

A STUDY ON JOB SATISFACTION AMONG EMPLOYEE WITH REFERENCE TO SRT AGRO FOODS PVT LTD SALEM

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Abstract— A Study on "Job Satisfaction of Employees" was carried out in Srt Agro Foods Pvt Ltd Salem. The main objective of the research was to find the satisfaction level of employees in the organization. Employee satisfaction is essential to the success of any business. The important factors that are to be considered in the job satisfaction of employees are salary, promotion, working condition. The study was done as part of Descriptive Research. Distributed sampling technique was employed for selecting the sample. The primary data was collected by means of questionnaire. The secondary data was collected from the company records and websites. A structured questionnaire is given to 110 employees and the data was collected based on the same. The data was analyzed using percentage method and Likert scale method. Utmost care has been taken from the beginning of the preparation of the questionnaire till the analysis, findings and suggestions. The analysis leads over to the conclusion that majority of the employees are satisfied. Dissatisfaction with reference to some of the factors was also reported. It was found that dissatisfaction among employees will affect the work performance and productivity of the organization. Valuable suggestions and recommendations are also given to the company for the better prospects.

INTRODUCTION

Job satisfaction is one of the major interests to the field of organizational behavior and the practice of HRM. It reflects employee's attitudes towards their job and commitment to an organization. Job satisfaction refers to one's feelings or state of mind regarding the nature of their work. It describes how content an individual is with his or her job.

Job satisfaction refers to a person's feeling of satisfaction on the job, which acts as a motivation to work. It is not self satisfaction, happiness or self contentment but satisfaction on the job.

Job satisfaction is defined as the pleasurable emotional state resulting from the appraisal of one's job as achieving or facilitating the achievement of one's job values.

NEED FOR THE STUDY

Obviously job satisfaction plays a key role in organizations success. Without employee satisfaction towards their jobs none of the employee will perform well and it is very difficult to reach the organizational goals and objectives. Hence, job satisfaction helps to yield maximum output (performance) from the employees. So that this study is undertaken to measure satisfaction level of employees towards their jobs in SRT Agro food Pvt Ltd.

OBJECTIVES OF THE STUDY

- To measure the level of employee satisfaction towards their jobs.
- To study the various factors determining job satisfaction of the employee.
- To study the impact of job satisfaction on the overall growth of employees as well as the organizations.
- To make necessary recommendation for increasing the satisfaction levels of employee.

- To assess demand and requirements in the international market and identify measures to improve the quality of Indian organic products in line with international market requirements.

SCOPE OF THE STUDY:

The scope of this study is clear as we analyze the needs of the employees to enrich their morale and creating a friendly atmosphere which also enriches their work life, can also be a possible scope. As we identify, analyze and satisfy their expectations, a good and a healthy environment can be create vis-à-vis, can loyal and dedicated workforce to develop the organization.

LIMITATIONS OF THE STUDY

- The study here is limited only to the HR department of SRT Agro Food Pvt Ltd.
- The suggestions given in the study may not be applicable to entire organization.

REVIEW OF LITERATURE

The literature review pointed out that most of the research work in this area done till now has been only limited to developed countries like United States and other developing countries. But research is still insufficient in case of India. It was also observed that, hardly any extensive study has been carried out in India to examine the insight of consumers in consumption of organic food products as well as establishments using organic food products. Further, the existing studies have focused their attention predominantly on the usage of organic food products The contemporary study also considers the factors like age, gender, educational qualification, monthly income and occupation. It also evaluates the present status and developments of organic for products in India.

Dr. Nilima Varma (2016) shows the main reasons for purchasing organic food products are an expectation of a healthier and environmentally friendly means of production. Organic buyers tend to be older and higher educated than those who do not buy them.

Chinnadorai (2014) the growing awareness about the implication of global warming, non-bio degradable solid waste, harmful impact of pollutants etc, both marketer and consumers are switching to eco-friendly products and many companies have accepted their responsibility not to harm the environment and not to waste the natural resources.

S.Suganya and Dr. S.Aravinth (2014) the people do aware of what is happening to the surroundings with regards to the environment and ecology problems and most consumers perceived that organic food product is healthier.

Mithilesh Verma and V.K. Verma, (2013) the consumer thought that organic food products are good for the environment as well as good for the human health but there is lack of more awareness between consumers about organic food products,

M. Gomathi and Dr. Kalyani (2013) the awareness among the public about organic products are less than 50%.

Golnaz Rezai, Phuah Kit Teng, Zainalabidin Mohamed and Mad Nasir Shamsudin (2012) the respondents were aware of the green concept which is a strong indicator of consumers intention to go green in food consumption.

(Bourn and Prescott, 2002) Nutritive, Sensory and Food Safety Comparison Nutritive, sensory and food safety attributes influence consumer choice between organic versus conventionally produced foods. Several studies have therefore compared organic and conventionally produced foods using such attributes.

There are several non-economic attributes that shoppers consider when comparing organic produce with conventionally grown alternatives. Although shoppers generally link produce quality with its appearance reported a relationship between consumer willingness to accept blemishes and organic produce purchase behaviour.

In general, appearance tends to be less important among consumers with a high preference for organic and pesticide-free products. Product taste (ie. flavour), freshness and shelf life are other characteristics that shoppers consider in their purchase decisions.

RESEARCH METHODOLOGY

INTRODUCTION

Research Methodology is a systematic way to solve a research problem; It includes various steps that are generally adopted by a researcher in studying the problem along with the logic behind them. The present study Job Satisfaction towards SRT AGRO Pvt Ltd at SALEM.

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 COLLECTION

Primary data:

Primary data means data which is fresh collected data. Primary data mainly been collected through personal interviews, surveys etc.

Secondary data:

Secondary data means the data that are already available. Generally speaking secondary data is collected by some organizations or agencies which have already been processed when the researcher utilizes secondary data, the process of secondary data collection and analysis is called desk research.

Secondary data provides economy in time and cost. It is easily available and unbiased Secondary data may either be published data or unpublished data. For this study secondary data were collected from the annual reports of the company and from the company website. The study depends mainly on the primary data and secondary data namely the test books, journals, newspapers, magazines and internet.

SAMPLING

POPULATION

The aggregate elementary units in the survey are referred to as the population. Here it covers the entire employees of SRT Agro Pvt Ltd.

Sample Size

The study based only on the employee engage. Total number of sample taken for the study is 110 respondents.

SAMPLING UNIT:

Sampling unit is in Salem.

Sample design

Convenience sampling techniques were used for the study.

TOOLS USED

STATISTICAL TOOLS USED

Statistical tools

The commonly used statistical tools for analysis of collected data are.

1. Simple Percentage analysis
2. Chi-square Analysis
3. ANOVA

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE ANALYSIS

The table depicts the analysis between the age of the respondents and educational qualification.

NULL HYPOTHESIS

H0: There is no significance between the age of the respondents and educational qualification.

ALTERNATIVE HYPOTHESIS

H1: There is significance between the age of the respondents and educational qualification.

OBSERVED FREQUENCIES

The table shows that relationship between the age of the respondents and educational qualification.

COUNT		EDUCATIONAL QUALIFICATION					
		SSLC	HSC	DIPLOMA	DEGREE	PG	TOTAL
AGE OF THE RESPONDENTS	20-25	0	7	6	8	4	28
	25-30	1	3	10	15	6	36
	30-35	0	3	7	10	6	32
	35-40	1	2	3	4	2	16
GRAND TOTAL		2	15	26	37	18	112

Source: Primary Data

Expected Frequencies = Row Total/ Column Total * Grand Total

O	E	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
0	0.5	-0.5	0.25	0.5
7	3.75	3.25	10.56	2.816
6	6.5	-0.5	0.25	0.038
8	9.25	-1.25	1.56	0.169
4	4.5	-0.5	0.25	0.038
1	0.64	0.36	0.13	0.203
3	4.82	-1.82	3.31	0.687
10	8.36	1.64	2.69	0.226
15	11.90	3.1	9.61	0.807
6	5.78	-0.22	0.048	0.085

0	0.57	-0.57	0.32	0.561
3	4.28	-0.72	0.52	0.121
7	7.43	-0.43	0.18	0.024
10	10.57	-0.57	0.32	0.030
6	5.14	0.86	0.74	0.144
1	0.28	0.72	0.52	1.858
2	2.14	-0.14	0.02	0.009
3	3.71	-0.71	0.50	0.135
4	5.28	-1.28	1.64	0.312
2	2.57	-0.57	0.32	0.124
CALCULATED VALUE				10.754

CHISQUARE RESULT

Calculated chi-square value = 10.754

Degree of freedom = 12

Table value = 21.03

Level of significant = 5% of level

CONCLUSION

From the above analysis we conclude that there is significant relationship between the gender of the respondents and service in the company. So we accept the alternative hypothesis.

ANOVA

RELATIONSHIP BETWEEN EXPERIENCE OF THE RESPONDENTS AND EFFECTIVE DECISION MAKING PROCESS

STEP: 1

Null Hypothesis $H_0 = \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$

Alternative Hypothesis $H_1 = \mu_1 \neq \mu_2 \neq \mu_3 \neq \mu_4 \neq \mu_5$

STEP: 2

X1	X2	X3	X4	X5	(X1)²	(X2)²	(X3)²	(X4)²	(X5)²
15	13	2	3	2	225	169	4	9	4
7	21	9	4	4	49	441	81	16	16
4	8	6	3	0	16	64	36	9	0
3	4	1	1	2	9	16	1	1	4

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29	46	18	11	8	299	690	122	35	24
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No. of observation (N) = 20

Total no. of observation (T) = 112

STEP: 3

Correction factors = $(T)^2 / N = 627$

STEP:4

SST= TOTAL SUM OF SQUARE

$$\Sigma(X1)^2 + \Sigma(X2)^2 + \Sigma(X3)^2 \dots - (T)^2 / N$$

SST = 543

STEP: 5

$$SSC = (\Sigma X1)^2 / N1 + (\Sigma X2)^2 / N2 + (\Sigma X3)^2 / N3 \dots - (T)^2 / N$$

SSC=240

STEP: 6

To find SSE = SST - SSC

SSE = 303

NEXT TO FIND ANOVA TABLE

SOURCES OF VARIABLES	SUM OF SQUARE	DEGREE OF FREEDOM	MEAN SUM OF SQUARE	VARIANCE RATIO
Between column	SSC =240	V1=C-1 V1 = 3	MSC = SSC/C-1 MSC= 80	F= MSE/MSC F= 0.2367
Within samples	SSE =303	V2 =N-C V2 =20-4 = 16	MSE=SSE/N-C MSE =18.94	

STEP: 7

The no of C.O.F is (3,16)

The table value of at 5% T.V = 5.20

CONCLUSION

Here, C.V < T.V so accept H0

Hence there is no significant relationship between the income level of the respondents and satisfied with bonus and incentives.

FINDINGS

1. Majority 32.1% of the respondents are 25-30 age level.
2. Majority 67% of the respondents are female.
3. Majority 40.2% of the respondents are experience was 1-3 years.
4. Majority 50.5% of the respondents are unmarried person.

5. Majority 33.6% of the respondents are Diploma in their educational qualification.
6. Majority 49.1% of the respondents are strongly agree in effective work culture of the companies.
7. Majority 50% of the respondents are strongly agree in open to change of the organization.
8. Majority 37.5% of the respondents are strongly agree in delegation of work effective to the company.
9. Majority 39.3% of the respondents are strongly agree the materials, resource and technologies to the job.
10. Majority 38.4% of the respondents are agree in job responsibility of the employees.
11. Majority 40.2% of the respondents are agree in the strategies objectives of the company.
12. Majority 45.5% of the respondents are strongly agree in atmosphere of work-life balance of the company.
13. Majority 41.1% of the respondents are strongly agree in the employees involvement of effective decision making process.
14. Majority 33% of the respondents are strongly agree about employees communication are effective in the company.
15. Majority 32.1% of the respondents are agree in company recognize the diligence work effectively to the employees.
16. Majority 32.1% of the respondents are strongly agree in welfare facilities.
17. Majority 27.7% of the respondents are agree and strongly agree in the satisfaction of working hours.
18. Majority 29.5% of the respondents are strongly agree in comfortable sharing your opinion at work of employees.
19. Majority 29.5% of the respondents are strongly agree in secure feel in employees work.
20. Majority 30.4% of the respondents are strongly agree in stress in current job position of the employees.
21. Majority 33.9% of the respondents are agree in qualification and skills of the organization.
22. Majority 45.5% of the respondents are agree in employee satisfactions in bonus and incentives in company.

SUGGESTIONS

1. Salary & bonus package should be increased according to cost of living and to be paid regularly at just time.
2. Job security & training facilities to be ensured.
3. The management should encourage the employees to do works in their own methods for the better performance.
4. The promotional opportunities and safety facilities should be increased then present stage.
5. Workers are to be rewarded for their better performance.
6. To give more respect to the employee's family responsibilities, it's help to increase the satisfaction level of employees.
7. Education facilities for the children like education allowances can be provided.
8. Company should be more committed to promote welfare facilities as it creates more productivity which in turn benefits the company.

CONCLUSION:

The satisfaction level of employees at SRT AGRO FOODS plays a pivotal role in the overall success and sustainability of the organization. Through our comprehensive study, we have gained valuable insights into the factors influencing employee satisfaction and its impact on organizational performance.

Our findings reveal that several key factors contribute significantly to employee satisfaction, including job security, work-life balance, recognition, and opportunities for growth and development. Employees who feel valued and supported in their roles are more likely to be engaged, motivated, and productive, thereby positively influencing the company's bottom line.

However, it is evident that there are areas for improvement within the organization. Addressing issues related to communication, leadership, and workplace culture can further enhance employee satisfaction and foster a more positive

work environment. Implementing regular feedback mechanisms and initiatives aimed at enhancing employee well-being can help cultivate a culture of continuous improvement and innovation.

In conclusion, by prioritizing employee satisfaction and well-being, SRT AGRO FOODS can not only attract and retain top talent but also drive organizational success and achieve sustainable growth in the long term.

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