

## A STUDY ON EMPLOYEE'S PERCEPTION TOWARDS MM POULTRY FIRM, NAMAKKAL

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**Abstract**—Changing food habits, rising market demand for the Indian poultry products in export are the main factors which influences the growth of poultry firming in India. Namakkal has made Tamil Nadu the country's second largest egg producing center in the world. About 80% of the layer firms in Tamil Nadu are concentrated in and around Namakkal. The region is dry and semi-arid zone, where agricultural operations can't be carried out economically due to rocky soil and shortage of water. By dedicative hard work and entrepreneurship, the poultry farmers have successfully established a large poultry pocket in this area and Namakkal has come to know as the poultry city. Now it plays an important role for providing jobs. The purpose of the study is to know the economic situation of poultry workers. Percentage analysis is used to evaluate this study.

**Keywords**—Agricultural Operations, Demand, Employees, Perception, Poultry Firm.

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### INTRODUCTION

Poultry firming in India has risen as the most dynamic and rapidly expanding segment in livestock economy. Poultry firm is highly organized agribusiness. The growth of the industry is enormous. Consuming poultry products like egg, broiler is increasing nowadays. It helps this industry to develop a lot. The backbone of any kind of industry is human resource. The growth of the industry creates a vast job opportunity for educated and uneducated people. This study is done to estimate the current economic condition of employees in MM poultry firm.

### OBJECTIVES OF THE STUDY

- To analyze the employee's perception on their jobs.

### RESEARCH METHODOLOGY

A research method is a systematic plan for conducting research. There are both qualitative and quantitative research methods including experiments, survey research, participant observation and secondary data. Quantitative methods aim to classify features, count them, and create statistical models to test hypotheses and explain observations. Qualitative methods aim for a complete, detailed description of observations, including the context of events and circumstances.

### Research

Research is a careful and detailed study into a specific problem, concern, or issue using the scientific method. This is the best accomplishment by turning the issues into a question, with the intent of the research to answer the question.

### Research Design

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby ensuring you will effectively address the research problem it constitutes the blue print for the collection measurement and analysis of data.

### **Sample Design**

A sample design is a definite plan for obtaining sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. There are two types of sampling.

### **Probability Sampling**

Every item of the universe has an equal chance of inclusion in the sample. It is also known as random sampling or chance sampling.

### **Non-Probability Sampling**

Non-Probability sampling is that sampling procedure does not afford any basis for estimating the probability that each item in the population has of being included in the sample.

### **Sampling Type**

In this study we have used Non-Probability sampling.

### **Population**

In MM Poultry firm, 200 employees are working there.

### **Sample Size**

In this study, we have taken 65 respondents.

### **Data Type**

The data used for the study is primary data.

### **Primary Data**

The primary data are those which are collected afresh and for the 1<sup>st</sup> time, and thus happen to be original in character.

### **Secondary Data**

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process.

### **LIMITATIONS OF THE STUDY**

- This study is conducted on MM Poultry firm during Feb 2018. So, the result may differ from firm to firm.
- This study does not deal with any special issues faced by the workers.

### **DATA ANALYSIS AND INTERPRETATION:**

#### **FRIEDMAN ANOVA TEST:**

The Friedman test is the non-parametric alternative to the one-way ANOVA with repeated measures. It is used to test for the differences between groups when the dependent variable being measured is ordinal. It can also be used for continuous data that has violated the assumptions necessary to run the one-way ANOVA with repeated measures.

#### **Hypothesis:**

**H<sub>0</sub>:** The mean ranks of employees' perception influencing factors relating to their work life is no significantly different.

**H<sub>1</sub>:** The mean rank of employees' perception influencing factors relating to their work life is significantly different.

Table: 1 represents descriptive analysis of fifteen factors which influencing on employees' perception with reference to MM Poultry firm in Namakkal district. The descriptive analysis includes the mean score, standard deviation, minimum score, maximum score, first quartile, median, and the third quartile of fifteen variables.

**Table 1**  
**Descriptive Statistics**

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Minimum</i>	<i>Maximum</i>	<i>Percentiles</i>		
						25 <sup>th</sup>	50 <sup>th</sup> (Median)	75 <sup>th</sup>
The company clearly conveys its mission to its employees.	65	4.03	0.394	2	5	4	4	4
There is a good communication from managers to its employees.	65	3.95	0.211	3	4	4	4	4
I have the tools and resources to do my job.	65	4.26	0.756	3	5	4	4	5
I have the training to do my job.	65	4.22	0.76	2	5	4	4	5
I feel underutilized my job.	65	3.94	1.029	1	5	3	4	5
The amount of work expected of me is reasonable.	65	4.18	0.635	3	5	4	4	5
It is easy to along with my colleagues.	65	<b>4.65</b>	0.543	3	5	4	5	5
The morale in my department is high.	65	4.06	0.747	2	5	4	4	5
Over all, my supervisor does a good job.	65	3.69	0.865	1	5	3	4	4
When have questions my supervisor is able to address them.	65	4.08	0.478	2	5	4	4	4
Your pay is satisfying for you.	65	4.05	0.759	1	5	4	4	4
Benefits offered by the company.	65	<b>4.55</b>	0.685	2	5	4	5	5
The process used to increase annual Raise.	65	4.23	0.702	3	5	4	4	5
The shifts are satisfying.	65	4.09	0.744	3	5	4	4	5
Transport facilities are satisfying.	65	3.88	0.696	3	5	3	4	4

The above table 1 results indicate that the “It is easy to along with my colleagues” has the highest mean core of **4.65**. It indicates that the “It is easy to along with my colleagues” is more agreed by employees. This is followed by the “Benefits offered by the company as so agree by the employees. Other factors are least influence among the employees.

**Factor wise opinion regarding the perception of employees:**

An attempt has been made to study the employee’s perception regarding their work life in MM poultry firm in Namakkal district. After converting the qualitative information of the opinion into a quantitative one the average score was obtained from the respondents on various variables regarding employee’s perception and obtained results are presented in Table 2.

**Table 2**  
**Variable Wise Employee’s Perception**

	<i>Mean Rank</i>
The company clearly conveys its mission to its employees.	7.23
There is a good communication from managers to its employees.	6.68
I have the tools and resources to do my job.	8.8
i have the training to do my job.	8.42
I feel underutilized my job.	7.48
The amount of work expected of me is reasonable.	8.13
It is easy to along with my colleagues.	<b>11.08</b>
The morale in my department is high.	7.68
Overall, my supervisor does a good job.	<b>5.84</b>
When have questions my supervisor is able to address them.	7.55
Your pay is satisfying for you.	7.65
Benefits offered by the company.	10.64
The process used to increase annual raise.	8.55
The shifts are satisfying.	7.85
Transport facilities are satisfying.	6.41

In order to identify the factor, which is more influencing the employee’s perception? The Friedman’s ANOVA test analysis was used and the results were given in Table 2. It represents the mean ranks of the fifteen factors influencing on employee’s perception with special reference to MM poultry firm in Namakkal district.

It could be noted from the above table that among the fifteen factors “It is easy to along with my colleagues” was ranked first. It is followed by the “The morale in my department is high”

Factor wise distribution of mean rank of employees’ perception shows that among fifteen factors, the highest mean rank is **11.08** is obtained for the factor “It is easy to along with my colleagues”. Whereas, the lowest mean rank is **5.84** is obtained for “Overall, my supervisor does a good job”.

**Table 3**  
**Test Statistics**

N	65
Chi-Square	114.112
DF	14
Asymp. Sig.	0.000

a. Friedman Test

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The above table 3 results indicate that p-value (0.000) is less than the usual threshold value of 0.05. Therefore, the Null Hypothesis of equal ranks for each factor influencing on employee's perception cannot be accepted, and the alternative hypothesis is accepted. Hence, it can be concluded that the mean ranks of influencing factors regarding employees' perception significantly different.

**FINDINGS**

- We have to find that the employees are having easy situation to work along with their co-workers.
- Benefits offered by the firm is satisfying for among the employees.
- The firm offers adequate tools and resources to do the work allocated to the employees. So the employees need not to take any tools of their own.

**CONCLUSION**

Human resource is the real asset of the company. So, a company has to take care of their employees by fulfilling their requirements. Enhancing employee's performance will automatically have impact on the whole performance of the firm. Finally, the perceptions of employees towards their work life are evaluated.

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