

# A Study on Employee Engagement towards Future Value Retail Limited, Chennai

<sup>1</sup>P.Balaishwarya, <sup>2</sup>G.Karthiga, <sup>3</sup>Ms.K.Kiruthiga

Assistant Professor, Department of Management Studies  
E.G.SPillay Engineering College, Nagapattinam-611002, Tamilnadu, SouthIndia.  
balaishwarya19@gmail.com<sup>1</sup>  
karthigagi.27@gmail.com,

**Abstract-** Employee engagement is a set of practices to make the employees to engage in their work. Employee engagement is the level of commitment and involvement an employee has towards their organization and its values. As a result of this research, the engagement level is satisfied by using the measurements and the accuracy. The objective of the research is to study the level of Employee Engagement. Descriptive research design was used to formulate the hypothesis. The sampling technique is simple random sampling. The primary data are collected through questionnaire method. The tools used to analyze the data are Simple percentage analysis, Chi-square test. By using the results, findings and Suggestions have been derived.

**Keywords:** *Commitment, organization, Employees.*

## 1. INTRODUCTION

An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization. It is a positive attitude held by the employees towards the organization and its values. An "engaged employee" is one who is fully involved in, and enthusiastic about, his or her work, and thus will act in a way that furthers their organization's interests. According to Scarlett Surveys, "Employee Engagement is a measureable degree of an employee's positive or negative emotional attachment to their job, colleagues and organization which profoundly influences their willingness to learn & perform at work". Thus engagement is distinctively different from satisfaction, motivation, culture, climate and opinion and very difficult to measure. A successful employee engagement strategy helps create a community at the workplace and not just a workforce. When employees are effectively and positively engaged with their organization, they form an

emotional connection with the company. This affects their attitude towards both their colleagues and the company's clients and improves customer satisfaction and service levels

## II. OBJECTIVES

- To analyze and find out the level of employee engagement in their job.
- To analyze and find out the way to handle the stress.
- To analyze the relationship between the employee engagement and absenteeism.
- To analyze the effectiveness of employee engagement technique

## III. RESEARCH METHODOLOGY

### Research Design:

The research design used in the study was Descriptive research design. It includes surveys and fact-finding of different kinds. The main characteristic of this design is that the Researcher has no control on the variables & can report only what happened or what is happening. The Structured questionnaire is used as the Research instrument for the study. The Structured questionnaire is framed by predetermined way for the research study. The scales used to evaluate the data's are: Likert five point scale, Categorical scale, Dichotomous scale (Yes or No type).

### Sampling Technique:

The Researcher uses Random sampling techniques for the collection of data.

**Data Sources:** Primary Data are the raw facts collected from the respondents. Primary Data is a data collected through structured questionnaire by the Researcher.

Secondary Data are collected by the Researcher for their own use. It is collected through Journals, Reports, Books, Computer search of databases and the World Wide

Web.Statistical techniques used are Simple percentage analysis, Chi-Square test.

**Hypothesis Testing**

**Chi-Square Test:**

The Chi-Square test is a useful measure of comparing the experimentally obtained results with those expected theoretically and based on the hypothesis. It is used to test whether the observed and expected frequencies are significant and it is used to test the independence of attributes.

Formula:

$$\text{Chi-square} = \sum (O_i - E_i)^2 / E_i$$

O<sub>i</sub> = Observed Frequency

E<sub>i</sub> = Expected Frequency

**Test:1**

**To test the independence of the attributes Age and Reason for Stress:**

Age	De mot ivat ion	Criti cism from supe riors	Loss	Dis- satis facti on	Othe rs	Total
Reason for stress						
18-25	7	12	23	18	0	60
26-30	10	25	12	17	0	64
31-35	0	9	5	7	0	21
36-40	1	0	1	2	0	4
Above 40	0	0	0	1	0	1
	18	46	41	45	0	150

**Null Hypothesis:**

Ho: The two attributes Age and Reason for Stress are independent.

**Alternative Hypothesis:**

H1: The two attributes Age and Reason for Stress are dependent

O	E	(O-E) <sup>2</sup> /E
7	7.2	0.005

12	18.4	2.226
23	16.4	2.656
18	18	0
0	0	0
10	7.68	0.701
25	19.63	1.469
12	17.49	1.723
17	19.2	0.252
0	0	0
0	2.52	2.52
9	6.44	1.018
5	5.74	0.095
7	6.3	0.078
0	0	0
1	0.48	0.563
0	1.23	1.23
1	1.09	0.007
2	1.2	0.533
0	0	0
0	0.12	0.12
0	0.31	0.31
0	0.27	0.27
1	0.3	1.633
0	0	0
Calculated Value		17.409

Test Hypothesis:

$$\text{Chi Square} = \sum \frac{(O - E)^2}{E}$$

**E**

**Degrees of freedom:**

$$=(R-1)(C-1)=(5-1)(5-1)=(4)(4)=16$$

Level of Significance=5%

Table value for 5% at 16 degree of freedom=26.2962

Tabulated Value is greater than the Calculated Value. Hence

Ho is accepted.

Conclusion:

The two attributes Age and Reason for stress are independent.

**Test:2**

**To test the independence of the attributes Experience and Satisfied Engagement area:**

Experience	Motivation	Communication	Leadership	Teamwork	Others	Total
Below 1year	3	8	5	10	2	28
1-3 years	18	13	15	25	1	72
3-5 years	7	13	6	12	6	44
Above 5years	1	2	1	2	0	2
	29	36	27	49	9	150

**Null Hypothesis:**

Ho: The two attributes Experience and satisfied Engagement area are independent.

**Alternative Hypothesis:**

H1: The two attributes Experience and satisfied Engagement area are dependent

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O	E	(O-E)²/E
3	5.41	1.074
8	6.72	0.244
5	5.04	0.0003
10	9.15	0.079
2	1.68	0.061
18	13.92	1.196
13	17.28	1.060
15	12.96	0.321
25	23.52	0.093
1	4.32	2.551
7	8.51	0.268
13	10.56	0.564
6	7.92	0.465
12	14.37	0.391
6	2.64	4.276
1	1.16	0.022
2	1.44	0.218
1	1.08	0.006
2	1.96	0.0008
0	0.36	0.36
	Calculated Value	13.2501

Test Hypothesis:

$$\text{Chi Square} = \sum \frac{(O - E)^2}{E}$$

**E**

Level of Significance=5%

Table value for 5% at 12 degree of freedom=21.026

Tabulated Value is greater than the Calculated Value. Hence

Ho is accepted.

Conclusion:

The two attributes Experience and Satisfied Engagement area are independent.

#### IV. FINDINGS:

- It is found that the majority of the respondents come under the category of 1-3 years of experience & the years of experience are 1-3 years.
- It is found that the majority of the respondents are accepted that the Recognition is the reason for involvement with their work.
- Majority of the respondents are satisfied in their involvement level.
- Most of the respondents accepted that the Criticism from superiors is the main reason for getting stress at the time of lack of engagement.
- Most of the respondents accepted that the Teamwork is the way to accomplish the task.
- It is found that the absenteeism is at low level.
- Most of the respondents agreed that the engagement can increase the profit.
- Majority of the respondents agreed that the Teamwork has improved by the engagement techniques.
- It is found that the Successful engagement area is Teamwork

#### V. SUGGESTIONS

- If the Management maintaining, it will help to reduce the hesitation while communicating with their higher officials.
- Even though teamwork is a successful engagement area, the organization can concentrate more on the areas like Motivation, Leadership and Others.
- The employee may become more interest by the proper appraisal system. By this system, we can reduce the level of absenteeism. And also there is a chance for employee to make them more interest in their work.

- Communication Development activity is identified as a successful engagement technique by this study. If the management concentrates more on their employee's higher education, it will be benefit for both employee and the organization.

#### VI. CONCLUSION:

Employee Engagement is a challenging activity of Human Resource Management. Most of the organization are trying to maintain a good accomplishment between the employee and employer. The research reveals that Majority of the respondents have comes under satisfied level of engagement and the Company also trying to increase the engagement of the employees. Thus it helps the researcher to understand the various views of employee engagement.

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