

A STUDY ON EMPLOYEE ATTITUDE AND PERCEPTION TOWARDS KCP SOLAR PRODUCT WITH REFERENCE TO SALEM

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Abstract—This paper aims to understand the customer attitude toward solar energy products in the Indian context. The data of 200 respondents have been collected from Solar Industries Ltd through a structured research schedule using convenient sampling. Various factors have been identified that collectively impact the employee Perception & attitude towards solar energy products. Correlation analysis was used to measure the magnitude of the impact of the identified dimensions on the Employee attitude. The results of chi-square analysis validated that employee Perception & attitude towards solar products is significantly determined by KCP Solar Products. However, dimensions such as environmental knowledge, promotion and advertisement, environmental concern, and peers influence were not found significant to the customer attitude towards solar energy products

INTRODUCTION

Employee perception can affect the overall success of a company. If employees perceive their work environment as positive and supportive, they are more likely to be engaged and motivated, which generally leads to increased productivity and job satisfaction. Employee perception can have a significant impact on the employee's job satisfaction, motivation, and productivity.

If an employee perceives their job as meaningful and fulfilling, they are more likely to be engaged and motivated in their work. On the other hand, if they perceive their job as boring or unfulfilling, they may become disengaged and less productive. Employees have attitudes or viewpoints about many aspects of their jobs, their careers, and their organizations and these view point play an important role in the success of the organization.

STATEMENT OF THE PROBLEMS

Humans have discovered ways to take various energy sources and use them to their advantage. From the simple task of burning wood for heat, to the monstrous amount of power created from nuclear energy, we have been determined to find the most efficient and economical ways to make our lives easier. In the present scenario, the world is dominated by the Electrical energy and the electronic devices. The technological improvement in this field is vast and it plays a vital role in day to day lives of people. Solar energy being a renewable energy available in abundance as the natural source sun emits photovoltaic energy in the sun rays. With the invention of solar cells/solar panels used to grasp solar energy and converts into electrical energy for usage. In this research have come into the markets which are now fast growing in the commercial sales of solar energy based devices In this aspect, it becomes necessary to find what impact this Solar Energy Devices has made the buyer perception and attitude level and the KCP solar energy devices is identified as the problem of the study and also analysis of employee Attitude & perception are how to improve in the market.

OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVES

To study on Employee perception and attitude towards KCP Solar product with reference to Salem.

SECONDARY OBJECTIVES

- To find out the Employee perception and attitude solar product among in KCP brand To study the employee perception of the solar energy devices available in the market
- To study about the employee ideas, preference, attitude towards solar energy Products.
- To study the loyalty and attitude level of the solar product
- To list out the problems which employee face during the use of solar energy appliances.

SCOPE OF THE STUDY

- To see whether the installation of solar power products is optional by all possible ways.
- To inform that the cost of solar power products is reasonably low and very easy for fixing as it is manufactured by private group link DTH and other material ease of access and available in all places.
- This study incorporates more extensive degree for solar power as it initiated from the current vitality utilization and repeating nature consumption towards their vitality use.
- It also aims to check the quality and buyer perception level, warranty and reduce electric power also of KCP solar product improve in our inadequate electric problem at Salem and nearest area.

LIMITATION OF THE STUDY

- Time is a limiting factor in carrying out an extensive research work.
- Some respondents do not know about solar product because their reply is incorrect.
- Due to its very limited scope this is not considered by the researcher in while selecting sample category.
- The data collection should not capable for 200 respondents, so their answer is contrast reply.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology is understood as a source of the study how to research is done scientifically. The various steps adopted by a researcher in studying the research problem along with the logic. The project work entitled —A study on Employee attitude & Perception Level of KCP Solar Industries at Salem

RESEARCH DESIGN

The research designs constitute the blue print for the collection, measurement and analysis of data. There are types of research design; they are exploratory research design, describe and diagnostic research design. The research had adopted descriptive research design for the study.

SAMPLE DESIGN

A sample is a subset from the total population. A sample is a subset from the total population. It refers to the techniques or the procedure to the research would adopt in selecting items for the sample (i.e) the size of the sample

METHOD OF DATA COLLECTION

A descriptive research was undertaken to the study of the problem. The study is descriptive in nature. Descriptive research is those which are concerned with describing the characteristics of a particular individual of a group.

SAMPLING SIZE

The sample size is certified to its nature of data collection. Data collection is based on the primary data. 200 respondents are taken as the sample for this study.

SAMPLING METHOD

Sampling method utilized was convenience sampling was adopted.

POPULATION

The aggregate elementary units in the survey are referred to as the population. Here it covers the entire perception & Attitude of KCP solar.

SAMPLING TECHNIQUE

The sampling technique used in this study is —convenience sampling when the population element for inclusion in the sample is based on the ease of access. It can be called as convenience

DATA COLLECTION

Primary Data

It was collected through questionnaire further this data, are processed and tabulated using graphs the tables where analysed and the finding has been drawn accordingly.

Secondary Data

The secondary data were collected from different sources. In the current context the secondary data was collected through published books company records, journals, magazines and related web sites.

STATISTICAL TOOLS

The data is collected from the buyer during survey and analysed using various tools.

CHI-SQUARE TEST

Ho – There in no significant relationship between Monthly income and Reason for prefer.

H1 –There in a significant relationship between Monthly income and Reason for prefer.

Monthly income * Prefer Reason Crosstabulation							
		Prefer Reason					Total
		Save an energy	Save electricity bill	Save the environment	One time investment	Others	
Monthly income	Below Rs. 10,000	58	30	0	0	0	88
	Rs. 10,000-15,000	0	33	21	0	0	54
	Rs. 15,000-20,000	0	0	4	33	0	37
	Above Rs. 20,000	0	0	0	1	20	21
Total		58	63	25	34	20	200

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.610E2 ^a	12	.000
Likelihood Ratio	387.227	12	.000
N of Valid Cases	200		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 2.10.

Interpretation: The significant value (2.10) is > greater than the P value (0.000). Hence null hypothesis is accepted so there is no significant relationship between Monthly income and Reason for preference.

CORRELATION ANALYSIS

Correlation analysis between Age of the respondent's and Monthly salary

Nonparametric Correlations

Correlations				
			Age	Monthly income
Kendall's tau_b	Age	Correlation Coefficient	1.000	.872**
		Sig. (2-tailed)	.	.000
		N	200	200
	Monthly income	Correlation Coefficient	.872**	1.000
		Sig. (2-tailed)	.000	.
		N	200	200
Spearman's rho	Age	Correlation Coefficient	1.000	.920**
		Sig. (2-tailed)	.	.000
		N	200	200
	Monthly income	Correlation Coefficient	.920**	1.000
		Sig. (2-tailed)	.000	.
		N	200	200
** . Correlation is significant at the 0.01 level (2-tailed).				

Correlations			
		Age	Monthly income
Age	Pearson Correlation	1	.881**
	Sig. (2-tailed)		.000
	N	200	200
Monthly income	Pearson Correlation	.881**	1
	Sig. (2-tailed)	.000	
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			

Result: This is a positive correlation. There are relationships between Age of the respondent's and Monthly salary.

FINDINGS

- It is Majority 62% of the respondents are male category.
- It is Majority 38.5% of the respondents are age group between 31-40 years.
- It is Majority 45.5% of the respondents Employees.
- It is Majority 77% of the respondents Married person.
- It is Majority 42% of the respondents are Degree qualification.
- It is Majority 44% of the respondents monthly earning of Below Rs.10,000.
- It is Majority 36.5% of the respondents 3 Members in their family.
- It is Majority 98.5% of the respondents are know about KCP solar system.
- It is Majority 82.5% of the respondents are Using this product
- It is Majority 73.5% of the respondents are Having awareness of product and service.
- It is Majority 31% of the respondents are know about through Advertisement.
- It is Majority 31.5% of the respondents are prefer reason is Save electricity bill.
- It is Majority 36.5% of the respondents are Buying from Retailer.
- It is Majority 44.5% of the respondents are Good perception.
- It is Majority 35.5% of the respondents are Best attributes is Quality.
- It is Majority 35% of the respondents are satisfied the Quality level.
- It is Majority 31.5% of the respondents are buying Influence factor is Feature.
- It is Majority 39% of the respondents are product Purchase for Average price.
- It is Majority 83% of the respondents are Convenience to maintain.
- It is Majority 37.5% of the respondents are Satisfied the using experience.

- It is Majority 94% of the respondents are Provide best sales and service.
- Majority of 66.5% of the respondents are satisfied of CFI Street light
- Majority of 69.5% of the respondents are excellent of perception and attitude compare.
- Majority 81.5% of the respondents are accepted of solar systems
- Majority 34% of the respondents are solar UPS of product installed.

SUGGESTIONS

- The job given to the employees should be with full involvement Efficient workers should be encouraged with promotion and incentives Training should be given the adaptation of work should listen the employees
- The management should listen the employee's queries. The employee should be monitored properly
- The changes must be informed to the employees before it implements.
- Organizational changes having different type of impacts on different organization. Sometimes organizational changes having positive impacts and sometimes it having negative impact.
- In order to understand organizational change more precisely further work is needed.
- Through this study we are trying to understand organizational change and on the basis of this study we can conclude that organizational change is a continuous process each and every organization has to face changes and has to manage these changes by adopting proper change management techniques.

CONCLUSION

Nowadays, every organization faces change. Most important issues involved in the company are adjusting the Employee's perception & attitude. Choosing the right type of person to the right type of job enables the employee to do the work with the efficiency and diligently. The organisation motivates the employees with the good environment and remuneration. The employees working in the organisation is flexible and changes themselves according to the working conditions. The employee's conflicts are managed by the organisation in a constructive manner. We live in a world where business as usual is change. New initiatives, project-based working, technology improvements, staying ahead of the competition - these things come together to drive on-going changes to the way we work.

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