

# A STUDY ON ENHANCING EMPLOYEE BENEFITS TOWARDS ORGANISATION DEVELOPMENT AT YOUTH POINT CAREER GUIDANCE PVT LTD IN KARUR

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DOI: <https://www.doi.org/10.58257/IJPREMS39551>

## ABSTRACT

This study focuses on enhancing employee benefits to drive organizational development at Youth Point Career Guidance Pvt. Ltd. in Karur. It examines the relationship between employee satisfaction, motivation, and productivity, highlighting how comprehensive benefits packages can contribute to employee retention and overall organizational growth. The research uses surveys and interviews to gather insights from employees about their perceptions of current benefits and suggestions for improvement. By analyzing these responses, the study aims to identify gaps in the existing benefit structure and recommend strategies that better cater to employees' needs. The findings seek to assist management in developing policies that balance employee welfare and organizational objectives, resulting in a more committed, motivated, and productive workforce. Ultimately, the study aims to create a workplace environment that nurtures growth, loyalty, and mutual success.

**Keywords:** Employee Benefits, Organizational Development, Employee Satisfaction, Employee Retention, Productivity Improvement, Workforce Motivation

## 1. INTRODUCTION

Employee benefits play a crucial role in shaping job satisfaction, motivation, and overall productivity within an organization. At Youth Point Career Guidance Pvt. Ltd. in Karur, understanding and enhancing employee benefits is essential to promote organizational development. Effective benefits packages not only attract and retain talented employees but also create a positive work environment that fosters dedication and loyalty. This study aims to examine the existing benefits provided to employees and explore potential improvements to align with their needs and expectations. By analyzing employee feedback, the research seeks to develop strategies that enhance both individual well-being and organizational growth. Ultimately, the study strives to create a balanced approach where employee satisfaction drives organizational success.

## 2. OBJECTIVES OF THE STUDY

- To assess the effectiveness of the existing employee benefits provided by Youth Point Career Guidance Pvt. Ltd. in Karur.
- To analyze the relationship between enhanced employee benefits and employee satisfaction, motivation, and retention.
- To recommend strategies for improving employee benefits that align with organizational goals and support overall development.

## SCOPE OF THE STUDY

The scope of this study is limited to Youth Point Career Guidance Pvt. Ltd. in Karur, focusing on assessing the effectiveness of current employee benefits and their impact on organizational development. It explores employee perceptions, satisfaction levels, and suggestions for improvement through surveys and interviews. The study aims to understand the relationship between enhanced benefits, employee motivation, and retention. It also evaluates how a well-designed benefits package can contribute to a positive work environment and overall productivity.

## NEED FOR THE STUDY

- **To Improve Employee Satisfaction:** Understanding employees' needs and enhancing benefits can increase job satisfaction, resulting in a more motivated workforce.
- **To Boost Employee Retention:** Effective benefits can reduce employee turnover, helping the organization retain skilled and experienced staff.
- **To Enhance Organizational Productivity:** Satisfied employees are more likely to be productive, contributing positively to the organization's growth and success.

- **To Align Employee Well-being with Organizational Goals:** Addressing employees' needs helps align their personal growth with organizational development, creating a win-win situation.

#### LIMITATIONS

The study is limited to Youth Point Career Guidance Pvt. Ltd. in Karur, which may restrict the generalizability of the findings. The data collected is based on employee perceptions, which can be subjective and influenced by personal biases. Additionally, the limited sample size due to time and resource constraints may not accurately represent the entire workforce. The study primarily focuses on employee benefits, excluding other factors like management practices or work culture that may influence organizational development. Moreover, respondents may hesitate to share honest feedback due to fear of repercussions, potentially affecting the accuracy of the results.

### 3. REVIEW OF LITERATURE

**Smith, J., & Lee, K (2021)** conducted a study titled “**Financial Wellness Programs and Employee Productivity**” This study reviews the effectiveness of financial wellness programs (e.g., debt counseling, savings incentives, and retirement planning) in improving employee performance. Findings suggest that such programs reduce financial anxiety, leading to higher engagement and job satisfaction, particularly among low-wage workers. Unlike traditional benefits, financial wellness initiatives require minimal ongoing costs but yield long-term behavioral changes in spending and saving habits.

**Garcia, L., & Patel, S. (2022)** conducted a study titled “**Mental Health Benefits and Workplace Performance**” This review evaluates workplace mental health interventions (therapy subsidies, mindfulness programs, and stress-management workshops). Evidence shows that accessible mental health support leads to sustained behavioral improvements in coping mechanisms and productivity. Unlike one-time bonuses, these benefits create lasting cultural shifts in workplace well-being

**Chen, H., & Adams, D. (2020)** conducted a study titled “**Personalized Benefits and Employee Engagement**” This study analyzes personalized benefits (modular health plans, lifestyle spending accounts, and choice-based rewards) across industries. Findings reveal that employees who select their own benefits exhibit higher engagement and loyalty. Unlike static packages, customizable options accommodate generational and demographic differences, requiring minimal administrative overhead.

**Kumar, V., & Peters, E. (2021)** conducted a study titled “**Gamification in Employee Benefits**” This review explores gamified benefits (fitness challenges, reward points for healthy behaviors, and team-based incentives). Research indicates that gamification drives habitual participation in wellness activities more effectively than passive benefits. Unlike costly incentive programs, gamification leverages competition and instant feedback to reinforce positive behaviors.

**Martinez, R., & Collins, E. (2023)** conducted a study “**The Impact of Student Loan Repayment Benefits on Early-Career Employee Retention**” This study reviews employer-sponsored student loan repayment programs and their effects on retention in tech and professional services. Findings show that contributions of 100–100–200/month reduce 2-year turnover by 30%. Unlike signing bonuses, these benefits create “**golden handcuffs**” by tying tenure to debt reduction, fostering long-term behavioral loyalty without large upfront costs.

**Wong, T., & Kim, S. (2022)** conducted a study titled “**Nutrition-Based Workplace Benefits and Their Effect on Productivity**” This study analysis examines subsidized meal programs, free healthy snacks, and nutrition coaching in manufacturing and healthcare. Interventions combining education and access improved cognitive performance by 12% and reduced sick days. Unlike generic wellness programs, targeted nutrition benefits address habitual eating behaviors through environmental cues (e.g., pantry redesign) and peer accountability.

**Rivera, A., & Park, J. (2021)** conducted a study titled “**Pet-Friendly Policies as a Low-Cost Employee Wellbeing Strategy**” This review evaluates pet insurance, “bring your dog to work” days, and remote work accommodations for pet owners. Companies implementing these saw 22% higher work-life balance scores. The behavioral key to Pets provides intrinsic motivation employees self-regulate schedules to care for animals, reducing burnout.

### 4. RESEARCH METHODOLOGY

#### RESEARCH DESIGN

A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure”. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behaviour of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

## METHOD OF DATA COLLECTION

This study is based primarily on primary data collected through self-administered questionnaires. The interview method was also employed during data collection to gain deeper insights. Additionally, secondary data from previously published and unpublished sources was utilized to support the research findings.

## SAMPLE SIZE

The sample size for this study consists of 120 employees working in Youth Point Pvt Ltd.

## TOOLS FOR DATA ANALYSIS

The tools for data analysis will involve 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

Percentage analysis is a statistical technique used to interpret data by converting raw figures into percentages. This method facilitates comparisons and provides a clear response regarding work environment, efficiency, and operational strategies.

## CORRELATION ANALYSIS

A correlation analysis will be conducted to examine the relationship between employee benefit programs and workforce performance indicators. The key variables analyzed include Flexible Work Arrangements & Retention Rates, Mental Health Support & Productivity Levels, Financial Wellness Programs & Job Satisfaction, Training Opportunities & Employee Engagement, and Health Benefits & Absenteeism. The analysis will determine the strength and direction of these relationships, helping to understand how each benefit program impacts employee performance and organizational outcomes.

## 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 five point likert scaling has been used for the study. The likert scaling is a rating scale used to measure opinions, attitudes, or behaviors. It consists of a statement or a question, followed by a series of five or seven answer statements. Respondents choose the option that best corresponds with how they feel about the statement or question.

## 5. 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.

### 5.1 PERCENTAGE ANALYSIS

**Table 1.** How often have employee development programs improved your skills and capabilities for your current role?

Response	Frequency	Percentage (%)
Strongly agree	18	15.00
Agree	42	35.00
Neutral	42	35.00
Disagree	12	10.00
Strongly Disagree	6	5.00
Total	120	100.00

**Inference:** From the above table, for the question "How often have employee development programs improved your skills and capabilities for your current role?", it was found that 35.00% of the respondents are in the category of Very Often, 35.00% of the respondents are in the category of Often, 15.00% of the respondents are in the category of Sometimes, 10.00% of the respondents are in the category of Rarely, and 5.00% of the respondents are in the category of Never.

## 6. CORRELATION

### HYPOTHESIS STATEMENT

**H0:** There is no statistically significant correlation between Experience and Offering career counselling services has enhanced employee job satisfaction in the organization.

**H1:** There is a statistically significant correlation between Experience and Offering career counselling services has enhanced employee job satisfaction in the organization.

**Table .2** Experience And Offering Career Counselling

Correlations			
		Experience	Offering career counselling services has enhanced employee job satisfaction in the organization.
Experience	Pearson Correlation	1	-.066
	Sig. (2-tailed)		.476
	N	120	120
Offering career counseling services has enhanced employee job satisfaction in the organization.	Pearson Correlation	-.066	1
	Sig. (2-tailed)	.476	
	N	120	120

### Inference:

From the correlation table 4.3.2, it can be seen that the correlation coefficient value is -.066 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 Offering career counselling services has enhanced employee job satisfaction in the organization.

### HYPOTHESIS STATEMENT

**H0:** There is no statistically significant correlation between Age and Job satisfaction.

**H1:** There is a statistically significant correlation between Age and Job satisfaction.

**TABLE 3.** Age and Job satisfaction

Correlations			
		Age	Job satisfaction
Age	Pearson Correlation	1	.219*
	Sig. (2-tailed)		.016
	N	120	120
Job satisfaction	Pearson Correlation	.219*	1
	Sig. (2-tailed)	.016	
	N	120	120

\*. Correlation is significant at the 0.05 level (2-tailed).

### Inference:

From the correlation table 4.3.3, it can be seen that the correlation coefficient value is .219 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 Age and Job satisfaction.

### ANOVA ANALYSIS

### HYPOTHESIS STATEMENT

**H0:** There is no relationship between Monthly Income Level and Employee development programs have improved my skills and capabilities for my current role.

**H1:** There is a relationship between Monthly Income Level and Employee development programs have improved my skills and capabilities for my current role.

**TABLE 4.** Monthly Income Level Vs Employee development

ANOVA					
Monthly Income Level					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.354	4	.589	.499	.737
Within Groups	135.771	115	1.181		
Total	138.125	119			

**Inference:**

From the anova table 4.4.1, the p-value is .737 which is lesser than the alpha value (0.05). Hence Alternative hypothesis (H1) is accepted. Therefore, there is a significant relationship between Monthly Income Level and Employee development programs have improved my skills and capabilities for my current role. This shows that the Monthly Income Level and Employee development programs have improved my skills and capabilities for my current role.

**HYPOTHESIS STATEMENT**

**H0:** There is no relationship between Education Qualification and Leadership and management.

**H1:** There is a relationship between Education Qualification and Leadership and management.

**TABLE.5 .** Education Qualification vs Leadership and management

ANOVA					
Education Qualification					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.678	4	1.419	1.031	.394
Within Groups	158.289	115	1.376		
Total	163.967	119			

**Inference:**

From the anova table 4.4.2, the p-value is .394 which is lesser than the alpha value (0.05). Hence Alternative hypothesis (H1) is accepted. Therefore, there is a significant relationship between Education Qualification and Leadership and management. This shows that the Education Qualification and Leadership and management.

**7. FINDINGS**

1. There is a statistically significant correlation between the quality of benefits and employee retention, indicating that better benefits reduce turnover.
2. Inequity in benefit distribution leads to dissatisfaction, as employees view benefits as a measure of their value to the organization..
3. The most valued benefits among employees include health insurance, retirement plans, performance bonuses, and work-life balance initiatives.
4. There is a notable gap in the perception of fairness in benefit distribution, which could lead to dissatisfaction and lower morale among employees.

**8. SUGGESTIONS**

To enhance employee satisfaction and organizational effectiveness, the company should prioritize clear and transparent communication regarding the benefits package, ensuring all employees fully understand the offerings available to them. Tailoring benefits to meet the diverse needs of different employee demographics such as age, marital status, and career stage can significantly improve engagement and retention. Establishing a structured feedback mechanism, such as regular surveys or focus groups, will help gather valuable insights into employee preferences and areas for improvement. Additionally, expanding non-monetary benefits, including professional development opportunities, mental health resources, and flexible work arrangements, can further enrich the employee experience.

**9. CONCLUSION**

Employee benefits play a critical role in organizational development by influencing motivation, job satisfaction, and retention. While the organization has made efforts to provide valuable benefits, there is room for improvement in communication and customization of these benefits. By aligning benefits with employee expectations and organizational



goals, the organization can foster a more committed and productive workforce. Investing in comprehensive benefits not only enhances employee well-being but also drives organizational success.

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