

**A STUDY ON EMPLOYEES SATISFACTION IN AMORA
PROPERTIES PRIVATE LIMITED**

Submitted in partial fulfillment of the requirements for the award of

BACHELOR OF COMMERCE

By

SATHURSHAN S

REG NO: 41740038



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(Deemed to be University)

CATEGORY – 1 UNIVERSITY BY UGC

**Accredited with Grade “A++” by NAAC | 12B Status by UGC | Approved by
AICTE**

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI – 600119 . TAMILNADU.

APRIL - 2024



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **S.SATHURSHAN.S** (Register No.41740038) who have done the project entitled "**A STUDY ON EMPLOYEES SATISFACTION AT AMORA PROPERTIES PRIVATE LIMITED**" under our supervision from January 2024 to March 2024.

DR. JOYCE.R
Internal guide

Dr. PALANI A
HOD

Dr. BHUVANESWARI. G
Dean

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner



AMORA PROPERTIES PRIVATE LIMITED

CIN : U45400TN2011PTC079428 | UAM No. : TN24B0039067



DATE : 01-04-2024

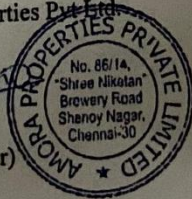
**TO WHOMSOEVER IT MAY
CONCERN**

This is to certify that **MR.S.SATHURSHAN (REG.NO.41740038)** has done his internship in the department of sales at AMORA PROPERTIES PVT. LTD., from "January 2024 to March 2024 under the topic "Job Satisfaction".

During his internship training his conduct was found to be good. we wish him all the best for his future endeavours.

For Amora Properties Pvt Ltd.

Philip Michael
Philip Michael
(General Manager)



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DECLARATION

I **S.SATHURSHAN (Reg.No.41740038)** hereby declare that the Project Report entitled “A Study on Employee satisfaction” done by me under the guidance of **Dr.JOYCE.R** (Internal Guide) and **SATHISH KUMAR (External guide)** at “**AMORA PROPERTIES PRIVATE LIMITED**” is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce degree .

DATE:

PLACE:

S.SATHURSHAN

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr.G.Bhuvaneshwari., MBA.,PH.D., Dean, School of Management Studies** and **Dr. Palani A.**, Head of the Department, for providing me necessary support and details at the right time during the progressive reviews.

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

I wish to express my thanks to all Teaching and Non-teaching staff members of **the school of management** studies who were helpful in many ways for the completion of the project.

S.SATHURSHAN

ABTRACT

Employee satisfaction is a factor in motivation, retention and goal achievement in the place of work is a factor that include no excess work load, treating employee with respect, provide recognition & rewards, fringe benefits and positive management. The purpose is to study the employee satisfaction and organizational commitment and to examine the satisfaction level of staff and its impact on Commitment. This is descriptive and empirical in nature and purposive sampling technique is used . The study is based on primary data, which has been collected through structural questionnaire , filled by member stake 100 respondents of has been selected on random sampling basis percentage method is used for data analysis. According to findings of this data the employee satisfaction effects commitment of management and staff. Factors affecting employee satisfaction are rewards ,stress, leave, benefits and compensation given to the staff by the management which are important to improve the motivation level and employee satisfaction.

Keywords :- Management, Organizational Behaviour, Goal Acheivement, Satisfaction, Sampling.

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CHAPTER 1 INTRODUCTION

1.1 EMPLOYEE SATISFACTION

Employee satisfaction, Employee satisfaction or job satisfaction is, quite simply, how content or satisfied employee are with their jobs. Employee satisfaction is typically measured using an employee satisfaction survey. Factors that influence employee satisfaction addressed in these surveys might include compensation, workload, perceptions of management, flexibility, teamwork resources, these things are all important to the companies who want to keep their employee satisfaction is only a part of overall solution. In fact, for some organization, satisfied employee are people the organization might be better off without. Satisfaction doesn't mean high performance or engagement.

Employee satisfaction is a broad term used by the HR industry to describe how satisfied or content employee are with elements like their jobs, their employee experience, and the organizations they work for. Employee Satisfaction is one key metric that can help determine the overall health of an organization, which is why many organization employee regular surveys to measure employee satisfaction and track satisfaction trends over time.

Employee satisfaction is essential to the success of any business. A high rate of employee content is directly related to lower turnover rate. Thus, keeping employee' satisfied with their careers should be a major priority for every employer while this is a well-known fact in management practices, economic downturns like the current one seem to cause employers to ignore it.

1.2 HUMAN RESOURCE MANAGEMENT (HRM)

Human resource management (HRM or HR) is the strategic approach to the effective management of people in a company or organization such that they help their business gain a competitive advantage. It is designed to maximize employee performance in service of an employer's strategic objectives. Human Resource

Management is a management function concerned with hiring, motivating, and maintaining workforce in an organization. Human resource management deals with issues related to employees such as hiring, training, development, compensation, motivation, communication, and administration.

1.3 FACTORS INFLUENCING EMPLOYEES' SATISFACTION

Some key factors influencing employees' satisfaction levels are as follows:

- ▮ **Employee Recognition:** Recognition in a workplace significantly boosts an employee's morale and makes them happy with their job. This encourages one to work harder.
- ▮ **Work Environment:** All employees require a positive work environment to give their best. Their work quality reflects their hard work.
- ▮ **Flexibility:** Flexible schedules allow employees to work peacefully and be more productive.
- ▮ **Professional Development:** When companies provide scope for professional development, such as promotion opportunities, mentorship programs, etc., it increases the workers' satisfaction levels.
- ▮ **Inclusion:** A company with an inclusive work culture positively impacts the employees as it encourages them to contribute to the organization through their ideas.

1.4 IMPORTANCE OF EMPLOYEE SATISFACTION

Employee are one of the District's greatest assets. Your employee possess knowledge, talents, skills, and abilities that are vital to District operations. Having a satisfied and happy workforce strengthens the district by lowering employee turnover, increasing employee productivity, increasing customer satisfaction and promoting loyalty. Furthermore, happy employees who leave the district are more likely to help in transferring their knowledge and skills to others because they care about both the District's well –being, as well as, the coworkers being left behind factors of employee satisfaction keeping employee satisfied and engaged has become more complex as many employee are no longer motivated by just good pay and great benefits.

While these are key factors, employees are also becoming more interested in a good work/ life balance which includes: A healthy Environment A healthy work environment provides for adequate employee workspace and resources and fosters positive work group dynamics.

1.4.1 Rewards and Recognition-

Rewarding or recognizing an employee's contribution to the work environment can be as simple as telling the employee directly that they are doing a good job. A more formal way to recognize an employee's contribution is by completing a Notice of outstanding work performance which is recognized by the personnel commission and placed in the employee's personnel file.

Belief that supervisors listen a lot of employees don't think their supervisors listen to their ideas or concerns. By acknowledging an employee and possibly implementing some of the ideas your staff proposes, you are encouraging your staff to get involved and be more present in the work place which often leads employees to feel appreciated and more satisfied at work.

1.5 COMPANY PROFILE



AMORA PROPERTIES PVT. LTD., has an FIBC manufacturing division with capacity of 40,000 FIBC bags per month. With a strong, customer-focused approach and the continuous quest for worldclass quality have enabled it to attain and sustain leadership in all its business. A thrust on international business has seen overseas earnings grow significantly. It continues to grow its global footprint, with offices and manufacturing facilities in multiple countries.

1.6 INDUSTRY PROFILE

The Indian sub-continent has established itself as the most exciting and dynamic emerging market in the world and is one full of potential and investment opportunities the region is expected to enjoy the fastest growth in polymer demand anywhere in the world over the next five years; outstripping China and other emerging economies. According to a recently published study by Applied Market Information Ltd (AMI Consulting), there is now massive investment occurring in the region's petrochemical, polymer production and downstream plastic processing industries, driving strong growth in polymer demand. AMI forecasts that at the region's current rate of growth its thermoplastics market will surpass 20 million tons by 2020.

Bulk Bags, also known as (FIBCs) Flexible Intermediate Bulk Containers are a wonderful way for transportation and storage of powders or flakes or other products which can freely flow. A FIBC (Flexible Intermediate Bulk Container) commonly referred to as a "Bulk Bag", "Big Bag" or "Tote" is an intermediate bulk container, having a body made of a flexible woven material (typically polypropylene), which is handled mechanically by fork lift trucks, cranes.

- Is designed to be lifted from the top by means of integral, permanently attached devices (lift loops, stevedores or sleeves).
- Is intended for shipment of solid material in powder, flake, or granular form.
- Does not require further packaging The dimensions, handling, filling, discharging and barrier features of a FIBC can be customized based on the needs of the customer.

FIBCs typically hold anywhere from 1000 – 4000 lbs (500 – 2000 kg) of product. FIBCs are most often made of thick woven polyethylene or polypropylene, either coated or uncoated, and normally measure around 45–48 inches (114–122 cm) in diameter and varies in height from 100 to 200 cm (39 to 79 inches). Its capacity is normally around 1,000 kg or 2,200 lb, but the larger units can store even more. A bulk bag designed to transport one metric

ton (0.98 long tons; 1.1 short tons) of material will itself only weigh 5–7 lb (2.3–3.2 kg).

However, in India in particular, the government is seeking to address these issues by implementing strategies to tackle infrastructural and power limitations. In addition, in September 2014, it announced its “Make in India” initiative, designed to catalyze Indian manufacturing to make the country a globally recognized manufacturing hub for years to come. It is clear that plastics will be called on to play a vital role in this changing region and the plastics industry will benefit from national efforts to encourage and improve manufacturing.

In its report, AMI forecasts 8% per year average increases in the Indian sub-continent over the next five years, with levels of annual growth varying from 5% in Sri Lanka to up to over 8% in India.

1.7 COMPANY PROFILE:



The company's businesses are supported by a wide marketing and distribution network, and have established a reputation for strong customer support. Amora believes that progress must be achieved in harmony with the environment. A commitment to community welfare and environmental



protection are an integral part of the corporate vision.

In response to changing market dynamics, Amora has gone through a phased process of redefining its organization model that facilitates growth through greater levels of empowerment. Amora's value lies not only in our cutting edge bulk packaging technologies, butin our unique and innovative sourcing and production strategy. A multi-faceted, multi- dimensional system allows us to supply just the type of FIBC products you need, when and howyou need them by leveraging a vast array of qualified local in-house and outsourced resources.Our clients have told us our strategy has paid off, but we'd like to invite you to find out for yourself.



1.8 FIBC PRODUCTS

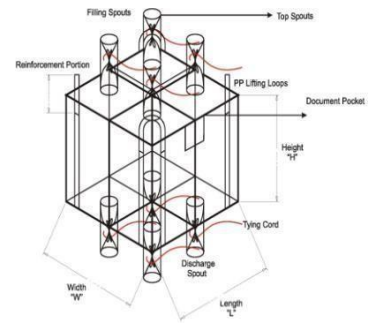
AMORA PROPERITIES MANUFACTURING various FIBC products.

They are as follows.

- ☐ Bags Full Open With Lids
- ☐ Bags With Center Belt
- ☐ Bags For Opening & Discharge Spouts
- ☐ Bags Double Spout Cylindrical Jumbo
- ☐ Bags Close Bottom Open Top
- ☐ Bags Close Bottom Duffle Top
- ☐ Bags Plattersack
- ☐ Bags Cylinder Anti Static
- ☐ Bags With LDPE Linear
- ☐ Bags Antistatic Type C
- ☐ Fabrics & Accessories

**BAGS FULL
OPEN WITH
LID**

Available Material	Polypropylene
Colour of Fabric	Milky white
Capacity	200 X 4 = 800 Kg
Technical specifications	1. Main fabric - 180 GSM + 30 GSM (coating)
	2. Top Fabric - 100 GSM + 30 GSM (coating)
	3. Spout Fabric - 70 GSM + 30 GSM (coating)
	4. Lifting loops - 1650 denier vertical/ Cross
	Webbing width is 5.6 cm
Dimension	As per customers requirement
Safety factor	5:1 ratio
Inner LDPE Liner	Without LDPE Liner



Typical Uses	For packing catalyst (Alco3) For batchwise charging)
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BAGS WITH CENTER BELT

Available Material	Polypropylene
Colour of Fabric	Milky white
Capacity	350 - 1500 Kg
Technical specifications	1. Main fabric - 180 GSM + 30 GSM (coating)
	2. Top Fabric - 100 GSM + 30 GSM (coating)
	3. Spout Fabric - 70 GSM + 30 GSM (coating)
	4. Lifting loops - 1650 denier vertical/ Cross
	a. If FIBC 1000 Kg webbing width is 5.6 cm
	b. If FIBC 1500 Kg webbing width is 7.5 cm
Dimension	As per customers requirement
Safety factor	5:1 ratio
Quality standard available	1. UN standard for shipping material Group II & III
	2. Anti static Type B
Inner LDPE Liner	Without LDPE Liner
Typical Uses	For packing Powder of micro grain size to avoid bulging

1.9 OTHER PRODUCTS

- PP WOVEN FABRICS &
CLEAR SHEETS
- PP WOVEN BALE WRAP
- BIAXIALLY ORIENTED
POLYPROPYLENE BAGS
- PP BLOCK BOTTOM BAGS
- CONTAINER LINER
- WOVEN GEOTEXTILES
- WOVEN GROUND COVERS
- SILT FENCE

1.10 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

1. To study the general working conditions of RINL, Visakhapatnam.
2. 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.
4. 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.
6. To offer suggestions if necessary in relation to the job satisfaction of the employees in public sector organizations.

SECONDARY OBJECTIVE

1. To access the general attitude of the employee towards AMORA PROPERTIES PVT.LTD
2. To understand the problem of the employee in the working condition.
3. To know the employee's opinion about the workplace, pay, and benefits.
4. To study and analyze the various factors affecting the job satisfaction level.

REFERENCE

1. To access the general attitude of the employee towards AMORA PROPERTIES PVT.LTD

1.11 NEED FOR THE STUDY

- The purpose of this study is to investigate the employees satisfaction at Aroma properties Pvt. Ltd.,
- The main goal of the study is to identify the factors that affect the employees satisfaction in the company.
- Identifying areas where employees are dissatisfied .

- Understanding the factors influencing satisfaction can help Aroma properties Pvt. Ltd., implement initiatives to strengthen employees relationships in the company.

1.12 SCOPE OF THE STUDY

- This survey helps us to know the satisfaction level of the employees working in the organization.
- The project describe problems that the employees facing in working Environment.
- The main scope of finding out key area where the employees is most Satisfied and dissatisfied.
- The study covered 100 random employees who are working in the Amora Properties Pvt. Ltd.,

1.13 LIMITATION OF THE STUDY

- ❑ The project report is subjected to the study of employee satisfaction in Aroma Properities Pvt. Ltd.,
- ❑ The study is restricted to only Aroma Properities Pvt. Ltd.,
- ❑ The sample size was limited to 100 Hence, reliability of data was lacking to some extent.
- ❑ The constraint of time limit is felt as the duration was short and elaborate survey was not possible.
- ❑ Some of the respondents might have given biased answers, which may affect the study.

CHAPTER 2 REVIEW OF LITERATURE

Ronald E Asserts that computer – mediated communication systems not only processes information but there is an innovation that organization should processes a circumstances that provides organization with oppurtunites and challenges for enhacing resourcefulness and responsiveness .

Lawrence H Peters Present study explores independent and joint effects of these variables on employee intentions to quit job and it indicates satisfaction above and beyond commitment .

Obeng K The assessment consist of employee selection it determines to guide the employee selection and job redesign strategies commitment related to job organizational employee characterstics continuous commitment .Further studies identifies age , race , gender , hours worked and overtime determines of affective commitment education hours worked .

Abraham A data was collected correlation results shows highlighted factors such as nature of job , job satisfaction to one work teams spirit ,cooperation between departments cooperative benefits ,equal .proper administration of company policies independent samples test shows cooperation implications of creating environment that can sustain rust ,cooperation ,creativity of employee keep experiencing high level of employee satisfaction leading to engagement .

Rao, P.L. (2019) says that bodies like National Institute of personnel Management should constitute a standing committee which has to monitor the proceedings in the parliament regarding the employee welfare measures in the country.

Ghana Library Employee welfare and staff development (2019) are the assets which are valuable in an organization since an organization's primary aims are productivity and profitability. Every organization primarily needs committed and dedicated staff that will help the organization to meet its tactical and strategic objectives.

Training programs are being offered to increase efficiencies, staff competence and performance. It was also aimed at assessing staff welfare practices and how these affect productivity and performance.

Singh, R.K. (2018) observed that there is a positive relation between the welfare measures and man power productivity i.e. if the proper welfare measures are taken the productivity of the employees will increase and ultimately the profit of the organization as well as it enhances the morale and motivation of the employees which gives a positive impact on the efficiency level of the organization.

Jegadeesan, G. (2019) says that, the important of improvement of employee welfare for increasing productivity of the organization. After globalization as the working condition of employees have been continuously changing due to various factors, the organization are planning to implement various welfare and social security program to minimized the social, physical, psychological problems and mitigate the risk encountered by the employee in their work and social life. Welfare is not only motivated to give better result in their job but also influence the sentiments of workers when an employee feel that the management are interested in their wellness and happiness, his tendency to grumble will gradually disappear. Thus welfare activities will develop the physique, morality, intelligence and the standard of living of the worker will improve the efficiency and productivity.

Reddy, S.(1995) says that, Employee health and wellness is a key concern for employees to prevent issues relating to health and wellness, it will lead to loss of productivity and working days and time, loss of valuable talent. Most accident reveal workers error as course and hence companies need to concentrate on protecting the worker through safety equipment.

Report of National Commission on Labour (2012), Government of India, made recommendations in the area of employee welfare measures which include social security, extending the application of the Provident Fund, gratuity and unemployment insurance etc. Shobha, Mishra & Manju Bhagat, in their “Principles for Successful Implementation of Employee welfare Activities”, stated that labour absenteeism in Indian industries can be reduced to a great extent by provision of good housing, health and family care, canteen, educational and training facilities and provision of welfare activities.

A.Sabarirajan, T.Meharajan, B.Arun (2018) analyzed the study on employee welfare in Textile industry. The study shows that 15% of the employees are employees are satisfied with their welfare measures.39 % of the employees is average with their welfare measures. 16% of them are in highly dissatisfied level. This study throws light on the impact of welfare measures on QWL among the employees of textile mills in Salam district.”

A.J.Todd (2017) was analyzed that the employee welfare is the voluntary efforts of the employers to establish, within the existing industrial system, working and sometimes living and cultural conditions of the employees beyond what is required by law, the custom of the industry and the conditions of the market.

Aswathappa (2019) in his view focused on three major aspects which are suitable working time, appropriate salary and occupational health care. It is nothing but the mental, physical, emotional and moral wellbeing of an individual who is working in an organization. The safety and security in the environment of work place provides the basic factor for the person to enjoy working .The work should not pose health hazard for the person.The welfare measures aim at improving and integrating the social-psychological needs of an employee, It creates a culture of commitment towards work in organization and society which provides higher productivity and great job satisfactions to the employees.

V. V. Giri National Labour Institute(2016), a fully funded autonomous body of the Ministry of Labour, it was conducted action-oriented research and provides training to grassroot level workers in the trade union movement, both in the urban and rural areas, and also to officers dealing with industrial relations, personal management, employee welfare, etc.

P.R.China (2018) states that Great expectations are being placed on firms to act with increasing social responsibility, which is adding a new dimension to the role of management and the vision of companies. They argue that social welfare activities are strategic investments for firm. They can create intangible assets that help companies overcome entry barriers, facilitate globalization, and outcompete

local rivals. They are simple contribution, topic contribution, collaboration with non-profit organizations or government organizations, and establishment of corporation charity fund. Future research on corporate citizenship would be strengthened in philanthropic strategy and management.

Dr.UshaTiwari (2016), stated that as consistent with the examine average suggest score and percent rating of the overall employee satisfied with the facilities are 64%. The workers welfare facilities provided by the enterprise to employees are satisfied, but still scope of there for further improvement so that performance, effectiveness and productiveness may be improved to accomplish the organization goal.

Srinivas K.T (2018) stated that the management offering good facilities to all the employees in such manner that employee emerges as glad about labor welfare facilities. It increases productivity in addition to quality and quantity. Enhancing the welfare facility through the personnel will become happy, employee performance degree emerge as increase, it leads to improve positive effects of profitability and product of the enterprise.

S.Prabakar (2019) stated that the workers are extremely happy with intramural facilities provided by the organization in a few regions similar to external facilities there may be require of addition improvement in these facilities furnished to human resources and also in several regions like non statutory centers, there may be require to create development in those amenities.

Dr.K.Lalitha and T.Priyanka (2017) stated that worker welfare amenities are challenge to this branch, if the workers are joyful with welfare services then only the constructiveness of that agency can be expand. Foundation on the learning of the worker welfare facilities in IT enterprise it is apparent that the business is very intense in the encourage welfare activated by IT industry.

K.Logasakthi and Rajagopal.K (2019) stated that the workers of the industry not only have the benefit of job satisfaction but also numerous welfare services specified by the firm. The labors develop their utmost maintain for their

enhancement of the company. The individual department takes care of full human resource inside the enterprise. The administration offers all the wellbeing protection and welfares to the personnel so that it will facilitate to create improved presentation in the exertion and running surroundings.

Mr.T.VenkataRamana and Dr.E.Lokanadha Reddy (2017) stated that cause of human resources welfare is to improve the excellent of existence of personnel and hold them satisfied and compete. Extra – Mural blessing are the end consequence of agency's liberality, explanation and charitable approach. It's far similarly significant to make certain that influential and workers in any respect stage of the enterprise and associated to the ethnicity of the association and residing it. Out comes drawn with foundation of observations are extra-mural facilities, welfare facilities to family and girls; where as in intra-mural amenities are in deprived situation to enhance the charge of worker delight.

S.Sabarinathan and S.Kavibharathi (2018) stated that this take a look at appropriately labor welfare degree in milk producer co-operative union confined. The business enterprise suggests the high-quality deal of intelligibility in assessment building and stocks in order throughout ranges. The administration consider in having a participative technique to choice building. There is sufficient self-sufficiency to carry out one's task. Additionally the institute gives scope for individual and specialized enlargement. The direction of the company is accessible and responsive to requirements of worker. At the identical time there are responsibility and obligation to be executed and everyone is held chargeable for work. The labor welfare can turn into conductive to broaden prospective and capability of the workers and afford chance for completion company.

Employee Satisfaction is one of the most complex areas facing by today managers when it comes to managing their employees. Many studies have shown an unusually large impact on productivity, and hence also on performance of business organizations.

Organization commitments can be defined as affiliation of employees to the organization and involvement in it. In general there are three dimension of commitment.

Goval (1995) Determined the extent of employee satisfaction experienced by textile workers due to primarily the statutory labour welfare facilities provided in the private, public and cooperative textile sectors in Punjab, the awareness and implementation of these labour welfare facilities and their correlation with job satisfaction, including the relationship between labour welfare and job satisfaction.

Srivastava (2004) The Impact of Labour Welfare of Employees Attitudes and Job Satisfaction, a comparative study was conducted on workers in the private and public sectors of Kanpur city. The researcher attempted to assess the quality of labour welfare activities measure the degree of job satisfaction of workers provided with labour welfare facilities in private and public sectors and evaluates the attitudes of workers towards management in both the sectors.

Alam Sageer, Dr.Sameena Rafat, Employee satisfaction is the terminology used to describe whether employees are happy, contented and fulfilling their desires and needs at work. Many measures support the employee satisfaction is a factor in employee motivation, employee goal achievement and positive employee morale in the work place.

Judge, Timothy A Qualitative and Quantitative review of the relationship between job satisfaction and job performance is provided. The qualitative review is organized around 7 models that characterize past research on the relationship between job satisfaction and job performance.

According to Nancy C.Morse (1997) "Satisfaction refers to the level of fulfilment of one's needs, wants and desire. Satisfaction depends basically upon what an individual wants from the world, and what he gets. "Employees satisfaction is a measure of how happy workers are with their job and working environment.

According to Hunter & Tietyen, (1997) Employees are more loyal and productive when they are satisfied and these satisfied employees affect the customer satisfaction and organization productivity, Potter fiekI, (1999). There is no limit for the employees to reach the full satisfaction.

CHAPTER 3 RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

The research methodology is a way systematically solve the research problems. It might be understood as a science to studying how research is done scientifically, we study various steps that are generally adapted by the researcher in studying his research problem along with logic behind. It is necessary for their researcher to know not only research but also methodology.

3.2 TYPES OF DATA:

A) PRIMARY DATA:

Primary data consist of original information called for specific purpose. The primary data for this study was collected through direct survey with respondents guided by structured questionnaire.

B) SECONDARY DATA:

Secondary data consists of information that already exist somewhere, which has been collected for specific purpose in this study. The secondary data for this study is collected from various books, websites and organization brochures. Research: Redman and moray define research as a “systematized effort to gain new knowledge”.

3.3 RESEARCH:

Redman and moray define research as a “systematized effort to gain new knowledge”.

3.4 RESEARCH DESIGN

- 1) Research is an art of scientific investigation.
- 2) Research is a process of systematic study.
- 3) Research is of search knowledge.
- 4) Research is an area investigation which includes collection, analysis and interpretation of data.

Research has to proceed systematically in the already planned direction with the help of number of steps in sequence. To make the research systemized, the researcher has to adopt certain methods. The method adopted by the researcher to completing the project is called research methodology.

A research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the search purpose with economy in procedure.

A research is purely and simply the framework and plane for the study that guides the collection and analysis of data. It is a blueprint that is followed in completing a study.

3.5 TYPE OF RESEARCH DESIGN

- 1) Exploratory research design
- 2) Descriptive research design
- 3) Casual research design

3.6 DATA COLLECTION METHOD:

Data refers to information or facts. It only refers to numerical figures but also includes descriptive facts. The method of data collection includes two types of study, such as primary data and secondary data.

3.7 PRIMARY DATA COLLECTION METHOD:

It was collected by directly from customers. The information collected from the customers through personal and direct interview to collect primary data, a detailed and structured questionnaire was formed to suit the objectives of the study which contain definite and predetermined questions, containing information related to sales and service of the company.

Primary data is a data that is collected for the first time by the researcher. The primary data is collected with specific set of objectives to assess the current status of any variable studies. Primary data is useful only for particular period.

3.8 METHODS OF PRIMARY DATA COLLECTION:

The main four method of collecting primary data are:

- a) Questionnaire
- b) Schedule
- c) Interview
- d) Observation

3.9 QUESTIONNAIRE

It was mainly used to support primary data. Secondary data was collected through book; annual reports significant, literature, front the organization and previous reports, magazines, vouchers etc.

3.10 RESEARCH DESIGN TOOLS:-

To make a research, various are conducted. They are as follows:

The various data collected from primary and secondary source through the questionnaire: books, journals, old reports and annual report were used.

3.11 SAMPLING:

Sampling allows concentrating our attention upon a relatively smaller number of people and hence, to devote more energy to ensure that the information collected from them is accurate.

3.12 SAMPLING DESIGN:

A sampling design is an infinite plan for obtaining a sample from given population. It refers to the technique or the procedure that the researcher would adopt in selecting items for the sample. Sample design may as well laydown the number of items to be including in the sample, i.e. the size of the sample. Sample design is determined before the data are collected.

3.13 SAMPLING METHOD:

3.13.1 PROFITABILITY SAMPLING:

In this method of sampling each unit of the population has definite change being included in the sample.

3.13.2 NON-PROFITABILITY SAMPLING:

In this sampling method for selecting method the unit of the sample is adopted.

The basis of selecting can be simply opportunity convenience and purpose.

3.13.3 CONVENIENCE SAMPLING:

In this method of sampling, the unit of sample is recorded according to the convenience of the researcher.

3.14 SAMPLING UNIT TARGET:

The main target for this study is employees of the AMORA PROPERTIES PVT. LTD.,.

3.15 SAMPLING SIZE:

The size of the sample is 100 respondents.

CHAPTER 4 DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusions, significance, and implications of the findings. Data analysis is a process of inspecting, modifying and clean data with the goal of discovering useful information, informing conclusions, and supporting decision making.

Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science,

and social science domains. In today's business world, data analysis plays a role in making decisions more scientific and helping businesses operate more effectively.

Procedures for analyzing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of (mathematical) statistics which apply to analyzing data.

The collected data is transformed through analysis and evaluation and this data is clearly represented and effectively illustrated with tables, charts, and interpretation. Tables and bar charts are used in the analysis to represent the data in a clear form. Interpretation is the process of reasoning the numerical data that has been gathered, evaluated, and presented through a table

TABLE 4.GENDER OF RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE (%)
Female	40	40
Male	60	60
TOTAL	100	100

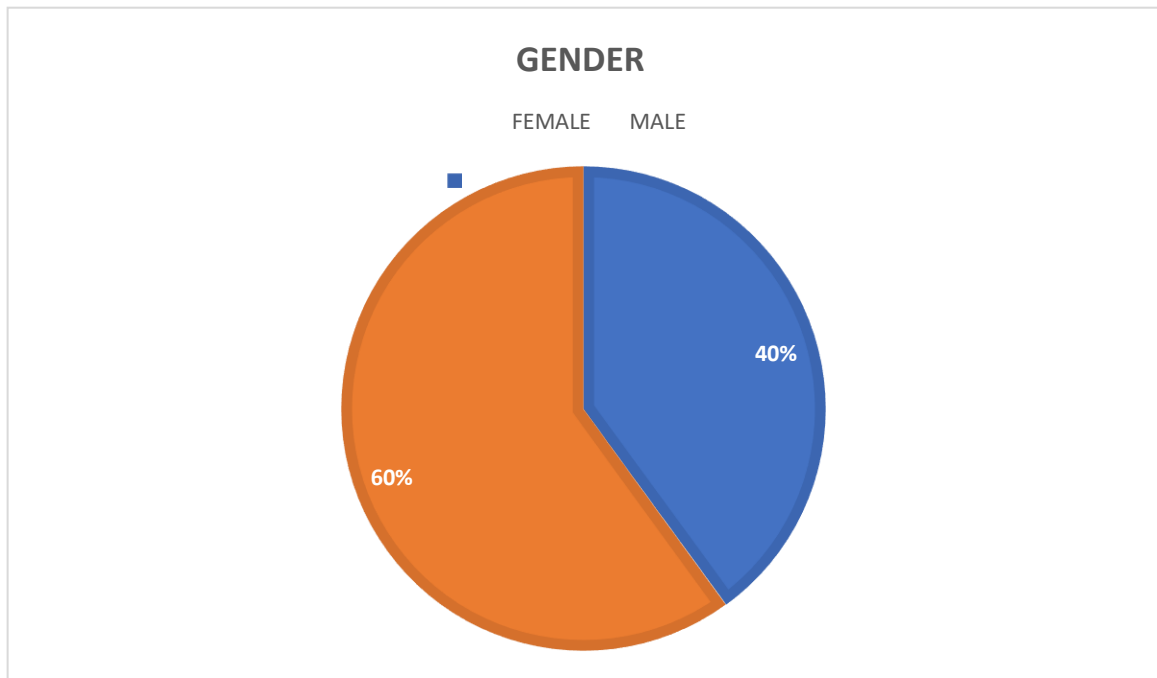


FIG 4.1 GENDER OF RESPONDENT

INTERPRETATION

From the above table, it is inferred that majority 60% of the respondents are female and 40% of the respondents are male.

TABLE 4.2 AGE GROUP OF RESPONDENTS

AGE	NO OF RESPONDENTS	PERCENTAGE (%)
19 - 25 years	15	15
26-35 years	30	30
36-45 years	25	25
Above 45 years	35	35
TOTAL	100	100

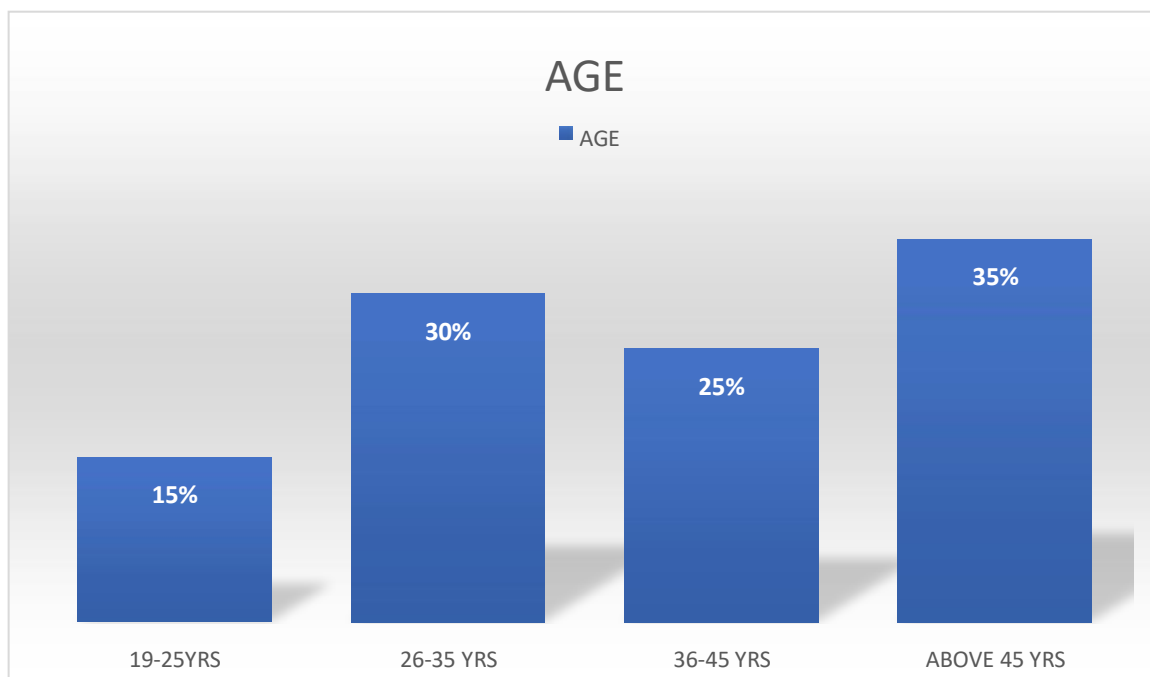


FIG 4.2 AGE

INTERPRETATION

From the above table, it is inferred that majority 35% of the respondents belong to the age group above 45 years, followed by 30% of the respondents belong to the age group of 26-35 years, 25% of the respondents belong to the age group of less than 36-45 years and 15% of the respondents belong to the age group of 19-25 years..

TABLE 4.3 MARITAL STATUS OF RESPONDENTS

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE %
Married	75	75
Single	25	25
TOTAL	100	100

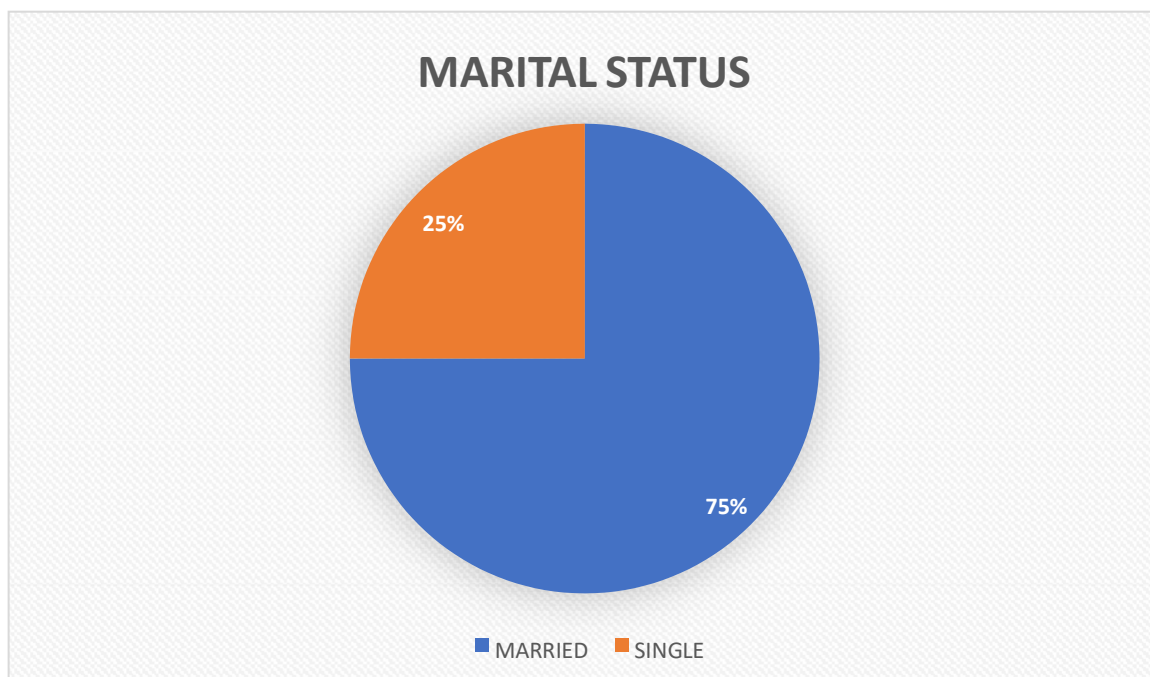


FIG 4.3 MARITAL STATUS

INTERPRETATION

From the above table, it is inferred that majority 75% of the respondents are married and 25% of the respondents are unmarried.

TABLE NO 4.4 JOB SKILLS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE %
Agree	58	58
Strongly Agree	32	32
Disagree	5	5
Strongly disagree	5	5
TOTAL	100	100

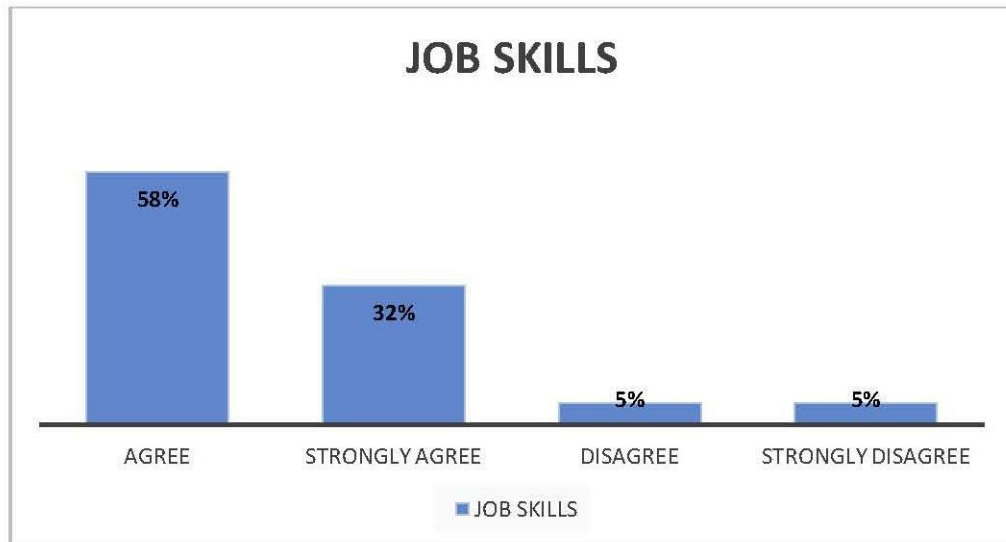


FIG 4.4 JOB SKILLS

INTERPRETATION

From the above table we can understand that 58% of the employee has agrees that they are learned many new job skills in this position & 32% strongly agrees that they are learned many new job skills in this position & 5% of the employees has disagrees that they didn't get learned many job skills and remaining 5% of the employees has strongly disagrees that they didn't learned many new job skills in this position.

TABLE NO. 4.5 DEVELOPMENT OF PROFESSIONAL SKILLS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE %
Agree	50	50
Strongly Agree	36	36
Disagree	11	11
Strongly Disagree	3	3
TOTAL	100	100



FIG 4.5 DEVELOPMENT OF PROFESSIONAL SKILLS

INTERPRETATION

From the above table we can understand that above 50% of the employees has agrees that they develop professional skills. 36% of the employees has strongly agrees that they develop professional skills. 11% of them disagrees that they didn't develop the professional skills and the remaining 3% has strongly disagrees didn't get the develop professional skills.

TABLE NO. 4.6 ASSIGNMENTS ARE CLEARLY EXPLAINED

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE %
Agree	46	46
Strongly Agree	33	33
Disagree	10	10
Strongly disagree	11	11
Total	100	100

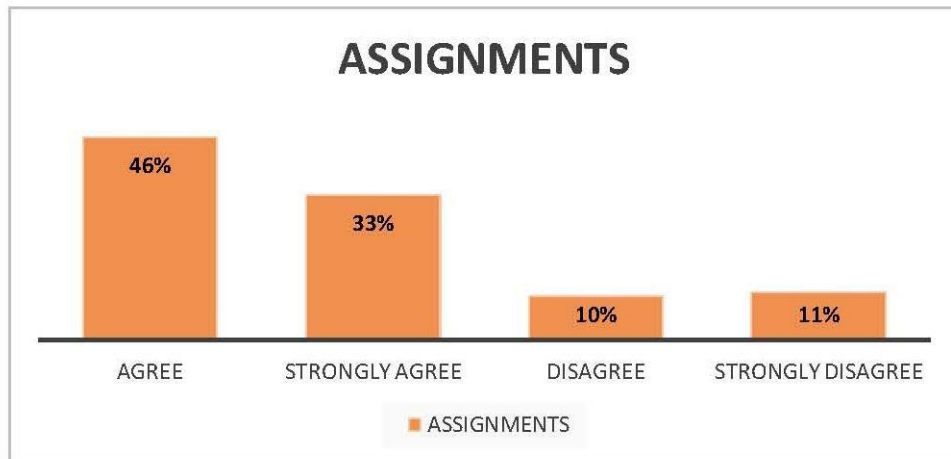


FIG NO. 4.6 ASSIGNMENTS ARE CLEARLY EXPLAINED

INTERPRETATION

The above table we can understand that 46% of the employees has agrees thatthey work assignments clearly explained. 33% of the employees has strongly agreed. 11% of employees as disagrees that they didn't clearly explained the work assignment and remaining 10% has disagrees that they didn't clearly explained the work assignment.

TABLE NO. 4 .7 SATISFIED WITH INCOME

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE %
Agree	58	58
Strongly Agree	26	26
Disagree	14	14
Strongly disagree	2	2
TOTAL	100	100

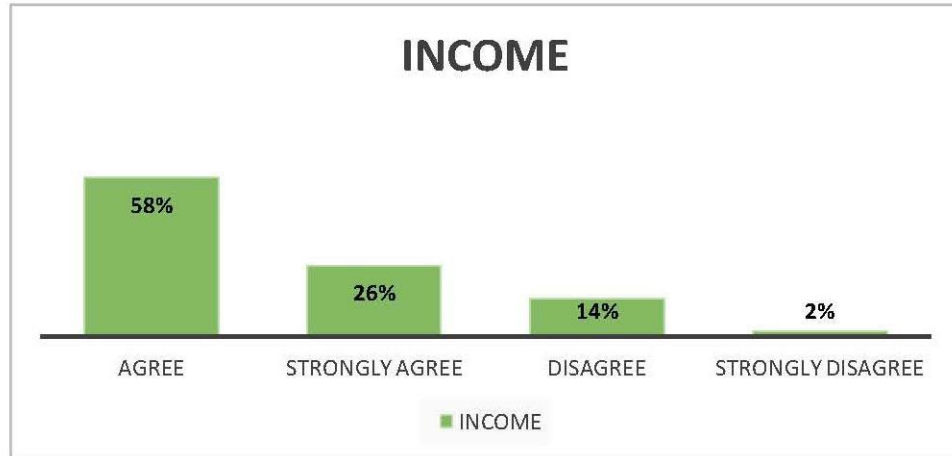


FIG NO. 4 .7 SATISFIED WITH INCOME

INTERPRETATION

From the above table we can understand that 58% of the employees as agree that they satisfied with income 26% of respondents as strongly agrees they satisfied with income and 14% of employees disagrees that they are not satisfied with income and remaining 2% has strongly disagreed.

TABLE NO. 4 .8 SPEND MORE TIME ON WORK

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE %
Agree	50	50
Strongly Agree	33	33
Disagree	16	16
Strongly disagree	1	1
TOTAL	100	100

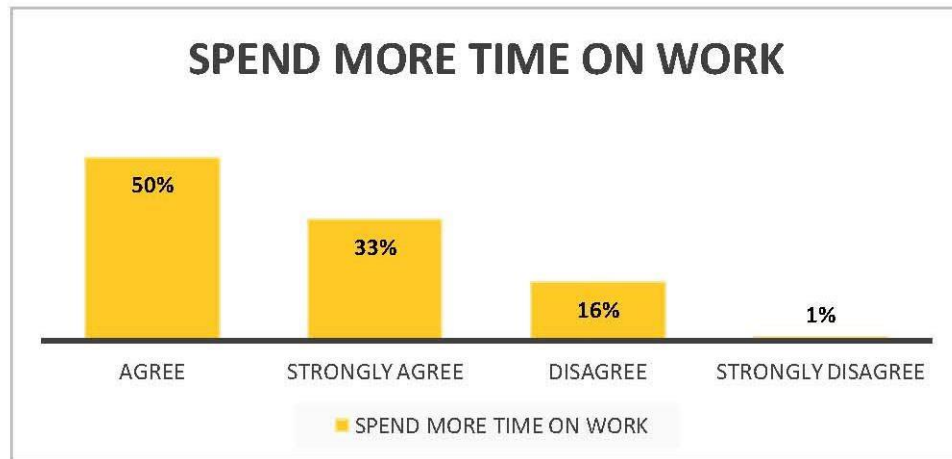


FIG NO. 4 .8 SPEND MORE TIME ON WORK

INTERPRETATION

The above table shows that 50% of respondents have agreed to spend more time on work and 33% of employees has strongly agreed to spend more time on work and 16% of employees disagreed that they didn't spend more time on work and remaining 1% of the respondents are also didn't spend more time on works.

TABLE NO. 4 .9 MOTIVATION IN THE JOB

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE %
Agree	39	39
Strongly Agree	49	49
Disagree	7	7
Strongly disagree	5	5
TOTAL	100	100



FIG NO. 4 .9 MOTIVATION IN THE JOB

INTERPRETATION

From the above table we can understand that 39% of the respondents has agreed that they are motivated in the job.49% of the employees has strongly agreed that they are motivated in the job.7% of the employees disagreed that they are not motivated the job, remaining 5% of strongly disagreed the above statement.

TABLE NO. 4 .10 JOB SECURITY & LEVEL OF SATISFACTION

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE %
Agree	38	38
Strongly Agree	37	37
Disagree	19	19
Strongly disagree	6	6

Total	100	100
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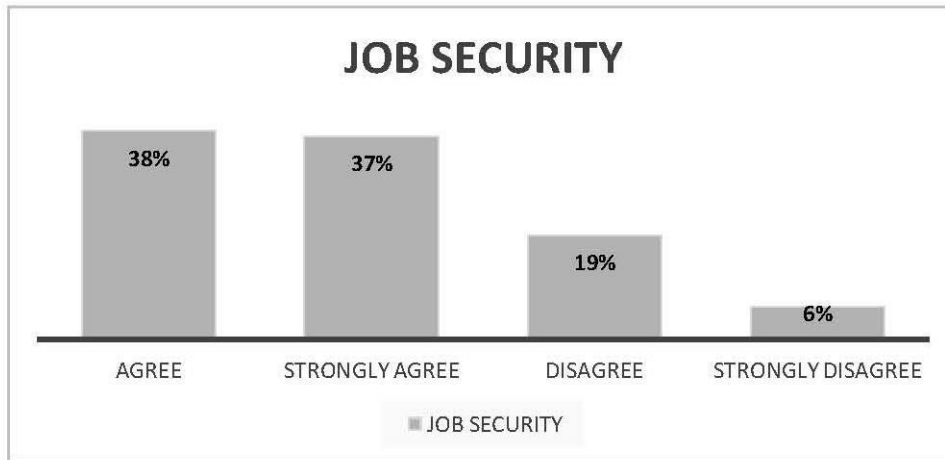


FIG NO. 4.10 JOB SECURITY & LEVEL OF SATISFACTION

INTERPRETATION

From the above table we can understand that 38% of the employees has agreed that their job security & level of satisfaction are good & 37% has strongly agreed that their job security & level of satisfaction are good and 19% of respondents are disagrees, remaining 6% of employees are strongly disagreed in the job security & level of satisfaction.

TABLE NO. 4 .11 EMPLOYEES ARE SUGGEST NEW IDEAS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE %
Agree	41	41
Strongly Agree	31	31
Disagree	21	21
Strongly disagree	7	7
TOTAL	100	100

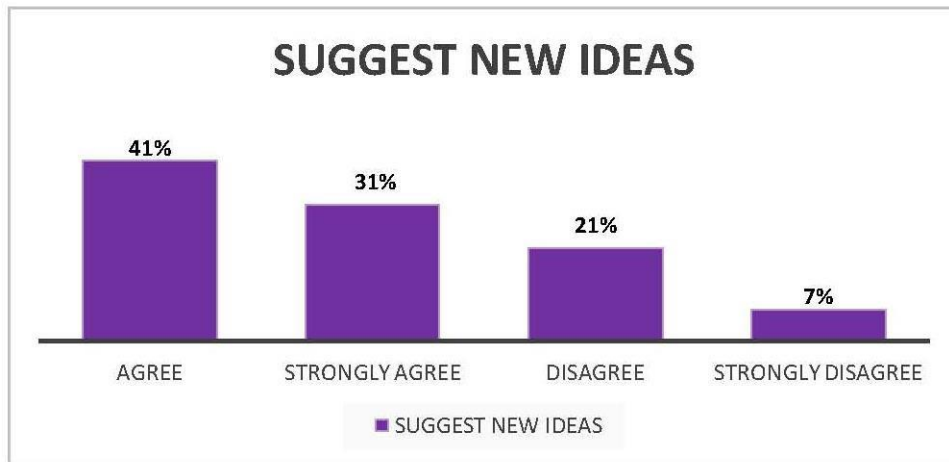


FIG NO. 4 .11 EMPLOYEES ARE SUGGEST NEW IDEAS

INTERPRETATION

From the above table we can understand that 41% of the respondents has agreed that they encouraged to suggest new ideas & 31% has strongly agreed that they are encouraged to suggest new ideas and 21% of the respondents are disagreed not to encourage to suggest new ideas & remaining 7% of the employees have strongly disagreed the above statement.

TABLE NO. 4 .12 ORGANIZATION IS SUPPORTIVE FOR ME

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE %
Agree	58	58
Strongly Agree	33	33
Disagree	5	5
Strongly disagree	4	4

TOTAL	100	100
--------------	------------	------------

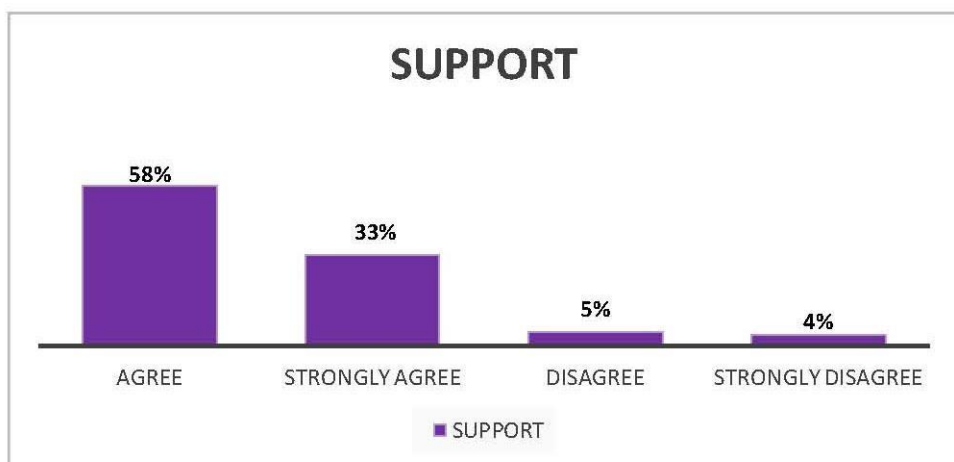


CHART NO. 4 .12 ORGANIZATION IS SUPPORTIVE FOR ME

INTERPRETATION

From among the respondents, 58% of the employees has agreed that they organization is supportive for me.33% of the employees has strongly agreed that they organization is supportive for me.5% of employees disagreed that they didn't organization is supportive for me and remaining 4% has strongly disagreed with the statement.

TABLE NO. 4 .13 FAIR SYSTEM OF PERFORMANCE STANDARDS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE %
Agree	49	49
Strongly Agree	32	32
Disagree	14	14
Strongly disagree	5	5
TOTAL	100	100



FIG NO. 4 .13 FAIR SYSTEM OF PERFORMANCE STANDARDS

INTERPRETATION

The table proves that half of the respondents 49% has agreed that they fair system of performance standards and the 32% of the employees has strongly agreed that they fair system of performance standards and 14% of the employee disagreed that they didn't fair system of performance standards and the remaining 5% strongly disagreed the above statement.

TABLE NO. 4 .14 WORK I EXPECTED IS REASONABLE

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE %
Agree	38	38
Strongly Agree	49	49
Disagree	10	10
Strongly disagree	3	3
TOTAL	100	100

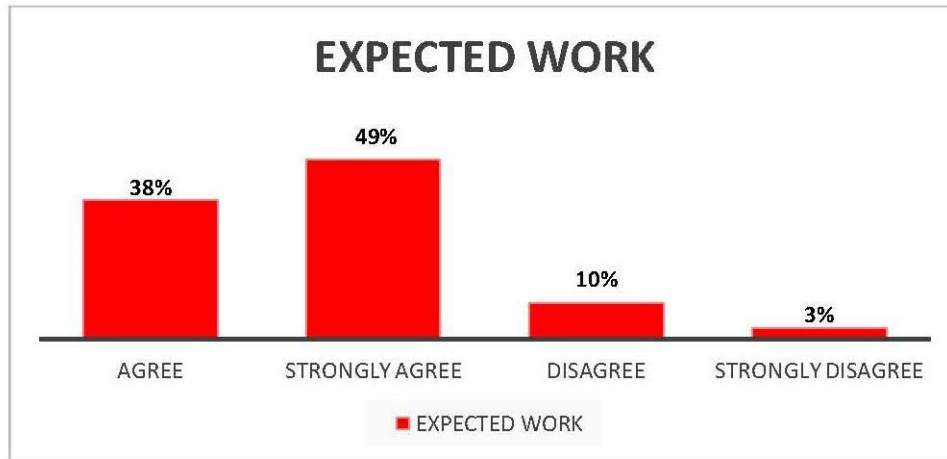


FIG NO. 4 .14 WORK I EXPECTED IS REASONABLE

INTERPRETATION

The above table shows that 49% of the employees are agreed that they are work expected to finish each week is reasonable and 38% of the employees has strongly agreed that they are work expected to finish each week is reasonable and 10% of the respondents has disagreed that they are not work expected to finish each week is reasonable and the remaining 3% of the employees are strongly disagreed above the statement.

TABLE NO. 4 .15 COMMUNICATION FROM MANAGERS TO EMPLOYEES

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE %
Agree	43	43
Strongly Agree	42	42
Disagree	9	9
Strongly disagree	6	6

TOTAL	100	100
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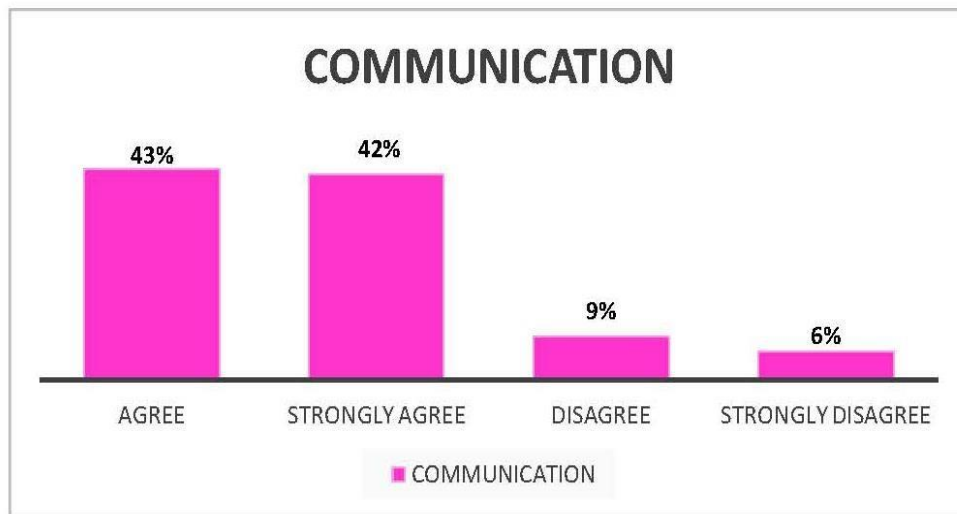


FIG NO. 4 .15 COMMUNICATION FROM MANAGERS TO EMPLOYEES

INTERPRETATION

From the above table we can understand that they 43% of the employees is agreed that the communication from managers to employees and 42% of the respondents have strongly agreed that they communication from managers to employees and 9% of respondents disagreed that they are not communication from managers to employees and remaining 6% of employees strongly disagreed above the statement.

CHAPTER 5

FINDINGS

5.1 FINDINGS FROM THE STUDY

- 74% of the respondents are female.
- 55% are in the age group between 19-25 years.
- 78% of the respondents are single.
- From the table we can understand that majority of the employees are learned many new job skills in this position.

- From the analysis conducted we can understand that 50% of respondents are gaining opportunities to develop the professional skills.
- From the table we can understand that 46% of employees work assignments are clearly explained.
- From the table we can understand that almost half of the respondent's rate satisfied with the income.
- 50% of the total respondent don't have any problem to spend more time on the work.
- 49% of the employees has said that they feel motivated and engaged in the job.
- A majority of respondents said that they job security and level of satisfactions are good.
- From the analysis we can understand that 41% of the employees are encouraged to suggest new ideas about the work.
- From among the respondents, more than 58% of them says that they organization is supportive for the employees and few of the employees feel that the management of the organization is not supportive for the employees.
- More than 49% of the employees are satisfied with fair system of performance standards and few of the employees are not satisfied with the work fair system of performance not reasonable.
- More than half of the respondents agreed that the amount of the work expected to finish each week is reasonable.
- A majority of the respondents has said that there is good communication from manager to employees. The remaining employees think there is no good communication from manger to employees.

CHAPTER 6

SUGGESTIONS AND CONCLUSION

5.2 SUGGESTIONS

These are the suggestions from the data analysis collected from the AROMA PROPERTIES PRIVATE LTD.,

From the analysis of the data we conclude that the employee satisfaction level is very good though there are few measures which need some attention by the management and they are as follow:

- As most of the employees commented that their organization is not supportive for them and the management should be supportive for them.
- As some of the employees are not satisfied with income, company should provide it.
- Some of the employees are not motivated, management should be motivated to the employees.
- There is no good communication between the managers to employees, the management should be improve it.

5.3 CONCLUSION

These are the conclusion from the analysis of data from **AROMA PROPERTIES PVT. LTD.,**

Employee satisfaction is very important on the part of the organization as it helps the organization to gain knowledge about the employees and improves their standards.

This study on employee satisfaction at **AROMA PROPERTIES PVT. LTD.,** has found that overall employee satisfaction level is really good. Few shortcomings in employee satisfaction have been found out and from which the recommendations have been given in the preceding pages. The company management has to take notice of this

suggestion for understanding the difficulties of employees and ultimately it benefits the organization.

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QUESTIONNAIRE ON EMPLOYEE SATISFACTION
(IN SPECIAL REFERENCE TO AROMA PROPERTIES PVT. LTD.,)

EMPLOYMENT SATISFACTION SURVEY

1. What is your name?

2. What is your Gender?
 - a) Male
 - b) Female

- 3 .Which age group you belong to?
 - a) Below 30
 - b) 31-40
 - c) 41-50
 - d) Above 50

4. What is your Occupation?
 - a) Business
 - b) Company
 - c) Govt public
 - d) Private
 - e) Other

5. What is your Annual Income Level?
 - a) Below 100000
 - b) 100000 - 200000
 - c) 200000 – 300000
 - d) Above 300000

7. Which is your education qualifications
- a. SSLC
 - b. Graduation
 - c. ITI
 - d. Engineering
 - e. Other
8. I have learned many new job skills in this position
- a. Agree
 - b. Strongly Agree
 - c. Disagree
 - d. Strongly Disagree
 - e. Neutral
9. I have adequate opportunities to develop my professional skills
- a. Agree
 - b. Strongly Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
10. My work assignments are clearly explained to me.
- a. Agree
 - b. Strongly Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree

11. Are you satisfied with your income?

- a. Agree
- b. Strongly Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

12. Would you like to spend more time on your work?

- a. Agree
- b. Strongly Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

13. I believe that I feel motivated and engaged in the my job.

- a. Agree
- b. Strongly Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

14. Job security and level of satisfactions are good.

- a. Agree
- b. Strongly Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

15. Employees are encouraged to suggest new ideas about their work.
- a. Agree
 - b. Strongly Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
16. The management of the organization is supportive for me.
- a. Agree
 - b. Strongly Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
17. My work is evaluated based on a fair system of performance standards.
- a. Agree
 - b. Strongly Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
18. The amount of work I am expected to finish each week is reasonable.
- a. Agree
 - b. Strongly Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
19. There is good communication from managers to employees.

- a. Agree
- b. Strongly Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree