

## **A Study on Employee Involvement and Its Role in Brand Development at Sara Household Products**

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### **Abstract**

Employee involvement contributes significantly to the development of the brand in the organization. Particularly in manufacturing and consumer product companies, employees become the brand's most influential ambassadors through their performance, communication, and dedication to the company's goals. Employees' active participation in decision, making, solving problems, and company activities leads to a favourable influence on the company's brand image and customer perception. We took a fresh look at this issue and found that employee involvement helps to develop the brand at Sara Household Products. The research uses a quantitative research approach and applies statistical methods such as reliability analysis, factor analysis, multiple regression, and ANOVA to determine the connection between employee involvement and brand development. The study investigates aspects such as communication, involvement in decision, making, training and development, organizational support, and employee motivation. The results show that when it comes to brand development there are a few things that really matter. The company really needs to focus on getting employees involved.

**Key words:** Employee Involvement, Brand Development, Employee Engagement, Organizational Communication, Training and Development, Manufacturing Industry

## **I. INTRODUCTION**

### **Background of the Study**

Employee involvement has been a great strategy for companies competing in industry market. Especially those companies in industry manufacturing sector. It is a fact that Sara Household Products is one of those companies that grow up and contribute to production of household goods and also aim to become a strong brand in the market. The workforce is really important for the brand. They are the people who represent the organization. The way the workforce behaves and talks to customer's matters a lot. The workforce is like the face of the organization. So it is clear that when the workforce is involved and excited about their work it makes a difference, in how well the organization does. The workforce being. Participating in the organization is very important for the organization to be productive. However, there are some challenges that can minimize employee involvement such as those can be mentioned here are lack of participation opportunities, limited communication, and low motivation.

### **Research Problem**

Many organizations know that employees play a role in developing and strengthening a company brand. This is because employees are the ones who make the company brand strong. Companies have a hard time getting employees to take part in things the company is doing. They do not like to share their ideas and help make decisions. When employees do not know what is going on and are not motivated they do not want to be involved.

### **Objectives of the Study**

#### **The primary objectives of this study are:**

- To study the ways Employees Involvement and Contributions enhance the Brand development

#### **The Secondary objectives of this study are:**

- To evaluate how brand management strategies motivate the employees' responsibilities
- To discover the factors that influence branding decisions of small and medium, sized enterprises (MSME)
- To evaluate how employees' productivity and innovative work add up to the overall brand value

### **Significance of the Research**

This study adds to both theoretical and practical knowledge. From a theoretical point of view, the research enriches the current employee involvement and brand development theory by presenting real, life data from the manufacturing

sector, especially from Sara Household Products, a sector which has not attracted much attention from the academic community. On a practical level, the results are a source of handy and comprehensible guidelines for managers and organizational leaders to encourage employees to actively participate more in the organizational activities.

### **Review of Literature**

Employee involvement has attracted considerable interest in organizational and marketing literature, as employees are considered significant brand ambassadors and can significantly contribute to building and strengthening the brand of an organization. Researchers have emphasized that employees' active involvement in business processes and activities can have positive implications for business success. For example, it has been emphasized that employees' positive involvement in business processes and activities can help create a positive perception of the brand among consumers (William A. Kahn, 1990; Stephen P. Robbins and Timothy A. Judge, 2019).

Employee involvement is closely related to participatory management practices. According to Rensis Likert (1967), organizations with participatory management practices can attain higher productivity and employee commitment. Employees' positive involvement in business processes and activities can make them feel responsible and committed to the organization, which can have positive implications for building and strengthening the brand of an organization.

Organizations that support the training and development of their employees help these employees perform better and contribute to achieving organizational goals, such as building the brand.

Leadership and the support we get from our organization play a role in getting employees involved. Bernard M. Bass said in 1985 that we need leadership to motivate employees. This kind of leadership helps create trust and gets employees to participate in achieving our goals. When we have leadership it makes a good working environment for employees. They feel confident to share their ideas and take part in activities that help build our company's brand identity.

Training and development programs are also important for getting employees involved and committed to our organization. Herzberg's Two-Factor Theory from 1959 said that employees need to be recognized, achieve things and grow to be motivated and satisfied. This means that employee involvement and commitment are key to our organization's success and transformational leadership and training programs are essential, for making this happen.

In addition, job satisfaction and work environment also play an important role in the extent of employee involvement. Edwin A. Locke (1976) has defined job satisfaction as “a positive emotional state resulting from the evaluation of one’s job experiences.” Employees who are satisfied with their work environment are more likely to be involved in organizational activities and contribute to the development of strong brand image. Thus, employee involvement has been considered an important factor for building strong brand development and organizational performance.

### **Research Gaps Identified**

Employee involvement is recognized as one of the key factors that impact organizational performance and the development of a brand. However, most of the research so far has been concentrated on employee engagement in service sectors such as IT, banking, and hospitality, whereas the manufacturing sector has been relatively neglected. Besides, many of the earlier studies have looked at employee involvement or brand development in isolation instead of examining their relationship in a holistic way.

### **Research Methodology**

#### **Research Design and Theoretical Foundation**

To understand the impact of employee involvement on brand development, the proposer has made use of quantitative research method. Several factors such as workers' involvement communication training and development, motivation, and their impact on the improvement of the brand have been studied. The researcher adopted a cross, sectional research design which involved gathering data at one time only from the employees of Sara Household Products. The research was carried out in a natural work setting with very little researcher interference so that genuine responses could be obtained.

The work of scholars, who have studied employee involvement and behaviour within the organization, forms the basis of this research. The present study is based on the concept of employee engagement, the psychological presence of the employee in their work role as explained by William A. Kahn. It also looks participative management principles of Rensis Likert that call for employees to be involved in decision, making. This research also refers to the concept of job satisfaction by Edwin A. Locke, revealing that a supportive work environment and positive employee attitudes lead to higher organizational commitment and, in turn, brand development.

### **Data Collection Methods**

In the present study, both primary and secondary data were used. The Primary data was collected using a questionnaire. This questionnaire was designed to look at things like employee involvement in decision-making, communication, training and motivation. We wanted to see how these things affect brand development. The questionnaire used a scale from 1, to 5. 1 Meant the employee Strongly Disagree and 5 meant they Strongly Agree. This helped us understand what employees of Sara Household Products thought and felt. The questionnaire was given to employees of Sara Household Products.

The secondary data were collected from reliable sources such as academic journals, research papers, books, company reports, and online articles related to employee involvement and brand development. These sources were used to understand the theoretical background of the present study and interpret the findings of the research.

### **Tools Used for Analysis**

Data analysis was done with the help of Statistical Package for the Social Sciences (SPSS), Version 29.

The following statistical techniques were used:

- Descriptive analysis to depict demographic characteristics of the respondents
- Correlation analysis to find out how employee involvement and brand development variables are related to each other
- Regression analysis to find out which of the employee involvement factors contribute to brand development
- ANOVA (Analysis of Variance) to check the significance of the fitted model and the relationship between variables at Sara Household Products

The use of these analytical tools allowed the performance of an empirical test of the suggested model as well as the determination of the major employee retention predictors.

### **Data Analysis and Interpretation**

This part shows the statistical analysis of data collected from employees of Sara Household Products. The analysis was done through IBM SPSS Version 29. The statistical methods used were percentage analysis, correlation analysis, regression analysis, and ANOVA in order to determine the relationship between employee involvement and brand development and to understand the impact of the selected variables.

**Descriptive Analysis**

Descriptive statistics helped us understand the background of the people who took part in the survey.

Gender of Respondents most of the respondents were men who work as employees. This means there are men in middle-management roles in the manufacturing industry.

Age Distribution of Respondents most of the respondents were, between 36 and 45 years old.

Educational Level of Respondents most of the respondents are SSLC and HSC level educated, and this reflects that the workforce involved in operations in Sara Household Products is basic to moderately educated.

**Correlation Analysis**

**Relationship between Brand strategy and Employee Knowledge**

Correlation			
		Our company treats the brand as valuable asset that must be developed and protected	I have good knowledge about the values represented by our work
Our company treats the brand as valuable asset that must be developed and protected	Pearson Correlation	1	.874***
	Sig. (2-tailed)		.000
	N	109	109
I have good knowledge about the values represented by our work	Pearson Correlation	.874***	1
	Sig. (2-tailed)	.000	
	N	109	109
**. Correlation is significant at the 0.01 level (2-tailed).			

However, as the p value (0.000) is less than 0.01, the null hypothesis has to be rejected. There is a highly positive and statistically significant correlation ( $r = 0.874$ ), which means the employees' high level of knowledge in relation to the brand values is reflected in the company's high level of protection.

**Regression Analysis**

**Model Summary**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 <sup>a</sup>	.496	.491	857

The R<sup>2</sup> value is 0.496. This means that brand development can be explained by the variables about 49.6% of the time.

The R value is 0.704. This shows that the variables in the model have a positive relationship with each other. The R value and the R<sup>2</sup> value are important when we talk about brand development. Brand development is what we are trying to understand. The variables, in the model are connected to brand development.

**Regression Coefficients**

<b>Coefficients</b>						
<b>Model</b>		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	We use marketing activities effectively to strengthen and develop our brand	-.742	.354	.704	2.094	.039
		.814	.079		10.256	.000

**One way Anova**

Company Preference towards Employee contribution in Brand Development

<b>ANOVA</b>						
		Sum of Squares	df	Mean Square	F	Sig.
Management motivating the employees for improvement of the brand	Between Groups	60.225	3	20.085	20.079	.000
	Within Groups	105.030	105	1.000		
	Total	165.284	109	-		
Company giving preference to the employees for the development of brand income	Between Groups	63.014	3	21.005	23.784	.000
	Within Groups	92.729	105	.883		
	Total	155.753	109	-		

Since the p-value is 0.000 which's less, than 0.01 we reject the null hypothesis.

## **Results and Discussion**

### **Key Results of the Study**

The present study investigated how different aspects of employee involvement influence brand development at Sara Household Products. The regression model turned out to be statistically significant ( $F = 105.193$ ,  $p < 0.001$ ) and was able to account for 49.6% of the variation in brand development ( $R = 0.496$ ). Results showed that effective marketing activities significantly and strongly influence brand development ( $\beta = 0.704$ ,  $p < 0.001$ ).

According to the research, the properly executed marketing activities are the key to developing and strengthening the company brand. Hence, the finding points to the fact that through actively carrying out and managing marketing strategies and promotional activities, an organization can do much to enhance brand development.

### **Findings and Suggestions**

- The regression model was very reliable with a 99.9% confidence level ( $p < 0.001$ ). This means the independent variable really affects brand development. The model could explain about half of the changes, in brand development ( $R = 0.496$ ). So it has some power to explain the outcome, but not everything.
- The correlation coefficient (i.e.  $R$ ) of 0.704 tells that the relationship between the variables in the regression model is strongly positive.
- A good execution of marketing activities will have a considerable effect on brand development ( $\beta = 0.704$ ,  $p < 0.001$ ).
- The results of ANOVA validated the overall validity of the regression model ( $F = 105.193$ ,  $p < 0.001$ ).
- The results of this research point out that activities related to marketing are very much the driver and developer of the brand.

### **Future Recommendations**

The following practical and managerial recommendations are made in light of the research findings:

- Develop Structured Recognition Programs
- Staff member of the Month initiatives
- Performance award programs
- Public thanking events
- Recognition through incentives focus on Strategic Organizational Issues

Since recognition was found to be the greatest predictor, implementing a systematic recognition process will definitely play a major role in keeping employees.

## II. CONCLUSION

The primary objective of this research was to explore how employees contribute to brand building by means of a research model with data collection. Outcomes indicated that brand development can be considerably enhanced through efficient marketing operations and employee involvement within a company.

In addition, a regression model with medium explanatory power further validated that engaging employees and carrying out business activities thoughtfully are worthy factors for a firm to create a powerful brand image. These results offer additions to the literature on the significance of internal organizational processes and employee participation in enhancing brand development and organizational reputation.

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