



A STUDY ON IMPACT ON EMPLOYEE COMMITMENT TOWARDS ORGANIZATION GROWTH IN TEXTILE INDUSTRY

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ABSTARCT: Employee Commitment is the bond employees experience with their organization. Broadly speaking, employees who are committed to their organization generally feel a connection with their organization, feel that they fit in and, feel they understand the goals of the organization. Employee commitment can be stated to which employees are bound emotionally or intellectually to the organization. The management wishes that the employees share a strong commitment to the organization's goals & objectives as this commitment enhances the employee engagement at work. In order to keep the employee commitment levels high the organization needs to keep the employee motivated at work. A motivated employee understands his/her responsibilities well and is always ready to walk an extra mile to achieve customer satisfaction and gains in organization's profit. The following processes have to be put into place if the management is looking for a strong employee commitment. Many industry focus on different areas of improving commitment of their employees so that they can improve performance. Organizations with committed employees tend to perform better than those that have less committed employees and yet various organizations are doing less to improve employee commitment.

Key words- Enhance employee commitment, employee motivation, superior – employee relationship.

INTRODUCTION

Employee commitment can take different forms. The context, direction and development of commitment, as well as the extent to which commitment influences behaviour can result in confusion and debate. Commitment is the bond employees experience with their organisation. employees who are committed to their organisation generally feel a connection with their organisation, feel that they fit in and, feel they understand the goals of the organisation. The added value of such employees is that they tend to be more determined their work, show relatively high productivity and are more proactive in offering their support. Employee commitment is important because high levels of commitment lead to several favourable organizational outcomes. It reflects the extent to which employee's identify with the organization and is

committed to its goals. In the today's competitive business environment, every organization is facing a problem of attracting and retaining, competent human resource. Employee commitment can be stated to which employees are bound emotionally or intellectually to the organization. The management wishes that the employees share a strong commitment to the organization's goals & objectives as this commitment enhances the employee engagement at work. In order to keep the employee commitment levels high the organization needs to keep the employee motivated at work. A motivated employee understands his/her responsibilities well and is always ready to walk an extra mile to achieve customer satisfaction and gains in organization's profit.

OBJECTIVES OF THE STUDY

- The primary objective of this study is to observe and increase the employee commitment towards organization growth,
- To observe the commitment of employees towards organization excellence.
- To discuss various factors like employee loyalty, motivation and engagement towards managing organizational excellence.
- To understand the contribution of ethics business towards employee commitment in an organization.
- To know the superior – employee relationship in the organization in general view.

REVIEWS OF PAST STUDIES

Alikhani, et al (2014) research reveals that women employees are more committed than men. Women express commitment in terms of passion, consensus, service to members, enabling and strengthening the capabilities of others, sacrifice, and personal fulfilment. Women's commitment involves different emotional considerations to those of the men in the study

Mathieu &Zajac (1990) research found that there is a strong correlation between employee's commitment and job characteristics like job scope, job enrichment, job rotation etc. He stated skill variety refers to the extent to which the job requires a person to utilize multiple high-level skills. Job enrichment is a job redesign technique that allows workers more control over how they perform their own tasks. This approach allows employees to take on more responsibility. Job rotation involves moving employees from job to job at regular intervals

Dawis, (1992) argued that employees are more committed only when there is a good match between what he get and what organization provides. The factors have been proven to have the biggest influence on employee commitment levels. The influencers include: clear company goals, gaining energy from work, feeling a fit with the company and a challenging work environment.

Vandenberghe (2009) research identified the relationship between the leadership styles of superiors and employee in their commitment and turnover. Turnover intention is an employee's predetermination to withdraw and leave an organization, not the actual separation from the organization itself. Turnover intention refers to an individual's perceived probability of staying with or leaving an employing organization. Turnover intention can result in losses to a firm.

Freyermuth (2007) opinion that if the leader emphasizes more on employee progress than prescribed evaluation process that enhance employees commitment and retention rate. Retention is a voluntary move by an organisation for creating an environment which engages employees for long term. The major objective of retention is the prevention of loss of competent employees from the organisation as it adversely affects productivity and service delivery.

Gelaidan (2013) research recognized that the transformational leadership is positively related with normative commitment of employees. the study shows that affective and normative commitment are positively related to transformational leadership. It develops positive relationships with subordinates and motivate performance that accomplishes specific goals

Becker et, al (1996) research found that employee commitment to supervisors is positively related to job performance. He states that supervisors are agents of the organization. This means that supervisors play a large role in how a subordinate feels regarding their value as it pertains to the company. When a subordinate goes through some sort of review process, employees are aware that it will make its way to higher level supervisors. If the direct supervisor of an employee views them positively and makes that known, it means that the employee will likely view higher level managers as having a similar view.

Lee et al (2015) research justified that charismatic leadership will enhance the effect of employee's organizational commitment. charismatic leader can lead and influence employees, is the cornerstone of a successful business. leadership style reflects the relationship between an individual and a group built around some common interest wherein the group behaves in a manner directed or determined by the leader. Leadership styles have shown a strong relationship with employee's outcomes such as job performance organizational commitmen

Baumeister and Leary (1995) study argues that emotional attachment between colleagues in the workplace is a significant element for employee commitment towards the job as well as towards organization. He found that emotional intelligence training boosted employee productivity and resulted in better evaluations from management. Emotional stability greater ability to manage their own emotions and tolerate stress and enhance their commitment

Nguyen et al (2014) study identifies teamwork, working relationship with management, work conditions influence employee's organizational commitment. High unemployment could affect the employed in two ways. It heightens feelings of job insecurity and it makes a potential job loss more costly. We argue that both of these effects have a positive influence on employee organizational commitment. the effect of regional unemployment on employee commitment differs across types of organizations in different industrial sec

METHODOLOGY

A research methodology is a systematic plan for conducting research. The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, surveys and other research techniques, and could include both present and historical information. The type of research used in this project is descriptive research design. Descriptive research design has been adopted for the present study. Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study. The key point in primary data is that the data collected is unique. In this study questionnaire is used as primary data collection method. Secondary data is data that is widely available and obtained from another party. Secondary data can be found in publications, journals and newspapers. For this study the data is collected from journals, websites and also from data manual of the company. The sample size of the study is restricted to 120. Though there are chances of surveying entire population it has been restricted to 120 due to time factor and interest of respondents. Sampling techniques are the strategies applied by researchers during the statistical sampling process. It is the methods used in drawing samples from a population usually in such a manner that the sample will facilitate in making conclusion from the population. Convenience sampling is used as sampling technique for the purpose of selecting employees. A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach. The period of study is from January 2021 to March 2021 which is a three months of study. A data collection technique, where in the respondents is given with the questionnaire and are asked to give answer to the series of questions, written about the employee commitment in the organization. The structure of the questionnaire was designed with demographic factor questions and multiple choice questions for calculating commitment. This provides with the allowance of flexibility to the respondent to respond to the questions with the ability to qualify the answers. The questionnaire is designed to be simple and easy, with the proper length.

DISCUSSIONS

On completing the study the t-test, ANOVA and correlation test were done to find out the relation and difference between variables to prove the attained results statistically.

HYPOTHESIS 1:

T- TEST - TO TEST WHETHER THERE IS OR THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN GENDER IN REGARD TO LOYALTY TOWARDS THE ORGANIZATION

Null Hypothesis (H_0) - There is no significant difference between gender in regard to loyalty towards toward the organization.

Alternative Hypothesis (H_1) - There is significant difference between gender in regard to loyalty towards toward the organization.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
male	69	1.58	.496	.045
female	51	2.61	1.374	.125

One-Sample Test

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
gen	34.756	119	.000	1.575	1.49	1.66
loyalty	20.798	119	.000	2.608	2.36	2.86

INTERPRETATION

P value is 0.000, which is below 0.05 so H_1 is accepted and H_0 is rejected. So, there is significant difference between gender in regard to loyalty towards toward the organization. Based on mean value, the mean value for female is 2.61 which is higher than mean value for male. This infers that female employees are more loyal towards the organization.

HYPOTHESIS 2:

ANOVA – TO TEST WHETHER THERE IS OR THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN THE DESIGNATION WITH REFERENCE TO EMPLOYEE WAS ABLE TO CONTRIBUTE TOWARDS COMPANY’S MISSION.

Null Hypothesis (H_0) - There is no significant difference between the designation with reference to employee was able to contribute towards company’s mission.

Alternate Hypothesis (H1) - There is significant difference between the designation with reference to employee was not able to contribute towards company's mission.

ANOVA

designation

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.186	2	.093	.161	.851
Within Groups	67.406	117	.576		
Total	67.592	119			

INTERPRETATION

P value is 0.851, which is above 0.05 therefore, there is no significant difference between the designation and employee was able to contribute towards company's mission.

HYPOTHESIS 3:

CORRELATIONS - TO TEST WHETHER THERE IS OR THERE IS NOCORRELATION BETWEEN COMPANY INSPIRES TO GIVE THEIR BEST SHOT AT WORK VS ENCOURAGED FOR BEING CREATIVE IN WORK.

Null Hypothesis (H0) - There is no correlation between company inspires to give their best shot at work vs encouraged for being creative in work.

Alternate Hypothesis (H1) - There is correlation between company inspires to give their best shot at work vs encouraged for being creative in work.

Correlations

		inspires	encourage
inspires	Pearson Correlation	1	.415**
	Sig. (2-tailed)		.000
	N	120	120
encourage	Pearson Correlation	.415**	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

P value is 0.000 which is below 0.05. So H1 is accepted and H0 is rejected There is positive correlation between company inspires to give their best shot at work vs encouraged for being creative in work.

FINDINGS

- P value is 0.000, which is below 0.05 so H1 is accepted and H0 is rejected. So, there is significant difference between gender in regard to loyalty towards toward the organization. Based on mean value, the mean value for female is 2.61 which is higher than mean value for male. This infers that female employees are more loyal towards the organization.
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SUGGESTIONS

Female employees are more loyal towards the organization. Employees was able to contribute towards company mission. The organization inspires the employees to give their best at work and also encouraged for being creative in work

CONCLUSION:

From the available literature, it is identified that it is a multidimensional factor such as job satisfaction, adequate pay, work environment, organizational culture these factors affects on the employee performance, productivity, absenteeism, retention rate etc. These human factors may affect employee commitment. People's acceptance of change initiates employee commitment to change. This acceptance leads to the evolution of different forms of commitment to change which involves individuals, not organisation. Therefore, employee commitment is an individual-level concept, not a group-level concept. The ever important top management sanction for investment in time and resources towards employee commitment is also at an all-time high. This is particularly because of the present recessionary times where the pressures of change and adaptation have amplified the difficulties in and importance of harnessing and sustaining employee commitment.

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