

# A STUDY ON SATISFACTION LEVEL OF THE OWNERS OF INDUSTRIAL UNITS FUNCTIONING UNDER INDUSTRIAL ESTATE PROGRAMME IN VIRUDHUNAGAR DISTRICT

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**ABSTRACT:** *Indian Government has initiated number of policies, promotional measures, programs and schemes. To protect, promote and encourage entrepreneurship in SSI sector. One among the significant promotional measures of the Government of India is the establishment of industrial estates in the country. As there is more scope for the development of industries in this district, the present study is to discuss the satisfaction of owners of the Industrial Estates in this district. The study aims to measure the satisfaction of the owners of industrial units functioning under industrial estate programme in five dimensions namely Operational Level satisfaction, Managerial Level Satisfaction, Financial Level Satisfaction, Satisfaction towards Integration with Industrial Estate and Satisfaction towards Marketing. From the above analysis it is clear that all dimensions of the satisfaction of the industrialists are integrated with each other and all dimensions of satisfaction are responsible for their overall performance. Hence the industrial units should concentrate on all activities than the existing level.*

Industrial development is possible by providing a sound base for it in the form of adequate infrastructural and other facilities. It may also be necessary to have well conceived programme of industrial development appropriate to situations. India has started a massive planned industrial programme of speedy industrialization. To protect, promote and encourage entrepreneurship in SSI sector, Indian Government has initiated number of policies, promotional measures, programs and schemes. One among the significant promotional measures of the Government of India is the establishment of industrial estates in the country. An industrial estate is a method of organizing, housing and servicing industry for an orderly development. It is a group of factories constructed on an economic scale in suitable sites with facilities of water, transport, electricity, steam, bank, post office, canteen, watch and ward and first-aid and provided with special arrangements for technical guidance and common service facilities.

## Statement of the Problem

It was realized that the establishment of industrial estate could be an effective method of fostering industrial development on decentralized pattern and thus relieving congestion in big cities. The measures have been particularly effective, but many problems related to production, distribution and finance still continue to affect the industries. Many studies have revealed the importance, growth, practices and problems of small scale industries and there are also studies on evaluation of Government Schemes for the development of industries in India. But there is no full fledged study for evaluating the satisfaction level of industrial units functioning under the Industrial estate programmes. So there is a need to measure the satisfaction level of the industrial units under five dimensions namely operational level satisfaction, managerial level satisfaction, financial level satisfaction, satisfaction towards integration with industrial estate and satisfaction towards marketing.

## Scope of the Study

Virudhunagar District is an industrious district which results in the development of new budding industrialists into the business field. As there is more scope for the development of industries in this district, the present study is to discuss the satisfaction of owners of the Industrial Estates in this district. The study includes three industrial estates - SIDCO Industrial Estate, Virudhunagar, SIDCO Industrial Estate, Rajapalayam and Sivakasi Co-operative Industrial Estate, Sivakasi. The study aims to measure the satisfaction of the owners of industrial units functioning under industrial estate programme in five dimensions namely Operational Level satisfaction, Managerial Level Satisfaction, Financial Level Satisfaction, Satisfaction towards Integration with Industrial Estate and Satisfaction towards Marketing.

## Objectives of the Study

1. To measure the level of satisfaction of the owners of industrial units functioning under Industrial Estate Programme in the study area.
2. To offer suitable suggestions to improve the satisfaction level of the industrial units functioning under industrial estate programme in Virudhunagar District.

## Research Design

In the study area 154 industrial units are functioning in the industrial estates located at Virudhunagar, Rajapalayam and Sivakasi. Out of 154 units, the researcher has identified 105 industrial units which are functioning regularly without any break in production and marketing. Hence it is decided to select all the 105 units for the present study. The distribution of the industrial units functioning under industrial estate programme is shown in the following table.

**Table - 1**  
**Industrial units functioning under IEP in Virudhunagar district**

S.No.	Industrial Estates in Virudhunagar District	Total number of Industrial units Registered	No. of units functioning in the Industrial Estate
1	SIDCO Industrial estate, Virudhunagar	54	32
2	SIDCO Industrial estate, Rajapalayam	21	20
3	Sivakasi Cooperative Industrial estate, Sivakasi	79	53
	Total	154	105

Source: DIC, Virudhunagar District

### ANALYSIS OF SATISFACTION LEVEL OF THE OWNERS OF INDUSTRIAL UNITS FUNCTIONING UNDER IEP

An attempt has been made to measure the satisfaction level of the owners of industrial units functioning under industrial estate programme. Likert's five point scale is used to measure their satisfaction level under five dimensions and the result is given below-

#### Level of Satisfaction towards Operation of Business

Operational level satisfaction of the industrialists were measured by the statements like project time schedule, project cost estimate, availability of infrastructure facilities, availability of raw materials, availability of labour, production schedule, sales targets, power problem, technological advancement in the production field and adoption of scientific management in the business.

#### Level of Satisfaction towards Management

Managerial level satisfaction of the industrialists were measured with the help of various statements like attitude of the employees towards the industrial units, commitment of industrial estate authorities, commitment of the management to the Industrial estate, to the employees, to the government, to the customers, equitable flow of authority and responsibility, human resource management practices adopted in the organization, communication channels and motivation of employees.

#### Level of Satisfaction towards Financial Management

The satisfaction level of the industrialists regarding their financial management is measured in terms of satisfaction towards return on investment, short term solvency, long term solvency, remuneration to employees, business expansion, credit facilities availed from suppliers, credit facilities from bank and financial institutions, subsidy or incentives from government, interest rate and repayment period of loans.

#### Level of Satisfaction towards Integration with Industrial Estate

To measure the satisfaction level of the industrialists towards integration with industrial estate statements like working of the industrial estate, decision making process, business expansion, diversification provided by the industrial estate programme, consultation facilities, cost of industrial plots, existence in industrial estate, arrangement for the operation, disputes between units in the industrial estates, government norms relating to industrial estates are used.

#### Level of Satisfaction towards Marketing

To measure the satisfaction level of industrialists towards marketing, the statements like advertisement cost, pricing method, package cost, quality of products, channels of distribution cost, godown facility, supply of goods on time, credit policies, bad debts and competition were used and analysed with Likert's Five point scale.

The details of level of satisfaction of the industrialists under various dimensions are presented in the following table.

**TABLE - 2**  
**LEVEL OF SATISFACTION OF THE INDUSTRIALISTS UNDER VARIOUS DIMENSIONS**

S. No	Level of Satisfaction	No. of units (in Percentage)				
		Towards operation of business	Management	Finance	Integration with industrial estate	Marketing
1.	Very High	6 (5.37)	20(19.00)	3(2.90)	18(17.10)	14(13.30)
2.	High	69 (65.70)	36(34.30)	52(49.50)	49(46.70)	68(64.80)
3.	Medium	29 (27.60)	41(39.00)	49(46.70)	37(35.20)	23(21.90)
4.	Low	1 (1.00)	8(7.60)	1(1.00)	1(1.00)	-
<b>Total</b>		<b>105 (100.00)</b>	<b>105 (100.00)</b>	<b>105 (100.00)</b>	<b>105 (100.00)</b>	<b>105 (100.00)</b>

Source : Primary Data

The study indicates that most of the industrialists (65.70 per cent) are highly satisfied with their operation of business, 39.00 per cent have medium level of satisfaction towards their management practices followed in the business, 49.50 per cent are highly satisfied with the

financial management, 46.70 per cent are highly satisfied with integration with industrial estates in the study area and 64.80 per cent are highly satisfied with their marketing activities.

### Correlation between various dimensions of satisfaction level of the industrialists

To study the satisfaction level of the industrialists, it is necessary to know the interrelationship among the various dimensions of satisfaction level like operational level satisfaction, managerial level satisfaction, financial level satisfaction, satisfaction towards integration with industrial estate and satisfaction towards marketing. To know the correlation between these five dependent variables, Karl-Pearson's Co-efficient of Correlation is used and the result is presented in table 2.

#### Correlation between Operational Level Satisfaction and Other Factors

It is inferred that the satisfaction towards the integration with industrial estate increased with the operational level of satisfaction.

#### Correlation between Managerial Level Satisfaction and Other Factors

It is inferred that the satisfaction towards marketing increased with the managerial level of satisfaction.

#### Correlation between Financial Level Satisfaction and Other Factors

It is inferred that managerial level of satisfaction would increase with the financial level of satisfaction of the industrialists.

#### Correlation between Satisfaction towards Integration with Industrial Estate and Other Factors

It is inferred that the operational level satisfaction would increase with the integration.

#### Correlation between Satisfaction towards Marketing and Other Factors

It is inferred that managerial level satisfaction would increase with the satisfaction towards marketing.

**Table - 2**  
**Correlation between various dimensions of satisfaction of the industrialists**

		Operational Level Satisfaction	Managerial Level Satisfaction	Financial Level Satisfaction	Integration with Industrial Estate	Satisfaction towards Marketing
Operational Level Satisfaction	Pearson Correlation	1	.334	.166	.540	.343
	Sig. (2-tailed)		.000	.090	.000	.000
	N	105	105	105	105	105
Managerial Level Satisfaction	Pearson Correlation	.334	1	.481	.296	.591
	Sig. (2-tailed)	.000		.000	.002	.000
	N	105	105	105	105	105
Financial Level Satisfaction	Pearson Correlation	.166	.481	1	-.014	.310
	Sig. (2-tailed)	.090	.000		.888	.001
	N	105	105	105	105	105
Satisfaction towards Integration with Industrial Estate	Pearson Correlation	.540	.296	-.014	1	.453
	Sig. (2-tailed)	.000	.002	.888		.000
	N	105	105	105	105	105
Satisfaction towards Marketing	Pearson Correlation	.343	.591	.310	.453	1
	Sig. (2-tailed)	.000	.000	.001	.000	
	N	105	105	105	105	105

From the above analysis it can be concluded that all dimensions of the satisfaction of the industrialists are integrated with each other and all dimensions of satisfaction are responsible for their overall performance. Hence the industrial units should concentrate on all activities than the existing level.