

EMPLOYEE ENGAGEMENT AMONG THE EMPLOYEES OF E-ZONE IN PANTALOONS RETAIL INDIA LIMITED

D. ANITHA KUMARI & H. RAHAMATH SULTHANA

¹Assistant Professor, Dept of Management Studies, VISTAS, Chennai, Tamil Nadu, India

ABSTRACT

Employee Engagement is a key driver to workers happiness. It harness the obligation, faithfulness, trust and delight in the business, and encapsulates the enthusiasm to supporter for the organization, and a wisdom of individual liability. Trade is the global foremost personal commerce with global retail transaction of approximately USD 8 trillion. In India, nevertheless, the retail zone has seen a far above the ground level of division with a large share detained by unorganized players. Employee Engagement is about generate pleasure in the workers for their function, their employment and the association, and ensuring they are associated with the standards of the business, well up to dated and glowing integrated with their age group and traditions of the business. Objectives of my study is to find out the benefits of employee engagement, to identify the level of satisfaction of employees, to know the employees attitude towards promotion and career growth in the E-zone, to understand the individual role, ability, behavior, value and the key strength areas that needs to be consolidated and also to raise employees level of motivation and commitment. The survey based on the formal questionnaire and the response was obtained from employees E-Zone. Total population size 161, Sample size 105. Secondary data is collected from the company records, corporate website and from journals. Descriptive research design followed in the research. The data collected is analyzed with the help of Percentage analysis, Weighted Average, Chi square, Cross tab and inference are made. Employees are excepting for fair treatment towards promotion and they want the organization to consider their suggestions in decision- making. This study concludes that the employees are expecting more to conduct employee engagement activities. Hence Employee involvement towards their work will increase the productivity of the organization and give job satisfaction.

KEYWORDS: company records, corporate website, Percentage analysis, Weighted Average

Original Article

1. INTRODUCTION OF THE STUDY

Employee Engagement, also called labor commitment or employee engagement is a trade administration thought. An “engaged employees” is one who is completely concerned in, and passionate about, his or her work, and thus will act in a technique that further their organization’s benefit. According to Scarlett Surveys, “Employee Engagement is a assessable level of an employee’s constructive or unhelpful exciting affection to their job, generation and group which deeply influences their enthusiasm to discover and carry out at work”. Thus rendezvous is characteristically diverse from pleasure, inspiration, civilization, environment and estimation and extremely tricky to calculate. HR personals consider that the commitment challenge has a lot to do with how worker feels about the occupation practice and how he/ she is extravagance in the business. It has a lot to do with sentiments which are basically related to force base line achievement in a company. Employee engagement signifies a position of utmost work fulfillment with maximum job involvement. By plotting a given inhabitants against these two axes, five separate member of staff and disconnected.

2. OBJECTIVES OF THE STUDY

- To find out the benefits of employee engagement
- To identify the level of satisfaction of employee
- To know the employees attitude towards promotion and career growth in the E-zone
- To understand the individual role, ability, behaviour, value and the key strength areas that needs to be consolidated
- To raise employees level of motivation and commitment.
- To suggest the measures to improve employee

3. NEED FOR THE STUDY

It is very important to identify the factor influencing the employee engagement in organizations. Because without employees involvement a company cannot succeed. Employee engagement plays vital role every organization. It affects in increase the morale of the employee and image of the company. Job involvement, positive attitude, interpersonal relation among the employees bring strong bonding which leads to improve employee engagement.

4. SCOPE OF THE STUDY

- The study is performed to make employees aware of their engagement level.
- The study paves way to identify their skills, abilities and remove the barriers that act against the performance in work
- This study helps not only to retain valued employees, but also to increase its level of performance with job satisfaction
- Its highlights the problematic areas and make a plan and take action towards improvement.

5. LIMITATION OF THE STUDY

- It is very difficult to conduct the surveys, as they were full of activity with their regular day to day activities.
- Most of the respondents are not interested to participate in survey
- Some false information may be given by employees.
- Limited employees for survey.
- Time pressure and fatigue on the part of the respondent's interviewer.

6. REVIEW OF LITERATURE

According to Ivan T. Roberson, Cary L. Cooper, Employee engagements includes three levels: coherent how well workers comprehend their position and farm duties, the accepted wisdom element of the equation, excitement towards how much obsession and force they bring to their vocation, the emotion part of the equation. Feming et al (2005)attempt to analyze organization climate and its role in driving employee engagement in a variety of Indian organization. The term find

a place in work force magazine (udllins et al 2005), harvard business analysis. The major habitually worker commitment has been defined as expressive and rational reassurance to the business (Baumruk 2004, Richman 2006 and Shaw 2005) or the sum of optional attempt demonstrated through workers in their job (Frank et al 2004). Sandeep Kular, Mark Gatenby, Chris Rees, Emma Soane, Katie Truss (2008) collected many literature review about employee engagement. (Ferguson 2007) stated that unless there is employee commitment, the management will face difficult to manage their employees. (Robinson et al 2004) states employee engagement also considered as (Robinson et al 2004) (i-e) As a outcome, worker commitment has the exterior of mortal yet another trend, or what some strength call "mature wine in a latest bottle". May et al (2004) engagement is mostly related to job involvement. Goffman (1961) who proposed that, "individual's addition and indifference to their position differ". Holbeche and Springett (2003) found that high levels of commitment can only be accomplish in workplaces where there is a united wisdom of future and rationale that connects people at an affecting level and raises their personal desire. Saks (2006) established a dissimilarity flanked by two kinds of rendezvous, job commitment and organisation commitment, which he quarrel are linked but dissimilar assemble. Gallup Organisation (2004) originated vital links among worker commitment, consumer allegiance, commerce expansion and abundance. Diagonally manufacturing, engagement is considerably superior in the non-profit segment than in every other segment looked at by Towers Perrin (2003). Soni Agrawal found the factors influencing employee engagement a study of diverse workforce. Macey and Schneider (2008), Employee engagement is a attractive circumstance. Leiter (1997) and Maslach et al. (2001) generated engagement as contradictory or the optimistic converse to the three be exhausted dimensions: fatigue, disbelieve, and intellect of Inefficiency. Diagonally industries, engagement is substantially higher in the non-profit sector than in every other sector looked at by Towers Perrin (2003) highlight the conclusion of earlier learning and emphasize the scale of the face facing public region managers in finicky, and the off-putting force that singling out and harassment have on workers and their levels of commitment. Furthermore, it is stated that personal variations take part in a essential position in formative an employee's prospective level of engagement (Robinson 2006). Towers Perrin (2003) found workers disengagement due to lot of workload provided by their organisations. Locke and Taylor (1990) originated that personal cohesiveness among the members leads to more employee commitment. West (2005) discovered that when workers recognizes optimistic emotion, they are intelligent to reflect in a more bendable, activist way and are also likely to feel better self-control, handle more successfully and be less suspicious in the place of work.

7. RESEARCH METHODOLOGY

The adoption of a proper methodology is an essential and important step in conducting any research . In this study the author has adopted a descriptive research method. And in simple random sampling "Lottery Method" has utilized. Data are collected from both primary and secondary data. This is a part of probability sampling technique. Sample size is 105. The samplings area for this article is Chennai. Population size of the company is 161. In this study both primary data and secondary data collection) method has been adopted. Statistical tools like percentage analysis, weighted average, correlation and cross tab are used.

8. PERCENTAGE ANALYSIS OF DEMOGRAPHIC VARIABLES

Question	Variables	Frequency	Percentage
Genders	Male	72	69
	Female	33	31
	Total	105	100
	20-25	63	60

Age	26-30	32	30
	31-35	5	5
	36-40	3	3
	Above 40	2	2
	Total	105	100
Marital Status	Married	50	48
	Unmarried	51	49
	Widow	3	3
	Divorced	1	1
	Total	105	100
Qualification	10th	5	5
	12th	21	20
	Graduate	67	64
	Pg	12	11
	Total	105	100
Experience	0-1yrs	37	35
	1-5yrs	65	62
	Above 5 yrs	3	3
	Total	105	100
Remuneration	5000-7000	33	31
	7000-9000	54	51
	Above 9000	18	17
	Total	105	100

9. DISCUSSION OF RESULT

From the above table it is clear that 69% of the respondents are male and 31% of the respondents are female, 60% of the respondents are age group between 20-25 yrs , 30% of the respondents are age group between 26-30 yrs, 5% of the respondents are age group between 31-40 yrs , 3% of the respondents are age group between 36-40 yrs and 2% are between above 40 yrs, 51% of the respondents are unmarried and 1% of the respondents are divorced, that 64% of the respondents are qualified UG , 20% of the respondents are qualified 12th std , 11% of the respondents are qualified upto pg and 5% of the respondents are qualified 10th std, 62% of the respondents have a 1-5 yrs experience, 35% of the respondents have a 0-1 yrs experience and 3% have an above 5yrs. 51% of the respondent's earns remuneration are between 7000-9000, 31% of respondents earns between 5000-7000 and 17% respondents are above 9000.

Weighted Average Method For Employees Suggestions Are Considered In Organizations Decision Making

Table no: 1

Levels of Agree	No of Respondents	Weighted Assigned	Weighted Average
Strongly agree	11	5	55
Agree	62	4	248
Neutral	15	3	45
Disagree	8	2	16
Strongly disagree	9	1	9

Total	105		373
-------	-----	--	-----

$$\begin{aligned}
 \text{WEIGHTED AVERAGE} &= \sum \text{FW} / \sum \text{F} \\
 &= 373 / 105 \\
 &= 3.64 \\
 &= 4
 \end{aligned}$$

10. INFERENCE

It is found that majority of the respondents are agree that employees suggestions are considered in organizations decision making.

Weighted Average Method For Employees Can Trust And Freely Approach Their Colleagues About Their Problem

Table no: 2

Levels of Agree	No of Respondents	Weighted Assigned	Weighted Average
Strongly agree	62	5	310
Agree	20	4	80
Neutral	10	3	30
Disagree	5	2	10
Strongly disagree	8	1	8
Total	105		438

$$\begin{aligned}
 \text{WEIGHTED AVERAGE} &= \sum \text{FW} / \sum \text{F} \\
 &= 438 / 105 \\
 &= 4.30 \\
 &= 4
 \end{aligned}$$

11. INFERENCE

It is found that majority of respondents given strongly agree they can trust and freely approach their colleagues about their problem.

Chi Square Of Work Life Balance Of The Respondents And The Experience Of The Employees

Null hypothesis (H0): There is no significant relationship between work life balance of the respondents and the experience of the employees.

Alternative hypothesis (H1): There is significant relationship between work life balance of the respondents and the experience of the employees

Table no: 3

Experience of the employees*Work life balance of the employees Work life balance of the respondent

	Option	Yes	No	Total
Experience of	0-1	34	3	37

the employees	1-5	53	9	62
	Above 5	4	2	6
	Total	91	14	105

Chi square = $\sum (O-E)^2/E$

Table no: 4

Observed frequency(O)	Expected frequency(E)	(O-E)	$(O-E)^2$	$(O-E)^2/E$
34	31.71	2.29	5.244	0.165
3	4.93	-1.93	-3.724	-0.755
53	53.14	-0.14	-0.0196	-0.000368
9	8.26	0.734	0.5387	0.06517
4	4.33	-0.33	-0.1089	-0.0251
2	0.66	1.34	1.7956	2.696

Total = 2.145702

$$\begin{aligned}
 \text{Degrees of freedom} &= (r-1)(c-1) \\
 &= (3-1)(2-1) \\
 &= 2
 \end{aligned}$$

Tabulated value for χ^2 at degree of freedom and 5% level of significance = 5.991

Calculated value of χ^2 is 2.145702

As tabulated value is greater than (>) the calculated value.

12. INFERENCE

Since, there is no significant relationship between work life balance of the respondents and the experience of the employees.

Correlation Analysis For Qualification And Remuneration Of The Respondents

Table no: 5			
Correlations			
		Qualification	Remuneration
Qualification	Pearson Correlation	1	.425**
	Sig. (2-tailed)		.000
	N	105	105
Remuneration	Pearson Correlation	.425**	1
	Sig. (2-tailed)	.000	
	N	105	105

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

13. Inference:

Correlation value is .425**and the P value is .000

Correlation r 103= (Total number of sample size-degrees of freedom, (i-e) 105-2=103)

Since the calculated value is less than the P value (0.000<0.05).Therefore it denotes null hypothesis is rejected at the level of significance is 0.01 and accept the alternative hypothesis. So the test is significant.

There is a significant positive relationship between qualification and remuneration and the correlation lies between +1 to -1.

Cross Tab Analysis For Experience And Personal Life Balance Of The Respondents

Table no: 6

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Experience						
*Balance of Personal life	105	100.0%	0	.0%	105	100.0%

Table no: 7

Experience * Balance Personal life Cross tabulation Count

		Balance of personal life		Total
		Yes	No	
Experience	0-1yrs	30	5	35
	1-5yrs	53	10	63
	above5yrs	4	3	7
Total		87	18	105

14. INFERENCE

From the above table, it is inferred that above 5years experienced employees they can balance their personal life up to 6%, 0-1year experienced employees balance their personal life up to 4%, 1-5 years experienced employees can balance their life up to 60%

15. FINDINGS

Since the percentage analysis it is found that 69% of respondents are male, 60% of respondents are age group between 20-25 years, 51% of respondents are unmarried, 67% of respondents are qualified with UG, 62% of respondents have work experience between 1-5 years, 51% of respondent's remuneration is between 7000-9000, 50% of the respondents are self-satisfied on benefits of employee engagement, 95% of the respondents are given yes for conducting employee engagement program, 76% of the respondents are satisfied with their organization in enhancing skills and knowledge of employees, 87% of the respondents are satisfied with their personal life, 63% of the respondents say that

incentives are given to develop their career, 66% of the respondents given that their superiors and team members will appreciate highly, 50% of the respondents given that organization will recognize and appreciate always, 69% of the respondents given agree that they will participate in organization decision making, 64% of the respondents given good, for maintain their talent and potential of their employees, 72% of the respondents given high, that organization is giving information and communication on time, 96% of the respondents show 'yes' motivation improves employees' involvement, 63% of the respondents suggest that sometimes, there organization giving opportunities for growth and development to employees, 78% of the respondents given high extent for utilize employees full potential towards organization development, 62% of the respondents strongly agree to trust and freely approach to their colleagues, 69% of the respondents preferred compensation holidays, 45% of the preferred team work for the major outcome of employee engagement, 63% of the preferred respondents for yes, did employees are satisfied with current rewarding system in your organization, 51% of the respondents preferred for reducing grievances, which can be the reasons for employee involvement, 77% of respondents preferred yes, they strive to involve themselves more than a time., From weighted average method, majority of the respondents are given 'satisfied' for express their satisfaction level provided by the organization, From weighted average method, majority of the respondents are 'agree' that employees' suggestions are considered in organizations decision making, From weighted average method, majority of respondents given 'strongly agree', they can trust and freely approach their colleagues about their problem, Chi square indicates that there is no significant relationship between work life balance of the respondents and the experience of the employees, Chi square indicates that there is no significant relationship between earnings of employees and workers working beyond required time, Correlation indicates, that it is inferred that there is a positive correlation between qualification and remuneration, Cross tab indicates, that above 5years experienced employees they can balance the life up to 6%, 0-1year experienced employees balance their life up to 4%, 1-5 years experienced employees can balance their life up to 60%.

16. SUGGESTIONS

Globally all the MNC'S have become aware that it is no longer the trade name, machinery or the updated technology or the sound location that give them an edge over their competitors. The key component "The people" and "their effective contribution" over a sustained period will add value to the employee engagement factor in the organization. Employee engagement is a more complex web which should take into account the following factors like employer advocacy, cognitive engagement of the employees, emotional engagement, physical engagement and at last the managerial engagement of the employees all around the organization. Additionally the business goals which drive the actions intervention of the employees should not be skipped off for effective engagement on the whole basis.

17. CONCLUSIONS

To conclude with the study, Employee Engagement is the positive attributes of an employee's towards the organization and its values. An analysis of various factors is concluded that employee engagement in the organization is very effective and good. It has made systematic manner in the organization. It is found that employee in the organization are highly satisfied with personal life while lead engagement towards works and motivating employee will increase the employee involvement in the organization. Hence Employee involvement towards their work will increase the productivity of the organization and give job satisfaction.

BIBLIOGRAPHY

Books Referred

1. Mamoriya .C.B. and Gankar. S.V. "Personnel Management" published by Himalayan Publishing House.
2. KothariC.R., "Research Methodology", Wishwa prakasham,1999
3. Uma sekaran, " Research Method for Business", John wiley& sons, ltd publication, 2007
4. Arora P.N. & S. Arora, "Statistics for Management", Chand.S & company Ltd publication, 2007
5. John Robertson & Associates, "Employee Engagement", 'Green Book'& 'Blue Book',publication,2007

Journals

1. Watson Wyatt, "The essential guide to Employee Engagement"International Journals on Industrial Relation
2. Rama J. Joshi & J.S. Sodhi, "Drives of employee engagement in Indian organization", The Indian journal of industrial relation. July 2011, vol.47 No.1

Magazine & Article

1. Ferguson, A. (2007) 'Employee engagement: Does it exist, and if so, how does it relate to performance, other constructs and individual differences?' [online] Available at:<http://www.lifethatworks.com/Employee-Engagement. prn.pdf> [Accessed 20th June 2007]
2. Macey, W. H., & Schneider, B. (2008), "The meaning of employee engagement," Industrial and Organizational Psychology, 1, pp. 3-30.
3. Schaufeli, W. B., Salanova, M., Gonza 'lez-Roma', V., & Bakker, A. B. (2002), "The measurement of engagement and burnout: A two sample confirmatory factor Analytic approach", Journal of Happiness Studies, 3, pp. 71-92.
4. Robinson, I. (2006) Human Resource Management in Organisations. London, CIPD. Robinson, D., Perryman, S. and Hayday, S. (2004) The Drivers of Employee Engagement.Brighton, Institute for Employment Studies.
5. May, D.R. Gilson, R.L. and Harter, L.M. (2004) 'The psychological conditions of meaningfulness, safety and availability and the engagement of the human spirit at work', Journal of Occupational and Organisational Psychology, Vol 77, pp11-37.
6. Goffman, E. (1961) Encounters: Two Studies in the Sociology of Interaction. Indianapolis, Bobbs-Merrill Co. in Ferguson, A. (2007) 'Employee engagement: Does it exist, and if so, how does it relate to performance, other constructs and individual differences?' [online] Available at: <http://www.lifethatworks.com/Employee-Engagement. prn.pdf> [Accessed 20th June 2007]
7. Holbeche, L. and Springett, N. (2003) In Search of Meaning in the Workplace. Horsham,Roffey Park.
8. Saks, A.M. (2006) 'Antecedents and consequences of employee engagement', Journal of Managerial Psychology, Vol 21, No 6, pp600-619.
9. The Gallup Organisation (2004) [online] Available at: [www. gallup.com](http://www.gallup.com). Accessed 28th June2007.
10. South bay HR- Business Insider Magazine Article - Employee Engagement
11. 'Engaging for Success: Enhancing Performance through Employee Engagement', (Report for the UK Government), David MacLeod and Nita Clarke, Human Capital Matters published on august 2009, Issue 6.

Websites

1. <http://www.informaworld.com> employee engagement
2. <http://www.onlinelibrary.wiley.com>
3. www.wikipedia.com/wiki/employee_engagement