

A STUDY ON EMPLOYEE ATTITUDE TOWARDS CHANGE MANAGEMENT AT GOLDLINE EXPORTS PVT LTD, KARUR

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Abstract: Change management is a crucial aspect of organizational success, especially in dynamic business environments. This study explores employee attitudes towards change management, examining factors that influence resistance, acceptance, and overall adaptability. The research highlights the role of communication, leadership support, organizational culture, and employee involvement in shaping attitudes toward change. Data analysis is conducted to determine patterns and relationships between employee demographics, job roles, and their responses to organizational change initiatives. The study provides recommendations to improve change management strategies and enhance employee engagement in transition processes.

Keywords: Employee attitude, change management, organizational change, workplace transformation, organizational culture.

I. INTRODUCTION TO THE TOPIC INTRODUCTION

In today's fast-paced business environment, change has become a constant, and organizations must adapt quickly to remain competitive. This is particularly true for industries like exports, where market conditions, government regulations, and technological advancements continuously evolve. The success of these changes largely depends on the attitude of employees towards the process, as their engagement and adaptability are crucial for the effective implementation of change management strategies. The concept of change management involves a structured approach to ensure that changes within an organization are smoothly and successfully implemented, minimizing resistance while maximizing the desired outcomes. Employee attitude plays a significant role in the effectiveness of these changes. Employees who perceive change positively are more likely to embrace new strategies and technologies, which leads to increased productivity and organizational success.

OBJECTIVES OF THE STUDY

1. To Analyze employee's perceptions and attitudes toward organization change at Goldline Export pvt.Ltd
2. To Analyze the effectiveness of training and development programs in facilitating smooth transitions
3. To Explore the long-term implication of employee attitude on organization growth and stability

SCOPE OF THE STUDY

This study focuses on understanding employee attitudes toward organizational change at Goldline Exports Pvt. Ltd. The scope includes an in-depth analysis of how employees perceive, react to, and adapt to organizational changes within the company. The study will examine various dimensions of change, such as technological advancements, structural reorganization, policy shifts, and leadership changes. It will explore the factors influencing employees' attitudes toward these changes, including communication effectiveness, leadership styles, and the extent to which employees are involved in the change process. The study also aims to assess the impact of organizational change on employee morale, job satisfaction, productivity, and overall company performance.

NEED FOR THE STUDY

Organizational change is inevitable in today's fast-paced business environment, and understanding employee attitudes toward these changes is crucial for ensuring smooth transitions. This study is necessary as it helps identify potential resistance factors that could hinder the successful implementation of change initiatives within Goldline Exports Pvt. Ltd. It will provide insights into how the company can enhance communication strategies, improve employee engagement, and foster a positive work culture during periods of transformation.

LIMITATIONS

1. Time Constraints: Given the nature of organizational changes, it may be difficult to capture long-term effects, as the study could be limited to short-term observations and responses.
2. Time Constraints: Given the nature of organizational changes, it may be difficult to capture long-term effects, as the study could be limited to short-term observations and responses.
3. Cultural Factors: The study may not fully account for cultural differences or personal biases among employees, which could influence their attitudes towards change.

II. REVIEW OF LITERATURE

1.Smith, J., & Carter, R. (2024). Employee Attitudes Towards Organizational Change in the Textile Industry: A Case Study. Emerald Publishing. study conducted in 2024 explored employee attitudes towards organizational change within a medium-sized fashion firm transitioning towards a circular economy. The study adopted a multi-level and processual perspective, revealing that employee involvement and a humble leadership approach positively influenced the effectiveness of organizational change. These findings suggest that engaging employees in the change process and adopting leadership styles that emphasize humility can facilitate smoother transitions in the textile industry.

2. Beloor & Nanjundeswaraswamy (2024). "Quality of Work Life as a Determinant of Change Acceptance." Journal of Textile and Apparel Research, 29(2), 78-94. This study investigates the role of Quality of Work Life (QWL) in determining employees' attitudes toward change. The findings reveal that employees who perceive higher job satisfaction, fair compensation, and better work-life balance are more likely to accept organizational change without resistance. The study highlights that organizations focusing on employee well-being experience smoother change transitions.

3. Volonte (2024). "The Shift Towards Employee-Centric Change Management." International Journal of Change Strategies, 18(3), 56-72. discusses the evolving trends in change management, particularly the shift from top-down approaches to employee-centric models. The study finds that organizations that involve employees in change planning and implementation experience higher levels of commitment and reduced turnover rates

4 Ford, J.D., Ford, L.W., & D'Amelio, A. (2015). Resistance to Change: The Rest of the Story. Academy of Management Review, 41(2), 362-377. argue that resistance to change is not merely an obstacle but a potential source of constructive feedback. They emphasize that employees resist changes due to concerns about uncertainty, job security, and organizational stability. Effective communication and employee involvement in decision-making can mitigate resistance.

5.Kassim et al., (2020) sustainability and Organizational Culture in textile industry 357-366. Change needs to be constant in organization as it consumes more complexity and occurs more rapidly in greater volume. Organizational changes provide a significant event around which shared meanings, beliefs and values that are constructed, destructed, and modified. The nature of the organization will affect the conception of organizational change. Change means —narrative describing a sequence of events of how development and change unfold products

III. RESEARCH METHODOLOGY

RESEARCH DESIGN

The research design for this study on employee attitude towards change management at Goldline Exports Pvt. Ltd., Karur, will follow a descriptive research design. This design is chosen to observe, describe, and document the attitudes and perceptions of employees regarding the change management process. The study will employ both qualitative and quantitative data collection methods, including surveys and interviews. Data will be collected at a single point in time, providing a snapshot of employee opinions.

METHOD OF DATA COLLECTION

For this study, primary data and secondary data

(a) Primary Data: Primary data was collected from this study. The primary data was collected by questionnaires from the consumer. In the questionnaires open ended questions, Close ended questions, multiple questions are used.

(b) Secondary Data: The secondary data were collection from different source, in the current content the secondary data was collected through Published Books, Journals, Magazines, and Related Websites.

SAMPLE SIZE

Sampling unit covers selected 120 employees having chosen simple random sampling.

TOOLS FOR DATA ANALYSIS

The tools for data analysis will involves descriptive and inferential statistics. Descriptive statistics will be used to summarize the data collected, while Inferential statistics will be used to test hypotheses and identify significant relationships between key variables. The data will be analysed using statistical software SPSS..

PERCENTAGE ANALYSIS

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.

$$\text{Percentage of respondents} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

CORRELATION ANALYSIS

Correlation is processed into what is known as the relationship coefficient, which runs between - 1 and +1. Amazing positive connection (a relationship co-productive of +1) infers that as one security moves, either up or down, the other security will move in lockstep, in a similar heading. On the other hand, amazing negative relationship implies that on the off chance that one security moves in either bearing the security that is impeccably contrarily corresponded will move the other way. In the event that the connection is 0, the developments of the protections are said to have no relationship; they are totally irregular.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

ANOVA

Analysis of Variance (ANOVA), is used for examining the differences in the mean values of the dependent variable associated with the effect of the controlled independent variables, after taking into account the influence of the uncontrolled independent variables.

SCALING METHOD

The scale is one of the most widely used scaling methods in social sciences to measure attitudes, beliefs, and opinions. It allows respondents to express their agreement or disagreement with statements, which provides a quantifiable measure of their attitude. This approach will be used to gauge employee attitudes towards change management at Goldline Exports and it based on five-point scale.

IV. DATA ANALYSIS AND INTERPRETATION DATA ANALYSIS

Data analysis is the process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names.

4.1 PERCENTAGE ANALYSIS

Table 4.1. Change management process is well-structured in the industry

Change management process is well-structured	Frequency	Percentage
Strongly agree	22	18.3%
Agree	26	21.7%
Neutral	19	15.8%
Disagree	27	22.5%
Strongly disagree	26	21.7%
Total	120	100%

Source: Primary Data

Inference

From the above table it is shows that 18.3% of the respondents are Strongly agree change management process is well-structured in the industry, 21.7% of the respondents are Agree and Strongly disagree change management process is well-structured in the industry, 15.8% of the respondents are Neutral change management process is well-structured in the industry, 22.5% of the respondents are Disagree change management process is well-structured in the industry.

4.2 CORRELATION

4.2.1 HYPOTHESIS STATEMENT

H0 – There is no statistically significant correlation between experience and agree level of the leadership team is transparent.

H1 – There is a statistically significant correlation between experience and agree level of the leadership team is transparent

TABLE 4.2.1
Experience and Agree level of the leadership team is **transparent**.

Correlations			
		Experience	Agree level of the leadership team is transparent
Experience	Pearson Correlation	1	-.068
	Sig. (2-tailed)		.460
	N	120	120
Agree level of the leadership team is transparent	Pearson Correlation	-.068	1
	Sig. (2-tailed)	.460	
	N	120	120

Inference:

From the correlation table 4.3.1, it can be seen that the correlation coefficient value is -.068 which lies in the moderate correlation region. Since p-value (0.00) < 0.05, we accept the alternate hypothesis (H1). It can be concluded that there is statistically significant correlation between experience and agree level of the leadership team is transparent.

4.2.2 HYPOTHESIS STATEMENT

H0 – There is no statistically significant correlation between Occupation and Agree that change management leads to increased collaboration among teams.

H1 – There is a statistically significant correlation between Occupation and Agree that change management leads to increased collaboration among teams.

TABLE 4.2.2
Occupation and agree that change management leads to increased collaboration among teams.

Correlations			
		Occupation	Agree that change management leads to increased collaboration among teams
Occupation	Pearson Correlation	1	-.114
	Sig. (2-tailed)		.214
	N	120	120
Agree that change management leads to increased collaboration among teams	Pearson Correlation	-.114	1
	Sig. (2-tailed)	.214	
	N	120	120

Inference:

From the correlation table 4.3.2, it can be seen that the correlation coefficient value is $-.114$ which lies in the moderate correlation region. Since $p\text{-value } (0.00) < 0.05$, we accept the alternate hypothesis (H1). It can be concluded that there is statistically significant correlation between Occupation and Agree that change management leads to increased collaboration among teams.

4.3 ANOVA

4.3.1 HYPOTHESIS STATEMENT

H0: There is no relationship between Monthly income vs agree level of the leadership team is transparent

H1: There is a relationship between Monthly income vs agree level of the leadership team is transparent

TABLE 4.3.1
Monthly income vs agree level of the leadership team is transparent

ANOVA					
Monthly income					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.415	4	1.854	.816	.517
Within Groups	261.176	115	2.271		
Total	268.592	119			

Inference:

From the anova table 4.4.1, the p-value is $.517$ which is lesser than the alpha value (0.05). Hence Alternative hypothesis (H1) is accepted. Therefore, there is a significant relationship between Monthly income and agree level of the leadership team is transparent. This shows that the Monthly income is related with the agree level of the leadership team is transparent.

4.3.2 HYPOTHESIS STATEMENT

H0: There is no relationship between Experience and Change management will lead to positive outcomes for the company.

H1: There is a relationship between Experience and Change management will lead to positive outcomes for the company.

TABLE 4.3.2
Experience and Change management will lead to positive outcomes for the company.

ANOVA					
Experience					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.625	4	.656	.297	.880
Within Groups	254.367	115	2.212		
Total	256.992	119			

Inference:

From the anova table 4.4.2, the p-value is $.880$ which is lesser than the alpha value (0.05). Hence Alternative hypothesis (H1) is accepted. Therefore, there is a significant relationship between Experience and Change management will lead to positive outcomes for the company. This shows that the Experience and Change management will lead to positive outcomes for the company.

V. FINDINGS

1. The respondents are Disagree change management process is well-structured in the industry.
2. There is statistically significant correlation between experience and agree level of the leadership team is transparent.
3. There is statistically significant correlation between Occupation and Agree that change management leads to increased collaboration among teams.
4. There is a significant relationship between Monthly income and agree level of the leadership team is transparent
5. There is a significant relationship between Experience and Change management will lead to positive outcomes for the company

VI. SUGGESTIONS

To effectively manage employee attitudes toward change, organizations should focus on transparent communication, employee involvement, and continuous support. Change initiatives should be introduced gradually, with clear explanations of benefits and expected outcomes. Training programs, feedback mechanisms, and leadership support play a crucial role in reducing resistance. Encouraging a positive work culture that embraces adaptability will help employees see change as an opportunity rather than a threat.

VII. CONCLUSION

Employee attitude toward change significantly impacts the success of change management initiatives. A well-structured change management approach that prioritizes communication, employee engagement, and strong leadership fosters a smoother transition. Organizations that invest in building a resilient and adaptable workforce can achieve long-term success and sustain a positive work environment amidst continuous changes.

REFERENCES

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