

A STUDY ON THE IMPACT OF WORKPLACE ENVIRONMENT ON EMPLOYEES' PRODUCTIVITY IN SALEM AAVIN DIARY

M.Esakkimuthu¹, A.Sheela²

¹Final Year MBA Student, Department of Management Studies, Paavai Engineering College (Autonomous), Pachal, Namakkal, Tamil Nadu. Email ID: dhinajkaran@gmail.com

²Assistant Professor, Department of Management Studies, Paavai Engineering College (Autonomous), Pachal, Namakkal, Tamil Nadu.

Abstract—In today's competitive business environment, organizations can no longer afford to waste the potential of their workforce. These are key factors in the employee's workplace environment that impact greatly on their level of motivation and performance. The workplace environment that is set in place impacts employee morale, productivity and engagement, both positively and negatively. The study is conducted in population pertaining to Salem Aavin Dairy, Tamil Nadu. The basic objective of this study is to measure the impact of working environment on productivity of employees. A closed ended questionnaire was developed to get feedback from target audience and different statistical methods were used to derive results from the collected data. It was observed that the factors like supervisor support, relation with co-workers, training and development, attractive and fast incentives and recognition plans, adequate work load at work place are helpful in developing a working environment that has positive impact on employee's level of productivity in the organizations. In every organization, the main cause of low productivity appears to be stress at workplace. Employees need certain kind of motivation and job stress mitigating strategies to overcome the stress. This study is focused to explore the major factors causing job stress and explains how it affects job performance of the employees working in Aavin, Salem district. There are different kinds of job stress prevailing in an employee's everyday life like workload, job security, autonomy, role conflicts, low salaries etc. In the present study, the major factors considered are workload, job security, and shift work related to Aavin Industry. Positive workplace like "Physical conditions, job satisfaction, office design, working environment" to worker are more productivity.

INTRODUCTION

Work environment plays an important role in an organization. Most of the problems faced by employees are related to working environment. The level of productivity can be increased through developing a conducive working environment in the organization.

Workplace environment plays a crucial role in shaping the health and well being of employees. Creating a conducive environment that promotes good health and well being can boost employee morale, engagement, and productivity. Poor workplace environments, on the other hand, can lead to absenteeism, presenteeism, and employee burnout, all of which can be detrimental to the organization's overall productivity.

REVIEW LITERATURE

Ketelaar, et al., (2001), As the flow of online sales increases and more companies begin to move into the digital arena, advertisers and digital designers are forced to stay on the cutting edge in terms of website design and content presentation. In a search to find website design techniques that increase information flow and website stickiness, two possibilities were found, persuasive navigation and "open", or visually rhetorical, online advertising. These two techniques focus on presenting targeted information to consumers, in the form of website content advertisements, while they browse a given website.

Bright (2004), The concept of intra-site advertising was tested by him and was found to be effective in terms of increasing information flow on a controlled website. Open advertising has not yet been tested in the online environment, with current studies focusing on print media, however it presents promises potential as an online persuasion technique. This paper

will further explore the application of open advertising in the online context as well as elements of interactivity and design.

Kioumarsiet al.,(2009),says that Personality characteristics impact consumer behavior because they shape the way in which consumers respond to messages at a given time. This response changes minute to minute based upon the unique characteristics of the target consumer and their ongoing life experience. The online environment presents a vast opportunity for companies to interact with consumers on a personal, customized level. Individual differences are an important aspect of this interaction as they provide insight into how people with varying levels of experience with the online environment respond to interactive persuasion techniques.

Friestad and Wright (1994), in their presentation of the PKM, posit that the effectiveness of advertising persuasion techniques depends upon the level of persuasion expertise each individual possesses. In an online environment, measurement of this effect can be achieved by looking at user experience levels, self efficacy, and number of hours spent online. General knowledge gleaned from the PKM dictates that consumers with more experience in the online environment will be better at coping with persuasion techniques therein, such as open, visually rhetorical advertisement.

OBJECTIVES OF THE STUDY

Primary Objective:

To determine the impact of workplace environment on employee's productivity.

Secondary Objectives:

- To find out the relationship between office design and productivity.
- To suggest the measures to improve the working conditions for better performance.
- To understand relationship between the employees and their work environment. Determine if a safe workplace influences employee productivity.
- Investigate whether work load impacts employee productivity.
- Evaluate the impact of supervisor's support on employee productivity.
- To develop an understanding for describing importance of work place environment in the organizations.

SCOPE OF THE STUDY

The study has been confined to the employees in Aavin at Salem. The study has been under taken in order highlight the job satisfaction of the employees, the company can enhance the working condition and the over all function of the organization by eliminating dissatisfaction and providing a good work atmosphere for the employees which will results in increased satisfaction.

LIMITATIONS OF THE STUDY

- The study was done only at the Aavin salem so the findings and interpretations can not be extended to some other organization
- Some of the respondents were not willing to give the correct and full information.
- Due to the short duration, I can able to collect the data's from the respondents of 180 which I took as sample size.

RESEARCH METHODOLOGY

Research Design

The research is to find out the Impact of workplace environment on employee's productivity. The research is carried out with specific objectives and hence it has a definite conclusion. Thus Descriptive research method is the one to be employed here.

Main Research Problem

The study was conducted to find out that how employees' productivity can be increased by developing a conducive working environment.

Sample size

A structured questionnaire was used for collecting data from the employees. 180 employees are selected for the study.

Sampling technique

The technique for the study is convenient sampling. In this technique samples were selected as per the convenience or accessibility of the researcher and the respondent.

Data collection

The data collection is one of the crucial works in any project work.

In this research both the primary and secondary data are collected.

Primary data

Primary data are those which are collected for the first time and they are original in character. It is collected by the investigator for the purpose of a specific inquiry or study. These are first hand information collected through various methods such as Questionnaire, Surveys etc.

Secondary data

Secondary data are those which are already collected by someone for some purpose and are available for the present study. Secondary data collected for this project are through websites, journals, textbooks, treatises and articles.

Tools used for Data Analysis:

A brief description on the various tools and techniques used in the study are given below.

Chi-square analysis.

Correlation

RESPONDENT OPINION ABOUT HEALTH AND SAFETY MEASURE BY THE COMPANY TO CALCULATE THE CORRELATION METHOD

Measures	Highly Satisfied	Satisfied	Neutral	Not Satisfied	Highly Dissatisfied	Total
Health(X)	31	35	41	40	33	180
Safety(Y)	33	22	37	49	39	180

Correlation formula,

$$r = \frac{\sum XY}{\sqrt{(\sum X^2) (\sum Y^2)}}$$

Let, X- Health of the respondents Y- Safety of the respondents N- Total no of respondents

correlation coefficient, which ranges between -1 and +1. Perfect positive correlation (a correlation co-efficient of +1).

$$\sum X = 180$$

$$\sum Y = 180$$

CALCULATION:

X	Y	XY	X ²	Y ²
31	33	1023	961	1089
35	22	770	1225	484
41	37	1517	1681	1369
40	49	1960	1600	2401
33	39	1287	1089	1521
$\Sigma X = 180$	$\Sigma Y = 180$	$\Sigma XY = 6557$	$\Sigma X^2 = 6556$	$\Sigma Y^2 = 6864$

Correlation

$$r = \frac{\Sigma XY}{\sqrt{(\Sigma X^2) (\Sigma Y^2)}}$$

r = 0.9775 , positive correlation coefficient

RELATIONSHIP BETWEEN SATISFACTION LEVELSWITH THE PRESENT JOB AND SALARY

Features	10,000 - 20,000	20,000 – 30,000	30,000 – 40,000	40,000 – 50,000	TOTAL
Highly satisfied	2	5	19	18	44
Satisfied	4	6	14	22	46
Neutral	6	12	4	20	42
Dissatisfied	6	9	8	2	25
Highly Dissatisfied	18	2	0	3	23
TOTAL	36	34	45	65	180

H0: There is no significant difference between satisfaction level with the present job and Age of the employee

H1: There is significant difference between satisfaction level with the present job and Age of the employee

Level of significance: 5% = 0.05

Degree of freedom : (r-1) (c-1) = (5-1) (4-1) -1

= (4) (3) -1

= 12 -1

Degree of freedom = 11

Tabulated value = 19.675

CALCULATION

O _i	E _i	Value
2	8.8	5.25
5	8.3	1.31
19	11	5.82
18	15.9	0.28
4	9.2	2.10
6	8.7	0.84
14	11.5	0.54
22	16.6	1.76
6	8.4	0.69
12	7.9	2.13
4	10.5	4.02
20	15.2	1.52
6	5	0.2
9	4.7	3.93
8	6.3	0.46
2	9	5.44
18	4.6	39.03
2	4.3	1.23
0	5.8	5.8
3	8.3	3.38

INFERENCE:

It is inferred from the above calculation that the calculated value is greater than the tabulated value. The null hypothesis H₀ is rejected. Hence, there is a significant difference between satisfaction level with the present job and salary of the company.

FINDINGS:

- Majority of the Gender wise respondents (63%) are male.
- Majority of the respondents (80%) are satisfied with their job.

- Majority of the respondents (70%) are satisfied with the canteen facilities.
- Majority of the respondents (71%) are satisfied with the resting facility.
- Only (39%) of the respondents are opined that noise levels of the factory are Very high.
- Majority of the respondents (80%) felt that supervisors and co-workers relationship is good.
- Majority of the respondents (78%) are rating of their job responsibilities were Good.
- Only (65%) of the respondents are agreed that they have freedom to express The view to superiors.
- Majority of the respondents (45%) felt that their workload is moderate.
- Majority of the respondents (51%) are agreed that they are provided with opportunities to update their knowledge and skills.
- Majority of the respondents (21%) are appreciated for the employee contribution.
- Majority of the respondents (67%) are often provided with opportunities for improvement and self-development.
- Majority of the respondents (43%) told that often their suggestions were considered by management.
- Majority of the respondents (57%) are satisfied with health measures of the company.
- Majority of the respondents (84%) are ready to work hard and improve the company's position.

SUGGESTIONS

- Management should take the inputs of operators in improving productivity.
- Employee should be assessed based on skill level, work knowledge and recognized.
- Management should Improve standard of the employees in turn organization will be growing automatically.
- When company is earning good profits employees should get additional incentives.
- All the work areas of the plant should be improved and modernized.
- Adequate training should be imparted for the employee in safety
- Special attention should be given to TPM activities.
- Proper material planning is required for continues flow of work.
- Employees should motivated in new improvement activates
- When quality problem is arising employee should be given adequate training and ensure that will not happen in future.
- Long term settlement should be signed at the earliest.
- Organization should not lose the skilled employees and experienced management staff.
- Management should invest more on research and development to reduce the Scrap and wastage.

CONCLUSION

Workplace environment plays a vital role in motivating employees to perform their assigned work. Since money is not a sufficient motivator in encouraging the workplace performance required in today's competitive business environment. The study suggests that unfavorable work situations can directly impact employee performance regardless of personality predispositions, whereas the development of supportive work environments can have a direct and positive effect on employees. Managers and supervisors will need to be comfortable with working with the whole gamut of workplace factors that influence employee motivation. Therefore it is important to continue to educate the business community regarding the direct benefits of providing an improved work environment.

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