

A Study on Morale of Auto Drivers in Chennai

Prof. V. Subhashini

(Asst. Professor in Business Administration, KCSKNC, Chennai, India)

ABSTRACT

Morale, otherwise called esprit de corps is the limit of a gathering's individuals to keep up faith in a foundation or objective, especially notwithstanding restriction or hardship. Morale is regularly referenced by power figures as a nonexclusive esteem judgment of the resolution, submission, and self-restraint of a gathering entrusted with performing obligations allotted by a prevalent. As per Alexander H. Leighton, "spirit is the limit of a gathering of individuals to pull together determinedly and reliably in quest for a typical purpose". Morale is critical in the military, since it enhances unit union. Without confidence, a power will be bound to give up or surrender. Morale is normally surveyed at a group, instead of an individual dimension. In wartime, regular citizen confidence is likewise essential. Esprit de corps is viewed as an essential piece of a battling unit.

Keywords: *Morale, Espirit de corps, Self Discipline*

INTRODUCTION

The auto driver is a person one who drives a auto vehicle with 'proper licenses' to drive a motor vehicle. Morale is the end feeling of a person before carrying out a task to the extent that a person's job fulfills his dominant needs and consistent with his expectations and values, the job will be satisfying. The feeling would be positive or negative depending upon whether need is satisfied or not. Morale is the attitudes or feelings of the employees towards their work, which is the consequence of the comparison between their emotions, thoughts and tendencies towards their work and working environment.

OBJECTIVES OF THE STUDY

1. To find out economic and social conditions of auto drivers in Chennai.
2. To find the factors responsible for morale and stress of auto drivers.
3. To identify and suggest measures to improve the morale of auto drivers.

LITERATURE REVIEW

Auto plays an important role of transport both in rural and urban India, where state-organized public transport is congested to a point of extreme unreliability and heavy rush especially during peak hours and also in connecting the sub-urban areas

Various theories like Maslow's need Hierarchy theory, Herzberg's Motivational and Hygiene theory, Vroom's Expectancy model describes the factors determines and responsible for the level of morale and the expectations of the employees from their job, organization and from the society. Morale is an important success factor for all organizations.

Hassan Danaee Fard et.al. (2010) in their article on 'Employees Morale in Public Sector: Is Organizational Trust an Important Factor?' have found out a high correlation between organizational morale and organizational trust by 0.71. Punia (2000) studied commitment among University teachers on two dimensions organizational commitment and job commitment. He found that University teachers were more committed towards their job as compared to their organization.

Ederer and Manso's (2011) study titled concluded the following: ...the optimal incentive scheme that motivates exploration is fundamentally different from standard pay-for performance schemes used to motivate effort and improve morale of Employees. Tolerance (or even reward) for early failure, reward for long-term success, excessive continuation, commitment to a long-term incentive plan, and timely feedback on performance are all important to motivate exploration.

Chopade (2012): revealed the relationship between survivors' perception of rightsizing and their continuance commitment, affective commitment and morale. During this intervention, if employees' positive perception of rightsizing would have positive impact on their continuance as well as affective commitment. But, survivors' rightsizing perception has negative impact on their morale. Employees were satisfied with their pay and amount of work done. They were worried about their job security. So that respondents has shown high commitment but low morale.

Ms. P.Kavitha and Mr. P.Karthikeyan(2014)study titled concluded that Good employee morale helps to bring success to the organization. If employee morale is poor then there is possibility of the employee to bring disharmony and will also affect smooth running of the organization. Therefore each and every organization much take efforts to bring out morale in employees so automatically it would motivate people to do work perfectly that in turn increases productivity.

P.Kandhakumar , Dr. J. Isaac Balasingh(2016) in their article they concluded that the morale is the psychological factor which results in positive behavior of the employees and the positive behavior results effective performance. This article concludes that morale is the prime factor which results in effective performance of an organization.

RESEARCH METHODOLOGY

- The current research is descriptive in its nature since it explains or describes something or some phenomenon or any particular situation.
- A structured questionnaire was used to collect the data which consists of 23 questions. The questions are framed in the areas of socio economic aspects of auto drivers and likeness towards job, reasons for the drinking, level of recognition from the society and level of morale.

- The questionnaire was framed like closed end question, open end question, likert scale. To measure the level of satisfaction of drivers, four point scale with 1= very dissatisfied, 2= dissatisfied, 3=satisfied, 4= highly satisfied was adopted.
- Sample size of the study was 250. The survey was conducted at various highly populated areas in North Madras.
- The collected data were coded and analyzed by using SPSS 20 version, statistical tolls like single frequencies, chi-square test and correlation.

ANALYSIS AND INTERPRETATION

Age and level of Education

Out of 250 respondents, 130 (52%) are in the age group of 26 to 35 and 50 (20%) of respondent's age is less than 25 years. On education front, 15 (6%) had university degree and 60 (24%) are illiterate and remaining respondents (70%) studied only up to Higher secondary. Hence majority of respondents are youth and had school education only.

Daily Income and Length of work

Analysis of results showed that 145 (58%) of the total respondents earned Rs. 200 – Rs. 400 as their average daily income, while 25 (10%) of respondents earned more than Rs. 600 per day.

Types of Source

S. No		Frequency	Total Frequency	Percent
1)	Own Auto		210	
A	Own Saving	30		14.3
B	Family Members & Friends	15		7.1

C	Loan from Bank	20		9.5
D	Loan from NBFC	80		38
E	Money Lenders	60		29
2)	Hire Auto		40	
	Total		250	

The above table shows that out of the 250 of the respondents 210 (84%) respondents having their own auto and remaining 40 (16%) respondents have rented auto.

More than two third of the respondents getting source to buy a auto from Non Banking Financial Institutions and Money Lenders and less than 10% of the respondents obtain loan from bank to buy an auto.

Level of Morale

Q.No	Attributes	HS	S	DS	HDS
1.	Level of Morale towards Awareness Programs of Government	8 (3.2)	50 (20)	135 (54.0)	57 (22.8)
2.	Level of Morale towards Daily	23 (9.2)	22 (8.8)	60(24)	145(58)
3.	Level of Morale	16 (6.4)	24 (9.6)	140 (56)	70(28)

- The majority of the respondents (76.8%) were dissatisfied with government awareness program on road safety and traffic rules and less than one fourth of the respondents are satisfied towards the awareness program.
- The above table shows that only one fifth of the respondents (19%) are satisfied with their daily income and more than four fourth of the respondents are not satisfied with their daily income.

- The above table analysis only 16% of the respondents were satisfied in their job and more than four fifth of the respondents are dissatisfied in their job due to their low earning, poor road conditions in Chennai district, problems of police and low respect from the society.

Job and Alcoholic Issues

Q.No	Attributes	SA	S	DA	SDA
1.	Likeliness towards Job	35 (14)	9 (3.6)	36	170 (68)
2.	Alcoholic Due to their Job(Alcoholic	113	40 (16)	60 (24)	30 (12)

- As per above table found out that more than two third of the respondents dislike their job and around 12% of the respondents only like their job.
- The above table indicates that two third of auto drivers are alcoholic due to their job and one third of respondents feels that their job is not the reason for their alcoholic. Hence, Auto Driving is the main reason for alcoholic problem.

Reason for Overloading

	Frequency	Percent
Bribe to be Given to Police	20	8
To earn more Income	30	12
Low Fare	40	16
High Fuel Price	160	64
Total	250	100

The above table shows that two third the respondents are overloading in their auto due to high fuel price and just 8% of the respondents overloading in their auto for the main reason for bribe to be give to police.

Stress Level

	Frequency	Percent
Strongly Disagree	25	10
Disagree	45	18
Agree	105	42
Strongly Agree	75	30
Total	250	100

As per analysis that nearly three fourth of the respondents feel stress in their job and around one fourth of the respondents strongly disagree that feel stressed in my job. Majority of the respondents are felt stress in their job due to strict government rules and traffic rules problems, police problems and issues with auto owners.

Hypothesis Testing

H₀: Educational Qualification and level of morale are independent.

H₁: Educational Qualification and level of morale are dependent.

Chi-square tests

	Value	Df
Pearson Chi-Square	6.768	12

From the above table,

The chi- square calculated value is = 6.768

The chi-square (χ^2) table value at 12 degree of freedom at 0.05 level of significance is =

21.026. By comparing the calculated value with the table value the conclusion is made as follows:

(H₀) Null hypothesis is accepted and

H₁ rejected.

Hence, Educational Qualification and level of morale are independent only.

FINDINGS, SUGGESTIONS & CONCLUSION

MAIN FINDINGS

- Majority of respondents are youth and had school education only.
- 145 (58%) of the total respondents earned Rs. 200 – Rs. 400 as their daily income from auto driving.
- Three fourth of the respondents were dissatisfied with government awareness program on road safety and traffic rules
- Only one fifth of the respondents are satisfied with their daily income
- 84% of the respondents were dissatisfied in their job
- Less than one third of the respondents only got proper respect from customer.
- More than two third of the respondents dislike their job
- Two third of Auto drivers are alcoholic due to their job
- Two third the respondents are overloading in their auto due to high fuel price.
- Three fourth of the respondents feel stress in their job.
- Two third of respondents agrees that there is no job security in auto driving job.

- There is no relationship between level of education and level of morale.

SUGGESTIONS

- Advisable to use LPG as fuel in order to reduce air pollution and fuel expenses.
- There should be a proper appreciation of auto driving job.
- The Government must create awareness about the impact of alcoholic problem to the drivers and passengers.
- Government must provide proper and effective awareness programs about road safety and traffic rules.
- The overloading problem can be avoided by revision of auto travel fare and reduction of cost of fuel.
- Awareness about meditation and yoga is provided to avoid the negative remedial measures like smoking and drinking.
- The heavy traffic rules and unnecessary problems creating by police to be minimized and regulated.
- Auto drivers should have ethical code of conduct and work with social responsibility.

CONCLUSION

The study evaluated Morale of auto drivers in Chennai district. The result established that over two third of the respondents were dissatisfied towards their daily income, awareness programme conducted by the Government. More than 80% of the respondents were felt stress in their job, dislike their job and their job is not secured. Two third of the respondents overloaded in their auto due to hike in fuel price and longing foe respect from their passengers and society.

It is concluded that the level of morale of auto drivers can be improved if cost of fuel is reduced; road condition is improved and positive co-operation from Government in the

area of frequent revision of travel fare and awareness programs about alcohol issues and road safety. Finally the study is concluded that the Government and the society must support the auto drivers to live peacefully with sense of Morale.

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