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## A STUDY ON EMPLOYEE ATTITUDE AT LEATHER INDUSTRY IN VELLORE ZONE TAMILNADU

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### ABSTRACT

The study entitled "A STUDY ON EMPLOYEE ATTITUDE AT LEATHER INDUSTRY IN VELLORE ZONE TAMILNADU" the employee attitude are important to the organizations. When attitude are negative, they are both a symptom of underlying problem and a contribution cause of forthcoming difficulties in an organization. Declining attitudes may be result in the wildcat strikes, work slowdown, absences and employee turnover. The objective of the study is to analyze the employee attitude in an organization. This study helps the organization to identify the attitude of employees towards their work.

The type of research design is descriptive study and the data has been collected through questionnaire. The sample size is 100. The researcher adopted convenience sampling for the study. The period of the study is 3 months. The data was analyzed using the statistical tools like percentage analysis, ANOVA, CHI- square, analysis are used for the study. And on the basis of this, the interpretation is given. Charts and tables are used for better understanding.

The findings of this study reveal that the leather industry needs to concentrate on its training and development for improve the employee knowledge and skills development. The leather industry should take care of its working environment and safety methods.

**KEYWORDS:** Employee attitude, employee turnover, employee performance etc.

### INTRODUCTION

Employee attitude are clearly important to the organizations. When attitudes are negative, they are both a symptom of underlying problems and a contribution cause of forthcoming difficulties in an organization. Declining attitudes may result in the wildcat strikes, work slowdown, absences and employee turnover. They may also be a part of grievances, low performance, poor quality and shabby

customer service, employee theft, and disciplinary problems. The organization's competitiveness.

Favorable attitude on the other hand, are desired by management because they tend to be connected with some of the positive outcomes that managers want. Employee satisfaction, along with high productivity, is a hallmark of well-managed organizations. A key challenge for managers is dealing with employees who increasingly expect to have concern show for their attitudes and feelings, as

well as to receive rewards. However these expectations can be unrealistic. Effective behavioral management that continuously works to build a supportive human climate in an organization can help to produce favorable attitudes.

### OBJECTIVES OF THE STUDY

1. To identify the attitude of the employees towards their work
2. To understand the employee attitude at Leather Industry.
3. To analyze the employees attitude in an organization
4. To find out the impact of employee attitude on employee performance
5. To make suggestion about the attitude level of employees in Leather Industry.

### LITERATURE REVIEW

**H.A.H Hettiararchchi & S.M.D.Y Jayarathna (2014)**, entitled "The effect of Employee Work Related Attitude on Employee Job Performance: A Study of Territory and Vocational Education Sector in Sri Lanka". The research analyzed job satisfaction, organizational commitment, and job involvement. The data was collected from the 323 employees of the technical education and vocational training of government sector in Sri Lanka. The univariate, bivariate, multiple regression, correlation analysis were used for the study. Finally the research concluded that there is a significant impact of employee work attitude on job performance.

**Alok Kumar Srivastav & Priyanka Das (2015)**, entitled "Employees Attitude towards The Organization and Job Satisfaction". The research analyzed the three major gaps between HR practice and scientific research in the area of employee attitudes. In general and the most focal employee attitude in particular i.e. Job satisfaction. The data was collected from the 180 respondents the Alstom Power Projects Limited, Durgapur. The researchers employed percentage analysis, chi- square analysis for the study. Finally the researcher concluded that employee attitudes were influenced by employment conditions, wages and incentives, interpersonal relationship, working conditions, and management practices.

**BeomCheol (Peter) Kim (2010)**, entitled "Work family conflict and its job consequences: From attitudes to behaviors to the bottom-line". The research analyzed the relationships of work family conflict with job related consequences. The researcher collected the data from 220 customer service workers, matched to 29 managers in 31 hotel food service outlets. The study adopted multiple regression analyzes. Finally the researcher concluded that the significance of work family conflict's influence on job related consequences and the utility of proximal outcome variables are discussed.

**Aries Susanty Rizqi Miradipta (2013)**, entitled "Analysis of Attitude toward Works, Organizational Commitment, and Job Satisfaction, On Employee's Job Performance". The study described that positive attitude towards work and organizational commitment increased job satisfaction of the individual. The data was collected from 200 managerial and non- managerial staff of Pt.x. The research carried out by using structural Equation Modeling (SEM) which was run by AMOS 20.0 program. Finally the research concluded that the attitude towards work have positive but not significance effect on job satisfaction and employee performance.

**Naimatullah Shah & Zahir Irani (2010)**, entitled "Examining Employee Attitudes and Behaviors towards Organizational Change Using Supervisor and Peer Relations". The study focused on employee workplace and demographic predictors for to know the employee attitudes and behaviors regarding organizational change. The data was collected from 556 out of 1000 from full time academics working in public sector universities of Pakistan. The multiple regression, multi analysis of variance were used for the study. Finally the researcher concluded that the study indicates the positive and significant relationships between readiness for change and supervisor and peer relations.

**Imran Khan & Han Dongping & Tauqir Ahmad Ghauri (2014)**, entitled "Impact of Attitude on Employees Performance: A Study of Textile Industry in Punjab, Pakistan". The research analyzed the effect of attitude on employee performance. The data was collected from 106 full time working employees of eighteen textile companies who were randomly selected. The regression, ANOVA, Pearson correlation analysis are used for the study. Finally the research concluded that attitude positively affect the employee performance. Motivation and job commitment has highly significant impact of performance of employees.

### RESEARCH METHODOLOGY

Methodology is defined as the specification of methods and procedures for acquiring the information needed. It is a plan for frame-work for doing the study and collecting the data study with the help of research methodology.

### COLLECTION OF THE STUDY:

Both the primary data and secondary data are taken into account for the purpose of the study.

### PRIMARY DATA:

Primary data is the data collected for the first time through field survey. Such data are collected with specific set of objectives to assess the current status of any variable studied. The method which is used for collecting primary data is Questionnaire method.

A questionnaire is a form prepared and distributed to secure response to certain questions. Here a well-structured questionnaire has been prepared with all the important details regarding the issues relating to the attitude in workplace. The closed ended questions are used to collect data

The scale used for closed ended questions are:

- Likert scale
- Demographic questions
- Dichotomous question

## DATA ANALYSIS AND INTERPRETATION ONEWAY ANOVA PROTECTIVE WORKING ENVIRONMENT AND EXPERIENCE INTERPRETATION:

$H_0$ : There is no significance difference between protective working environment and experience of the respondents.

$H_1$ : There is a significance difference between protective working environment and experience of the respondents.

**Table -1: Descriptives - Protective Working Environment**

Description	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below 3 years	14	2.00	1.109	.296	1.36	2.64	1	4
3-6 years	36	2.22	1.124	.187	1.84	2.60	1	5
6-9 years	16	2.38	1.455	.364	1.60	3.15	1	5
9-15 years	29	2.28	.797	.148	1.97	2.58	1	4
15 years and above	5	3.80	1.643	.735	1.76	5.84	1	5
Total	100	2.31	1.161	.116	2.08	2.54	1	5

**ANOVA - Protective Working Environment**

Description	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	12.825	4	3.206	2.526	.046
Within Groups	120.565	95	1.269		
Total	133.390	99			

## RESULT

Since  $p$  value 0.046 is lesser than 0.05 at 5% level of significance. Alternative hypothesis is accepted. There is a significance difference between the experience and working environment protection.

## JOB SATISFACTION AND QUALIFICATION INTERPRETATION

$H_0$ : There is no significance difference between job satisfaction and qualification of the respondents.

$H_1$ : There is significance difference between job satisfaction and qualification of the respondents.

**Table -2: Descriptives - Job Satisfaction**

Description	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
H.S.C	11	1.91	.539	.163	1.55	2.27	1	3
Diploma	32	1.91	.588	.104	1.69	2.12	1	3
Undergraduate	48	1.75	.729	.105	1.54	1.96	1	4
Post graduate	9	1.44	.726	.242	.89	2.00	1	3
Total	100	1.79	.671	.067	1.66	1.92	1	4

**ANOVA - Job Satisfaction**

Description	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.740	3	.580	1.299	.279
Within Groups	42.850	96	.446		
Total	44.590	99			

**RESULT**

Since  $P$  value 0.279 is greater than 0.05 at 5% level of significance. **Null hypothesis  $H_0$  is accepted.** Therefore there is no significance difference between job satisfaction and qualification.

**ORGANISATIONAL TRAINING AND DEVELOPMENT SYSTEM AND EXPERIENCE****INTERPRETATION:**

$H_0$ : There is no significance difference between organisational training & development system and experience of the respondents.

$H_1$ : There is a significance difference between organisational training & development and experience of the respondents.

**Table - 3 Descriptives - Organisational Training and Development System**

Description	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below 3 years	14	2.00	.679	.182	1.61	2.39	1	3
3-6 years	36	2.00	1.042	.174	1.65	2.35	1	4
6-9 years	16	2.06	.680	.170	1.70	2.42	1	3
9-15 years	29	2.14	1.156	.215	1.70	2.58	1	5
15 years and above	5	3.60	.894	.400	2.49	4.71	2	4
Total	100	2.13	1.022	.102	1.93	2.33	1	5

**Anova - Organisational Training and Development System**

Description	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.724	4	2.931	3.040	.021
Within Groups	91.586	95	.964		
Total	103.310	99			

**RESULT**

Since  $p$  value 0.021 is lesser than 0.05 at 5% level of significance. Alternative hypothesis  $H_1$  is accepted. Therefore, there is significance difference between organisational training & development.

**CROSSTAB CHI-SQUARE TEST DELIVERING QUALITY WORK SERVICE AND EXPERIENCE INTERPRETATION**

$H_0$ : There is no significance difference between delivering quality work service and experience of the respondents.

$H_1$ : There is a significance difference between delivering quality work service and experience of the respondents.

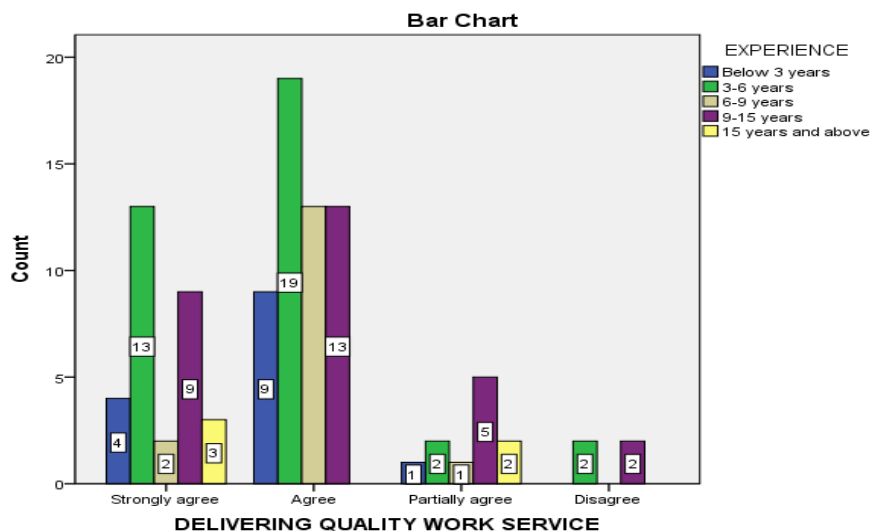
**Table – 4: Delivering Quality Work Service**

Description	EXPERIENCE					Total
	Below 3 years	3-6 years	6-9 years	9-15 years	15 years and above	
Strongly agree	4	13	2	9	3	31
Agree	9	19	13	13	0	54
Partially agree	1	2	1	5	2	11
Disagree	0	2	0	2	0	4
Total	14	36	16	29	5	100

**CHI-Square Test**

Description	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.653 <sup>a</sup>	12	.127
Likelihood Ratio	20.139	12	.064
Linear-by-Linear Association	.831	1	.362
N of Valid Cases	100		

14 cells (70.0%) have expected count less than 5 . The minimum expected count is .20.

**RESULT**

Since  $p$  value 0.127 is greater than 0.05 at 5% level of significance. Null hypothesis  $H_0$  is accepted. Therefore, there is no significance difference between to delivering quality work service and experience.

### RECEIVING POSITIVE FEEDBACK AND AGE INTERPRETATION

$H_0$ : There is no significance difference between receiving positive feedback and age of the respondents.

$H_1$ : There is a significance difference between receiving positive feedback and age of the respondents.

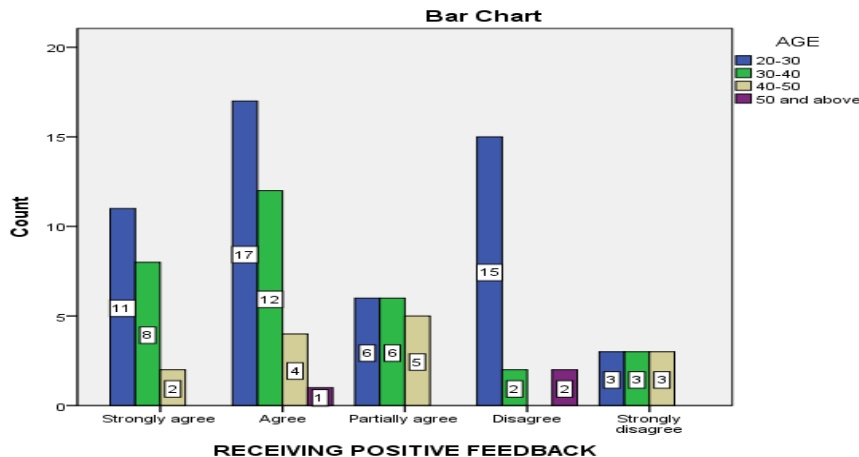
Table - 5

Description	AGE				Total
	20-30	30-40	40-50	50 and above	
Strongly agree	11	8	2	0	21
Agree	17	12	4	1	34
Partially agree	6	6	5	0	17
Disagree	15	2	0	2	19
Strongly disagree	3	3	3	0	9
Total	52	31	14	3	100

Chi-Square Tests

Description	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.792 <sup>a</sup>	12	.054
Likelihood Ratio	22.795	12	.030
Linear-by-Linear Association	.282	1	.595
N of Valid Cases	100		

12 cells (60.0%) have expected count less than 5. The minimum expected count is .27.



## RESULT

*P*value 0.054 is greater than 0.05 at 5% level of significance. **Null hypothesis  $H_0$  is accepted.** There is no significance difference between receiving positive feedback and age.

## LIMITATION

- ⚡ Time is a major limitation for this study
- ⚡ This questionnaire survey was conducted with a sample of 100 employees so the finding may be accurate.
- ⚡ The data have been collected from two departments only, because busy schedule of the employees.
- ⚡ The accuracy of findings is limited by the accuracy of statistical tool used for analysis

## SUGGESTION

The following suggestions are made for the improvement of employee attitude

- ⊙ The study has found that some of the respondents not received the regular feedback from their superior so the organization should concentrate on this matter for improve the employee performance.
- ⊙ The study has found that some of the respondents are neutral in monetary benefits so the organization should concentrate on its reasonable monetary benefits to make employees are highly satisfied in the organization.

- © The study has found that some of the respondents expected protective working environment. So, the organization should take in its working environment and improve safety measures in the organization.

## CONCLUSION

The present study is attempted to determine employee's attitude of Leather Industry in Vellore zone, Tamilnadu. Employee attitude is very important part of the organization. Employee attitude creates good understanding between the employee and management.

From the study it was found that majority of the employees are proud to work in Leather Industry. Employees are satisfied with the training and development, monetary benefits. Majority of the respondents are expected to protective working environment in an industry. So, the industry should take care on its working environment and improve safety measures in an industry for improving the employees attitude.

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