



Employee Morale and its Impact on Employee Efficiency in Spinning Mills with Reference to Coimbatore District



M. Nandhini ^a

M. Usha ^b

P. Palanivelu ^c

Article history:

Received: 15 May 2015

Accepted: 30 July 2015

Published: 31 September 2015

Keywords:

Coimbatore district;

Efficiency;

Employee impact;

Employee morale;

Spinning mills;

Abstract

Employee morale is defined by the employee's outlook, optimism, self-concept, and assured belief in themselves and their organization, its mission, goals, defined path, daily decisions, and employee appreciation. Faith in self and faith in their organization are both important factors in positive employee morale. Individual's morale is related to knowing one's own expectations and living up to them. If one is clear of his own needs and how to satisfy the most of the time, his morale is height. Individual's morale is a single person's attitude towards life. While group morale reflects the general expert de corps of a collective group of personalities. Spinning mills in Tamil Nadu were running round the clock and were busy expanding their operational capacities. Now, with the export market hit the economic crisis, coupled with a few other factors, the declining foreign orders have pushed the textile industry of South India is centered into a crisis.

2395-7492© Copyright 2015. The Author.

This is an open-access article under the CC BY-SA license

(<https://creativecommons.org/licenses/by-sa/4.0/>)

All rights reserved.

Author correspondence:

M. Nandhini,

Head, Department of Management (UG), Karpagam Academy of Higher Education, Coimbatore-21,

Email address: nandhini1879@yahoo.com

1. Introduction

Employee morale describes the overall outlook, attitude, satisfaction, and confidence that employees feel at work. When employees are positive about their work environment and believe that they can meet their most important needs at work, employee morale is positive or high. If employees are negative and unhappy about their workplace and feel unappreciated and as if they cannot satisfy their goals and needs, employee morale is negative or low.

Individual's morale is related to knowing one's own expectations and living up to them. If one is clear of his own needs and how to satisfy the most of the time, his morale is height. Individual's morale is a single person's attitude towards life. While group morale reflects the general example it de corps of a collective group of personalities.

^a Department of Management (UG), Karpagam Academy of Higher Education, Coimbatore-21

^b Department of Management (UG), Karpagam Academy of Higher Education, Coimbatore-21

^c Karpagam Academy of Higher Education, Coimbatore-21

The good employee morale is the mental attitude of the individuals, or of the group, which enables an employee to realize that the maximum satisfaction of his drives coincides with the fulfillment of the objectives with those of the company, and subordinates his own desires to those of the company. A spinning mill took raw cotton bales and opened them and cleaned the cotton in the blowing room. The cotton staples are then carded into the lap. This is straightened and drawn into roving. The roving is now spun using one of two technologies: a mule or ring frame.

Bhatti, K. K., & Qureshi, T. M. (2007), all spinners wish that the spinning productivity of their mill (ring frame production in gms/spindle shift) has the optimum level of efficiency. Though there are many aspects that limit the actual production like ring diameter and its age, lift, age and make of the ring frame, maximum mechanical speed, type of spindle drive, lot size, and fluctuating production program, poor control on RH, lower HP of main driving motor, greater percentage of untrained workers, impoverished technical knowledge of subordinates etc.

Today, there is pressure from the management to decrease the conversion cost to its lowest possible level because of cut-throat competition in both the local and export markets. Ring spinning contributes approximately 70 percent to the total conversion cost. Hence it is possible to speed up the ring frames to its maximum speed mechanically possible considering that spinning preparatory can feed ring frames at high speed. Also, neither the spinning performance nor the yarn quality is adversely affected by such speeding up of the ring frames.

Currently many spinning mills in India are capable of managing their ring frames at actual great speeds quite successfully counts 30s-40s at 20/21/22,000 rpm and finer counts - 60s-76s at up to 24,500 rpm and yet maintaining identical breakage rate of 2-3 breaks/100 spindle HRS that they were earlier performing at 15/16,000 rpm. Also, the yarn quality has not been affected.

Spinning mills in Tamil Nadu were running round the clock and were busy expanding their operational capacities. Now, with the export market hit the economic crisis, coupled with a few other factors, the declining foreign orders have pushed the textile industry of South India is centered into a crisis.

Brayfield, A. H., & Crockett, W. H. (1955), textile mills in Coimbatore accounts for a predominant part of the industry in South India. Presently, a major part of the spinning mills which involves in manufacturing yarn remains idle. Several units and closing down, putting the jobs of thousands of the workers into jeopardy, and many others have not received their wages for months. 392 mills were closed during the previous year leaving more than 2lakh workers jobless. Saddled with the recession, the industry is tumbling down facing a steep fall in the export orders, especially from the South East Asian markets. The economic liberalization, which was believed to be the pivot of Coimbatore spinning mill's success, is now being blamed as a reason for the industrial turmoil. Objectives of the Study are:

- a) To know the level of employees morale.
- b) To study the socio-demographic details of the respondents
- c) To know the relationship between the demographic details and level of employees morale.
- d) To find out the attributes that influence the morale.

Review of Literature

- a) Benjamin (1990)¹ "Has been created in the book name of employee morale. An employee morale, who shall receive merit increases, it is counseling of employees for their improvement, determines their training needs and determines promotability. The main aim of the study is how to know about the brand popularity among dealers. It also aims the way through which sales can be increased".
- b) Cummings (1995)² "The overall objectives of employee morale are to improve the efficiency of an enterprise by attempting to mobilize the best possible efforts from individuals employed in it. Employee morale includes all formal procedure used to evaluate personalities and contributions and potentials of group members in a working organization. It is a continuous process to secure information necessary for making correct and objective decisions on employees".
- c) Dale (2001)³ "It is a process of estimating or judging the value, excellence, qualities or status of a person in relation to his job. In simple words, the employee morale is the systematic evaluation of the individual with respect to his performance on the job and his potential for development. It is doing a professional X-ray of an employee to tell him where he is and where he should be. Employee morale is like mirrors through every employee know his efficiencies and deficiencies. It is concerned with determining the differences among the employees working in the organization
 - 1) A study on employee morale in (1990) Roland Benjamin
 - 2) A study on employee morale in (1995) Cummings
 - 3) A study on employee morale in (2001) Dale

Nandhini, M., Usha, M., & Palanivelu, P. (2015). *Employee morale and its impact on employee efficiency in spinning mills with reference to Coimbatore district. International Research Journal of Management, IT and Social Sciences*, 2(9), 18-25. <https://sloap.org/journals/index.php/irjmis/article/view/319>

2. Research Methods

2.1 Sources of Data

The data were collected from both primary and secondary sources. Questionnaire method is used for collecting the primary data. The data were also collected from published records, Journals and Websites.

2.2 Sample size

Using the random sampling method, the data were collected from 150 employees working in various spinning mills in Coimbatore district namely Super Spinning Mills Ltd, Hindustan Cotton Spinning Mills, Vijayshree Spinning Mills Limited, Srinivasa Spinning Mill and Cb Spinning & Weaving Mills.

2.3 Statistical Tools

These following statistical tools were used

- a) Simple percentage Analysis
- b) Chi-square test

2.4 Limitations of The Study

- a) Due to the time constraint, the study is made only among 150 respondents.
- b) There is a chance of personal bias which affects the original data.

3. Results and Analysis

Table 1
Table Showing the Demographic Factors of the Respondent

S. No.	Demographic Factors	Category	No. of respondents	Percentage
1	Age group	Below 20 Years	48	32
		21-30Years	70	47
		31-40 Years	17	11
		Above 40 Years	15	10
		Total	150	100
2	Gender	Category	No. of respondents	Percentage
		Male	96	64
		Female	54	36
		Total	150	100
3	Marital status	Category	No. of respondents	Percentage
		Married	92	61
		Unmarried	58	39
		Total	150	100

The above table reveals that 47percent of the respondents were in the age group of 21- 30 years, 32 percent of the respondents were below 20 Years, 64 percent of the respondents were male and 36 percent of the respondents were female. 61 percent of the respondents were married, and the remaining 39 percent of the respondents were unmarried.

It is clear from Table 2 that 40 percent of the respondents educational qualification were school level, 28 percent of the respondents educational qualification were others category, 34 percent of the respondents work experience were 5 to 10 years, 25 percent of the respondents work experience were below 5 years, 22 percent of the respondents work experience was 10 to 15 years, and the remaining 19 percent of the respondents work experience were above 15

years.36 percent of the respondents income were Rs.7501 to 10000, 33 percent of the respondents income were Rs.5001 to 7500, 20 percent of the respondents income were above Rs.10001.

Table 2
Table Showing the Educational Qualification, Work Experience and Monthly Income of the Respondents

S.No.	Demographic Factors	Category	No. of respondents	Percentage
1	Educational qualification	H.Sc	60	40
		Degree	36	24
		PG	12	8
		Others	42	28
		Total	150	100
2	Work Experience	Below 5 years	37	25
		5 to 10 years	51	34
		10 to 15 years	33	22
		Above 15 years	29	19
		Total	150	100
3	Monthly Income	Below Rs. 5000	17	11
		Rs. 5001 to 7500	49	33
		Rs. 7501 to 10000	54	36
		Above Rs. 10001	30	20
		Total	150	100

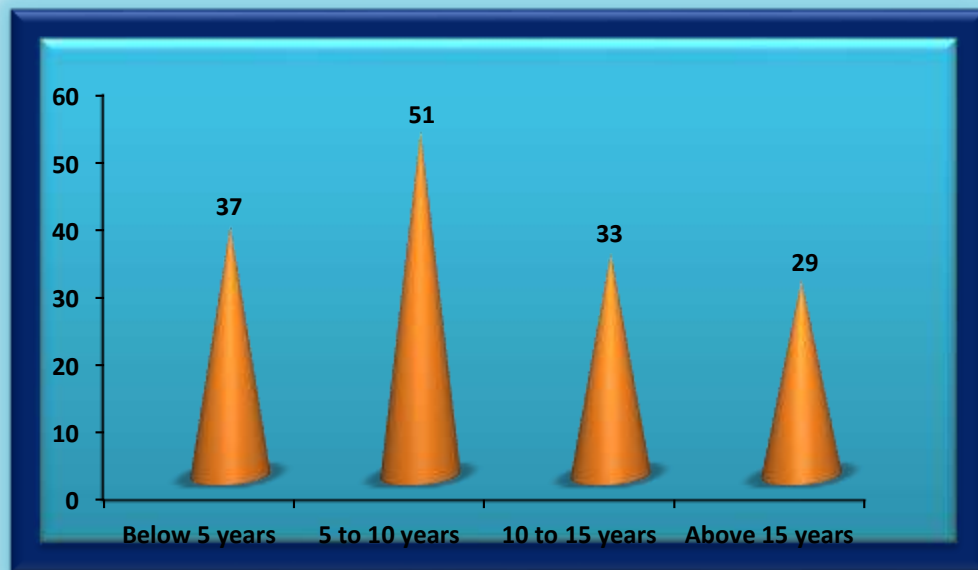


Chart 1. Showing the Work Experience of the Respondents

Table 3
Table Showing the Respondents Opinion (In Percentage)

Factors	Highly satisfied	Satisfied	Highly dissatisfied	Dissatisfied
Nature of work	40	33	6	21
Working Condition	33	43	10	14
Smoother Relationship with the superiors	40	33	6	21
The creativity of the Job	37	32	10	21
Employee Welfare	28	44	3	25
Improving employee welfare	28	44	3	25
Medical Facilities offered by the organization	23	40	10	27
Leave Facilities offered by the organization	20	40	13	27
Top Management Appreciation	25	43	5	27
Worker Participation in decision making	26	40	16	18
Increment offered by the organization	23	36	17	24
Smooth relationship with co-worker	27	40	10	23

The above table shows the satisfaction level of the respondents.

Table 4
Table Showing Opinion Regarding the Self-development In the job

Category	No of Respondents	Percentage
Agree	40	27
Neutral	80	53
Disagree	30	20
Total	150	100

It is clear from the above table that 53.percent of the respondent's opinion were neutral regarding the self-development with their job, 27 percent of the respondents agree that there is a scope of self-development, and the remaining 20 percent of the respondents disagree that there is no scope of self-development.

Table No 5
Table Showing Respondents Opinion Regarding Employees morale

Category	No of Respondents	Percentage
Good	38	25
Bad	40	27
Average	72	48
Total	150	100

The above table reveals that 48 percent of the respondent's opinion regarding the employee morale was average, 27 percent of the respondent's opinion regarding the employee morale was bad, and the remaining 25 percent of the respondents' opinion regarding the employee morale was good.

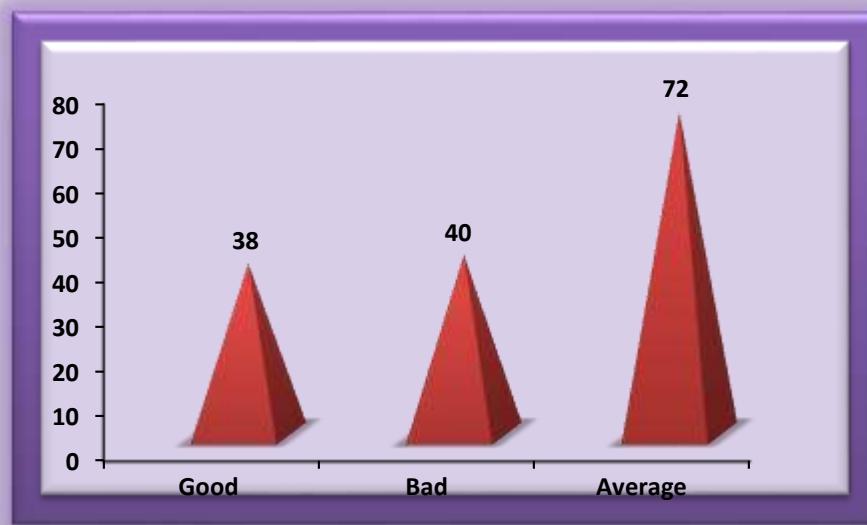


Chart 2. Showing Respondents Opinion Regarding Employees Morale

Table 6
The relationship between the demographic factors and employee morale

Socio-Economic Factors	Degrees of freedom	Chi-square calculate value	Chi-square Table value	S/NS
Age	6	13.43	12.59	S
Work Experience	6	14.19	12.59	S
Education	6	9.18	12.59	NS
Income	6	15.14	12.59	S

By applying the chi-square test, it is found that age, work experience, and income are significantly associated with the employee morale.

Findings

- a) 47 Percent of the respondents were in the age group of 21-30 Years.
- b) 64 Percent of the respondents were Male.
- c) 40 Percent of the respondent's educational qualification were School level
- d) 61 Percent of the respondents were married.
- e) 34 Percent of the respondents Work Experience were 5 to 10 Years.
- f) 36 Percent of the respondent's Income was Rs 7501 to Rs 10000.
- g) 40 Percent of the respondents were highly satisfied with the Nature of work.
- h) 47 Percent of the respondents were satisfied with the present job.
- i) 53 Percent of the respondent's opinion were Neutral regarding the Self-development.
- j) 43 Percent of the respondents were satisfied with the Working conditions.
- k) 40 Percent of the respondents were Highly Satisfied with the Relationship.
- l) 37 Percent of the respondents were Highly Satisfied with the Creativity of the job.
- m) 60 percent of the respondents agree that the Job is challenging.
- n) 57 percent of the respondents were satisfied with the Present Salary.
- o) 60 percent of the respondents were set their Goal for Achievement.
- p) 47 percent of the respondents were satisfied with the Training Programmer.
- q) 44 percent of the respondents were satisfied with the Employee Welfare.

Nandhini, M., Usha, M., & Palanivelu, P. (2015). Employee morale and its impact on employee efficiency in spinning mills with reference to Coimbatore district. *International Research Journal of Management, IT and Social Sciences*, 2(9), 18-25. <https://sloap.org/journals/index.php/irjmis/article/view/319>

- r) 40 percent of the respondents were satisfied with the Medical Facilities.
- s) 40 percent of the respondents were satisfied with the Leave Facilities.
- t) 48 percent of the respondent's opinion regarding the Employee morale was Average.

4. Conclusion

Morale in a business organization is an attitude of emotional readiness, which enables an employee to improve his productivity. When an organization motivates its employees to a high degree, result and morale in the organization will be equally high. Motivation is the process and morale is the product. Therefore, continues monitoring and improvement of morale is necessary for an organization.

Suggestions

- a) Improving job satisfaction among employees by implementing appropriate job enhancement and enrichment techniques.
- b) Providing an adequate appreciation for quality work.
- c) Creating jobs that provide an opportunity for expression of creativity and competence.
- d) Planning and implementing training methods for self-development of the workforce.
- e) Creating opportunities that will enable the workers to participate in management related activities.
- f) Improving the working environmental standards to the extent that they are considered to be the best.

Conflict of interest statement and funding sources

The author(s) declared that (s)he/they have no competing interest. The study was financed by personal funding.

Statement of authorship

The author(s) have a responsibility for the conception and design of the study. The author(s) have approved the final article.

Acknowledgments

The author would like to thank the reviewer for their consideration to the further process of the peer review. The author as well as thanks to the editor for their support, valuable time, and advice. Last but not least, the author thanks all researcher for their contribution as the references to the present article.

References

- Benjamin, K., Abola, M. T. B., Kanaar, R., & Cozzarelli, N. (1996). Contributions of supercoiling to Tn3 resolvase and phage Mu Gin site-specific recombination. *Journal of molecular biology*, 256(1), 50-65.
- Bhatti, K. K., & Qureshi, T. M. (2007). Impact of employee participation on job satisfaction, employee commitment and employee productivity. *International Review of Business Research Papers*, 3(2), 54-68.
- Brayfield, A. H., & Crockett, W. H. (1955). Employee attitudes and employee performance. *Psychological bulletin*, 52(5), 396.
- Cummings, S. R., & Black, D. (1995). Bone mass measurements and risk of fracture in caucasian women: A review of findings from prospective studies. *The American journal of medicine*, 98(2), 24S-28S.
- Dale, J., Daykin, J., Holder, R., Sheppard, M. C., & Franklyn, J. A. (2001). Weight gain following treatment of hyperthyroidism. *Clinical endocrinology*, 55(2), 233-239.