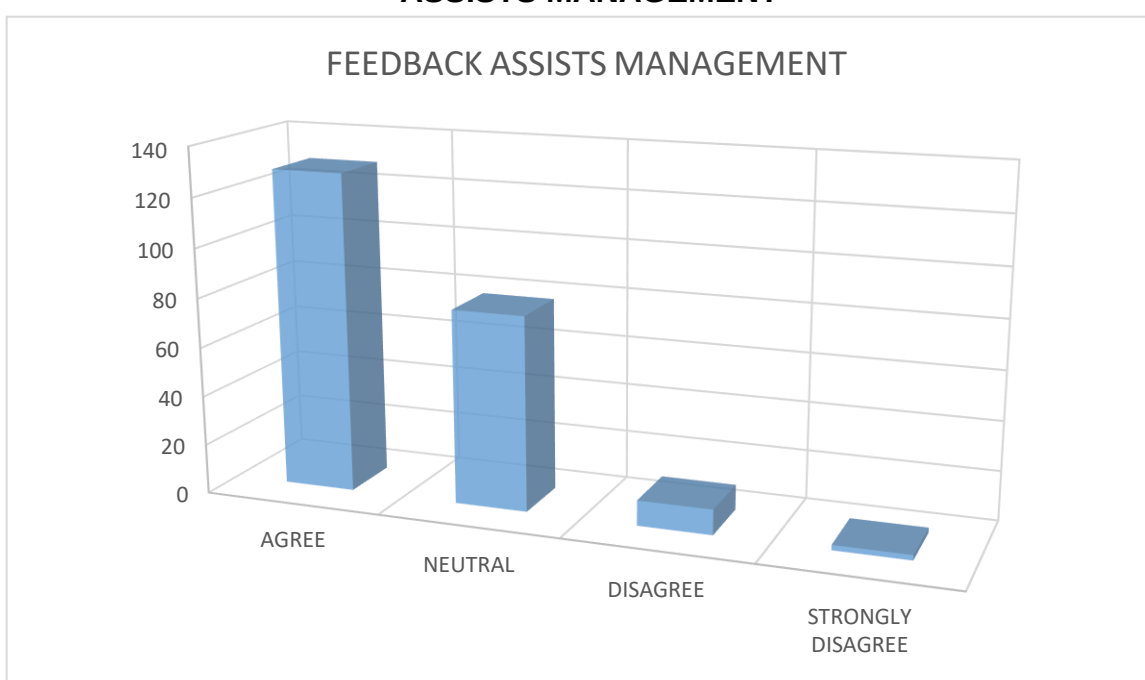
**Majority :**

Majority (149.1%) of the respondents recommend the company.

**TABLE 4.1.11 CLASSIFICATION OF EMPLOYEES THAT FEEDBACK ASSISTS MANAGEMENT**

| Agreement         | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Strongly agree    | 27                 | 25.5       |
| Agree             | 47                 | 44.3       |
| Neutral           | 12                 | 11.3       |
| Disagree          | 6                  | 5.7        |
| Strongly disagree | 14                 | 13.2       |
| <b>Total</b>      | <b>106</b>         | <b>100</b> |

**CHART 4.1.11 CLASSIFICATION OF EMPLOYEES THAT FEEDBACK ASSISTS MANAGEMENT**



**Fig 4.1.11 CLASSIFICATION OF EMPLOYEES THAT FEEDBACK ASSISTS MANAGEMENT**

**Interpretation :**

From the above chart it is interpreted that the number of feedback assists the management strongly agree 80.4%, agree 129%, neutral 78.6%, disagree 10.2%, strongly disagree 2.1%

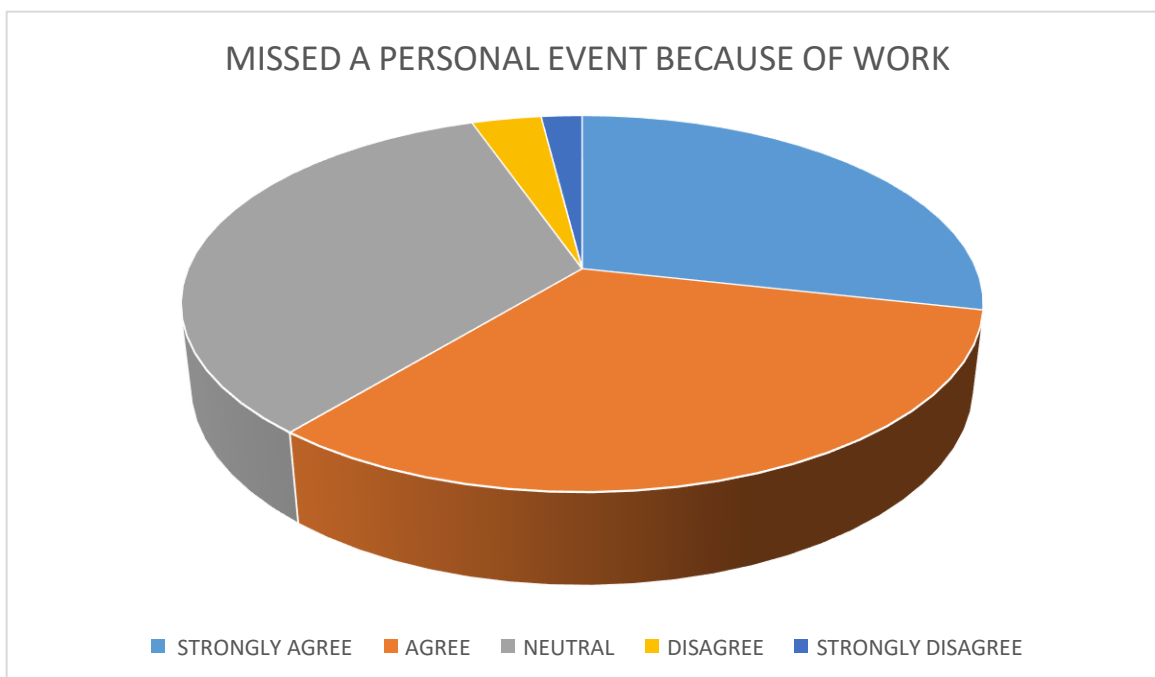
**Majority :**

Majority (129%) of the feedback assists the management.

**TABLE 4.1.12 CLASSIFICATION OF EMOLOYEES MISSEDA PERSONAL EVENT BECAUSE OF WORK**

| Agreement         | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Strongly agree    | 27                 | 25.5       |
| Agree             | 47                 | 44.3       |
| Neutral           | 12                 | 11.3       |
| Disagree          | 6                  | 5.7        |
| Strongly disagree | 14                 | 13.2       |
| <b>Total</b>      | <b>106</b>         | <b>100</b> |

**CHART 4.1.12 CLASSIFICATION OF EMOLOYEES MISSEDA PERSONAL EVENT BECAUSE OF WORK**



**Fig 4.1.12 CLASSIFICATION OF EMOLOYEES MISSEDA PERSONAL EVENT BECAUSE OF WORK**

**Interpretation :**

From the above chart it is interpreted that the number of respondents have said whether they missed any personal event because of work strongly agree 25.5%, agree 44.3%, neutral 11.3%, disagree 5.7%, strongly disagree 13.2%

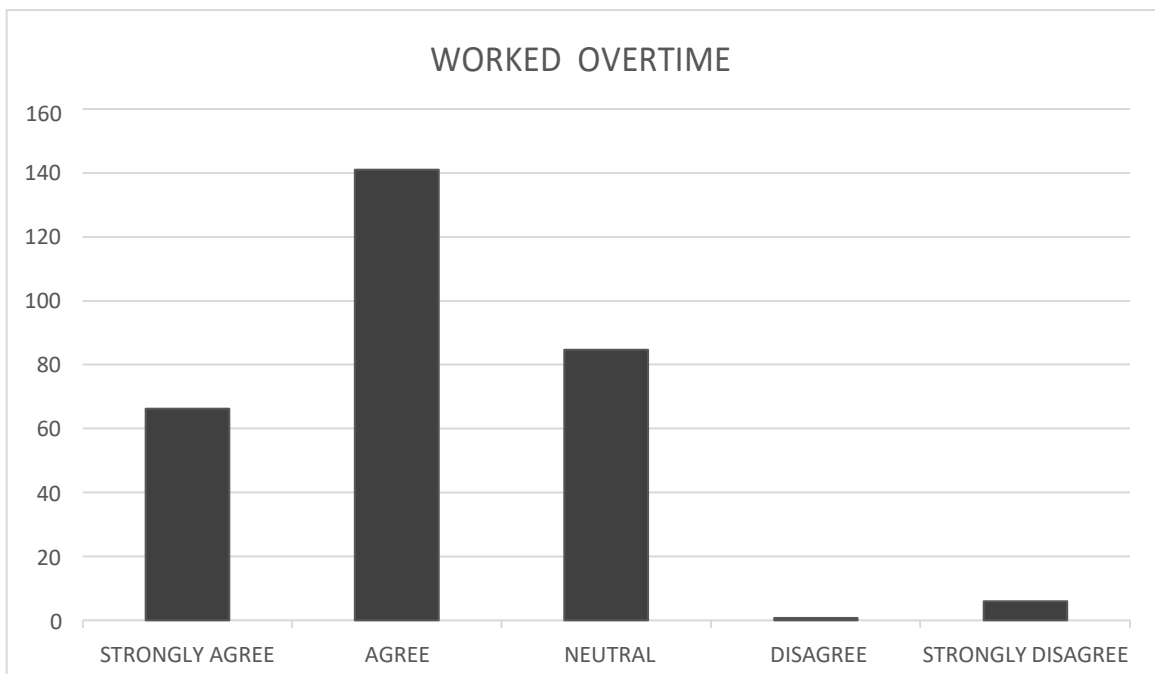
**Majority :**

Majority (44.3%) of the respondents say whether they missed any personal event because of work .

**TABLE 4.1.13 CLASSIFICATION OF EMPLOYEES THAT HAVE WORKED OVERTIME**

| <b>Agreement</b>  | <b>No. of respondents</b> | <b>Percentage</b> |
|-------------------|---------------------------|-------------------|
| Strongly agree    | 27                        | 25.5              |
| Agree             | 47                        | 44.3              |
| Neutral           | 12                        | 11.3              |
| Disagree          | 6                         | 5.7               |
| Strongly disagree | 14                        | 13.2              |
| <b>Total</b>      | <b>106</b>                | <b>100</b>        |

**CHART 4.1.13 CLASSIFICATION OF EMPLOYEES THAT HAVE WORKED OVERTIME**



**Fig 4.1.13 CLASSIFICATION OF EMPLOYEES THAT HAVE WORKED OVERTIME**

**Interpretation :**

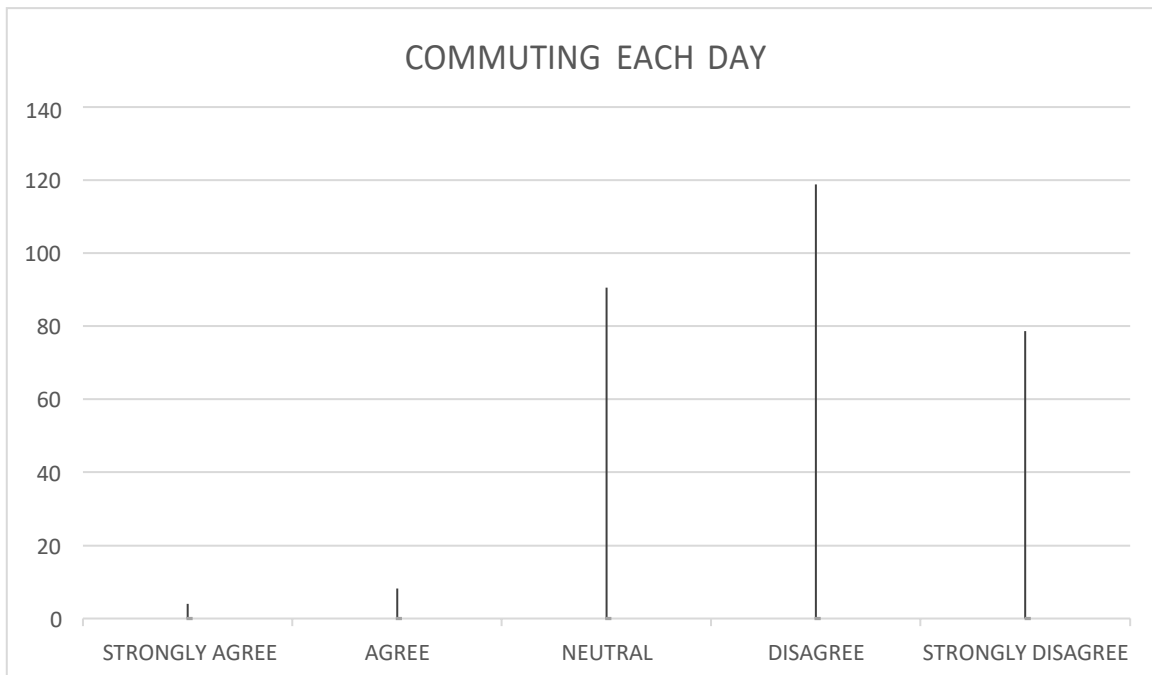
From the above chart it is interpreted that the number of respondents have over worked strongly agree 66.3%, agree 141%, neutral 84.6%, disagree 2.1%, strongly disagree 6%

**Majority :**

Majority (141%) of the respondents agree they have worked overtime .

**TABLE 4.1.14 CLASSIFICATION OF EMPLOYEESV COMMUTING EACH DAY**

| Agreement         | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Strongly agree    | 27                 | 25.5       |
| Agree             | 47                 | 44.3       |
| Neutral           | 12                 | 11.3       |
| Disagree          | 6                  | 5.7        |
| Strongly disagree | 14                 | 13.2       |
| <b>Total</b>      | <b>106</b>         | <b>100</b> |

**CHART 4.1.14 CLASSIFICATION OF EMPLOYEESV COMMUTING EACH DAY****Fig 4.1.14 CLASSIFICATION OF EMPLOYEESV COMMUTING EACH DAY****Interpretation :**

From the above chart it is interpreted that the number of respondents commuting each day strongly agree 25.5%, agree 44.3%, neutral 11.3%, disagree 5.7%, strongly disagree 13.2%

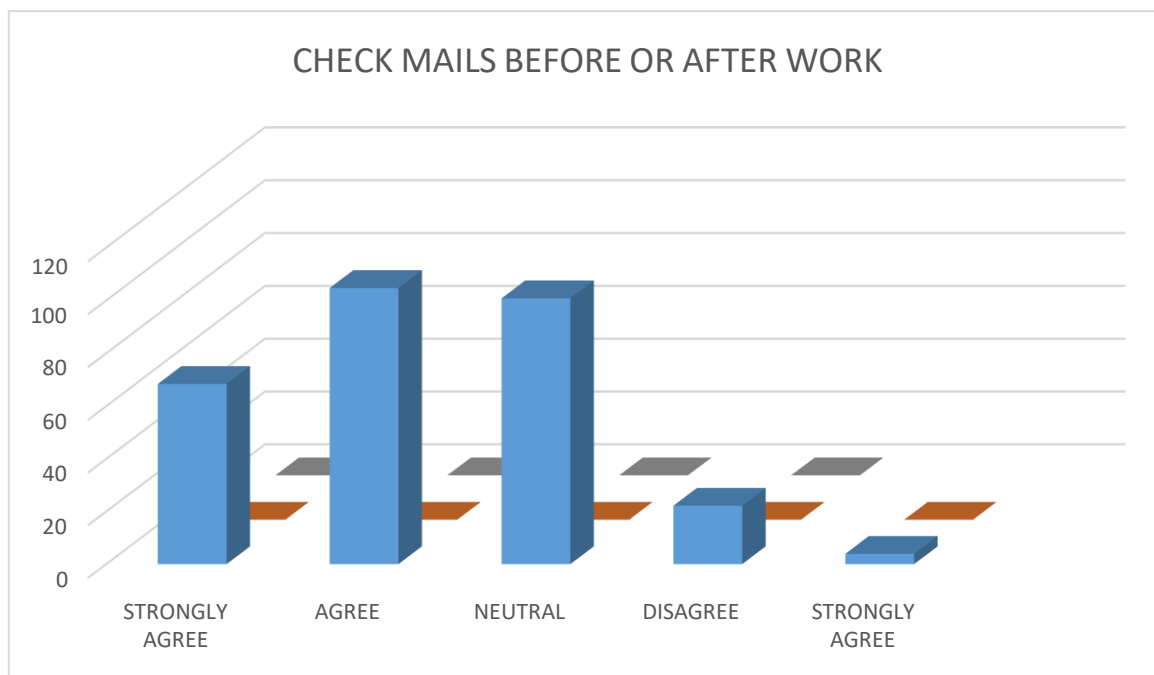
**Majority :**

Majority (44.3%) of the respondents agree that they commute each day .

**TABLE 4.1.15 CLASSIFICATION OF EMPLOYEES CHECK MAILS**

| Agreement         | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Strongly agree    | 27                 | 25.5       |
| Agree             | 47                 | 44.3       |
| Neutral           | 12                 | 11.3       |
| Disagree          | 6                  | 5.7        |
| Strongly disagree | 14                 | 13.2       |
| <b>Total</b>      | <b>106</b>         | <b>100</b> |

**CHART 4.1.15 CLASSIFICATION OF EMPLOYEES CHECK MAILS**



**Fig 4.1.15 CLASSIFICATION OF EMPLOYEES CHECK MAILS**

**Interpretation :**

From the above chart it is interpreted that the number of respondents check mails before or after work strongly agree 68.4%, agree 104.7%, neutral 100.8%, disagree 22.2%, strongly disagree 3.9%

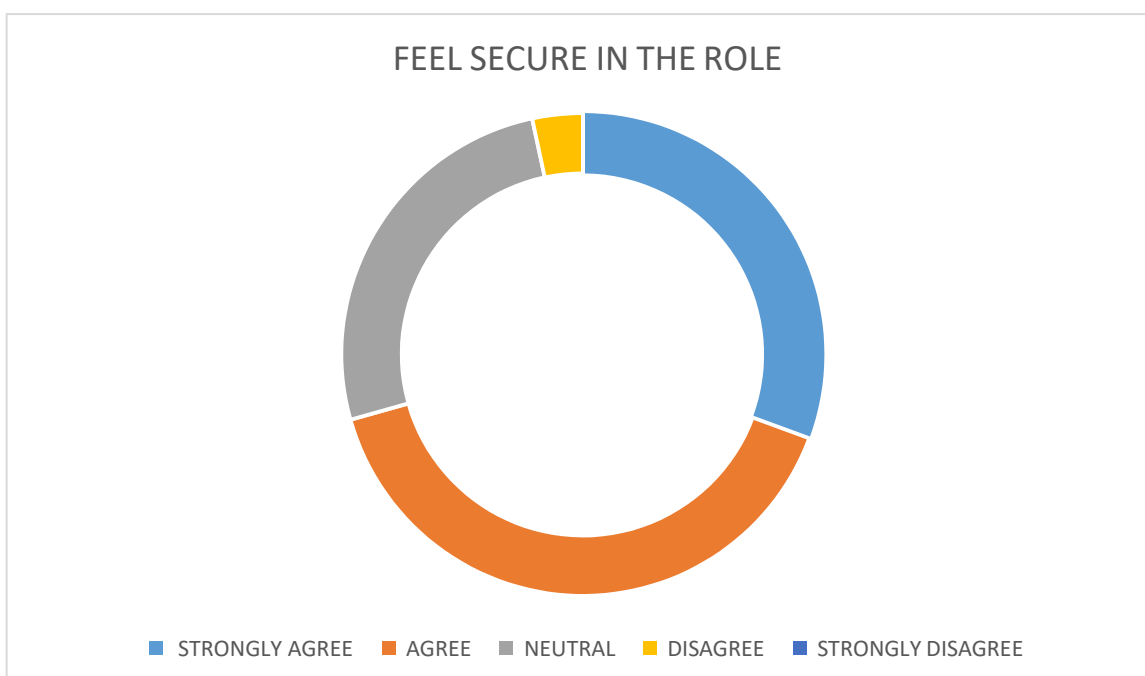
**Majority :**

Majority (104.7%) of the employees check mails before or after work

**TABLE 4.1.16 CLASSIFICATION OF EMPLOYEES FEEL SECURE IN THE ROLE**

| Agreement         | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Strongly agree    | 27                 | 25.5       |
| Agree             | 47                 | 44.3       |
| Neutral           | 12                 | 11.3       |
| Disagree          | 6                  | 5.7        |
| Strongly disagree | 14                 | 13.2       |
| <b>Total</b>      | <b>106</b>         | <b>100</b> |

**CHART 4.1.16 CLASSIFICATION OF EMPLOYEES FEEL SECURE IN THE ROLE**



**Fig 4.1.16 CLASSIFICATION OF EMPLOYEES FEEL SECURE IN THE ROLE**

**Interpretation :**

From the above chart it is interpreted that the number of respondents feel secure in the role they play strongly agree 25.5%, agree 44.3%, neutral 11.3%, disagree 5.7%, strongly disagree 13.2%

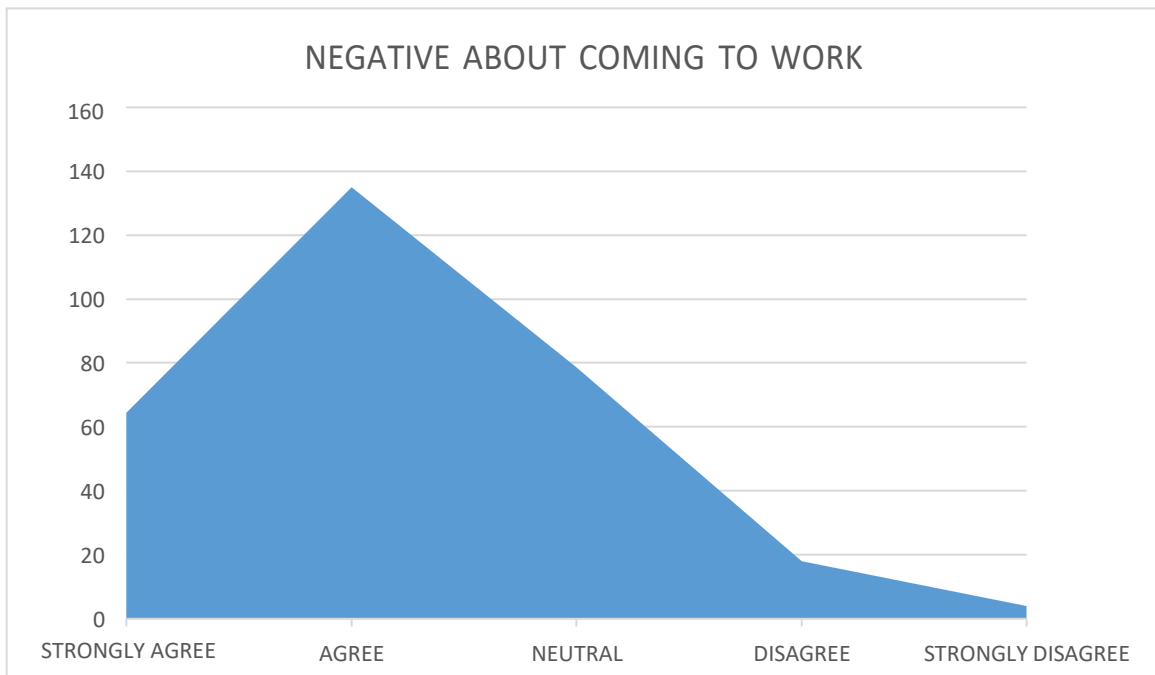
**Majority :**

Majority (44.3%) of the employees feel secure in the role they play.

**TABLE 4.17 CLASSIFICATION OF EMPLOYEES FEEL NEGATIVE ABOUT COMING TO WORK**

| Agreement         | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Strongly agree    | 27                 | 25.5       |
| Agree             | 47                 | 44.3       |
| Neutral           | 12                 | 11.3       |
| Disagree          | 6                  | 5.7        |
| Strongly disagree | 14                 | 13.2       |
| <b>Total</b>      | <b>106</b>         | <b>100</b> |

**CHART 4.1.17 CLASSIFICATION OF EMPLOYEES FEEL NEGATIVE ABOUT COMING TO WORK**



**Fig 4.1.17 CLASSIFICATION OF EMPLOYEES FEEL NEGATIVE ABOUT COMING TO WORK**

**Interpretation :**

From the above chart it is interpreted that the number of respondents feel negative about coming to work strongly agree 64.5%, agree 135%, neutral 78.6%, disagree 18%, strongly disagree 3.9%

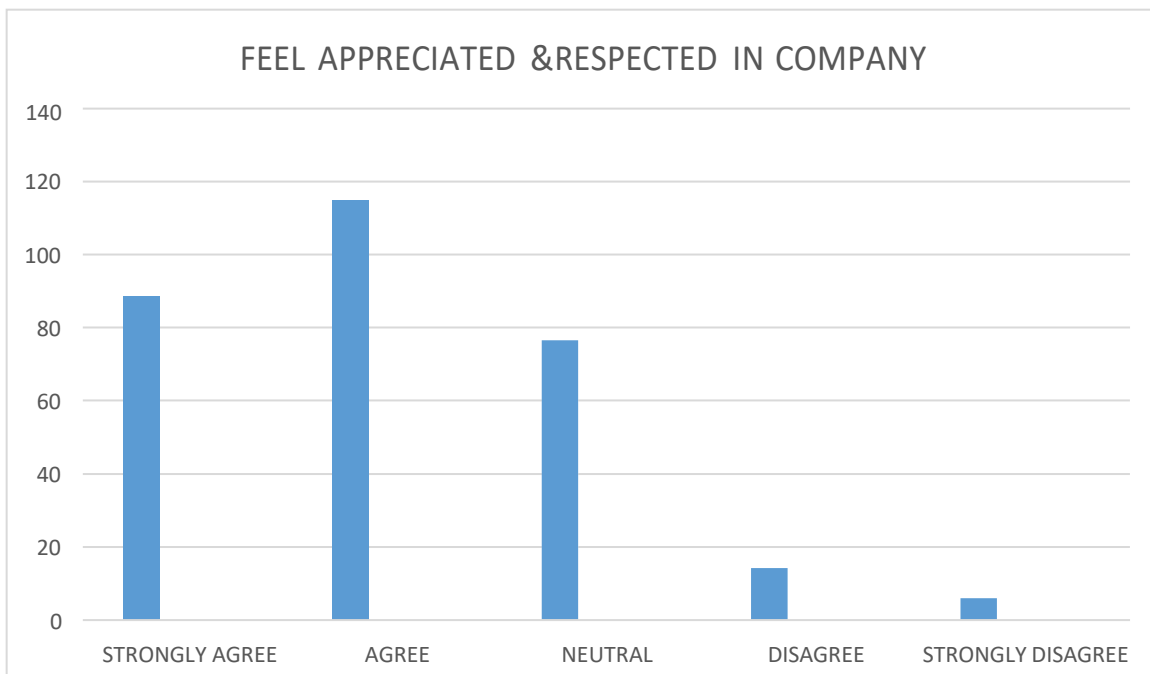
**Majority :**

Majority (135%) of the employees feel negative about coming to work.

**TABLE 4.1.18 CLASSIFICATION OF EMPLOYEES FEEL APPRECIATED & RESPECTED**

| Agreement         | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Strongly agree    | 27                 | 25.5       |
| Agree             | 47                 | 44.3       |
| Neutral           | 12                 | 11.3       |
| Disagree          | 6                  | 5.7        |
| Strongly disagree | 14                 | 13.2       |
| <b>Total</b>      | <b>106</b>         | <b>100</b> |

**CHART 4.1.18 CLASSIFICATION OF EMPLOYEES FEEL APPRECIATED & RESPECTED**



**Fig 4.1.18 CLASSIFICATION OF EMPLOYEES FEEL APPRECIATED & RESPECTED**

**Interpretation :**

From the above chart it is interpreted that the number of respondents feel appreciated and respected in company strongly agree 88.5%, agree 114.9%, neutral 76.5%, disagree 14.1%, strongly disagree 6%

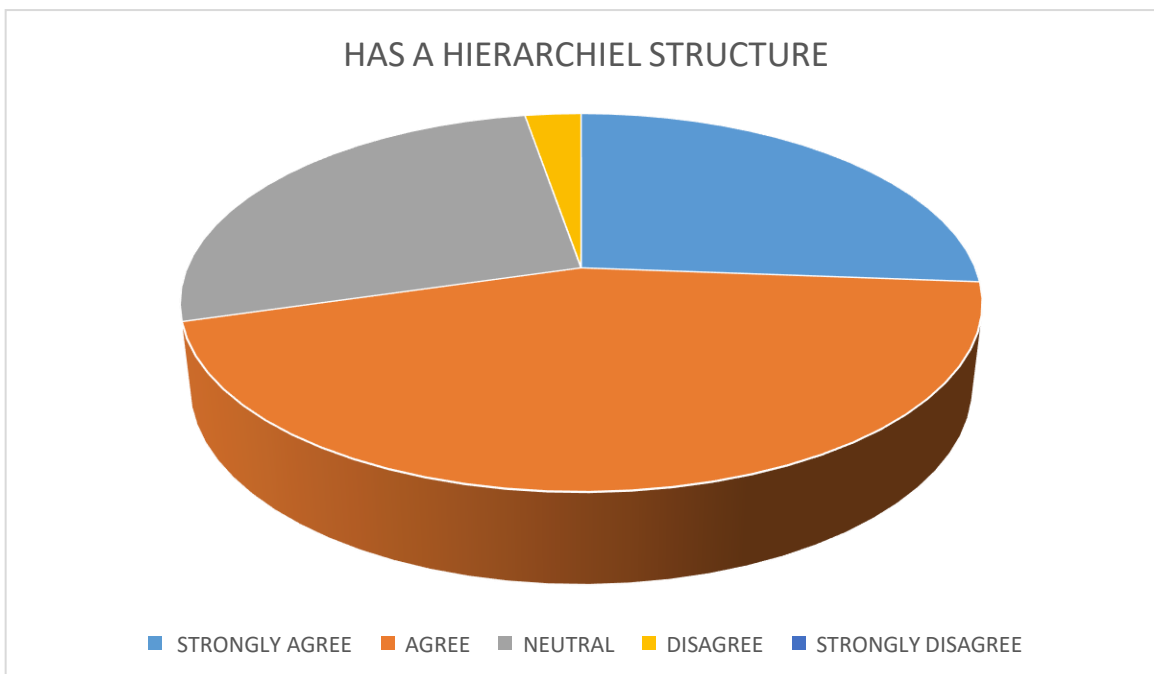
**Majority :**

Majority (114.9%) of the employees feel appreciated and respected in company .

**TABLE 4.1.19 CLASSIFICATION OF EMPLOYEES FEEL THE ORGANIZATION HAVE A STRUCTURE**

| Agreement         | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Strongly agree    | 27                 | 25.5       |
| Agree             | 47                 | 44.3       |
| Neutral           | 12                 | 11.3       |
| Disagree          | 6                  | 5.7        |
| Strongly disagree | 14                 | 13.2       |
| <b>Total</b>      | <b>106</b>         | <b>100</b> |

**CHART 4.1.19 CLASSIFICATION OF EMPLOYEES FEEL THE ORGANIZATION HAVE A STRUCTURE**



**Fig 4.1.19 CLASSIFICATION OF EMPLOYEES FEEL THE ORGANIZATION HAVE A STRUCTURE**

**Interpretation :**

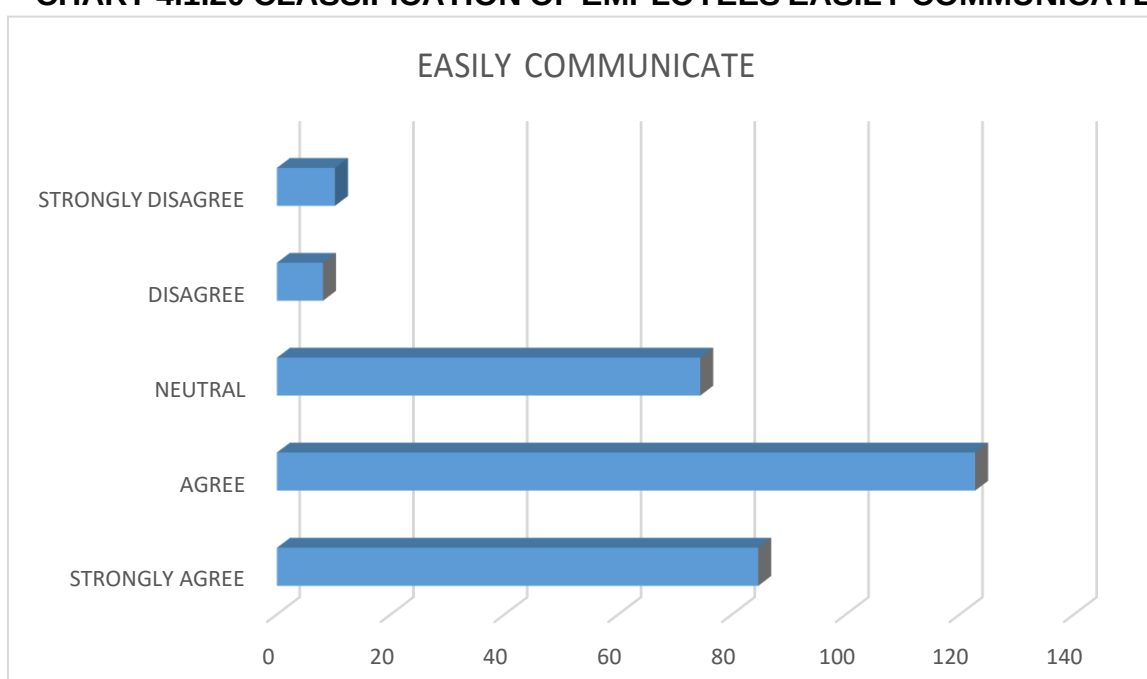
From the above chart it is interpreted that the number of respondents feel the organization has a hierarchial structure strongly agree 25.5%, agree 44.3%, neutral 11.3%, disagree 5.7%, strongly disagree 13.2%

**Majority :**

Majority (44.3%) of the employees feel the organization has a hierarchial structure

**TABLE 4.1.20 CLASSIFICATION OF EMPLOYEES EASILY COMMUNICATE**

| <b>Agreement</b>  | <b>No. of respondents</b> | <b>Percentage</b> |
|-------------------|---------------------------|-------------------|
| Strongly agree    | 27                        | 25.5              |
| Agree             | 47                        | 44.3              |
| Neutral           | 12                        | 11.3              |
| Disagree          | 6                         | 5.7               |
| Strongly disagree | 14                        | 13.2              |
| <b>Total</b>      | <b>106</b>                | <b>100</b>        |

**CHART 4.1.20 CLASSIFICATION OF EMPLOYEES EASILY COMMUNICATE****Fig 41.20 CLASSIFICATION OF EMPLOYEES EASILY COMMUNICATE****Interpretation :**

From the above chart it is interpreted that the number of respondents feel they can easily communicate strongly agree 84.6%, agree 122.7%, neutral 74.4%, disagree 8.1%, strongly disagree 10.2%

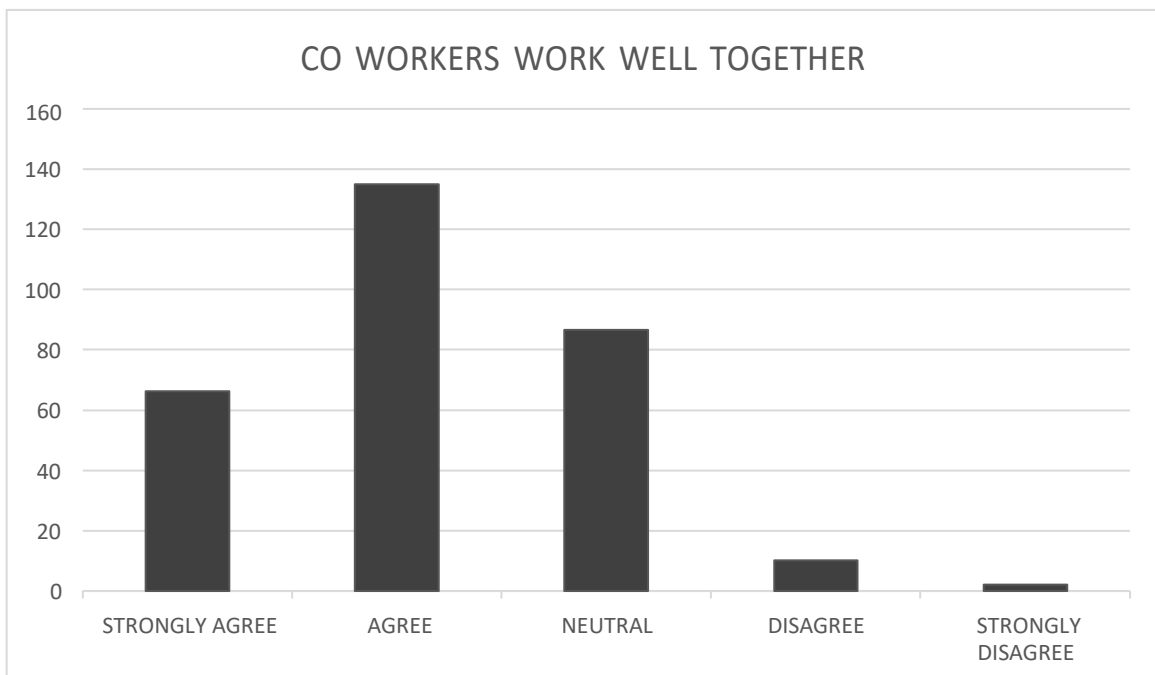
**Majority :**

Majority (122.7%) of the employees feel they can easily communicate .

**TABLE 4.1.21 CLASSIFICATION OF EMPLOYEES WORK WELL WITH THE  
CO WORKERS**

| <b>Agreement</b>  | <b>No. of respondents</b> | <b>Percentage</b> |
|-------------------|---------------------------|-------------------|
| Strongly agree    | 27                        | 25.5              |
| Agree             | 47                        | 44.3              |
| Neutral           | 12                        | 11.3              |
| Disagree          | 6                         | 5.7               |
| Strongly disagree | 14                        | 13.2              |
| <b>Total</b>      | <b>106</b>                | <b>100</b>        |

**CHART 4.1.21 CLASSIFICATION OF EMPLOYEES WORK WELL WITH THE  
CO WORKERS**



**Fig 4.1.21 CLASSIFICATION OF EMPLOYEES WORK WELL WITH THE CO  
WORKERS**

**Interpretation :**

From the above chart it is interpreted that the number of respondents feel they work well with their co workers strongly agree 66.3%, agree 135%, neutral 86.7%, disagree 10.2%, strongly disagree 2.1%

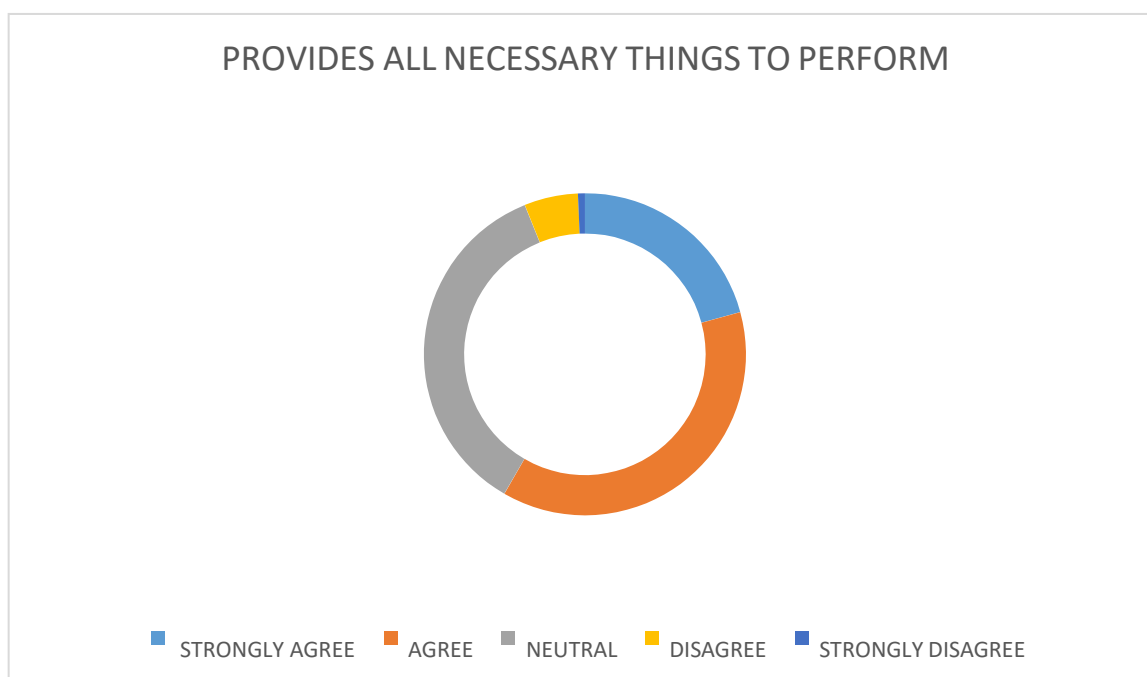
**Majority :**

Majority (135%) of the employees feel they work well with their co workers

**TABLE 4.1.22 CLASSIFICATION OF EMPLOYEES SAY THEY PROVIDE ALL  
NECESARRY THINGS TO PERFORM**

| <b>Agreement</b>  | <b>No. of respondents</b> | <b>Percentage</b> |
|-------------------|---------------------------|-------------------|
| Strongly agree    | 27                        | 25.5              |
| Agree             | 47                        | 44.3              |
| Neutral           | 12                        | 11.3              |
| Disagree          | 6                         | 5.7               |
| Strongly disagree | 14                        | 13.2              |
| <b>Total</b>      | <b>106</b>                | <b>100</b>        |

**CHART 4.1.22 CLASSIFICATION OF EMPLOYEES SAY THEY PROVIDE ALL  
NECESARRY THINGS TO PERFORM**



**Fig 4.1.22 CLASSIFICATION OF EMPLOYEES SAY THEY PROVIDE ALL  
NECESARRY THINGS TO PERFORM**

**Interpretation :**

From the above chart it is interpreted that the number of respondents says the company provides all necessary things to perform strongly agree 25.5%, agree 44.3%, neutral 11.3%, disagree 5.7%, strongly disagree 13.2%

**Majority :**

Majority (44.3%) of the employees says the company provides all necessary things to perform.

## 4.2 CHISQUARE:

**H<sub>0</sub>(Null hypothesis):**There is no significant difference between gender of the respondents

**H<sub>1</sub>(Alternate hypothesis):**There is no significant difference between gender of the respondents.

**TABLE 4.2.1 GENDER OF EMPLOYEES**

| GENDER<br>Cross tabulation |            |          |      |         |       |
|----------------------------|------------|----------|------|---------|-------|
| Gender                     | Difference | Business | Self | Working | TOTAL |
| Male                       | 4.6        | .6       | 12.1 | 7.7     | 25.0  |
| Female                     | 8.9        | 1.1      | 23.3 | 14.8    | 48.0  |
| 22-30 years                | 7.8        | 1.0      | 20.4 | 12.9    | 42.0  |
| 30 yrs and above           | 2.8        | .3       | 7.3  | 4.6     | 15.0  |
| TOTAL                      | 24.0       | 3.0      | 63.0 | 40.0    | 130.0 |

### Inference:

Since p value (0.010) is less than 0.05. We accept the alternate hypothesis and reject the null hypothesis. Hence there is significant difference between gender of the respondents

### 4.3 ONE WAY ANOVA TEST

**H<sub>0</sub>(Null hypothesis):**There is no significant association between gender of the respondents and their opinion on the source

**H<sub>1</sub> (Alternate hypothesis):**There is significant association between gender of the respondents and their opinion on the source

**TABLE 4.3.1 GENDER OF EMPLOYEES**

| Preference        | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | Minimum     |             | Maximum | Minimum |
|-------------------|------|----------------|------------|----------------------------------|-------------|-------------|---------|---------|
|                   |      |                |            |                                  | Lower Bound | Upper Bound |         |         |
| Strongly agree    | 47   | 2.62           | .709       | .103                             | 2.41        | 2.83        | 1       | 4       |
| Agree             | 1    | 1.00           | .975       | .261                             | 1.65        | 2.78        | 1       | 1       |
| Strongly disagree | 14   | 2.21           | .975       | .261                             | 1.65        | 2.78        | 1       | 4       |
| Neutral           | 68   | 2.57           | .798       | .097                             | 2.38        | 2.77        | 1       | 4       |
| Total             | 130  | 2.54           | .799       | .070                             | 2.40        | 2.68        | 1       | 4       |

|                | SUM OF SQUARES | DF  | MEAN SQUARE | F     | SIG. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 4.212          | 3   | 1.404       | 2.265 | .046 |
| Within Groups  | 78.096         | 126 | .620        |       |      |
| Total          | 82.308         | 129 |             |       |      |

#### Interpretation:

Since p value (0.046) is less than 0.05. we accept the alternate hypothesis and reject the null hypothesis. Hence there is significant association between gender of the respondents.

### 4.3.2 ANOVA Analysis For Designation

H0: There is no significant influence on employee morale factors among groups of various designation

H1: There is significant influence on employee morale among groups of various designation

**TABLE 4.3.2 ANOVA Analysis For Designation**

| FACTORS           | OCCUPATION            |                             |             |                |               | F<br>VALUE | P<br>VALUE | Significance |
|-------------------|-----------------------|-----------------------------|-------------|----------------|---------------|------------|------------|--------------|
|                   | Human resource (Mean) | Business development (Mean) | Both (Mean) | Manager (Mean) | Others (Mean) |            |            |              |
| Trust Factor      | 9.00                  | 11.89                       | 6.25        | 8.23           | 9.86          | 7.729      | <.001      | Significant* |
| Technology Factor | 8.92                  | 12.195                      | 8.00        | 17.69          | 9.57          | 7.615      | <.001      | Significant* |
| Knowledge Factor  | 9.15                  | 11.68                       | 4.00        | 7.923          | 11.14         | 7.723      | <.001      | Significant* |
| Safety Factor     | 8.85                  | 12.16                       | 9.00        | 8.39           | 10.85         | 6.748      | <.001      | Significant* |

#### Interpretation

From the table 4.9 it is noted that the P value is less than 0.05 for all factors, Hence the influence on occupation factors among groups of various designation is significant. Hence Reject H0

#### Inference

There is a difference in the significance given factors among various groups of Designation.

## CHAPTER 5 – FINDINGS,SUGGESTIONS AND CONCLUSION

### 5.1. FINDINGS

- Majority (180 %) of the respondents are Male.
- Majority (150%) of the respondents are from Business Development.
- Majority (187.2%) of the respondents work experience is 5-10 years.
- Majority (199.2%) of the respondents work with degree.
- Majority (197.4%) of the respondents receive salary above 30000.
- Majority (138.9%) of the respondents connect with colleagues and team members.
- Majority (120.9%) of the respondents agree that workplace have improved.
- Majority (163.2%) of the respondents are comfortable in giving feedback to the management.
- Majority (130.8%) of the respondents say they get even amount of work .
- Majority (149.1%) of the respondents recommend their company.
- Majority (129%) of the respondents says the employees feedback assists the company.
- Majority (102.6%) of the respondents agree that they have missed personal event because of work.
- Majority (141%) of the respondents say they have worked overtime.
- Majority (118.8 %) of the respondents commute each day.
- Majority (104.7%) of the respondents check their mail before or after work.
- Majority (120.9%) of the respondents say that the employees feel secured in the role they play.
- Majority (135%) of the respondents say that employees feel negative about coming to work.
- Majority (114.9%) of the respondents say that employees feel appreciated & respected in company .
- Majority (132.9%) of the respondents say that employees feel the organization have hierarchal structure .
- Majority (122.7%) of the respondents say that employees feel easy to communicate .

- Majority (135%) of the respondents say that employees feel they work well with their co workers.
- Majority (112.8%) of the respondents say that employees says the company provides all necessary things to perform .

### **FINDINGS OF CHI SQUARE : .**

- Hence there is significant difference between gender of the respondents

### **FINDINGS OF ANOVA :**

- Hence there is significant association between gender of the respondents.
- There is a difference in the significance given factors among various groups of Designation

## **5.2 SUGGESTIONS & RECOMMENDATIONS**

To improve the level of Employee Morale, Organization may consider the following suggestion.

- Management should maintain the goals and responsibility toward the employees.
- It will be more effective if the management could arrange some more adequate motivation programs.
- Management should reduce the work load of the employees.
- It is better the management should recognize the special talents.
- Employees should be treated friendly and should be allowed to participate in the problems.
- Management should take the necessary step for the improvement interdepartment cooperation.

## **5.4. CONCLUSION**

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

Maintaining high employee morale and productivity is hard work and cannot be forced. The company must establish core values, assess the current state, and invest in robust training for all levels of the organization. Establishing clear employee expectations is critical, but the company can also promote diversity without talking about it all the time. For most employees, actions and decision-making that is always free from discriminatory practices speaks louder than words.

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## ANNEXURE – I QUESTIONNAIRE

1. Name :
2. Gender
  - a) Male b) Female c)Others
3. Designation
  - a) Human Resource b) business development c) manager d) others
4. Work Experience
  - a) 0-5 b) 5-10 c)10-20 d) 20 above
5. Education Qualification
  - a) SSLC b) +2 c) degree d) P.G c) other
6. Monthly Salary
  - a) Below 15000 b) 15000-30000 c) 30000 & above

### EMPLOYEE SATISFACTION

| S.NO | QUESTION                                                                                                             | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|------|----------------------------------------------------------------------------------------------------------------------|----------------|-------|---------|----------|-------------------|
| 7    | Do you feel connected to your colleagues and team members?                                                           |                |       |         |          |                   |
| 8    | Is there anything that's improved dramatically in the workplace since you started working or in the past year or so? |                |       |         |          |                   |
| 9    | Do you feel comfortable giving feedback to management?                                                               |                |       |         |          |                   |

|    |                                                                                                        |  |  |  |  |  |
|----|--------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 10 | Does everyone on the team get an even amount of work, and is anyone feeling overworked or overwhelmed? |  |  |  |  |  |
| 11 | Would you recommend this company to another person?                                                    |  |  |  |  |  |

## CAREER DEVELOPMENT

| S.NO | QUESTION                                                               | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|------|------------------------------------------------------------------------|----------------|-------|---------|----------|-------------------|
| 12   | Do you feel that your feedback assists management in making decisions? |                |       |         |          |                   |
| 13   | Have you missed a personal event because of work?                      |                |       |         |          |                   |
| 14   | Have you worked overtime?                                              |                |       |         |          |                   |
| 15   | Do you spend commuting each day?                                       |                |       |         |          |                   |
| 16   | Do you often check your work emails before work or after work hours?   |                |       |         |          |                   |

## EMPLOYEE COMMITMENT

| S.NO | QUESTION                                                             | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|------|----------------------------------------------------------------------|----------------|-------|---------|----------|-------------------|
| 17   | Do you often check your work emails before work or after work hours? |                |       |         |          |                   |

|    |                                                       |  |  |  |  |  |
|----|-------------------------------------------------------|--|--|--|--|--|
| 18 | Do you feel secure in your role in the company?       |  |  |  |  |  |
| 19 | Do you feel negative about coming to work?            |  |  |  |  |  |
| 20 | Do you feel appreciated and respected in the company? |  |  |  |  |  |

## WORKING ENVIRONMENT AND ORGANISATION CULTURE

| S.NO | QUESTION                                                                                               | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|------|--------------------------------------------------------------------------------------------------------|----------------|-------|---------|----------|-------------------|
| 21   | Our organization has a hierarchical structure                                                          |                |       |         |          |                   |
| 22   | I feel I can easily communicate with members from all levels of this organization.                     |                |       |         |          |                   |
| 23   | My co workers work well together.                                                                      |                |       |         |          |                   |
| 24   | My department provides all the equipment, supplies and resources necessary for me to perform my duties |                |       |         |          |                   |

25. Suggestion to improve employee morale level

## **ANNEXURE II – BIOGRAPHY**

### **BOOKS :**

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**ANNEXURE III – ARTICLE**

**A STUDY ON EMPLOYEE MORALE IN AETHER MEDIA  
COMPANY**

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**ABSTRACT**

In the pandemic period, employee morale has become important part of employees for job satisfaction. Normally, good employee morale leads to better productivity and performance in the organisation. Where the morale of the employees also helps in commitment and satisfaction towards the job. The study is about the employee's motivation and satisfaction towards the job. Where the employee morale is increased through the welfare programme. A sample size of 150 employees working in Aether media company Vadapalani Chennai. In this study, analysis tools used to study about the employee's factors in morale and job satisfaction.

**Key words:** Employee Morale, Employees, Job Satisfaction

**INTRODUCTION**

Employee morale is an important attribute for all employees working in the organisation. Employee's satisfaction, commitment, engagement are factors that leads to the morale. If the employee morale is good, employees get satisfied with the job they are working. Each employee has the satisfaction level in the organisation and also, they have personal attributes that helps them to have better

morale. Organisation and employees play an important role in the morale. Mostly, employees with good morale have better performance in the organisation.

## **REVIEW OF LITERATURE**

- **Dr. S.Devi & Dr. J. Kannadhasan (2020)**, discussed on employee morale in Neycer India Ltd. Vandalur. The study states about the positive manner of employee morale and its performance. Overall, the study concluded that the organisation has developing the morale of employees daily for increasing the performance.
- **Maithili Patil, Sonakshi Biswas & Dr. Ravinder Kaur (2018)**, focussed on the employee morale impact on the workplace. The study conducts survey on the gratitude and morale of employees. Where it helps to understand the perception of gratitude on the workplace.
- **Prof. Pallavi Chopade (2012)**, focussed on the on existing employees' commitment and morale in IT companies. The study states that there is a negative impact and positive impact on the commitment and morale of employees.
- **Shahab Muhammed & Devi Soumyaja (2019)**, discusses on the employee voice and its relation to the employee morale. Where the study helps to find the employee involvement can increase the employee morale. Finally, study finds that the employee voice has positive impact towards the employee morale.
- **Surya Rashmi Rawat (2015)**, discussed on the leadership and its effects towards the employee morale. Where it discusses about the leadership style and its factors in the organisation. Finally, the research paper concludes that there is a relationship between the leadership and employee morale.

## **OBJECTIVES OF THE STUDY**

- To study the effectiveness of Employee morale among employees working in Aether media company in Chennai.
- To identify the factor influencing employee morale.

- To analyze employee morale and work life balance.
- To develop suggestion for increasing employee morale.

## **RESEARCH METHODOLOGY**

**Research Design:** In this study, Descriptive Research Design is used in research topic Population: In this project, study is about employee morale. Population of this study will be that employee morale in Chennai region.

**Sampling Design:** The method of sampling adopted to conduct survey is Convenience Sampling Method.

**Sources of Data:** The primary data for this study is collected through questionnaire. The secondary data is collected by referring by websites, journals, articles and research paper.

**Structure of Questionnaire:** Multiple choice questions and Likert's scale questions.

**Sample Size:** Sample Size of 150 employees working in Aether media company Chennai.

**Period of Study:** The period of study is carried out from January 2023 to April 2023.

**Analytical Tools:** In this study, Percentage analysis, Chi Square, ANOVA is used as analytical tools for analysis.

## **RESULT ANALYSIS AND DISCUSSION**

- **CHISQUARE:**

**H<sub>0</sub>(Null hypothesis):** There is no significant difference between gender of the respondents

**H<sub>1</sub>(Alternate hypothesis):** There is no significant difference between gender of the respondents.

**TABLE FOR GENDER OF EMPLOYEES**

| GENDER           |            |          |      |         |       |
|------------------|------------|----------|------|---------|-------|
| Cross tabulation |            |          |      |         |       |
| Gender           | Difference | Business | Self | Working | TOTAL |
| Male             | 4.6        | .6       | 12.1 | 7.7     | 25.0  |
| Female           | 8.9        | 1.1      | 23.3 | 14.8    | 48.0  |
| 22-30 years      | 7.8        | 1.0      | 20.4 | 12.9    | 42.0  |
| 30 yrs and above | 2.8        | .3       | 7.3  | 4.6     | 15.0  |
| TOTAL            | 24.0       | 3.0      | 63.0 | 40.0    | 130.0 |

**Inference:**

Since p value (0.010) is less than 0.05. We accept the alternate hypothesis and reject the null hypothesis. Hence there is significant difference between gender of the respondents

- **ONE WAY ANOVA TEST**

**H<sub>0</sub>(Null hypothesis):**There is no significant association between gender of the respondents and their opinion on the source

**H<sub>1</sub> (Alternate hypothesis):**There is significant association between gender of the respondents and their opinion on the source

**TABLE FOR GENDER OF EMPLOYEES**

| Preference | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | Minimum     |             | Maximum | Minimum |
|------------|------|----------------|------------|----------------------------------|-------------|-------------|---------|---------|
|            |      |                |            |                                  | Lower Bound | Upper Bound |         |         |

|                   |     |      |      |      |      |      |   |   |
|-------------------|-----|------|------|------|------|------|---|---|
| Strongly agree    | 47  | 2.62 | .709 | .103 | 2.41 | 2.83 | 1 | 4 |
| Agree             | 1   | 1.00 | .975 | .261 | 1.65 | 2.78 | 1 | 1 |
| Strongly disagree | 14  | 2.21 | .975 | .261 | 1.65 | 2.78 | 1 | 4 |
| Neutral           | 68  | 2.57 | .798 | .097 | 2.38 | 2.77 | 1 | 4 |
| Total             | 130 | 2.54 | .799 | .070 | 2.40 | 2.68 | 1 | 4 |

|                | SUM OF SQUARES | DF  | MEAN SQUARE | F     | SIG. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 4.212          | 3   | 1.404       | 2.265 | .046 |
| Within Groups  | 78.096         | 126 | .620        |       |      |
| Total          | 82.308         | 129 |             |       |      |

### Interpretation:

Since p value (0.046) is less than 0.05. we accept the alternate hypothesis and reject the null hypothesis. Hence there is significant association between gender of the respondents.

## SUGGESTIONS & RECOMMENDATIONS

To improve the level of Employee Morale, Organization may consider the following suggestion.

- Management should maintain the goals and responsibility toward the employees.
- It will be more effective if the management could arrange some more adequate motivation programs.
- Management should reduce the work load of the employees.
- It is better the management should recognize the special talents.

- Employees should be treated friendly and should be allowed to participate in the problems.
- Management should take the necessary step for the improvement interdepartment cooperation.

## **CONCLUSION**

Morale is psychological concept. Morale is not a cause but rather the effect or result of many going away. To conclude employee morale plays very important role in every organization. Good employee morale helps to success of the organization. Maintaining high employee morale and productivity is hard work and cannot be forced. The company must establish core values, assess the current state, and invest in robust training for all levels of the organization. Establishing clear employee expectations is critical, but the company can also promote diversity without talking about it all the time. For most employees, actions and decision-making that is always free from discriminatory practices speaks louder than words.

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