

A STUDY ON EMPLOYEE SATISFACTION TOWARDS MKS TEXTILE INDUSTRY WITH SPECIAL REFERENCE TO ERODE

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Abstract—Job satisfaction is a very usual and a familiar topic that has been researched extensively. However, its significance is not lost in spite of its repetition in the psychological literature scenario. A job is a social reality and social expectation to which people seem to confirm. It not only provides status to the individual, but also binds an individual to the society. Job design aims to enhance job satisfaction and performance. Satisfaction in work and the work environment is the basic constituent of an employee's job satisfaction. Find happiness in your work, or you will never know what happiness is. Here this saying, provokes to analyse the job satisfaction of the employees. Yes, happiness is the sense of satisfaction. It also includes concentration, willingness, interest and dedication. If we have all these things when we do work, definitely it will result in success which also gives happiness. Sometimes the task or the environment may create pain or cause difficulty to do, but if we have happiness in our work, surely it will lead to success. Instead of that if we don't have happiness while we do a work; ultimately it will result in failure.

INTRODUCTION

Job satisfaction is a very usual and a familiar topic that has been researched extensively. However, its significance is not lost in spite of its repetition in the psychological literature scenario.

A job is a social reality and social expectation to which people seem to confirm. It not only provides status to the individual, but also binds an individual to the society. Job design aims to enhance job satisfaction and performance. Satisfaction in work and the work environment is the basic constituent of an employee's job satisfaction.

STATEMENT OF PROBLEM

India is the second largest growing economy in the world. The Textile industry in India is the second largest industry of the country after agriculture. Textile accounts for nearly 65% of the total investment in Infrastructure and is expected to be the biggest beneficiary in infrastructure investment over the next five years. The investment in Textile accounts for nearly 11 percent of India's Gross Domestic Product (GDP) and nearly 50 percent of its Gross Fixed Capital Formation (GFCF). This sector is set to grow at a 15 percent growth rate. In the Textile industry, there is a huge manpower requirement for timely execution of various projects undertaken. But the availability of work force is very less. Further, the number of people taking Textile as their profession is also diminishing year after year.

This is a serious problem which requires to be sorted out. The Textile industry can meet out its customers demand only by the following ways:

- Existing employees are to be retained by the organizations.
- Productivity of existing employees is to be increased so that more output can be attained with the available persons.
- Textile industry should lure new professionals by asking younger generation students to pursue Textile as their profession.

OBJECTIVES OF THE STUDY

- To study the workers perception about the Textile Industry and their job.
- To identify which factor influences the job satisfaction of employees in Textile Industry.
- To determine the level of job satisfaction among employees of Textile Industry.
- To determine the association between socio-demographic characteristics and job satisfaction.
- To determine the association between the socio-demographic characteristics and reason for selecting the job.
- To offer suitable suggestions based on the findings of the study.

SCOPE OF THE STUDY

The scope of the study is limited Erode District. The sample size of the survey is 133. The objectives are fixed based on the support of review available and analysis that has been made. The present study intends to cover only employees working in Textile Industry. It is expected to shed light on the effects of demographic variables on Job satisfaction.

LIMITATION OF THE STUDY

- This study deals only with employees in Erode.
- The sample size is comparatively less.
- The time constraints are also the limiting factor.
- Getting suggestions from the employee were difficult as they had only little free time to spare.

RESEARCH METHODOLOGY

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 evaluation towards Hi Tech Fabrica Pvt Ltd at Karur

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 Hi Tech Fabrica Pvt Ltd industry.

Sample Size

The study based only on the employee engage. Total number of sample taken for the study is 112 respondents.

SAMPLING UNIT:

Sampling unit is in Karur.

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

FINDINGS

- Majority (48.1 %) of the respondents are age between 25 to 30 years.
- Majority (60.2%) of the respondents are male
- Majority (57.9%) of the respondent are UG.
- Majority (42.1%) of the respondents are 5-10years.
- Majority (39.1%) of the respondents satisfied.
- Majority (48.9%) of the respondents the good.
- Majority (40.6%) of the respondents with the satisfied.
- Majority (44.4%) agree of the respondents.
- Majority (46%) of the respondents with the good.
- Majority (39.8%) respondent of agree.
- Majority (41.4%) respondents of agree,
- Majority (46.6%) respondent of satisfied.
- Majority (42.1%) respondent of agree
- Majority (40.6%) of the respondents satisfied.

SUGGESTIONS OF THE STUDY

In this section, the following suggestions are offered for improving the level of job satisfaction of employees of Erode Medical College Hospital. These suggestions have been brought out from the discussions the researcher had with the employees and also out of her own experience and observation.

- Money alone is not enough to motivate employees in today's workforce. Besides financial motivations, other ways are to be adopted to motivate employees such as involving them in decision making – process, autonomy in work which ensures a healthy environment. Employees should be encouraged to commit themselves to create a dedicated workforce for hospital.
- Training and development programmes must be provided to the employees at regular intervals to update their knowledge and skills.

- The kind of work given to an employee should be according to his/her abilities and knowledge and their efforts for doing a particular task must be valued by giving appreciations and rewards to the employees for their hard work so that their level of motivation increases.
- Along with healthy environment, healthy relationship should also be maintained in an organization.
- Management of the hospital needs to interact with the employees keeping in mind the preferences which they have ranked high among the preferred job aspects.
- Management may initiate programmes for supervisors who would be willing to coach and support employees.
- Every effort needs to be made to make the workload of the employees in the hospital more equitable to her competence and capacity.
- Orientation and introduction programmes for employees should be introduced. Rather than a one-time programme, these should be conducted at regular periods to permit the newly recruited employees to become familiar with the hospital policies procedures.
- Though employees in the hospital are on the whole satisfied with factors regarding their job and management, the hospital management needs to evolve an effective performance appraisal system for employees to understand whether this satisfaction is being reflected in their performance on the job.

CONCLUSION

A good amount of flood of light has been thrown in the field of motivation through this research. By going through the literature review, one can understand the factors governing motivation of workers of various companies in various countries. The questionnaire The research concludes that motivation acts as a tool in improving the organizational performance in textile industry in South India. The research concludes that promotion is the prime motivating factor of textile employees. This is followed by increase in salary, recognition of work, motivational talks and finally leaves. The tests of significance conducted for this research concludes that there is no significant difference between results produced by sample and theoretical population. This implies that the sample surveyed is drawn from the same population.

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