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## **A STUDY ON EMPLOYEES' ATTITUDES TOWARDS THE ORGANIZATION**

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### **1. Dr. R. Mohammed Abubakkar Siddique,**

Assistant Professor, Department of Commerce (Aided), Pioneer  
Kumaraswamy College, Nagercoil. Mail id: [professor2601@gmail.com](mailto:professor2601@gmail.com)

### **2. Dr. N. Indira,**

Assistant Professor, Department of Commerce (Aided), Pioneer  
Kumaraswamy College, Nagercoil. Mail id: [innthiraa@gmail.com](mailto:innthiraa@gmail.com)

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## **ABSTARCT**

The analysis has been made mainly based on the primary data that is by the employee's opinion. For this a sample size of 110 was taken and the simple random sampling method has been used to select the samples from the total population. The study provides the opinion of employees about all the H.R functions of Volgga Waters Pvt Limited. The causes of employee attitudes, the results of positive or negative job satisfaction, and how to measure and influence employee attitudes, employee conditions, salary range and incentives, work performance etc. Reliability test is used to reveal that acceptable of this study, Chi Square is used to reveal that there was no association between the gender of the employees and the work stress. Correlation is used to reveal that there was no significant correlation between the salary range and satisfaction level of salary and F test is used to reveal that there was no significant the age and the type of work performed by the employees

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## **1.1 INTRODUCTION**

In social psychology, an attitude is an evaluation of an object, ranging from extremely negative to extremely positive. An attitude can belong to both or either a conscious and unconscious mental state. Most contemporary perspectives on attitudes permit that people can also be conflicted or ambivalent toward an object by simultaneously holding both positive and negative attitudes toward the same object. This has led to some discussion of whether an individual can hold multiple attitudes toward the same object. Additionally, attitude can be defined as a set of emotions or beliefs towards a person, place or event. Attitude can have many different variations of characteristics each one unique in different ways. Researchers suggest that some attitudes are inherited via genetic transmission from our parents. Attitude can also be referred to evaluations in terms of a preference for or against an object. This is commonly in terms such as like, dislike, prefer or hate. When individuals express their attitudes such as "I like to go

hiking," or "I hate bugs," individuals are expressing the relationship between the object and oneself and this can be identified as either positive or negative. Attitudes are an important part of how we perceive our behaviors and unique characteristics. Likewise, attitudes can have a profound effect on a person's behavior.

An attitude can be a positive or negative evaluation of people, objects, events, activities, and ideas. Several researchers agree that attitude can be described as a settled and unchanging way of thinking, feeling, or observing people, places, events, or objects. It can be about something which is concrete or abstract. However, there is a debate about precise definitions. "In psychotherapy and counseling, the client's feeling of rejection or disapproval of the therapist or counselor." When an individual chooses to respond positively to a situation, they tend to assess situations in a more positive manner and they recognize that they cannot change the past. However, decisions made in the future can impact what happens next. These individuals tend to pay attention to the good in situations rather than the bad. As for an individual with a negative attitude they are more likely to respond to a situation negatively and they tend to look back on a problem. They become so engulfed on the problem they cannot move forward from it. These individuals tend to have a hard time finding the good in situations or event, ignore the good, and focus on the bad in people and in situations. Eagly and Chaiken, for example, define an attitude as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor." Though it is sometimes common to define an attitude as affect toward an object, affect (i.e., discrete emotions or overall arousal) is generally understood as an evaluative structure used to form an attitude object. Attitude may influence the attention to attitude objects, the use of categories for encoding information and the interpretation, judgement and recall of attitude-relevant information. These influences tend to be more powerful for strong attitudes which are accessible and based on elaborate supportive knowledge structure. The durability and impact of influence depend upon the strength formed from the consistency of heuristics. Attitudes can guide encoding information, attention and behaviors, even if the individual is pursuing unrelated goals.

### **CONCEPT OF ATTITUDE:**

It is necessary to be precise in defining attitudes, because the variety of published definitions and descriptions is almost endless. Like any other concept, attitude may also be defined in two ways, Conceptual and Operational. There is quite a difference in the conceptual definition of the term attitude, and divergent points of view regarding the concept of attitude have developed.

### **EMPLOYEES' ATTITUDES TOWARDS THE ORGANIZATION:**

Attitudes are not the same as values, but the two are interrelated. You can see this by looking at the three components of an attitude: cognition, affect and behavior. The belief that "discrimination is wrong" is a value statement.

**Types of Attitudes:** A person can have thousands of attitudes, but Organizational Behavior focuses our attention on a very limited number of work-related attitudes. These work-related attitudes tap positive or negative evaluations that employees hold about aspects of their work environment. Most of the research in OB has been concerned with three attitudes: job satisfaction, job involvement, and organizational commitment.

**Attitudes and Consistency:** Research has generally concluded that people seek consistency among their attitudes and between their attitudes and their behavior. This means that individuals seek to reconcile divergent attitudes and align their attitudes and behavior so that they appear rational and consistent. When there is an inconsistency, forces are initiated to return the individual to an equilibrium state.

**Attitude Survey:** The preceding review indicates that knowledge of employee attitudes can be helpful to managers in attempting to predict employee behavior. But, how does management get information about employee attitudes. The most popular methods are through the use of attitude surveys.

## 1.2 STATEMENT OF THE PROBLEM

In a professional workplace setting, bad attitude can affect everyone and cause conflict among employees. In some cases, attitude problems are able to be ignored by the majority of employees, and a productive employee with a slight attitude problem is not a distraction. A manager needs to learn how to identify escalating attitude problems in the workplace to prevent them from becoming a distraction.

## 1.3 REVIEW OF LITERATURE

- **Hana Ornoy (2010)**, Correlates of Employees' Attitudes towards Participation in Decision Making, The IUP Journal of Organizational Behavior. The study was conducted on 96 employees in a regional public health organization in Israel. Women born in Israel, Israeli immigrants from non-Eastern European countries and those in managerial jobs had a more positive attitude towards participation than men, Israeli born immigrants of Eastern European countries and non-managers. As an outcome of this study, it is suggested that in times of globalization managers have to consider not only the motivation of the workers for participation but should also take into consideration the original cultural differences.
- **Vimala R. Bireswari , (2013)** Organizational Performance with Employee Attitude and Behavior Respect to IT Industry, Bangalore - An Empirical Study. The purpose of this paper is to study the organizational performance related to employee attitude and behavior in the IT industry The implications of the study will help the organizations to understand the impact of organizational performance related to employee attitude and behavior and its outcome. The results suggested that the employee attitude survey is a handy tool for the goal the organization wants to use it for its performance.

## 1.4 OBJECTIVES OF THE STUDY

- To find out the employee's attitude on their job.

- To identify the factors that contributes employee's attitude towards the working environment.

## **1.5 RESEARCH METHODOLOGY**

Research methodology is the specification of methods and procedures for acquiring the information needed to structure or solve problems. It is the overall operational pattern or framework of the project that stipulates the information to be collected, its sources and with varying procedures.

## **1.6 RESEARCH DESIGN**

Research design is needed because it facilitates the smooth sailing of the various research operations thereby research as effective as possible yielding maximal information with minimal expenditure of effort, time and money. There are many kinds of research design namely exploratory, diagnostic research, descriptive research, hypothesis testing, etc. This research deals with descriptive research.

The research study undertaken by the researcher in this project was the "Descriptive Study". It includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present. The main characteristics of this method are that the researcher has no control over the variables; it can only report which has happened or what is happening.

## **1.7 SAMPLING DESIGN**

### **Population**

The overall population of the organization is 250.

### **Target Respondents**

The target respondents for the study are the employees of Volgga Waters Pvt Limited.

### **Sampling Method & Type**

Simple random sampling is the simplest form of random sampling. It is the basic sampling technique where we select a group of subjects, a sample, for study from a larger group, a population.

### **Sample size**

The sample size for the study is 110.

## 1.8 DATA SOURCE

### Primary Data

Primary data are those that are gathered for a specific purpose or for a specific research project. The information will be collected through a structured questionnaire.

### Secondary Data

Secondary data means data that has already been collected and analyzed. The sources that are used to collect these types of data are: Books, Journals and Websites.

## 1.9 RELIABILITY AND VALIDITY OF THE QUESTIONNAIRE (PILOT STUDY)

Pilot study is defined as a study, which is done in the initial stage of the project in order to find the reliability of the questionnaire and to restructure the questionnaire on the respondent suggestions.

**Table 1 CRONBACH ALPHA SCORE**

S.No	Questionnaire	No. of items	No.of cases	Cronbach Alpha Score
1	Employee attitude towards the organization.	19	15	0.8729

The pilot study was performed with 15 samples initially to assess the suitability of the questionnaire design. Based on the response entertained by them and analysis of the same questionnaire was found to be suitable for the study. The Alpha value found using Reliability Calculator by Del Siegle was **0.8729** which is between **0.7 and 0.9**. Hence Reliability is acceptable of this study.

## 1.10 FINDINGS

### ASSOCIATION BETWEEN THE GENDER OF THE EMPLOYEES AND THE WORK STRESS.

**NULL HYPOTHESIS:** There is no association between the gender of the employees and the work stress.

**ALTERNATIVE HYOPTHESIS:** There is association between the gender of the employees and the work stress.

**Table 2 Cross tabs for the gender of the employees and the work stress.**  
**Gender \* Work Stress Cross tabulation**

Count

		Work Stress					Total
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Gender	Male	9	14	10	21	5	59
	Female	10	19	7	12	3	51
Total		19	33	17	33	8	110

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.732(a)	4	.443
Likelihood Ratio	3.754	4	.440
N of Valid Cases	110		

a 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.71.

Since, the significance value 0.443 is greater than the level of significance 0.05, the null hypothesis is accepted.

Thus, from the statistical analysis, it was proved that there was no association between the gender of the employees and the work stress.

**CORRELATION BETWEEN THE SALARY RANGE AND SATISFACTION LEVEL OF SALARY**

**NULL HYPOTHESIS:** There is no significant correlation between the salary range and satisfaction level of salary.

**ALTERNATIVE HYPOTHESIS:** There is significant correlation between the salary range and satisfaction level of salary.

**Table 3 correlation between the salary range and satisfaction level of salary**

		Salary Range	Salary
Salary Range	Pearson Correlation	1	-.063
	Sig. (2-tailed)	.	.514
	N	110	110

Salary	Pearson	-	.063	1	
	Correlation				
	Sig. (2-tailed)				.514
	N				110

\*\* Correlation is significant at the 0.01 level (2-tailed)

Since, the significance value is greater than the level of significance 0.05, the null hypothesis is accepted.

Thus, from the statistical analysis, it was proved that there was no significant correlation between the salary range and satisfaction level of salary.

### **CORRELATION BETWEEN EXPERIENCE AND WORKLOAD OF THE EMPLOYEES**

**NULL HYPOTHESIS:** There is no significant correlation between the experience and workload of the employees

**ALTERNATIVE HYPOTHESIS:** There is significant correlation between the experience and workload of the employees

**Table 4 correlation between experience and workload of the employees**

		Experience	Work Load	
Experience	Pearson	1	.012	
	Correlation			
	Sig. (2-tailed)			.904
	N			110
Work Load	Pearson	.012	1	
	Correlation			
	Sig. (2-tailed)			.904
	N			110

\*\* Correlation is significant at the 0.01 level (2-tailed).

Since, the significance value is greater than the level of significance 0.05, the null hypothesis is accepted.

Thus, from the statistical analysis, it was proved that there was no significant correlation between the experience and workload of the employees.

## RELATIONSHIP BETWEEN THE AGE AND THE TYPE OF WORK PERFORMED BY THE EMPLOYEES

**NULL HYPOTHESIS:** There is no significant difference between the age and the type of work performed by the employees

**ALTERNATIVE HYPOTHESIS:** There is significant difference between age and the type of work performed by the employees

**Table 5 Relationship between the age and the type of work performed by the employees**

Type of Work					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.495	3	.165	.271	.846
Within Groups	64.605	106	.609		
Total	65.100	109			

### Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-25	49	3.65	.751	.107	3.44	3.87	1	5
26-35	39	3.74	.910	.146	3.45	4.04	1	5
36-45	10	3.60	.516	.163	3.23	3.97	3	4
above 45	12	3.83	.577	.167	3.47	4.20	3	5
Total	110	3.70	.773	.074	3.55	3.85	1	5

Type of Work

Since, the significance value 0.846 is greater than the level of significance 0.05, the null hypothesis is accepted.

Thus, from the statistical analysis, it was proved that there was no significant the age and the type of work performed by the employees.

### 1.11 SUGGESTIONS

- The company has to make necessary arrangement to provide the promotional opportunity to the employees.
- The company has to take the action to improve the relationship between supervisors, colleagues and management.
- The company may introduce more innovative and activity oriented methods to improve the interest of the employees in their job.



## 1.12 CONCLUSION

The employee's attitude is more important in every organization. In some cases, attitude problems are able to be ignored by the majority of employees, and a productive employee with a slight attitude problem is distracted and this creates productivity problem which affects the profitability of the company. The aim of the study is to eliminate the attitude conflicts and the analyze the perception of the employees towards their organization, which leads to their positive and negative behavior of the employee.

At the end of the study, it was found that the company should improve the working environment and the relationship between the employees and their superior. The company may also increase their salary level and bonus offered to them. Some of the respondents showed negative response towards the working environment, the working environment for the employees can be improved and more facilities can be provided to the employees.

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