



JOB SATISFACTION OF EMPLOYEES WORKING IN FMCG SECTOR

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ABSTRACT

Job satisfaction is a the most important thing for improving the performance of employees and maintaining the relationship between employers and employees. It is very important because a significant amount of person's life is spent at their workplace. Through the research work we propose to measure the level of satisfaction and factors influencing the level of job satisfaction among the employees of the FMCG sector. For undergoing the research work we will be using both primary data and secondary data. For the analysis part we have selected the employees of beverages manufacturing company. The need for the study is arises considering the HR theories that improves job satisfaction result into higher level of self- satisfaction which get reflected integration of individual goals to organizational goals.

KEY WORDS: Job satisfaction, employee working performance, work place

INTRODUCTION

Job satisfaction is one of the important factors which have drawn the attention of managers in the organization as well as academicians. Various studies have been conducted for getting the productivity in the organization. Though there is no conclusive evidence that job satisfaction affects productivity directly because productivity depends on many variables, it is still a prime concern for managers. Job satisfaction is the mental feeling of favorable which an individual has about his job.

It is often said that "A happy employee is a productive employee." Job satisfaction is very important because most of the people spend a major portion of their life at their working place. Moreover, job satisfaction has its impact on the general life of the employees also. Because a satisfied worker has better physical and mental wellbeing. Though it is debatable as to which one is the cause and which the effect is, they are correlated to each other.

LITERATURE REVIEW

Joanna Penn (2008) teaches how to improve your position in your current employment, gaining more from your job, discovering more about yourself and what it is you would be happy doing, stress management and people management.

Sophie Rowan (2008) reveals how to create a happier work life, without changing career. She provides practical and realistic guidance on how one can achieve optimal job satisfaction and overcome the obstacles that make so many of us unhappy at work.

Hole et al, (2003) he discussed that the relations of job satisfaction and motivation may due to their close related aspects. Some of the organizational factors motivate an employee to put additional efforts and at the same time fulfill his/her emotional demands which leads to job satisfaction.

Paul E. Spector (1997) summarizes the findings concerning how people feel towards work, including: culture and gender differences in job satisfaction and personal and organizational causes; and potential consequences of job satisfaction and dissatisfaction. He provides with a pithy overview of the application, assessment, causes and consequences of job satisfaction.

Elwood Chapman (1993) helps to determine employee level of satisfaction and then assists in making positive changes to increase both satisfaction level and quality of work.

OBJECTIVE OF STUDY

- I. To understand the job satisfaction level of employees in FMCG industries.
- II. To identify the factors that influence the level of satisfaction of the employees in the industries.
- III. To study the benefits of job satisfaction.

RESEARCH METHODOLOGY

Research Design

Research design is the framework of methods and techniques chosen by a researcher to combine various components of research in a reasonably logical manner so that the research problem is efficiently handled.

Nature of study

The study is descriptive and analytical in nature.

Nature of data

The study is based on primary and secondary data. Data which are gathered originally for a certain purpose are known as primary data. The data which is used in an investigation, but which have been gathered originally by someone else for some other purpose are known as secondary data.

Source of data

The primary data is collected by using questionnaires. Secondary data is also used in the study for understanding the concepts in the study. The secondary data is collected from journals and websites.

Method of Sampling

The method used for the study is random sampling.

Size of sample

The size of the sample is 50.

Tools used for analysis

Tool used for the analysis include percentage analysis.

Limitations of the study

One of the important disadvantages of this study is due to the busy work schedule of the employee’s chances are there that responds to the questionnaires may be with lack of full concentration. Insufficient time leading to inadequate focus in all sections is also a disadvantage of this study.

Interpretation: From, the above table, it is found that 70 percent of employees are working in the company for 1 to 2 years and 20 percent of employees are working in the company for 2 to 4 years only 10 percent of employees are working in the company for 4 to 6 years.



DATA ANALYSIS AND INTERPRETATION

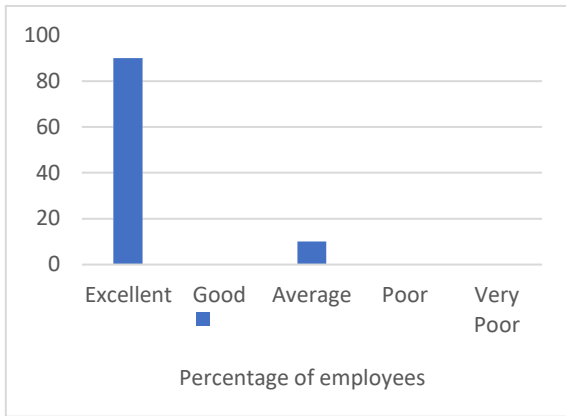
Table 1 - showing service period of employees

Particles	No. of employees	Percentage of employees
0 to 2 years	35	70
2 to 4 years	10	20
4 to 6 years	5	10
6 to 8 years	0	0
More than 8 years	0	0
Total	50	100

Table 2 - showing employees employer relationship

Particles	No. of employees	Percentage of employees
Excellent	45	90
Good	0	0
Average	5	10
Poor	0	0
Very Poor	0	0
Total	50	100

Interpretation: From the above figure, it shows that 90 percentage of employees have an excellent relationship with their employer. Only 10 percent of them show an average relationship with their employer.



Interpretation: From the above given data, most of the employees opted Yes and 22% of them opined No.

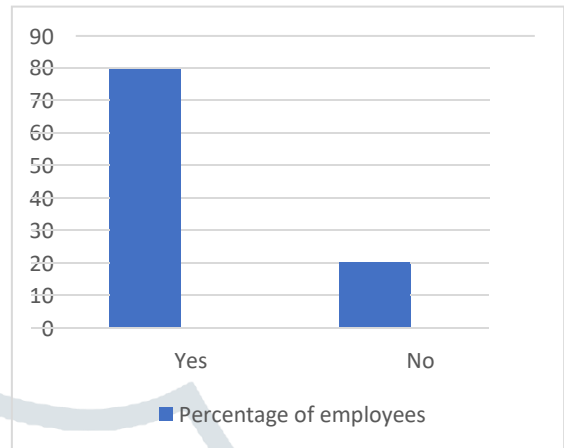


Table 3 – showing satisfaction level of top management

Particulars	No. of employees	Percentage of employees
Yes	33	66
No	17	34
Total	50	100

Interpretation: From the above given data shows that 66% of the employees are satisfied with top level management and 34% of employees are not satisfied with top level management.

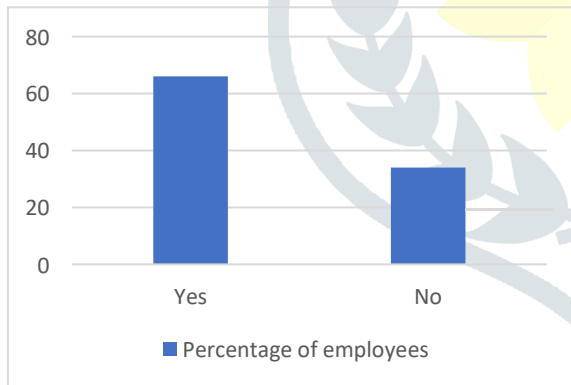


Table 5 – showing employees opinion on job security

Particulars	No. of employees	Percentage of employees
Highly secure	34	68
Secure	10	20
Neutral	4	8
Insecure	2	4
Highly insecure	0	0
Total	50	100

Interpretation: From the above given data most of the employees opined highly secured in the company and 4% of the employees are insecure in the company.

Table 4 – showing employees opinion about the work

Particulars	No. of employees	Percentage of employees
Yes	39	78
No	11	22
Total	50	100

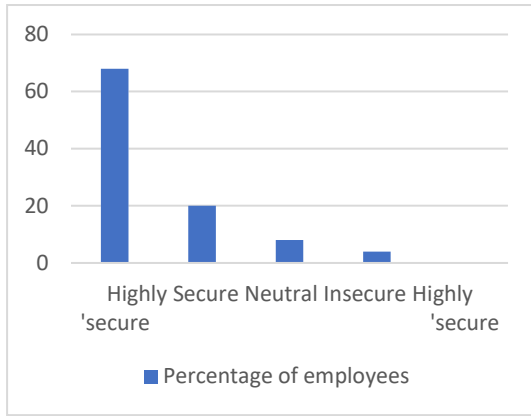


Table 6 – employees opinion regarding HRA allowances

Particulars	No. of employees	Percentage of employees
Highly satisfied	25	50
Satisfied	19	38
Neutral	6	12
Unsatisfied	0	0
Highly unsatisfied	0	0
Total	50	100

Interpretation: From the above table, it shows that 50 percent of employees are highly satisfied with the HRA allowances provided by the company and 38 percent of them are satisfied with it. Only 12 percent of employees have a neutral reaction for the HRA allowances provided by the company.

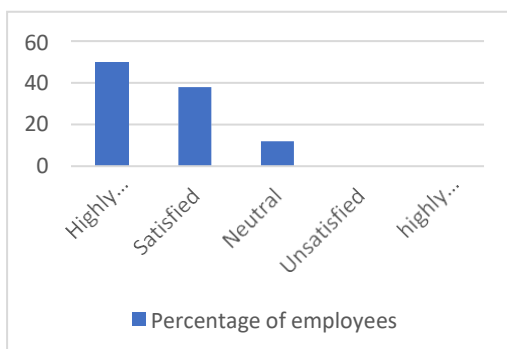


Table 7 - showing opinion regarding working hours of the employees

Particulars	No. of employees	Percentage of employees
Highly satisfied	36	72
Satisfied	10	20
Neutral	4	8
Dissatisfied	0	0
Highly dissatisfied	0	0
Total	50	100

Interpretation: From the figure, it shows that 40 percentage of the employees are highly satisfied with their working hours in the organization. 20 percent of employees are satisfied and neutral with it.

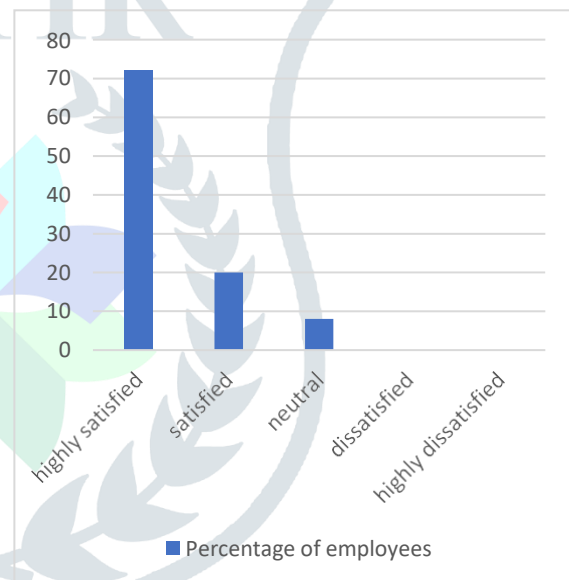
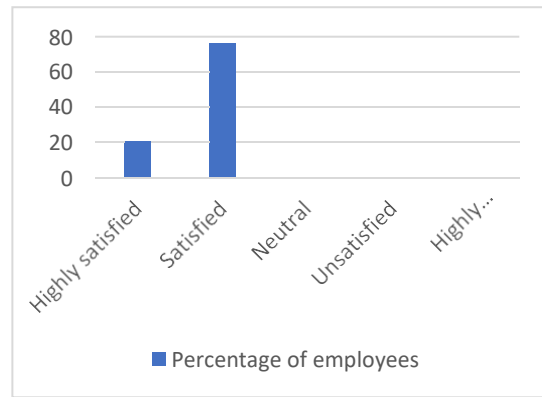


Table 8 – showing employees opinion regarding medical leave

Particulars	No. of employees	Percentage of employees
Highly satisfied	29	58
Satisfied	12	24
Neutral	7	14
Dissatisfied	2	4
Highly dissatisfied	0	0
Total	50	100



Interpretation: From the above given data, most of the employees are highly satisfied with their medical leave and 12 percentage of them are satisfied.

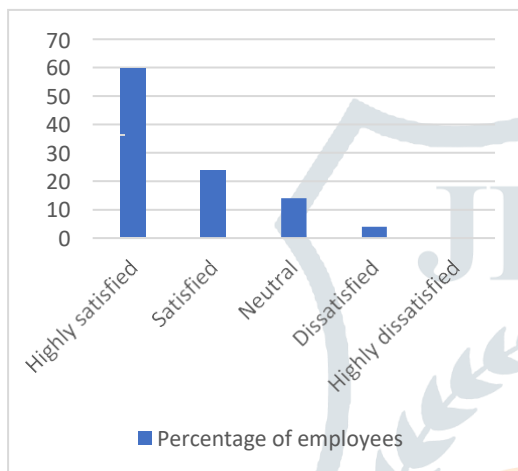


Table 9 – showing employees opinion on the working condition of the company

Particulars	No. of employees	Percentage of employees
Highly satisfied	12	24
Satisfied	38	76
Neutral	0	0
Unsatisfied	0	0
Highly unsatisfied	0	0
Total	50	100

Interpretation: From the above table. The employees are highly satisfied with the working condition of the company that is 24% and 76 % of the employees are satisfied with the working condition of the company.

Table 10 – showing satisfaction regarding retirement benefits for employees

Particulars	No. of employees	Percentage of employees
Highly satisfied	16	32
Satisfied	4	8
Neutral	2	4
Unsatisfied	0	0
Highly unsatisfied	28	56
Total	50	100

Interpretation: From the above given data 56% of the employees are highly dissatisfied at the same time 32% of the employees are highly satisfied with their Retirement Benefits.

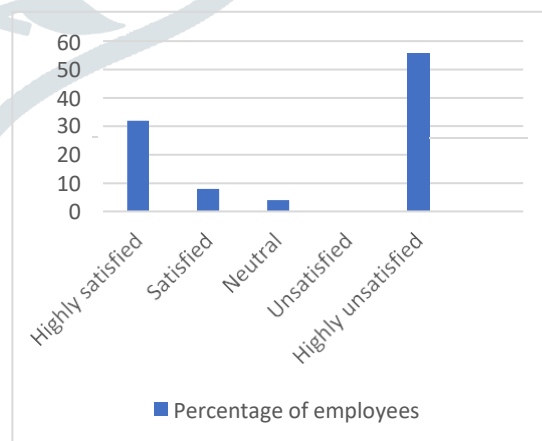


Table 11 – showing opinion regarding training and development of employees

Particulars	No. of employees	Percentage of employees
Highly satisfied	23	46
Satisfied	23	46
Neutral	4	8
Unsatisfied	0	0
Highly unsatisfied	0	0
Total	50	100

Interpretation: The above given data says that 46% of the employees are highly satisfied and 46% of employees are also satisfied. 8% of employees are agreed with the training and development facilities provide by company.

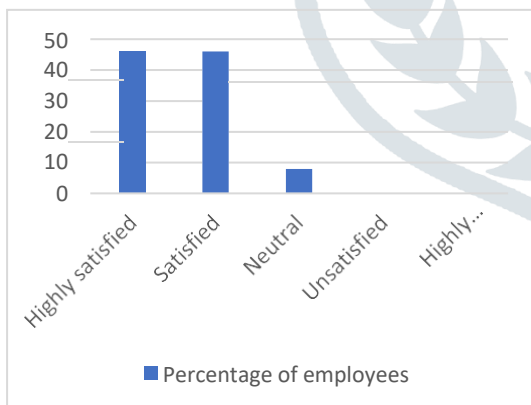


Table 12 – showing opinion regarding welfare facilities for employees

Particulars	No. of employees	Percentage of employees
Highly satisfied	8	16
Satisfied	40	80
Neutral	0	0
Unsatisfied	0	0
Highly unsatisfied	2	4
Total	50	100

Particulars	No. of employees	Percentage of employees
Highly satisfied	8	16
Satisfied	40	80
Neutral	0	0
Unsatisfied	0	0
Highly unsatisfied	2	4
Total	50	100

Interpretation: From the above table, 80% agree to the welfare facilities and 16% of employees opted strongly agree and only 4% of employees strongly disagree.

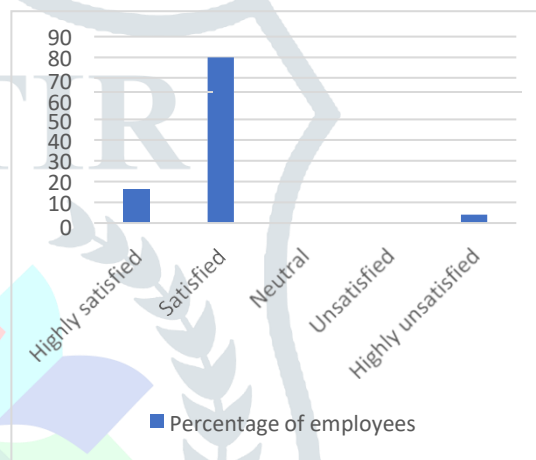


Table 13 – showing appreciation and rewards for employee

Particulars	No. of employees	Percentage of employees
Strongly agree	27	54
Agree	13	26
Neutral	8	16
Disagree	2	4
Strongly Disagree	0	0
Total	50	100

Interpretation: From the above table, most of the employees are getting appreciation and rewards if the desired work is

accomplished and only 4% of employees are disagreeing with it.

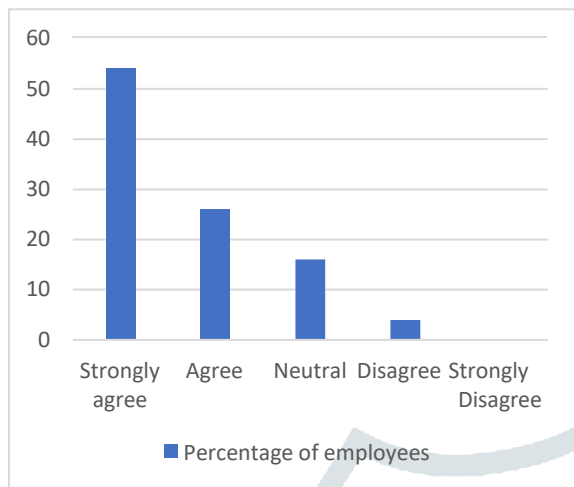


Table 14 – showing employees stress in current job

Particulars	No. of employees	Percentage of employees
Strongly agree	4	8
Agree	21	42
Neutral	0	0
Disagree	21	42
Strongly Disagree	4	8
Total	50	100

Interpretation: From the above data, 8% of employees are strongly agree and 42% of employees are agree and at the same time 42% employees are dissatisfied.

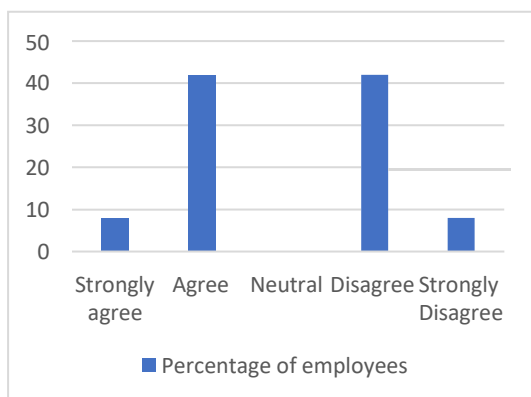


Table 15 – showing opinion regarding salary of employees

Particulars	No. of employees	Percentage of employees
Strongly agree	18	36
Agree	16	32
Neutral	14	28
Disagree	0	0
Strongly Disagree	0	0
Total	50	100

Interpretation: From the above table, it shows that 36 percent of employees have given “Excellent” rating for employee allowances provided by the company and 28 percentage of employees have given an average rating 32 percentage of them opined that it is good with the salary given by the company.

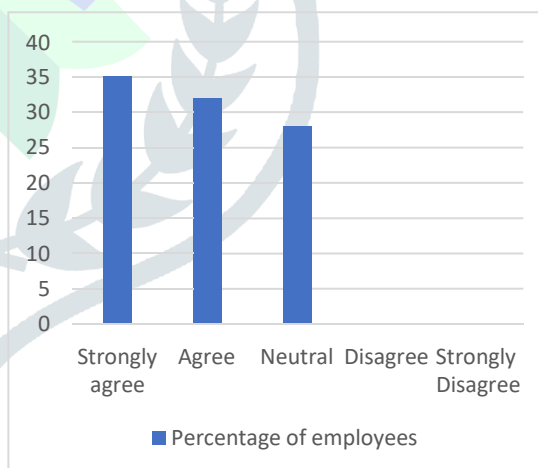


Table 16 – showing opinion of employees regarding qualification and skills of employees

Particulars	No. of employees	Percentage of employees
Strongly agree	18	36
Agree	16	32
Neutral	14	28
Disagree	0	0
Strongly Disagree	0	0
Total	50	100

Strongly agree	22	44
Agree	17	34
Neutral	0	0
Disagree	11	22
Strongly Disagree	0	0
Total	50	100

Interpretation: From the above given table, it is found that most of the employees strongly agrees to their work according to qualification and skills.

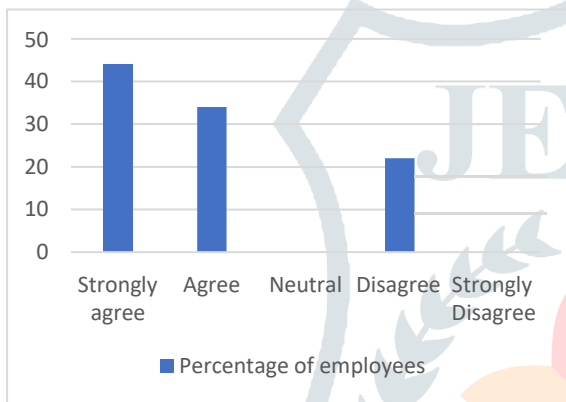
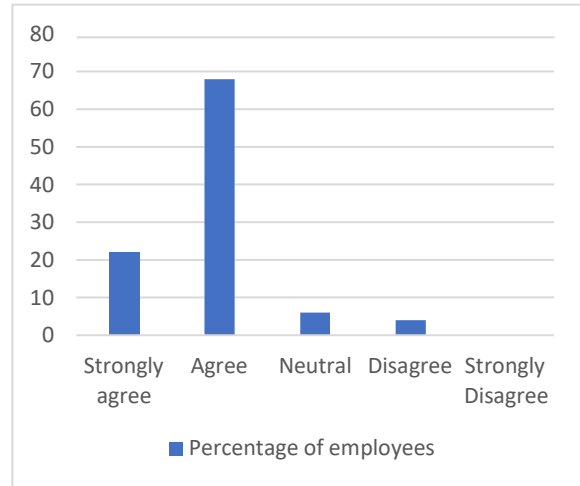


Table 18 – showing the recognition of the work of employees

Particulars	No. of employees	Percentage of employees
Strongly agree	27	54
Agree	14	28
Neutral	0	0
Disagree	9	18
Strongly Disagree	0	0
Total	50	100

Table 17 – showing career perspective for employees

Particulars	No. of employees	Percentage of employees
Strongly agree	11	22
Agree	34	68
Neutral	3	6
Disagree	2	4
Strongly Disagree	0	0
Total	50	100

Interpretation: From the above table, almost all the employees that is about 68% of employees agree that they have good career prospect, 22% strongly agrees, 6% neutral and 4% disagrees with this.

Interpretation: In the above table it is found that 54% of the employees strongly agree with the recognition of the company only 18% employees disagree.

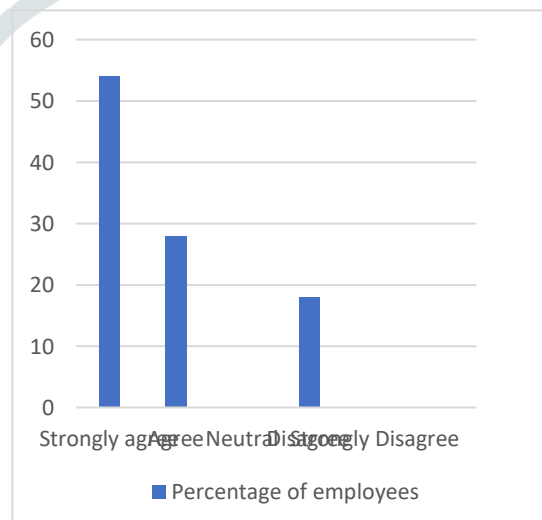
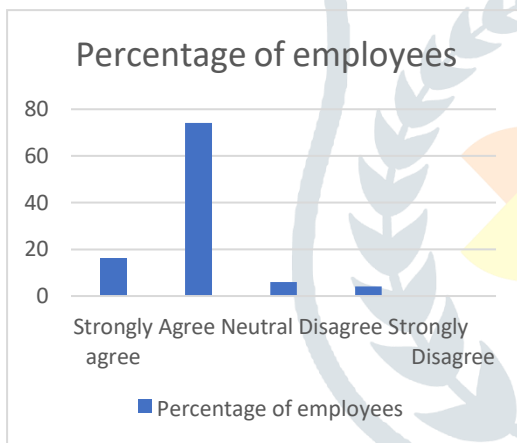


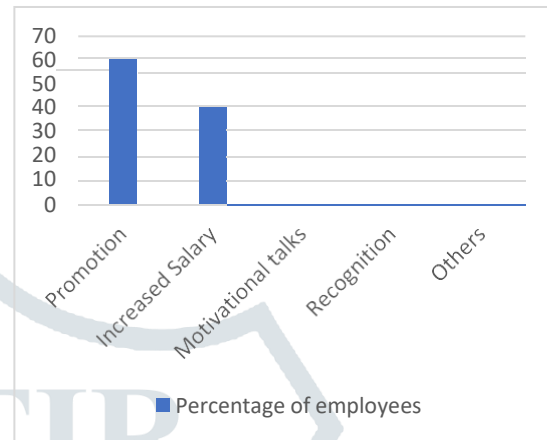
Table 19 – showing the opinion regarding the feedback by the manager

Particulars	No. of employees	Percentage of employees
Strongly agree	8	16
Agree	37	74
Neutral	3	6
Disagree	2	4
Strongly Disagree	0	0
Total	50	100

Interpretation: From the above given table 74% of the employees agree with the feedback by the manager and only 4% employees are dissatisfied.



Interpretation: From the above table, 58% of the employees are motivated by promotion, 34% by increased salary, 4% by recognition and 4% by others.



FINDINGS

- 70% of the employees working in the company are new and freshly recruited, they have only been working there for 1 to 2 days.
- Almost every employee in the company has a good employee employer relationship.
- Most of the employees are satisfied with the top-level management.
- Most of the employees are highly satisfied with the HRA allowance of the company.
- Most of the employees are highly satisfied with their working hours in the organization.
- Most of the employees opined that they strongly agree to their work according to their qualifications and skills.
- Almost all the employees give an excellent rating or the salary.

Table 20 – showing the motivation for the employees

Particulars	No. of employees	Percentage of employees
Promotion	29	58
Increased Salary	17	34
Motivational talks	0	0
Recognition	2	4
Others	2	4
Total	50	100

- Most employees opined that they are highly secured in the company.
- Most employees are highly satisfied with their medical leave.
- Most of the employees are appreciated and also receive awards, when they accomplish their desired work.
- Most of them agrees with good career prospect.
- Almost all employees are highly satisfied with the working condition of the company.
- Most of the employees are motivated by the promotion.
- Almost every employee opted a good feedback for the company.
- Most of the employees are satisfied with the training and development programs organized by the company.

CONCLUSION

An employee's assessment of how satisfied or dissatisfied he or she is with his or her job is a complex summation of a number of discrete job elements. This job satisfaction study was a procedure by which employees report their feelings towards their job and work environment. It helped to have a powerful diagnostic instrument for assessing employee problems. Improved communication is another benefit of the study. Particularly beneficial to the company is the upward communication when employees are encouraged to comment about what they really have in their minds. This job satisfaction study revealed that promotion policy, participation in decision making has

to be improved. It helped management, both to get a better handle on why employees are lagging and to plan better solutions to problems and to assess training needs. This study proves that the employees are satisfied with the facilities provided by the company. Certain recommendations are given which may be considered by management to satisfy their employees. Thus, the priceless value of human resources is revealed and there lies the need to satisfy them.

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