



# A STUDY ON EFFECT OF SOCIAL LOAFING IN PRODUCTIVITY

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## ABSTRACT

Every business organization is trying to survive in the competitive corporate world, In order to gain competitive advantage and market positioning. The labor intensive economies and firms within that economy will always try to keep their position stable and stronger by giving due significance to their Human Resource. Human resource is the most valuable assets of all the organization. It is believed that, a single machine can simple to cover the work done by more than 10 or 50 labours, but, it can't replace the power and skills of an extra ordinary man . And that's why the organizations is treating their workforce as estimable one. The skills and talent of employees is the main thing which assist the business in boosting their growth, increasing the turnover and attaining the overall objectives.

This paper attempts to know how social loafing of an employee is going to affect the individual productivity , total productivity of firm and industry thereafter .

**KEYWORDS :** Diffusion of responsibility , Free rider effect , Productivity , Team building, social loafing ,sucker effect

## INTRODUCTION

Business is defined as , an organization which is engaged in the commercial and industrial activities , maybe profitable or for not . It doesn't matters ,whether a business is Profit making organization or Not for profit making , the backbone of that venture is always Human resource . They have an equal importance in the organization as what the Finance resources and others possess. Organization's performance is purely depended on the skills and talents of employees within the firm. By that way , we can said that the business's most valuable resources is always Human Resource . The prime motive of every business is to make the customer's feel delighted and to have profit .Only a firm having better Productivity can gain competitive positioning also. So, the organization always need to ensure that the employees are having good productivity.

This article attempts to identify how the social loafing process affects , both organizational and individual productivity .

## DISCUSSION

As we mentioned earlier , it is assumed that the prime motive of every business is to gain the goal and makes good profit . For the same , management will try to force the workers . They surely ensure that the employees are contributing their maximum to increase and improve the productivity .Here , comes the need of checking the affect of social loafing in productivity .Management may implement several strategies in order to reduce the cost and at the same time improving the performance . One of the important strategy out of them is **Team and Team building** .

Team is a group of individuals working together for attaining a common goal. Every team has a goal to attain and the members will focused towards the same. The main aim of business, behind creating a team is for having a synergy. ie, applying the strategy of Synergy ;  $1+1=3$ . The result , when we works together is always high while comparing to working alone. But, according to human psychology it is assumed that people will be lazy when they are working as a part of group . Team Building is a collective term for various types of activities for improving social relations .It will help the group to evolve into a cohesive unit .Working together as a team will helps to increase the overall productivity and collaboration between the management levels. Also it will create innovative ideas and creativity .Likewise, it will make the employees encouraged in their work. A study found that the team collectively can better perform to accomplish the task because everyone is participating and work is divided as to their ability to perform (Jackson and Williams, 1985).

But, working together as a team may create Social loafing in Business's internal environment .Social loafing is a psychological concept that refers to the inclination for people to exert less of an effort when working in a group, than when working individually (**Karau & Williams, 1993**). When the total work load is splitted for different groups , it'll make them more easier to accomplish within the given time limit and with lower workload to individuals . But, in some cases it is noted that the employees become lazy and decreasing their productivity as they are working part of a group. The diagram below shows that how much each of the individuals will contribute to a activity while they are working single , and as being part of a group .



100% EFFORT



93% EFFORT EACH



85% EFFORT EACH

(Lawrence, 2022)

It is clear from several studies that Social loafing generally occurs when individuals exert less effort in a group than they would by themselves. Scientific inquiry into this phenomenon has found that the mere presence of other people is enough to hinder efforts in tasks of great mental difficulty. Since many work goals require group effort, social loafing should be a concern for organisation.

It is noted that social loafing is because of mainly 3 reasons, like, Lack of motivation, lack of commitment and lack of clearly defined goals. Employee performance indicates financial and non-financial outcomes of employees. It is directly linked to the performance of the organization and also to the success of the organization. Past studies show the important ways to enhance the performance of employees and the employee engagement (Fleming and Asplund, 2007; Christian et al., 2011; Rich et. 2010; Richman 2006; Macey and Schneider, 2008; Leiter and Bakker, 2010; Holbeche and Springett, 2003).

There are 3 important terms related to social loafing, such as,

**DIFFUSION OF RESPONSIBILITY:** This is the phenomenon that happens when the employee, as working part of a group feels that he/she is able to share their responsibility and by that way they can reduce their effort.

This is somewhat related to Delegation of authority. Manager can delegate their work to subordinates, but, the responsibility lies to manager itself. However, as there showing an option for diffusing their duties and activities they'll tempt to transfer those duties and try to reduce their workload.

**SUCKER EFFECT:** The individual perceives that the colleagues are not contributing best and as because he/she too reducing their effort.

This effect is actually reducing and badly affecting the morality of hard working employees.

**FREE-RIDER EFFECT:** While working as a part of group, employees will start to reduce their effort when they noticed the result won't change, even though they are participated in the work or not.

Out of these 3 concepts itself, we can definitely interpret that social loafing has a negative impact on productivity of individual.

At the same time it won't affect the overall productivity of firm, because, as employees are working together as a group for accomplishing the group goal, it will never negatively affect the overall result. It will help in achieving the objectives at a short span of time with reduced cost. As the overall performance of firm is not affected, the industrial performance also remains same. It will not diminish.

We can conclude the result of study as, Social loafing has a negative impact on the productivity of employees, as working a part of group will create a tendency to reduce their effort. Employees will start less contributing to the group. But we can say that when one of the group member started reducing their effort, that reduction will come as a burden for another employee in the same group. The relationships between co-workers could affect productivity. Specifically, becoming part of a team, gaining the support of teammates, and feeling a sense of responsibility to colleagues motivated positive changes in employee performance. (<https://teambuilding.com/blog/team-building-history>).

For preventing social loafing organisations can take several measures such as, They can establish individual responsibility and accountability to each member in a group, and make them mandatory to contribute for group and work together. It is also important to highlight individual achievements and group outcomes. In some cases, loafing is happening because of wrong positioning of candidates. Organisation should choose the right members for the right job. Likewise, a huge membered group will also affect the proper working. When the number of employees are more, then the chance of sucker effect and free-rider effect is more as well as diffusion of responsibility is relatively high.

## CONCLUSION

This study attempts to identify how social loafing of an employee is going to affect the individual productivity, total productivity of firm and industry thereafter. Out of the analysis and interpretations hereby concluding that, social loafing has a negative impact on individual productivity. But, the chance of



getting affected to overall productivity of Business and industry thereafter is very low. This is because ,as they are working together as a group for accomplishing the group goals and objectives .The members will always strive to attain all the overall objective of the firm. Even though the contribution by an employee to a group is low , it won't affect the result .Because the other co-members can balance and manage it effectively. The study indicate that social loafing of was significantly related to employee performance .

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