iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 12 **Issue:** XII **Month of publication:** Dec 2024

DOI:

www.ijraset.com

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Conference 'Technology and Knowledge Based Entrepreneur for Sustainable Industrial Development', held at Sridevi Women's Engineering College, Dec 2024

Employees Attitude towards the Organization in Coca-Cola

N. Navya[1], Mrs. N. Hima Bindu[2]
[1]*MBA II Year, Asst. Professor, Sridevi Women's Engineering College, Hyderabad*

Abstract: ***Employee attitude is an employee's overall mindset, feelings, beliefs and perception about their work, colleagues and the organization. This article discusses the importance of employee attitudes towards the organization and how these attitudes can impact organizational outcomes. The aim is to provide businesses with an image that will enhance their hard work and productivity. The organization should know what employees expect, know the employee's attitudes towards the organization. Employee attitudes is an important way for companies to measure job satisfaction, employee motivation and opinion. The organization can suggest ways to improve employee conditions. Employees adapt to changing organizational conditions. Employees are encouraged to develop new and efficient methods. The sample size taken for this article is 25 from coca-cola unit. If employee attitudes are extremely negative, for example, resistance to change may obstruct progress and even weaken the project completely. On the other hand, positive attitudes can increase employee engagement, productivity, performance and ultimately, have a positive impact on the project's outcomes.***
Keywords: job satisfaction, organizational commitment, employee engagement.

I. INTRODUCTION

For all organizations, employees are the vital resource and they represent an important asset of an industry. Human resource management deals with developing employee's potency to get uttermost job satisfaction from their work and give their best efforts to the organization. Employee attitude is based on the job satisfaction. Job satisfaction is contentment occurs out of the employee's positive and negative feelings towards his or her work. The reflections of job satisfaction are important to an organization in terms of its efficiency, productivity, employee relations, absenteeism and turnover and to an employee in terms of his health and well-being. There are several human resources problems such as high labor turnover and absenteeism etc., which have made a huge barricade to minimize the effort of the achieving organizational objectives in the apparel industry. Job satisfaction step-ups employee's morale, productivity etc., and abridges absenteeism, labor turnover and accidents. Naturally it is the satisfied worker who shoes the maximum effectiveness and efficiency in his work. Job satisfaction is the over all attitude of well-being with regard to job and its environment. The upshots of the job is directly affected by the job factors like salary, kind of work performed, supervision, working condition, opportunity for advancements etc.

II. REVIEW OF LITERATURE

Ms. B. Nagalakshmi, 2006, had done a project on "Employee Attitude towards the organization". She suggested that Management/HR department may be changing the procedures or approaches to improve the employees' positive attitude towards them by participation from them. Attitudes change from person to person. In an organization, the functions and procedures followed by the management/HR department should accepted and negative attitudes if any may be identified at earlier stage. Relationship of the employees with the HR department may be enhanced to reduce negative attitude among the employees in general which will lead to prosperity of the company through profits and that of the employees through enhanced quality of work life.

Robbin (2003) defined attitudes as evaluative statements and they can be either favorable or unfavorable concerning objects, people or events. Therefore, they reflect how one feels about something. The favorable statements may provide positive effect regarding the concerned object, person or event whereas unfavorable statement may provide negative effects. An attitude is a positive or negative feeling or mental state of readiness, learned and organized through experience that exerts specific influence on a person's response to people, object and situations. This definition of attitude has certain implications for managers. First, attitudes are learned. Second, attitudes defined one's predispositions towards given aspects of world. Third, attitudes provide emotional basis of one's interpersonal relations and identifications with others. And fourth, attitudes are organized and are closed to the core of personality. Some attitudes are persistence and enduring; yet, like each of the psychological variables, attitudes are subject to change (Fishbein and Ajzen, 1975).

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III. OBJECTIVES OF THE STUDY

1) To identify factors contributing to employee's attitude towards the organization.
2) To know the employees' expectations from the organization.
3) To analyze the company's working environment and its impact on employee attitudes.
4) To determine the impact of leadership style on employee attitudes.

IV. RESEARCH METHODOLOGY

Research is an active, diligent and systematic process of inquiry in order to discover, interpret and revise facts, events, behaviors or theories or to make practical applications with the help of such facts, laws or theories. The term research is also used to describe the collection of information about a particular subject.

Employees' attitude towards the organization should be known by the entire organization to reduce the grievance. The main objective is to find out the number of employees who are having positive attitude or negative attitude and what tends to the same.

Here, the general employee opinion survey method has been followed. The questionnaires were directly handed over to the employees of the organization for their responses.

V. SAMPLING METHOD

The sample size taken is 25 which has been selected by random sampling.

A. Tools for data collection

Questionnaire is the main tool for data collection.

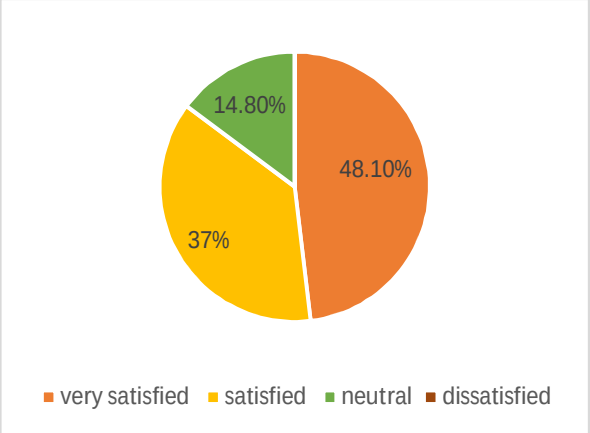
VI. STATISTICAL TOOLS USED

The following are the statistical tools used in this project to get specific results.

VII. DATA ANALYSIS

1) How satisfied are you with your role/responsibility in the organization?

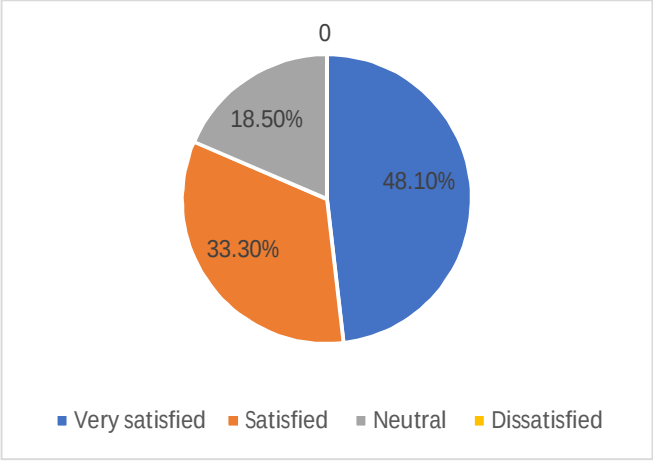
parameters	Percentages
Very satisfied	48.1%
Satisfied	37%
Neutral	14.8%
Dissatisfied	0%



Interpretation: From the above chart 48.10% of employees are very satisfied with their role/responsibility in the organization, 37% of the employees are satisfied and 14.8% are neutral with their role in the organization.

2) How satisfied are you with the feedback you receive?

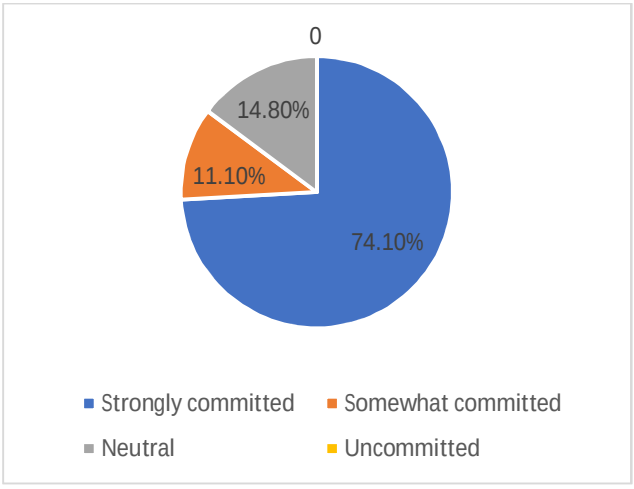
Parameters	Percentage
Very satisfied	48.1%
Satisfied	33.3%
Neutral	18.5%
Dissatisfied	0



Interpretation: The results indicates that majority of respondents (48.1%) reported that they are very satisfied with their received feedback, while a smaller number (18.5%) indicated neutral for receiving any feedback and 33.3% of the respondents are satisfied.

3) How committed do you feel to the organization?

Parameters	Percentage
Strongly committed	74.1%
Somewhat committed	11.1%
Neutral	14.8%
Uncommitted	0

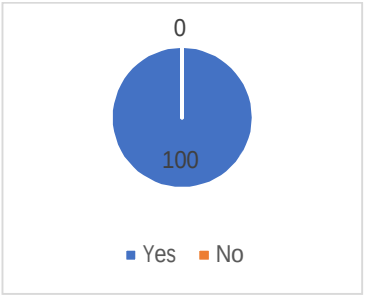


Interpretation: the pie chart depicts that 74.1% of employees are strongly committed to their organization, 14.8% of employees are neutral and 11% of employees are somewhat committed to their organization.

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4) Does a positive employee attitude lead to increased productivity?

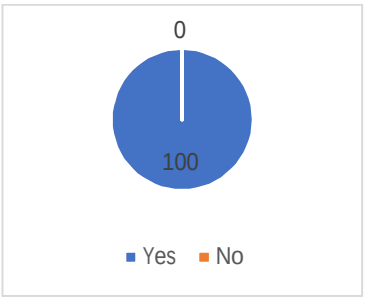
Parameters	Percentage
Yes	100
No	0



Interpretation: the above pie chart is representing that positive employee attitude leads to increased productivity.

5) Is employee engagement is key indicator of positive employee attitude?

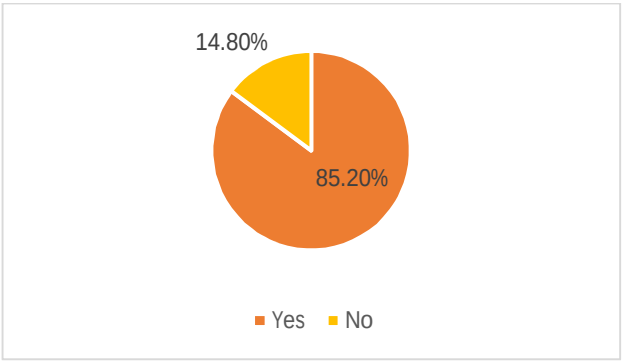
Parameters	Percentage
Yes	100
No	0



Interpretation: employees are saying that employee engagement is key indicator of positive employee attitude.

6) Can a negative employee attitude result in high absenteeism and turnover?

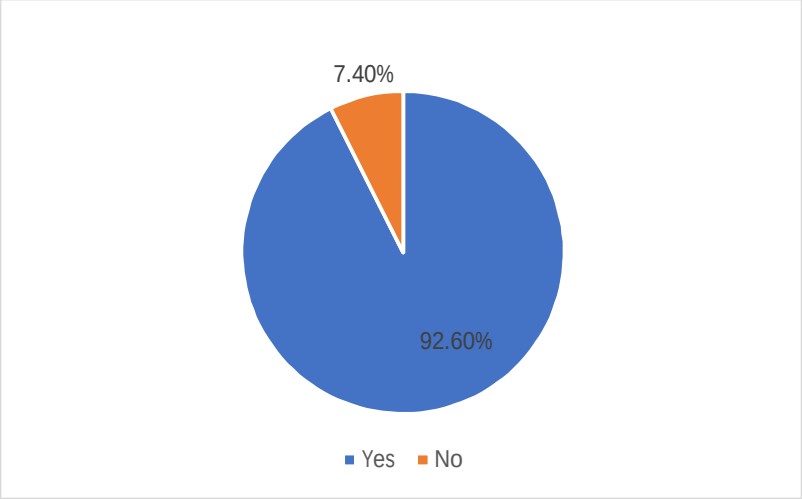
Parameters	Percentage
Yes	85.2%
No	14.8%



Interpretation: from the above chart 85.2% of employees have an opinion that negative employee attitude result in high absenteeism and turnover and 14.8% of employees have an opinion that negative employee attitude does not results in high absenteeism.

7) Does a positive employee attitude lead to increased job satisfaction?

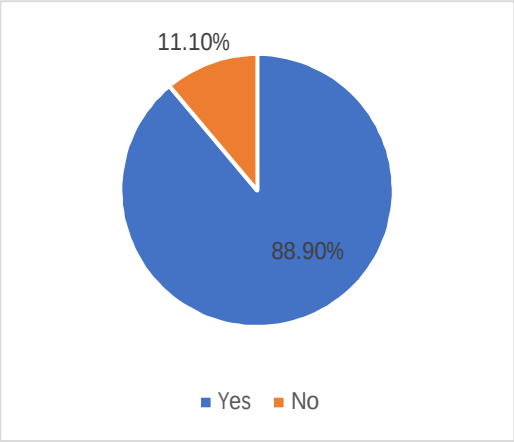
Yes	92.6%
No	7.4%



Interpretation: 92% of employees have opinion that a positive employee attitude lead to increased job satisfaction and 7.4% of employees have an opinion that a positive employee attitude does not lead to increased job satisfaction.

8) Is employee attitude towards the organization influenced by leadership style?

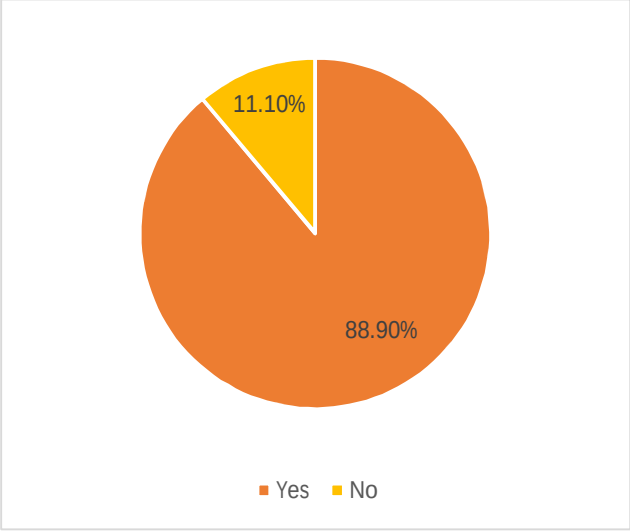
Parameters	Percentage
Yes	88.9%
No	11.1%



Interpretation: 88.9% of employees says that employee attitude towards the organization influenced by leadership style and 11% of the employees says that employee attitude towards the organization is not influenced by leadership style.

9) Does organizational culture play a significant role in shaping employee attitude?

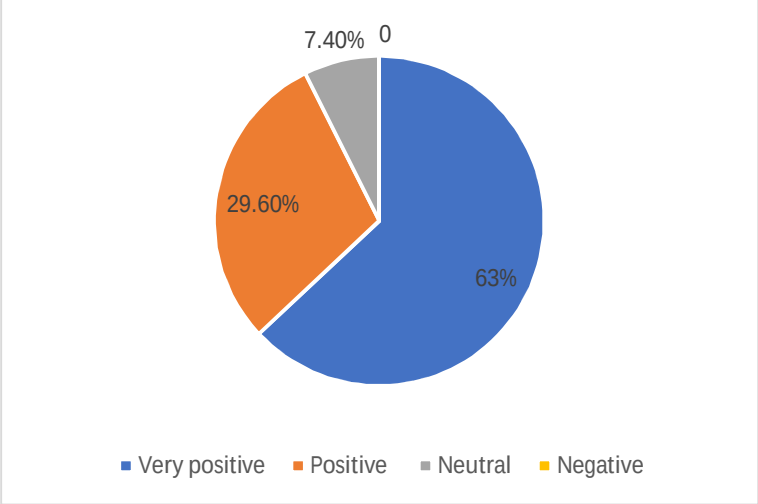
Yes	88.9%
No	11.1%



Interpretation: 88.9% of employees are saying that organizational culture play a significant role in shaping employee attitude.

10) What is your overall attitude towards the organization?

Parameters	Percentage
Very positive	63%
Positive	29.6%
Neutral	7.4%
Negative	0



Interpretation: 63% of employees are saying that they have very positive attitude towards the organization,29.6% of employees are saying that they have positive attitude towards the organization and 7.4% of employees are neutral with their organization.

VIII. FINDINGS

1) The 63% of employees have a positive attitude towards the organization.
2) The most common reasons for positive attitude towards the organization include job satisfaction, opportunities for growth and development and positive relationships with colleagues and supervisors.
3) This is a crucial factor that reflects how content employees are with their jobs. High levels of job satisfaction often correlate with positive attitudes toward the organization. Factors influencing job satisfaction include work environment, salary, benefits, recognition, and relationships with colleagues and management.
4) This refers to the emotional attachment employees have to their organization. Employees who feel committed are more likely to go above and beyond in their roles, exhibit loyalty, and stay with the organization longer.
5) Regular feedback and recognition can improve employees' attitudes towards their organization. When employees feel appreciated for their work, they are more likely to have a positive outlook.
6) Engaged employees are enthusiastic about their work and the organization. They are more productive, provide better customer service, and are less likely to leave.

IX. SUGGESTIONS

1) Recognizing and rewarding employees' achievements can significantly boost their morale and motivation, leading to improved job satisfaction.
2) Organizations should foster a culture of transparency, encouraging open communication to build trust and credibility among employees.
3) A positive work culture that values diversity, inclusion, and respect can significantly impact employee attitudes and behaviors.
4) Regular feedback and coaching can help employees improve and grow, leading to increased job satisfaction and commitment to the organization.
5) Leaders should lead by example, demonstrating a commitment to the organization's values and mission, and fostering a positive and supportive work environment.

X. CONCLUSION

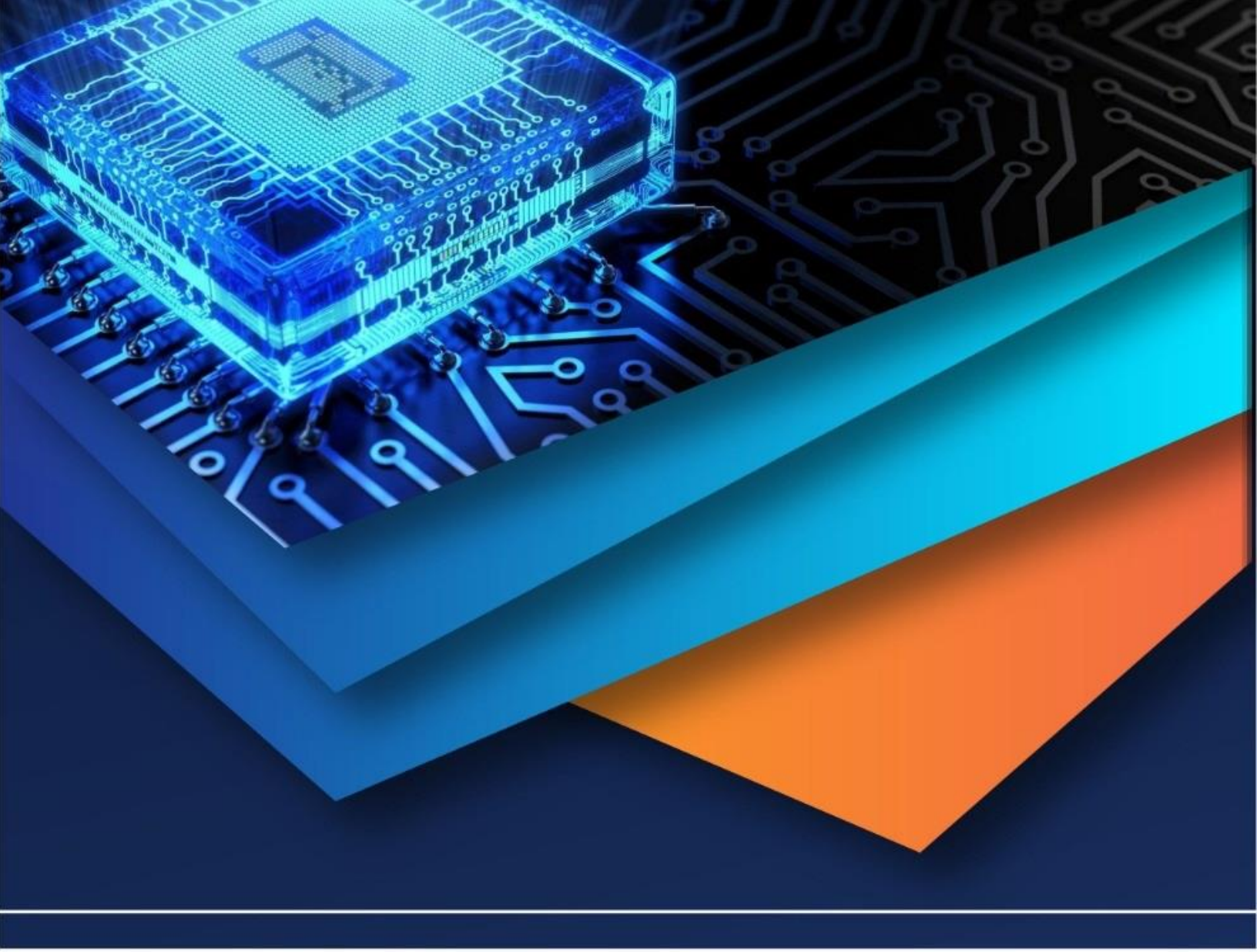
In conclusion, employees' attitudes towards their organization are influenced by various factors, including job satisfaction, organizational commitment, engagement, leadership, and recognition. Organizations that prioritize these aspects tend to foster a more positive work environment, leading to better employee performance and retention. Therefore, organization should actively work to understand and enhance employee attitude through supportive practices and a positive work culture.

An organization's success depends greatly on its employees' attitudes. When employees have a positive attitude towards their organization, they are more likely to be engaged, motivated, and committed to their work. This, in turn, leads to increased job satisfaction, productivity, and retention. On the other hand, a negative attitude can lead to decreased morale, absenteeism, and turnover. Organizations can foster a positive employee attitude by promoting a supportive work culture, recognizing and rewarding employees' contributions, and providing opportunities for growth and development. By doing so, organizations can create a positive and productive work environment that benefits both employees and the organization as a whole.

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