



## **INFLUENCE OF EMPLOYEE DEMOGRAPHICS ON EMPLOYEE ENGAGEMENT IN MANUFACTURING FIRMS**

**T.ELANCHEZHIAN, Assistant Professor,  
Department of Business Administration,  
Annamalai university**

### **INTRODUCTION**

Employee engagement is a chattel of the association between employees and organizations. An “engaged employee” is one who is fully involved and enthusiastic about the work and always initiates positive action to improve the organization's status and health.

#### **The advantages of Employee Engagement**

In truth, the fact is that academic researchers study the mental constructs at the same time as the industry concerns the profitability. From this view of factor, employee engagement appears to be a meaningless time period. Little and Little (2006) points out that engagement might only an advertising and marketing device. However, the continuing researches and growing recognition in the discipline of employee engagement sufficiently demonstrate that employee engagement is not a control fad, it's miles a control necessity.

##### **a. Benefits for Employer**

At the organizational stage, employee engagement complements a number of important backside line effects (Gallup, 2006). The bottom line is the huge picture. The blessings are around better productiveness and profitability, decrease turnover level, advanced customer support, and stronger organization emblem. Employee engagement promotes better overall performance and longer tenure. Researchers have argued that engagement may want to cause an excessive degree of job performance (Christian, Garza and Slaughter, 2011; Rich, Lepine and Crawford, 2010; Kahn, 1990). Employees who're extraordinarily engaged are not best bodily centered on their jobs, however additionally emotionally related to the employer (Ashforth and Humprey, 1995; Kahn, 1990). And this in turn, promotes better level of productiveness and profitability, expanded dedication and motivation as well as decreased absenteeism and operational price (Cook, 2008). In comparison, employees who aren't relatively engaged of their jobs withhold their physical and emotional energies (Kahn, 1990). Low degree engagement will cause bad commercial enterprise performance

through higher absenteeism, higher turnover, decrease productivity and a recruitment and education value (Abukhalifeh and Mat Som, 2013).

### **Benefits for Employee**

Employee engagement promotes the green and affective functioning of the organization as well as employee fulfilment. CIPD (2009) research has proven that engaged employee experience extra nice feelings toward their work, and is much more likely to have a better profession development. According to Macey and Schneider (2008), effective attitudes closer to work such as leisure, passion and enthusiasm can be performed with the aid of employee engagement. Similar to Macey and Schneider (2008), Cook (2008) also factors out numerous tremendous attitudes may be motivated by using high level engagement. At the identical token, bad attitudes will stand up when employees feel not engaged of their groups. Thus, engaged employees are searching forward a long term relationship and this in turn presents them plenty more career achievements.

### **LITERATURE REVIEW**

1. Rashid, Asad, and Ashraf (2011) have featured that commitment is the limit of the representatives to work with trustworthiness, commitment and goal.
2. As opined by Bhatla (2011) worker commitment has wind up a standout amongst the most driving needs of human asset professionals and senior chiefs in the association today.
3. Saradha and Patrick, (2011) have noted that representative commitment exercises altogether improve the general execution of an association. It is a procedure for the fruitful working and improvement in hierarchical execution. It is tied in with creating open doors for the laborers to associate with partners, supervisor and association.
4. Craige and Desimone, (2011) have contended that the administrators today perceive that representative commitment is a vital supporter of worker execution just as the hierarchical execution. The report featured that the association ought to keep up abnormal state of commitment among the representatives working in the association.
5. Joo and Shim (2010's) think about uncovered that workers demonstrated higher authoritative responsibility when they saw high mental strengthening and a high hierarchical learning society.
6. Heaney (2010) has additionally talked about that each business needs to make the best utilization of the majority of its accessible labor assets. It is worried about most extreme use of hierarchical resources so as to increase upper hand in the advertise. The vast majority of the organizations still see and deal with their representatives as expenses and neglect to perceive that representatives are real wellspring of long haul upper hand. Using most abnormal amount of representatives' capacities ought to be the best need of each association. He further said that

inspiring and connecting with the workers helps in accomplishing an association's targets and chiefs will be best in the event that they draw in their worker toward his/her activity.

## **RESEARCH METHODOLOGY**

### **Objectives**

- ✓ To identify the level of Employee engagement at selected manufacturing firms.
- ✓ To find out the impact of the employee demographics on Employee Engagement
- ✓ To suggest the strategies of reducing variability and improve the organization performance.

### **Research Design**

The study is Descriptive Research. An attempt is made in this research to identify the variables which determine the Employee engagement.

### **Sampling Method**

The sampling method for research is random sampling.

**Sampling Size:** There are total of 492 employees in selected manufacturing firms. Out of which, 246 employees are selected on randomly.

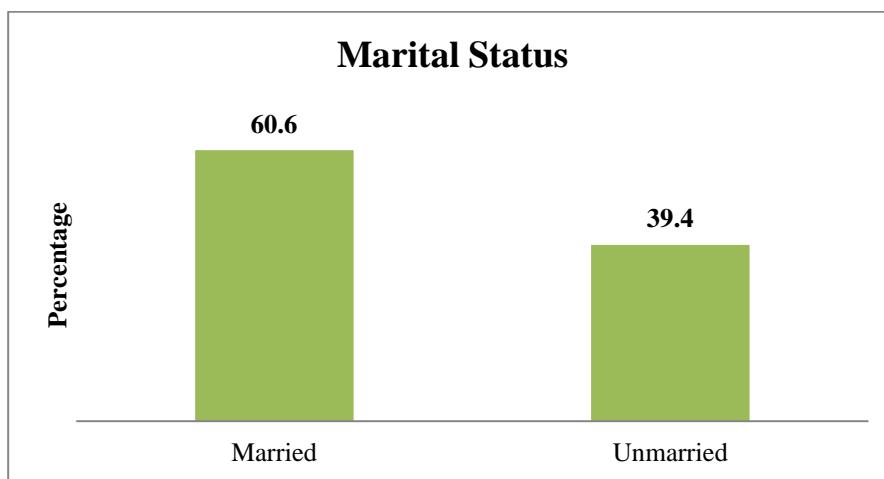
## **RESULTS AND DISCUSSION**

**Table 1: Showing the Gender of the respondents**

Particulars	Responses	Percentage (%)
Male	147	59.8
Female	99	40.2
<b>Total</b>	<b>246</b>	<b>100</b>

**Interpretation:** from the above chart and graph it can be interpreted that among total respondents 99 are Female respondents and 147 are Male respondents.

**Graph 1: Showing Marital Status of the respondents**



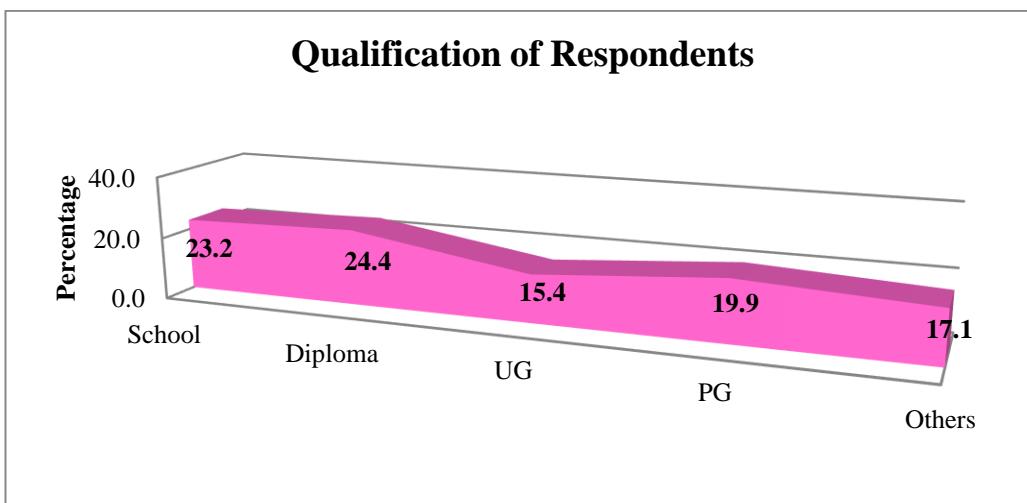
**Interpretation:** From the above chart and graph it can be interpreted that, among total respondents 60.6 percentage of respondents married and 39.4 respondents are unmarried

**Table 2: Showing the age demographics of the respondents**

Particulars	Responses	Percentage (%)
More than 20 years and up to 25 years	51	20.7
More than 26 years and up to 30 years	89	36.2
More than 31 years and up to 35 years	78	31.7
More than 36 years and up to 40 years	28	11.4
<b>Total</b>	<b>246</b>	<b>100</b>

**Interpretation:** From the above table, it can be interpreted that, 89 respondents belong to age group of More than 26 years and up to 30 years, 78 respondents belong to the age group of More than 31 years and up to 35 years, 51 respondents belong to More than 20 years and up to 25 years of age and 28 respondents belong to the age group of More than 36 years and up to 40 years

**Graph 2: Showing the education background of the respondents**



**Interpretation:** From the above graph, it can be interpreted that, 24.4 percentage of respondents are diploma holders, 23.2 percentage of the respondents have completed the education of schooling, 19.9 percentage of employees have completed their education of PG, 17.1 belongs to the others category and 15.4 percentage are Degree holders.

**Table 3: Showing the responses on work experience of the respondents**

Particulars	Responses	Percentage (%)
Less than 5 years	63	25.6
More than 5 years and up to 10 years	63	25.6
More than 11 years and up to 15 years	37	15.0
More than 16 years and up to 20 years	45	18.3
More than 20 years	38	15.4
<b>Total</b>	<b>246</b>	<b>100</b>

**Interpretation:** From the above table, it can be interpreted that, 63 respondents have the work experience of less than five years, 63 respondents have experience of more than 5 years and up to 10 years, 45 respondents have experience of more than 16 years and up to 20 years, 38 respondents have experience more than 20 years and 37 respondents have experience of more than 11 years and up to 10 years.

**Inference:** From the above table and graph it can be inferred that, majority of employees working at retail outlets have the work experience of less than five years, and also more than 5 years and up to 10 years.

**Table 4: Showing the Departments of Respondents**

Particulars	Responses	Percentage (%)
Boundary Spanners	46	18.7
Maintenance	40	16.3
Purchase	31	12.6
Store	35	14.2
Accounts	29	11.8
Human Resources	28	11.4
Marketing	37	15.0
<b>Total</b>	<b>246</b>	<b>100</b>

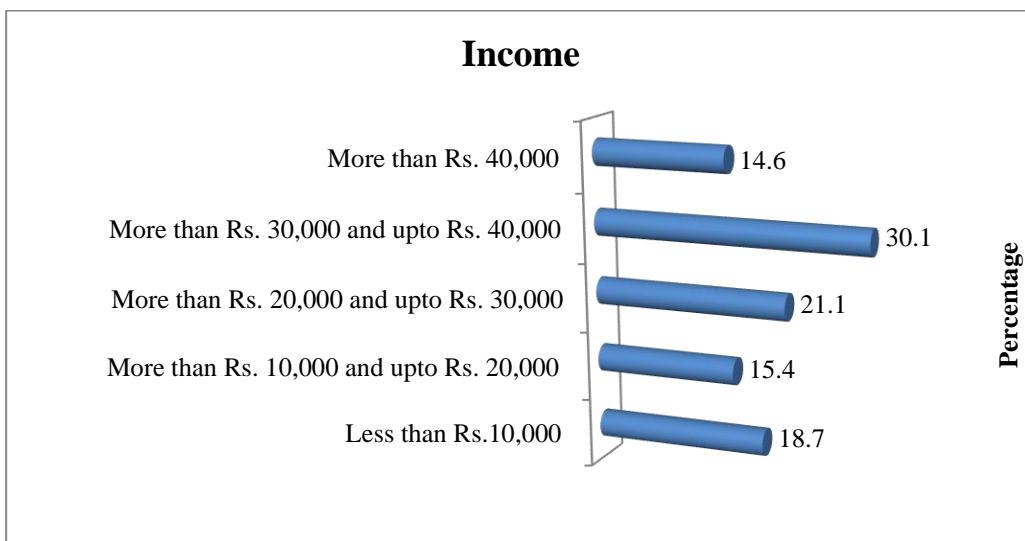
**Interpretation:** From the above table, it can be interpreted that, 18.7 percentage of respondents are boundary spanners, 16.3 percentage of respondents belong to maintenance department, 15.0 percentage of respondents belong to marketing department, 14.2 percentage of respondents belong to stores department, 12.6 percentage of respondents belong to purchase department, 11.8 percentage of respondents belong to accounts department, 11.4 percentage respondents belong to HR department.

**Table 5: Showing the type of job of the respondents**

Particulars	Responses	Percentage (%)
Operational Level	71	28.9
Supervisor Level	91	37.0
Managerial Level	84	34.1
<b>Total</b>	<b>246</b>	<b>100</b>

**Interpretation:** From the above table and graph, it can be interpreted that, 37 percentage of respondents belong to supervisor level job, 34.1 belong to managerial level job, and 28.9 belong to the operational level job.

**Graph 3: Showing the income of the respondents**



**Interpretation:** From the above table and graph, it can be interpreted that, 30.1 percentage of respondents income is more than Rs.30000 and up to Rs.40000, 21.1 percentage of respondents have the income of more than Rs. 20,000 and up to Rs. 30,000, 18.7 percentage of respondents have Less than Rs.10, 000 income, 15.4 percentage of respondents have income of more than Rs. 10,000 and up to Rs. 20,000 and 14.6 percentage of respondents has more than Rs. 40,000 income.

**Table: 6 Nature of Job-wise Employee engagement**

	Nature of Job						ANOVA	p		
	Operational Level		Supervisor Level		Managerial Level					
	Mean	SD	Mean	SD	Mean	SD				
Highly engaged	20.25	5.48	24.21	3.45	24.48	5.31	30.11	0.001**		
Engaged	37.72	<b>8.50</b>	46.78	<b>6.13</b>	48.64	10.80	56.52	0.001**		
Disengaged	9.62	2.64	12.07	1.99	11.90	3.38	28.20	0.001**		
Highly Disengaged	19.63	4.67	24.24	2.94	23.59	5.98	33.34	0.001**		

\* Significant at 5 %; \*\*Significant at 1 %

From the above table it can be understood that there is a difference between the engagement levels of employees based on the Job profile & nature of job.

**Table: 7 Education-wise Employee Engagement**

	Educational Qualification										ANOVA	P		
	School		Diploma		UG		PG		Others					
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD				
Engaged	19.81	5.47	22.46	5.11	24.19	3.22	<b>27.14</b>	3.47	24.48	3.49	24.31	0.001**		
Disengaged	37.57	8.88	42.85	8.52	46.77	6.11	<b>55.29</b>	6.12	46.41	7.73	42.18	0.001**		

\*Significant; \*\* Highly Significant

Thus, it is inferred from the above analysis that the maximum level of engagement was found among the post graduates. There is highly significant difference in the mean scores was found regarding these factors with respect to Education.

### CONCLUSION

If there is an actively engaged employee, it will result in actively engaged customer as a result of which will increase and profit of the firm will also increase in overall terms this increases the efficiency. Therefore managing employee engagement for increasing customer engagement is necessary.



## **REFERENCES**

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