

# A Study On Employee Morale With Respect To Satisfaction Level Offered By Flashkart (India) Pvt Ltd, Kancheepuram District

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## ARTICLE INFO

## ABSTRACT

Employee Morale is the overall attitude, outlook and satisfaction that people have in the workplace. The importance of morale in the workplace cannot be underestimated. The Morale has a direct impact on employees well-being performance, efficiency and quality of work. Employees with high morale are more productive, deliver better results and stay with a company longer. High employee morale can result in lower turnover rates and make it easier to attract top talent. People want to work for companies that invest in their employees and care about their well being. When employees have low morale they are less eager to give out their best, which leads to poor quality work or assignments that are not turned in on time. Low morale has a direct correlation with high absenteeism. The study is conducted and analyzed the examination of the sample of more than 150 employees regarding their level of satisfaction with respect to employee morale. For the purpose of quantitative assessment of satisfaction level, there are various methods and formulas used on the employees of flashkart. Upon the obtained numerical and graphical results the corresponding qualitative conclusion has been derived. The present study is conducted on a survey method. The main objective is to make the employees understand the importance of morale which improves their personal growth and helps to achieve the objective of the organization in an efficient way.

## INTRODUCTION

Employee Morale refers to an attitude of satisfaction with a desire to continue and strive for attaining the objectives of a factory. Morale is purely emotional. It is an attitude of an employee towards his job, his superior and his organization. It is not a static thing, but it changes depending on working conditions, superiors, fellow workers pay and so on. Morale may range from very high to very low. High Morale is evident from the positive feelings of employees such as enthusiasm, desire to obey orders, willingness to cooperate with coworkers. Poor or low Morale becomes obvious from the negative feelings of employees such as dissatisfaction, discouragement or dislike of the job. Employee Morale plays a vital role in the origination success. High Morale leads to success and low Morale brings defeat in its wake. The plays of Morale are no less important for an industrial undertaking. The success or failure of the industry depends much on the Morale of its employees.

## OBJECTIVES OF THE STUDY

### PRIMARY OBJECTIVE:

To study employee morale with respect to the satisfaction level offered by Flashkart(India) pvt. ltd.

### SECONDARY OBJECTIVES:

To know the level of morale of the employees.

To know the level of satisfaction of the employees towards the company.

To find out the various factors leading to employee morale in the organization. To have a deep understanding

about employee morale.

- 1 To suggest effective measures to increase morale of the employees of flashkart(India) pvt.ltd.
- 2 To support the organization to know the strength and opportunity to enhance the employee morale.
- 3 To identify the unsatisfied employees and to improve the productivity of the work.

### SCOPE OF THE STUDY

The study will help in improving the morale of the employees in the organization.

The analysis is done to suggest the possible solutions and ways to develop the organization.

### LIMITATIONS OF THE STUDY

1. The internship period is only for months within the time only certain details can be analyzed.
2. There isn't much cooperation from superiors.
3. Constraints Interpreting Some Futuristic Data.
4. Some responses from employees were not actual results as they answered due to fear of management and lead to inaccurate results.

### REVIEW OF LITERATURE

A literature review is the effective evaluation of selected documents on a research topic. A review may form an essential part of the research processor may constitute a research processor may constitute a research project in itself.

Arvind Mallik, Lakshmi Mallik, Keerthi DS (2019) observed that in considering the peak performance of its managers and employees must put out front the human face of their organization providing individualized support and encouragement to each and every employee. Therefore, it's recommended that companies emphasize more on open communication, providing motivating factors, recognition and rewards in a timely manner while empowering employees eventually make employees stronger and hence its impact on organizational effectiveness will be positively monitored.

Dr. Mayuri Chaturvedi and Sumedha Raavi (2019) observed that the employee job satisfaction does not depend on standard factors, it differs from employee to employee based on their psychological and motivational factors. The common factors affecting satisfaction are working conditions and the financial rewards. Only few employees are motivated by less supervision, hence proper supervision is required to evaluate the performance of the employee. The overall rate of job satisfaction of the employees in Public, Private, Education and IT Sector was found to be satisfied. Only the rate of satisfaction and reasons of the job satisfaction are studied whereas the ill effects of job satisfaction are not considered in the study.

P. Suganya Devi and A.G. Ravi(2018) observed that in Gandhimathi Appliance were cleared that there showing various factors which influence morale and productivity of the employees each as Social Security measures, welfare facilities, salary status, Bonus, health condition, shift system and recognition of work are getting much importance. To conclude, employee morale plays a very important role in every organization. Good employee morale is the key role for success of the organization. Unless an employee has poor morale, there is always a possibility of employee disharmony and also affect smooth running of the organization.

S. Sangeetha and Dr.G. Sundharavadivel (2018) observed that in a High morale environment, workers are likely to have greater comfort with others and willingness to work together toward goals. High Morale will create a good environment among workers, both psychologically and physically. Due to this, attrition rate will reduce, in other way experienced workers count will be increased. Overall Productivity will increase due to high number of experience operators, this would increase revenue of the company. Due to low attrition, training cost will be reduced. Errors will be low in numbers, since more number of experienced operators.

P.Nabinayan and R.S.Gowsalya(2017) observed that employee morale is most important for an organization's success. The benefit of morale, high morale leads to success and low morale brings to defeat. In an Organization if the employees possess high morale then their attitude to stay in the Organization will increase our company and Increase our employee special talent.

Osama Samih Shaban<sup>1</sup>, Ziad Al-Zubi, Nafez Ali and Atalla Alqotaish (2017) observed that results show that the relationship between the three variables is statistically significant. Based on their path coefficient scores, it would appear that the influence of Low Morale and Low Motivation on Productivity and Competitiveness is significant, so the research hypothesis stating that Low Morale and Low Motivation affects Productivity and Competitiveness and makes on limiting its consequences. The Real cause behind low employee morale can include uncertain business conditions, limited upward rewards, job security issues, lack of fair compensation policy, and excessive outsourcing policy.

Samreen Naz, Dr. Hariom Sharma (2017) Observed that female professionals are facing the problem of job dissatisfaction among healthcare organizations. Results have implications for Facebook as a strategic platform for promoting employee satisfaction at work, and Facebook a social networking platform for part time employees seeking further social integration and professional connection. Other researchers showed that job satisfaction is significant for each and every level of employee in every organization and in both the private and government sector. Job satisfaction is completely related to the physical and psychological wellbeing of an individual. Dr. M. Nandhini, M. Usha and Dr. P. Palanivelu (2016) observed that 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, continuous monitoring and improvement of morale is necessary for an organization.

## **RESEARCH METHODOLOGY**

### **MEANING OF RESEARCH:**

Research Methodology is a way to find out the result of a given problem on a specific matter or problem that is also referred to as a research problem. In methodology, researchers use different criteria for solving searching for the given research problem. Different sources use different types of methods for solving problems.

### **RESEARCH DESIGN:**

A research design is the master plan specifying the methods and procedures for collecting and analyzing the needed information. Descriptive research techniques were adopted in the project; generally descriptive techniques are designed to analyze something and it collects data for a definite and certain purpose.

### **DESCRIPTIVE RESEARCH DESIGN:**

Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. The description is used for frequencies, averages and other statistical calculations. Often the best approach, prior to writing descriptive research, is to conduct a survey investigation.

### **DATA COLLECTION METHOD:**

The data collection method for the study the researcher should keep in the mind the two

sources of data,

- 1) Primary Data
- 2) Secondary Data

#### **Primary Data:**

Primary data refers to those data that are collected newly and they are not used earlier. The researcher has to gather the primary data freshly for the study specific study undertaken by the researcher. Primary data has been collected through structured questionnaires. The questionnaire consists of a variety of questions that lay consistent with the objective of the study.

#### **Secondary Data:**

The website of the service provider and various other researchers done in this area along with the website. Besides these, availability of documents, provided by the website, Articles are the secondary data for this research work.

### **SAMPLE UNIT:**

#### **Area of the Study:**

The area of study is Flashkart (India) private limited.

**Sampling Size:** In this study, the sample size was 158.

### **DATA ANALYSIS TOOL:**

The statistical tools that were used for this study are simple percentage analysis, chi square analysis, correlation analysis and weighted average method. After the collection of data through the questionnaire, the analysis were made. The data collected were analyzed and interpreted with the help of table figures.

#### **Chi-square analysis:**

Chi-square test is a statistical test, which tests the significance between observed frequencies and corresponding theoretical frequency distribution, without any assumption about the distribution of population, chi-square is one of the simplest and most widely used parametric testing statistical work.

#### **Weighted Average Method:**

Weighted average method is well defined. This method is suitable for algebraic treatment. This method is easy to compute. This method is least affected by fluctuations of sampling. This method is based on all the observations.

#### **Correlation analysis:**

Corrton and Cowden defined the correlation as "The relationship of quantitative nature. The appropriate statistical tool for discovering and measuring the relationship and expressing it in a brief formula is known as

correlation."Correlation is a statistical measurement of the relationship between two variables. Possible correlation range from

+1 to -1. A zero correlation indicates that there is no relationship between the variables. A correlation of -1 indicates a perfect negative correlation, meaning that as one variable goes up, the other goes down. A correlation of +1 indicates a perfect positive correlation, meaning that both variables move in the same direction together. The Correlation Analysis is the statistical tool used to study the closeness of the relationship between two or more variables.

## DATA ANALYSIS AND INTERPRETATION

### Respondents Feel As Their Morale Is Directly Influenced On Production

S.NO	CRITERIA	PERCENTAGE OF RESPONDENTS	NO OF RESPONDENTS
1	Yes	55.7%	88
2	No	19.6%	31
3	No idea	24.7%	39
	<b>Total</b>	<b>100%</b>	<b>158</b>

#### INTERPRETATION:

From the above table the response of respondents who feel as their morale is influenced in production is 55.7%, the respondents who don't feel their morale is influenced is 19.6% and 24.7% have no idea.

### RESPONDENTS SATISFIED IN WORKING AT FLASHKART

S.NO	CRITERIA	PERCENTAGE OF RESPONDENTS	NO OF RESPONDENTS
1	Yes	54.4%	86
2	No	20.9%	33
3	May be	24.7%	39
	<b>Total</b>	<b>100%</b>	<b>158</b>

#### INTERPRETATION:

From the above table 54.4% of respondents are satisfied in working at flashkart whereas 20.9% are not satisfied and 24.7% have responded that they may be satisfied.

### RESPONDENTS SATISFIED WITH THEIR JOB

S.NO	CRITERIA	PERCENTAGE OF RESPONDENTS	NO OF RESPONDENTS
1	Yes	55.7%	88
2	No	21.5%	34
3	May be	22.8%	36
	<b>Total</b>	<b>100%</b>	<b>158</b>

#### INTERPRETATION:

From the above table 55.7% of respondents are satisfied with their job whereas 21.5% are not satisfied and 22.8% have responded that they may be satisfied.

### OPINION OF RESPONDENTS TOWARDS FLASHKART TAKING CARE OF THEIR HEALTH AND SECURITY

S.NO	CRITERIA	PERCENTAGE OF RESPONDENTS	NO OF RESPONDENTS
1	Yes	79.7%	126
2	No	20.3%	32
	<b>Total</b>	<b>100%</b>	<b>158</b>

#### INTERPRETATION:

From the above table 79.7% have responded that flashkart is taking care of their health and security as per company law whereas 20.3% have responded as not taking care.

## CHI-SQUARE ANALYSIS

### HYPOTHESIS:

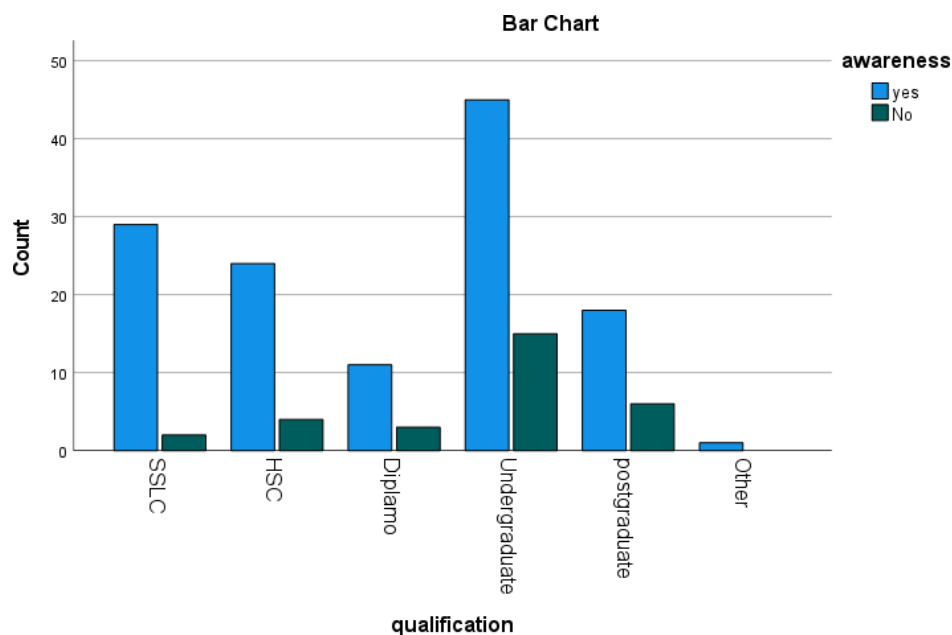
Null Hypothesis (H<sub>0</sub>): There is no significance difference between qualification of employees and awareness on employee morale.

Alternative Hypothesis (H<sub>1</sub>): There is significance difference between qualification of employees and awareness of employee morale.

**QUALIFICATION AND AWARENESS ON EMPLOYEE MORALE****Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.832 <sup>a</sup>	5	.323
Likelihood Ratio	6.770	5	.238
Linear-by-Linear Association	4.634	1	.031
N of Valid Cases	158		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .19.

**QUALIFICATION AND AWARENESS ON EMPLOYEE MORALE****INTERPRETATION:**

The above chi-square test table shows the value as 5.832, since the calculated value is lesser than the table value at 5% level of significance (21.026) so null hypothesis is accepted. Therefore there is no significance difference between qualification of employees and awareness of employee morale.

**HYPOTHESIS:**

Null Hypothesis (H<sub>0</sub>): There is no significance between the age of employees and satisfaction towards their jobs .

Alternative Hypothesis (H<sub>1</sub>): There is significance between the age of employees and satisfaction towards their job.

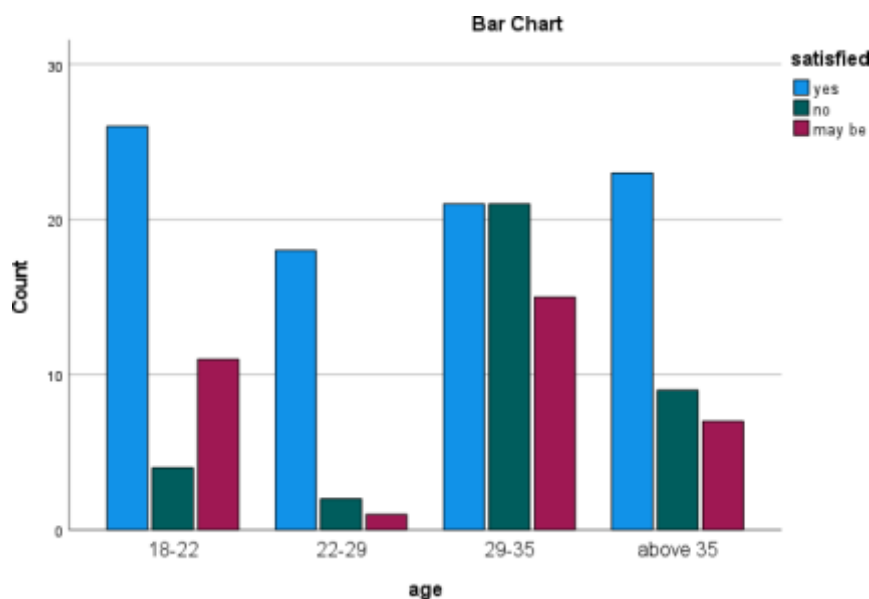
## AGE OF EMPLOYEES AND SATISFACTION TOWARDS THEIR JOB

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.288 <sup>a</sup>	6	.002
Likelihood Ratio	23.012	6	<.001
Linear-by-Linear Association	.638	1	.425
N of Valid Cases	158		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 4.52.

## AGE OF EMPLOYEES AND SATISFACTION TOWARDS THEIR JOB



### INTERPRETATION:

The above chi-square test table shows the value as 21.288, since the calculated value is greater than the table value at 5% level of significance (21.026) so the null hypothesis is rejected. Therefore there is significance difference between the age of employees and satisfaction towards their job.

## WEIGHTED AVERAGE METHOD OPINION ON FEEL OF BELONGING

PARTICULARS	5	4	3	2	1	WA
I feel as a part of flashkart family	80	33	26	8	11	42.46
I am treated more as a partner or team member than as an employee	58	36	34	19	11	39
Being involved in decision making is an important factor for you to achieve High Employee Morale	59	38	26	18	17	38.53
My opinions are listened by management when making decisions that involve my work tasks	62	39	29	18	10	39.33
I am involved in Flashkart extra-curricular activities such as sporting teams etc	71	33	29	11	14	40.66

## OPINION ON OPEN COMMUNICATION

PARTICULARS	5	4	3	2	1	WA
Information is openly shared between management and employees.	88	37	22	6	5	44.73
Management gives all the information which I need to perform my job tasks.	62	48	30	13	5	37.73
Work policies are fair to communicate.	61	32	43	13	9	39.8
Policies and procedures are explained adequately within Flashkart.	49	51	27	21	10	38.8
People in my department communicate sufficiently with one another.	66	36	32	14	10	40.53

## OPINION ON REWARDS AND RECOGNITION

PARTICULARS	5	4	3	2	1	WA
At Flashkart, are you rewarded for your performance striving for excellence?	69	42	26	12	9	41.6
Do you feel that you've had enough training to perform your job adequately?	62	41	29	16	10	40.2
Do you ever receive non monetary forms of recognition from your manager?	50	42	34	23	9	38.33
Do you feel appreciated at Flashkart?	66	41	23	14	14	40.33
Are you rewarded for your performance and aiming for Best?	69	41	27	12	9	41.53

## OPINION ON CAREER OPPORTUNITIES

PARTICULARS	5	4	3	2	1	WA
Flashkart provides plenty of opportunities for personal growth.	99	31	22	3	9	46.66
Flashkart provides technical training so that I can advance in my career.	60	45	28	15	10	40.26
At your department, the motivation level is moderate to high on a daily basis	61	35	31	18	13	39.13
Your career Progression at The Company thus far?	66	36	22	19	15	39.53
I am very committed to working here and I see myself staying here for a long term career	63	43	24	13	15	40

## OPINION ON TRAINING AND DEVELOPMENT

PARTICULARS	5	4	3	2	1	WA
During the past year, I did receive refresher training on how to Perform better at work	88	28	23	6	13	43.06
In the past year I have got an opportunity to grow and learn	51	55	27	20	5	40.06
I have received an opportunity to perform the type of work I do	73	28	32	14	11	40.8
My employer provides plenty resources and training opportunities for my career	49	58	23	18	10	39.46
Flashkart facilitates ongoing training to upgrade my skills.	68	39	28	15	8	41.2

## CORRELATION

### CORRELATION 1:

To find out the relationship between educational qualification of employees and their feel of morale directly influencing production.

### HYPOTHESIS:

Null Hypothesis (H<sub>0</sub>): There is no significance difference between educational qualification of employees and their feel of morale directly influencing production.

Alternative Hypothesis (H<sub>1</sub>): There is a significance difference between educational qualification of employees and their feel of morale directly influencing production.

**TABLE 15: QUALIFICATION OF EMPLOYEES AND FEEL OF MORALE INFLUENCING PRODUCTION Correlations**

		qualification	influence
qualification	Pearson Correlation	1	-.024
	Sig. (2-tailed)		.765
	N	158	158
influence	Pearson Correlation	-.024	1
	Sig. (2-tailed)	.765	
	N	158	158

### INTERPRETATION:

Since r is positive(0.765), there is a positive relationship between the education qualification of employees and their feel of morale directly influencing production.

### CORRELATION 2:

To find out the relationship between the age of the employees and Flashkart taking care of their health and security.

### HYPOTHESIS:

Null Hypothesis (H<sub>0</sub>): There is no significance difference between the age of employees and Flashkart taking care of their health and security.

Alternative Hypothesis (H<sub>1</sub>): There is a significance difference between the age of employees and Flashkart taking care of their health and security.

**TABLE 17: AGE OF EMPLOYEES AND FLASHKART TAKING CARE OF HEALTH AND SECURITY  
Correlations**

		age	takecare
age	Pearson Correlation	1	.112
	Sig. (2-tailed)		.161
	N	158	158
takecare	Pearson Correlation	.112	1
	Sig. (2-tailed)	.161	
	N	158	158

#### INTERPRETATION:

Since  $r$  is positive(0.161), there is a positive relationship between the age of the employees and Flashkart taking care of health and security.

#### SUMMARY OF FINDINGS

- 77.2% of respondents are male and 22.8% are female.
- The responses that are received in the age category between 18 to 22yrs is 25.9%, between 22 to 29yrs is 13.3%, between 29-35yrs is 36.1% and above 35yrs is 24.7%.
- 19.6% are from SSLC, 17.7% are from HSC, 8.9% are from diploma, 38% are from undergraduate, 15.2% are from post graduate and 0.6% from others.
- 81% are aware of employee morale and 19% are not aware of employee morale.
- 55.7% feel that their morale is directly influenced on production, 19.6% don't feel that their morale is directly influenced on production and 24.7% don't have any idea about morale influencing production.
- 54.4% of respondents are satisfied in working at Flashkart, 20.9% are not satisfied in working at Flashkart and 24.7% may be satisfied in working at Flashkart.
- 58.7% of respondents are satisfied with their job, 21.5% are not satisfied with their job and 22.8% may be satisfied with their job.
- 79.7% of respondents feel that Flashkart takes care of their health and security and 20.3% don't feel that Flashkart takes care of their health and security.
- In the Chi-square test the calculated value is less than the table value so  $H_0$  is accepted, hence there is no significance between the qualification of employees and awareness of morale.
- In the Chi-square test the calculated value is greater than the table value so  $H_0$  is rejected, hence there is significance between the age of the employees and satisfaction towards their job.
- Weighted average method has been analyzed for the opinion of respondents on the feel of belonging, open communication, rewards and recognition, career development and training and development on Flashkart.
- In the correlation analysis since  $r$  is positive(0.765), there is a positive relationship between the qualification of the employee and their feel of morale influencing directly on production.
- In the correlation analysis since  $r$  is positive(0.1651), there is a positive relationship between the age of the employee and their feeling that Flashkart takes care of their health and security.

#### SUGGESTIONS AND RECOMMENDATIONS

- The employee morale will help the organization in improving the production. The employee morale is directly influenced in the production.
- From the above study it is revealed that most of the employees are aware of the employee morale.
- Therefore the present study suggests a greater probability in improving the production of the organization.
- Most of the employees are satisfied with their job and working in Flashkart. It is suggested to find out the few employees who are not satisfied and find the factors that unsatisfied them and make effective measures to make employees satisfied.
- It is suggested that organizations should improve training and career opportunities for their employees.
- There is high morale among the employees and major employees are satisfied so it is easy for the organization to enhance their performance depending on their employees.

## CONCLUSION

As the concept of employee morale is becoming more important in the success of the organization. Analysis and interpretation of study clearly dept-in-dept of employee morale. The study found that employees were satisfied with their effectiveness of the feel of belonging, open communication, rewards and recognition, training and development and career opportunities. However some respondents are not satisfied with their job, feel of belonging, for open communication, training and development and career opportunities. The study concluded that some employees have low morale. The study reveals that improved employee morale naturally helped to improve the satisfaction of the employees and also improved the performance and productivity of an organization.

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