

A STUDY ON EMPLOYEE SATISFACTION TOWARDS AAVIN MILK PRODUCTS WITH REFERENCE TO SALEM

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Abstract—This paper analyses the level of employee satisfaction among the employees of dairy Industries along with the consideration of Gender, Age and experiences differences. In this research paper various variables responsible for employee satisfaction has been discussed such as performance, supervisory, culture, resources, career. This is a descriptive study that aims to identify the satisfaction level of employees in the organization. Interview schedule method of questionnaire collection was developed and collected. Descriptive Statistics, Chi- square test and correlation is used in this study. This study was conducted on 120 employees. The sample size was selected based on the random sampling method.

Keywords: Employee Satisfaction, Culture, Supervisory, Resources

INTRODUCTION

Employee satisfaction is a broad term used by the HR industry to describe how satisfied or content employees are with elements like their jobs, their employee experience, and the organizations they work for. Employee satisfaction is one key metric that can help determine the overall health of an organization, which is why many organizations employ regular surveys to measure employee satisfaction and track satisfaction trends over time. A high satisfaction level indicates that employees are happy with how their employer treats them.

STATEMENT OF THE PROBLEM

It is said that satisfied workers is a productive workers any kind of grievance relating to organizational or personal to a greater extent influence on the job. So every organization is giving higher priority to keep their workers with satisfaction by providing several facilities which improves satisfaction & which reduces dissatisfaction. Employee satisfaction is considered as a key issue by the entrepreneur where efforts are taken & program are initiated. If an workers is not satisfied with the job there are chances for absenteeism, turnover, lower productivity, committing of mistakes, diverting energy for different types of conflicts keeping this thing in view all organization are typing to identify the areas where satisfaction to be improved to get out of the above dangers. In this connection a survey was conducted on behalf of dairy industries ltd to identify the level of satisfaction in terms of strongly agree to strongly disagree on various job related factors.

OBJECTIVES OF THE STUDY

Primary objective:

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Secondary objectives:

- To assess the satisfaction level of employees in the industry.
- To identify the factors which influence the job satisfaction of employees
- To analyse the workers satisfaction about working hours and leave facilities in the industry
- To know the employee satisfaction towards the facilities.
- To offer valuable suggestions to improve the satisfaction level of employees.
- To analyses the satisfaction level of the employees working conditions and rewards.
- To suggest some measures for improving the satisfaction level of the employees.

SCOPE OF THE STUDY

The study is useful to find out the opinion of the workers about the job satisfaction. The study will predict the need of the guidance for job satisfaction. Through the guidance we can improve the Aavin dairy industries. Research has given information about the job satisfaction prevailing in the organization. Study will suggest some recommendations to improve the work environment, welfare measures and all other things in the working conditions.

LIMITATIONS OF THE STUDY

- The research study is limited period and department workers.
- Due to time constraints, data collection is restricted to 120 respondents only.
- The study was conducted only for workers not employees.
- The study is based on the opinion of the workers about the employee satisfaction. So there may be changes due to personal bias.
- The study only suitable for dairy industry.

REVIEW OF LITERATURE

D.G.Kulkarni, (2017) It focus the effects of perceived work life balance and Employee satisfaction on organizational commitment among employees. It was predicted that perceived work life balance fosters Employee satisfaction which leads to the organizational commitment among employees in the long run. Results showed that respondents have moderate level of perceived work life balance, Employee satisfaction and organizational commitment. Author concludes that work life balance and Employee satisfaction are important for developing and enhancing organizational commitment among healthcare workers.

Monalisa Mohapatra, (2017) This study states that Employee satisfaction is related to work, co-workers, promotion, pay, supervision relates to customer orientation. In service industry front line people are the one who interact with the customers on a regular basis and influence the customer perception by their behaviours as well as the appearance of the product /service knowledge. Promotion is a key factor in Employee satisfaction. It is the duty of the manger to monitor and improve the employee satisfaction level related to supervision quality, working conditions, intrinsic compensations and benefits and company policies so that it helps in achieving the desired level of satisfaction within the employees.

Nirav Dave, (2017) The study on predictors of Employee satisfaction among selected Dairy faculty members have found that generally, faculty members specializing in the areas of agricultural faculty member education, Dairy communication, Dairy leadership and additional room education were reasonably contented with their work. Faculty members specializing in agricultural communications reported the maximum level of overall job contentment.

Morge (2018) in his study on the Employee satisfaction of the employees of white collar jobs found that fifty five male employee were satisfied with their job with oppose to thirty five percent female employees who were not satisfied with their job. This study highlighted the relationship between gender and Employee satisfaction and concluded that satisfaction is affected by gender.

YannisMarkovits et.al (2018) Participants reported their employee satisfaction, organizational commitment and their self-regulatory focus. Results show, as expected, that participants after start of the crisis were lower in extrinsic employee satisfaction, affective organizational commitment and were also (unexpectedly) lower in normative commitment, while these attitudinal changes were explained by decreased promotion orientation and increased prevention focus. Rather unexpectedly, pre-crisis and crisis samples did not differ in levels of continuance commitment.

Gardon (2018) in his research on the Employee satisfaction of the workers of industrial concern and human needs industries found that if person's individual needs are satisfied then their Employee satisfaction increases; thereby reflecting a positive relation with the Employee satisfaction. Studied on the Employee satisfaction and school management and concluded that effective education is necessary to develop good image of the Dairy Foods industry employees, Employee satisfaction increased by perfect management.

GaraziAzanza et.al (2019) The promotion of a flexibility-oriented organizational culture, based on support and innovation, may provide a great value in today's competitive economy. This type of organizational culture may be a breeding ground for authentic leadership, which, in turn, has positive effects on employees' attitudes. This study examines how flexibility-oriented organizational cultures facilitate positive outcomes at the employee level through its impact on

authentic leadership. Multiple regression analysis was used to analyze the data from 571 employees belonging to several Spanish private organizations. The results show that authentic leadership partially mediates the positive relationship between flexibility-oriented organizational cultures and employees' employee satisfaction.

Mohammad HoseinLotfi et.al (2019) this study is analysing the relationship between organizational justice and employee satisfaction among the employees of Dairy industry. Statistical Society of this study includes all personnel of the organization and the sample size includes 260 people that were selected randomly. This study was of correlational descriptive- analytic type and for data collection, organizational justice and employee satisfaction questionnaires were used.

RESEARCH METHODOLOGY

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps adopted by the researcher in a systematic manner with an objective to determine various manners.

RESEARCH DESIGN

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data. The research design may be exploratory, descriptive and experimental for the present study. The descriptive research design is adopted for this project.

Research Approach

The research worker contacted the respondents personally with well-prepared sequentially arranged questions. The questionnaire is prepared on the basis of objectives of the study. Direct contract is used for survey, i.e., contacting employees directly in order to collect data.

Sample size

The study sample constitutes 120 respondents constituting in the research area.

Sampling Design

The researcher has used probability sampling in which stratified random sampling is

Collection of Data

Most of the data collected by the researcher is primary data through personal interview, where the researcher and the respondent operate face – to –face.

The data are collected through survey and books, reports, newspapers and internet etc., the survey conducted among the employees of the industry. The data collected by the researcher are tabulated and analyzed in such a way to make interpretations. Various steps, which are required to fulfill the purpose, i.e., editing, coding, and tabulating. Editing refers to separate, correct and modify the collected data. Coding refers to assigning number or other symbols to each answer for placing them in categories to prepare data for tabulation refers to bring together the similar data in rows and columns and totaling them in an accurate and meaningful manner The collected data are analyzed and interrupted using statistical tools and techniques.

Research period

The research period of the study has from 3 Month.

METHODS OF DATA COLLECTION

Data in study are of two types:

i) Primary Data

Primary goal is original and collected by the researcher freshly. In this study primary data was collected through questionnaire. A questionnaire is a popular means of collecting primary data. A questionnaire is a list of question for the own.

ii) Secondary Data

Secondary data is the data, which is already available. It can be obtained through company records, internet and some data collected from the observation method by the researcher.

The statistical tools used for analysing the data collected are percentage method, chi square, bar diagrams and pie diagrams.

Tools for Analysis of Data

1. Simple Percentage Method
2. Chi-square Method
3. Correlation
4. ANOVA

FINDINGS

1. Majority 61.7% of the respondents are male.
2. Majority 39.2% of the respondents age are 25 to 35 years.
3. Majority 51.7% of the respondents are married.
4. Majority 35% of the respondents are below 3 members of the family.
5. Majority 30.8% of the respondents educational qualification are higher secondary and graduate.
6. Majority 40.8% of the respondents are maintenance department.
7. Majority 40% of the respondents service are below 4 years.
8. Majority 43.3% of the respondents are half shift work.
9. Majority 37.5% of the respondents are highly satisfied in supervision of the superior.
10. Majority 32.5% of the respondents are satisfied relationship between coworkers.
11. Majority 40.8% of the respondents are satisfied in work load.
12. Majority 31.7% of the respondents are satisfied and neutral in safety measures in the organization.
13. Majority 44.2% of the respondents are highly satisfied in working environment.
14. Majority 45% of the respondents are highly satisfied in loan facilities.
15. Majority 36.7% of the respondents are educational loan offered.
16. Majority 35% of the respondents are satisfied in water facility.
17. Majority 26.7% of the respondents opinion are dissatisfied in job security.
18. Majority 35% of the respondents are satisfied in bonus and incentives provided by the company.
19. Majority 39.2% of the respondents are satisfied in welfare facilities provided to the employees.
20. Majority 47.5% of the respondents are neutral in prospect for employees in our organization.
21. Majority 35.8% of the respondents are strongly agree in work is according to qualification and skills.
22. Majority 36.7% of the respondents are agree in organization perform there duties effectively.
23. Majority 54.2% of the respondents are salary increase factors motivates most.

SUGGESTIONS

- Majority of the employees feel that their workload is heavy. So, the necessary steps to be taken to reduce the workload.
- The researcher wish to bring the following suggestion to the management of the Industries at Salem.
- The organization should improve the benefit and services provided to the employees interest would be stimulated.
- The company should plan out the welfare activities in an effective way to improve the organization image in the eyes of the public.

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- The organization should make all the employees aware of the rules and regulations of the company.
- The industries should be providing safety measures to employees.

CONCLUSION

Welfare facilities provided to the employees was found to be satisfactory. It has been found from the study that the worker had a positive attitude towards their job and management. The study conducted also revealed that a majority of the workers of cement industries at Salem, were satisfied with their job and work environment.

The relationship with the supervisors and the co-workers also provides conducive work environment for the workers. The study therefore highlights the various aspects on welfare facilities provided satisfaction for the employees.

Finally the study has helpful to my knowledge about job satisfaction to the employees in the Industries.

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