



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH

IN SCIENCE, ENGINEERING, TECHNOLOGY AND MANAGEMENT

Volume 10, Issue 5, May 2023



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

**Impact Factor: 7.580**



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# A STUDY ON EMPLOYEE ENGAGEMENT STRATEGIES WITH SPECIAL REFERENCE TO WONJIN AUTO PARTS PVT. LTD.

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**ABSTRACT:** Employee engagement is an important issue in management theory and practice. Two kinds of definitions of employee engagement are identified: employee engagement as a multi-faceted construct (cognition, emotions, and behaviors) and as a unitary construct (a positive state of mind, a dedicated willingness, the opposite of burnout). lack of research on demographic variables, personality differences, and cross-cultural differences in employee engagement, lack of research on the mediating or moderating role of employee engagement, and lack of intervention mechanisms for employee engagement.

## 1. INTRODUCTION

Employee engagement is the level of commitment and involvement an employer has towards their organization and its values. It is a positive attitude held by the employees towards the organization and its values. Job engagement is a characteristic where an individual approaches his or her work with enthusiasm, energy, focus, and commitment such that the person is entirely present in his/her work and is able to bring his or her full potential to the work effort.

## 2. STATEMENT OF THE PROBLEM

It is exactly said that a problem clearly defined is half solved. Thus, defining the research problem is of the highest importance. The researcher was basically interested in the study of Employee engagement strategies of RRL in order to analyze the various strategies implemented by RRL. Hence keeping in mind, the importance and of implementing engagement strategies, an attempt has been made to analyze the various engagement strategies of RRL.

## 3. OBJECTIVES OF THE STUDY

- To identify the diagnosis of the factors for employee engagement.
- To understand the Attitudes of your employees.

## 4. SCOPE OF THE STUDY

- Studying employee engagement in an organization provides clues for employers to contribute to bottom-line business success.
- To understand & identify the problematic areas and make a plan and take action towards improvement.

## 5. LIMITATION OF THE STUDY

- Inconvenience in meeting all the associates and collecting data.
- The study has been done mainly for academic purposes and the duration of the data collection period is a major constraint.

## 6. REVIEW OF LITERATURE

**T. Suhasini and Dr. K. Kalpana (2018):** The study reveals that Employee Engagement is a comprehensive task and cannot be accomplished by effective training programs also. Organizations can improve engagement by opportunity



thinking, and enhancing employee Deci decision-making commitment. Employee engagement results in reduced turnover intentions and increased innovative work-related behavior.

**Stockley (2006)** defined 'engagement' as the extent that the employee believes in the mission, purpose, and values of the organization and reveals their commitment through their actions as an employee and their attitude toward the organization and the customers.

**S. Kiruthika and Dr. V. Kavitha (2015):** According to this study Pay and benefit is the most influencing factor of Employee Engagement. The study describes that there is an association between factors like Role, work environment, Training and Development, Relationship with supervisor, and Employee Engagement of Banks.

## 7. RESEARCH METHODOLOGY

The process is used to collect information and data for the purpose of making business decisions. The methodology may include publications research, interviews, surveys, and other Research Techniques and could include both historical and present information.

### 7.1 RESEARCH DESIGN

Research design refers to the overall strategy that we choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring that we will effectively address the Research Problem. It constitutes the blueprint for the collection, measurement, and analysis of data.

### 7.2 TYPES OF RESEARCH

The research type used in this study is Descriptive, which is used to describe the characteristics of a population or phenomenon being studied.

### 7.3 SAMPLE DESIGN:

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population are drawn

## 8. DATA COLLECTION

Data Collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses and evaluate outcomes.

### Primary Data Source:

A Primary Data Source provides direct evidence about an object, person, or work of art. It includes Historical & Legal Documents, Eyewitness Accounts, Results of Experiments, Statistical Data, Audio and Video Recordings, etc. Using Questionnaire, which is a set of printed or written questions with a choice of answers, devised for the purpose of a survey Type equation here. or statistical study, We Collected the Data.

### Secondary Data Source:

The data that was originally collected for other research are called Secondary Data Sources. We Referred to Articles, Journals & Magazines as mentioned in the Bibliography.

### 8.1. SIZE OF THE SAMPLE:

The sample size is 157.

## 9. STATISTICAL TOOLS USED:

### • Simple Percentage Analysis

Simple percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 percent) for a better understanding of collected data.

$$\text{Simple Percentage} = \frac{\text{No of Respondents}}{\text{Total No of Respondents}} \times 100$$

### • One Way Anova:

To ascertain whether there are any appreciable variations in the means of three or more independent (unrelated) groups, the one-way analysis of variance (ANOVA) is utilized. When using the one-way ANOVA, you can compare the means of the groups you're interested in and see if any of them differ from one another significantly. In particular, it evaluates the null hypothesis.

$$H_0: \mu_1 = \mu_2 = \mu_3 = \dots = \mu_k$$

where  $\mu$  = group mean and  $k$  = number of groups. If, however, the one-way ANOVA returns a significant result then we accept the alternative HYPOTHESES ( $H_A$ ), which is that there are at least 2 group means that are significantly different from each other.

#### 10. ANALYSIS AND INTERPRETATION OF THE STUDY

**TABLE NO: 1 DEMOGRAPHIC PROFILE OF RESPONDENTS:**

DEMOGRAPHIC PROFILE OF RESPONDENTS		NO OF RESPONDENTS	PERCENTAGE
AGE	Under 20	27	2.4
	20- 30	105	9.3
	30- 40	25	2.2
	<b>Total</b>	<b>157</b>	<b>13.9</b>
GENDER	Male	79	7.0
	Female	78	6.9
	<b>Total</b>	<b>157</b>	<b>13.9</b>
MARITAL STATUS	Married	28	2.5
	Unmarried	129	11.4
	<b>Total</b>	<b>157</b>	<b>13.9</b>

#### INTERPRETATION

From this study, 2.4 % of respondents have responded under the age category under 20 and 9.3% of respondents are above 20-30 years and 2.2 % of respondents have responded under the age category above 30-40 years.

**TABLE NO: 2 ONE WAY ANOVA: ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
7. Do you feel empowered at work?	Between Groups	9.254	2	4.627	.382	.683
	Within Groups	1866.809	154	12.122		
	Total	1876.064	156			
12. Do you think that the company cares about your physical and mental well-being?	Between Groups	2.394	2	1.197	.806	.448
	Within Groups	228.549	154	1.484		
	Total	230.943	156			
16. Do you have a good understanding of our informal structure and processes?	Between Groups	1.725	2	.863	.505	.605
	Within Groups	263.269	154	1.710		
	Total	264.994	156			
20. Are there any problem with our work culture?	Between Groups	3.300	2	1.650	1.355	.261
	Within Groups	187.592	154	1.218		
	Total	190.892	156			

Source: Primary data

## INTERPRETATION

- As the P value is lesser than Sig. Value (0.01 and 0.05) all 4 Consequences of employee engagement strategies, the Null Hypotheses are accepted.
- Hence, it is concluded that there is a statistically significant difference among the Age of the respondents with respect to the employee engagement strategies.

## 11. FINDINGS

- 93% of the age group of the respondents is between 20-30 years.
- 70% of respondents are males
- 114% of respondents are Unmarried
- From the study, it was found that most of the employees in the automobile industry are male.
- There is a significant relationship between the Age of the Respondents and their employee engagement strategies.

## 12. SUGGESTIONS

There is only a minimum number of female staff. Hence female staff may be encouraged to be part of the automobile industry workforce. Since most of the employees in the study are Engineering and Diploma graduated. So, the scope of the job can be further extended to other qualified candidates also. From the study, it was found that there are sufficient welfare measures taken but in addition to that some other welfare measures like transport facilities, housing facilities, and recreational facilities may be given.

## 13. CONCLUSION

From the research made it is found that employee engagement is the most important factor in every organization. It drives up the growth of the company. Every organization wants to be threaded in this competitive market and the same organization needs to have well-engaged employees. Employees' involvement and contribution to the organization are adequate. This study observed employee engagement in Automobile Industry. Tirupur. The employees in the barbeque are highly engaged. The conclusion of the study leads to suggestions on the upliftment of the employees for promoting them and the organization

## REFERENCES

1. T. Suhasini and Dr. K. Kalpana (2018)
2. Stockley (2006)
- S. Kiruthika and Dr. V. Kavitha (2015)





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