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A STUDY ON EMPLOYEES PERCEPTION ON IN-HOUSE CANTEEN FACILITY PROVIDED BY TVS SRICHAKRA TYRES, MADURAI

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ABSTRACT

Perception is equated with reality for most practical purposes and guides human behavior in general. Perceptions of work conditions have proven to be important to the well-being of workers. However, customer loyalty, employee retention, revenue, sales, and profit are essential to the success of any business. It is known that these outcomes are correlated with employee attitudes and perceptions of work conditions. According to Robbins, perception can be defined as ‘a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment’ (2004, p. 132).

KEY WORDS: Employee Retention, Attitude, Human Behaviour, Impressions, Environment.