

A STUDY ON SATISFACTION LEVEL OF EMPLOYEES IN THE AUTOMOBILE SECTOR, IN ANDRA PRADESH

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by
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JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

May 2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **NEMALA. VIJAYA VENKATA BHASKAR (41410214)** who carried out the project entitled "**A Study on Satisfaction Level of Employees in The Automobile Sector, IN ANDRA PRADESH**" under my supervision from January 2023 to May 2023.

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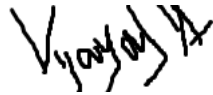
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DECLARATION

I **VIJAYA VENKATA BHASKAR.NEMALA (41410214)** hereby declare that the Project Report entitled “**A Study on Satisfaction Level of Employees in The Automobile Sector, IN ANDRA PRADESH**” done by me under the guidance of **Dr.k.Santhanlaxmi** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 05.05.2023



PLACE:Chennai

NEMALA. VIJAYA VENKATA BHASKAR

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I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.K.Santhanalaxmi** for her valuable guidance, suggestions and constantencouragement paved way for the successful completion of my project work.

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ABSTRACT

Employee satisfaction is a factor in motivation, retention and goal achievement in the place of work. Employee satisfaction is measured using an employee satisfaction survey factors that influence employee satisfaction addressed in these surveys might include promotion policy, working condition, job responsibilities, career prospect and relationships between higher and lower-level management, teamwork, resources, etc. The main objective of the research study is to study employee satisfaction and to examine the satisfaction level of employees in the automobile industry. The study is based on the primary as well as secondary data which has been collected through a structured questionnaire, filled by 150 respondents those are working in the automobile industry. According to the findings of the research study the employee satisfaction affects in many ways. Factors affecting employee satisfaction are rewards, stress, leave, benefits, and compensation given to the employee by the management which is important to improve the motivation level and employee satisfaction

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CHAPTER 1

1.1 INTRODUCTION

Employee satisfaction plays a significant role in every organization. Every employee is important for the organizations and the performance of the employees totally depends on the satisfaction level towards their jobs. Employee satisfaction means a positive and negative feeling towards his/her jobs. Job satisfaction is a part of it. It is an amount of pleasure associated with the job. Positive and supportive attitude towards the job shows the employee satisfaction. A negative and unsupportive attitude towards the job shows employee dissatisfaction.

Basically, the employee satisfaction refers to the fulfilment of employee's needs, wants & desires. Employees are more motivated and productive when they are satisfied. If the employees of an organization are satisfied then it affects customer satisfaction and organizational growth and productivity. There are various factors that influence employee satisfaction.

Some of these factors are promotion policy, working condition, job responsibilities, career prospect and relationship between higher and lower-level management, salary, leaves, recognition etc. if the organization focus on these factors wisely then it will definitely help to motivate the employees to perform their job in effective and efficient manner. Employee satisfaction helps in the growth of employees as well as the employer. Higher level of satisfaction prevents the employee's turnover in an organization.

Employee satisfaction and retention have always been important issues of physicians. Satisfied employees tend to be more productive, creative and committed to their employers, and recent studies have shown a direct correlation between staff satisfaction and patient satisfaction. Family physicians that can create work environments that attract, motivate and retain hardworking individuals will be better positioned to succeed in a competitive health care environment that demands quality and cost efficiency. Physicians may even discover that by creating a positive workplace for their employees, they have increased their own job satisfaction as well. People are the source of all productive effort in an organization. Performance depends upon individual performance. Their performance depends upon they are satisfied in the organization. Employees are supposed to be motivated to carry out

the responsibilities entrusted on them.

In the ever-changing business world, with increasing competition and continuous demands from the stakeholders, employees are believed to be the most valuable asset in any organization, capable of meeting such uncertain demands. Employees bring the abilities, acquired knowledge and skills represented by each individual employee. It is, the employee's performance which contributes towards attainment of organizational goals. It is, therefore, imperative to utilize the employees' capabilities to the maximum possible extent, in order to achieve individual and organizational goals.

The automotive industry is an industry that operates as propellant power in Turkey as well as in many countries. Due to that this industry is produced fabrication production, is the matter of various negative effects on employees

An organization is nothing without human resources. Employees are the most precious asset of an organization. So it is necessary to maintain a proper work environment with organization. In the present scenario where the world is being liberalized and everyone goes for privatization there is cut throat competition among the different units in the industry. Now the employees have more options because of the availability of numerous opportunities and so every organization must try to achieve a standard for the working environment. The performance of human being is influenced by psychological and social factors such as family, age, sex, experience, education, personal likes and dislikes, job condition, emotion, welfare and privileges available to them recognition, wages and salaries, considerate leadership, promotional opportunities interaction with work group and above all employee satisfaction and material reward and punishment they receive.

Employees are the backbone of any organization. They are the most precious and important asset among all the asset of any organization. Employee satisfaction is a part of employee life satisfaction. So, when human resource is satisfied in terms of their jobs, then only productivity level goes up. It is because Lease (1998) said that "Employees who have higher job satisfaction are usually less absent, less likely to leave, more productive, more likely to display organizational commitment and more likely to be satisfied with their lives".

1.2 Industry Profile

Currently, the Automobile industry contributes 7.1% of India's GDP and 49% of its manufacturing company. Maruti Suzuki the biggest automobile manufacturer in India. Maruti Suzuki has 3 manufacturing plants in India.

The automobile industry comprises wide range of companies and organizations involved in the design development manufacturing marketing and selling of motor vehicles it is one of the world's largest industries by revenue from 16% such as in France up to 40% to countries like Slovakia.

In 1982

A license and joint venture agreement (JVA) was signed between Maruti Udyog Ltd., and Suzuki of Japan. At first, Maruti Suzuki was mainly an importer of cars. In India's closed market, Maruti received the right to import 2 fully built-up Suzuki in the first two years, and even after that, the early goal was to use only 33% indigenous parts. This upset the local manufacturers considerably. There were some concerns that the Indian market was too small to absorb the comparatively large production planned by Maruti Suzuki, with the government even considering adjusting the petrol tax and lowering the excise duty in order to boost sales

In 1989

The Maruti 1000 was introduced and the 970 cc, three-box was India's first contemporary sedan. By 1991, 65 percent of the components, for all vehicles produced, were indigenized. After the liberalization of the Indian economy

In 1991

Suzuki increased its stake in Maruti to 50 percent, making the company a 50-50 joint venture with the government of India as the other stakeholder.

In 1993

The Zen, a 993-cc engine hatchback was launched.

In 1994

The 1,298 cc Esteem sedan was introduced. Maruti produced its 1 millionth vehicle since the commencement of production in 1994. Maruti's second plant was opened with an annual capacity reaching 200,000 units. Maruti launched a 24-hour

emergency on-road vehicle service.

The new Maruti 800 was released, being the first change in design since 1986. Zen D, a 1,527-cc diesel hatchback, Maruti's first diesel vehicle, and a redesigned Omni were introduced.

In 1999

The 1.6-litre Maruti Baleno three-box sedan and Wagon R were also launched.

In 2000

Maruti became the first car company in India to launch a call centre for internal and customer services. The new Alto model was released.

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In 2001

Maruti True Value, selling and buying used cars was launched. In October of the same year, the Maruti Versa was launched.

In 2002

Esteem Diesel was introduced. Two new subsidiaries were also started: Maruti Insurance Distributor Services and Maruti Insurance Brokers Limited. Suzuki Motor Corporation increased its stake in Maruti to 54.2 per cent.

In 2003,

The new Suzuki Grand Vitara XL-7 was introduced while the Zen and the Wagon R were upgraded and redesigned. The four millionth Maruti vehicle was built and they entered into a partnership with the State Bank of India. Maruti Udyog Ltd. was listed on BSE and NSE after a public issue, which was oversubscribed tenfold.

In 2004

The Alto became India's best-selling car overtaking the Maruti 800 after nearly two decades. The five-seater Versa 5-seater, a new variant, was created while the Esteem was re-launched. Maruti Udyog closed the financial year 2003–04 with an annual sale of 472,122 units, the highest ever since the company began operations and the fiftieth lakh (5 millionths) car rolled out in April 2005. The 1.3-litre Suzuki Swift five-door hatchback was introduced in 2005.

In 2006

Suzuki and Maruti set up another joint venture, "Maruti Suzuki Automobiles India", to build two new manufacturing plants, one for vehicles and one for engines. Cleaner cars were also introduced, with several new models meeting the new Bharat Stage III emission standards. In February 2012, Maruti Suzuki sold its ten millionth vehicle in India.

In July 2014

It had a market share of more than 45%.

In 25th April 2019

Maruti Suzuki announced that it would phase out production of diesel cars by 1 April 2020, when the Bharat Stage VI emission standards come into effect. The new standards would require a significant investment from the company to upgrade its existing diesel engines to comply with the more stringent emission standards. Chairman R.C. Bhargava stated, "We have taken this decision so that in 2022 we are able to meet the corporate average fuel efficiency norms and higher share of CNG vehicles will help us comply with the norms. I hope the union government's policies will help grow the market for CNG vehicles." Diesel cars accounted for about 23 percent of Maruti Suzuki's annual sales.

1.3 Company Profile

Reddy and Reddy Motors have a strong culture of excellence in everything it does. This helped the Group in earning tremendous loyalty from customers, resulting in a large percentage of its business coming through references. Unique blend of passion commitment and path breaking work strategies from the Management helped Reddy and Reddy Motors reach no: 1 position in the Automobile Sales and Service segment in our District. Reddy and Reddy Motors also opened its outlets Sales and Service in Eluru, Jangareddygudem and Chintalapudi District of Andhra Pradesh.

Reddy and Reddy motors in eluru is the one of the leading businesses in automobile part dealers also known for automobile part dealer's automobile spare part dealers- Maruti and much more find address contact number reviews and ratings photos maps of Reddy and Reddy motors eluru.

Maruti Suzuki India Limited, formerly known as Maruti Udyog Limited, is an Indian automobile manufacturer head quartered in New Delhi. It is a subsidiary of the Japanese automobile manufacturer Suzuki Motor Corporation.

Automobile Part Dealers provide all the necessary products needed to make sure your vehicle works smoothly. You can either go to a licensed dealer for a certain brand of vehicle or one that sells cars and motorcycles from many different brands. Automobile dealers provide all the necessary spare parts for cars such as car locks, navigators, car seats, hors, headlights, sidelights, power plugs, bumpers, and motorcycle seats. You also can get some other items such as audio systems, woofers, battery chargers, helmets, and other accessories in addition to extras that update the appearance.

If you are looking for a trust worthy automobile dealer, visit Reddy and Reddy Motors in Eluru. Apart from providing top quality products, you can also get some attractive offers and discounts on the products.

The Brand Trust Report published by Trust Research Advisory, a brand analytics company, has ranked Maruti Suzuki in the thirty-seventh position in 2013 and ninth position in 2019 among the most trusted brands of India

The True Value of Reddy & Reddy Motors is a certified dealer in pre-owned cars. It is a venture for the Reddy & Reddy Motors and is the trusted destination for enthusiasts looking for used cars as well as those who wish to sell their cars. Our highly trained staff provides a hassle-free customer.

You can also explore our inventory by downloading the True Value app on your smartphone, before making your final decision. Selling a pre-owned car at Reddy & Reddy Motors is highly convenient. We have a transparent customer-oriented process, which includes an evaluation of the seller's car at their doorstep.

You can even drive up to our showroom. Our team of evaluators examines the car at numerous points. We leverage technology for this to reduce human error & increase efficiency. Using technology for this reduces human error & increases efficiency. After the digital evaluation, the AI-based fair pricing system allows us to quote the right price for the used car. Buying or selling a pre-owned car is now easy with Reddy & Reddy Motors. Visit or call True Value of Eluru to start your journey of trust.

Maruti Suzuki India Ltd is the holding company The company is engaged in the manufacture, purchase and sale of motor vehicles Components and spare parts automobiles. The other activities of the company comparison facilitation of pre-owned car salesman fleet management and car financing.

Its geographical segments include the domestic segment which includes sales to customers located in India and overseas segment which includes sale to customers located outside India the company product portfolio includes Alto 800, Alto K10, wagon R, Celerio, Ritz, Swift, Dzire, Ertiga, Omni etc.

Its service offering includes Maruti finance, Maruti Genuine parts Maruti Genuine Access Suzuki Auto card Maruti Driving School It has approximately 5 plants located in Palam Gurgaon road Gurgaon Haryana and Manasar industrial town Gurgaon Haryana with an installed capacity of over 1.5 million vehicles per year.

Maruti Udyog Limited was founded by the government of India on 24 February 1981, only to merge with the Japanese automobile company Suzuki in October 1982. The first manufacturing factory of Maruti was established in Gurugram, Haryana, in the same year. The company was formed as a government company with Suzuki as a minor partner to make a people's car for middle class India. Over the years the company's product range has widened ownership has changed hands and the customer has evolved.

1.4 Product profile

Four-Wheeler focuses on new-vehicle evaluations, project vehicle's, the technical aspects of building a vehicle (such as how to install after-market accessories and do complete engine swaps), product tests, outdoor equipment and machines, 4x4 shows and competitions and travel and adventure.

4 Wheelers types of all-terrain vehicle as the name suggests they have 4 wheels speed that the rider straddles (like a bike or a horse) and low-pressure tires. The low-pressure tires are important to 4 Wheelers because they are often used on muddy or uneven terrain.

Different types of four wheelers manufacturing in India

- Maruti Suzuki is the largest automotive manufacturing company in India
- Tata Motors
- Mahindra and Mahindra
- Hyundai motors India
- Honda cars

Maruti Suzuki India Limited, formerly known as **Maruti Udyog Limited**, is an **Indian automobile manufacturer** head quartered in New Delhi. It is a subsidiary of the Japanese automobile manufacturer Suzuki Motor Corporation.

At present there are more than 100 component manufacturers in Andhra Pradesh who are supplying to international majors like Ford, Lamborghini among others. With all its ancillaries to begin manufacturing operations in just 20th months brought Andhra Pradesh into automotive limelight. The moment the company manufactures hatchbacks like Alto, Wagon R, Celerio, Ritz, Swift, Baleno.

1.5 Statement of the problem

The globalization phenomenon has led to the emergence of the “Survival of fittest” syndrome all over probably never in the history of global; business such a keen sense is competition was noticeable among the corporate. It is now increasingly being realized that machines, technologies and systems have only limited competitor potential & uncertainty in the business environment. Technological innovations are no more of strategic importance, even as they fundamental necessity, it is believed the human resource is the only factor in the value creation process which has immeasurable growth, potential, and is being viewed as the most critical to comparative success. The study has aimed at finding out satisfaction level of employees. The factors such as working environment, salary, motivation and recognition, training, management style, superior subordinate relationship, etc. are the various influential factors which have to be considered by the management in finding out the satisfaction level of employees

1.6 Objectives of Study

Primary Objective:

- To study about Employee satisfaction level in Automobile sector.

Secondary Objectives:

- To know the employee’s opinion about work place and benefits.
- To analyze the company’s working environment.
- To understand the problem of the employees in the working condition.
- To Determine the influence of various factors affecting the employee satisfaction level.

1.7 Need for the study

Employee Satisfaction plays a vital role in the organization as it reflects in the form of increased performance and efficiency of the worker's which turns satisfies both the employees and also organization. As Employee satisfaction is important for the organization to achieve the desired goals on time.

1.8 Scope for the Study

Andhra Pradesh has 216 car dealers of 25 different brands top 3 car dealerships in the category of most number of cars in showroom in Andhra Pradesh are Hyundai, Maruti Suzuki and Tata. At present there are more than 100

component manufacturers in Andhra Pradesh. An automobile job helps to develop niche skill sets. In Eluru total number of 6 authorized car dealerships for more than 30+ cars brands including Maruti Suzuki, Tata, Mahindra etc.

1.9 LIMITATIONS OF STUDY

- The study is limited to a small area.
- The bias cannot be ignored on the part of respondents.
- Some person was not so responsive

CHAPTER 2

REVIEW OF LITERATURE

Rashid Saeed (2021) In his study discovered promotion, pay, reasonableness and working conditions to be the key factors that add to employee job satisfaction.

Matt Wagen Heim and Stephen Anderson (2020) discussed The reason for the study was to investigate the connection between front line employee satisfaction and client orientation. Data for this research were gathered by a survey of 146 front line employees of an amusement park in the southeast United States. Basic Linear Regression investigation was utilized to test the connections under review. The after effects of this study demonstrated that employees who are progressively satisfied with the relationship they enjoy with co-workers have higher client orientation. Noteworthy connections were not found between some other components of employee satisfaction and employee client orientation. In addition, no critical relationship was found between any demographic characteristics reviewed and customer orientation. The result of this study recommends that representatives of recreation-related organizations react diversely to employee satisfaction as they relate with client orientation rather than employees of different business types. In their research, found that Salary possesses the First Rank for deciding employee satisfaction with the other significant determinants. The study was directed on 300 respondents and was constrained to the automobile industries of India.

C. Swarnalatha and G. Suresh Krishna (2018) discussed This study recommended that Employee Job Satisfaction Level might be improved through the usage of Management practices. The research shows that worker strengthening, employee remuneration, cooperation, and the management authority are fundamentally positive indicators of employee job satisfaction within the context of employees of automotive industries in India.

Adenji (2017) In this study on organisation climate and employee satisfaction among Academic Staff in Some Selected Private Universities in Southwest Nigeria. The study depended on the reactions got from 293 respondents of five private Universities in the South-West Zone of Nigeria outcomes Demonstrated.

Moncrief (2016) explains the job satisfaction and work motivation has been affected by economic factors. According to employee needs employer should plan, rewarding, encouraging, economic tools, undoubtedly economic tools are ways of increasing employees work motivation and job satisfaction.

Teseema and Soeters (2015) explains Concluded that there is positive relationship between promotion practices and perceived performance of employee. If organizations want to accelerate performance of employees in the organization, fair promotional opportunities should be given to employees.

Thakor M.V and Joshi A. W (2013) discussed the success of any organization is depending upon job satisfaction and positive participation of employees in their work. Organizational success is depending upon employee's performance, organizational liability, acquiring new skills of job, physical as well as mental health and motivation.

Frye (2012) discussed There is positive relationship between equity-based compensation and performance. The investigation about relationship among job satisfaction and pay was conducted and it was also found that job satisfaction.

Ramlall (2011) explains Positive and good work environment is directly related to employee retention and employees feel they are heard and valued. Since employee's jobs are mainly emotionally and physically demanding, so they may feel that poor working conditions will only provoke negative performances. Job satisfaction is an outcome of different factors like pay, promotion, the work itself, supervision, relationships with co-workers and opportunities for promotions Out of these factors, pay is a very important factor.

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Frye (2004) found that there is positive relationship between equity-based compensation and performance. The investigation about relationship among Employee satisfaction and pay was conducted and it was also found that employee satisfaction is affected by the pay. Several studies focus on the demographic factors while others link the job satisfaction with reference to working environment. The other factors such as fair promotion system, job autonomy, leadership behavior, social relations are also the dominant in determining the level of employee satisfaction.

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Park et al. (2003) In a study that was carried out in 23 Romanian organizations, recognition and appreciation were found to be motivating factors responsible for increased effectiveness of employees at work and their high levels of employee satisfaction.

Opkara (2002) Out of these factors, pay is a very important factor.

Farhad Analoui (1999) Several studies take a social approach to employee satisfaction, examining the influence of supervision, management, and co-worker social support. An individual's level of job satisfaction might be a function of personal characteristics and the characteristics of the groups to which she or he belongs to. The social context of work is likely to have a significant impact on a worker's attitude and behavior. Relationships with both coworkers and supervisors are important. Some studies have shown that the better the relationship, between fellow workers and between workers and their immediate boss, the greater the level of employee satisfaction.

Kalleberg and Loscocco, (1983) older workers were more satisfied than younger workers and minority groups of different ethnicity were less satisfied than the rest of the workers.

Lease (1998) explains “Employees who have higher job satisfaction are usually less absent, less likely to leave, more productive, more likely to display organizational commitment and more likely to be satisfied with their lives”. Increase in job satisfaction will reflect better organizational citizenship behavior.

Dawson (1987) concluded that employee satisfaction is the result of promotion opportunities in the organization.

C. Swarna Latha and G. Suresh Krishna (1984) discussed This study recommended that Employee Job Satisfaction Level might be improved through the usage of Management practices. The research shows that worker strengthening, employee remuneration, cooperation, and the management authority are fundamentally positive indicators of employee job satisfaction within the context of employees of automotive industries in India.

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Shin & soenen (1962) Several studies take a social approach to employee satisfaction, examining the influence of supervision, management, and co-worker social support. An individual's level of job satisfaction might be a function of personal characteristics and the characteristics of the groups to which she or he belongs to. The social context of work is likely to have a significant impact on a worker's attitude and behavior Relationships with both coworkers and supervisors are important. Some studies have shown that the better the 5026 | Dr.K. Maran A Study On Factors Influencing Employee Satisfaction In Automobile Industries In Kanchipuram District relationship, between fellow workers and between workers and their immediate boss, the greater the level of employee satisfaction.

Dubey (1960) In addition, no critical relationship was found between any demographic characteristics reviewed and customer orientation. The result of this study recommends that representatives of recreation-related organizations react diversely to employee satisfaction as they relate with client orientation rather than employees of different business types. In their research, found that Salary possesses the First Rank for deciding employee satisfaction with the other significant determinants.

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CHAPTER 3 – RESEARCH METHODOLOGY

3.1 METHODOLOGY:

Research methodology is a way to solve the research problems. It may be understood as a science of studying how research is done scientifically. Thus, it is the various steps that are generally adopted by a researcher in studying his research problem with the logic behind them. It has many dimensions & methods, which constitute a part of the research & widens the scope of the research. This time research methodology is framed for the purpose of A STUDY ON SATISFACTION LEVEL OF EMPLOYEES IN THE AUTOMOBILE SECTOR, IN ANDRA PRADESH

3.2 RESEARCH DESIGN:

Descriptive research

Descriptive studies are undertaken in many circumstances. When the researcher is interested in knowing the characteristics of certain groups such as age, sex, educational level, occupation or income, a descriptive study is necessary. Descriptive studies are well-structured. It tends to be signed & its approach cannot be changed every now and then. It is, therefore necessary that the research give sufficient thought to framing research questions and deciding the types of data to be collected of the producers to be used for their purpose.

3.3 SAMPLING TECHNIQUE:

- **Probability sampling method**

Probability sampling is more complex more time consuming and usually more costly than non-probability sampling.

- **Simple random sampling method**

Simple random sampling is a type of probability sampling in which the researcher randomly selects a subset of participants from a population.

3.4 SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

- **Primary Data** – Employees of Maruti Cars in Andhra Pradesh are the primary data sources.
- **Secondary Data** - Secondary data sources are journals, magazines association bulletins, newspapers, web portals, company brochures, books etc.

3.5 STRUCTURE OF QUESTIONNAIRE:

Basic introduction

In this questionnaire we follow basic and simple way. Hence it is easy for respondents of the questionnaire without delay or confusion. Set of questions prepare in questionnaire constructed on the based questions. In structure of questionnaire used in this project as follows

Personal Details

In this questionnaire begins with participants are asked about their personal details like name, age, gender, and educational qualification.

Perception questions

In this set of questions in the questionnaire consider of questions related to are asked to their general options of perception related to. a study on satisfaction level of employees in the automobile sector, in Andra Pradesh

Likert scaling questions

Scaled-response questions are questions that have a predefined answer list with options that are incrementally related to each other with the purpose of measuring the intensity to which a respondent feels toward or about something. In this we interpret the questions towards a study on satisfaction level of employees in the automobile sector, in Andra Pradesh

3.6 SAMPLE SIZE

A Survey is collected as a questionnaire as size of containing 150 samples through google forms.

3.7 PERIOD OF STUDY

The period of time taken to conduct the survey and preparation of the research paper is 3 Months January to March.

3.8 HYPOTHESIS

CHI-SQUARE TEST-

Null hypothesis: There is no significant Difference between Gender of respondents and department.

Alternate hypothesis: There is significant Difference between Gender of respondents and department.

CORRELATION-

Null hypothesis: There is no positive relationship between belongs to department and Problems faced by the employees.

Alternative hypothesis: There is a positive relation ship between department and problems faced by the employees.

3.9 TOOLS FOR ANALYSIS

- Percentage analysis
- Chi-square test
- Correlation

PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio in marketing comparison between two or more data to describe Relationships. Percentage can be used to compare the relative terms. The distribution of two

$$\psi^2 = \sum E$$

ψ^2 = Pearson's cumulative test statistic, when asymptotically approaches

a ψ^2 distribution. or more series of data.

Percentage analysis = (No. of Respondents/ Sample size) *100

CHI-SQUARE TEST:

A Chi-square test is a statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution. The formulae used to calculate the chi – square value is

$$(O - E)^2$$

O = an Observed Frequency.

E = an expected frequency, asserted by the null hypothesis

n = the number of cells in the table

CORRELATION:

This is one of the statistical tools used to measure the relationship between two or more than two variables. The measure of correlation is coefficient of correlation. Of the several mathematical methods of measuring correlation, Karl's Pearson method popularly known as Pearson coefficient of correlation, is most widely used in practice. The correlation coefficient is popularly denoted as R.

The correlation coefficient R value should be between -1 to +1. The value is 0 means there is no relationship between the variables.

The values + ve means there is a positive relationship between the variables. The value is – ve means there is a negative relationship between the variables.

Mathematically solved by using this equation,

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

CHAPTER 4 – DATA ANALYSIS AND INTERPRETATION

4.1 Age wise classification of the respondents

Table-4.1 Age wise classification of the respondents

Age	No of respondents	Percentage%
20-25	39	26.2%
26-30	85	57%
31-35 or above	25	16.8%
Total	149	100

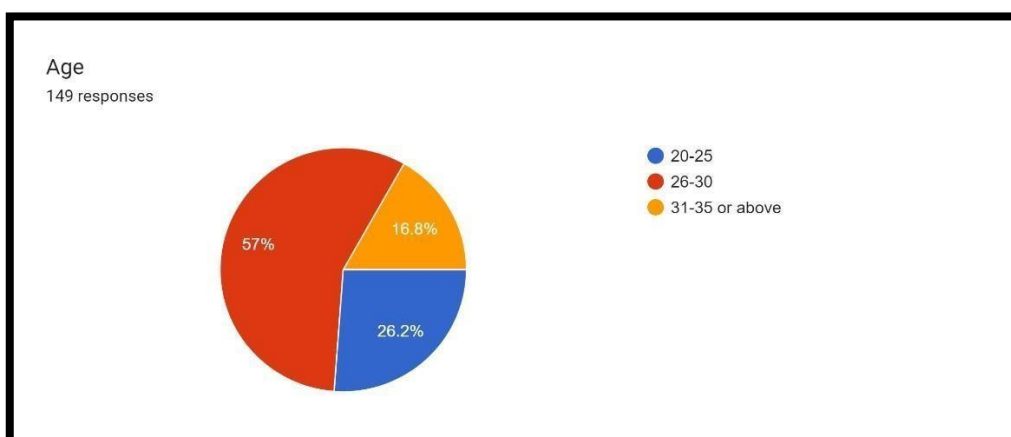


Fig 4.1 Age wise classification of the respondents

INTERPRETATION

The above table reveals that 26.2% of the response of the age group from 20 to 25, 57% of the respondents are the group from 26 to 30, 16.8% of the respondents are the group from 31 to 35 or above.

INFERENCE

Majority of the respondents belonging to the age group of 26 to 30.

4.2 Gender wise classification of the respondents

Table-4.2 Gender wise classification of the respondents

Gender	No of respondents	Percentage%
Male	129	87.2%
Female	19	12.8%
Total	148	100

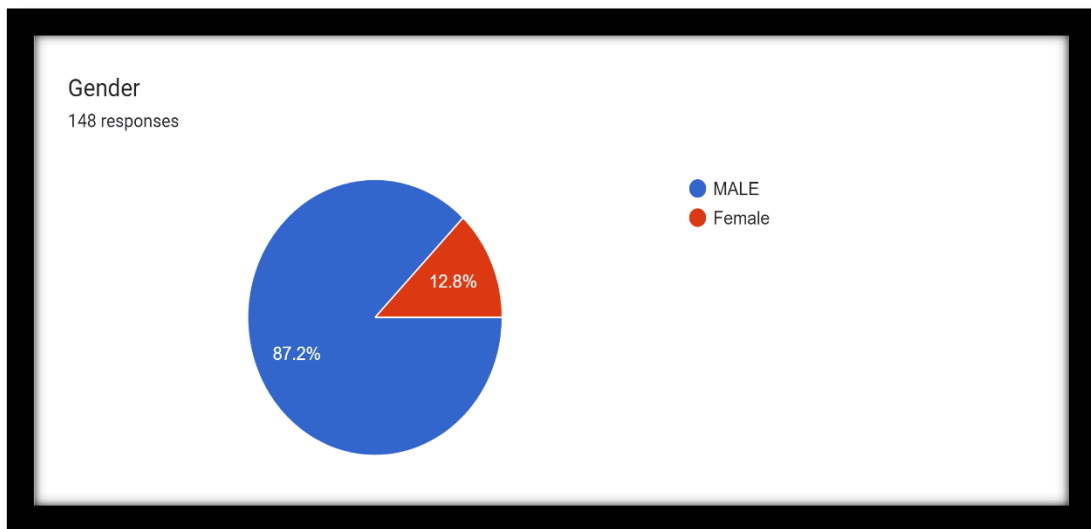


Fig 4.2 Gender wise classification of the respondents

INTERPRETATION

The above table reveals that 87.2% of the response of the from GenderMale,12.8% of the respondents are the from Gender female.

INFERENCE

Majority of the respondents belonging to the Gender Male.

4.3 Marital status wise classification of the respondents

Table-4.3 Marital status wise classification of the respondents

Marital status	No of respondents	Percentage%
Married	57	38.5%
Unmarried	91	61.5%
Total	148	100

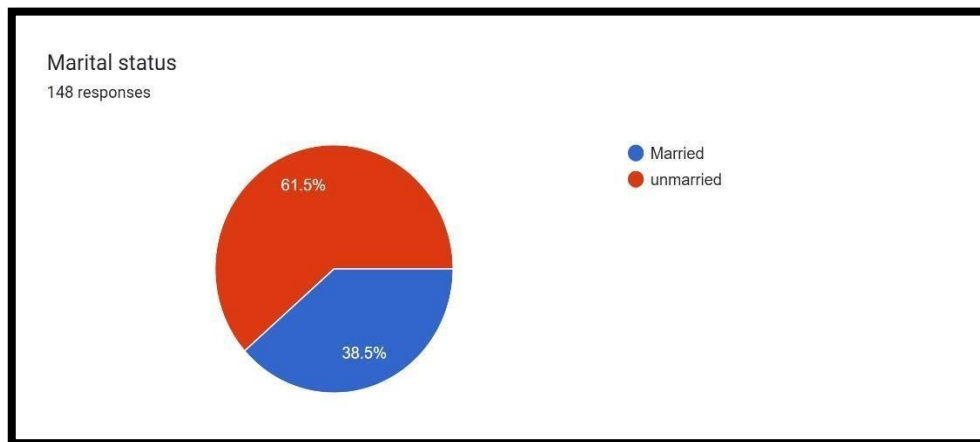


Fig 4.3 Marital status wise classification of the respondents

INTERPRETATION

The above table reveals that 38.5% of the response of the from Married, 61.5% of the respondents are the from Unmarried.

INFERENCE

Majority of the respondents belonging to the Unmarried.

4.4 Annual income wise classification of the respondents

Table 4.4 Annual income wise classification of the respondents

Annual income	No of respondents	Percentage%
2-3 lakhs	59	39.9%
4-5 lakhs	79	53.4%
Above 6 lakhs	10	6.8%
Total	148	100

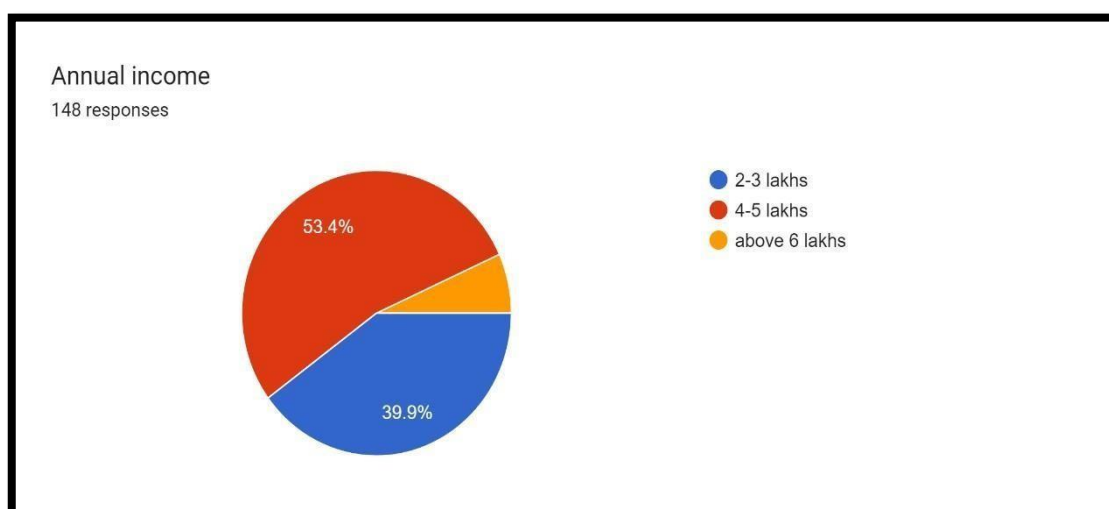


Fig 4.4 Annual income wise classification of the respondents

INTERPRETATION

The above table reveals that 39.9% of the response of the from 2-3 lakhs, 53.4% of the respondents are the from 4-5 lakhs, 6.8% of the respondents are the from Above 6 lakhs.

INFERENCE

Majority of the respondents belonging to the 4-5 lakhs.

4.5 How many years have you been with the company

Table- 4.5 How many years have you been with the company

Years of Working	No of respondents	Percentage%
Less than a year	46	30.9%
1-3 years	86	57.7%
4-6 years	17	11.4%
Total	149	100

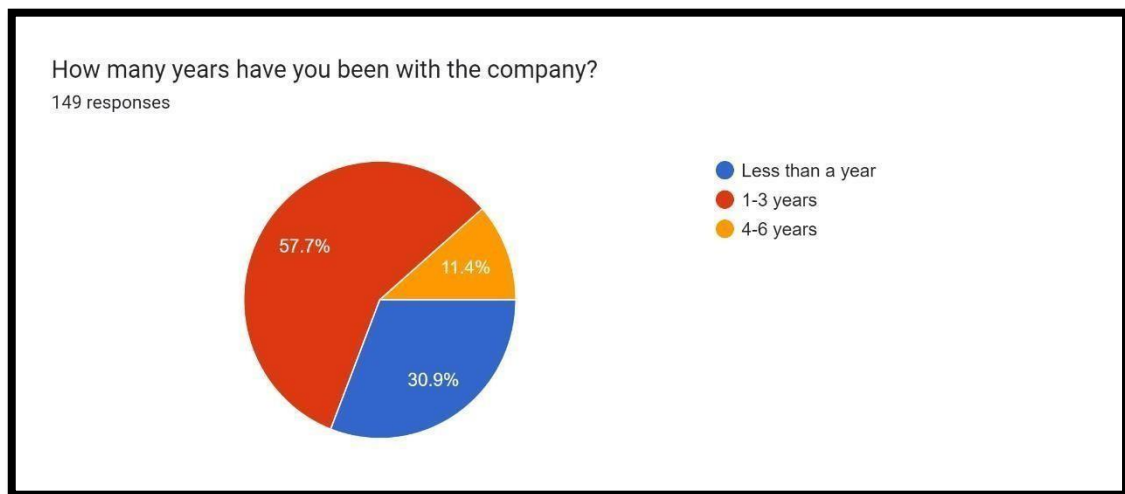


Fig 4.5 How many years have you been with the company?

INTERPRETATION

The above table reveals that 30.9% of the response of the from Less than a year, 57.7% of the respondents are the from 1-3 years, 11.4 % of the respondents are from 4-6 years.

INFERENCE

Majority of the respondents belonging to the 4-6 years.

4.6 You belongs to which department

Table-4.6 You belongs to which department

Department	No of respondents	Percentage%
Technicians department	65	43.9%
Executive department	55	37.2%
Sales department	28	18.9%
Total	148	100

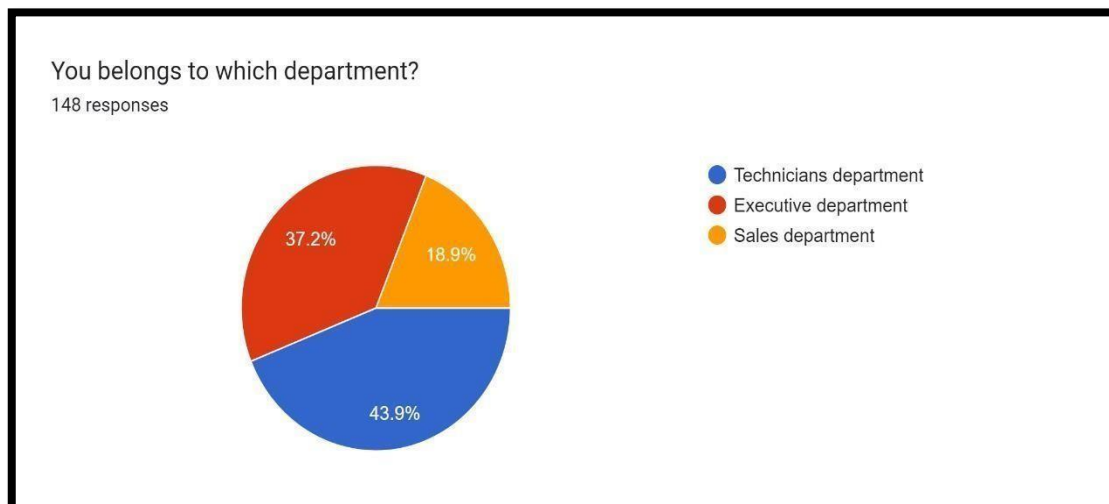


Fig 4.6 You belongs to which department?

INTERPRETATION

The above table reveals that 43.9% of the response of the from Technicians department, 37.2% of the respondents are the from Executive department, 18.9% of the respondents are from Sales department.

INFERENCE

Majority of the respondents belonging to the Technicians department.

4.7 The company encourages teamwork

Table-4.7 The company encourages teamwork

Employee opinion towards work	No of respondents	Percentage%
Strongly Agree	32	21.3%
Agree	29	19.3%
Neutral	82	54.7%
Disagree	7	4.7%
Strongly Disagree	-	-
Total	150	100

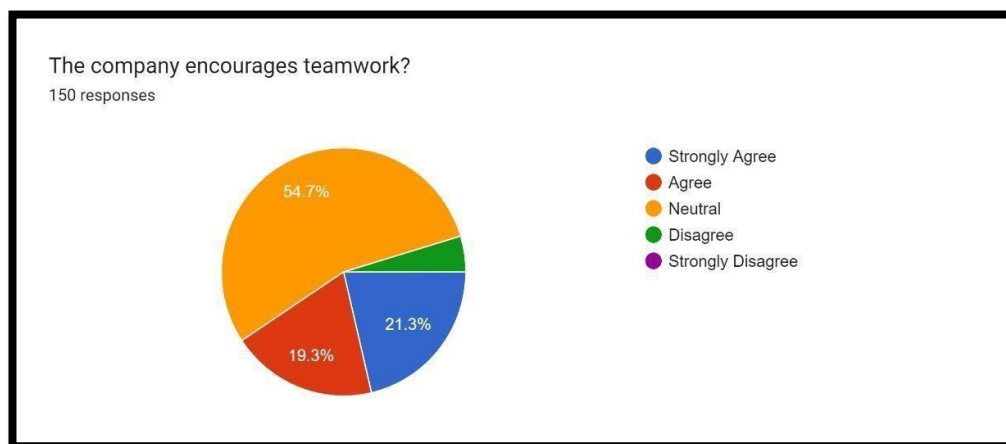


Fig 4.7 The company encourages teamwork?

INTERPRETATION

The above table reveals that 21.3% of the response of the from Strongly Agree, 19.3% of the respondents are the from Agree, 54.7% of the respondents are from Neutral, 4.7% of the respondents are from Disagree, 0% of the respondents are from Strongly Disagree.

INFERENCE

Majority of the respondents of my questions belonging to the Neutral

4.8 Employees are recognized for innovative ideas

Table-4.8 Employees are recognized for innovative ideas

Employee ideas	No of respondents	Percentage %
Strongly Agree	33	22%
Agree	31	20.7%
Neutral	78	52%
Disagree	7	4.7%
Strongly Disagree	1	0.7%
Total	150	100

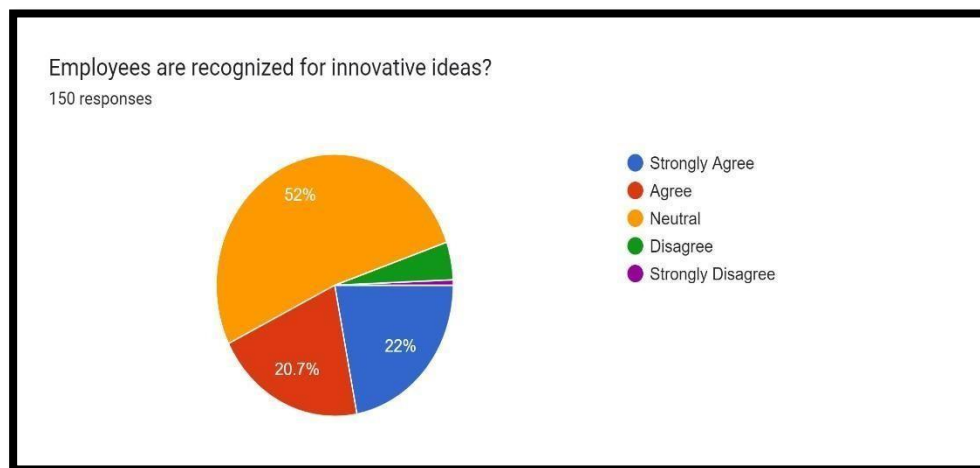


Fig 4.8 Employees are recognized for innovative ideas?

INTERPRETATION

The above table reveals that 22% of the response of the from Strongly Agree, 20.7% of the respondents are the from Agree, 52% of the respondents are from Neutral, 4.7%of the respondents are from Disagree, 0.7% of the respondents are from Strongly Disagree.

INFERENCE

Majority of the respondents of my questions belonging to the Neutral

4.9 Do you feel safe at work

Table-4.9 Do you feel safe at work

Feel safe at work	No of respondents	Percentage%
Strongly Agree	23	15.3%
Agree	38	25.3%
Neutral	78	52%
Disagree	10	6.7%
Strongly Disagree	1	0.7%
Total	150	100

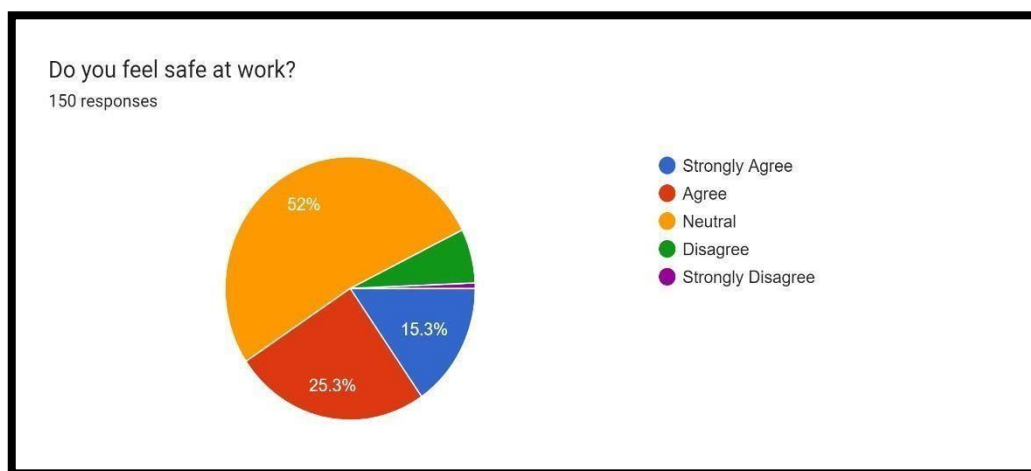


Fig 4.9 Do you feel safe at work?

INTERPRETATION

The above table reveals that 15.3% of the response of the from Strongly Agree, 25.3% of the respondents are the from Agree, 52% of the respondents are from Neutral, 6.7% of the respondents are from Disagree, 0.7% of the respondents are from Strongly Disagree.

INFERENCE

Majority of the respondents belonging to the Neutral.

4.10

Is your supervisor permits flexible work schedules

Table-4.10 Is your supervisor permits flexible work schedules

Flexible at work	No of respondents	Percentage %
Strongly Agree	20	13.3%
Agree	40	26.7%
Neutral	80	53.3%
Disagree	7	4.7%
Strongly Disagree	3	2%
Total	150	100

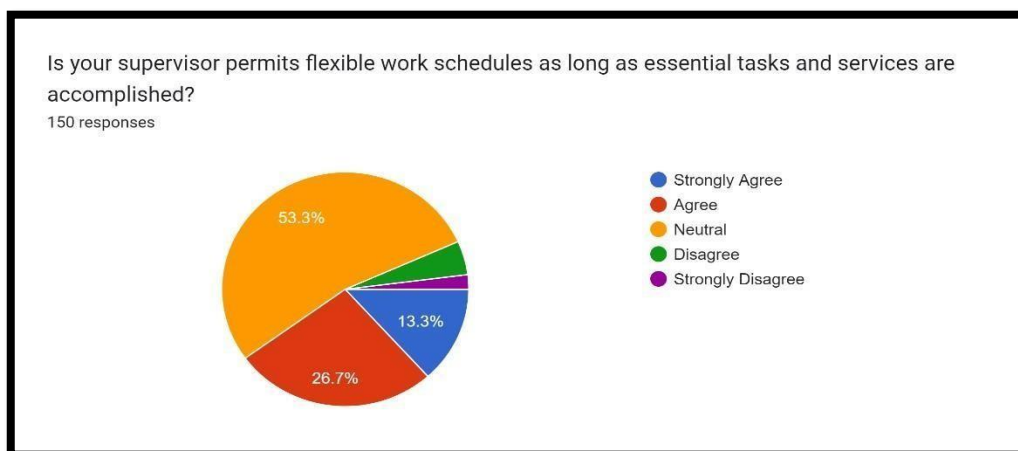


Fig 4.10 Is your supervisor permits flexible work schedules as long as essential tasks and services are accomplished?

INTERPRETATION

The above table reveals that 13.3% of the response of the from Strongly Agree, 26.7% of the respondents are the from Agree, 53.3% of the respondents are from Neutral, 4.7% of the respondents are from Disagree, 2% of the respondents are from Strongly Disagree.

INFERENCE

Majority of the respondents of my questions belonging to the Neutral.

4.11 Adequate opportunities for promotions and career development

Table- 4.11 Adequate opportunities for promotions and career development

Carrer development	No of respondents	Percentage%
Strongly Agree	26	17.3%
Agree	42	28%
Neutral	71	47.3%
Disagree	8	5.3%
Strongly Disagree	3	2%
Total	150	100

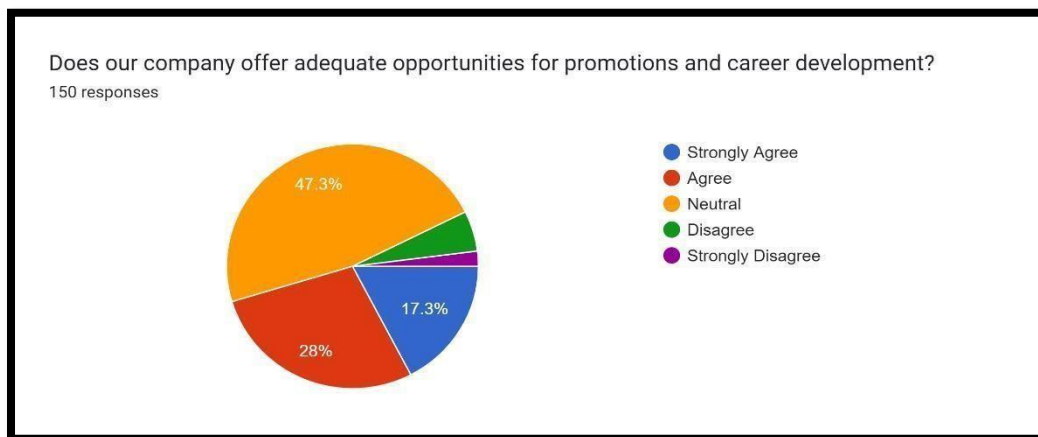


Fig 4.11 Does our company offer adequate opportunities for promotions and career development?

INTERPRETATION

The above table reveals that 17.3% of the response of the from Strongly Agree, 28% of the respondents are the from Agree, 47.3% of the respondents are from Neutral, 5.3% of the respondents are from Disagree, 2% of the respondents are from

Strongly Disagree.

INFERENCE

Majority of the respondents of my questions belonging to the Neutral.

4.12 problems faced by the employees

Table-4.12 problems faced by the employees

Problems by employees	No of respondents	Percentage%
Monthly Salary	43	28.7%
Workplace environment issues	71	47.3%
Worries about jobs Security& Carrer growth	36	24%
Total	150	100

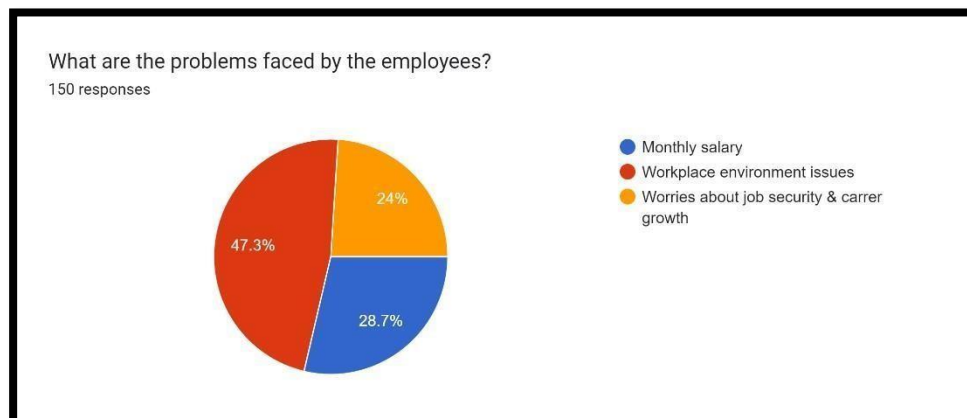


Fig 4.12 What are the problems faced by the employees?

INTERPRETATION

The above table reveals that 28.7% of the response of the from Monthly Salary, 47.3% of the respondents are the from Workplace environment issues, 24% of the respondents are from Worries about jobs Security & Carrer growth.

INFERENCE

Majority of the respondents belonging to the Strongly Workplace environment issues.

4.13 Do you enjoy working with your team

Table-4.13 Do you enjoy working with your team

Enjoy work with team	No of respondents	Percentage%
Yes	109	73.2%
No	40	26.8%
Total	149	100

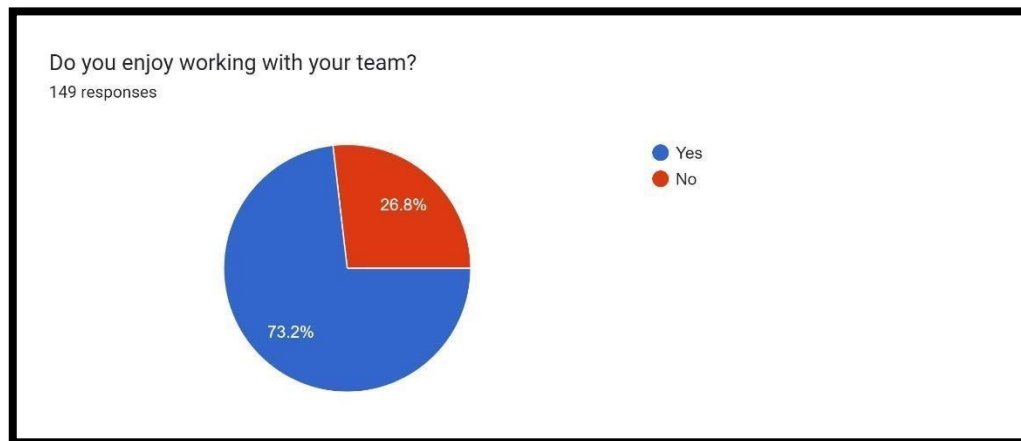


Fig 4.13 Do you enjoy working with your team?

INTERPRETATION

The above table reveals that 73.2% of the response of the from Yes, 26.8 % of the respondents are the from No.

INFERENCE

Majority of the respondents belonging to the Yes.

4.14 Do you think that work is distributed evenly across your team

Table-4.14 Do you think that work is distributed evenly across your team

Distributed across team	No of respondents	Percentage %
Yes	109	72.7%
No	41	27.3%
Total	150	100

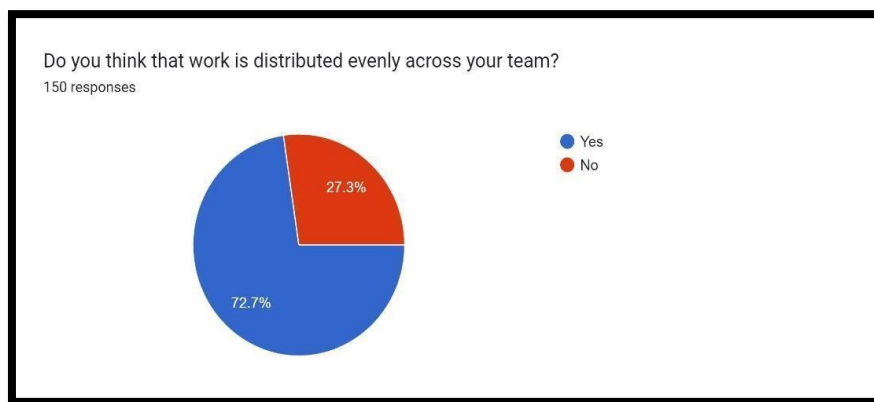


Fig 4.14 Do you think that work is distributed evenly across your team?

INTERPRETATION

The above table reveals that 72.7% of the response of the from Yes, 27.3% of the respondents are the from No.

INFERENCE

Majority of the respondents belonging to the Yes.

4.15 Do you feel connected to your co-workers

Table-4.15 Do you feel connected to your co-workers

Co -workers	No of respondents	Percentage%
Yes	103	69.1%
No	46	30.9%
Total	149	100

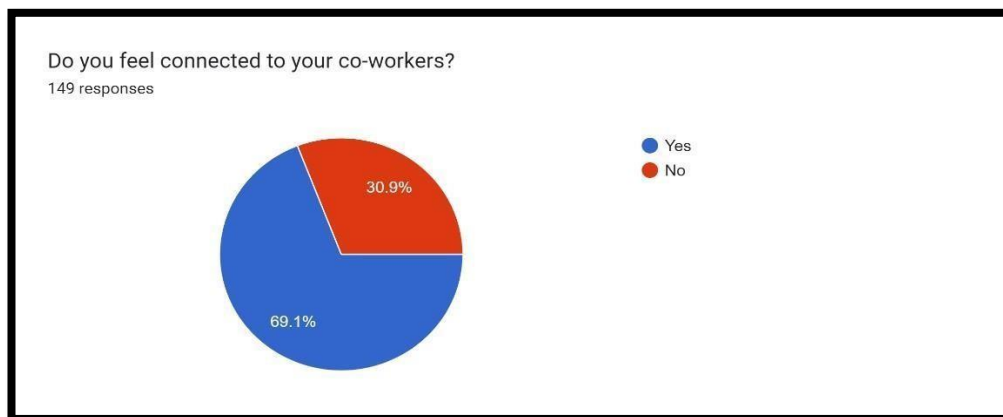


Fig 4.15 Do you feel connected to your co-workers?

INTERPRETATION

The above table reveals that 69.1% of the response of the from Yes, 30.9 % of the respondents are the from No.

INFERENCE

Majority of the respondents belonging to the Yes.

4.16

Communicate company news effectively and in a timely manner

Table- 4.16 Communicate company news effectively and in a timely manner

Superiors' timely manner	No of respondents	Percentage%
Yes	98	65.8%
No	51	34.2%
Total	149	100

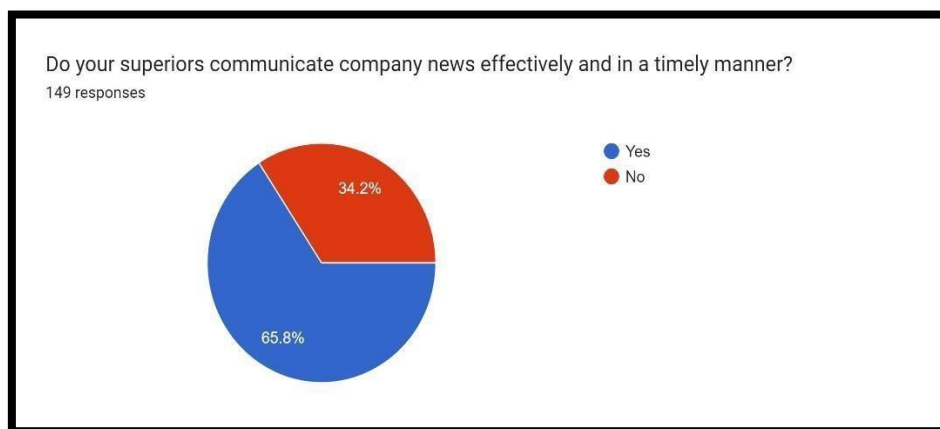


Fig 4.16 Do your superiors communicate company news effectively and in a timely manner?

INTERPRETATION

The above table reveals that 65.8% of the response of the from Yes, 34.2% of the respondents are the from No.

INFERENCE

Majority of the respondents of my questions belonging to the Yes.

4.17 Is there a good communication from managers to employees

Table-4.17 Is there a good communication from managers to employees

Communication manager to employees	No of respondents	Percentage %
Yes	120	80.5%
No	29	19.5%
Total	149	100



Fig 4.17 Is there a good communication from managers to employees?

INTERPRETATION

The above table reveals that 80.5% of the response of the from Yes, 19.5% of the respondents are the from No.

INFERENCE

Majority of the respondents belonging to the Yes.

4.18 Do you think your manager treats all the team members equally

Table-4.18 Do you think your manager treats all the team members equally

Manager treats equally	No of respondents	Percentage %
Yes	121	82.3%
No	26	17.7%
Total	147	100

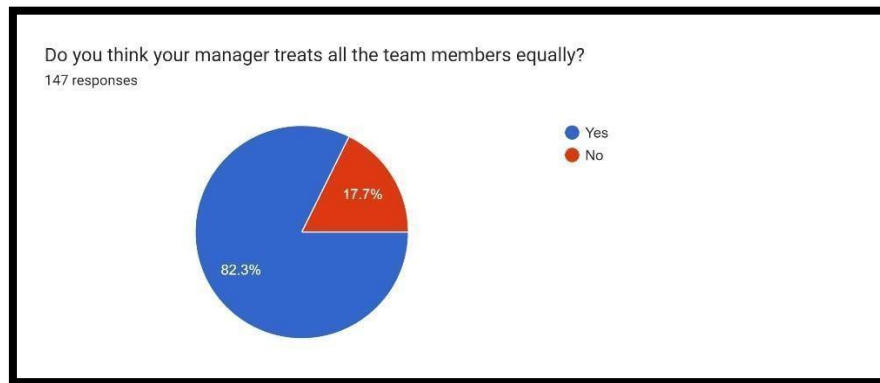


Fig 4.18 Do you think your manager treats all the team members equally?

INTERPRETATION

The above table reveals that 82.3% of the response of the from Yes, 17.7% of the respondents are the from No.

INFERENCE

Majority of the respondents belonging to the Yes.

4.2 CHI SQUARE Analysis for Gender and Department

HYPOTHESIS

CHI-SQUARE TEST- There is no significant Difference between Gender of respondents and You belongs to which department. the null hypothesis accepted and alternate hypothesis is rejected.

Table-4.2 CHI SQUARE Analysis for Gender and Department

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * You belongs to which department?	150	100.0%	0	0.0%	150	100.0%

Technicians'department				Executive department	Sales department	Total
Gender	Male	Count	33	24	11	68
		Expected count	34.65	21.3	12.05	68.0
	Female	Count	44	23	15	82
		Expected count	42.3	25.7	14.0	82.0
Total		Count	77	47	26	150
		Expected	77.0	47.0	26.0	150.0

Chi-square Tests			
	Value	DF	Asymptotic significance(2-sided)
Pearson chi-square	1.045 ^a	3	.790
Likelihood Ratio	1.045	3	.790
Linear-by- Linear Association	.000	1	.984
N of Valid Cases	150		

0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.89.

INFERENCE

Since P value (0.790) is greater than 0.05 at 5 percent level of significance, the null hypothesis is accepted and alternate hypothesis is rejected. Hence it is proved that there is no significant difference between department and Gender.

4.2 Correlations Analysis for department and problem faced by employees

HYPOTHESIS:

CORRELATION- There is positive relationship between belongs to department and Problems faced by the employees.

Table-4.3 Correlations Analysis for department and problem faced by employees

Correlations			
		You belongs to which department?	Problems faced by the employees
You belongs to which department?	Pearson Correlation	1	.982**
	Sig.(2-tailed)		<.001
	N	150	150
Problems faced by the employees	Pearson Correlation	.982**	1
	Sig.(2-tailed)	<.001	
	N	150	150

** . Correlation is significant at the 0.01 level.

INFERENCE

Since $R=0.982$, Which is positive relationship between department and problem faced by employees.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF THE STUDY

- Majority of the respondents of my questions belonging to the age group of 26 to30.
- Majority of the respondents of my questions belonging to the Gender Male.
- Majority of the respondents of my questions belonging to the Unmarried.
- Majority of the respondents of my questions belonging to the 4-5 lakhs.
- Majority of the respondents of my questions belonging to the 4-6 years.
- Majority of the respondents of my questions belonging to theTechnicians department.
- Majority of the respondents of my questions belonging to the Neutral.
- Majority of the respondents of my questions belonging to the Neutral.
- Majority of the respondents of my questions belonging to the Neutral.
- Majority of the respondents of my questions belonging to the Neutral.
- Majority of the respondents of my questions belonging to the Neutral.
- Majority of the respondents of my questions belonging to the StronglyWorkplace environment issues.
- Majority of the respondents of my questions belonging to the Yes.
- Majority of the respondents of my questions belonging to the Yes.
- Majority of the respondents of my questions belonging to the Yes.
- Majority of the respondents of my questions belonging to the Yes.
- Majority of the respondents of my questions belonging to the Yes.
- Majority of the respondents of my questions belonging to the Yes.

From the **chi-square analysis**, it is found that there is no significant different between gender & department.

From the **Correlation**, it is found that there is a positive relationship between department and problem face.

5.2 SUGGESTIONS & RECOMMENDATIONS

- There are few employees who are not satisfied with their job responsibilities so it must be focus that unsatisfied employees can be assign their right job responsibilities.
- 5% of people believe there are poor physical working condition, so it must be ascertain that physical working condition is appropriate for every employee.
- There are 28% employees who are not recognize and acknowledge by the organization, so it is very important that any employees work must not unrecognized and acknowledge.
- It is found that some employees are not satisfy with the salary, Hence salary should be paid according to their work so that employees can be satisfy and their morale can be boost.
- It is observed that some employees is not getting work according to their skills and qualification. Therefore while assigning the work employees skills and qualifications must be kept in mind.
- Red tapism in the working environment should be avoid that work can be done smoothly with full of efficiency.
- Employees satisfaction is key to success focus must be given to on satisfaction of those employees as well who are not satisfy with the organization.
d by employees

5.3 CONCLUSION

In every organization, employees play a major role. Without proper utilization of human resources, organization will not be able to utilize its other factors of production or resources i.e., money, material optimally. As a result, organization will not be able to achieve its goals. For proper utilization of human resources, it is very important to focus on employees' satisfaction because if employees are satisfied then only, they will give their best to their organization. There are various factors which impacts the satisfaction level of an employee like his/her job responsibilities, working environment, salary, promotion, leave and many more. So, the organization should analyze their need and motivational factors and try to satisfy them accordingly. If the organization will focus on employees' satisfaction, then employee will become loyal towards the organization and give their best efforts to accomplish desired goals of the organization.

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ANNEXURE- I QUESTIONNAIRE

1. NAME

2. AGE

- ☐ 20-25
- ☐ 26-30
- ☐ 31-35 or Above

3. GENDER

- ☐ MALE
- ☐ FEMALE

4. MARITAL STATUS

- ☐ MARRIED
- ☐ UNMARRIED

5. ANNUAL INCOME

- ☐ 2-3 LAKHS
- ☐ 4-5 LAKHS
- ☐ ABOVE 6 LAKHS

6. Educational Qualification

- ☐ Sales
- ☐ Marketing

7. How many years have you been with the company?

- ☐ Less than a year
- ☐ 1-3 years
- ☐ 4-6 years

8. You belongs to which department?

- ☐ Technicians department
- ☐ Executive department
- ☐ Sales department

9. The company encourages teamwork?

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

10. Employees are recognized for innovative ideas?

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

11. Do you feel safe at work?

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

12. Is your supervisor permits flexible work schedules as long as essential tasks and services are accomplished?

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

13. Does our company offer adequate opportunities for promotions and career development?

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

14. What are the problems faced by the employees?

- ☐ Monthly salary
- ☐ Workplace environment issues
- ☐ Worries about job security & career growth

15. Do you enjoy working with your team?

- ☐ Yes
- ☐ No

16. Do you think that work is distributed evenly across your team?

- ☐ Yes
- ☐ No

17. Do you feel connected to your co-workers?

- ☐ Yes
- ☐ No

18. Do your superiors communicate company news effectively and in a timely manner?

- ☐ Yes
- ☐ No

19. Is there a good communication from managers to employees?

- ☐ Yes
- ☐ No

20. Do you think your manager treats all the team members equally?

☐ Yes

☐ No

