

ANALYSIS OF SATISFACTION LEVELS EMPLOYEE AT CAVIN KARE PVT LTD, ERODE

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ABSTRACT

This project aims to evaluate the satisfaction levels of employees at Cavin Kare Pvt Ltd, a leading multinational corporation in the personal care and beauty industry. Employee satisfaction is a critical aspect of organizational success, influencing productivity, retention, and overall company performance. The study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive data on various aspects of employee satisfaction, including job satisfaction, work-life balance, career growth opportunities, compensation and benefits, organizational culture, and leadership effectiveness. Quantitative data will be collected through a structured survey administered to a representative sample of employees across different departments and hierarchical levels within the organization. Statistical analysis techniques, such as correlation analysis and regression modeling, will be utilized to identify key factors influencing employee satisfaction and to assess the strength of their relationships.

Keywords: Employee Satisfaction, Job satisfaction, Leadership....

1. INTRODUCTION

The study on the topic of “A STUDY ON ANALYSIS OF SATISFACTION LEVEL OF EMPLOYEE TOWARDS CAVIN KARE PVT LTD at ERODE” at required knowing the mindset of the employees with regard to the work environment. The study is undertaken to know whether the employees are capable of coping with the existing and ever-changing organizational climate, were stress levels play a vital role to determine the overall productivity of the organization. The study will also help the management of CAVIN KARE PVT LTD to understand the existing climate in their organization and to take decisions based on the findings of this study for the welfare of the organization as a whole.

2. OBJECTIVES OF THE STUDY

- ✓ To study the general working conditions of CAVIN KARE PVT LTD, ERODE.
- ✓ To study the pay and promotion potential of employee with reference to their job satisfaction. 3. To study the perception of the respondents on work relationship between the employees.
- ✓ To assess the use of skills and ability levels of employees with reference to their job satisfaction. 5. To study the management policies and work activities of employees.
- ✓ To offer suggestions if necessary in relation to the job satisfaction of the employees in public sector organizations.

3. HYPOTHESES OF STUDY

- ✓ This study intends to provide insight into the important parameters of job satisfaction measures in Cavin Kare Dairy Plant. An attempt is made to find out how far these measures practice in the study organization in the employee point of view. Therefore, in particular, the study aims at processing the data to test the following hypotheses.
- ✓ H¹. There is no significant difference in job satisfaction among different categories of employees on general working conditions, pay and promotion potential, work relationship, skills and abilities, work activities and management policies.
- ✓ H². There is no significant difference in the perceptions of different age group employees on general working conditions, pay and promotion potential, work relationship, skills and abilities, work activities and management policies.
- ✓ H³. There is no significant difference between Male and Female employees on general working conditions, pay and promotion potential, work relationship, skills and abilities, work activities and management policies.
- ✓ H⁴. There is no significant difference among caste group's employees on general working conditions, pay and promotion potential, work relationship, skills and abilities, work activities and management policies.
- ✓ H⁵. There is no significant difference in the perceptions of different education qualification group employee on general working conditions, pay and 30 promotion potential, work relationship, skills and abilities, work activities and management policies.

- ✓ H6. There is no significant difference in the perceptions of different professional qualification group employees on general working conditions, pay and promotion potential, work relationship, skills and abilities, work activities and management policies.
- ✓ H7. There is no significant difference in the perceptions of different levels of experience employees on general working conditions, pay and promotion potential, work relationship, skills and abilities, work activities and management policies.
- ✓ H8. There is no significant difference in the perceptions of married and unmarried employees on general working conditions, pay and promotion potential, work relationship, skills and abilities, work activities and management policies.
- ✓ H9. There is no significant difference in the perceptions of different income group employees on general working conditions, pay and promotion potential, work relationship, skills and abilities, work activities and management policies.

4. METHODOLOGY

4.1 Research Design

A research design is the measurement, collection and analysis of data, research design is needed because it facilitates the smooth sailing of the various operations, thereby making research as efficient as possible yielding maximal information with minimal expenditure of effort, time and money. The research comes under descriptive research.

4.2 Sampling Design

In this study, the researcher adopted convenience-sampling technique. Convenience sampling refers to the collection of information from of the population who are conveniently available to provide in this, the researcher selected 150 as sample size from the population.

4.3 Sample Siz

The sample size taken was 150 Employee of CAVIN KARE PVT LTD, (Erode).

4.4 Methods of Data Collection

Data in the study are of two types: Primary data and Secondary data

5. RESULTS AND DISCUSSION

WEIGHTED AVERAGE METHOD

FACTORS THAT MOTIVATE THE EMPLOYEE SATISFACTION LEVEL THE COMPANY

1) CURRENT ROLE

$$XW = \Sigma (WX) / \Sigma W$$

| | | | | | |
|----------|----|----|----|----|---|
| X | 1 | 2 | 3 | 4 | 5 |
| W | 75 | 20 | 15 | 38 | 2 |

$$= \Sigma(75*1+20*2+15*3+38*4+2*2)/150$$

$$XW = 2.14$$

2) PROMOTION

$$XW = \Sigma (WX) / \Sigma W$$

| | | | | | |
|----------|----|----|----|----|---|
| X | 1 | 2 | 3 | 4 | 5 |
| W | 85 | 15 | 30 | 18 | 2 |

$$= \Sigma(85*1+15*2+30*3+18*4+2*2)/150$$

$$XW = 1.91$$

3) WORKING HOURS

$$XW = \Sigma (WX) / \Sigma W$$

| | | | | | |
|----------|----|---|----|----|---|
| X | 1 | 2 | 3 | 4 | 5 |
| W | 25 | 5 | 98 | 20 | 2 |

$$= \Sigma(25*1+5*2+98*3+20*4+2*2)/150$$

$$XW = 2.79$$

4) CANTEEN & RESTROOM

$$XW = \Sigma (WX) / \Sigma W$$

| | | | | | |
|----------|----|---|----|----|---|
| X | 1 | 2 | 3 | 4 | 5 |
| W | 91 | 5 | 35 | 10 | 9 |

$$= \Sigma(91*1+5*2+35*3+10*4+9*2)/150$$

$$XW = 1.94$$

5) RECOGNITION & REWARDS

$$XW = \Sigma (WX) / \Sigma W$$

| | | | | | |
|----------|----|---|----|----|---|
| X | 1 | 2 | 3 | 4 | 5 |
| W | 85 | 5 | 30 | 28 | 2 |

$$= \Sigma(85*1+5*2+30*3+28*4+2*2)/150$$

$$XW = 1.38$$

6) BENEFITS

$$XW = \Sigma (WX) / \Sigma W$$

| | | | | | |
|----------|----|----|----|----|----|
| X | 1 | 2 | 3 | 4 | 5 |
| W | 71 | 10 | 35 | 24 | 10 |

$$= \Sigma(71*1+10*2+35*3+24*4+10*2)/150$$

$$XW = 2.2$$

RANK WEIGHTED AVERAGE SCORE

| S.NO | FACTORS | MEAN SCORE | RANK |
|------|------------------------|------------|------|
| 1 | CURRENT ROLE | 2.14 | 3 |
| 2 | PROMOTION | 1.91 | 5 |
| 3 | WORKING HOURS | 2.79 | 1 |
| 4 | CANTEEN & RESTROOM | 1.94 | 4 |
| 5 | RECOGNITIONS & REWARDS | 1.38 | 6 |
| 6 | BENEFITS | 2.28 | 2 |

INTERPRETATION:

The above table shows that the factor Working Hours was ranked first among all the other factors considered for employee satisfaction Level in the company, Benefits is Ranked second, Current role is ranked third, Canteen & restroom is ranked fourth, Promotion is ranked fifth, recognition & Rewards is ranked as sixth.

CORRELATION ANALYSIS

RELATIONSHIP BETWEEN THE EXPERIENCE OF THE EMPLOYEES AND SALARY OF THE EMPLOYEES:

| CORRELATIONS | | | |
|-----------------------------|---------------------|-----------------------------|-------------------------|
| | | Experience of the employees | Salary of the employees |
| | Pearson Correlation | 1.000 | .225 |
| Experience of the employees | Sig. (2-tailed) | | .003 |

| | | | | | |
|-------------------------|-----------------------|---------------------|--------------------|----------|------------|
| | | N | 150 | 150 | |
| Salary of the employees | | Pearson Correlation | .225 | | 1.000 |
| | | Sig. (2-tailed) | .003 | | |
| | | N | 150 | 150 | |
| Model | Sum of Squares | Df | Mean square | F | Sig |
| Regression | 9.253 | 1 | 9.253 | 7.872 | .006 |
| Residual | 172.78 | 150 | 1.175 | | |
| Total | 182.04 | 150 | | | |

6. RESULT:

From the above table, the Pearson correlation value is 0.225. Therefore, there is a positive relationship between experience of the employees and salary of the employees.

7. FINDINGS

- ✓ Work-life balance emerges as a significant factor influencing employee satisfaction, with employees expressing dissatisfaction when they perceive their workload as excessive and feel unable to maintain a healthy balance between work and personal life.
- ✓ Recognition and opportunities for career advancement are also crucial drivers of satisfaction, with employees desiring acknowledgment for their contributions and clear pathways for growth within the organization.
- ✓ Feedback indicates that communication breakdowns within teams and between management and employees contribute to lower satisfaction levels.
- ✓ Employees express a desire for more transparent communication channels, regular updates on company developments, and opportunities for open dialogue with leadership.
- ✓ While many employees express dedication to their roles, a significant portion report feeling demotivated due to limited growth prospects and a lack of alignment between personal goals and organizational objectives.
- ✓ Implementing initiatives to enhance employee engagement and foster a sense of purpose could positively impact satisfaction levels.

8. RECOMMENDATIONS

- ✓ The management is recommended to come forward to look over every employee to support them till the end.
- ✓ They can also advise the employees to attend every training program that is being conducted in the company. So that it will help the employees to know more about the new training programs.
- ✓ The company can also give proper respect to the employees working with them. If they are not treated properly, it may be the reason to be dissatisfied as most of the respondent has ranked highest ranking.
- ✓ The company is suggested to improve the working condition, since some of the employees are not satisfied with the working condition.
- ✓ Some of the Employee suggested to change the working timing of the Organization, because of their inconvenience.

9. CONCLUSION

Efficient human resource management and maintaining higher job satisfaction level in the organizations determine not only the performance of the company but also affect the growth and performance of the employees. So, for the success of company like Dairy Plant, it is very important to manage human resource effectively and to find whether its employees are satisfied or not. Only if they are satisfied, they will work with commitment and project a positive image of the

organization. This study covers a wide range of independent variables that significantly influence the job satisfaction of employees working in CAVIN KARE PVT LTD; however, none of the above-mentioned studies in previous literature analyze the job satisfaction of employees in CAVIN KARE PVT LTD, which creates an opportunity to deal with through an investigation.

Job satisfaction is a pleasurable emotional state, resulting from personal and job-related variables. Job satisfaction describes how far an individual is satisfied in his/her job. There are numerous variables that influence job satisfaction of an employee. Some of the important variables are the level of pay and benefits, fairness of the promotion system, the quality of the working conditions, leadership, relationship with co-employees, obtaining co-operation from superiors, recognition in the organization, job security and sympathetic management policies. In addition to these, there are several other variables which individually and collectively contribute to job satisfaction.

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