

A STUDY ON EMPLOYEE ENGAGEMENT TOWARDS SUPER-K

***B.Sukanya¹, **S.Fakrulla²**

Email: sukanyabandi321@gmail.com, fakrullamba@gmail.com

Corresponding Author: S.fakrulla

1. Student, Department of MBA, Chaitanya Bharathi Institute Of Technology, Proddatur.
2. Assistant Professor, Department of MBA, Chaitanya Bharathi Institute of Technology, Proddatur.

ABSTRACT

This study examines employee engagement and its influence on organizational performance at Super K, Kadapa. It focuses on key factors such as work environment, leadership support, communication, recognition, salary, work-life balance, and emotional connection that affect employees' engagement levels and satisfaction at work. The study highlights that engaged and satisfied employees demonstrate higher commitment, motivation, and productivity, which contribute significantly to achieving organizational goals and overall performance. The findings emphasize the importance of effective human resource practices in creating a positive workplace environment, strengthening employee participation, and improving employee retention and performance in the retail sector.

KEY WORDS: Employee Engagement, Job Satisfaction, Organizational Performance, Employee Motivation, Work environment.

INTRODUCTION

Employee engagement has become one of the most important concepts in modern human resource management. Organizations today understand that employees are not just workers but valuable assets who contribute directly to organizational success. Employee engagement refers to the level of commitment, involvement, enthusiasm, and emotional attachment that employees have towards their organization and their work. Engaged employees are more motivated, productive, and willing to put extra effort into their roles. They show a positive attitude towards their job, coworkers, and management, which helps in improving overall workplace performance. On the other hand, disengaged employees may show low morale, lack of interest, and poor performance, which can negatively affect organizational growth. In the retail sector, employee engagement plays a crucial role because employees interact directly with customers.

Their behavior, attitude, and service quality strongly influence customer satisfaction and organizational reputation. Factors such as work environment, leadership support, communication, recognition, training opportunities, and work-life balance significantly impact employee engagement levels. This study focuses on understanding employee engagement by analyzing various factors that influence employees' satisfaction, motivation, and involvement at work. The study also highlights how effective human resource practices can enhance employee engagement, reduce employee turnover, and improve organizational performance. The present study, titled "A Study on Employee Engagement at Super K, Kadapa," aims to evaluate the engagement level of employees and identify areas that need improvement. The findings of the study will help the

organization understand employee expectations and develop suitable strategies to strengthen employee engagement, leading to better productivity and long-term success. High levels of employee engagement lead to positive work behaviors such as improved productivity, better teamwork, enhanced job satisfaction, and stronger organizational commitment.

Engaged employees are more likely to demonstrate initiative, adapt to organizational changes, and contribute beyond their formal job responsibilities. In contrast, low engagement can result in reduced morale, lack of motivation, increased absenteeism, and higher employee turnover, which may adversely affect organizational performance and stability. Employee engagement is particularly important in the retail sector, where employees play a direct role in customer interaction and service delivery. Their attitudes and behavior significantly influence customer satisfaction and organizational reputation. Factors such as supportive supervision, effective communication, recognition, training, and a healthy work environment play a vital role in shaping employee engagement levels. In this context, the present study titled “A Study on Employee Engagement at Super K, Kadapa” aims to examine the engagement levels of employees and identify key areas for improvement. The study seeks to provide insights that can help the organization enhance employee engagement practices and achieve long-term organizational success.

NEED FOR THE STUDY

Employee engagement plays a vital role in determining the success and sustainability of any organization. In the retail sector, where employees directly interact with customers, their attitude, motivation, and involvement significantly influence service quality and customer satisfaction. If employees are not engaged, it may lead to low productivity, poor performance, absenteeism, and high employee turnover. Therefore, it becomes essential for organizations to regularly assess the level of engagement among employees and identify the factors affecting it.

The need for this study arises from the importance of understanding how employees at Super K, Kadapa perceive their work environment, recognition system, communication practices, salary satisfaction, and organizational support. By analyzing these aspects, the study helps in identifying strengths and areas that require improvement. The results will support management in developing effective engagement strategies, improving employee morale, and enhancing overall organizational performance. This study is necessary to ensure long-term growth, employee satisfaction, and competitive advantage for the organization.

SCOPE OF THE STUDY

- The scope of the present study is limited to understanding employee engagement practices at Super K, Kadapa. The study focuses on employees working in the organization and examines their level of engagement with respect to participation, job satisfaction, emotional connection, and coordination with supervisors.
- The study covers various factors influencing employee engagement such as work environment, recognition, salary, work-life balance, and overall employee satisfaction. It is confined to the human resource domain and does not include financial or technical aspects of the organization.
- The scope of the study is also limited by time, as the data is collected during a specific period of 2–3 months. The findings of the study are based on employee

responses collected through a questionnaire and direct interaction, and therefore the results are applicable only to the selected organization and location.

REVIEW OF LITERATURE

1. Durairaj, Y. A. (2020): found that employee engagement significantly improves employee commitment and overall job performance. Engaged employees show greater responsibility towards organizational goals.
2. Shanmugam, P. (2019): stated that engaged employees demonstrate higher motivation and positive work behaviour, which leads to better teamwork and productivity.
3. Shetty, B. A. K. (2018): concluded that employee engagement increases productivity and helps in reducing employee turnover by improving job satisfaction.
4. Radhakrishnan, N. (2021): highlighted that emotional engagement plays a key role in improving employee effectiveness and workplace performance.
5. Chandni, M. C. (2020): emphasized that organizational support, recognition, and management encouragement enhance employee engagement levels.
6. Kumar, S. S. (2022): identified a positive relationship between employee engagement, job satisfaction, and productivity in organizations.
7. Rao, P. K. (2022): found that supportive leadership and clear communication improve employee engagement. Employees feel more involved when supervisors provide proper guidance and feedback.
8. Mehta, R. (2022): concluded that work-life balance and recognition are important factors influencing employee engagement and employee motivation.
9. Verma, A. (2023): stated that employee participation in decision-making improves engagement and job satisfaction, leading to better organizational performance.
10. Nair, D. (2024): highlighted that a positive work environment and emotional support from management enhance employee engagement and long-term employee retention.

OBJECTIVES

- ✚ To examine the effect of employee participation on engagement levels.
- ✚ To identify areas for strengthening employee engagement.
- ✚ To study the role of emotional connection in employee engagement.
- ✚ To analyse the relationship between recognition, salary, work-life balance, employee satisfaction, and productivity.

IMPORTANCE OF THE STUDY

1. **Enhances Organizational Performance:** Employee engagement improves productivity and overall performance. Engaged employees work with more dedication and contribute actively to organizational goals.
2. **Improves Employee Satisfaction:** The study helps to understand whether employees are satisfied with their work, salary, recognition, and work environment. Higher satisfaction leads to better engagement.

3. **Reduces Employee Turnover:** When employees feel valued and involved, they are less likely to leave the organization. This reduces recruitment and training cost.
4. **Strengthens Employee-Management Relationship:** The study identifies how communication and supervisor support influence engagement. Good co-ordination improves workplace harmony.
5. **Identifies areas for Improvement:** The research helps management recognise weak areas in engagement practices and take correct actions.
6. **Supports better Decision Making:** The findings provide useful information for management to develop effective HR policies and engagement strategies.
7. **Enhances Customer Satisfaction:** In the retail sector like “Super-K”, engaged employees provide better customer service which improves organisational reputation.
8. **Ensures Long-term Organisational Growth:** Employee engagement contributes to stability, commitment and continuous improvement, leading to sustainable growth.

FACTORS INFLUENCE

- **Leadership Support:** Supportive and approachable supervisors increase employee trust, motivation, and involvement in work activities.
- **Employee Participation:** When employees are involved in decision-making processes, they feel valued and develop a stronger connection with the organization.
- **Recognition and Rewards:** Timely appreciation, incentives, and recognition programs encourage employees to perform better and stay committed.
- **Work Environment:** A positive, safe, and comfortable workplace enhances employee morale and engagement levels.
- **Communication:** Clear and transparent communication between management and employees improves understanding and reduces conflicts.
- **Salary and Benefits:** Fair compensation and benefits contribute significantly to employee satisfaction and engagement.
- **Work-Life Balance:** Flexible schedules and supportive policies help employees maintain balance, reducing stress and increasing commitment.
- **Training and Career Development:** Opportunities for skill development and career growth motivate employees to remain engaged and loyal to the organization.

RESEARCH METHODOLOGY

Research methodology refers to the systematic way of conducting research. It includes the methods and techniques used for collecting, analysing, and interpreting data related to the study. The present study is an attempt to analyse employee engagement and its influencing factors among employees working at Super K, Kadapa.

DATA ANALYSIS

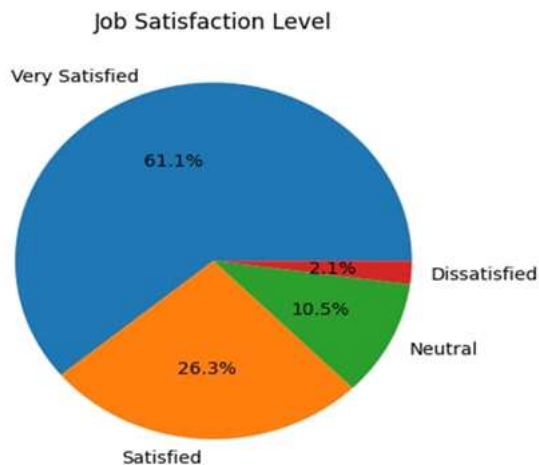
1. How satisfied are you with your overall job in the organization?

	respondents	Percentage
Excellent	58	61%
Satisfied	25	26%

Neutral	10	11%
Dissatisfied	2	2%
Total	95	100%

INTERPRETATION

- The chart shows that 61% of the employees are very satisfied, 26% are satisfied, 11% are neutral and only 2% are dissatisfied.
- This indicates that majority of employees are positively engaged with their job.



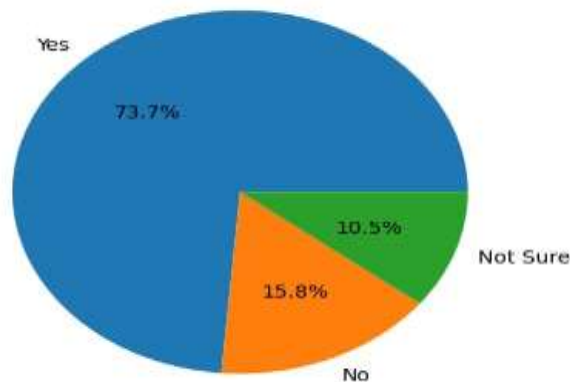
2. Do you feel emotionally connected to your organization?

	respondents	Percentage
Yes	70	74%
No	15	16%
Not Sure	10	10%
Total	95	100%

INTERPRETATION

- The chart shows that 74% of employees feel emotionally connected to the organisation.
- This reflects strong employee engagement and loyalty towards the company.

Emotional Connection with Organization



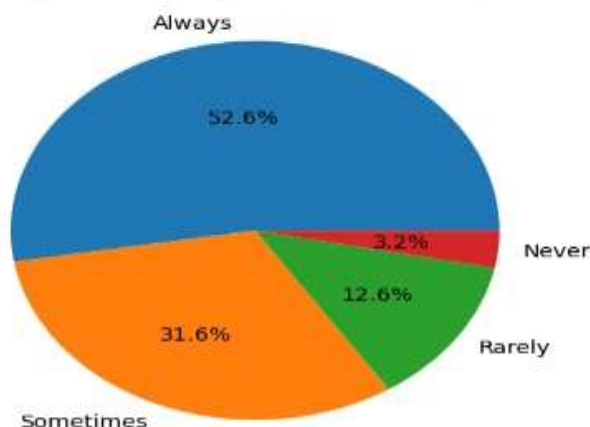
3. Does your organisation recognise and appreciate your work?

	Respondents	percentage
Always	50	53%
Sometimes	30	32%
Rarely	12	13%
Never	3	2%
Total	95	100%

INTERPRETATION

- The chart shows that 53% of the employees always feel recognised, while 32% feel recognised sometimes.
- Recognition plays a major role in improving employee engagement levels.

Recognition and Appreciation at Workplace



4. Are you satisfied with communication from management?

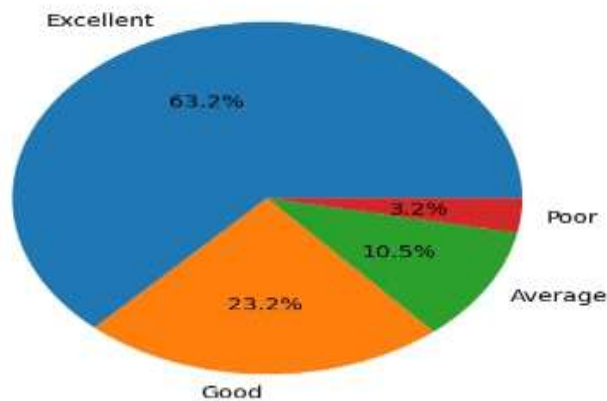
	respondents	Percentage
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Excellent	60	63%
Good	22	23%
Average	10	11%
Poor	3	3%
Total	95	100%

INTERPRETATION

- The chart shows that 63% of employees rate communication as excellent and 23% rate it as good.
- Effective communication positively influences employee engagement.

Satisfaction with Management Communication



5. Do you see growth & career development opportunities in your organisation?

	respondents	Percentage
Yes	65	68%
No	18	19%
Not Sure	12	13%
Total	95	100%

INTERPRETATION

- The chart shows that 68% of the employees believe there are growth opportunities.
- Career development significantly impacts employee engagement and retention.

FINDINGS

- Employees have a strong emotional connection with the organization.
- Recognition and appreciation are given, but can be improved further.
- Communication between management and employees is good.
- Employees feel that there are career growth opportunities in the organization.
- Overall employee engagement level at Super K is positive and satisfactory.

SUGGESTIONS

- More training and development programs should be organized to enhance employee skills and career growth.

- Team-building activities can be conducted to improve coordination and emotional bonding among employees.
- The company should maintain transparent communication to build trust and clarity in roles and responsibilities.
- Work-life balance initiatives should be encouraged to reduce stress and increase employee satisfaction.
- Management should conduct frequent feedback sessions to understand employee concerns and improve engagement.

Conclusion

The study concludes that employee engagement at Super K is at a satisfactory level. Most employees are satisfied with their jobs, feel emotionally connected to the organization, and appreciate the communication and support provided by management. Recognition, career growth opportunities, and positive workplace relationships play an important role in maintaining employee engagement.

The findings show that engaged employees contribute positively to organizational performance and customer satisfaction. However, there is still scope for improvement in areas such as recognition programs, continuous feedback, and employee development initiatives. By focusing on these areas, Super K can further strengthen employee commitment, improve productivity, and achieve long-term organizational success.

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