

A Multidimensional Examination Of The Interplay Between Job Security, Internal Communication And Employee Morale In Organisations

Ms. T. Jayasri¹, Mr. A. Madhumitha², Mr. B. Naveen³, Mr. P. Logapriya⁴

¹Assistant Professor, St. Peter's College Of Engineering And Technology, Chennai, jayasrit@spcet.ac.in

²Student, St. Peter's College Of Engineering And Technology, Chennai, Madhukutty0612@gmail.com

³Student, St. Peter's College Of Engineering And Technology, Chennai, naveen.praveen1426@gmail.com

⁴Student, St. Peter's College Of Engineering And Technology, Chennai, logapriyaparthasarathi@gmail.com

ABSTRACT

A project report entitled "A MULTIDIMENSIONAL EXAMINATION OF THE INTERPLAY BETWEEN JOB SECURITY, INTERNAL COMMUNICATION AND EMPLOYEE MORALE IN ORGANISATIONS", is indented to know the effect of morale on employees. In this study, the Descriptive Research method is used. Random sampling method has been used to collect every respondent's opinion on employee morale strategies being used in the kirubai foods. The sample size is 150, the study has been conducted by adopting survey method with the help of questionnaire. The primary data were collected from respondents through structured questionnaire and based on which it was analyzed for the study. The five likert scale is used to analyze the response of the employees. The responses given by the employees were analyzed using different type of statistical tool like percentage analysis, chi-square analysis and correlation analysis. Based on the analysis, the suggestions given by researcher and it will be used by the company in the mere future to build an effective retention of employees.

Key words: Employee Morale, Job Satisfaction, Organizational Culture, Motivation, Cooperation, Well-being, Happiness

INTRODUCTION

According to Dalton t McFarland, morale is basically a group phenomenon that describes the level of favorable or unfavorable attitude of employees collectively to all aspect of their work the job the company, their tasks working conditions fellow workers superior and so on. According to classical approach, the satisfaction of basic needs is the symbol of Morale. According to Robert M. Guion "Morale is defined as the extent to which the individual perceives that satisfaction stemming from total job satisfaction". According to Psychological approach Morale is psychological concept i.e., state of mind. According to Jurious Fillipo "Morale is a mental condition or attitude of individual and groups which determines their willingness to cooperate". According to Social approach, some experts stated that Morale is a social phenomenon. According to Davis "Morale can be defined as the attitudes of individual and groups towards their work environment and towards voluntary cooperation to the full extent of their ability in the best interest at the organization". Larry Flippo defines morale as a mental condition or attitude of individual and groups which determines their willingness to co-operate. Morale is basically a group phenomenon. It describes the level of favourable or unfavorable attitudes. Morale refers to the total satisfaction, a person derives from his job, his work group, his boss, the organization and his general environment. It is reflected in the general feeling of well being, satisfaction and happiness of people. Employee morale is the attitude, satisfaction, and overall outlook of employees during their association with an organization or a business. If your organization has a poor culture then there will be adverse effects like low productivity, low employee satisfaction, etc. It can most certainly lead to greater employee attrition, just to begin with. Employee morale is the amount of satisfaction an employee has with his or her job and its current working conditions. It measures the motivation of an individual within the workplace.

OBJECTIVES OF THE STUDY

- ✓ To identify the level of satisfaction of the employee towards the company.
- ✓ To know about the method followed by the organization to improve employee's Morale.

- ✓ To suggest measures to increase morale of the employee of kirubai foods

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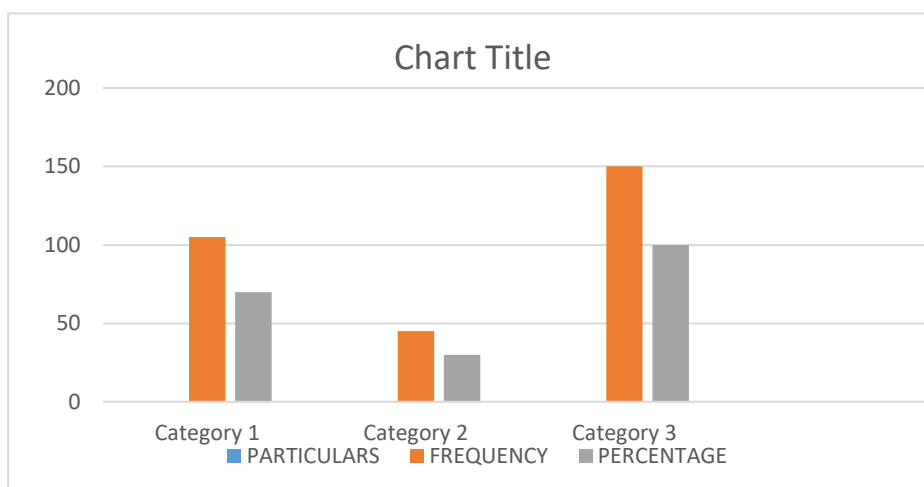
PERCENTAGE ANALYSIS

TABLE 1.1 Gender

PARTICULARS	FREQUENCY	PERCENTAGE
Male	105	70.0
Female	45	30.0

Total	150	100.0
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Figure 1

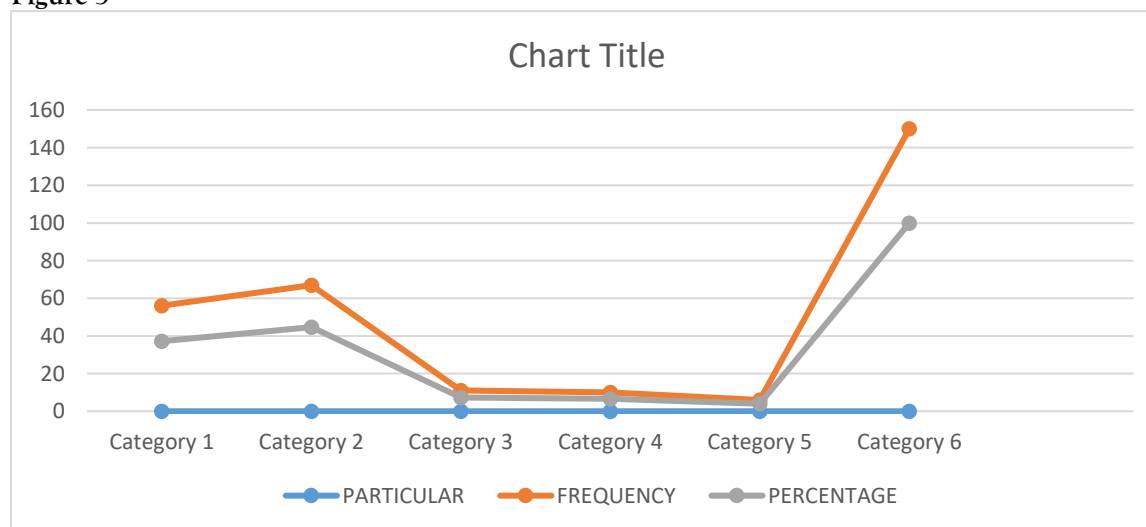
**Inference**

The above table shows that 70.0% of the respondents are male and 30.0% of the respondents are female.

Table 2: Life outside of work

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly Agree	56	37.3
Agree	67	44.7
Neutral	11	7.3
Disagree	10	6.7
Strongly Disagree	6	4.0
Total	150	100.0

Figure 5

**Inference**

From the above table it is inferred that 37.3% of the respondents are strongly agree, 44.7% of the respondents are agree, 7.3% of the respondents are neutral, 6.7% of the respondents are disagree and 4.0% of the respondents are strongly disagree

Chi-Square Test (Non – Parametric Test)**Hypothesis:**

Null Hypothesis (H₀): There is no significant association between work place and appreciate.

Alternative Hypothesis (H₁): There is significant association between work place and appreciate.

Summary

	Case					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Workplace x appreciate	150	100.0	0	.0	0	100.0

Table 4.26 Chi-Square Test

VARIABLES	CHI-SQUARE	DF	Asymp.sig.
Pearson Chi-square	16.17	12	.183
Likelihood ratio	9.97	12	.634

Inference

Since the above table shows that the significant value is higher than 0.05. So, it reveals that there is no significant association between work place and appreciate.

Correlation Analysis**Hypothesis:**

Null Hypothesis (H₀): There is no significant relationship between interact training and employees development.

Alternative Hypothesis (H₁): There is significant relationship between interact training and employees development.

Correlation Analysis

VARIABLES		TRAINING	DEVELOPMENT
Training	Pearson correlation	1.000	.006
	Sig.(2-tailed)		.938
	N	150	150
Development	Pearson correlation		1.000
	Sig.(2-tailed)	.938	
	N	150	150

Inference

From the above table the value of r lies between -1 to +1. Hence it is clear that there is a positive correlation between training and employee development (i.e.,) H₁ is accepted. There is a significant relationship between training and employee development.

FINDINGS:

- ✓ 70% of the respondents are male, while 30% are female, indicating a lack of gender diversity.
- ✓ 44.7% of respondents agree and 37.3% strongly agree that they have a balanced life outside work.
- ✓ Chi-square test indicates no significant relationship between workplace and appreciation.
- ✓ Correlation analysis shows a positive relationship between training and employee development.

- ✓ Overall, employee morale is influenced by job security, communication, and appreciation efforts.

SUGGESTIONS:

- ✓ Develop strategies to attract and retain more female employees for better gender balance.
- ✓ Implement regular recognition initiatives to boost employee morale.
- ✓ Strengthen training programs to maintain positive employee development.
- ✓ Mentorship initiatives can help improve employee growth and satisfaction.
- ✓ Strengthen communication channels to ensure transparency and trust within the organization.

CONCLUSION

The study titled "A Multidimensional Examination of the Interplay Between Job Security, Internal Communication, and Employee Morale in Organizations" analyzes the factors influencing employee morale at Kirubai Foods. It highlights that job security, effective communication, and training programs significantly impact employee morale and satisfaction. The study reveals that 70% of the respondents are male, indicating a gender imbalance. Furthermore, 82% of the respondents agree that they have a balanced life outside work, suggesting positive work-life balance. However, the Chi-square test showed no significant association between workplace and appreciation, indicating a need for better recognition programs. Correlation analysis confirmed a positive relationship between training and employee development, emphasizing the importance of regular training sessions. To improve morale, the organization should promote gender diversity, strengthen internal communication, and introduce mentorship and recognition programs. Implementing these measures can enhance overall employee satisfaction, reduce attrition, and contribute to the organization's long-term success.

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