



## Satisfaction Level of Employees in Textiles Job :With Special Reference to Eranad Taluk

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### ABSTRACT

Employee satisfaction is the terminology used to describe whether employees are happy and contented and fulfilling their desires and needs at work. Employee satisfaction also describes how content an individual is with his or her job. The study is conducted to assess the job satisfaction needs of employees in textiles and ready made shops in Nilambur taluk. The study helps to know their preferences and problems of the employees. Employee commitment is essential to increase the productivity. If the job satisfaction is increase, it will increase the employee commitment, further it will lead to increase in the productivity. It is very essential to study about the job satisfaction.

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## INTRODUCTION

Employee satisfaction has always been an important issue for organizations. Employees are viewed as the greatest strengths and resources of an organization. An organization's success depends on the employees and thus they should not be deprived of what they deserve in return for their commitment to the organization. It is very crucial that the employees of an organization derive good amount of satisfaction from the job. However, very few organizations have made employee satisfaction a top priority, perhaps because they fail to understand the significant opportunity that lies in front of them. Many organizations fail to understand the basic meaning of employee satisfaction.

**Job satisfaction:** According to V.H. VROOM –"Job Satisfaction is the positive orientation of an individual towards all aspects of the work situation"

**Employee satisfaction:** Employee satisfaction continues to be among top priorities of Global Corporations. Engaged employees do better jobs and are essential to the organizations' long-term success. Winning loyalty and commitment of employees is a critical responsibility and a key to organizations' strategic objectives. Employee satisfaction represents the onstellations of person's attitude towards or about the job. In general, employee satisfaction is the attitude towards the job as a whole. Employee satisfaction is a function of satisfaction with different aspects of job, that is supervision, pay, works itself, co-workers, promotion, etc., and the level of importance one attaches to these respective components.

**Organizational culture:** Organizational culture has been defined by Schwartz and Davis (1981) as a pattern of beliefs and an expectation shared by the organization's members and is work-related values, ideologies, philosophies and beliefs.

## **REVIEW OF LITERATURE**

Job satisfaction is a multifaceted construct Churchill, Ford, and Walker (1974); Comer, Machleit, and Lagace (1989); Lagace, Goolsby, and Gassenheimer (1993).

**Penna's model (2007)** Penna defines "meaning" as fulfillment from the job. Fulfillment comes from the employee being valued and appreciated, having a sense of belonging to the organization, and feeling as though they are making a contribution, and is congruent with the underlying theoretical framework of Robinson. Penna's model is similar to Maslow's Hierarchy of Needs and Herzberg's theory, with "hygiene" factors at the base of the triangle and "satisfiers" towards the top. As an organization successfully meets each of these engagement factors, Penna states that the organization becomes more attractive to new potential employees and becomes more engaging to its existing staff.

**Behery and Paton's (2008)** studied selected 200 UAE middle level managers, from banking, insurance and real estate industries. The study revealed that employee satisfaction reinforces employee commitment and reduces turnover rates. Employees like to continue with an organization, if they are satisfied with the job. Thus the satisfaction depends on organizational control mechanisms.

**Robinson (2004)** argued that satisfaction with the job of work alone, will not produce a satisfied and engaged workforce, but it is a contributory with many other factors. This phenomenon is visible in some positions where the actual job itself is intrinsically satisfying but the place of work is not, for example academics or specialized maintenance trades operating in large organizations. In these situations, the employee feels the organization does not value the job they do, but they, personally, take great pride in their work, regardless of the company culture and working environment.

### **Objectives of The Study**

- To examine the level of satisfaction of employees towards their job.
- To identify the various factors which influences employees satisfaction level.

- To offer suggestion to management to improve their employee's satisfaction level.

### **Importance of the Study**

Job satisfaction is an important factor because it affects the overall organizations. Organizations to satisfy employees create a more positive work environment. A high rate of employees contentedness is directly related to a lower employee turnover rate. In view employees as a key priority for every employer are satisfied with their careers. If the employee is satisfied, the ability to work is doubled. Employee's job satisfaction is essential to the success of any business

### **FACTORS AFFECTING JOB SATISFACTION**

#### **1. The co-workers:**

The people who work can be either one of two kinds. First, they might be nice friendly people who are sure about their own abilities and are always willing to help you in time of need. Working with such people is not only very easy but it also becomes very fun. Overtime such people do not remain simply co-workers, but they become family. As opposed to this, in some companies there are co-workers who are so insecure that they are willing to stab you in the back just to get ahead in the career front. Working with such people will indeed take a toll on you and make you dread coming to office.

#### **2. The boss and management style:**

A major factor affecting your job satisfaction is the kind of boss which you have to work under. If boss is someone who is approachable and listens to whatever grievance you have, then working for him automatically becomes rather pleasurable. However, if your boss is some one who is never willing to be there for you in your time of distress then working under him can be a source of great dissatisfaction. In addition to this, the management style of immediate senior is also an important factor. If you are an independent worker, then someone constantly micromanaging you might get on your nerves.

#### **3. The general working environment:**

There are many companies which ensures that the work environment of their company is proper as they strongly believe that if the environment is not conducive to work, then employees will not be able to give their best at all times. Companies where there is too much of work place politics or negativity are never able to make it big, simply because they have so much internal conflict which does not let them proceed. Similarly the workers must feel safe and secure within the four walls of the office. Without this safety they will never have any kind of happiness or job satisfaction, rather they will be working in fear.

#### **4. The salary which you receive from the company:**

Nowadays, we are all well aware of the fact of how powerful money is. If you do not have money, then surviving itself becomes a challenge. A major factor affecting your job satisfaction is the salary which you receive from the company which you are working under. Those individuals who feel over worked, yet under paid are never able to give their all to the company, simply because they feel that their contributions to the company are not adequately rewarded, monetarily. Good companies value their employees a great deal and they will never

let their employees feel this way. They will rather, go out of their way to ensure their workers are happy and provide employee job satisfaction.

### **5. The facilities you are offered:**

There are many companies which might not be paying their employees a huge salary but they do make up for this. by giving adequate facilities and benefits in order to keep them satisfied. This is indeed one of the major factors that influences employee job satisfaction. What people do not realize is that even small facilities here and there do account for a lot. It lets the employees know that the company does care for their wellbeing and has their best interest at heart. This does eventually bring out the best in all the workers and encourages them to work hard

## **RESEARCH METHODOLOGY**

Population of this study is all employees who are working in textile industry in Eranad taluk. The sample size consists of 100 citizens in Eranad Taluk. The convenience sampling method is used for collection of the study. For the present study of both primary and secondary data are used. The source of primary data is sample respondents from Eranad taluk and secondary data are collected from published and unpublished articles, web site and reference book. A well structured questionnaire used for collecting primary data. Tools and methods used for analysis mainly figures, diagram, table, chart, Percentage etc.

## **ANALYSIS AND INTERPRETATIONS**

### **Personality of the Respondents**

<b>SL.NO.</b>	<b>RESPONSE</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
1	MALE	47	47
2	FEMALE	53	53
	<b>Total</b>	<b>100</b>	<b>100</b>

From the above table, the analysis shows that, 47 % of the respondents are male and the remaining 53 % are female. The total respondents are 100 members.

### **Basic Salary of the Employees**

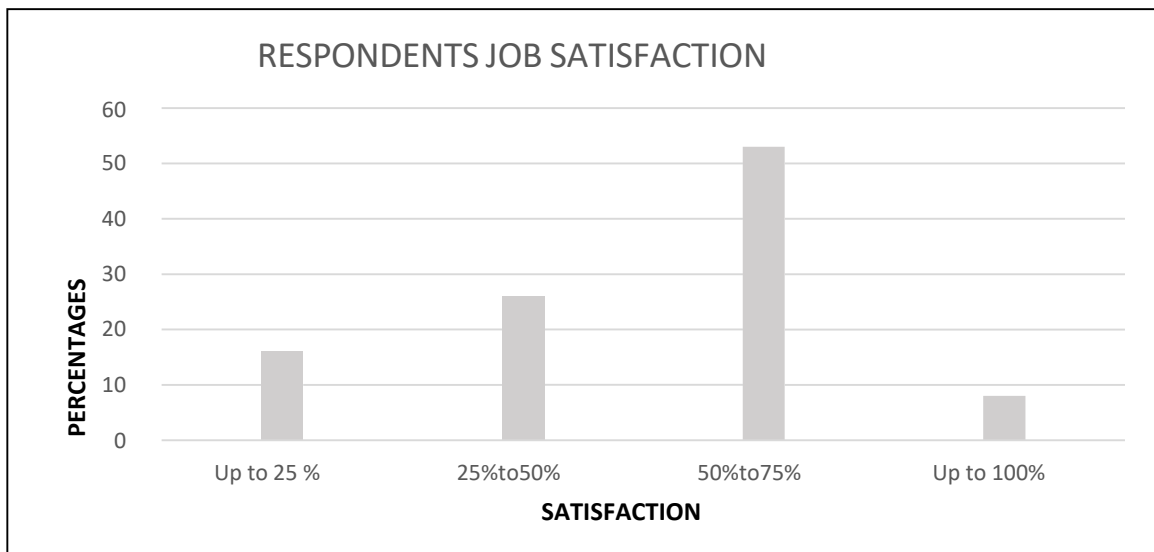
<b>SL.NO</b>	<b>BASIC SALARY</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGES</b>
1	Below 5,000	68	68
2	5,000 to 15,000	15	15
3	15,000 to 30,000	13	13
4	Above 30,000	4	4

	<b>TOTAL</b>	<b>100</b>	<b>100</b>
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The data provided in the above table shows that the respondent’s basic salary.68 % respondents getting below 5,000 as their basic salary, 13 are falling in between 5,000 to 15,000, 15 % comes under 15,000 to 30,000 and the remaining 4% are getting above 30,000 as their basic salaries. This can be concluded that most of the respondents are getting below 5,000 as basic salary.

**Towards Job Satisfaction**

SL.NO	JOB SATISFACTION	NO RESPONDENTS	PERCENTAGES
1	Up to 25 %	16	16
2	25%to50%	26	26
3	50%to75%	53	53
4	Up to 100%	8	8
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

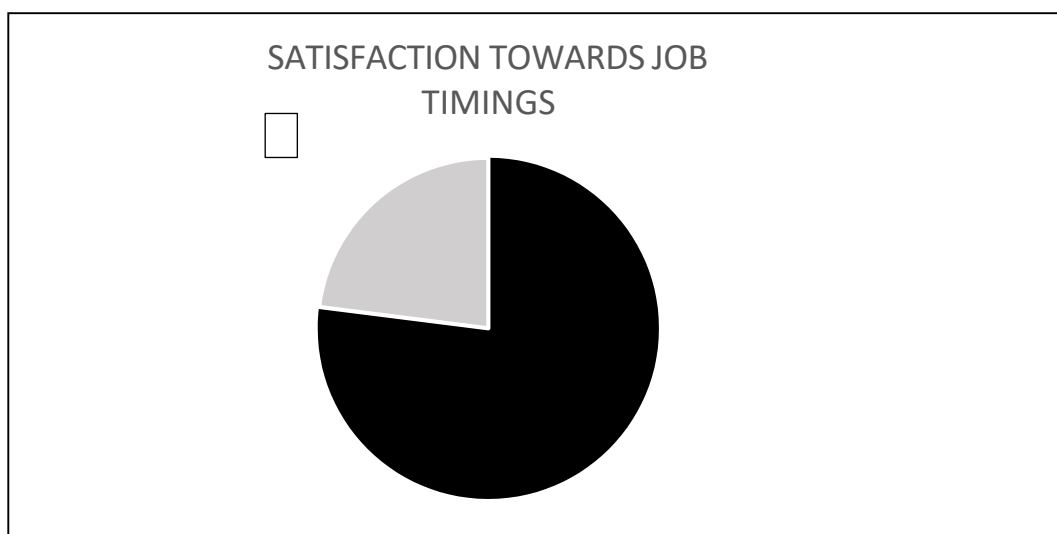


The analysis of the above table shows that, 13 % respondents are having job satisfaction up to 25 %., 26 % respondents are being in between 25-50% job satisfaction., under 50-75% there is a 53 % of respondents and finally 8% percentage of respondents are having job satisfaction up to 100 %.

**Satisfaction Level of Job Timing**

SL.NO	SALARY	NO	PERCENTAGES
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		<b>RESPONDENTS</b>	
<b>1</b>	Satisfied	77	77
<b>2</b>	Not Satisfied	23	23
	<b>TOTAL</b>	<b>100</b>	<b>100</b>



The data provided in the above table shows that, 77 % respondents feel their job timings are satisfied and 23 % respondents are not satisfied with their job timings.

**Satisfaction of Employee Towards Salary**

<b>SL.NO</b>	<b>COMPANIES INFRASTRUCTURE</b>	<b>NO RESPONDENTS</b>	<b>OF PERCENTAGES</b>
<b>1</b>	Satisfied	57	57
<b>2</b>	Not Satisfied	43	43
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

**FINDINGS OF THE STUDY**

- 1) Majority of the employees are female and most of the respondents belonging to employee category than staff.
- 2) Most of the employees are getting basic salaries below 5,000 and a minor part of the employees getting their basic as above 30,000.
- 3) 92% of the respondents are satisfied with the safety measures which are provided by the company and the remaining 8 % said that they were not satisfied.

- 4) Most of the respondent's attitude is bonus will be announced on the company's profitability and it had been announced once in a year.
- 5) Majority (80%) of the employees satisfied with the peers and superiors behaviors and 20 % of the respondents were not satisfied.
- 6) 65% of the respondents in the organization are satisfied with their salaries and the remaining 35% were not satisfied with the salaries.
- 7) Majority of the respondents job satisfaction falling in between 50%-75% and a minor part of the respondent's job satisfaction is up to 100%.

## **SUGGESTIONS**

- Retain your best people to gain competitive edge with suitable measures.
- Every employee in the organization should have a personal development plan for the coming year.
- Build mutual trust and mutual respect between employees and management
- Foster a small team environment as it facilitates free flow of ideas and activities.
- Adopt coaching rather than commanding
- Encourage internal redeployment of personnel
- Create a great environment.
- Get Feedback on a regular basis from the subordinates and from the superiors.
- Be a supportive, logical and helpful manager who provides general and clear direction.
- Regularly conduct stress reduction programs like yoga, meditation cultural festivals, etc.

## **LIMITATIONS OF THE STUDY**

- ✚ The study is based on primary data, collected from various sources that may be affected by sampling error
- ✚ This study was completed in a short period.
- ✚ The study is limited textiles and readymade shops in ranad taluk only
- ✚ The data is collected from 100 employees only

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