

## **A STUDY ON MARKETING AND PRICING STRATEGY OF ELGI EQUIPMENT'S PVT LTD WITH REFERENCE TO COIMBATORE**

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**Abstract**—This study examines the satisfaction level of employees working at Vee Cee Exports in Tiruppur, a prominent hub for textile and garment manufacturing in India. The research aims to understand the factors influencing employee satisfaction, including work environment, compensation, career development opportunities, and management practices. A mixed-method approach was employed, combining quantitative surveys and qualitative interviews with employees across various departments. The findings indicate that while most employees are generally satisfied with their jobs, there are specific areas for improvement. Factors such as fair compensation, opportunities for skill development, and a supportive work environment significantly contribute to higher satisfaction levels. Conversely, concerns related to long working hours and work-life balance emerged as key issues affecting employee satisfaction. The study provides valuable insights for Vee Cee Exports and similar organizations in Tiruppur to enhance employee satisfaction and productivity. Recommendations include implementing flexible work arrangements, providing regular training and development programs, and fostering open communication channels between management and employees. By addressing these factors, Vee Cee Exports can improve employee morale and retain talent, ultimately contributing to the long-term success and growth of the company. Further research can explore the impact of these changes on employee retention and organizational performance.

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### **INTRODUCTION**

The exact time and place of the invention of the wheel has been disputed, but its beginnings can be seen across ancient civilizations.<sup>3</sup> It is a mystery as to who invented the very first wheel. For this the credit is given to the ancient Mesopotamian cultures of Sumer in about 3500 B.C and this is where the oldest known wheel has ever been found. It is believed to have been invented much earlier, however the Sumerians improved upon the wheel by using it as transportation on their chariots.

The spoked wheel was a huge advancement in the development of the wheel. It is also using till date. Improvement upon the wheel continued to be made. During the middle ages, wheels started being used as gears. This allowed for the inventions of mechanical devices such as clocks, water wheels, cogwheels and astrolabes for sailors to navigate.

The invention of the wheel is probably the most important invention of all time as without the wheel, the world simply wouldn't exist. There are many modern inventions that came into fruition with help from the ingenious wheel. As we know without the wheel, there would be no automobiles, no airplanes, no turbine engine and no space launches. Simply, Industrial revolution was the outcome of Invention of wheel.

### **STATEMENT OF THE PROBLEM**

Employee loyalty becoming a very important concept of the METRO MACHINES Manufacturing industry employees in today's working environment. Nowadays the entire organization needs to complete with each other organization. In this highly competitive market environment. The Manufacturing organization not only need to compete with each other needs to complete with Non- Manufacturing -enabled service sectors and also another organization the whole Manufacturing organization must identify the problems that occur in the Manufacturing employees and try to manage the problems in a proper manner.

The impact of organizational cultures and employee engagement on employee loyalty and their determinants, there has been a growing interest in recent years in analyzing the factors influencing on employee loyalty, job satisfaction and Commitment (Mrs.RajniKhare 2012) and also Rahman Bin Abdullah (2009) the factors influencing on employee loyalty to job satisfaction, relationship among internal marketing, work values, job satisfaction on employee loyalty (Sabrina (2017). HR practices towards employee's job- related outcomes which lead to effective organizational performance. The study focusing on the relationship between HR practices on employee loyalty (Muhammad Zubair (2017).

The impact of organizational cultures and employee engagement on employee loyalty and their determinants, there has been a growing interest in recent years in analyzing the factors influencing employee loyalty. YudiwahyudinSuwandi (2018) accordingly their views on the effects of employee competency of employee loyalty, various factors consider were studied levels of job satisfaction, supervisor support, fringe benefits, teamwork, environment and training, job involvement, perceived organizational support, employee engagement and distribution justice.

Researchers acknowledges the importance of employee satisfaction and cultures, employee perceptions as predictors of employee loyalty and another dimension of the study such as Adedli (2018), the study focusing on the factors motivating employee loyalty and employee organization cultures. Examine the importance of employee loyalty in organizational performance (Prof .A. Seema (2017). Focusing on how loyalty to supervisor effects on job satisfaction (Xiaoping CHU 2012). Study sought to determine the impact of employees empowerment on organizational loyalty, employees empowerment have been identified through its four dimensions such as ( Self-determination, employees job satisfaction, empowerment, cultures)Abu – BakrBoussalem (2014), SimaRadmanesh (2015)influencing of compensation and empowerment to job satisfaction there is a direct positive influencing of compensation to empowerment. AnkitaPrabhakar (2016) affects the relationship between job satisfaction and employee loyalty so as to infer whether job satisfaction and employee loyalty are positively related to each other. Other studies have shown that employee satisfaction is a leading factor in determining employee loyalty.

### **OBJECTIVES OF THE STUDY**

1. To analyze the socio-economic profile of the respondents and its association with Attributes of employee loyalty.
2. To identify the major factors influencing organizational cultures on employee Engagement.
3. To analyze the impact of organizational cultures on employee loyalty.
4. To analyze the impact of employee engagement on employee loyalty.
5. To examine the relationship among organizational cultures and job satisfaction on Employee Loyalty.
6. To access the relationship among employee engagement and job satisfaction on Employee Loyalty.

### **SCOPE OF THE STUDY**

The study will throw light on the inequality experienced by the organizational cultures METRO MACHINES Manufacturing industry in Coimbatore. The proportion of working employees in the total Manufacturing in this industry is considerably low. A study of this type will offer constructive suggestions for organizational cultures to overcome the problems faced by them.

### **RESEARCH METHDOLOGY**

#### **RESEARCH DESIGN**

Research is the first step in employer branding as it helps the organization to find the deviation between where an employer is positioned & where it wants to be placed in the appropriate sector. An organized and systematic study was conducted to reach the desired objectives of the study. It also helps in analyzing & preparing the appropriate action plan for the implementation of the same. Descriptive researchdesign is followed by this study, where the cause-and-effect rewards of the motivation level of employee

#### **RESEARCH GAP**

A good number of researches have been conducted on motivation throughout the world. Even though motivated employees are required for the success of an organization, what motivates an employee is changing with the passage of time. Hence, it is always agreed that the motivation level of employees and the factors providing the required motivation are studied periodically.

In India, Automobile is the second largest industry but there are only a few researches conducted regarding the motivation of employees in this industry. Therefore, an attempt is made to cover this gap by conducting this research.

## **RESEARCH FRAMEWORK**

The literature review identifies that employer branding should be an integrated process within an organization that results in positive outcomes which contribute towards the retention of employees. Based on this, a conceptual framework has been devised by the researcher to indicate the influence that employer branding has on employee retention within a firm setup. This is displayed in Figure1.

The proposed conceptual framework is based on an in-depth analysis of the literature review which indicates that organizations should initially focus on rewards and motivation levels (e.g., induction, training, rewards, benefits, career progression), and these create a clear vision of their offerings as an employer which is then communicated to the employees motivation.

The major headings under which the questions were framed are Organizational policies, Employee role in Organization, Career Plan & Development, Goal setting, Personal Counseling and Grievance handling.

This individual data comprised the subgroups that represent the basis for the analysis. Finally, the respondents had the opportunity to write down additional information about their job that could be helpful in understanding that job.

## **SAMPLING METHOD**

- i. Research design : Descriptive Research
- ii. Method of sampling : Stratified random sampling.
- iii. Target population : top and middle level employees
- iv. Sampling unit : Individual Employee
- v. Sample size : 621
- vi. Data collection method: Primary data
- vii. Instrument for data collection: Questionnaire
- viii. Statistical Analysis : SPSS

## **DATA COLLECTION METHOD**

In this study both quantitative as well as qualitative methods (triangulation) were used to collect data. The use of questionnaire provided predominantly quantitative data and to some extent qualitative data was provided. Furthermore, personal interviews provided qualitative data to the study. This qualitative data was used to shed some light on the quantitative data. This enabled an in depth study of the research problem.

## **PROBLEM DESCRIPTION**

India is the second largest growing economy in the world. The Automobile industry in India is the second largest industry of the country after agricultures. Automobile accounts for nearly 65% of the total investment in Infrastructure and is expected to be the biggest beneficiary in infrastructure investment over the next five years. The investment in Automobile accounts for nearly 11 percent of India's Gross Domestic Product (GDP) and nearly 50 percent of its Gross Fixed Capital Formation (GFCF). This sector is set to grow at a 15 percent growth rate.

In the Automobile industry, there is a huge manpower requirement for timely execution of various projects undertaken. But the availability of work force is very less. Further, the number of people taking Automobile as their profession is also diminishing year after year.

## **FINDINGS**

- There is a significant relationship between employee loyalty factors towards organizational cultures factors such as Vigor, Absorption, Attitude, Employee Wellness, and Employee Efficiency and as Groups Norms/Beliefs, Team Work, Management Support, Decision Making, Conflict Management, and Trust/ Integrity.

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- There is a significant relationship between employee engagement and organizational cultures such as Vigor, Absorption, Attitude, Employee Wellness, and Employee Efficiency and Groups Norms/Beliefs, Team Work, Management Support, Decision Making, Conflict Management, and Trust/ Integrity.
- There is a significant relationship between year of experience, designation level and employee loyalty dimension Vigor, Absorption, Attitude, Employee Wellness, and Employee Efficiency. There is a significant relationship between year of experience, designation level and organizational cultures dimensions such as Groups Norms/Beliefs, Team Work, Management Support, Decision Making, Conflict Management, and Trust/ Integrity.
- There is a significant relationship between year of experience, designation level and employee job satisfaction dimensions such as Workplace flexibility, Interpersonal Relationship, Employee Growth, and Responsibility.
- Multiple regression results analyzed infers that employee loyalty is positively correlated with all the aspects of employee loyalty. The results infer that employee loyalty is positively correlated with organization cultures and employee engagement attributes. Hence the variables having a positive correlation with employee loyalty to leads retain a strong and good relationship with the employee in the METRO MACHINES Manufacturing industry.
- Multiple regression analysis on employee loyalty on the variables impacting organizational cultures and employee engagement in the METRO MACHINES Manufacturing industry, it is inferred that from the variables considered for the study Groups Norms/Beliefs, Team Work, Management Support, Decision Making, Conflict Management, and Trust/ Integrity.

## **SUGGESTIONS**

The present study would be to understand the A study on organizational cultures, employee engagement and its impact on employee loyalty at Information Technology and the suggestions given based on the findings would help the Manufacturing to enhance good relationships with their cultures. The researcher has presented the core suggestion based on

the findings inferred from primary data analysis, literature review and personal observations:

- METRO MACHINES Manufacturing industry could maintain an extensive database of employees which would not only have their demographic details but also would have their regular working pattern which would help the Workersto understand the employee cultures.
- Employee's cultures preference on the overall system of the Manufacturing and their service can be understood by taking regular feedback from the employees in the organization.
- Employees' feedback can be utilized to improvise the HRM Practice system in Its. Employees who given good suggestions for improvement of the working cultures/pattern/organization/IT can be given recognized for their valuable suggestions to the IT.
- Hence IT can maintain a good cultures systems while employees working atmosphere.
- To reduce the stress level of the employees and also to retain the employees, IT can introduce a new grievance handling system. Also, introduce self- motivated work to avoid problems and retain the employees.
- Manufacturing can introduce some lucky draw coupons for mega prizes as to the employees who have been continuously motivated in working /adopted to work from the same Manufacturing for a year. Manufacturing can also introduce monthly/ yearly coupons with special training for the employees.
- Management can engage trained counselors who could help the employees to identify the causes of their problems and solve them at individual level.
- The important variable regarding employee loyalty on career development, the goal courage, teamwork, etc... It is suggested to provide job security to help enhance job performance and to achieve corporate goals.
- Further suggested that such job security coupled with adequate pay and participation in decision making is expected to create a good organizational cultures.

## **CONCLUSION**

Employee loyalty plays a key role in understanding the mutual relationship of the organization with the METRO MACHINES Manufacturing industry (organizations) and facilitates Employers to develop a strong bond with the employees. Understanding employee needs is indeed an essential aspect of this study as it cannot be ignored by the Manufacturing before framing strategies to develop good relationships with the employees. In summary, this study provides a comprehensive framework of the factors which are influential in developing a good relationship from the employee's perspective. This study on the factors influential in developing good relationships with the employees in the Manufacturing in an initiative in the field of the business environment to understand employee's perspectives towards HRM concepts in Manufacturing business. The findings of this study would be useful for the organization in developing strategies to develop good relationships with the employees and retain them with them in the long run. These outcomes are also helpful to identify the key factors which are influential in building a good bondage between the employer and employees of the METRO MACHINES Manufacturing industry.

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