

A STUDY ON EMPLOYEES SATISFACTION WITH REFERENCE TO TEXTILE SHOP

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ABSTRACT

The employee satisfaction activities have been formulated on conviction that it is man behind the machine who is responsible for achieving mission of an organization. A person can deliver at his best only when he is satisfied and committed to the cause. To keep the employees motivated and committed various satisfaction facilities are provided by the organization not to the employees but also to their family members too, in this study deeply consider all factors pertaining to employees satisfaction.

KEYWORDS: Textile Shop, Salary, Employee Satisfaction

INTRODUCTION

Employee satisfaction activity in an organizational society has far reaching impact not only on the work force but also all the facets of human resources. Employee satisfaction includes all such activities, which not only secures existential necessities but also ensures improvement in spiritual and emotional quotient. It comprises of short term and long term goals towards building of humane society.

As employee satisfaction is a dynamic concept, changes in its principles activities and the rationale supporting them have not been static. Accordingly principles for successful implementation of employee satisfaction activities ranges from adequacy of salary to impact on efficiency as well as transformation of personality in nut shell, it is an extension of democratic values.

Theories of employee satisfaction activities have been formulated on conviction that it is man behind the machine who is responsible for achieving mission of an organization. A person can deliver at his best only when he is satisfied and committed to the cause. To keep the employees motivated and committed various satisfaction facilities are provided by the organization not to the employees but also to their family members too.

OBJECTIVES OF THE STUDY

- ❖ To study the Demographic Profile of the respondents

- ❖ To examine the Satisfaction level of the employees
- ❖ To offer Suggestions for improvement of satisfaction of the employees of textile shop

REVIEW OF LITERATURE

DR. R. ANITHA (2011), “A study on Job Satisfaction of Paper Mill Employees with special reference to Udumalaipet and Palani Taluk”. Employee is a back bone of every organization, without employee no work can be done. So employee’s satisfaction is very important. The main aim of this study is to analyze the satisfaction level of paper mill employees. The organizations lack the relationship between workers and supervisors, working conditions, Canteen, rest room facilities, rewards, recognition and promotion policy, reward system of the employees and promotions must be given based on merit, educational qualification and experience, and if these factors are given little more care, the company can maintain high level of satisfaction, organizational commitment and involvement. This will in turn lead to effectiveness and efficiency in their work which leads to increased productivity

SHELLY GANDHI & DR. LAKHWINDER KANG, CUSTOMER SATISFACTION, (UNDATED), “Its Antecedents and Linkage Between Employee Satisfaction and Customer Satisfaction”. The main aim of this paper is to consider the issues that are most important, but has not been given relevant importance in the past i.e. linkage between employee satisfaction and customer satisfaction and employee prominent role to foster customer satisfaction which drive firm’s profitability. Most firms who strive to acquire customer satisfaction must satisfy their employee’s needs and wants first. In this paper, we discuss how employee satisfaction is linked with customer satisfaction. There is positive relationship between employee satisfaction and customer satisfaction. Moreover, this paper provides suggestions to improve employee satisfaction to foster customer satisfaction:

RESEARCH METHODOLOGY

- ❖ The system of collecting data for research projects is known as research methodology.
- ❖ The study is based on the facts and figures collected by conducting a survey in textiles shops in carrying out the study employees were surveyed separately with the help of questionnaire.
- ❖ The researcher adopted “**Descriptive cum Diagnostic Research Design**” as researcher has made an attempt to study the different factors involved in the level of satisfaction of the employees in textile shop.

LIMITATION OF THE STUDY

- ❖ The study is conducted in few textile shops in Thiyagaraya Nagar at Chennai only.
- ❖ The sample size of the study is limited to 190.
- ❖ The research study cannot be same for the future.
- ❖ Conclusions were made based on the options given by the respondents.

ANALYSIS AND INTERPRETATION

Table 1 Gender-wise distribution of Respondents

S. No.	Category	No. of Respondents	Per cent
1.	Male	95	50.0

2.	Female	95	50.0
	Total	190	100.0

Source: Primary Data

INTERPRETATION:

The table 1 shows Gender –wise distribution of Respondents. The Respondents are categorized into Male, Female. Gender- wise distributions are, 50.0 per cent for Male, 50.0 per cent for Female. The distribution shows that the both classification of the respondents are equal.

Table 2 Age-wise distribution of Respondents

S. No.	Category	No. of Respondents	Per cent
1.	Between 18 & 25	107	56.3
2.	26 -35	65	34.2
3.	36-45	18	9.5
	Total	190	100.0

Source: Primary Data

INTERPRETATION:

The Table 2 shows Age-wise distribution of respondents. Respondents are categorized into ‘Between 18-25 years’, ‘26-35 years’, ‘36- 45 years’. Age-wise their distribution are, 56.3 per cent for Between ‘18-25 Years’ , 65 per cent for ‘26 - 35 years’, 18 per cent for ‘36-45 years’. The distribution shows that majority of the respondents belong up to Between 18-25 years.

Table 3 Educational Qualification-wise distribution of Respondents

S. No.	Category	No. of Respondents	Per cent
1.	SSLC	30	15.8
2.	HSC	130	68.4
3.	Graduate	25	13.2
4.	Professional	5	2.6
	Total	190	100.0

Source: Primary Data

INTERPRETATION:

The Table 3 shows Educational Qualification-wise distribution of respondents. The Respondents are categorized into Secondary Level, Higher secondary level, Graduate, Professional. Educational Qualification-wise their distributions are 15.8 per cent for Secondary education, 68.4 per cent for Higher secondary, 13.2 per cent for Graduate and 2.6 per cent for Professional. The distribution shows that majority of the respondents belong up to Higher secondary.

DESIGNATION -WISE DISTRIBUTION OF RESPONDENTS

Distribution of respondents in the study area is presented according to their Designation in the following table.

Table 4 Designation-wise distribution of Respondents

S. No.	Category	No. of Respondents	Per cent
1.	Sales	79	41.6
2.	Cashier	21	11.1
3.	Supervisor	19	10.0
4.	Billing	20	10.5
5.	Delivery	28	14.7
6.	Receptionist	18	9.5
7.	Manager	5	2.6
	Total	190	100.0

Source: Primary Data

INTERPRETATION:

The table 4 shows Designation –wise distribution of Respondents. The Respondents are categorized into Salesmen, Cashier, Supervisor, Billing, Delivery, Receptionist, Manager. Designation-wise are, 41.6 per cent for Salesmen, 11.1 per cent for Cashier, 10.0 per cent for Supervisor, 10.5 per cent for Billing, 14.7 per cent for Delivery, 9.5 per cent for Receptionist, and 2.6 per cent for Manager. The distribution shows that the majority of the Respondents are fall under Salesmen head.

Table 5 Income-wise distribution of Respondents

S. No.	Category	No. of Respondents	Per cent
1.	Between 5000 – 10000	90	47.4
2.	10001 – 20000	95	50.0
3.	20001 – 30000	5	2.6
	Total	190	100

Source: Primary Data

INTERPRETATION :

The Table 5 shows Monthly Income-wise distribution of respondents. The Respondents are categorized into ‘Between 5000-10000’, ‘10,000-20,000’, ‘20,000- 30,000’. Monthly Income-wise their distribution are, 47.4 per cent for ‘Between 5000-10000’ , 50.0 per cent for ‘10,000-20,000’ , 2.6 per cent for ‘20,000- 30,000’. The distribution shows that majority of the respondents belong up to ‘10,000-20,000’ category.

TABLE 6: Income of the employees and their level of satisfaction

Income	LOW	MEDIUM	HIGH	TOTAL
5,000-10,000	16	66	8	90
10,001-20,000	6	72	17	95
20,001-30,000	0	4	1	5
TOTAL	22	142	26	190

Source: computed

The above table shows that out of 190 respondents, 95 respondents are fall under the salary between 10,001 – 20,000 Out of them 6 respondents have low level of satisfaction, 72 respondents have medium level of satisfaction and 17 respondents have high level of satisfaction in their salary

90 respondents are comes under the salary between 5,000 – 10,000 Out of them 16 respondents have low level of satisfaction, 66 respondents have medium level of satisfaction and 8 respondents have high level of satisfaction in their salary

5 respondents are flow under the salary between 20,001 – 30,000. Out of them none of the respondent have low level of satisfaction, 4 respondents have medium level of satisfaction and 1 respondent have high level of satisfaction in their salary.

CONCLUSION OT THE LEVEL OF SATISFACTION

This table on the whole shows that majority of the respondents are getting satisfied with their salary between 10,001 – 20,000. Each respondents are having medium level of satisfaction, this mid level satisfaction is considered as majority in all types of visitors category. Some improvements are needed to switch up from mid level to high level category.

Chi – square	Calculated value	Degrees of freedom	Table value
N = 190	12.083	4	9.492

Chi – square applied to test if there is any significant difference between Income of the respondents and their level of satisfaction.

Null Hypothesis (Ho)

There is no significant difference between Salary of the respondents and their level of satisfaction towards income of the employees.

The table value for 4 degrees of freedom at 5% level of significances is 12.083

Since the calculated value 12.083 is greater than the table value 9.492 , the hypothesis is rejected and it can be conclude that there is significance difference between Salary of the respondents and their level of satisfaction towards income of the employees.

FINDINGS AND SUGGESTION OF THE STUDY

The findings and suggestion are based on the collection of data and interpretation are as follows, There is no majority in gender wise distribution both male and female are equal. The 107 respondents i.e 56.3 percent are fall under 18-25 age group. The 130 respondents i.e 68.4 percent are qualified with higher secondary education. The 79 respondents i.e 41.6 percent are comes under sales category. The 95 respondents i.e 50 percent are fall under income between 10,001-20,000 range. The 142 respondents are having medium level of satisfaction. There is significance difference between Salary of the respondents and their level of satisfaction towards income of the employees.

It is necessary to award periodic pay revision to all the employees in order sustain their livelihood. Training and motivational program should be conducted by the management for the betterment of good working. It is imminent to pay the gratuity to the employees for their service of working in textile shop. A properly cleaned accommodation may be provided to the employees on considering the hygienic of them. On time salary may be issued to the employees.

The working hours of an employee is more, which may be considered for reduction in time. Over time benefit may be provide to those employees who hours more than their normal working hours.

CONCLUSION

Satisfaction measures are vital factor in the organizational routine that enables employees to develop and rise within the organization, and increase their market value and earning power. The research shows that the satisfaction measures are more effective in the organization and it will give hand some return in the long run to the textile shops and its employees.

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