

A STUDY ON EMPLOYEES JOB SATISFACTION OF CELEBRITY FASHION LIMITED
Submitted in partial fulfilment of the requirement for the reward of

Bachelor of Commerce

By

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39740096



Bachelor of Commerce

SCHOOL OF MANAGEMENT STUDIED

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAACI 12B status by UGC I Approved

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of GNANAJOTHI.G (39740096) who has done the project work entitled **A STUDY ON EMPLOYEES JOB SATISFACTION OF CELEBRITY FASHION LIMITED** under my supervision from December 2020 to February 2021.

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DECLARATION

GNANAJOTHI.G (39740096). Hereby declare that the project report entitled “**A STUDY ON EMPLOYEES JOB SATISFACTION OF CELEBRITY FASHION LIMIED**” done by **DR.M.M.DHANYA,MA,MBA,PHD** me under the guidance of school of Business Administration is submitted in partial fulfilment of the requirement for the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

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GNANAJOTHI.G

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ABSTRACT

The study is undergone at CELEBRITY FASHION LIMITED. The professional Training which focus towards impart knowledge and practical exposure in the different areas of an organization. It enhances the knowledge level of the candidate where in which they can apply for their future also through this study. It is an extraordinary opportunity practical industrial development work discipline, team work, time management, quality control to obtain clear understanding of theoretical knowledge which was gathered at the university. Through this professional training I came to know the present condition of CELEBRITY FASHION LIMITED. It helped me out knowing the process of making textile production from the company.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

Celebrity Fashions Ltd is one of India's consummate garment exporters with the capability to manufacturing the largest number of trousers in the country. The company is engaged in manufacture and sale of garments. The company has their own national premier menswear brand, Indian Terrain. The company has two subsidiaries, namely Indian Terrain Fashions Ltd and Celebrity Clothing Ltd.

The company has two divisions, namely exports and domestic divisions. Exports division is further sub-divided into Tops and Bottoms division. The Domestic division (brand Indian Terrain) and Bottoms division scatter to different markets / products. The company's products include men's or boy's shirts, women's or girl's shirts, men's or boy's shorts / trousers and women's or girl's shorts / trousers.

Celebrity Fashions Ltd was incorporated on April 28, 1988 as a private limited company with the name Celebrity Fashions Put Ltd. The company set up their first manufacturing facility in Mylapore, Chennai. During the year 1992-93, they set up two manufacturing facility at Velachery and Chrompet in Chennai. During the year 1997-98, the company set up their fourth manufacturing facility at Pallikaranai Chennai.

In the year 1998, the company became a deemed public company. In the year 1999, the company reverted back to the status of a private limited company subsequent to the amendment to the Companies Act 1956. During the year 1999-2000, the company set up their fifth manufacturing facility at Porur, Chennai.

During the year 2002-03, the company set up their seventh manufacturing facility at Porur, Chennai. During the year 2003-04, they set up separate warehouses, one for trims and packing material and one for fabrics at Narayanapuram, Chennai. In the year 2004, Celebrity Designs (India) Put Ltd and Indian Terrain Clothing Put Ltd were amalgamated with the company with effect from April 1, 2003.

The company took over the manufacturing facility of Celebrity Connections, a partnership firm, with effect from March 31, 2004. During the year 2004-05, the company acquired the manufacturing facilities, land and building of Span Eicher Designs Ltd, Poonamallee, Chennai.

During the year 2005-06, the company commenced construction of 1200 machines trouser, an export oriented manufacturing plant with wrinkle free washing plant at the apparel park in SIPCOT, Irungattukottai. In July 2006, the plant started trial production.

In September 12, 2005, the company was converted into a public limited company and the name was changed to Celebrity Fashions Ltd. In January 12, 2006, the equity shares of the company were listed on the National Stock Exchange of India Ltd and the Bombay Stock Exchange Ltd.

The company entered into a Business Transfer Agreement with Ambattur Clothing Ltd and acquired their MEPZ-SEZ Bottoms plant with effect from April 1, 2006.

During the year 2008-09, the company sold their plant at Irungattukottai, Jwala with effect from April 1, 2008. Also, they reduced their operations base at their MEPZ, Chennai Plant by converting the same into single shift of operations from double shift of operations.

In September 2009, the company floated two subsidiaries namely Indian Terrain Fashions Ltd and Celebrity Clothing Ltd. The company let out their property at Chrompet to one of the Hospitals from April 1, 2010 at a rental income of Rs 1.50 crore per annum. Further, the company has proposed to sell/ lease-out another property at Pallikaranai

In September 2010, as per the scheme of arrangement, the Indian Terrain division of the company was transferred to Indian Terrain Fashions Ltd on a going concern basis with effect from April 1, 2010.

INDUSTRY PROFILE

1.2 INDUSTRY PROFILE

During this period cloth was made from material including wool, flax and cotton . The material depended on the area where the cloths was being produced , and the time they were being made

Clothing manufactured during the Industrial revolution formed a big part of the export made by Great Britain . They accounted for almost 25% of the total export made at that time , doubling in the period between 1701 and 1770.

The center of the cotton industry in Great Britain was Lancashire – and the amount exported from 1701 to 1770 had grown ten times . However wool, was the major export item at this point of time.

In the industrial revolution era, a lot of effort made to increase the speed of the production through inventions such as the flying shuttle in 1733, the flyer –and –bobbin system , and the Roller spinning machine by John Wyatt and Lewis Paul in 1738.

Lewis Paul later came up with the carding machine in 1748 and in 1764 the spinning jenny was also developed . The water frame was invented in 1771 by Richard . The power looms was invented in 1784 by Edmund cartwring.

SEGMENTS OF INDIAN TEXTILE INDUSTRY

Indian textile Industry can essentially be categorized into two segment :

- Organized textile industry
- Un organized textile industry

Unorganized sector is the dominant part in this industry which mainly utilizes the traditional practices in cloth production and hence is labor intensive in nature .This industry is characterized by the production of the clothes either through weaving or spinning with the of the hands . The other half of the Indian textile industry is a highly organized one with immense importance on capital intensive production process . This sector is characterized by sophisticated mills where technologically advanced machineries are utilized for mass production of the textile production.

Organized sector in textile industry is passing through a stage of stagnation and the main reason behind it is transformation in the structural set-up of the industry. It has been found out that the weaving sector is delinked from the spinning sector which has led to the rise of power looms of decentralized nature. Over the year, the production capacity of this organized sector has seen an absolute decrease of 0.54 lakhs between March 2000 and January 2007.

This sector also helps the Indian economy through foreign exchange earnings from the export of woolen production. It has been calculated that export earnings in the fiscal 2005-2006 were Rs 2098.27 crores.

Handicraft industry is one of the most traditional industries in India. Characteristic features of this industry are:

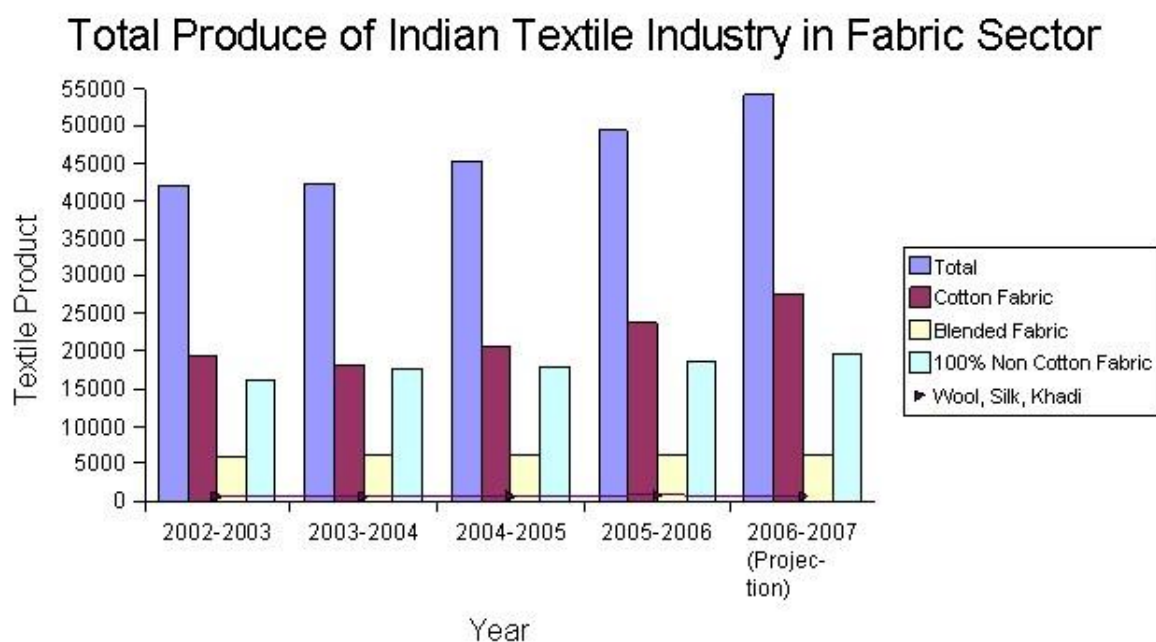
- Capital required for investment is very low
- Total number of people employed in this industry is significantly high
value added by the handicraft industry is quite high
- A large portion of the produce is meant for the foreign audience that is why this industry is capable of earning foreign exchange for both the artisans and country

GROWTH IN INDIAN TEXTILE INDUSTRY

- Indian Textile Industry is going through a major change in its outlook after the expiry of Multi-Fiber Agreement.
- Multi-Fiber Agreement was introduced in the year 1974 as a short-term measure directed towards providing a limited time period to the developed countries for adjusting their textile industries in accordance with that of the developing countries. The textile industries are characterized by their labor-intensive nature of commodity production. Availability of surplus labor is abundant in the developing countries.
- These countries have comparative advantage in the production of textile-related products and hence are able to supply goods at a very low price. The basic idea behind this policy was to eradicate all sorts of quota system from the apparel and textile industry all over the world so that a level playing field could be established. This whole process of dismantlement of quota system was completed on 01.01.2005.

Now, this era after MFA is being looked upon by the experts as a means through which the Indian textile and apparel industry is going to grow a much faster pace and would consequently be able to leave a mark on the whole world. Integration of this Indian industry with that of the whole world started from the last period of 1980s. It came up to the top ten league of countries involved in export of textile as well as apparel products after 1998. According to the statistics of United Nations Statistical Division, 2005 it was clear that during the entire 1990s, the average compounded growth rate of clothing item export was more or less 13%.

This report has also highlighted the fact that the entire textile industry along with the apparel one has seen a jump in its export from US\$ 0.9 billion to US\$ 13.5 billion during the period 1985-2003 which accounts to 15 times increase from the base period. Now, let us see some of the figures in order to understand the absolute as well as relative change in the textile industry in terms of projections from the financial year 2002-2003 up to 2006-2007 where the final financial year represents the projected figure. The total produce of Indian Textile Industry in fabric sector

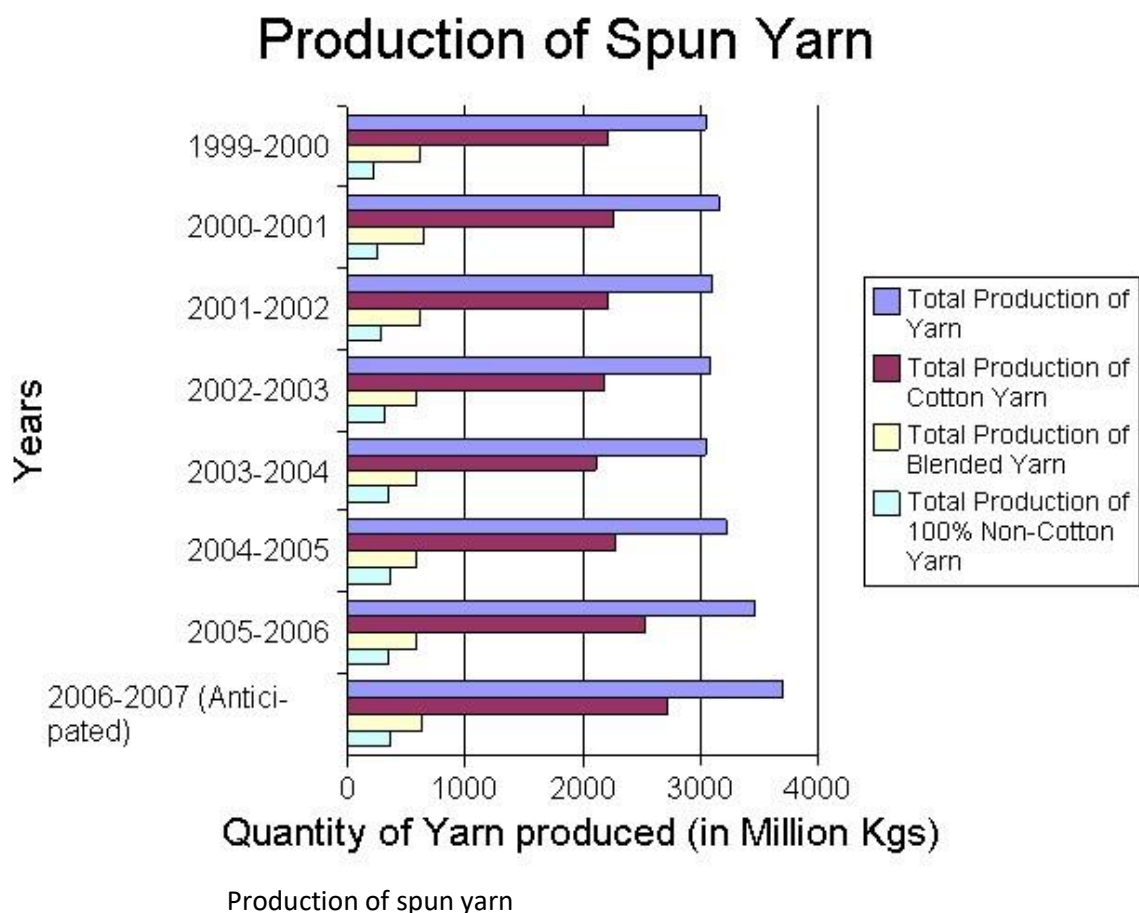


Total Produce of Indian textile Industry In Fabric Sector

The figure above shows total produce of Indian Textile Industry in fabric sector along with the produce in all the sub sectors under it. This highlights the fact that the total production of fabricated products by the Indian Textile Industry between the period 2002-2003 and 2004-2005 increased at a moderate rate from 41973 million square meters to 45378 million square meters. But after the MFA period (ie. after 01.01.2005), the same has increased from 45378 million sq. mts to 54260 million sq. mts between the period 2004-2005 and 2006-2007.

Hence it is evident that the percentage increase in the fabric textile product during the period 2004-2005 and 2006-2007 has seen a rise of around 16.37% whereas it was only 7.5% during 2002-2003 and 2004-2005. Thus, the competitive edge that was created after MFA is quite clear. Now, let us analyze the growth pattern evidenced in the spun yarn sector.

But during the next two financial years this production again saw an increasing trend and during the 2006-2007 fiscal the same is expected to surpass the 3700 million Kg mark. The total production of Spun Yarn over the years 1999-2000 to 2006-2007 is summarized in the figure below. It highlights the fact that the growth rate of production in this sector was almost stagnant between the years 1999 and 2004. From the financial year 2004-2005, the total production of yarn geared up and is projected to do still better during the fiscal 2006-2007.



Some of the very recent developments in Indian Textile Industry On a year-on-year basis, cotton textile industry has posted a growth of around 14.8 % followed by the products produced by textile industry with a growth rate of above 11%. The textile sub-sector involved in the production of silk, wool and man-made fibers has also seen a steep increase in its growth amounting to 8.2% on a yearly basis.

Year 2006-2007 has also seen a phenomenal rise in the production in spun yarn sector by an amount of 10.3%. Production of cloth by the Indian textile Industry has evidenced an increase in its growth at a rate of 8.7% during 2006-2007. Among this sector, the highest rate of growth has been seen in the Hosiery sub-sector followed by power loom sub-sector amounting to 10.1% and 8.8% respectively.

Export growth rate of man-made textiles recorded a growth rate of 19.03%. Hence it can be concluded that the growth in the textile sector was quite significant after the disintegration of the MFA regime. The main reason behind it being the competitive edge enjoyed by the Indian textile industry in the whole world. But real concern has cropped up for this industry as the export earnings by this industry has fallen significantly with the falling US Dollar price in respect to the Indian Rupees. Textile Industry in India has evidenced a steep decline in the amount of export between April and May of 2007 due to the rising Rupees. Thus, the experts are a bit apprehensive about the projected growth of the Indian Textile Industry for the financial year 2006-2007.

SWOT OF THE INDIAN TEXTILE SECTOR

SWOT Analysis of Home Textiles Industry in India:

SWOT analysis (strengths, weaknesses, opportunities and threats analysis) is a study undertaken by an organization to identify its internal strength as well as its external opportunities and threats. Indian textile and apparel industry have taken SWOT analysis to identify the strength and weakness of the industry in India.

Strength: Indian industry has a very strong multi-fiber base and raw material. India ranks third largest producer of cotton and second largest producer of silk and fifth largest producer of synthetic fiber and largest producer of jute.

Entrepreneurship: India has always had very good entrepreneurs which is the backbone of Indian textile industry. Having many skilled entrepreneurs India is being able to setup lot of textile industry to help in the growth of the country.

Traditional: The cultural diversity and rich heritage of the country offers good inspiration base for designers.

Labor availability: The availability of labor is high in our country and with cheap labor. This helps to employ more number of employees, which will lead to more production and thus helps to improve the global economy.

Market demand: Natural demand drivers including rising income levels, increasing urbanization and growth of the purchasing population drive domestic demand.

Weakness: Even though there are enough raw material resources available in our country the yield of the material is low compared to other countries and the quality of the cotton is less compared to other parts of the world, especially the cotton is highly contaminated.

Other parts of the world have developed new techniques for the Improvement in quality and production technique. India is still following few traditional methods and there is a lack of technology up gradation because of acceptance. Because of lack of technology up gradation due to strict laws for labors, long-term absenteeism, the working efficiency of labor is less compared with other countries and skill of our labors are less compared with top countries like china and other countries. These are the reason for low productivity.

For an industry to be successful there has to be a good coordination between the government and the industry and between industry and the managers and between managers and labors/workers. The abovementioned bodies have non-identical focus and coordinated strategy.

An inadequate value addition — Indian industry does not indulge in giving a value addition to the products that they have manufactured where leading countries have a separate department. Inability to meet quality compliances — Because of the lack of technology, unskilled labors, lack of adaptation to advanced machineries and due to certain policies by the government and companies there is inability to meet quality compliances. Inadequate training to sewing operatives. Infrastructure — Comparing with other competitive countries the infrastructure is poor in India.

Opportunities:

- High labor costs abroad
- Unlimited market access
- Unrestricted market
- Shift of production base from west to east
- Growing domestic market
- Technical textiles innovation

Threat:

- Absence of protections under WTO
- Emerging competition
- Environmental / social issues
- Non-tariff barriers
- SA-8000 standard
- ISO-9001 standard
- ISO-14000 standard
- OHSAS-18000 standard.

1.3 COMPANY PROFILE

Company Strength

To operate successfully in a changing market, companies should plan their objectives and strategies around their strengths and downplay their weaknesses. We know that market analysis and strategy development are continual processes as today's strengths could turn into tomorrow's weaknesses.

Before evaluating your company against the market, you need to conduct qualitative and quantitative research and analyze your competitors (we can help you with that, too!). This research will help you accurately assess your company's market and competitive positions.

- Strong employee attitudes
- Excellent customer service
- Large market share
- Personal relationships with customers
- Leadership in product innovation
- Highly efficient, low-cost manufacturing
- High integrity

Strategy

Current strategic position provides an important variable for future strategies. Marketers work with the CEO to determine why the company has succeeded given their competitors' activities. This allows marketers to evaluate what factors might change and to what extent.

Appraising marketing excellence is where marketers evaluate how to develop activities toward managing demand. Factors considered include

- Manufacturing
- Sales
- Technology
- Marketing

Quality Management

Quality management” ensures superior quality products and services. Quality of a product can be measured in terms of performance, reliability and durability. Quality is a crucial parameter which differentiates an organization from its competitors. Quality management tools ensure changes in the systems and processes which eventually result in superior quality products and services. Quality management methods such as Total.

Quality management or Six Sigma have a common goal - to deliver a high quality product. Quality management is essential to create superior quality products which not only meet but also exceed customer satisfaction. Customers need to be satisfied with your brand. Business marketers are successful only when they emphasize on quality rather than quantity.

Quality products ensure that you survive the cut throat competition with a smile. Quality management is essential for customer satisfaction which eventually leads to customer loyalty. How do you think businesses run? Do businesses thrive only on new customers? It is important for every business to have some loyal customers. You need to have some customers who would come back to your organization no matter what.

1.4 NEED OF THE STUDY:

- The study can enable to know the employers level of expectation from an employee.
- It also identifies the necessary skills that are needed for some important positions in recruitment.
- The study can develop a training plan for all employees.
- It helps the company to access where the Operators are lacking.
- It also identify the training needs within their organization and to maintain a record.

1.5 SCOPE OF STUDY:

- The scope of the study consists the important of the employee satisfaction is to find out the satisfaction level of the employees. The objectives tell about the necessity of the study.
- Job satisfaction falls into two level affective job satisfaction and cognitive job satisfaction. Affective job satisfaction is a person emotional feeling about the job as whole. Cognitive job satisfaction is how satisfied employee feel concerning some aspect of their job such as pay hour or benefit.
- Employee satisfaction is essential to ensure higher revenues for the organization. They do not come to office just for money but because they really feel for the organization and believe in its goal and objectives. Satisfied employee also spread positive and always stand by each other.

1.6 OBJECTIVE OF THE STUDY:

- To measure the employees job satisfaction level in HUMUL.
- To study the employees perception towards organization.
- To study the attitude of the employees towards their work.
- Identified the factor that motivates the employees.
- To give suggestion for the growth and perspective of the company.

CHAPTER 2

REVIEW OF LITERATURE

Hoppock defined job satisfaction as any combination of psychological, physiological and environmental circumstances that cause a person truthfully to say I am satisfied with my job (Hoppock, 1935). According to this approach although job satisfaction is under the influence of many external factors, it remains something internal that has to do with the way how the employee feels. That is job satisfaction presents a set of factors that cause a feeling of satisfaction.

Job satisfaction represents a combination of positive or negative feelings that workers have towards their work. Meanwhile, when a worker employed in a business organization, brings with it the needs, desires and experiences which determinates expectations that he has dismissed. Job satisfaction represents the extent to which expectations are and match the real awards. Job satisfaction is closely linked to that individual's behaviour in the work place (Davis et al.,1985).

Job satisfaction is a worker's sense of achievement and sucess on the job. It is generally perceived to be directly linked to productitivity as well as to personal well-being. Job satisfaction implies doing a job one enjoys, doing it well and being rewarded for one's efforts. Job satisfaction further implies enthusiasm and happiness with one's work. Job satisfaction is the key ingridients that leads to recognition, income, promotion, and the achivement of other goals that lead to a feeling of fullfillment (Kaliski,2007).

Job satisfaction can be defined also as the extent to wich a worker is content with the rewards he or she gets out of his ore her job ,particulary in terms of intrinsic motivation (Statt, 2004).

The term job satisfactions refers to the attitude and feelings people have about their work. Positive and favorable attitudes towards the job indicate job satisfaction. Negative and unfavorable attitudes towards the job indicate job dissatisfaction (Armstrong, 2006).

Job satisfaction is the collection of feeling and beliefs that people have about their current job. People's levels of degrees of job satisfaction can range from extreme satisfaction to extreme dissatisfaction. In addition to having attitudes about their jobs as a whole. People also can have attitudes about various aspects of their jobs such as the kind of work they do, their coworkers, supervisors or suborinates and their pay (George et al., 2008).

Job satisfaction is a complex and multifaceted concept wich can mean different things to different people. Job satisfaction is usually linked with motivation, but the nature of this relationship is not clear. Satisfaction is not the same as motivaton. Job satisfaction is more of an attitude, an internal state. It could,for example,be associated with a personal feeling of achievement, either quantitative or kualitative (Mullins, 2005). We consider that job satisfaction represents a feeling that appears as a result of the perception that the job enables the material and psychological needs (Aziri, 2008).

Austin (2007) The major reasons for managers' work satisfaction in Cyprus are "self-fulfillment," "independence," and "job environment." Fair salaries, well-educated subordinates, the prospects for self-realization are development opportunities. Employers can reflect on the three aspects of community independence of their work setting to ensure the framework's flow contributes to job satisfaction, i.e., age, sex, number of years in the company, public and private sector, number of workers oversaw.

Omei (2007) Discusses the connection between education and work satisfaction. Although there's a relationship, he claims there's no relationship, too. In contrast with the lower-skilled employees, higher-education workers are often happy, as they receive a better-quality job. He continues that under-trained employees can also be better pleased with the "good job psychological advantages. Employee quality varies with the educational level and results in various levels of work fulfilment. Job features play a major role, and you have the chance to use your skills. The author thus argues that organizations should concentrate more on standards of work than education.

Hawley (2008) Discusses the degree and the factors impacting the teachers' happiness in the beginning. Teachers are pleased with their jobs, and academic proficiency, race, socio-economic status, teacher's degree, and whether their mother was a teacher are the variables contributing to their work satisfaction. The teaching license plays an important part here because it demonstrates the expertise and experience that the instructor wants to be taught.

Silverthrone (2008) The contribution to job content and the associated effects, such as output and tension, of the individually variable locus of control was studied. Findings suggest that a low degree of work tension and a greater level of satisfaction and efficiency are the product of the internal position of control. The external control locus doesn't reduce work stress, while the internal control locus decreases work stress by reducing efficiency and happiness.

. Artz (2010) Studies the relationship between rewards and work satisfaction for Outer. Benefits from the periphery do not necessarily contribute to workplace satisfaction. In so long as the employee has the impression that he can fulfill his desires, it is still appropriate. It is also noticed that it does not fulfill the employee's expectations, which contributes to discontent. Organizations need to evaluate their processes more effectively and, if possible, provide fringe incentives and offer workers the chance to make use of them, thereby generating satisfaction with their work.

CHAPTER-3

3.1 RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research methodology are the techniques and tools by which you research a subject or a topic research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests,experiments,surveys,and critical analysis.

Research methodology simply refers to the practical “how” of any given piece of research its about how a research systematically design a study to ensure valid and reliable result that address the research aims and objectives.

RESEARCH PROCESS:

In research process the first and foremost step is defining and selecting a reseach problem. A research should at first find the problem. Then he should formulate it so that it becomes susceptible to research.For a systematic presentation, the process of rFesearch may be classified under three strages-primary strage, secondary stage, and the tertitary stage.

THE PRIMARY STAGE INCLUDES:

1. Observation
2. Interest
3. Formulating research problem
4. Documentation
5. Research designs

THE SECONDARY STAGE INCLUDES:

1. Project planning
2. Data collection
3. Questionnaire preparation
4. Analysis of data
5. Testing of hypothesis
6. Interpretation

3.2 TYPES OF RESEARCH:

DESCRIPTIVE RESEARCH:

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research are the descriptive of stage of affairs, as it exists at present.

PROJECT PLANNING:

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

3.3 DATA COLLECTION:

Data collection is one of the most important aspects of research. The information research methodology must be accurate and relevant, The data collection method can be classified into two methods.

PRIMARY DATA:

Primary data for this study was collected through questionnaire..

SECONDARY DATA:

Secondary data means data that are already available i.e., they refer to data which has already been collected and analyzed by someone else. The secondary data was collected from external source like websites, journals etc.

3.4 QUESTIONNAIRE PREPARATION:

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaire it is easy to determine the involvement level of so many employees in the organization.

3.5 SAMPLE SIZE:

The sample size for the project has a target of 100 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the survey questionnaire was 115. Total of 115 responses helped the project to analyse more response and it helped to derive a conclusion recording people perception towards a study of satisfaction of public how they consider it.

3.6LIMITATION OF STUDY

1. The sample taken for the study comprises to 100 respondents.
2. The study was purely based on the information given by the employees.
3. To the company only.

3.7 PERCENTAGE ANALYSIS

Percentage is calculated by taking the frequency in the category divided by the total number of participants and multiplying by 100%.

CHAPTER-4

DATA ANALYSIS AND INTERPETATION

The following consist of the data analysis and interpretation of my questionnaire

4.1 PERCENTAGE ANALYSIS:

TABLE4.1

AGE	PERCENTAGE
20-29	55
30-39	26
40-49	16
50- 60	3
Total	100

INTERPRETATION:

From the above table, it is interpreted that 55% of respondent are between ages of 20-29. 26% of the respondents are between ages of 30-39.16% of the respondent are between ages of 40-49. 3% of the respondents are between ages of 50-60. Most of the age group are between from 20-29 are involved in the research.

Chart No.4.1

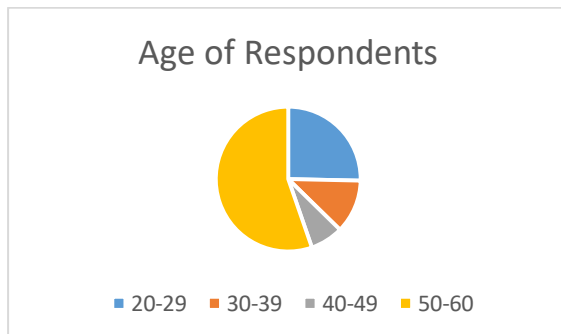


Fig 4.1: Age of the Respondents

TABLE NO. 4.2:

Gender of Respondents

GENDER	PERCENTAGE
Female	53
Male	47
Total	100

Interpretation:

From the above table interpreted that 53% of respondents are female category and 47% of them belong to female category.

Chart No. 4.2:

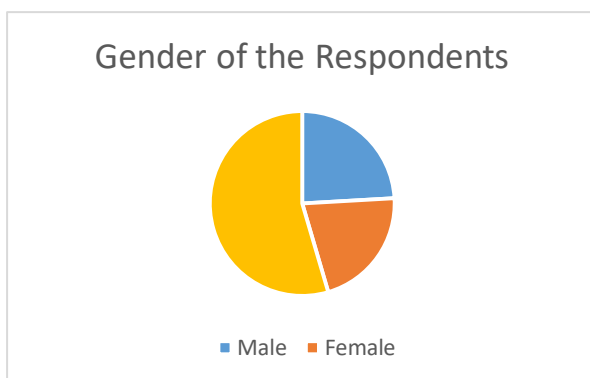


Fig 4.2: Gender of the Respondents

TABLE NO 4.3:

Marital status wise classification of the respondent.

OPTIONS	PERCENTAGE
Married	60
Unmarried	40
Total	100

Interpretation:

From the above table it can be interpreted that out of the option give 60% of respondents are married, 40% of respondents are unmarried.

Chart NO 4.3

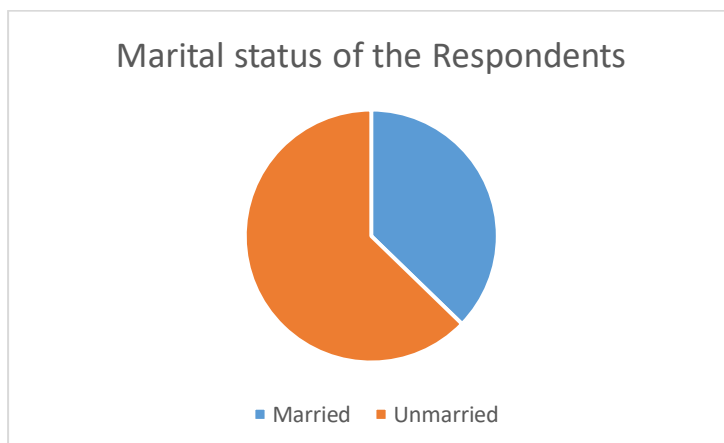


Fig 4.3: Marital status of the Respondents

Table No 4.4:

Education qualification of respondent.

EDUCATION	PERCENTAGE
10 th	35
12 th	25
Degree	30
Un educated	10
Total	100

Interpretation:

From the above table interpreted that 30% respondent degree person and 35% was respondent 10th, and 25% was respondent 12th. and 10% of respondent uneducated.

Chart No 4.4

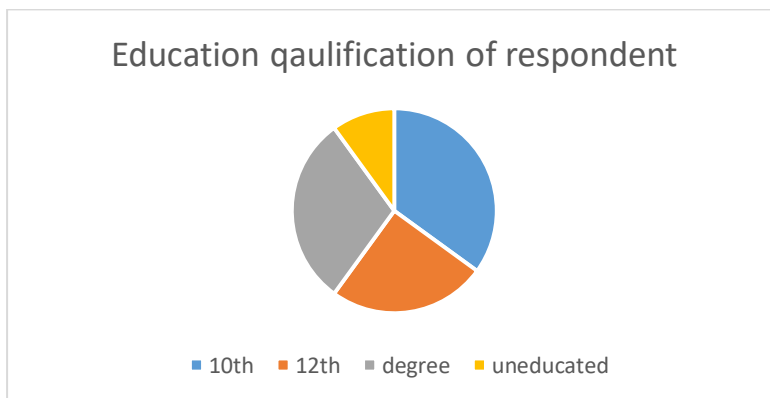


Fig 4.4: Education qualification of respondent

TABLE 4.5

Buying experience of customer

NO OF YEAR	PERCENTAGE
1-3 year	70
3-5 year	20
Above 5 year	10
Total	100

Interpretation:

From the above table interpretation that 70% respondent 1-3 years and 20% was respondent 3-5 years and 10% respondent above 5 year.

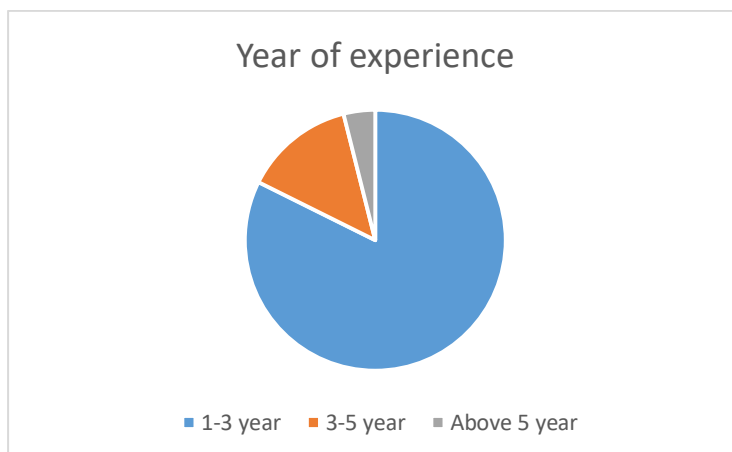
Chart 4.5**Fig 4.5 Buying year of experience**

Table 4.6

Do you feel valued at the workplace

OPTIONS	PERCENTAGE
Yes	85
No	15
Total	100

Interpretation:

From the above table we observe that 85% of respondents feel valued at the workshop. 15% of respondents are not feel valued at the place.

Chart 4.6

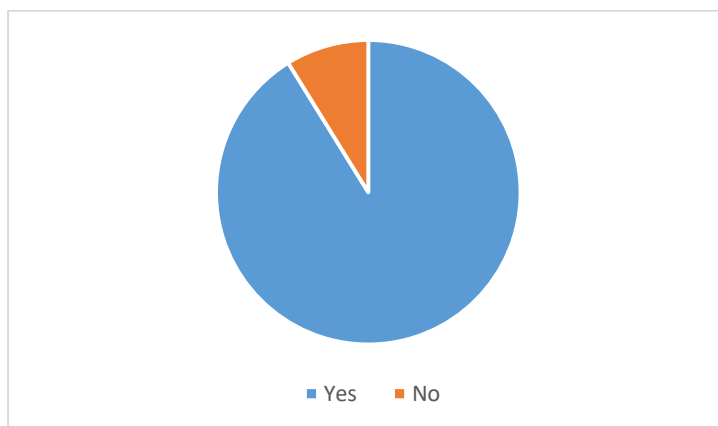


Fig 4.6 Valued at work place respondents

Table 4.7

Job satisfaction respondents

OPTION	PERCENTAGE
Yes	75
No	25
Total	100

Interpretation:

From the above table it can be interpretation that out of the option given 75% of respondents say yes.25% of respondent say no.

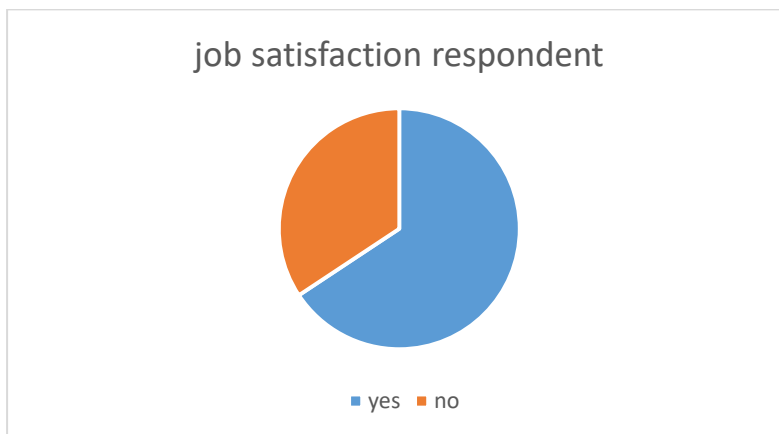


Fig 4.7 job satisfaction respondents

Table 4.8

Income level of respondent

INCOME LEVEL	PERCENTAGE
Less than 10000	59
10000-15000	20
15000-20000	12
More than 20000	9
Total	100

Interpretation:

From the above table interpretation than 59% respondent less than 10000 and 20% was respondent 10000-15000, and 12% was respondent 15-20000 and 9% was respondent more than 20000.

Chart 4.8

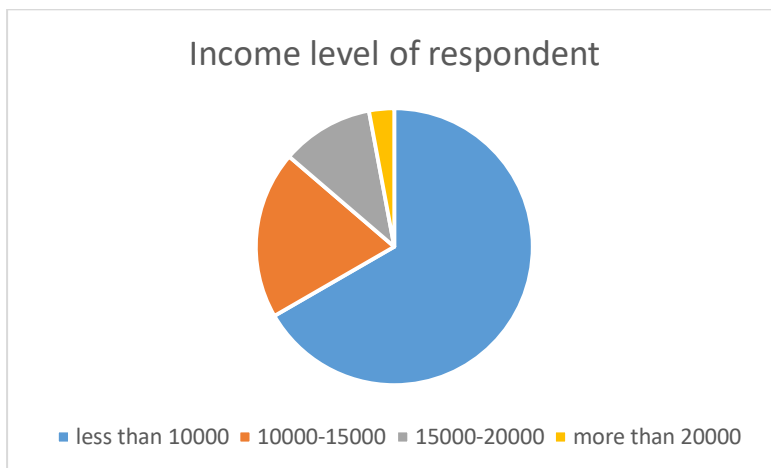


Fig 4.8 Income level of respondent

Table 4.9

Do you feel that you receive proper benefits from your job.

OPTION	PERCENTAGE
Yes	60
No	40
Total	100

Interpretation:

From the above table we observe that 60% of respondents receive proper benefits of their job. 40% of respondents are no receive proper benefits of their job.

Chart 4.9

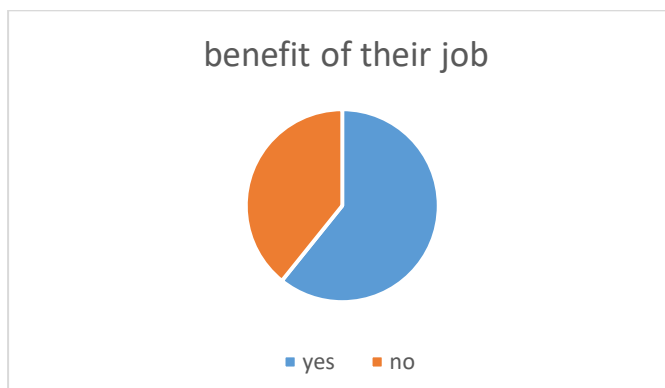


Fig 4.9 benefit of their job

4.10 Table

The manager or HOD gives freedom you need to do your job effectively

OPTION	PERCENTAGE
Agree	60
Neutral	30
disagreed	10
Total	100

Interpretation:

From the above table we observe that 60% of respondents says agree.30% of respondents say neutral and 10% of respondents are disagree.

Chart 4.10

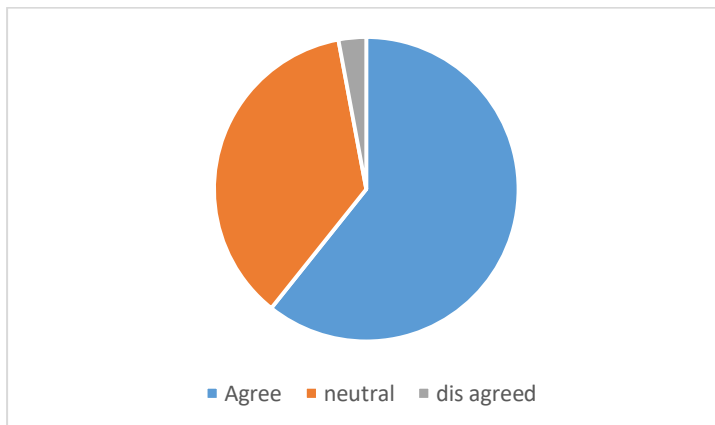


Fig 4.10 freedom of job effectively

Table 4.11

Do you think our company provide with the possibility for career growth.

OPTION	PERCENTAGE
Yes	75
No	25
Total	100

Interpretation:

From the above table we observe that 75% of respondents say that company provides possibility for their career growth.25% of respondents say that company not provides possibility for their career growth.

Chart 4.11

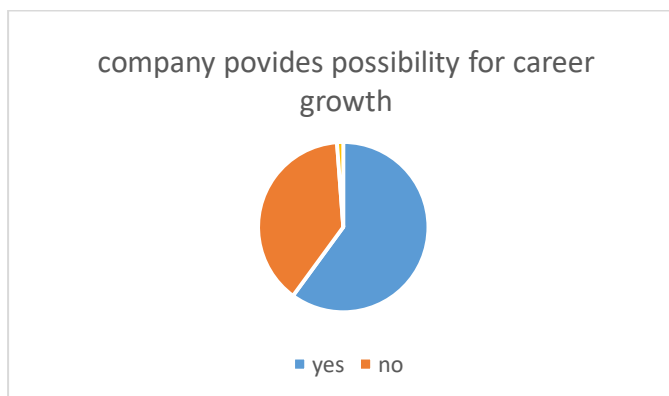


Fig 4.11 company provides possibility for career growth

Table 4.12

The company clearly conveys its mission to its employees.

OPTION	PERCENTAGE
Strongly agree	75
Disagree	15
Agree complete	10
Total	100

Interpretation:

From the above table interpretation that 75% respondent strongly agree and 15% was respondent disagree and 10% was respondent agree complete.

Chart 4.12

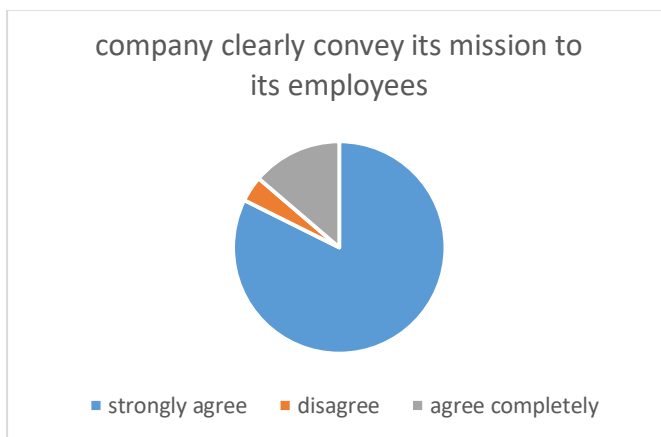


Fig 4.12 company clearly convey its mission to its employee

Table 4.13

Do you feel underutilized in your job.

OPTION	PERCENTAGE
Strongly agree	80
disagree	20
Total	100

Interpretation:

From the above table interpretation that 80% respondent strongly agree and 20% was respondent disagree .

Chart 4.13

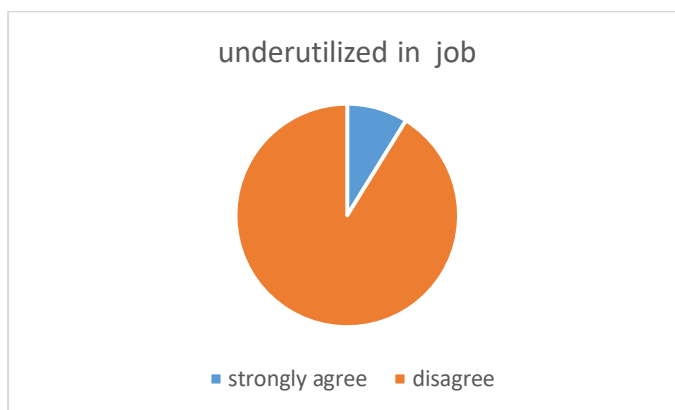


Fig 4.13 underutilized in job

Table 4.14

The amount of work expected of yourself is reasonable.

OPTION	PERCENTAGE
Agree	67
Disagree	13
Strongly agree	20
Total	100

Interpretation:

From the above table interpretation that 67% respondent say agree, the amount of work expected is reasonable and 13% was respondent disagree and 20% was respondent strongly agree.

Chart 4.14

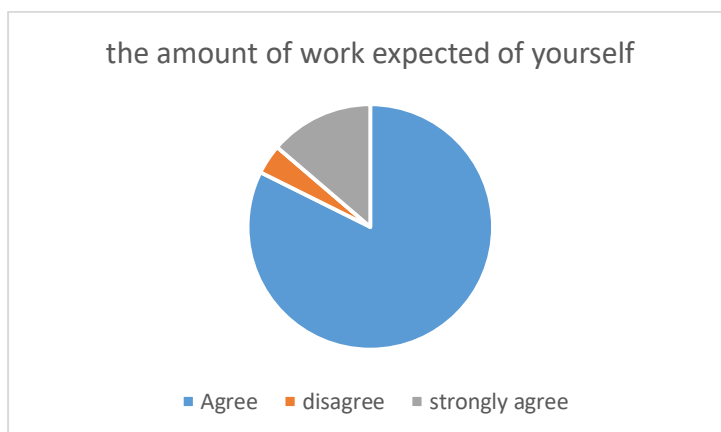


Fig 4.14 The amount of work expected of yourself

Table 4.15

How happy are you at work

OPTION	PERCENTAGE
Good	50
Sadness	10
Feel happiness	40
Total	100

Interpretation:

From the above table it can be interpreted that out of the option given 50% of respondent say good and 10% of respondent say sadness and 40% of respondent say feel happiness.

Chart 4.15



Fig 4.15 how happy are you at work

Table 4.16

Do you find your work meaningful.

OPTION	PERCENTAGE
Yes	59
No	41
Total	100

Interpretation:

From the above table it is interpretation that 59% of respondent say yes my work is meaningful and 41% of respondent say no the work is not meaningful.

Chart 4.16

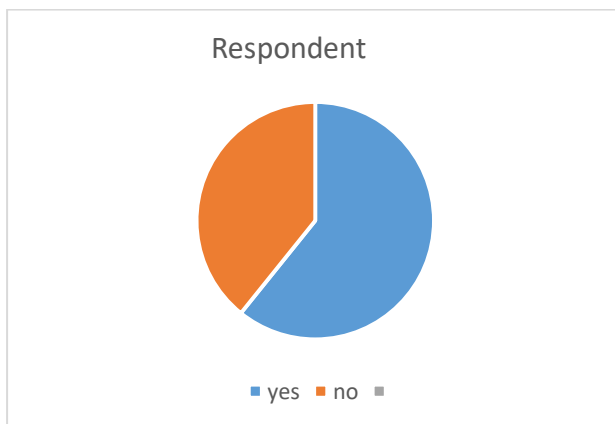


Table 4.17

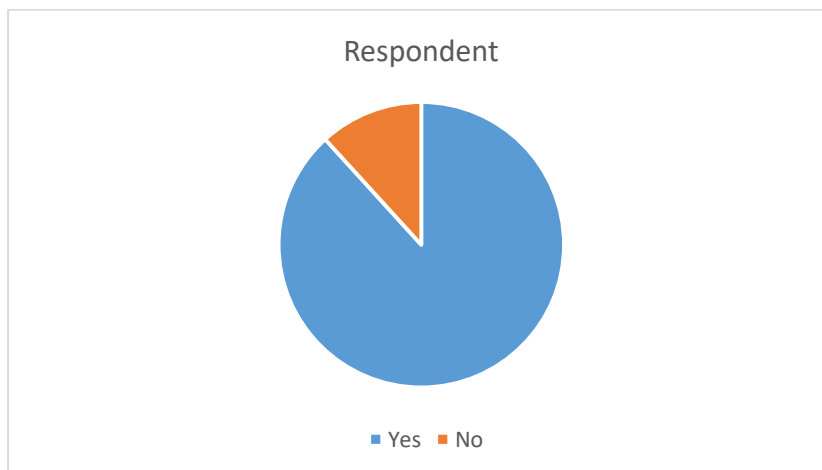
Are you satisfaction with your job overall

OPTION	PERCENTAGE
Yes	80
No	20
Total	100

Interpretation:

From the above table it can be interpreted that out of the option given 80% of respondents say satisfied of their job overall and 20% of respondents say not satisfied of their job overall.

Chat 4.17



HYPOTHESIS TESTING

4.1.1 Hypothesis

H0 NULL HYPOTHESIS : The average score on the job satisfaction survey in time 2 will be similar to the average score on the job satisfaction survey in time.

H1 ALTERNATIVE HYPOTHESIS : A statement that directly contradicts the null hypothesis. We determine whether or not to accept or reject this statement.

4.1.2 Correlation

		Job satisfaction	organization commitment
Organization Support	satisfied with the amount of Challenge in my job	1	.351**
	sig.(2-tailed)	<.001	
	N	100	100
Job challenge	satisfied with the Personal growth and development	.351**	1
	Sig.(2- tailed)	<.001	
	N	100	100

Correlation is significant at the 0.01 level

INTERPRETATION:

From the testing the correlation we have found that there is a 0.35102951 correlation between two variables, so reject null hypothesis and accept the alternative hypothesis.

4.1.3 T-TEST

H0 NULL HYPOTHESIS

The average score on the job satisfaction survey in time 2 will be similar to the average score on the job satisfaction survey in time.

H1 ALTERNATIVE HYPOTHESIS

	<i>MONTHLY INCOME</i>	<i>INVESTMENT</i>
Mean	1.6	1.82
Variance	0.787878788	0.149090909 100
Observations	100	
Pearson Correlation	0.053049589	
Hypothesized Mean Difference	0	
Df t Stat	99	
P(T<=t) one-tail t	-2.318223202	
Critical one-tail	0.0112473	
	1.660391156	

INTERPRETATION:

From the test, the p-value is $p < 0.05$, then we can reject the alternative hypothesis and accept null hypothesis.

CHAPTER-5

FINDING AND SUGGESTIONS

Based on the analysis and discussion on primary data in the previous chapter finding ,suggestion and conclusion of the study in logical manner.

FINDING

From the questionnaires the following points are found and noted

Majority (55%) of the respondents of my questionnaire is belong to age of 20-29.

Majority (53%) of the respondents of my questionnaire is female.

Majority (60%) of the respondents are married.

Majority (35%) of the respondents are 10th.

Majority (70%) of the respondents are 1-3 years.

Majority (85%) of the respondents are feel valued at the work shop.

Majority (75%) of the respondents are say yes.

Majority (59%) of the respondents is monthly income is less than 10000.

Majority (60%) of the respondents received proper benefits of their job.

Majority (60%) of the respondents say agree.

Majority 75%) of the respondents say that company provides possibility for their career growth.

Majority (75%) of the respondents strongly agree.

Majority (80%) of the respondents strongly agree.

Majority (67%) of the respondents say agree, the amount of work expected is reasonable.

Majority (50%) of respondents say good.

Majority (59%) of respondents say yes.

Majority (80%) of respondents say satisfied of their job overall.

SUGGESTIONS

1. A satisfied employee is always important for an organization as aims to deliver the best of their capability . Every employee wants a strong career growth and work balance at work place . If an employee feel happy with their company and work, they look to give back to the company with all their efforts.
2. Company should provide proper instruction to the employees so that they can work efficiently.
3. Employees participation, suggestion, ideas need to be encouraged by supervisor which will motivate the employees and will result in higher level of job satisfaction.

CONCLUSION

1. Majority of employees are satisfied with welfare measures. They should take necessary steps to solve problems in those measures; So that the Employee can do his job more effectively. The company can concentrate the other Non-statutory measures to boost the Employee morale.
2. Majority of the employees felt that the working Environment is Better, Hence the management should take necessary conditions and make the Organization to improve the working environment so that the employees should feel that this organization is the better place to work.
3. The majority of the employees felt that they are satisfied with the bonus and the gratuity given by the management and some of the employees are not fully satisfied. So the organization should take necessary steps so the gratuity and the bonus should be given in time it increase their motivation.

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APPENDIX:

A STUDY ON EMPLOYEES JOB SATISFACTION OF CELEBRITY FASHION LIMITED

QUESTIONNAIRE:

- 1.Name of the respondent_____**
- 2.Age of the respondent:**
a.20-29 b.30-39 c.40-49 d.50-60
- 3.Gender of respondent:**
a.Female b.male
- 4. Marital status**
a. Married b.unmarried
- 5. Education qualification of respondent.**
a.10th b.12th c.degree d.uneducaed
- 6. Buying experience of customer**
a. 1-3 year b.3-5 year c. above 5 year
- 7.Do you feel valued at the workplace**
a. yes b. no
- 8. Job satisfaction respondents**
a. yes b. no
- 9. Income level of respondent**
a. Less than 10000 b.10000-15000 c.15000-20000 d. More than 20000
- 10. Do you feel that you receive proper benefit from your job.**
a. yes b. no
- 11. The manager or HOD gives freedom you need to do your job effectively**
a. Agree b.Neutral c. disagree
- 12. Do you think our company provide with the possibility for career growth**
a. yes b. no

13. The company clearly conveys its mission to its employees
a. strongly agree b. disagree c. agree complete
14. Do you feel underutilized in your job
a. strongly agree b. disagree
15. The amount of work expected of yourself is reasonable
a. agree b. disagree c. strongly agree
16. How happy are you at work
a. good b. sadness c. feel happiness
17. Do you find your work meaningful
a. yes b. no
18. Are you satisfaction with your job overall
a. yes b. no