



## **A STUDY ON EMPLOYEES' JOB SATISFACTION TOWARDS SRI VARSHINI KNIT FASHIONS, TIRUPUR.**

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### **ABSTRACT**

*Employees are spending more and more time at work place. A qualitative and quantitative review of the relationship between job satisfaction and job performance is prevailing. The relationship between job satisfaction and turnover is also significant and consistent. There is a correlation between, value, emotion, and appraisal, and the employees job satisfaction. This study is synergize the job satisfaction of employees working in Sri Varshini Knit Fashions by using percentage, chi-square and weighted average statistical tools.*

**Key Words:** Satisfaction, relationship, performance

### **INTRODUCTION**

The study is to analyze the job satisfaction of the employees' working in SRI VARSHINI KNIT FASHION, TIRUPUR District in TAMIL NADU. It analyzes the working conditions in the company and the employee's job satisfaction in their respective field of functioning. It provides a good opportunity to compare theoretical aspect about the job satisfaction with experience in the real day – to – day functioning

## STATEMENT OF THE PROBLEM

The relationship between the job satisfaction and job performance of an individual is a positive relationship. This is because these two are caused by quite different factors. Job satisfaction is closely affected by the amount of rewards that an individual derives from his job, while his level of performance is closely attested by the basic for attainment of rewards. An individual is satisfied with his job to the extent that his job provides him with what he desires, and this performs effectively in his job to the extent that effective performance leads to the attainment of what he desires.

- ❖ Is the communication and guidance are proper available in the company?
- ❖ What are the facilities available to the employee's?
- ❖ Is the company providing more promotional opportunity to workers?

## SCOPE OF THE STUDY

- ❖ This project was under taken to study the employee's job satisfaction towards their job in Sri Varshini knit fashion .perception of employees' towards work environment , welfare facilities , co-workers co-operations , promotion opportunities , supervision and their pay are considered as the factor of job satisfaction .
- ❖ The job satisfaction is an individual's general attitude towards his or her job. Job satisfaction requires interaction with co-workers and bosses, following organisation rules and policies , meeting performance standards, living with working condition , that are often less than ideal and the like.

## OBJECTIVE OF THE STUDY

### **Main Objective:**

To find out the employees' job satisfaction level towards Sri Varshini knit fashion, Tirupur.

Other objectives:

- ❖ To study the attitude of the employees' towards the work environment in the company
- ❖ To find out the problems faced by the employees' in the job.
- ❖ To bring out the key findings of the study and to offer suitable suggestions

## **RESEARCH METHODOLOGY:**

Research is an art of scientific investigation. Meaning of research as “A careful investigation or enquiry especially through search for new facts in any branch of knowledge”

The human research researcher has to decide about the data collection data collection method and sampling for the research work.

It includes

### **DATA COLLECTION**

#### ➤ **PRIMARY DATA**

The primary data is collected from questionnaire and interview schedule method.

#### ➤ **SECONDARY DATA**

The secondary data is collected from the company website

### **SAMPLING DESIGN**

Sampling Area : The sampling area is only with in Sri Varshini knit fashion, Tirupur.

Sampling Size : The researcher use convenience sampling method by which 150 sampling were selected for the study.

### **TOOLS OF ANALYSIS**

The information is collected using questionnaires method. The purpose of the research is clearly explained to the respondents whenever the respondents, have a doubt. In the project we use

- Simple percentage analysis
- Weighted score analysis ranking method.
- Chi-Square Analysis

## **LIMITATIONS OF THE STUDY**

The sample is selected from the employees' of Sri Varshini knit fashion. The satisfaction level of the employees' in the organization may differ from those of others. So the following are some of the some of the important limitations of Sri Varshini knit fashion.

- The study is restricted only to Sri Varshini knit Fashion, in Tirupur, so the result may not be applicable to other companies.
- The workers were not ready to give correct facts because of their fear towards their top management.
- Only 150 respondents were selected for the study, so the result may vary if sample size differs are included.
- The finding of the study depends on the responses given by sample respondents.

## **PROFILE OF THE RESPONDENTS**

An attempt has been made to outline the profile of the respondents who has been interviewed, for the study of customer the job satisfaction. To analyse the Profile of the sample respondents it divided into two parts,

Section – A. Percentage Analysis

Section - B. Weighted average

### **A. Percentage Analysis**

Percentage analysis restores to special kind of ratio and in which percentage is used in making comparison between two or more series of data. Percentage is used to describe the relationship. Since the percentage reduce everything to a common base and their by allow meaning comparison to be analyzing.

**TABLE 1**

<b>Age</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
20-30 years	74	49.33
30-40 years	26	17.33
41-50 years	37	24.66
Above 50 years	13	8.66
<b>TOTAL</b>	<b>150</b>	<b>99.98</b>
<b>GENDER</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
MALE	87	58
FEMALE	63	42
<b>TOTAL</b>	<b>150</b>	<b>100</b>
<b>Marital Status</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Unmarried	77	51.33
Married	73	48.66
<b>TOTAL</b>	<b>150</b>	<b>100</b>
<b>Educational Qualification</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Illiterate	26	17.33
School level	37	24.66
Graduation level	22	14.66
post graduation level	5	3.33
Professional level	32	21.33
Others	28	18.66
<b>TOTAL</b>	<b>150</b>	<b>99.97</b>
<b>Status</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Manager	10	6.66
Supervisor	17	11.33
Workers	103	68.66
Others	20	13.33
<b>TOTAL</b>	<b>150</b>	<b>99.98</b>
<b>Duration</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Less than 3 years	76	50.66
3-5 years	42	28
More than 5 years	32	21.33
<b>TOTAL</b>	<b>150</b>	<b>100</b>
<b>Monthly Pay</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Below Rs.10000	39	26
Rs.10000-Rs.15000	56	37.33
Rs.15001-Rs.20000	32	21.33
Above Rs.20000	23	15.33
<b>TOTAL</b>	<b>150</b>	<b>100</b>
<b>Category</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Good	49	32.66
Adequate	57	38

In Adequate	44	29.33
<b>TOTAL</b>	<b>150</b>	<b>100</b>
<b>Category</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Highly satisfied	36	24
Satisfied	58	38.66
Dis-satisfied	56	37.33
<b>TOTAL</b>	<b>150</b>	<b>99.99</b>
<b>Satisfaction level</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Very good	33	22
Good	53	35.33
Average	46	30.66
Poor	18	12
<b>TOTAL</b>	<b>150</b>	<b>99.99</b>
<b>Satisfaction level</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Yes	84	56
No	66	44
<b>TOTAL</b>	<b>150</b>	<b>100</b>
<b>Category</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Agree	42	28
Moderate	76	50.66
Dis-agree	32	21.33
<b>TOTAL</b>	<b>150</b>	<b>99.99</b>
<b>Category</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Highly satisfied	62	41.33
Satisfied	59	37.33
Dis-satisfied	29	19.33
<b>TOTAL</b>	<b>150</b>	<b>97.99</b>
<b>Satisfaction level</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Yes	88	58.66
No	62	41.33
<b>TOTAL</b>	<b>150</b>	<b>99.99</b>

## PERCENTAGE ANALYSIS

- The majority (49.33%) of the respondents belongs to the age group of below 20 - 30 years.
- The majority (58%) of the respondents are male.
- The majority (51.33%) of the respondents are unmarried.
- The majority (24.66%) of the respondents were school level educational qualification.
- The majority (68.66%) of the respondents are workers.

- The majority (50.66%) of the respondents having less than 3 years of working experience in this company.
- The majority (37.33%) of the respondent's monthly pay is Rs.10000 to 15000.
- The majority (38.66%) of the respondents are satisfied with bonus and incentives.
- The majority (35.33%) of the respondents says that the working environment is good.
- The majority (56%) of the respondents are satisfied with regards to promotional methods of the company.
- The majority (50.66%) of the respondents are moderate with the feedback system provided by the management that helps the employees' to achieve the target.
- The majority (41.33%) of the respondents are highly satisfied with the reward system.
- The majority (58.66%) of the respondents are satisfied with the accident compensation policies.

### **WEIGHTED AVERAGE SCORE RANKING METHOD**

Under this method, the respondents are asked to rank their given problems. To secure a ranking of all items involved, the researcher simply totals the weights which are given to each item. The highest weighted score is ranking first and then the corresponding rank is assigned.

#### **FORMULA:**

$$\text{Weighted Average} = \frac{\text{Sum of Weighted Terms}}{\text{Total Number of Terms}}$$

To find the weighted term, multiply each term by its weighting factor, which is the number of times each term occurs.

**TABLE 2**

**WEIGHTED SCORE ANALYSIS RANKING METHOD**

Weighted Score(W)	Average	5	4	3	2	1	Total Score	Weighted average	Rank
Rank		I	II	III	IV	V			
<b>Problems</b>									
<b>Inadequate S Salary</b>	<b>X</b>	23	28	25	24	45			
	<b>WX</b>	115	112	75	48	45	395	26.33	<b>5</b>
<b>Inadequate Medical Facility</b>	<b>X</b>	29	42	35	20	25			
	<b>WX</b>	145	168	105	40	25	483	32.2	<b>2</b>
<b>Unsecured Job</b>	<b>X</b>	20	29	24	43	33			
	<b>WX</b>	100	116	72	86	33	407	27.13	<b>4</b>
<b>No career Development</b>	<b>X</b>	30	31	39	32	22			
	<b>WX</b>	150	124	117	64	22	477	31.8	<b>3</b>
<b>Communication Problem</b>	<b>X</b>	48	20	27	31	25			
	<b>WX</b>	240	80	81	62	25	488	32.53	<b>1</b>
<b>Total</b>		150	150	150	150	150			

**WEIGHTED AVERAGE ANALYSIS**

It is concluded from the analysis that the “communication” is the major problem faced by the respondents in their job.

**OPINION LEVEL OF THE RESPONDENTS ABOUT EMPLOYEES’ JOB SATISFACTION TOWARDS SRI VARSHINI KNIT FASHION,**

Opinion Level of The Respondents About Employees’ Job Satisfaction Towards Sri Varshini Knit Fashion are analysed by using Chi-square Test



Factors	Degrees of freedom	Calculated Value	Table Value	Hypothesis Accepted / Rejected
Age	6	4.104	12.592	Accepted
Gender	2	0.639	5.991	Accepted
Designation	6	5.959	12.592	Accepted
Working period	2	3.247	5.991	Accepted
Monthly Income	6	4.648	12.592	Accepted

### **CHI-SQUARE ANALYSIS RESULTS HAVE SHOWS THAT**

- The study reveals that there is no significant relationship between Age, gender, designation, working period, monthly income and satisfaction level of the respondents.

### **SUGGESTIONS**

Based on the above findings the concrete and fractional suggestions are recommended to SRI VARSHINI KNIT FASHION.

It is suggested that the society might try to find out various causes for the workers dissatisfaction and try to undertake remedial measures, so that they can develop job satisfaction among the workers, which is indispensable for productivity and higher standard of living.

- Proper communication channel should be created.

- The company should provide more promotional opportunity to workers.
- Employee's grievance system, performance appraisal can be done by human resource department in SRI VARSHINI KNIT FASHION regularly.
- Medical policy should be improved

### **5.3 CONCLUSION**

Job satisfaction has a direct bearing with the mental and physical feeling of the employees'. When the job satisfaction in the organization is in higher level, it will increase the production of the company where the job satisfaction is low it will adversely affect the production of the company.

The study on employee's job satisfaction revealed that employees' are satisfied on the majority of the factors. Suitable suggestions are provided to reduce their problems. This study helps us to increase the level of satisfactions of the employees' and motivate them in such a way to raise the efficiency and skill.

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