



# A STUDY ON EMPLOYEE ENGAGEMENT'S IMPACT ON THE OBJECTIVES OF THE AUTOMOBILE COMPANIES

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## ABSTRACT

In the dynamic landscape of the automobile industry, the role of employee engagement in achieving organizational objectives has emerged as a critical area of exploration. This study delves into the intricate relationship between employee engagement practices and the overarching goals of automobile companies. Utilizing a comprehensive research framework, including surveys, interviews, and case analyses, the research seeks to uncover the nuanced ways in which engaged employees contribute to the success and sustainability of automobile enterprises. The study begins by establishing a theoretical foundation, exploring existing literature on employee engagement, organizational objectives, and their interconnections. Subsequently, empirical research is conducted across a diverse sample of automobile companies, ranging from established giants to emerging players, to gather insights into their specific employee engagement strategies and their alignment with organizational goals. Key aspects under scrutiny include the impact of employee engagement on productivity, innovation, customer satisfaction, and overall organizational performance within the context of the automobile sector. Additionally, the study examines the role of leadership, organizational culture, and communication channels in fostering a work environment conducive to high levels of employee engagement. Through rigorous data analysis and interpretation, this study aims to provide valuable insights for both academia and industry practitioners. Findings from this research are expected to inform strategies for enhancing employee engagement in the automobile sector, with a direct focus on aligning these efforts with broader business objectives. As organizations strive to navigate an evolving marketplace, understanding the pivotal role of employee engagement becomes imperative for sustaining a competitive edge and achieving long-term success in the dynamic and demanding world of automobile manufacturing and services.

## KEYWORDS

Employee Engagement, Productivity, Automobile Industry

## INTRODUCTION

Employee engagement stands out as the key component of organisational success in the current landscape of corporate dynamics. The day when a job was just seen as a means to an end is long gone; now, it plays a crucial role in a person's identity and fulfilment. person engagement represents a significant emotional and professional connection between a person and their company, transcending traditional ideas of job happiness. It serves as the stimulus for productivity, innovation, and a sense of purpose among employees.

Employee engagement is a potent tool within any organization. It's about how dedicated, connected, and satisfied an employee feels toward their work, the company, and its principles. An engaged employee understands the company's goals and collaborates with colleagues to enhance performance in their role, benefiting the organization by leveraging their unique abilities.

In the automobile industry, several factors contribute to employee engagement. Firstly, creating a positive work culture that encourages collaboration, innovation, and growth is key. Employees should feel a sense of belonging and purpose within the organization. Providing opportunities for skill development, training, and career advancement is also crucial in keeping employees engaged and motivated. Employee engagement in the automobile industry is a critical aspect that significantly influences organizational success, productivity, and overall work environment. In this dynamic and competitive sector, ensuring that employees are engaged and motivated is vital for achieving business objectives and maintaining a sustainable advantage.

## OBJECTIVES OF THE STUDY

- Examine Employee Engagement Initiatives within the Automobile Industry.
- Assess Employee Contentment Regarding the Current System.
- Appraise the Efficacy of Employee Engagement Efforts.
- Identify Cross-Departmental Alignment Issues and Solutions through Recreational Activities.
- Evaluate Employee Engagement Levels in the Automobile Industry and Recommend Policy Enhancements.

## SCOPE OF THE STUDY

The study will thoroughly examine the relationship between productivity and employee engagement in the automotive sector. It seeks to comprehend how productive people positively influence key organizational goals including effectiveness, product quality, and customer pleasure. The scope includes examining current employee engagement practices, reviewing productivity measures, and developing a direct link to the organization's primary objectives. In the competitive automotive industry, it will also look at ways to increase engagement in order to strike a balance between employee well-being and organizational performance.

## NEED FOR THE STUDY

The study on employee engagement and productivity in the automobile industry is essential to optimize workforce efficiency and performance. Understanding how engaged employees directly impact productivity is crucial for achieving the company's goals. It helps identify strategies to enhance employee engagement, leading to improved product quality and operational effectiveness. Additionally, in the competitive automobile sector, a motivated workforce is key to innovation and staying ahead in the market. Hence, studying this relationship aids in developing practices that align employee engagement with organizational objectives for sustained success.

## REVIEW OF LITERATURE

**Neha Gupta, Vandana Sharma (2016)**, Due to Globalization of organization there is a drastic change in job description as well as in work force diversity. So now, Employee engagement has emerged as an important management-focused activity in order to compete and perform in a dynamic and competitive environment that create a linkage with the organization's goals and objectives. This article aims to provide an exploratory study on employee engagement, with its concepts and definitions, factors or drivers affecting it, also finds the measures to enhance it and importance for better business outcomes. The methodology used for this study includes selected literature reviews on employee engagement. As a result, Employee engagement is found to be a continuous process and its must for an organization. According to this study employee engagement is found to be an integration of varied behavioral components, like commitment, involvement, attachment, discretionary effort, energy, positive attitude and psychological presence that leads the worker potential into employee performance which is positively linked with organization success.

**Sapna Popli, Irfan A. Rizvi (2016)**, The primary objective of this research article is to review the drivers of employee engagement especially the influence of leadership style. So they used a multi-cross-sectional descriptive design i.e., Multi-factor Leadership Questionnaire (MLQ-5X Short Rater Form) for leadership style and E3 (Development Dimensions International [DDI]) to capture employee engagement. The empirical study is predicated on the info collected from 340 front-line employees from five organizations across the service sector within the Delhi. This study highlights the importance and the significant role of employee engagement and the role played by leadership styles in developing a culture of engagement

**V. Kumar and anita pansari (2015)**, It's documented that employees' attitudes toward the organization have a big effect on how they approach their jobs and the way they treat customers. But recent research also suggests that prime levels of employee engagement are related to higher rates of profitability growth. This research focuses on the most common and a very lead question that every company has, "Why should companies care about employee engagement?" the below are its findings that provide answer for the entire study. (1) Measuring employee engagement can reveal areas of employee development that need attention. (2) Employees personify the company's service philosophy. (3) Having highly engaged employees is associated with higher profit growth.

**Maniam Kaliannan, Samuel Narh Adjovu (2015)**, Employee engagement is considered as an "engine" in talent management that drives its gain from effectiveness of various environmental factors that are both internal and external to the organization. Employee engagement done by implementing various strategies. It supports organizational branding and reputation among employees. This paper explores the strengths and weakness of employee engagement strategies implemented by a telecommunications organization in Ghana. To Do this research Quantitative research approach was adopted and 137 responses were recorded. The findings of this research reveal that the engagement strategies implemented by the organization has achieved a great level of satisfactory.

**Valentin, M.,Valentin, C.and Nafukho, F. (2015)**, The main purpose of this paper is to explore implications of motivational potential that are highly correlated to the self-determination theory (SDT) (intrinsic motivating factors), in reference to corporate social responsibility (CSR). This paper specifies key antecedents of engagement within the theoretical framework of the self-determination theory because it relates to employee engagement and CSR. The methods used for the aim of this paper include a review of the relevant literature utilizing the descriptors of employee engagement, SDT and CSR.

**Sowath Rana (2015)**, The purpose of this paper is to seem at the relationships between high involvement work practices (HIWPs) and employee engagement. HIWPs contains four main attributes: they're, (a) power - employees have the facility to form decisions and/or to participate in decision-making; (b) information - information is shared among employees; (c) reward - employees are rewarded for his or her good performance; (d) knowledge - employees are given the required training to try to do their work.

**Karangeset al (2015)** Internal communication is an important concept for internal public relation to create a positive organizational environment that leads to employee engagement. This paper is made to understand the relationship between internal communication and employee engagement empirically. So, surveys and regression analysis were used to complete this study.

## RESEARCH DESIGN

The research design is the conceptual structure within research is conducted it constitutes the blueprint for the collection measurement and analysis of data. In the research survey conducted, the research design adopted is “DESCRIPTIVE RESEARCH DESIGN”

## SOURCES OF DATA

- **PRIMARY DATA** – Questionnaire Given To 90 Respondents
- **SECONDARY DATA** – Websites, Published reports & review of literature from published articles

## HYPOTHESIS

### HYPOTHESIS – 1

**(H0)**: There is no significant difference in employee engagement levels among different age groups.

**(H1)**: There is a significant difference in employee engagement levels among different age groups.

### HYPOTHESIS – 2

**(H0)**: There is no significant difference in the perception of the company's employee engagement initiatives between different genders.

**(H1)**: There is a significant difference in the perception of the company's employee engagement initiatives between different genders.

## PERCENTAGE ANALYSIS

PARTICULARS					
<b>Age</b>	<b>Below 25</b>	<b>25 - 30</b>	<b>31 - 35</b>	<b>36 - 40</b>	<b>41 And Above</b>
	35.56%	25.56%	17.78%	8.89%	12.22%
<b>Level of Employee Engagement</b>	<b>VERY DISSATISFIED</b>	<b>DISSATISFIED</b>	<b>NEUTRAL</b>	<b>SATISFIED</b>	<b>VERY SATISFIED</b>
	1.11%	10%	4.44%	52.22%	32.22%
<b>Gender</b>	<b>Male</b>	<b>Female</b>			
	66.67%	33.33%			
<b>Perception of the Company's Employee Engagement Initiatives</b>	<b>DEFINITELY NOT</b>	<b>PROBABLY NOT</b>	<b>NEUTRAL</b>	<b>DEFINITELY YES</b>	<b>PROBABLY YES</b>
	2.22%	11.11%	17.78%	46.67%	22.22%

## INTERPRETATION

- From the above table it can be understood that 28.75% are Below 25 years of the age ,23.75% are 25 – 30 years of the age ,17.5 % are 31 –35 years of the age, 20% are 36 – 40 years of the age, 10% are above 40 years of the age.

- From the above table it can be understood that 1.11% are Highly Dissatisfied, 10% are Dissatisfied, 4.44% are neutral, 52.22% are satisfied, 32.22% are Highly satisfied.
- From the above table it can be understood that 66.67% of the respondents are male, 33.33% of the respondents are female.
- From the above table it can be understood that 2.22% are Highly Dissatisfied, 11.11% are Dissatisfied, 17.78% are neutral, 46.67% are satisfied, 22.27% are Highly satisfied.

## INFERENCE

- Majority 28.75% of respondents are in the age of below 25.
- Majority 52.22% of the respondents chose the option satisfied for the question 'Overall, how satisfied are you with your level of engagement at work?'
- Majority 66.67% of the respondents are male.
- Majority 46.67% of the respondents chose the option satisfied for the question 'Would you recommend the company's employee engagement initiatives to others in the industry?'

## ANOVA

Age of the respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.758	4	1.689	.897	.470
Within Groups	160.142	85	1.884		
Total	166.900	89			

## INTERPRETATION

The p value 0.470 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and Alternate hypothesis (H1) is rejected.

## CORRELATION

### Correlations

		Gender of the respondents	Perception of the Company's Employee Engagement
Gender of the respondents	Pearson Correlation	1	-.105
	Sig. (2-tailed)		.323
	N	90	90
Perception of the Company's Employee Engagement	Pearson Correlation	-.105	1
	Sig. (2-tailed)	.323	
	N	90	90

## INTERPRETATION

The p value -0.105 which is greater than the significance value (0.05) hence null hypothesis (H0) is rejected and Alternate hypothesis (H1) is accepted.

## FINDINGS

- Majority 28.75% of respondents are in the age of below 25
- Majority 66.67% of the respondents are male.
- Majority 31.11 % of the respondents have 1 – 3 years of experience
- Majority 40 % of the respondents are Middle Management
- Majority 41.11% of the respondents chose the option satisfied for the question 'I feel a strong sense of belonging to my company.'

- Majority 51.11% of the respondents chose the option satisfied for the question 'I understand how my work contributes to the overall success of the company.'
- Majority 36.67% of the respondents chose the option satisfied for the question 'Does the company encourages and values my ideas and suggestions.'
- Majority 51.11% of the respondents chose the option satisfied for the question 'Opportunities for career growth and development are adequately provided by the company.,
- Majority 44.44% of the respondents chose the option satisfied 'The company promotes a healthy work-life balance.'
- Majority 45.56% of the respondents chose the option satisfied for the question 'I have the necessary resources and tools to perform my job efficiently.'
- Majority 42.22% of the respondents chose the option satisfied for the question 'The company's performance expectations are clear and achievable.'
- Majority 46.67% of the respondents chose the option satisfied for the question 'Deadlines and targets set by the company are realistic and motivating.'
- Majority 42.22% of the respondents chose the option satisfied for the question 'Feedback on my performance is provided regularly and constructively.'
- Majority 45.56% of the respondents chose the option satisfied for the question 'Are you encouraged to continually enhance my skills and knowledge for better performance.'
- Majority 51.11% of the respondents chose the option satisfied for the question 'I believe employee engagement positively impacts the overall productivity of the company.'
- Majority 34.44% of the respondents chose the option satisfied for the question 'I believe employee engagement positively impacts the overall productivity of the company.'
- Majority 48.89% of the respondents chose the option satisfied for the question 'Employee engagement is a priority for the company, as evident in organizational practices and policies.'
- Majority 46.67% of the respondents chose the option satisfied for the question 'The company invests sufficient resources in fostering employee engagement to align with its strategic goals.'
- Majority 50% of the respondents chose the option satisfied for the question 'Employee engagement initiatives are effectively communicated and integrated into the organizational culture.'
- Majority 52.22% of the respondents chose the option satisfied for the question 'Overall, how satisfied are you with your level of engagement at work?'
- Majority 40% of the respondents chose the option satisfied for the question 'How do you perceive the relationship between employee engagement and the company's success?'
- Majority 46.67% of the respondents chose the option satisfied for the question 'Would you recommend the company's employee engagement initiatives to others in the industry?'
- Majority 42.22% of the respondents chose the option satisfied for the question 'How well do you think the company integrates employee engagement efforts with its organizational goals?'
- Majority 57.78% of the respondents chose the option Well for the question 'How satisfied are you with the work-life balance provided by the company?'
- Majority 55.56% of the respondents chose the option positively for the question 'Overall, how positively do you perceive the company's efforts in promoting employee engagement and productivity?'
- By using ANOVA for finding the relationship between the Age & Overall, how satisfied are you with your level of engagement at work? That the p value 0.47 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and Alternate hypothesis (H1) is rejected.
- By using CORRELATION for finding the relationship between the Gender & credibility of influencers you follow who promote cosmetic product, we found that there is a Negative correlation underlies between both the factors with the value of 0.01 level of significance and also found that strong relationship (-0.105) found between each variable.

## SUGGESTIONS

- Create engagement initiatives for employees under 25 with professional development and gender-specific programs.
- Address middle management's needs with focused leadership training and clear communication about career growth.
- Continuously enhance work-life balance policies, including workload assessment and flexibility.
- Reinforce feedback systems for satisfied employees, emphasizing regular positive input and ongoing performance reviews.
- Strengthen the link between productivity and engagement through targeted awareness efforts and showcasing success stories.
- Ensure effective communication of engagement initiatives within the organizational culture through regular updates and celebrations.
- Address integration gaps by conducting workshops and establish a continuous feedback loop through surveys and suggestion boxes for ongoing improvements.

## CONCLUSION

- The workforce is predominantly young, with a majority falling below 25. Men constitute the majority of the workforce. A significant portion has 1-3 years of experience, mainly in Middle Management roles.
- Employees generally feel a sense of belonging and understand their contribution to the company. Satisfaction levels vary on aspects like career growth, idea encouragement, and work-life balance. Many believe that employee engagement positively influences overall productivity.
- A notable portion remains neutral on this impact. A considerable number sees employee engagement as a company priority. There is perceived effectiveness in communicating engagement initiatives. A majority of employees are satisfied with their engagement level and work-life balance.
- The company's efforts in promoting engagement and productivity are generally perceived positively. Explore factors influencing neutrality on the impact of engagement. Enhance communication and integration of engagement initiatives. Tailor initiatives considering the diverse needs of the workforce.

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