

# A Study on Employee's attitudes and behavior with special reference to Light Weight Motor Vehicle Industry, Tamilnadu

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## ARTICLE DETAILS

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## ABSTRACT

This research article entitles "A Study on Employee's attitudes and behavior with special reference to Light Weight Motor Vehicle Industry, Tamilnadu". This article should measure how the employee's attitudes and behavior is useful for growth potential of organization, employee's confidence in the competencies of co-employees and effectiveness of the employees trust the management for keeping the promises made to us from sample study units. This study helps not only to keep valued employees, but also to increase its level of performance and also helps to improve the overall organizational effectiveness. An example of a positive employee attitude occurs when an employee views a negative customer service call as an opportunity to change the narrative for the customer from a bad experience to a good one. Finally this study helps to estimate the organization's capacity to manage employee engagement that is closely related to its ability to make high performance levels and superior business results.

## 1. Introduction

### Attitude

An attitude is a psychological state of mind. It is the way a person thinks about situations, and it ultimately determines a person's behavior. In the workplace, employees can have either a positive or negative attitude about specific work tasks, products or services, co-workers or management, or the company as a whole. Bad attitudes result in apathy to daily tasks. Employees are easily agitated by minor problems. Tasks are completed at substandard levels. Positive attitudes among employees make workdays more enjoyable. Tasks are performed to a higher standard and without complaint. An example of a positive employee attitude occurs when an employee views a negative customer service call as an opportunity to change the narrative for the customer from a bad experience to a good one.

### Behavior

Behavior is defined by the actions of a person based on specific stimuli. At work, employee behavior is triggered by actions such as greeting customers, talking to co-workers and interacting with management. Managers note employee reactions to deadlines, difficult work tasks and problems. An example of a negative employee behavior occurs when an employee tells an upset customer to "take their business somewhere else" if the customer isn't happy.

## 2. Objectives of the Study

### Primary Objective

To check the effectiveness of employee attitudes and behaviors in the Sample Units

### Secondary Objectives

- To check the effectiveness of the employees trust the management for keeping the promises made to us.
- To measure the employee's confident that our organization has growth potential
- To assess the employee's confidence in the competencies of co-employees

## 3. Review of Literature

**Robbins (2003)** defined attitudes as evaluative statements and they can be either favorable or unfavorable-concerning objects, people, or events<sup>1</sup>. Therefore they reflect how one feels about something. The favorable statements may provide positive effects regarding the concerned object, person or event whereas unfavorable statement may provide negative effects. An attitude is a positive or negative feeling or mental state of readiness, learned and organized through experience that exerts specific influence on a person's response to people, objects and situations. This definition of attitude has certain implications for managers. First, attitudes are learned. Second, attitudes define one's predispositions toward given aspects of the world. Third, attitudes provide emotional basis of one's interpersonal relations and identification with others. And fourth, attitudes are organized and are closed to the core of personality. Some attitudes are persistent and enduring; yet, like each of the psychological variables, attitudes are subject to change **Fishbein and Ajzen**<sup>2</sup>, (1975).

The early family experiences help to shape the attitudes of individuals. The attitudes of young children usually correspond to those of their parents. As children reach their teen years

<sup>1</sup>. Robbins, S. P. (2003). Organisationalbehaviour: global and Southern African perspectives. Cape Town, Pearson Education South Africa.

<sup>2</sup>Fishbein, M., &Ajzen, I. (1974).Attitudes towards objects as predictors of single and multiple behavioral criteria. Psychological Review, 81, 59-74

they begin to be more strongly influenced by peers. Peer groups are able to influence attitudes because individuals want to be accepted by others. Teen ages seek approval by sharing similar attitudes or by modifying attitudes to comply with those of a group **Gibson, Ivancevich and Donnelly**<sup>3</sup>, (1991) stated that values and attitudes develop from early childhood onward as a result of upbringing, education and experience of life. He further declared that some people's attitudes set by their late twenties/ early thirties, and others seem to be able to retain certain flexibility throughout their life.

#### 4. Need For Study

- 1) Studying employee attitude and behaviour in an organization provides
- 2) To understand & identify the problematic areas and make a plan and take action towards improvement.
- 3) This study helps not only to retain valued employees, but also to increase its level of performance.
- 4) Study helps to improve the overall organizational effectiveness.
- 5) The study helps to estimate the organization's capacity to manage employee engagement that is closely related to its ability to achieve high performance levels and superior business results.

#### 5. Research Methodology

Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course of action. The research has been defined as a careful investigation or enquiry especially through search for new facts in any branch of knowledge.

The procedure using, which researchers go about their work of describing, explaining and predicting phenomena, is called Methodology. Methods comprise the procedures used for generating, collecting and evaluating data. Methods are the ways of obtaining information useful for assessing explanations.

##### Description of statistical tools used

- Percentage method
- Chi square test

##### Hypothesis used

###### Null Hypothesis

- There is no significant relationship between employee's attitudes and behavior and Employee's confident that our organization has growth potential
- There is no significant relationship between employee's attitudes and behavior and Employee's confidence in the competencies of co-employees

##### Data Collection Method

Survey method is considered the best method for collection of data and the tools used for data collection are Questionnaire. This method is quite popular particularly in case

of big enquires. Private individuals, research works, private and public organizations and even government are adopting it.

In this method a questionnaire is sent to the persons concerned with a request to answer and return the questionnaire. A questionnaire consists of a number of question involves both specific and general questions relating to consumer behavior.

##### Sources of Data

The two sources of data collection are namely **Primary & Secondary**.

###### Primary Data

Primary data are fresh data collected through survey from the employees using the questionnaire. Questionnaire helps to recognize the employee's perception regarding the Employee Attitude & Behaviour their problematic areas.

###### Secondary Data

Secondary data are collected from the past records & books and various journals, magazines etc. regarding the Employee Attitude and Behaviour.

##### Research Design

Research design is the specification of the method and procedure for acquiring the information needed to solve the problem. The research design followed for this research study is descriptive research design where we find a solution to an existing problem. The problem of the study is to find out the "employee attitudes and behaviors".

##### Period of the Study

The study period is not quit enough to measure the attitudes and behaviors of employees because the employees attitudes and behaviors should be fluctuating in future. But the researcher will measures the attitudes and employees behavior only three months periods from April 2018 to June 2018.

##### Sample Design

Universe	: 250
Sample Element	: Employees
Sample Size	: 50 samples (20% of the universe)
Sample Test	: Percentage Method and Chi Square test
Sample Media	: Questionnaire

##### 6. Limitations

- 1) The study is based upon small sample size of 50 samples.
- 2) Inconvenience in meeting all the associates and collect data.
- 3) The study is based on employee's side only. It does not explore the pros and corns on the side of employers.
- 4) The study has been done mainly for academic purpose and duration of the data collection period is a major constraint.

<sup>3</sup>Gibson, J.L., Ivancevich, J.M., and Donnelly, J.H. (1991). Organizational Behavior, Boston: IRWIN, Inc

5) The study data can be valid up to six months, Hence there are chances for the changes in the findings and

results obtained

7. Results and Discussion

**Table No 1**  
**Employees trust the management for keeping the promises made to us**

S.No	Opinions	Frequency	Percentage
1	Strongly Agree	30	60
2	Agree	12	24
3	Undecided	4	08
4	Disagree	2	04
5	Strongly Disagree	2	04
<b>Total</b>		<b>50</b>	<b>100</b>

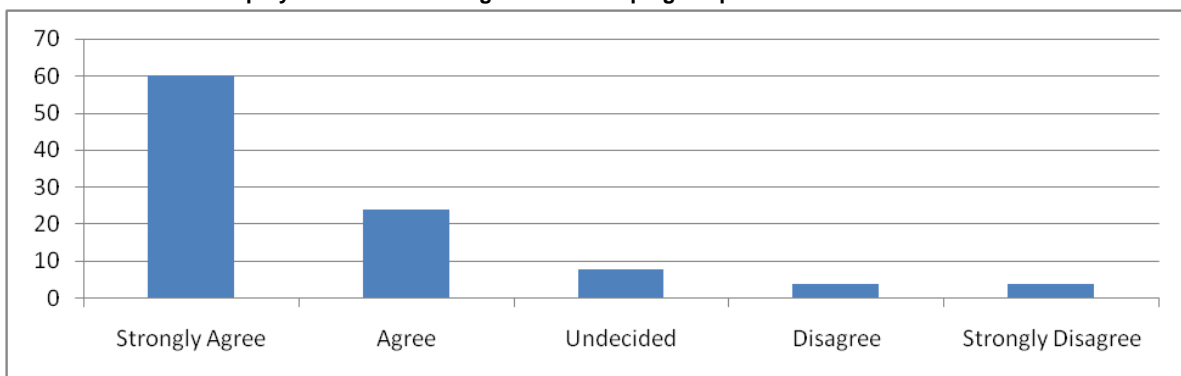
Source: Primary Data

**Inference**

Maximum of the 60% of the respondents are have strongly agree their employees trust the management for keeping the promises made us. Only 4% of the respondents are belongs to

disagree and strongly disagree for their trust to their management.

**Chart No 1**  
**Employees trust the management for keeping the promises made to us**



**Table No 2**  
**Employee's confident that our organization has growth potential**

S.No	Opinions	Frequency	Percentage
1	Strongly Agree	26	52
2	Agree	18	36
3	Undecided	4	8
4	Disagree	2	4
5	Strongly Disagree	0	0
<b>Total</b>		<b>50</b>	<b>100</b>

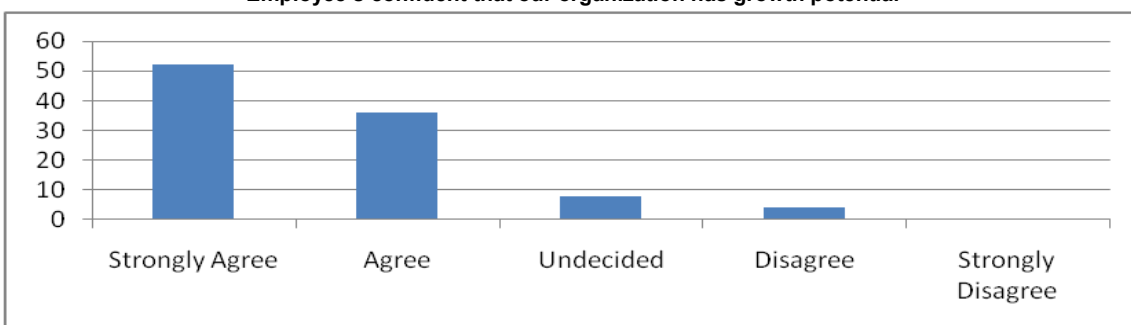
Source: Primary Data

**Inference**

Maximum of the 52% of the respondents are have strongly agree their employees confident that our organization has

growth potential. Only 4% of the respondents are belongs to disagree for their organization has growth potential.

**Chart No 2**  
**Employee's confident that our organization has growth potential**



**Table No 3**  
Employee's confidence in the competencies of co-employees

S. No	Opinions	Frequency	Percentage
1	Strongly Agree	28	56
2	Agree	18	36
3	Undecided	4	8
4	Disagree	0	0
5	Strongly Disagree	0	0
<b>Total</b>		<b>50</b>	<b>100</b>

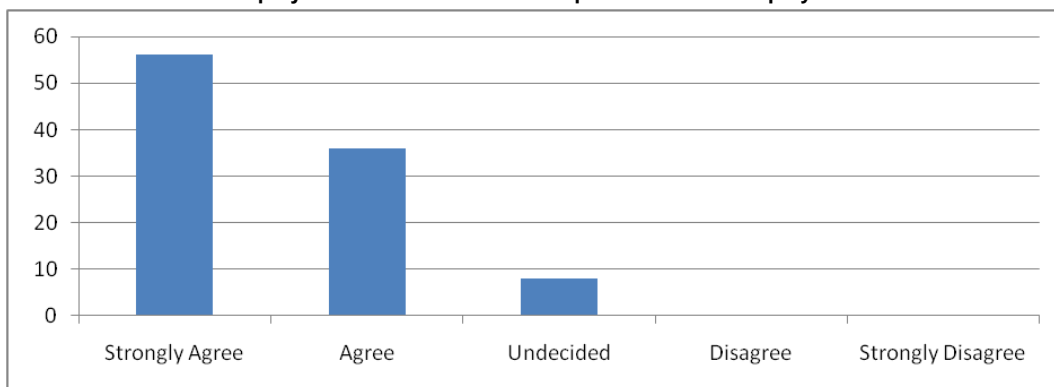
Source: Primary Data

**Inference**

Maximum of the 56% of the respondents are have strongly agree their employees confidence in the competencies of co-employees. Only 8 % of the respondents are belongs to

undecided for their confidence in the competencies of co-employees.

**Chart No 3**  
Employee's confidence in the competencies of co-employees



**Table No 4**  
Management respects each employee's ability and knowledge of the job

S. No	Opinions	Frequency	Percentage
1	Strongly Agree	24	48
2	Agree	20	40
3	Undecided	4	8
4	Disagree	2	4
5	Strongly Disagree	0	0
<b>Total</b>		<b>50</b>	<b>100</b>

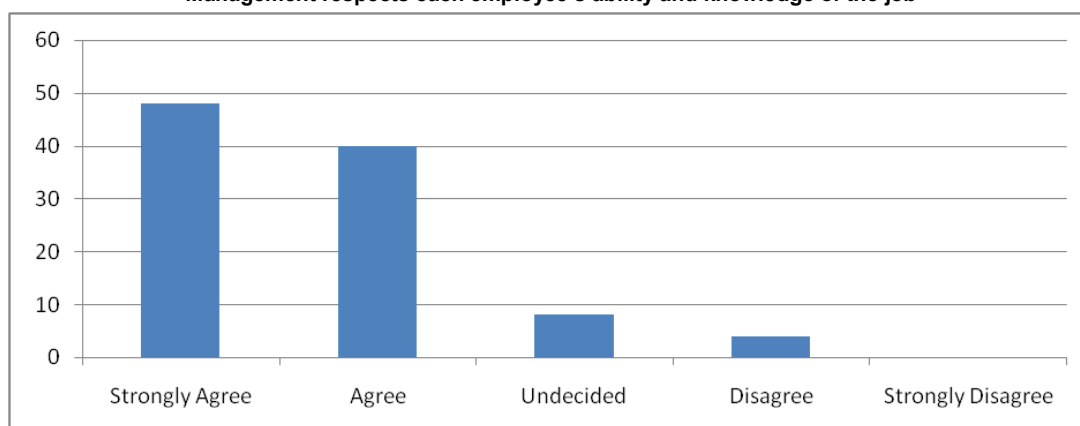
Source: Primary Data

**Inference**

Maximum of the 48% of the respondents are have strongly agree their Management respects each employee's ability and knowledge of the job. Only 4% of the respondents are belongs to

to dis agree for their Management respects each employee's ability and knowledge of the job.

**Chart No 4**  
Management respects each employee's ability and knowledge of the job



**Table No 5**  
**Our management is competent enough to lead the organization towards prosperity**

S. No	Opinions	Frequency	Percentage
1	Strongly Agree	26	52
2	Agree	22	44
3	Undecided	2	4
4	Disagree	0	0
5	Strongly Disagree	0	0
<b>Total</b>		<b>50</b>	<b>100</b>

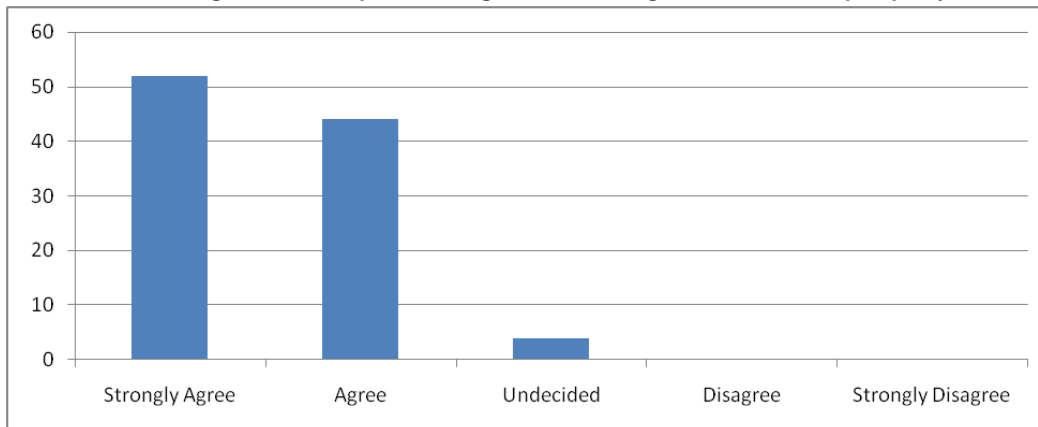
Source: Primary Data

**Inference**

Maximum of the 52 % of the respondents are have strongly agree about their management is competent enough to lead the organization towards prosperity. Only 4% of the

respondents are belongs to undecided about for their management is competent enough to lead the organization towards prosperity.

**Chart No 5**  
**Our management is competent enough to lead the organization towards prosperity**



**Table No 6**  
**Management follows policies and practices that serve combined interests of both employees and the organization**

S. No	Opinions	Frequency	Percentage
1	Strongly Agree	25	50
2	Agree	20	40
3	Undecided	2	4
4	Disagree	2	4
5	Strongly Disagree	1	2
<b>Total</b>		<b>50</b>	<b>100</b>

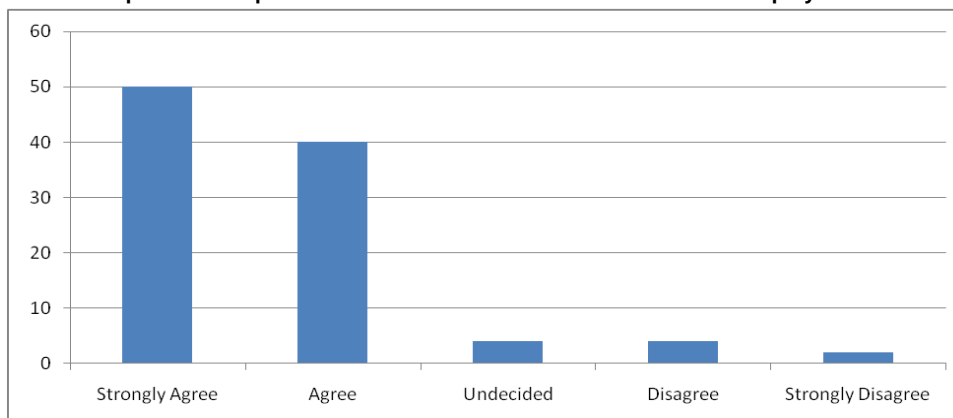
Source: Primary Data

**Inference**

Maximum of the 50% of the respondents are have strongly agree their Management follows policies and practices that serve combined interests of both employees and the organization. Only 2% of the respondents are belongs to

strongly disagree for about their Management follows policies and practices that serve combined interests of both employees and the organization.

**Chart No 6**  
**Management follows policies and practices that serve combined interests of both employees and the organization**



## 8. Statistical analysis

There is no significant relationship between employee's attitudes and behavior and Employee's confident that our organization has growth potential. The calculated value is less than the table of 5% significant level. So the null hypothesis is accepted.

There is no significant relationship between employee's attitudes and behavior and Employee's confidence in the competencies of co-employees. The calculated value is less than the table of 5% significant level. So the null hypothesis were be accepted.

## 9. Conclusion

This study entitled is A Study on Employee's attitudes and behavior with special reference to Light Weight Motor Vehicle

Industry, TamilNadu. Is to be identified or measured the effectiveness of employee attitudes and behaviors is the major tool for measurements of Employee's confidence in the competencies of co-employees and Employee's confident that our organization has growth potential for the Study Units.

## 10. Scope for further Research

This research is to be extended to employees were working in all other industries not only light motor vehicle industry. This study express the one roll of Human Resource manager in future the researcher are expended the study to other rolls of H.R. Manager such as Recruitment and Selection, Wages and Salary Administration and Compensation functions.

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