

## EMPLOYEE SATISFACTION TOWARDS SRI VASAVI THANGA MAALIGAI, DINDIGUL DISTRICT, TAMILNADU, INDIA : AN ANALYTICAL STUDY

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### ABSTRACT

The paper has been done in Sri Vasavi Thanga Maaligai, Dindigul District, Tamilnadu. The main objective of the study is concerned with studying the impact of employee satisfaction at the organizational performance, and to know whether they are satisfied with the services or not. The data has been collected from the employees at Sri Vasavi Thanga Maaligai Dindigul region. Those collected data were analyzed with the statistical tool of descriptive analysis and percentage analysis and interpreted. This study has individually observed the employees at Sri Vasavi Thanga Maaligai Dindigul and study of employee satisfaction has been provided with suggestions with the consideration of findings.

### ABOUT SRI VASAVI THANGA MAALIGAI

In 1942, Meda A. BalanagasunderasenChettiar and E.K.R. MeenakshisundharamChettiar started a jewellery store in Dindigul and named it Vasavi Jewellery Mart. It was a humble beginning in a 400 square feet space, where they sat on the floor and conducted their business; that was how things were done in those days. After the death of MeenakshisundharamChettiar, his brother, BalagurumurthiChettiar, joined the business. In time, BalanagasunderasenChettiar's son, Meda B. Nithyanandam and BalagurumurthiChettiar's son, Dhinakara Gupta, took over the reins of Vasavi Jewellery Mart. In the year 1996, MedaNithyanandam's son, Meda N. Ravi and Dhinakara Gupta's sons took a major leap and shifted the business to a showroom measuring 4000 square feet. This was ten times the size of the original store. It was also the biggest showroom in southernTamil Nadu at that time. After six decades, in the year 2003, the family business was partitioned and MedaNithyanandam moved out of Vasavi Jewellery Mart with his son, Meda N. Ravi. They started a new jewellery firm and named it Sri Vasavi Thanga Maaligai. This showroom is housed in its current location and occupies a sprawling 9,000 square feet across three floors. Sri Vasavi Thanga Maaligai was founded by Meda B. Nithyanandam and his son, Meda N. Ravi. Recognised as a doyen of the jewellery trade in Tamil Nadu, Nithyanandamcontinuesto be the chief mentor of the business. Mentored and guided by his father, Ravi Nithyanandam captains the overall management of Sri Vasavi Thanga Maaligai today.

Today, Sri Vasavi Thanga Maaligai proudly includes a fourth generation member of the family in its senior management - A. R. Shricharran, son of Ravi Nithyanandam. Young Shricharran brings in the joy and zest of youth which he combines with passion for his familybusiness and the jewellery trade. Besides taking an active interest in our day-to-day operations, he has been responsible for introducing and overseeing the development of our e-commerce site and online shopping endeavour. What began as Vasavi Jewellery Mart, a small jewellery outlet, is today an exceptional jewellery house offering over 20,000 designs in gold and silver jewellery and a range of products and services. Spread over three floors and 9000 sqft, Sri Vasavi Thangamaligai was designed bythe prominent architect, I. Hidayatullah, and is the first such structure in Dindigul. Step into our showroom and be greeted with beautiful, welcoming interiors, a stunning array of fine jewellery and 100 highly-trained marketing staff.

They are now building a second and even bigger showroom adjoining the present one; this with cover an expanse of 15000 square feet and include two underground car parking levels. One showroom will house gold and diamond jewellery - both affordable and low making-charge ornaments as well as elegant and exclusive designer jewellery will be showcased on separate floors, first jewellery house in Dindigul to have obtained BIS certification for hallmarked jewellery. As a member of All India Gem and Jewellery Trade Federation(GJF), Sri Vasavi Thanga Maaligai now belongs to a premium chain of elite jewellers working towards the betterment of the gold jewellery trade in India.

## **SIGNIFICANCE OF THE STUDY**

Employees' satisfaction is the individual employee general attitude towards the job. It is also an employee cognitive and affective evaluation of his or her job. According to New Cranny, Smith and Stone (1992), Employee satisfaction is defined as the combination of affective reactions to the differential perceptions of what he/she wants to receive compared with what he/she actually receives.

## **MEASURING JOB SATISFACTION**

There are many methods for measuring job satisfaction. By far, the most common method for collecting data regarding job satisfying is the Likert scale (named after RensisLikert). Other less common methods of for gauging job satisfaction include: Yes/No questions, True/False questions, point systems, checklist, forced choice answers. The Job Descriptive Index (JDI), created by smith, Kendall, &Hulin (1969), job satisfaction that has been widely used. It measures one's satisfaction in five facets: pay, promotions and opportunities, coworkers, supervision, and the work itself. The scale is simple, participants answer either yes, no, or decide in response to whether given statements accurately describe one job. The Job in General Index is an overall measurement of job satisfaction. It was an improvement to the job

Descriptive Index because the JDI focused too much on individual facets and not enough on work satisfaction in general.

## RELATIVE FACTORS INVOLVED IN JOB SATISFACTION

- Nature of work
- Working Environment
- Working hours
- Job security
- Responsibility given for the job
- Relationship with colleagues
- Relationship with supervisors
- Safety measures
- Grievance handling
- Wage rate system
- Incentives
- Canteen facilities
- Bonus schemes
- Family welfare measures
- Medical / First Aid facilities
- Recognition
- Rewards

## REVIEW OF LITERATURE

**YaseminOramanet.al (2014)**The main objective of the research is to examine employee job satisfaction in a strategic human resource management research with a model of job satisfaction in the Research and Development (R&D) industry should consist of work related factors such getting pay for overtime, giving employees more authority, the possibility of getting promotion in the workplace, employees' participation in decision-making processes and sensitivity of management towards problems at work.

**SubhasishChatterjee, SmritiPriya (2016)** Studied on employee satisfaction in Multi-specialty Hospital in Mumbai the sample size was 105. The data was collected through simple random sampling methods. The statistical tool were used, percentage analysis and U-test. The results shows that most of the employees are satisfied with the management and with their supervisor

**Khalil-Ur Rahman, et.al (2017)** Examined the job satisfaction of sales agents from Islamic and conventional insurance of Pakistan. The sample size was 318. Data was collected through multi-stage stratified random sampling. The statistical tool were used multiple regression and hierarchal regression model including 11 hygiene- motivational. The result revealed that

was. Job satisfaction is any blend of mental physiological and natural circumstances that bring about a man honestly to say I am satisfied by my job.

**KhurramShahzad. eral (2017)** Calculated the mediating impact of job satisfaction on the relationship in Pakistan. The sample size was 190. Data was collected through simple random sampling method. The statistical tool used for research was Correlation Analysis. Descriptive Statistics regression. The Results showed that job satisfaction can be achieved through effective implementation of compensation plans and managing workload.

**SomayehSalahshouriArdestani (2017)** Studied on employee satisfaction and during this process to understand the psychology-employee behavior in Hyderabad-India The sample size was 200. Data was collected through simple random sampling method. The statistical tool was used chi-square test. The results show that if the performance (hospitals Services) falls short of expectations, the employee is dissatisfied and if it matches the expectations, the employee is satisfied.

**GaneshAacharya and AbbokarSiddiq (2018)** studied the satisfaction level among the employees looking at working conditions. Grievance handling systems, Relationship with Colleagues, Reward systems, Promotion and Career Development opportunities Job Security Provisions, Personal factors & other factors at Adam sugar mills. The sample size was 120. Data was collected through simple sampling random method. The statistical tool used was chi-square test. The result revealed that good work environment. good reward and good work conditions can increase employee job satisfaction.

**Mohammad HoseinLotfi et.al (2020)** This study is analyzing the relationship between organizational justice and job satisfaction among the employees of Tehran Payame Noor University. Statistical Society of this study includes all personnel of the organization (800 people) in 2012 and the sample size includes 260 people that were selected randomly. This study was of correlational descriptive-analytic type and for data collection, organizational justice (Moorman and Niehoff, 1993) and job satisfaction questionnaires were used. For analyzing the data, statistical methods like Multiple Regression and Pearson Correlation Coefficient were utilized and the results were as follows: There is a significant relationship between organization justice and job satisfaction.

## STATEMENT OF THE PROBLEM

This study is concerned with studying the impact of employee satisfaction at the organizational performance and what extent employees are satisfied with the organizational practices at Sri vasavithangamaaligai. Also what are the various facilities and provisions provided by the organization that motivate the employees and affect their performance level and the positive points of the organization responsible for making the employees satisfaction level and what is the impact of those points on organizational and individual performance and the recommend the changes in present organization practices to increase the satisfaction level of

employees and ultimately performance. This study is primarily focused on Sri vasavithangamaaligai operating in Dindigul city.

## OBJECTIVES OF THE STUDY

Based on the conceptual discussions made above the following objectives are framed for the successful conduct of this study.

1. To find out the satisfaction level of employees in Sri Vasavi Thanga Maaligai at Dindigul.
2. To study and analyze the various factors those are affecting the employee's satisfaction level.
3. To locate and analyze specific areas which provide reasonable level of satisfaction
4. To understand the problem of the employees and their working conditions.
5. To evaluate the relationship between managers and coworkers.

## HYPOTHESES OF THE STUDY

It means tentative generalization of the validity of which remains the tested. In short it deals with certain assumptions made in the study.

1. Null Hypothesis: A hypothesis which assumes that there is no significant difference between sample statistics and population parameter is called null hypothesis. It is denoted by  $H_0$
2. Alternative Hypothesis: A hypothesis which assumes that there is a significant difference between sample statistics and population parameter is called alternative hypothesis. It is denoted by  $H_1$

## RESEARCH DESIGN AND METHODOLOGY

A research design is the specialization of measure and procedure for the information needed to solve problems in the overall operational pattern of framework of the project that stipulates what information is to be collected from which sources by what procedure. There are three types of research design.

1. Exploratory Research Design
2. Descriptive Research Design
3. Experiment Research Design

The research used in the project is Empirical method of research. The study used both primary as well as secondary data. The primary data was collected from the labor of company. The study was conducted with the help of field survey technique among 190 labors in Sri Vasavi Thanga Maaligai.

## DATA SOURCES

**Primary Data:** Primary data are those, which are collected for the first time. They are original in character. The data collected by the investigator for the first time for their own use is usually classed as primary data.

**Secondary Data:** Secondary data are those that have already been collected by others. These are usually available in journals, periodicals, dailies, research publication official records etc., they may either be available in published form or in an unpublished form. When it is not possible to collect the data by primary method, the investigator may make use of this method

## STATISTICAL TOOLS APPLIED

Statistical tools like simple percentage and chi square used in the compilation and computation of data.

- Percentage Analysis
- Chi-Square Test
- Correlation Analysis

The primary data had was collected from the samples from various areas and have been properly arranged, edited and tabulated in a systematic format and analyzed by using appropriate statistical tools. A bipartite correlation and liner regression analysis were carryout using SPSS

## LIMITATION OF THE STUDY

Though the researcher took utmost care and efforts to avoid shortcomings in the process of data collection and analysis, the study is prone to some limitations, which are mentioned below:

1. The time taken for my project study was 4 months to gather opinions from the employees.
2. The data collected by me through primary source is constrained by the sample size of which is 190 employees.
3. The data collected other than questionnaire is from the secondary source only.

## DATA ANALYSIS AND INTERPRETATION

**TABLE: 1.1**  
**RESPONDENTS HAPPY WITH WORK PLACE**

Sl.No	Satisfaction Level	No of Respondents	Percentage
1	Strongly agree	106	55.8
2	Agree	24	12.6
3	Neither agree nor disagree	24	12.6
4	Disagree	21	11.1
5	Strongly disagree	15	7.9
Total		190	100

Source: Data collected from primary

The above table shows that, 55.8% of the respondents are Strongly agree, 12.6% of the respondents are agree, 12.6% of the respondents are Neither agree nor disagree, 11.1% of the respondents are disagree and 7.9% of the respondents are strongly disagree with work place happiness

**TABLE: 1.2**  
**RESPONDENTS ARE SATISFIED WITH THE SAFETY MEASURES PROVIDED BY COMPANY**

Sl.No	Satisfaction level	No of Respondents	Percentage
1	Strongly agree	70	36.8
2	Agree	58	30.5
3	Neither agree nor disagree	32	16.8
4	Disagree	18	9.5
5	Strongly disagree	12	6.3
Total		190	100

Source: Data collected from primary

The above table shows that, 36.8% of the respondents are Strongly agree, 30.5% of the respondents are agree, 16.8% of the respondents are Neither agree nor disagree, 9.5% of the respondents are disagree and 6.3% of the respondents are strongly disagree with safety measures provided by company.

**TABLE: 1.3**  
**MANAGER CONSIDERS WORKERS IDEAS TOO WHILE MAKING DECISION**

Sl.No	Satisfaction level	No of Respondents	Percentage
1	Strongly agree	43	22.6
2	Agree	35	18.4
3	Neither agree nor disagree	81	42.6
4	Disagree	16	8.4
5	Strongly disagree	15	7.9
Total		190	100

Source: Data collected from primary

The above table shows that, 22.6% of the respondents are Strongly agree, 18.4% of the respondents are agree, 42.6% of the respondents are Neither agree nor disagree, 8.4% of the respondents are disagree and 7.9% of the respondents are strongly disagree with manager considers workers ideas too while making decision.

## CONCLUSION

Employee satisfaction means a worker's sense of achievement and success is generally perceived to be directly linked to sales as well as to personal wellbeing job satisfaction implies doing a job one enjoys, doing well and being suitably rewarded for one's efforts. Employee satisfaction further implies enthusiasm and happiness with one's work. Employees are the most important resources of all companies. The organization's success depends on employees performance is determined to company's success.

This project title "A study on Employees satisfaction" of employees at Sri Vasavi Thanga Maaligai Dindigul was done among 190 employees in a simple random sample method. From the study it was formed that the employees are Satisfied working in almost in all aspects. Some improvements are suggested by the employees for satisfaction organization can concentrate on that and make the employees fully satisfied. This will help to increase the morale of the employees.

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