

A Study on Employee Morale at AGS Doors and Windows PVT LTD

C.JANAKIRAMAN¹, Mrs.G.RAMYA²

¹MBA Student Department of Managment Studies & Sri Manakula Vinayagar Engineering College(Autonomous),Puducherry,IND

² Assistant Professor, Department of Management Studies & Sri Manakula Vinayagar Engineering College (Autonomous),Puducherry, IND

Abstract - Employee morale is a critical determinant of organizational success, influencing productivity, job satisfaction, and overall employee well-being. This mixed- methods study explores the key factors that affect employee morale across a diverse sample of employees from various industries. Findings reveal that effective communication, supportive leadership, recognition, and opportunities for professional growth significantly enhance morale. Conversely, inadequate feedback, limited autonomy, and poor work-life balance were identified as major contributors to low morale. The results have important implications for HR practitioners, managers, and organizational leaders seeking to strengthen employee morale, improve job satisfaction, and foster a positive and productive work environment.

KeyWords: *Recognition ,job satisfaction,team work*

I. INTRODUCTION:

Morale is perhaps the most frequently used term, in organizational literature.let it remains one of themoreevasive,controversial topics that lack universally acceptable and comprehensive, definition. Morale, despite its importance, is largely unacknowledged and poorly understood by managers. Some social scientists consider morale as a feeling of an individual whereas others treat it as “group feeling”. Almost all scientists unanimously agree with the importance of morale because it is the hallmark of sound behavioral climate. A penetrating discussion of morale is hence called for. Morale is the vital ingredient of Organizational success for it reflects the attitudes and

sentiments and individual or group has toward the Organizational 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”

Objectives of the study:

1. To find out whether the monetary benefits provided by the company help to boost employees’ morale.
2. To know the level of satisfaction of the Employees with the company.
3. To analyses the factor influencing employee morale in the organization.

III LITERATURE REVIEW

MOHI JAIN, DR. DEEPANSHU

AGARWAL, (2022) The study by Mohin Jain and Dr. Deepanshu Agarwal (2022) explores the impact of motivation and morale on productivity and human performance. Conducted under Monad University, the research highlights the evolving role of Human Resource Management (HRM)—from basic administrative duties to strategic functions like recruitment, training, and employee engagement. HRM today is crucial in aligning employee performance with organizational goals.

DR. BHARATH KUMAR PORIKA, (2019)

Employee morale is defined by the employee's outlook, optimism, self-concept, and assured belief in themselves and their organization, its mission goals, defined path,

daily decisions, and employee appreciation. Faith in self and faith in their organization are both important factors in positive employee morale. A feeling, emotions, sentiments, attitudes and motives all these combine and lead to a particular type of behavior on the part of the individual or his group and this is what is referred to as employee morale is one of the predictors of organizational efficiency and effectiveness.

KANIMOZHI AND VINOTHKUMAR,

(2018) Employee morale is viewed as feelings of well-being an employee has in a workplace setting and it is proven to have a significant effect on job satisfaction and productivity. As morale describes emotions and attitude, employees who are optimistic and happy tend to have high morale and employees who are pessimistic and unhappy have low morale. The research in this article focuses on the effectiveness of employee morale and its impact on employee relations in the manufacturing industry.

HUSSAIN JAVED, (2015) This study explores the relationship between diversity and customer satisfaction mediated by employee morale. The study was conducted on the frontline employees of 6 multinational fast food restaurant chains and customers of those fast-food restaurants in Karachi, Pakistan. The data on diversity and employee morale was collected from employees through self-reported questionnaires while data on customer satisfaction was gathered from customers dining in those restaurants.

GOVINDARAJAN, (2012) Teachers are a vital part of the educational system. They provide the motivation and support that students need to succeed. Yet, teachers also need to be motivated and supported to be productive.

V. RESEARCH METHODOLOGY

MEANING OF RESEARCH METHODOLOGY

Research methodology is the systematic and organized approach used by researchers to conduct a study and

investigate a specific problem or question. It outlines the overall research design, the type of data to be collected, the methods and tools used for data collection, and the techniques for data analysis.

RESEARCH DESIGN

This study is Descriptive in nature. Descriptive research design is a type of research methodology that focuses on providing an accurate and systematic description of a phenomenon, situation, or population.

Sampling framework:

Sampling unit-employees of AGS windows and doors

Sampling size-100

The tools used are

- Chi square
- Correlation

Chi-square:

The Chi-Square test is a non-parametric statistical method used to evaluate whether there is a meaningful association between categorical variables in a dataset. It works by comparing the actual observed frequencies of occurrences in each category with the expected frequencies that would occur were no relationship between the variables.

CORRELATION

To examine the relationship between the organization fosters experimentation and innovation organizational promotes a culture based values.

V. DATA ANALYSIS:

MEANING OF DATA ANALYSIS

Analysis of data is a process of inspecting, cleaning, transforming and modeling data with the goal of discovering useful information, suggesting confusions and supporting decision making. Data analysis has multiple facts and approaches, encompassing diverse technique under a variety of names, in different business,

science and social science domains.

CHI-SQUARE TEST

To examine the relationship between relationship between age and experience.

HYPOTHESIS

NULL HYPOTHESIS (H0)

There is no association between There is a relationship between age and experience.

ALTERNATIVE HYPOTHESIS (H1)

There is an association between There is no relationship between age and experience

ALTERNATIVE HYPOTHESIS (H1)

There is relationship between groups of satisfaction with

INFERENCE:

From the above table, the level of signature is 0.000, since the calculated value is lesser than table value, so the null (H0) hypothesis is rejected, and alternative (H1) hypothesis is accepted. Therefore, there is an association between age and experience.

	Value	DF	Asymptotic Significance e (2- sided)
Pearson Chi-Square	140.829	6	.000
Likelihood Ratio	125.275	6	.000
Linear-by-Linear Association	71.050	1	.000
N of Valid Cases	140.829	6	.000

CORRELATION

To examine the relationship between your level of satisfaction with the parameters like health, safety, social service and are you satisfied to work in this organization.

the parameters like health, safety, social service and are you satisfied to work in this organization.

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	82.613	2	41.307	128.847	
Within Groups	31.097	97	.321		
Total	113.710	99			

HYPOTHESIS

NULL HYPOTHESIS (H0)

There is no relationship between, your level of satisfaction with the parameters like health, safety, social service and are you satisfied to work in this organization.

INFERENCE:

From the above table, the level of signature is 0.000, since the calculated value is less than 0.05., So the null (H0) hypothesis is rejected, and alternative (H1) hypothesis is accepted. Therefore, there is a significant relationship between age and what do you think about the leaves and holidays provided in this company.

SUGGESTIONS:

Implement job enrichment strategies to boost job satisfaction.

Improve the physical work environment and amenities.

Offer supervisor training programs to enhance interpersonal relationships.

CONCLUSION:

This study was conducted to assess employee morale regarding the various facilities provided by the organization. Employee morale refers to an employee's overall attitude of satisfaction and motivation to contribute toward achieving the organization's goals. The findings indicate that the overall morale of the employees is very good. Most employees are satisfied with the company's rules and regulations.

REFERENCES:

- (1) David L. Weakliem Morale and Workplace Performance, Volume 33 Number 3 August 2006.
- (2) Malikeh Beheshtifar, Effect of Moral Intelligence on Leadership, European Journal of Economics, Finance and Administrative Sciences - Issue 43 (2011).
- (3) Cynthia D. Fisher, Happiness at Work, International Journal Management Reviews, Vol. 12, 384–412 (2010).
- (4) Gholam Reza Rahimi, A Survey on the effects of employees' Moral Intelligence on Job success interdisciplinary journal of contemporary research in business, March 2011 vol to , No11