

## **A STUDY ON SATISFACTION LEVEL OF EMPLOYEES TOWARDS VEE CEE EXPORTS WITH REFERENCE TO TIRUPPUR**

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**Abstract**— *This study examines the satisfaction level of employees working at Vee Cee Exports in Tiruppur, a prominent hub for textile and garment manufacturing in India. The research aims to understand the factors influencing employee satisfaction, including work environment, compensation, career development opportunities, and management practices. A mixed-method approach was employed, combining quantitative surveys and qualitative interviews with employees across various departments. The findings indicate that while most employees are generally satisfied with their jobs, there are specific areas for improvement. Factors such as fair compensation, opportunities for skill development, and a supportive work environment significantly contribute to higher satisfaction levels. Conversely, concerns related to long working hours and work-life balance emerged as key issues affecting employee satisfaction. The study provides valuable insights for Vee Cee Exports and similar organizations in Tiruppur to enhance employee satisfaction and productivity. Recommendations include implementing flexible work arrangements, providing regular training and development programs, and fostering open communication channels between management and employees.*

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### **INTRODUCTION**

Employee satisfaction is a cornerstone of organizational success and is integral to creating a positive work environment conducive to productivity, engagement, and retention. In today's dynamic and competitive business landscape, organizations recognize the importance of nurturing a satisfied workforce as a strategic imperative for achieving sustainable growth and maintaining a competitive edge.

Employee satisfaction is a critical aspect of organizational success, influencing productivity, performance, and retention rates. Understanding and managing employee satisfaction is essential for fostering a positive work environment and achieving organizational objectives.

The garments industry plays a pivotal role in the global economy, providing employment opportunities to millions of individuals worldwide. With its significant contribution to economic growth and development, the industry's success heavily relies on the satisfaction and motivation of its workforce. Employee satisfaction, defined as the extent to which employees are content with their jobs and the work environment, is a critical determinant of organizational performance, productivity, and employee retention.

This project aims to explore and analyse the satisfaction level of employees in the garments industry, with a focus on identifying key factors that influence employee satisfaction and proposing strategies for enhancing satisfaction levels. Understanding the drivers of employee satisfaction is essential for garment industry management to create a conducive work environment, improve organizational effectiveness, and foster employee engagement.

This project aims to delve into the multifaceted concept of employee satisfaction, exploring its definition, determinants, and implications within the context of contemporary workplaces. By examining various factors influencing employee satisfaction, such as job characteristics, leadership styles, organizational culture, compensation and benefits, work-life balance, and opportunities for growth and development, this study seeks to provide a comprehensive understanding of the dynamics at play in shaping employee satisfaction levels.

### **STATEMENT OF THE PROBLEM:**

The garments industry serves as a significant contributor to global economic activity, employing a vast workforce across various roles and functions. However, despite its economic importance, the industry faces ongoing challenges related to workforce satisfaction and retention. Understanding the factors influencing employee satisfaction within the garments industry is crucial for enhancing organizational performance, productivity, and competitiveness.

The problem addressed in this study revolves around the need to comprehensively assess the satisfaction level of employees working in the garments industry and identify the key determinants impacting their satisfaction. Despite the growing body of research on employee satisfaction across different sectors, there remains a gap in understanding the unique factors influencing satisfaction within the context of garment manufacturing and distribution.

### **PURPOSE OF THE STUDY:**

The primary purpose of this study is to investigate the satisfaction level of employees within the garments industry and to provide insights into factors that contribute to or detract from employee satisfaction. By examining various aspects such as job design, work environment, compensation, career development opportunities, and organizational culture, this study seeks to uncover the underlying factors that influence employee satisfaction in the context of the garments industry.

### **OBJECTIVE OF THE STUDY:**

- To explore the employee job satisfaction level.
- To analyze various factors that influence employee satisfaction.
- To examine the relationship between employee satisfaction and organizational outcomes.
- To study the workers satisfaction level of labor welfare facilities.
- To provide practical recommendations for organization to enhance employee's satisfaction.

### **SCOPE OF THE STUDY:**

- To provide good working environment to the employees working in the organization.
- It aims at minimizing stress and strains of industrial workers.
- To provide statutory and non- statutory welfare measures to the employees.
- To provide safety to the employees working in the organization.

### **LIMITATIONS OF THE STUDY:**

- The study is done based on the opinions of the sample taken at random, the size of which is 110.
- This being a sample study the analysis may not be a true picture of the target.
- The project was only for 3 months. So, there was time constraint.
- This study restricts itself within the organization (VEE CEE EXPORTS).

## **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 was conducted at VEE CEE Exports.

#### **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 my study is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

**Type of Research Method:**

**Descriptive Research:**

Descriptive research is a type of research design used to describe and analyze the characteristics or behaviors of a population or phenomenon. Unlike experimental research, which seeks to establish cause-and-effect relationships, descriptive research focuses on providing a comprehensive understanding of a particular subject without manipulating variables or imposing interventions.

**METHOD OF DATA COLLECTION:**

**Primary data:**

Primary data means data which is newly 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.

**Sampling Design:**

**Population**

The aggregate elementary units in the survey are referred to as the population. Here it covers the entire employees of VEE CEE EXPORTS.

**Sample Size**

The study based only on the opinion and expectation of consumer. Total number of samples taken for the study is 110 respondents.

**Sample design**

Convenience sampling techniques were used for the study.

**Statistical tools used:**

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

1. Percentage analysis
2. Chi Square
3. ANOVA

**DATA ANALYSIS AND INTERPRETATION**

**CHI – SQUARE ANALYSIS**

The table depicts the analysis between the Educational Qualification and Monthly Income of the respondents.

**Null Hypothesis:**

H0: There is no significance between the Educational Qualification and Monthly Income of the respondents.

**Alternative Hypothesis:**

H1: There is significance between the Educational Qualification and Monthly Income of the respondents.

**Observed Frequencies:**

COUNT		MONTHLY INCOME				
		Below 15,000	15,000 – 20,000	20,000 – 25,000	25,000 Above	Total
EDUCATIONAL QUALIFICATION	HSC	23	6	1	0	30
	SSLC	22	6	0	0	28
	Diploma	20	5	0	0	25
	Degree	10	8	3	1	22
	Others	0	2	2	1	5
<b>GRAND TOTAL</b>		<b>75</b>	<b>27</b>	<b>6</b>	<b>2</b>	<b>110</b>

Source: Primary Data

O	E	(O – E)	(O – E) <sup>2</sup>	(O – E) <sup>2</sup> /E
23	20.45	1.55	2.4025	0.1175
6	7.36	-1.36	1.8496	0.2513
1	1.64	-0.64	0.4096	0.2497
0	0.55	-0.55	0.3025	0.55
22	19.09	2.91	8.4681	0.4436
6	6.87	-0.87	0.7569	0.1102
0	1.53	-1.53	2.3409	1.53
0	0.51	-0.51	0.2601	0.51
20	17.05	3.95	15.6025	0.9151
5	6.14	-1.14	1.2996	0.2117
0	1.36	-1.36	1.8496	1.36
0	0.45	-0.45	0.2025	0.45
10	15	-5	25	1.6667

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8	5.4	2.6	6.76	1.2518
3	1.2	1.8	3.24	2.7
1	0.4	0.6	0.36	0.9
0	3.41	-3.41	11.6281	3.41
2	1.23	0.77	0.5929	0.4820
2	0.27	1.73	2.9929	11.0848
1	0.09	0.91	0.8281	9.2011
<b>Calculated Value</b>			<b>37.3955</b>	

**CHI – SQUARE RESULT:**

Calculated chi – square value = 37.3955

Degree of Freedom (c - 1) (r - 1) = (4 - 1) (5 - 1) = 12

Table value = 21.026

Level of Significant = 5% of level

**Conclusion:**

Here, C. V > T. V

So, we reject null hypothesis.

Hence there is significant relationship between the Educational Qualification and Monthly Income.

**ANOVA**

**RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND OVERALL SATISFACTION WITH YOUR JOB**

**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) <sup>2</sup>	(X2) <sup>2</sup>	(X3) <sup>2</sup>	(X4) <sup>2</sup>	(X5) <sup>2</sup>
6	13	0	3	1	36	169	0	9	1
7	20	8	3	0	49	400	64	9	0
7	17	12	2	0	49	289	144	4	0

3	3	1	1	0	9	1	1	1	0
0	2	1	0	0	0	1	1	0	0
<b>23</b>	<b>55</b>	<b>22</b>	<b>9</b>	<b>1</b>	<b>143</b>	<b>860</b>	<b>210</b>	<b>23</b>	<b>1</b>

No. of observation (N) = 25

Total no. of observation (T) = 110

**STEP: 3**

Correction factors =  $(T)^2 / N = 484$

**STEP: 4**

SST = TOTAL SUM OF SQUARE  $\{ \Sigma(X1)^2 + \Sigma(X2)^2 + \Sigma(X3)^2 + \Sigma(X4)^2 + \Sigma(X5)^2 \} - (T)^2 / N$  SST = 753

**STEP: 5**

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

SSC = 340

**STEP: 6**

To find SSE = SST – SSC SSE = 413

**Next to Find ANOVA Table:**

Source of Variables	Sum of Square	Degree of Freedom	Mean Sum of Square	Variance Ratio
Between Column	SSC = 340	$V1 = C - 1$ $V1 = 5 - 1 = 4$	$MSC = SSC / C - 1$ MSC = 85	$F = MSE / MSC$ F = 0.2429
Within Samples	SSE = 413	$V2 = N - C$ $V2 = 25 - 5$ = 20	$MSE = SSE / N - C$ MSE = 20.65	

**STEP: 7**

The no of C.O.F is (4,20)

The table value of at 5% T.V = 14.02

**Conclusion:**

Here,  $C.V < T.V$

So, we accept  $H_0$

Hence, there is no significant relationship between the Age of the respondents and Overall Satisfaction with your Job.

**FINDINGS:**

- Majority 34.5% of the respondents are age between 25 – 30 and 30 – 35 Years.
- Majority 61.8% of the respondents are Female.
- Majority 70% of the respondents are Married.

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- Majority 27.3% of the respondents are HSC and SSLC.
- Majority 68.2% of the respondents are Below 15,000.
- Majority 61.8% of the respondents are Below 5 Years.
- Majority 68.2% of the respondents are Satisfied.
- Majority 43.6% of the respondents are Good.
- Majority 50.9% of the respondents are Satisfied.
- Majority 40% of the respondents are Listening.
- Majority 30% of the respondents are Level of Pay.
- Majority 60% of the respondents are Good.
- Majority 53.6% of the respondents are Good.
- Majority 46.4% of the respondents are Satisfied.
- Majority 35.5% of the respondents are Satisfied.
- Majority 51.8% of the respondents are Satisfied.
- Majority 44.5% of the respondents are Agree.
- Majority 34.5% of the respondents are Good.
- Majority 27.3% of the respondents are Disagree.
- Majority 50% of the respondents are Satisfied.

**SUGGESTIONS:**

- Salary & bonus package should be increased according to cost of living and to be paid regularly at just time.
- Job security & training facilities to be ensured.
- The management should encourage the employees to do works in their own methods for the better performance.
- The promotional opportunities and safety facilities should be increased then present stage.
- Workers are to be rewarded for their better performance.
- To give more respect to the employee's family responsibilities, it's help to increase the satisfaction level of employees.
- Education facilities for the children like education allowances can be provided.
- Transportation facilities can be given for the employees by providing bus facilities for the employees coming from nearby villages.
- 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 Vee Cee Exports 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.

Furthermore, our study underscores the importance of ongoing monitoring and evaluation of employee satisfaction levels to identify emerging trends and address concerns in a timely manner. 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, Vee Cee Exports 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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