

Employee Attitudes Towards Continuous Feed Back System of Selected MNC in Coimbatore

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ABSTRACT

This study investigates employee attitudes towards the continuous feedback system in selected multinational corporations (MNCs) in Coimbatore. The research aims to explore the perceptions and experiences of employees regarding the effectiveness of continuous feedback in enhancing their performance and job satisfaction. A mixed-methods approach was employed, combining both quantitative and qualitative data collection and analysis methods. The findings reveal that employees generally have a positive attitude towards continuous feedback, perceiving it as a valuable tool for growth and development. However, the study also identifies areas for improvement, including the need for more frequent and constructive feedback, and better communication between employees and supervisors. The study contributes to the understanding of employee attitudes towards continuous feedback and provides recommendations for MNCs to enhance their feedback systems and improve employee outcomes.

KEYWORDS: Employee attitude, employee behaviour, Feedback, Continuous feedback system, Job satisfaction.

INTRODUCTION

The modern workplace is characterized by rapid change, increasing complexity, and a growing need for continuous learning and improvement. In this context, the concept of continuous feedback has emerged as a critical component of organizational management, enabling employees to receive regular feedback on their performance, identify areas for improvement, and develop new skills. Coimbatore, with its rich industrial heritage and diverse workforce, provides a unique context for studying the implementation and effectiveness of continuous feedback systems in MNCs. Despite the growing importance of continuous feedback, there is limited research on the attitudes and perceptions of employees towards continuous feedback systems in MNCs in Coimbatore.

STATEMENT OF PROBLEM

The continuous feedback system is a relatively new concept in the Indian context, and there is a lack of research on employee attitudes towards it. This study seeks to explore the perceptions and experiences of employees regarding continuous feedback. The research will examine the impact of continuous feedback on employee motivation and performance. It will also identify the benefits and drawbacks of continuous feedback systems. The study will provide insights into the factors that influence employee attitudes towards continuous feedback. The study will contribute to the existing literature on continuous feedback systems and employee attitudes, and will help to bridge the gap in research on this topic.

OBJECTIVES OF STUDY

1. To examine the relationship between continuous feedback and employee job satisfaction.
2. To analyse the impact of continuous feedback on employee performance and productivity.
3. To identify the factors that influence employee attitudes towards continuous feedback.

LIMITATIONS OF THE STUDY

- The study Consider only the MNC Companies located in Coimbatore City.
- The research has been restricted upto 122 respondents only.

HYPOTHESIS OF THE STUDY

NULL HYPOTHESIS (H_0): There is no significant difference in employee feedback satisfaction among different age groups. The age of employees does not affect their satisfaction with the feedback system. Employee feedback satisfaction is independent of age.

ALTERNATIVE HYPOTHESIS (H_1): There is a significant difference in employee feedback satisfaction among different age groups. The age of employees affects their satisfaction with the feedback system. Employee feedback satisfaction varies with age.

RESEARCH METHODOLOGY

The study adopts a mixed-method approach, incorporating quantitative research methods to gather comprehensive data. The research will focus on collecting primary data through surveys from employees and HR managers in various organizations based on structured questionnaire.

REVIEW OF LITERATURE

1. Lian Duan, Hongbo Song, Xiaoshan Huang, Weihai Lin, Yana Jiang, Xingheng Wang, Yihua Wu, (2023): The influence of feedback on employees' goal setting and performance in online corporate training: a moderation effect A study examined the impact of feedback types through a learning management system (LMS) on employees' training performance. Goal-setting and feedback with formative evaluation and constructive advice improved learning outcomes. Effective feedback through LMS can enhance employees' goal-setting and learning efficacy in corporate training.

2. I. I. Farafonov, (2023): Feedback as a key factor in business development This article explores fostering a feedback culture within organizations. Key principles include timely, unbiased, and positive feedback. Methods for integration include one-on-one meetings, feedback cycles, and performance evaluations. Adhering to ethical principles like confidentiality and honesty can create a culture of continuous improvement, trust, and collaboration, driving personal growth and business effectiveness.

3. Aleksandra Kuzior, Józef Ober, J. Karwot, (2022): Employee Attitudes towards Employee Evaluation Systems in the Utility Sector A study assessed employee attitudes towards evaluation systems at PWiK Rybnik, a water and sewage company. The survey found that employees were skeptical of traditional evaluation methods, preferring constructive feedback from supervisors. Evaluations should consider social factors, as employees are more motivated by conversations than quantitative data. The study highlights the need for a more personalized and feedback-oriented approach to employee evaluation.

4. Michalis Drouvelis, Paola Paiardini, (2021): Feedback quality and performance in organisations The provision of feedback is crucial for promoting employee performance. An experiment involving a real-effort task in a flat-wage environment reveals that feedback quality significantly impacts productivity. Subjects receiving high-quality feedback, knowing their exact rank, outperform those receiving low-quality or no feedback. The results suggest that high-quality

feedback is essential for driving performance. Implementing cost-effective feedback policies can have significant implications for organizational success.

5. Pedro Fernández-Michels, Laia Canals Fornons, (2021): Learner engagement with corrective feedback using think-aloud protocols This study examines how online German language learners engage with written corrective feedback. Eleven participants received direct and indirect feedback on two assignments, followed by think-aloud protocols. Thematic analysis revealed that learners reflected on their performance, evaluated, and planned their learning after receiving feedback. The study highlights the importance of feedback in promoting self-regulatory skills in online language learning environments.

ANALYSIS AND INTERPRETATION

TABLE 1

QUALITY OF FEEDBACK AND SATISFACTION WITH YOUR OVERALL JOB.

	No of respondent	Minimum	Maximum	Mean	Standard deviation
How are you with the quality of feedback you receive	122	1	4	2.39	0.698
How are you with your job overall	122	1	4	2.38	0.753
How satisfied are you with the recognition and feedback you receive	122	1	4	2.25	0.687
Total	122				

Source: Primary Data

INTERPRETATION:

The mean score of 2.39 suggests that employees are somewhat neutral about the quality of feedback they receive. The standard deviation of 0.698 indicates that there is some variation in opinions, but not excessively so.

The mean score of 2.38 indicates that employees are somewhat neutral or dissatisfied with their job overall. The standard deviation of 0.753 suggests that there is more variation in opinions about job satisfaction compared to the quality of feedback.

The mean score of 2.25 suggests that employees are somewhat neutral about the quality of feedback they receive. The standard deviation of 0.687 indicates that there is some variation in opinions.

INFERENCE:

The respondents reported moderate satisfaction levels, with mean scores ranging from 2.25 to 2.39 on a 4-point scale. The standard deviation values (0.687-0.753) indicate relatively consistent responses. Overall, employees appear somewhat satisfied with the quality of feedback, job overall, and recognition, but there is room for improvement.

TABLE 2
TO IMPROVE THE FEEDBACK SYSTEM IN THE ORGANISATION AND AGE

Factors	Particulars	Sum of squares	D.F	Mean square	F	Sig.	Ho	S/NS
Satisfaction with overall job	Between groups	.016	2	.008	.021	.978	Fail to reject Ho	NS
	Within groups	44.452	119	.374				
	Total	44.467	121					
Satisfaction with current feedback system	Between groups	0.509	2	.254	.730	.484	Fail to reject Ho	NS
	Within groups	41.499	119	.349				
	Total	42.008	121					
Quality of feedback you receive	Between groups	0.010	2	.005	.010	.990	Fail to reject Ho	NS
	Within groups	60.621	119	.509				
	Total	60.631	121					
Recognition from supervisor	Between groups	6.215	2	3.107	4.913	.009	Reject Ho	S
	Within groups	75.261	119	.632				
	Total	81.475	121					

Source: Primary Data

NULL HYPOTHESIS (H₀):

There is no significant difference in employee feedback satisfaction among different age groups. The age of employees does not affect their satisfaction with the feedback system. Employee feedback satisfaction is independent of age.

ALTERNATIVE HYPOTHESIS (H₁):

There is a significant difference in employee feedback satisfaction among different age groups. The age of employees affects their satisfaction with the feedback system. Employee feedback satisfaction varies with age.

INTERPRETATION:

The ANOVA test results reveal no significant differences for overall job satisfaction ($p = 0.978$), current feedback system ($p = 0.484$), and quality of feedback ($p = 0.990$), while a significant difference is found for recognition from supervisors ($p = 0.009$).

INFERENCE:

The results suggest that recognition from supervisors significantly impacts employee satisfaction, whereas overall job satisfaction, feedback systems, and feedback quality do not have a significant impact.

TABLE 3

SATISFIED WITH RECOGNITION AND FEEDBACK WITH CONTINUOUS FEEDBACK HELPS IN CAREER ACHIEVEMENT

		How satisfied are you with the recognition and feedback you receive?	Do you feel that continuous feedback helps you achieve your career goals?
How satisfied are you with the recognition and feedback you receive?	Pearson correlation	1	.335
	Sig. (2-tailed)		.000
	N	122	122
Do you feel that continuous feedback helps you achieve your career goals?	Pearson correlation	.335	1
	Sig. (2-tailed)	.000	
	N	122	122

Source: Primary Data

INTERPRETATION:

The Pearson correlation analysis reveals a significant positive correlation ($r = 0.335$, $p = 0.000$) between satisfaction with recognition and feedback and the perceived helpfulness of continuous feedback in achieving career goals.

INFERENCE:

The results suggest that employees who are satisfied with the recognition and feedback they receive ($r = 0.335$, $p = 0.000$) are more likely to believe that continuous feedback helps achieve their career goals, indicating moderate positive relationship between the two variables.

FINDINGS

- Based on the descriptive analysis the respondents reported moderate satisfaction levels, with mean scores ranging from 2.25 to 2.39 on a 4-point scale. The standard deviation values (0.687-0.753) indicate relatively consistent responses. Overall, employees appear somewhat satisfied with the quality of feedback, job overall, and recognition, but there is room for improvement.
- The ANOVA calculated results shows that recognition from supervisors significantly impacts employee satisfaction, whereas overall job satisfaction, feedback systems, and feedback quality do not have a significant impact.
- Correlation results shows that employees who are satisfied with the recognition and feedback they receive ($r = 0.335$, $p = 0.000$) are more likely to believe that continuous feedback helps them achieve their career goals, indicating a moderate positive relationship between the two variables.

SUGGESTIONS

- Increase the frequency of feedback sessions to ensure employees receive regular performance insights for continuous improvement.
- Provide training to managers on delivering constructive and actionable feedback to make the process more meaningful.
- Introduce anonymous feedback channels to encourage employees to share honest opinions without fear of repercussions.
- Recognize and reward positive feedback to motivate employees and boost engagement.
- Customize feedback approaches based on employee preferences, such as one-on-one meetings or digital platforms, to enhance effectiveness.

CONCLUSION

The study examine on employee attitudes towards the continuous feedback system of selected MNCs in Coimbatore reveals valuable insights into how employees perceive and respond to ongoing performance evaluations. The findings indicate that while continuous feedback systems enhance communication, provide timely performance corrections, and promote employee growth, their effectiveness depends on factors such as feedback quality, fairness, and managerial support. Employees generally view continuous feedback as beneficial for skill development and performance improvement. To maximize the effectiveness of the feedback system, organizations should focus on providing clear guidelines, ensuring objective evaluation, and fostering a culture of openness and transparency. Overall, the study highlights that a well-structured and consistently applied continuous feedback system can significantly enhance employee satisfaction, motivation, and overall organizational performance.

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