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Employee Engagement in Barbeque Nation, Tirupur & Erode City, Tamilnadu, India

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ABSTRACT: Employee engagement is a fundamental concept in the effort to understand and describe, both qualitatively and quantitatively, the nature of the relationship between an organization and its employees. An engaged employee has a positive attitude towards the organization and its values. Therefore, Employee engagement has been considered as the most important factor in deciding the growth of an organization. In this, with view to find out the level of employee engagement in Barbeque Nation, Tirupur& Erode, Tamilnadu, the research has been undertaken. The sample size of sixty employees were selected for the purpose of the study. Various factors including motivation, job satisfaction, communication and fulfillment of training needs by the organisation which decides the employee engagement were studied.

I.INTRODUCTION AND DESIGN OF THE STUDY

1.1. INTRODUCTION

Employee engagement is a fundamental concept in the effort to understand and describe, both qualitatively and quantitatively, the nature of the relationship between an organization and its employees. An "engaged employee" is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests. An engaged employee has a positive attitude towards the organization and its values. Therefore, Employee engagement has been considered as the most important factor in deciding the growth of an organization. In this, with view to find out the level of employee engagement in Barbeque Nation, Tirupur& Erode, Tamilnadu the research has been undertaken. Barbeque Nation is an Indian restaurant chain headquartered in Bengaluru, Karnataka. Barbecue or barbeque (informally, BBQ). A barbecue can refer to the cooking method itself, the meat cooked this way, or to a type of social event featuring this type of cooking. Barbeque Nation was firstly opened in January 2006 in Mumbai. Barbeque is an emerging hotel industry known for its unique varieties and services. Most of the people prefer to work in Barbeque Nation which has a standard and versatile environment. The infrastructure and the remuneration offered encourage the employees towards their work. Thus, the employees will be highly engaged in their job. So, an attempt has been made to study the Employee Engagement towards Barbeque Nation, Tirupur & Erode.

1.2 STATEMENT OF THE PROBLEM

The basic problem which is to be studied is the Employee Engagement in the Barbeque Nation, Tirupur & Erode. Employee Engagement is more important for the efficient growth and functioning of the organisation. Here, the study is made on testing the employee engagement in the Barbeque Nation, Tirupur& Erode. The level of employees engagement towards their job is been judged. So, as to evaluate the employees engagement in Barbeque Nation Tirupur & Erode city had been undertaken in the study.



1.3 SCOPE OF THE STUDY

The study relates to the employee engagement in Barbeque Nation, Tirupur & Erode. The study helps us to find the employees level of engagement towards their work and organisation. The study has brought out with employees engagement towards their work through many factors which increases their engagement. In each and every organisation its growth is influenced by the employees. Their engagement creates a prosperous development of the employees and organization.

1.4 OBJECTIVES OF THE STUDY

The following are the objectives of the study:

- To study the socio-economic factors of employees in Barbeque Nation
- To ascertain the various factors affecting employee engagement and Job satisfaction
- To give suggestions related to employee engagement initiatives.

1.5 NATURE OF THE DATA

Generally, there are two types of data available for the research work. They are primary data and secondary data.

a) Primary data : The primary data are that which are collected for fresh and for the first time and thus happens to be original in character. Normally primary data is collected from the respondents through structured questionnaire. The basic information that is collected by the researcher from the respondents is called primary data. Primary data is collected from 60 respondents.

b) Secondary data: The secondary data are those which have already been collected by someone else and those which have been passed through satisfied process. Websites, annual reports, books, magazines and internet sources were referred for this reason to enable proper understanding of the study. Thus, the detailed information about the Barbeque Nation has been gathered using the secondary sources for this study. The study has been achieved by using mainly primary data.

1.6 TOOLS FOR DATA COLLECTION

Questionnaire was the main and important tool for collecting data. Hence, effect has been taken to construct the questionnaire in a systematic way with adequate and relevant question to ensure the objective of the study. Data collected through questionnaire were presented in a master table. From the master table, sub tables were presented. For analysis and interpretation of the data, statistical tools like simple percentage analysis, chi-square test and weighted average score ranking method were used.

1.7 HYPOTHESIS TESTED

There is no significant relationship between age of the respondents and the level of employee engagement.

There is no significant relationship between educational qualification of the respondents and the level of employee engagement.

There is no significant relationship between designation of the respondents and the level of employee engagement.

There is no significant relationship between income of the respondents and the level of employee engagement.



There is no significant relationship between work experience of the respondents and the level of employee engagement.

1.8 LIMITATIONS OF THE STUDY

The following are the limitations of the study:

- The study is made with limited number of employees.
- The accurate results cannot be ascertained because different people at different positions have different opinions. The data have been collected in two branches only. So their perceptions of the other branch employees have not received.

2. DATA ANALYSIS

2.1.FEELING OF HIGHLY ENGAGED IN JOB

For the purpose of the study, the feeling of high engagement in the job is classified into five categories viz..., strongly agree, agree, neutral disagree and strongly disagree.

TABLE 1: FEELING OF HIGHLY ENGAGED IN JOB

S. NO.	FEELING OF HIGHLY ENGAGED IN JOB	NO.OF THE RESPONDENTS	PERCENTAGE
1	Strongly agree	21	35
2	Agree	31	52
3	Neutral	5	8.33
4	Disagree	3	5
5	Strongly disagree	0	0

2.2 TWO WAY TABLE ANALYSIS

AGE vs. FEELING OF HIGH ENGAGEMENT BY THE RESPONDENTS

Hypothesis: There is no significant relationship between age and feeling of high engagement by the respondents. With a view to find the degree of association between age of the respondents and their feeling of high engagement, the two way table was prepared.

TABLE 2: AGE vs. FEELING OF HIGH ENGAGEMENT BY THE RESPONDENTS

EMPLOYEE ENGAGEMENT/ AGE	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL
20-30	11 (11.9)	18 (17.56)	4 (2.8)	1 (1.7)	0	34
30-40	10 (9.1)	13 (13.4)	1 (2.16)	2 (1.3)	0	26
40-50	0	0	0	0	0	0
Above 50	0	0	0	0	0	0
Total	21	31	5	3	0	60



From the above table it was found that the value of strongly agree category is highest (11) among the age group of 20-30 years and lowest (0) among the age group of 40-50 years and above 50 years. The value of agree category is highest(18) among the age group of 20-30 years and lowest (0) among the age group of 40-50 years and above 50 years. The value of neutral category is highest (4) among the age group of 20-30 years and lowest value (0) among the age group of 50 years and above 50 years. The value of disagree category is highest (2) and lowest (0) among the age group of 40-50 years and above 50 years.

CHI-SQUARE TEST

In order to find the relationship between the age of the respondents and their feeling of high employee engagement, chi-square test is used. The result of the test is shown in the following table .

TABLE 3: CHI-SQUARE

VARIABLE	CALCULATED VALUE	TABLE VALUE	DEGREES OF FREEDOM	RESULT
AGE	1.956	21.026	12	NOT SIGNIFICANT

The above table shows that the table value is (21.026) more than the calculated value (1.956) at 5% level of significance. The hypothesis “There is no significant relationship between age and feeling of high engagement by the respondents” is accepted. Hence, there is no significant relationship between age and feeling of high engagement by the respondents.

2.3 WEIGHTED AVERAGE SCORE RANKING METHOD ANALYSIS:

For the purpose of the study the factors which promote barbeque nation’s growth and employee engagement are classified into eight categories and ranking analysis is given below.

Fair pay structure is ranked first with the highest score of 340 points, Work environment was ranked second with the total score of 330, Career development opportunities was ranked third with of total score of 329, Work relations was ranked fourth with the total score of 327, Enhanced hospitality was ranked fifth with the total score of 316, Barbeque policies and practices was ranked sixth with the total score of 294, Leadership and management was ranked seventh with the total score of 237 and Better communication was ranked eighth with the total score of 218.

III. FINDINGS

- Majority (56.66%) of the respondents are in the age group of 20-30 years. Majority (95%) of the respondents are male.
- Majority (55%) of the respondents are UG qualified.
- Majority (53.33%) of the respondents fall under the category of other staffs.
- Majority (85%) of the respondents earn monthly income of below 25000.
- Majority (53.33%) of the respondents have the experience above 10 years.
- Majority (40%) of the respondents felt that the benefits motivate them towards the work.
- Majority (48.34%) of the respondents felt that they receive feedbacks at regular intervals.
- Majority (73.33%) of the respondents felt that as a result of good training all the above factors are gained.
- Majority (61.67%) of the respondents are highly satisfied with the financial rewards.
- Majority (65 %) of the respondents are highly satisfied with the leadership.
- Majority (65 %) of the respondents are highly satisfied with the work flexibility.
- Majority (46.67%) of the respondents are satisfied with the recognitions.



- Majority (45%) of the respondents are highly satisfied with the career growth opportunities. Majority (46.66%) of the respondents are highly satisfied with the job security.
- Majority (71.66%) of the respondents felt that they received all type of motivations.
- There is no significant relationship between age and feeling of high engagement by the respondents.
- There is no significant relationship between educational qualification and feeling of high engagement by the respondents.
- There is no significant relationship between designation and feeling of high engagement by the respondents.
- There is no significant relationship between income and level of employee engagement.
- There is no significant relationship between work experience and feeling of high engagement by the respondents.

IV.SUGGESTIONS

- From the study it was found that most of the employees in BBQ are male. There are only minimum number of female staffs. Hence female staffs may be encouraged to be the part of BBQ's work force.
- Since most of the employees in the study are UG qualified. So, the scope for job can be further extended to other qualified candidates also.
- From the study it was found that there are sufficient welfare measures taken but in addition to that some other welfare measures like transport facilities, housing facilities and recreational facilities may be given.
- Most of the training programmes extended to BBQ's are "on the job training". They may also get exposure through "off the job training" like other BBQ branch visits, mentoring and self assessment opportunities.

V.CONCLUSION

From the research made it is found that, employee engagement is the most important factor in every organization. It drives up the growth of the company. Every organisation wants to be ahead in this competitive market and for the same organisation needs to have the well engaged employees. There is no doubt that well engaged employees are valuable asset to the company and there by the growth changes of the organisation increases simultaneously. With this effect every organisation should understand the importance of engaged employees and they should implement the different policies for the effective employee engagement in the organisation. The development of employees automatically enhances the work environment and ensures for the company's upliftment. This study observed the employee engagement in Barbeque nation, Tirupur & Erode. The employees in the barbeque are highly engaged. Engaged employees emotionally attached to the organisation and highly involved in their job with great enthusiasm for the success of the employer going extra mile beyond the employment contractual agreement.

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