



## **A STUDY ON EMPLOYEE SATISFACTION OF SUPERNOVA SPICES AND FOOD PRODUCTS (P) LTD.**

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### **ABSTRACT**

Employees have an important role in the economic development of the country. They are playing a vital role in the production department of the company. For the production of goods in a smooth manner there should have the co-operation of the employees towards the employers. There should have satisfaction to the employees from their job then only the employer can attain the co-operation from the employees. This study deal with satisfaction of employees in supernova. Job satisfaction describes how contented an individual is within his or her job. The happier people are within their job, the more satisfied they are said to be. Job satisfaction is a very important attribute which is frequently measured by organizations. The most common way of measurement is the use of rating sales where employees report their reactions to their jobs.

The industrial employee has got several needs to the satisfied in this work situation to total job dissatisfaction. By discovering attitude on factors related to the work situation and there by improve employee's satisfaction, which in turn influence productivity of organization.

**Keywords: supernova, job satisfaction, job dissatisfaction, productivity.....**

### **INTRODUCTION**

Job satisfaction has been defined as a pleasurable emotional state resulting from the appraisal of one's job; an effective reaction to one's job; and an attitudes towards one's job. Weiss (2002) has argued that job satisfaction is attitude but points out that researchers should clearly distinguish the objects of cognitive evaluation which are affects (emotion), beliefs and

behaviors. This definition suggests that we form attitudes towards our job by taking in to account our feelings, our beliefs, and our behaviors.

Management is an act of getting the work done by the people. Therefore it is very important to seek the co-operation of the labour force in order to increase the production and to earn higher profit. The co-operation of the employees is possible only when they are satisfied with their employers and with the working condition of the job. At past the industrialists and the manager believed that their only duty towards their employees was to pay them satisfactory wages. In course of time however psychological researches convinced them that the workers required something more important. (i.e.) human treatment which is very essential to seek the co-operation to the employees.

For this purpose, provision of better condition of work, suitable temperature, adequate lighting and in general a pleasant atmosphere is very essential and get them realize, and the management thinks of their welfare which benefits the management to have greater production efficiency. Most of the studies conducted in India are on separate group of the organizational population. Such as the workers, manager, supervisors, etc.

### **SCOPE OF THE STUDY**

The study conducted in SUPERNOVA Spices & food product Pvt Ltd. the scope of the study is the researcher can find out the satisfaction level of the employees of the organization. With the study can find out the welfare facilities which are provided by the company to its employees. The study cover the policies that the company following to manage its employees. Also the study cover the working condition and various welfare facilities has been providing by the company for their workers. The study uses the statistical methods for the analysis and interpretation of the data received from the respondents through the questionnaire provided to the employees. The management of organization provides various facilities to their employees.

### **OBJECTIVES**

- To collect the opinion from the workers working within the actual production premises.



- To interpret the level of satisfaction of the workers about the working environment in this company based on the opinion collected.
- To find out the working condition welfare measure providing to the employees of the organization.

## **RESEARCH METHODOLOGY**

The aim of the study is to find and compare the level of job satisfaction among the employees of SUPERNOVA Spices and Food Products Pvt Ltd. The research design provides guideline for the rest of the research process. Among three types of research design descriptive research is chosen which will be more appropriate for this study. After identifying designing the research problem the next step is to look for the appropriate type and source of data. There are two types of data viz. primary data and secondary data. The questionnaire which is called Minnesota satisfaction questionnaire has been taken from the organizational behavior and prepared by the researcher itself. Finally the data gather must be assembled and interpreted. Interpretation involves the conversion of data into information. The collected data is arranged in to tables, graphs for easy understanding. The data collected through the interview are analyzed at first using percentage method. For analyzing the collected data percentage method and chi-square test are used as statistical tools.

## **INDUSTRY PROFILE**

The definition for small-scale industrial undertakings has changed over time. Initially they were classified into two categories- those using power with less than 50 employees and those not using power with the employee strength being more than 50 but less than 100. However the capital resources invested on plant and machinery buildings have been the primary criteria to differentiate the small- scale industries from the large and medium scale industries. An industrial unit can be categorized as a small-scale unit if it fulfills the capital investment limit fixed by the Government of India for the small-scale sector. As per the latest definition which is effective since December 21, 1999, for any industrial unit to be regarded as Small Scale

industrial unit the following condition is to be satisfied:- Investment in fixed assets like plants and equipment's either held on ownership terms on lease or on hire purchase should not be more than Rs10 million. However the unit in no way can be owned or controlled or ancillary of any other industrial unit. The traditional small scale industries clearly differ from their modern counterparts in many respects. The tradition units are highly labour consuming with their age-old machineries and conventional techniques of production result in poor productivity rate whereas the modern small-scale units are much more productive with less manpower and more sophisticated equipments. Khadi and handloom, sericulture, handicrafts, village industries, coir, Bell metal are some of the traditional small-scale industries in India. The modern small industries offer a wide range of products starting from simple items like hosiery products, garments, leather products, fishing hook, etc., to more sophisticated items like television sets, electronic control system and various engineering products especially as ancillaries to large industrial undertakings.

### **COMPANY PROFILE**

The goal of supernova was designed recognition that quality goods only be sustained in market. The wide and specific marketing network, marketing technique of a batch of trained employees who got eminence in marketing, has increased confidence of salesman of Supernova. Curry powder are prepared after very carefully cleaning and drying the best raw material directly purchased from production centers of different places of India. The curry powders are prepared by observing all provisions of PFA Act and have no mixture of any artificial ingredients in it. Therefore quality and taste of Supernova products are distinct from other curry powder at first, is now producing and distributing a wide range of products including pickles. The amiable labour management relationship has helped to grow a dedicated labor culture in the company. The employer and employee relationship is making more emphatic by conducting regular family meeting and discussion classes. Today each and every employee takes pride in as a worker of Supernova Company. The company which started distribution in Malappuram district with two vehicles has now widened its distribution all over Malabar with nine vehicles.

The company has also distribution network in Delhi, Gujarat etc. Within this period Supernova has also obtained KSSIA's 2003-04 award for the best industrialist of the district. In this year we obtain a Special recognition Award from Govt. of India for the year 2006. The Supernova Company has continuously participated for 3 year in India International Trade Fare (IITF) in Delhi.

Company has participated in the B2B meeting held at Cochin and also in various other exhibitions. The new products such as White Pepper Powder, Ginger pickle, Jam, Squash and concentrates etc., are also in the workshop of company's R&D division. The growth of our products depends by its good quality. The recognition from the public people is the best achievement of our firm. The supernova has well established itself in the market due to its high quality. The inspiration from this recognition has led the company in the product of other product also. We can assure that we are vowed to care in obtaining more and more good qualities for our products.

### **ANALYSIS OF THE STUDY**

#### **RESPONDENTS OPINION ABOUT JOB**

<b>Sl. No.</b>	<b>Opinion</b>	<b>No. of Respondents</b>	<b>Percentage of Respondents</b>
1	Highly Satisfied	16	32
2	Satisfied	28	56
3	Dissatisfied	6	12

Source: survey data

### **Interpretation**

From the above table, 32% of the respondents are highly satisfied with their job, 56% of the respondents are satisfied and 12% of the respondents are dissatisfied with their job.

**RESPONDENT’S OPINION ABOUT WELFARE FACILITIES**

S.NO.	OPINION	NO. OF RESPONDENT	PERCENTAGE
1	Highly satisfied	22	44
2	Satisfied	17	34
3	Dissatisfied	11	22
	Total	50	100

Source: survey data

**Interpretation**

From the above table, 44% of the respondents are highly satisfied with welfare facilities, 34% of the respondents are satisfied with welfare facilities and 22% of the respondents are dissatisfied with welfare facilities.

**RESPONDENT’S OPINION ABOUT RELATIONSHIP**

**BETWEEN WORKERS AND MANAGEMENT**

S.No.	Opinion	No. of respondents	Percentage of Respondents
1	Excellent	12	24
2	Good	28	56
3	Fair	8	16
4	Poor	2	4
	Total	50	100

Source: survey data

**Interpretation**

From the above table, 56% of the respondents feel that there is good relationship between workers and management, 24% of the respondent feel that there is excellent relationship between workers and management, 16% of the respondents feels that there is fair relationship between workers and management and 4% of the respondents feel that there is poor relationship between workers and management.

**RESPONDENT’S OPINION ABOUT JOB BASED ON SALARY**

H<sub>0</sub>= There is no significant difference between salary and satisfaction of employees

H<sub>1</sub>= there is a significant difference between opinion salary and satisfaction of employees.

Opinion \ Salary	Highly satisfied	Satisfied	Dissatisfied	Total
Below 5000	4	10	0	14
5000-10000	12	14	5	31
10000-15000	0	4	1	5
Above 15000	0	0	0	0
Total	16	28	6	50

Expected Frequency= Row total\*Column total\Grant total

Where, O =Observed frequency

E =Expected frequency

Degree of freedom  $V = (r-1) (c-1)$

$$= (4-1) (3-1)$$

$$= 3*2 = 6$$

Table value at 5% Level of significant = 12.592

Calculated value =2.9533

$2.9533 < 12.592$

Here the calculated value is lesser than table value. So  $H_0$  accepted. We conclude that there is no significant difference between salary and satisfaction of employees.

## **FINDINGS**

The study conducted for finding the job satisfaction of employee of SUPERNOVA SPICES AND FOOD PRODUCTS PVT LTD. Under this study the researcher arrives at the following conditions:-

- . The majority of workers in the company are female workers.
- Company having highly experienced employees. This is one of the strength of Supernova. 42% of respondents having 10-15 years of experience. Company providing opportunity for fresher so the 28% of respondents under experience group of below 5 years.
- The important one is that 84% of respondents like their job. This is one of the strength Supernova. Because through the employees only company can perform in right manner.





- From the study researcher find out from the respondents that there is no danger for losing their job in the company.
- The company providing a good kind of training programs for their employees. 84% of respondents responded that company providing training programs for us.
- The researcher could find that most of the respondents are satisfied with the time schedule following by the company.
- The management provides a little bit chance to the employees for participating in management by getting suggestions of employees.

### **CONCLUSION**

From the researcher has come to know that majority of employees are satisfied with the job in the SUPERNOVA SPICES AND FOOD PRODUCTS PVT LTD. The company providing good kind of welfare measures for their employees. The management has taken the efforts to maintain cordial relationship between workers. This helps company by an increase in the production and profit of the company. Under this study researcher found that the main factors that influenced the job satisfaction of employees are salary, working condition, democratic supervision of supervisors and promotion for the employees. The democratic supervision of the supervisors gives the employees full freedom to make good relation with management also they can perform in a free tension manner. The employees getting good welfare facilities like rest intervals, canteen facilities etc., it makes the employees as fresh every time during the working hours. Company keeps relation between the trade unions. It helps the employees in all matters they face. The company provides transport facility to their employees. It will help the employees to reach the company in the right time. Now SUPERNOVA gets a good response from the public because of quality of product they provides to the public. It motivates the company to increase the productivity. Researcher gave some suggestion to the company for the best performance.

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