



## A STUDY ON JOB SATISFACTION OF AAVIN COMMISSION AGENTS WITH REFERENCE TO COIMBATORE CITY

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**Abstract :** Aavin is one of leading milk suppliers in Tamilnadu, the current position is not possible without the contribution of Aavin Commission agents, this study deals with the job satisfaction of the Aavin commission agents, which will help to know their preferences and problem of the commission agents to identify the commission agents relationship with their supervisor and to know the security and the safety measures taken by the organization.

**IndexTerms -** Job satisfaction, Aavin Commission Agents, superior relationship, safety measures.

### INTRODUCTION

India has the world's largest dairy herd with over 300 million bovines, producing over 187 million tonnes of milk. India is first among all countries in both production and consumption of milk. Most of the milk is domestically consumed, though a small fraction is also exported. Indian cuisine, in particular North Indian cuisine, features a number of dairy products like paneer, while South Indian cuisine uses more yogurts and milk. Milk and dairy products play a part in Hindu religious practice and legend.

Identify the constructs of a Journal – Essentially a journal consists of five major sections. The number of pages may vary depending upon the topic of research work but generally comprises up to 5 to 7 pages. These are: multi-label learning, more than one class can be assigned to an instance. With the increase in the number of data

### REVIEW OF LITERATURE

Mallikarjuna Reddy and Subramanyam (2002) – “Factors Affecting Productivity Gap in Dairy Farming” conducted a study on “Factors Affecting Productivity Gap in Dairy Farming”. It has been observed that the farmers owned dairy animals.

## SCOPE OF THE STUDY

Job satisfaction is a general attitude towards one job it is different between the amount the actually received

Job satisfaction is a individual generic attitude towards his or her job

Job satisfaction should be major determinant of an commission agents organization citizenship behaviour.

## OBJECTIVE OF STUDY

To study help to know their preferences and problem of the commission agents

To identify the commission agents relationship with their supervisor

To assess the satisfaction level of commission agents on working condition and work environment

## ANALYSIS AND INTERPRETATION

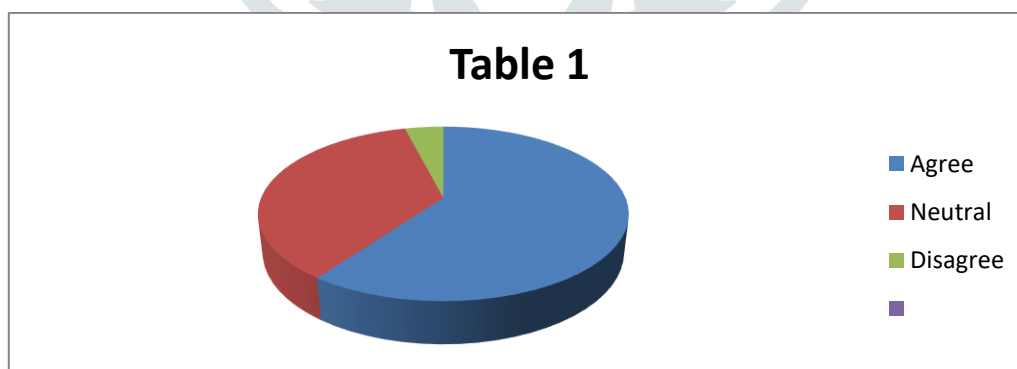
**TABLE 1**  
**SATISFIED WITH THE WORKING HOURS**

S.NO	PARTICULAR	NO.OF RESPONDENT	PERCENTAGE
1	AGREE	64	60%
2	NEUTRAL	20	36%
3	DISAGREE	10	4%
	<b>TOTAL</b>	<b>84</b>	<b>100</b>

Source: primary data

## INTERPRETATION

In the table 1 it shows that 60% of respondent are agree, 36% of respondent are neutral, 4% are disagree. It inferred majority (60%) of agree respondent were mostly worked in Aavin commission agents.



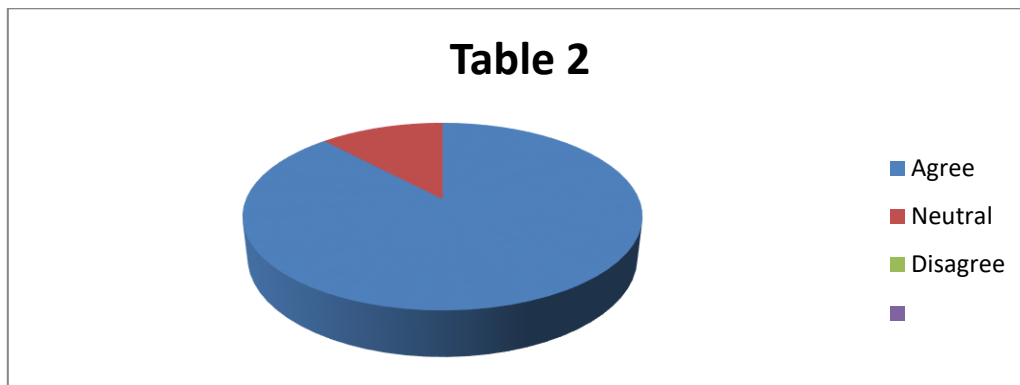
**TABLE 2**  
**GOOD RELATIONSHIP WITH SUPERIORS**

S.NO	PARTICULAR	NO.OF.THE.RESPONDENT	PERCENTAGE
1	AGREE	72	88%
2	NEUTRAL	10	10%
3	DISAGREE	2	2%
	<b>TOTAL</b>	<b>84</b>	<b>100</b>

Source: primary data

**INTERPRETATION**

In the table 2 it shows that 88% of respondent are agree, 10% of respondent are neutral, 2% are disagree. It inferred majority (88% ) of agree respondent were mostly worked in Aavin commission agents.

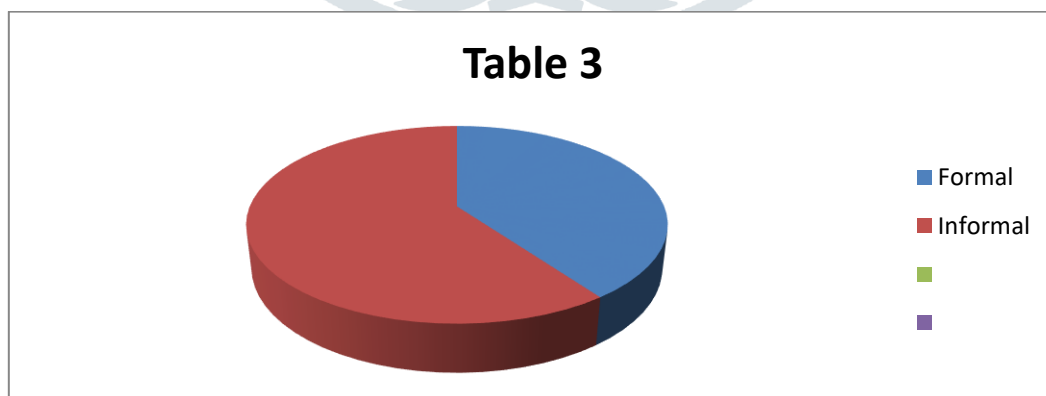


**TABLE 3**  
**COMMUNICATION EXIST IN THE ORGANISATION**

S.NO	PARTICULAR	NO.OF.THE.RESPONDENT	PERCENTAGE
1	FORMAL	34	40%
2	INFORMAL	50	60%
	<b>TOTAL</b>	<b>84</b>	<b>100</b>

**INTERPRETATION**

In the table 3 it shows that 40% of respondent are formal, 60% of respondent are informal.. It inferred majority (60% ) of informal respondent were mostly worked in Aavin commission agents.

**FINDINGS**

The age category of respondent were 62% in between 30-40.

The gender of respondent were 74% of male workers.

From this analysis it shows that, 50% of respondent were brought satisfied with the commission paid.

60% of the agents are satisfied with the working hours.

88% of the respondents are having good relationship with their superiors.

From this analysis it shows that, 60% of respondents feel that the communication to the superior is informal.

## CONCLUSION

The findings and suggestions are based on the review made and these points should be considered and steps should be taken in this observation to achieve higher growth. Skills in the workplace. Number of employees who have demonstrated great flexibility at times in coordinating with work and respondents are satisfied with accessible inter-employee communication.

## REFERENCES

- [1] <https://en.wikipedia.org/wiki/Aavin>
- [2] <https://aavin.tn.gov.in/web/guest/home>
- [3] <http://www.aavincoimbatore.com/>

