

A STUDY ON SATISFACTION LEVEL OF EMPLOYEES IN TEXTILE SHOWROOMS WITH THE REFERENCE OF PADIKUPPAM AREA, IN CHENNAI

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

POOJA U
Register No.40410119



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

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

APRIL 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **POOJA U 40410119** who carried out the project entitled “**A Study on Satisfaction Level of Employees in Textile Showrooms with the reference of Padikuppam area, in Chennai**” under my supervision from January 2022 to March 2022.

Dr. John Britto M

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External Guide

Dr. BHUVANESWARI .G
Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **POOJA U (40410119)** hereby declare that the Project Report entitled “**A Study on Satisfaction Level of Employees in Textile Showrooms with the reference of Padikuppam area, in Chennai**” done by me under the guidance of Dr. JOHN BRITTO M, MBA, Mphil, PhD. Assistant Professor, School of Business Administration is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

POOJA U

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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 sincere thanks to **Dr. G. Bhuvaneswari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

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POOJA.U

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ABSTRACT

Employees are a vital resource for nearly all organizations, especially since they represent a significant investment in terms of locating, recruiting, and training let alone salaries, healthcare plans, bonuses, etc. Employee satisfaction has continuously been a very important issue for organizations workers square measure viewed because the greatest strengths and resources of a corporation. In this connection a survey was conducted to identify the level of satisfaction in terms of satisfied to dissatisfy on various job-related factors. A sample of 120 respondents was selected from textile showroom around Padikuppam area, in Chennai using convenience sampling. The Primary data was collected from the respondents by administering a structured questionnaire and also through observations, interviews & discussion with Management team. Majority 60.83 respondents are satisfied with their current job. Mostly of the respondents are satisfied with the welfare scheme of the textile showrooms. Nearly 85% of the employees feel comfortable with the working environment and their management is a participative one.

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CHAPTER – 1

CHAPTER – 1

1.1 INTRODUCTION

1.1.1 INTRODUCTION OF THE STUDY

Employee satisfaction has continuously been a very important issue for organizations workers square measure viewed because the greatest strengths and resources of a corporation. Associate degree organization's success depends on the workers and so they must not be empty what they merit reciprocally for his or her commitment to the organization. However, only a few organizations have created worker satisfaction a high priority, maybe as a result of they fail to grasp the significant chance that lies ahead of them. Several organizations fail to grasp the fundamental that means of worker satisfaction. Employee satisfaction is that the language accustomed describe whether or not workers square measure happy and self-satisfied and their needs and desires at work. Worker satisfaction additionally describes however content a personal is together with his or her job. Employee satisfaction, while generally positive in an organization, can also be downer if mediocre employees stay because they are satisfied with the work environment.

1.1.2 Conceptual background

Based on this, the problems are found to be in different dimensions. Due to inadequate welfare facilities there leads to an increase in health and personal problems.

1. Working Conditions

- Working conditions is referred to as the health, which is the outcome of the interaction between the individual and his environment. The factors like shift timings, workload and the environment under which the employees are put in kindles the spirit of the employees.
- The working conditions include cleanliness, ventilation, workspace, lightening are: -
 - i) **Cleanliness** – The floor must be kept clean and there should not be any accumulation of dirt anywhere in the working place, which affects the health condition of the workers as well as the quality of the product.

- ii) **Ventilation** – In the textile showroom, ventilation plays a vital role. It is common that the textile industries are polluted due to cotton flying over.
- iii) **Workspace** – While the worker is in the process of doing his work, there should not be any disturbance due to the transportation of materials due to his co-workers.
- iv) **Lighting** – Where workers are working or passing, there shall be provided sufficient and suitable lighting, natural or artificial, or both. All the glass windows and lights must be kept clean on both inner and outer surfaces.

2. Labour welfare

Labour welfare is an important facet of industrial relations, giving satisfaction to the worker for which there is no other way of compensation.

- i) **Drinking water facility** – Every organization must provide adequate drinking water facility invariably to all the employees.
- ii) **Washing facility**– There should provide adequate and suitable washing facilities for male and female employees.
- iii) **Lift facility** – There should provide lift facility for employees. It is thus imperative to be aware about the functioning, quality and safety features of the lifts in your building so as to ensure complete safety.

1.1.3 There are 5W & 2H: -

1. WHY:

The showroom is trying hard for surviving and sustaining the same turnover every year, the main problem textiles face today for the financial crisis.

2. WHERE:

It will take my survey in Padikuppam, in Chennai.

3. WHEN:

To analyze the predictors of job satisfaction arising in the migrant employees. When change occurs within the workplace, dissatisfied employees are those who feel they haven't been kept informed.

4.WHAT:

Major consequences for satisfaction, it increases efficiency and effectiveness at work. It helps to reduce employee's absenteeism. It enhances organization's productivity and employee's satisfaction

5. WHO:

Jacob Morgan is the person who concerned with the satisfaction level of employees are Appreciation for your work, Good relationships with colleagues, Good work-life balance, Good relationships with superiors.

2H: -

1.HOW:

However, industries realized that the solution of all problems is one necessary aspect of them.

2.HOW MUCH:

Many measures purport that employee satisfaction is a factor in employee motivation, employee goal achievement, and positive employee morale in the workplace.

1.1.4 AREA OF INDUSTRY

FACT

Employees being committed to the success of the organization and believing that working for this. Employers should encourage constant communication and feedback among employees at all levels of the organization.

Sample size

The sample size is taken for the study is 120 respondents

Location

The area of study is located at Padikuppam, in Chennai

Target people

There are both men and women at the age of below 18 to 50

Type of Industry

Textiles showrooms is the type of industry.

1.2 Industry profile

The textile showrooms is primarily concerned with the design, production and distribution of yarn, cloth and clothing. It is also be a space for wholesale buyers to view fashion merchandise for sale in their retail stores. It is a flexible material made by creating an interlocking bundle of yarns or threads, which are produced by spinning raw fibers (from either natural or synthetic sources) into long and twisted lengths. Textiles are then formed by weaving, knitting, crocheting, knotting, tatting, bonding, or braiding these yarns together. A textile is any material made of interlacing fibers, including carpeting and geotextiles, which may not necessarily be used in the production of further goods, such as clothing and upholstery. A fabric is a material made through weaving, knitting, spreading, felting, stitching, crocheting or bonding that may be used in the production of further products, such as clothing and upholstery, thus requiring a further step of the production. A showroom, also referred to as a gallery, is a large space used to display products, entertainment or visual arts.

There different companies of textiles showrooms are:

1. Waves clothing Pvt Ltd.
2. Rochan clothing
3. Fashion look
4. Max
5. Trends
6. Pantaloons

1.2.1 Market condition

- The federation has advised and cautioned its members to scale-up production only after analysing the demand. Low-end goods, essential goods and value-for-money goods in the textile sector are moving well in the Covid-19 situation but fashionable apparels that depended on showrooms are yet to make a recovery.
- The Indian textiles market is expected to be worth >US\$ 209 billion by 2029.

1.2.2 Market development

- From domestic market to international markets, textiles showrooms in India have shown a significant positive growth in the last decade.

- The textile showrooms are developing gradually and is also developing applications to increase production, improve quality and reduce costs.

Types of Products/services

1)FABRIC



Fabric Can be created from non-woven fibre or yarn by weaving or knitting which is a general term used only for upholstery, a finished product, all fabrics are textiles. Popular fabrics include cotton and leather, but even seaweed and gold have been used to make textiles.

2) CLOTHING



Clothing is made of fabrics or textiles, but over time it has included garments made from animal skin and other thin sheets of materials and natural products found in the environment, put together. The wearing of clothing is mostly restricted to human beings and is a feature of all human societies.

3) THREAD (Yarn)



Thread is a type of yarn but similarly used for sewing. It can be made of many different materials including cotton, wool, linen, nylon, and silk. Thread is made from a wide variety of materials. Where a thread is stronger than the material that it is being used to join, if seams are placed under strain the material may tear before the thread breaks. Garments are usually sewn with threads of lesser strength than the fabric so that if stressed the seam will break before the garment.

1.3 STATEMENT OF THE PROBLEM

The Problem of satisfaction level of employees it is said that the satisfied employee is a productive employees or personal greater extent influence on the job. So every organization is giving higher priority to keep their employees with satisfaction by providing several facilities which improves satisfaction and which reduces dissatisfaction. In this connection a survey was conducted to identify the level of satisfaction in terms of satisfied to dissatisfy on various job-related factors.

1.4 OBJECTIVES OF THE STUDY

1.4.1 Primary Objectives

- To study on satisfaction level of employees in textile showrooms with the reference of Padikuppam in Chennai.

1.4.2 Secondary Objectives

- To understand the level of employee satisfaction and factors which make the employees desirable in textile showrooms with respect to company policies, working conditions and other factors.
- To analyze employee loyalty towards company and to understand the commitment of management towards employees, in terms of trust empowerment etc.
- To find out the satisfaction level regarding the compensation plans, transparency and leadership

1.5 NEEDS OF THE STUDY

- The study is in view for employees as a key priority for employer to satisfy their Careers.
- There is a great need for good working in an industry. Some of the basic reasons for the need for good working conditions are: to increase the loyalty

of the employees towards the organization, to reduce injuries due to bad working conditions of machineries.

1.6 SCOPE AND SIGNIFICANCE OF THE STUDY

- The development of any of the organization is mainly depending on the satisfaction level of the employees so that they can perform well in the organization.
- They can implement the valuable suggestions to overcome many problems faced by the organization
- The company can improve the working conditions, environment and other policies to satisfy the employees based on the results of survey.

CHAPTER – 2

CHAPTER-2

REVIEW OF LITERATURE

2.1 Introduction

- **Dr.U.Vani and Ms. P. Janani (2016)** – It says that the satisfaction level of employees as to assess the workers satisfaction level towards various factors of wages and salary, promotion opportunities, working conditions, training and development, etc. 165 respondents were selected for the survey. It is concluded that majority of employees are satisfied with their salary and training opportunities in their company.
- **M. M. C. De Silva (2014)** – It says that the studied-on employee satisfaction and the main objective of the study was to examine the impact of job satisfaction and employee education on textile industry with reference to the Gampaha district, Sri Lanka. 90 respondents (machine operators) were selected for the survey. It has been found that there was no positive relationship between employee efficiency, job satisfaction and education and management should improve its strategies.
- **Choi Sang Long (2014)** – It says that the conclude form the findings that there is a moderate level of job satisfaction among the respondents. The components used for job satisfaction are pay, promotion, supervision, fringe benefits, coworkers, nature of works and communication. This study shows that employees are satisfied with their job particularly in the dimensions of co – workers. The respondents have highest level of satisfaction in the relationship with co-workers.
- **V. Adhimoolam¹ (2014)** – It says that the “A Study on Employees” Attitude towards Motivational Schemes Offered by Coimbatore Pump Engineering”, the company has a total population of 500 employees. It is difficult to meet every employee, the researcher adopted a stratified random sampling technique to select a sample size of 100 employees. It was concluded that some people are more effective and efficient in accomplishing the assigned tasks, than others.
- **Mushtaq Ahmad, Muhammad Qasim and Amber Ferdoos (2013)** – It says that employees who are in higher levels tend to derive more satisfaction from intrinsic rewards while, employees who are in lower levels tend to originate

more gratification with extrinsic payments. Monetary benefits, reward, promotion plays very significant role to satisfy, maintain and attract employees. Data was collected from 120 employees. The author states that high level workers are more satisfied than the lower-level workers of the organization.

- **Jitendra Kumar Singh and Dr. Mini Jain (2013)** – It says that every organization should develop strategies that strengthen the work environment and increase the employee's satisfaction to enhance the productivity, which results in profits, employee satisfaction and retention. Correlation and regression analysis is used in this research. The author concluded by saying a good working environment and good work conditions will increase employee satisfaction.
- **Sheikh Sana Ur Rehman (2013)** – It says that have made an attempt to find out the level of job satisfaction among the managerial personnel of Textile sector of Pakistan. A total number of 400 respondents have been selected. It has been concluded that employees' satisfaction is highly linked with culture of organization. Organizations ensuring better work environment, facilities and awards and compensation plans for their employees are proved house of satisfied and motivated employees.
- **Ami Boyad, Shiji Lyndon & Shamira Malekar (2012)** – It says that the studied on employee satisfaction in reference with textile showrooms. The main objective of the study was to examine the level of satisfaction of the respondent regarding their job and to find out employee engagement level in the organization. 80 respondents were randomly selected for the study.
- **Balasundaram Nimalathasan (2012)** – It say that the compatibility principle, work performance, being only one relatively specific aspect related to one's work, cannot be well predicted from a general attitude such as job satisfaction.
- **Mosammod Mahamuda Parvin (2011)** – It says that work conditions, promotion and pay are the factors affecting job satisfaction of the employees. The author states that the good salary and a good compensation benefit will satisfy the employee satisfaction among the job. The work environment places a vital role in employee job satisfaction. A good working environment and working conditions can improve the job satisfaction and thus will increase

the productivity of the organization. This study concluded by saying in 85% of the employees are satisfied with their job and of the 15% employees are not satisfied with their job.

- **Penna (2007)** – It say that developed a model of engagement which incorporates employee satisfaction, feeling valued at work, communication and training and development as key influences on staff engagement and overall satisfaction at work.
- **Weiss (2007)** – It says that job satisfaction is an attitude but points out that researchers should clearly distinguish the objects of cognitive evaluation which are affect, beliefs and behaviors. This definition suggests that employees form attitude towards jobs by taking into account their feelings, beliefs and behaviors.
- **Horwitz et al., (2006)** – It says that results showed performance of an individual depends on job satisfaction. A persons' ability, the quality of his tools and materials, the nature of the work environment and job and efficient managerial coordination of the efforts of the work force all assist the effective performance.
- **Randhawa (2005)** – It says that on The Relationship Between Work Attitudes and Work Performance on a randomly selected sample of 150 respondents from the textile showrooms in Haryana showed that there was a significant positive correlation between experience and job satisfaction. This indicated that more experienced scientists tend to be more satisfied with their jobs
- **Srivastava (2004)** – It says that the Impact of Labour Welfare on 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; measures the degree of job satisfaction of workers provided with labour welfare facilities in private and public sectors and evaluate the attitudes of workers towards management in both the sectors.
- **Robinson (2004)** – It says that satisfaction with the job of work alone, will not produce a satisfied and engaged workforce, but it is a contributory with many other factors.
- **Khan (2001)** – It says that the study mentioned that there is deliberate feminization of the workforce of the clothing industry in Bangalore and there

are three reasons behind this deliberate feminization. These are: (1) Garment factory owners perceived that like the poor women workers and economically oppressed for so long and who have low aspirations wages, teen age girls and young women from rural areas of Bangalore have low aspiration wages. (2) Since they are already in a susceptible socio-economic condition, as compared to their male counter parts (3) Most garment factory owners perceived them as docile, trustworthy and manageable.

- **D. Swaroopa and Prof. B. Sudhir** – It says that the employees are satisfied but the organizations need to improve some of the facilities so that employee would become highly satisfied and the productivity also increase. The factors used for the research is working conditions, recruitment process, employee stress. Work timings and welfare programmers, grievance redressed procedures, promotions, rewards recognition. Percentage Analysis and Chi-square Test analysis is used in this research. The study shows that 60% of the employees are dissatisfied with the promotions and hikes provided
- **Dr. V. Lavanya** – It says that the job satisfaction is very important to promote well-being of the organization, positive attitude and behavior of employees towards work. Most of the employees are dissatisfied with the parking facility due to the shortage of space, no transport facilities are provided and no refreshments were provided especially for those who stay back often because of work. Correlation Analysis is used in this research. The author suggesting to improve the parking space, provide safety measures for the employees which will improve the level of satisfaction among employees.

CHAPTER – 3

CHAPTER – 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose.

3.2 RESEARCH DESIGN

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.3 SAMPLING TECHNIQUE

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.4 SOURCES OF DATA

3.4.1 PRIMARY DATA

Primary data are those that are collected as fresh for the first time & thus happen to be origin in character. Here primary data was collected through a structured questionnaire.

3.4.2 SECONDARY DATA

The secondary data are those, which have collected by same others that have been processed. For the study, the secondary data is being collected through Textbooks, Journals from Library and Internet.

3.5 STRUCTURE OF QUESTIONNAIRE

A questionnaire was construction with 20 questions to obtain the necessary information for the research.

3.6 SAMPLE DESIGN

A sample size taken for the study is 120 respondents was selected from textile showrooms.

3.7 LOCATION & TARGETED PEOPLE OF STUDY

The area of study is located at Padikuppam in Chennai and There are both men and women at the age of (18 to 50) above.

3.8 HYPOTHESIS FRAMED

1) PARAMETRIC TEST

Parametric tests are based on assumptions about the distribution of the underlying population from which the sample was taken. The most common parametric assumption is that data is approximately normally distributed.

2) NON PARAMETRIC TEST

Nonparametric tests do not rely on assumptions about the shape or parameters of the underlying population distribution.

3.9 TOOLS FOR ANALYSIS

3.9.1 Percentage Analysis

Research questions are always answered with a descriptive statistic: Generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.9.2 HYPOTHESIS ANALYSIS

1) CHI SQUARE TEST

A Chi-square test is a hypothesis testing method. It is a statistical test used to compare observed results with expected results.

USES

- This method is commonly used by researchers to determine the differences between different categorical variables in a population
- A Chi-square test can also be used as a test for goodness of fit. It enables us to observe how well the theoretical distribution fits the observed distribution.
- It also works as a test of independence where it enables the researcher to determine if two attributes of a population are associated or not.

APPLICATIONS

- A Chi-square test is used in cryptanalysis to determine the distribution of plain text and decrypted ciphertext.

- Similarly, it is also used in bioinformatics to determine the distribution of different genes like disease genes and other important genes.
- A Chi-square test is performed by various researchers of different fields to test the minor or major hypothesis.

2) ANOVA-ONE WAY

- A one-way ANOVA evaluates the impact of a sole factor on a sole response variable.
- One-way ANOVA is used to compare the means of more than two groups when there is one independent variable and one dependent variable.

APPLICATIONS

- An R&D researcher might test two different processes of creating a product to see if one process is better than the other in terms of cost efficiency.

3) CORRELATION

- A correlation reflects the strength and/or direction of the relationship between two (or more) variables.
- The direction of a correlation can be either positive or negative.

Uses

- It used in research work
- It is used reducing the range of uncertainties in matter of prediction
- Particularly beneficial when experimental studies are difficult or impossible to design.

APPLICATIONS

- Correlation is all about relationship between two random variables X and Y, and there are multiple ways of measuring correlation like Pearson correlation coefficient, Spearman's rank correlation coefficient, etc.
- Correlation of rotation/strains and translations.

CHAPTER – 4

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1 Percentage analysis

Table 1: Gender of the response

S.NO	Gender	No of Respondents	Percentage
1.	Male	68	56.67
2.	Female	52	43.33
Total		120	100.00

Source: Primary Data

INTERPRETATION

From the above table shows that the gender of the response, 57% of male and 52% of Female respondents.

Chart 1: Gender of the response

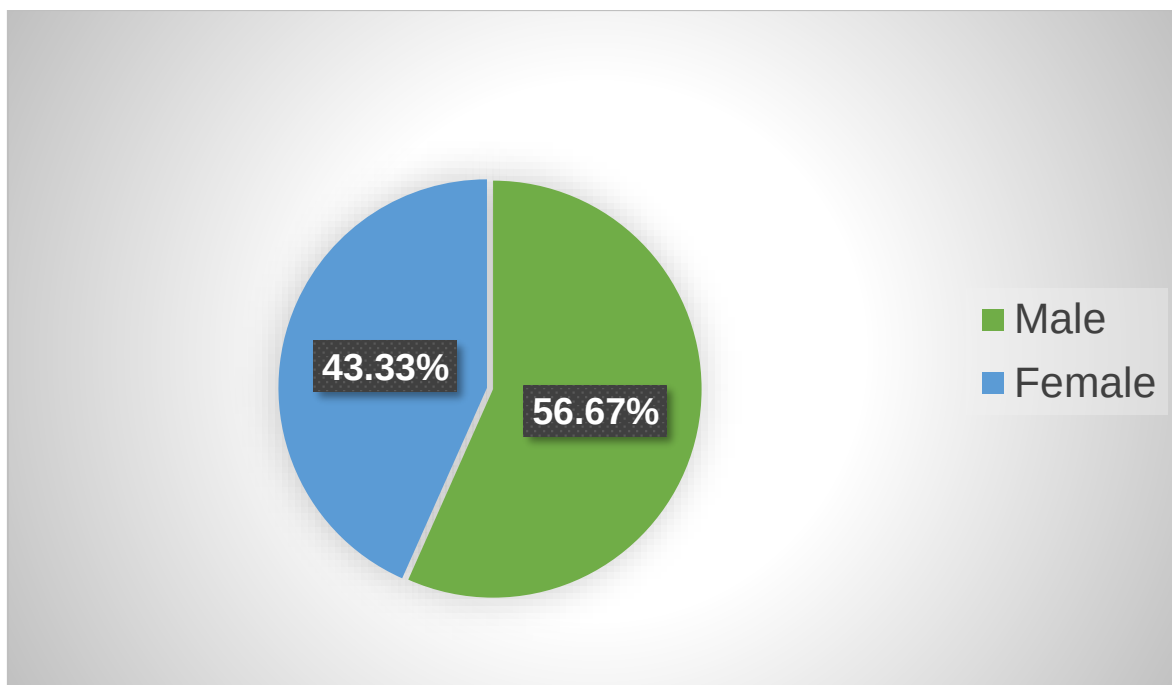


Table 2: Age of the response

S.NO.	Age	No. of Respondents	Percentage
1.	Below 18	5	4.17
2.	18-26	50	41.67
3.	26-35	42	35
4.	36-45	16	13.33
5.	46-50&above	7	5.83
Total		120	100

Source: Primary Data

INTERPRETATION

From the above table shows that the age of the response, 4.17% of below 18, 41.67% of 18-26, 35% of 26-35, 13.33% of 36-45 and 5.83% of 46-50&above of the respondents.

Chart 2: Age of the response

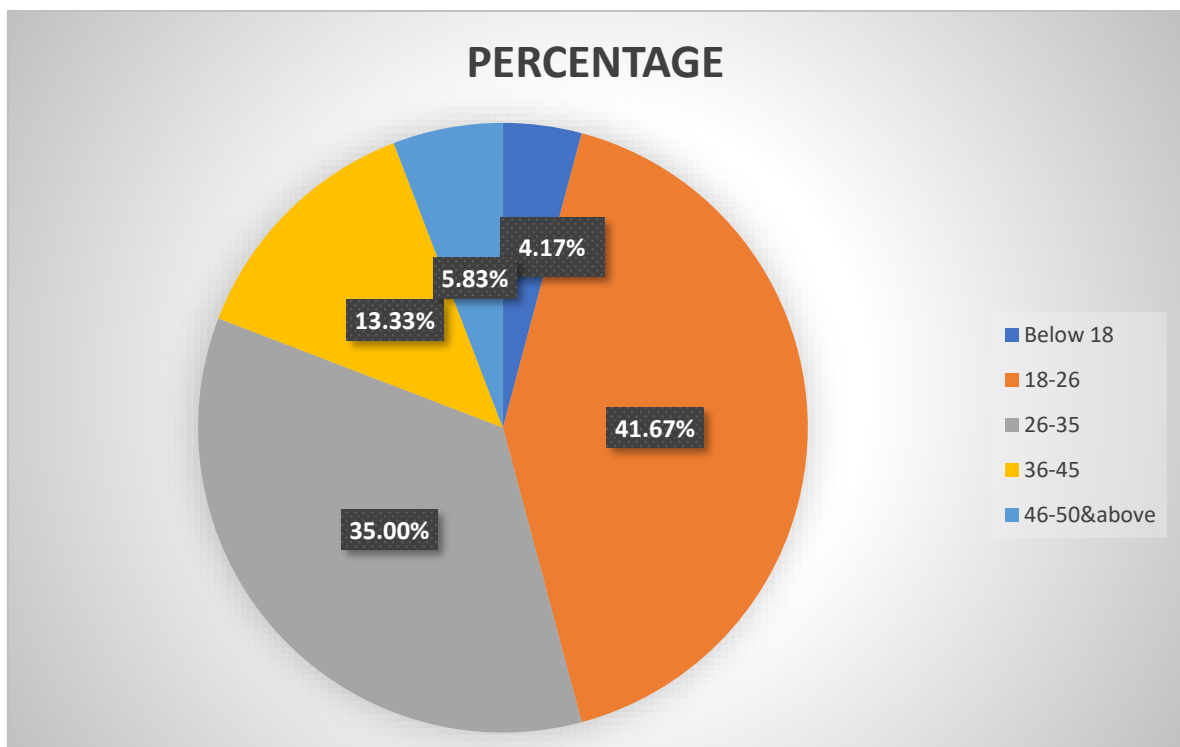


Table 3: Married status of the response

S. NO	Married status	No. of respondents	Percentage
1.	Married	44	36.67
2.	Single	76	63.33
Total		120	100.00

Source: Primary Data

INTERPRETATION

From the above table shows that the married status of the response, 36.67% of married and 63.33% of Single of the respondents.

Chart 3: Married status of the response

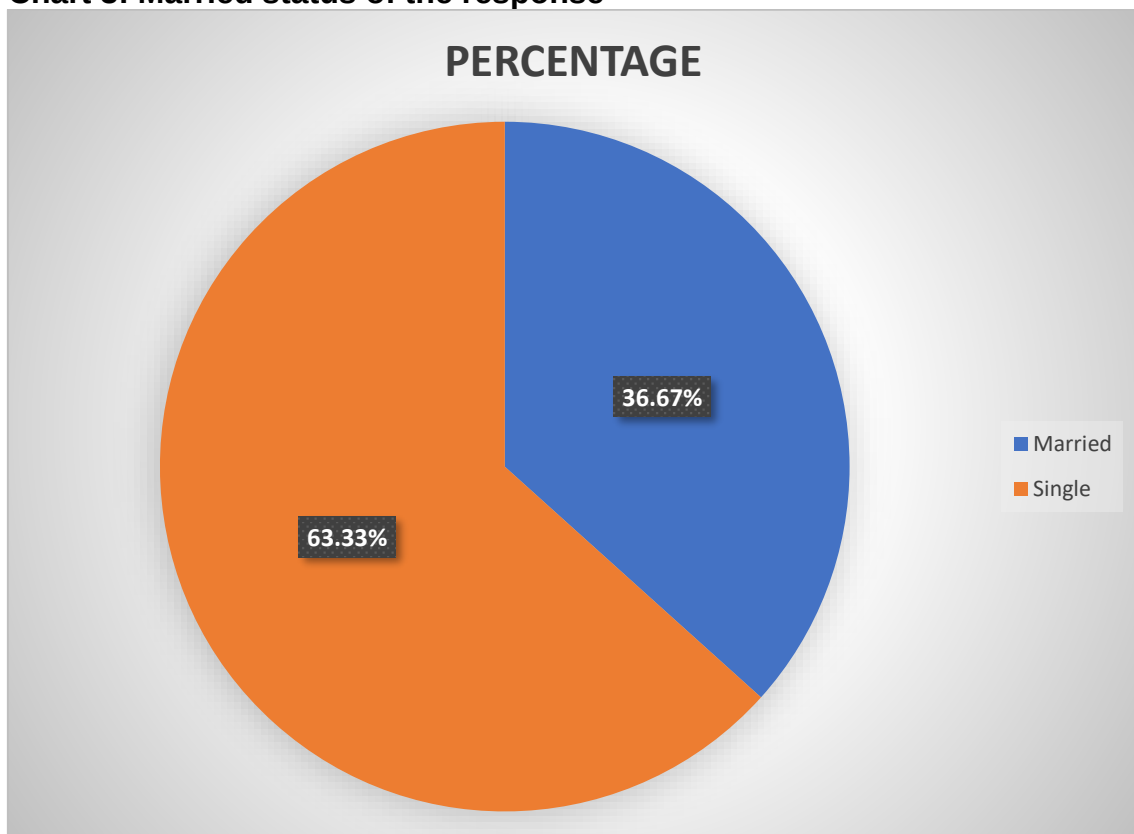


Table 4: Qualification of the response

S.NO	Qualification	No. of Respondents	Percentage
1.	10 th	11	9.17
2.	12 th	24	20.00
3.	Undergraduate	61	50.83
4.	PG holders	14	11.67
5.	Others	10	8.33
Total		120	100.00

Source: Primary Data

INTERPRETATION

From the above table shows that the qualification of the response, 9.17% of 10th, 20.00% of 12th, 50.83% of undergraduate, 11.67% of Pg holders and Others of 8.33% of the respondents.

Chart 4: Qualification of the response

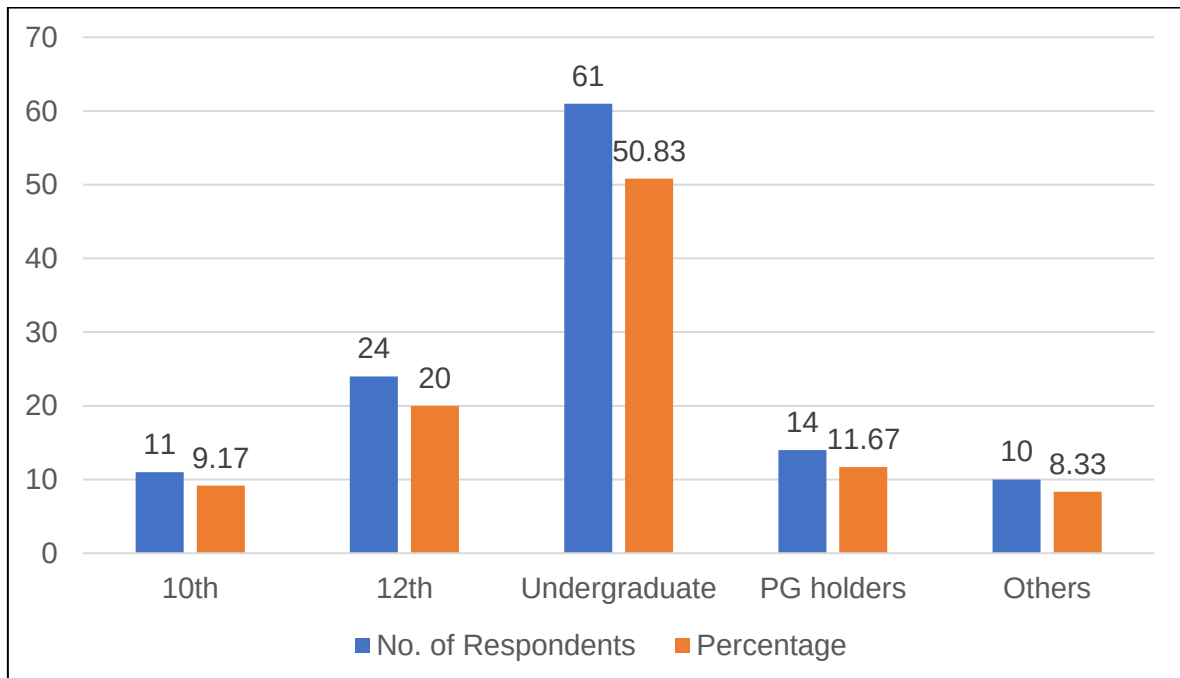


Table 5: Annual income of the response

S.NO.	Annual income	No. of Respondents	Percentage
1.	Upto – 50000	18	15.00
2.	50,000 – 55,000	26	21.67
3.	55,000 – 1lakh	24	20.00
4.	1lakh – 1,50,000	39	32.5
5.	Above 1,50,000	13	10.83
Total		120	100.00

Source: Primary Data

INTERPRETATION

From the above table shows that the annual income of the response, 15.00% of Upto-50000, 21.67% of 50,000-55,000, 20.00% of 55,000-1lakh, 32.5% of 1lakh-1,50,000 and 10.83% of the respondents.

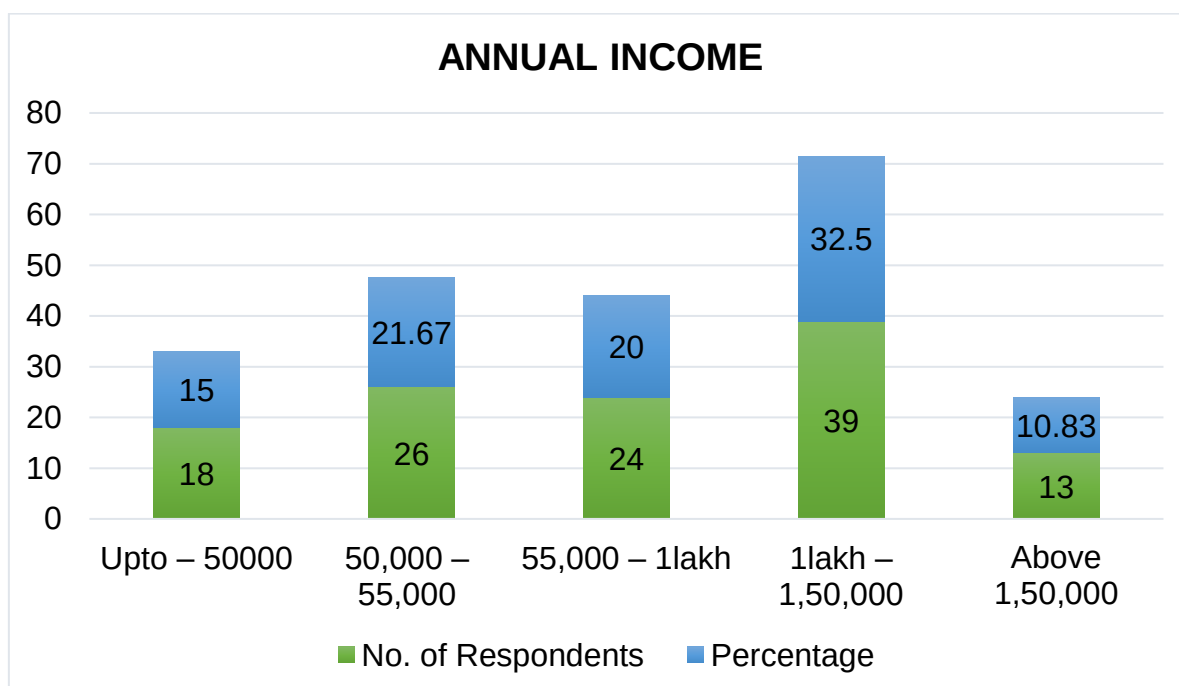
Chart 5: Annual income of the response

Table 6: Designation of the response

S.NO	Designation	No. of Respondents	Percentage
1.	Entrepreneur	6	5.00
2.	Supervisor	29	24.17
3.	Billing staff	23	19.17
4.	Accountant	12	10.00
5.	Sales Manager/staffs	50	41.66
Total		120	100.00

Source: Primary Data

INTERPRETATION

From the above table shows that the designation of the response, 5.00% of entrepreneur, 24.17% of supervisor, 19.17% of billing staff, 10.00% of accountant and 41.66% of sales manager/staffs of the respondents.

Chart 6: Designation of the response

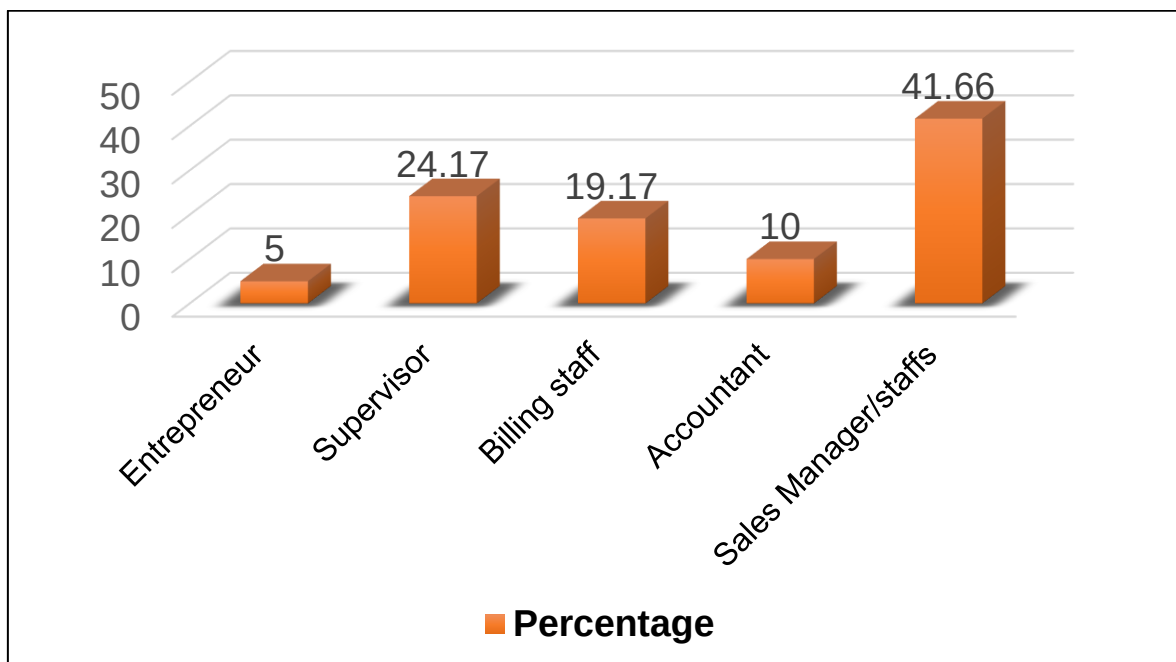


Table 7: Satisfactory level of promotion and training & development

S.NO	Particulars	No. of Respondents	Percentage
1.	Supervisor support	39	32.5
2.	Promotion activities	12	10.00
3.	Personal Recognition	12	10.00
4.	Training & development	44	36.67
5.	Incentive	13	10.83
Total		120	100.00

Source: Primary Data

INTERPRETATION

From the above table shows that the Satisfactory level of promotion and training & development of the response, 32.5% of supervisor support, 10.00% of promotion activities, 10.00% of personal recognition, 36.67% of training & development and 10.83% of incentive of the respondents.

Chart 7: Satisfactory level of promotion and training & development

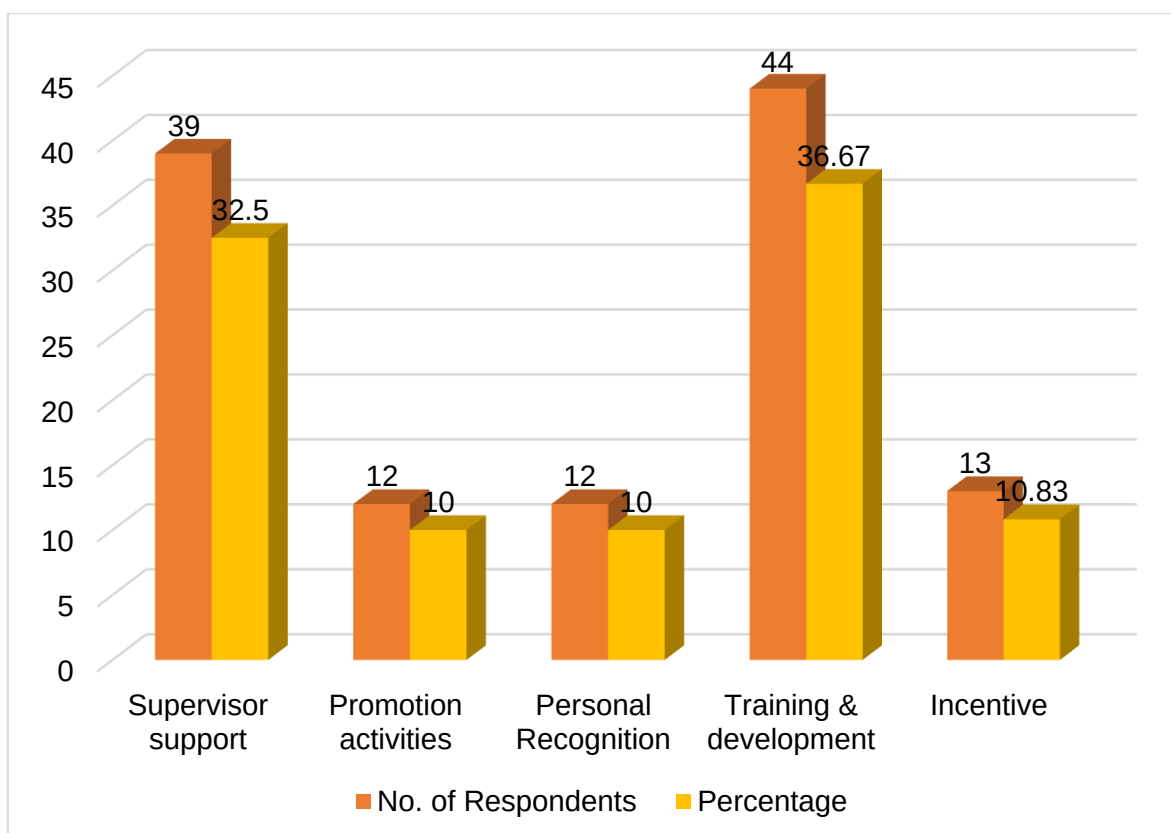


Table 8: Daily travel distance

S.NO	Particulars	No. of Respondents	Percentage
1.	Less than 20km	33	27.5
2.	20km – 50km	52	43.34
3.	50km – 90km	21	17.5
4.	90km – 120km	4	3.33
5.	120km – 180km	10	8.33
Total		120	100.00

Source: Primary Data

INTERPRETATION

From the above table shows that the daily travel distance of the response, 27.5% of less than 20km, 43.34% of 20km-50km, 17.5% of 50km-90km, 3.33% of 90km-120km and 8.33% of 120km-180km of the respondents.

Chart 8: Daily travel distance

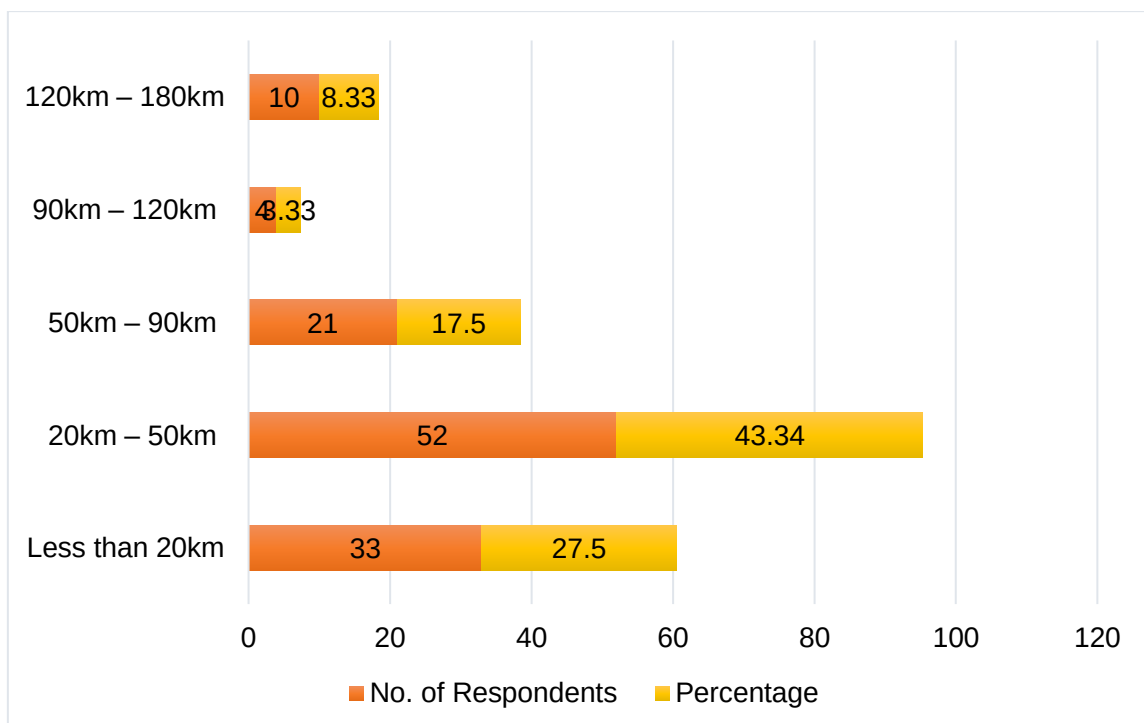


Table 9: Satisfactory level of various contribution made by employers

S.NO	Particulars	No. of Respondents	Percentage
1.	Contribution to PF	52	43.33
2.	ESI	29	24.17
3.	Group Insurance	26	21.67
4.	Any others	13	10.83
Total		120	100.00

Source: Primary Data

INTERPRETATION

From the above table shows that the Satisfactory level of various contribution made by employers of the response, 43.33% of contribution to PF, 24.17% of ESI, 21.67% of Group Insurance and 10.83% of any others of the respondents.

Chart 9: Satisfactory level of various contribution made by employers

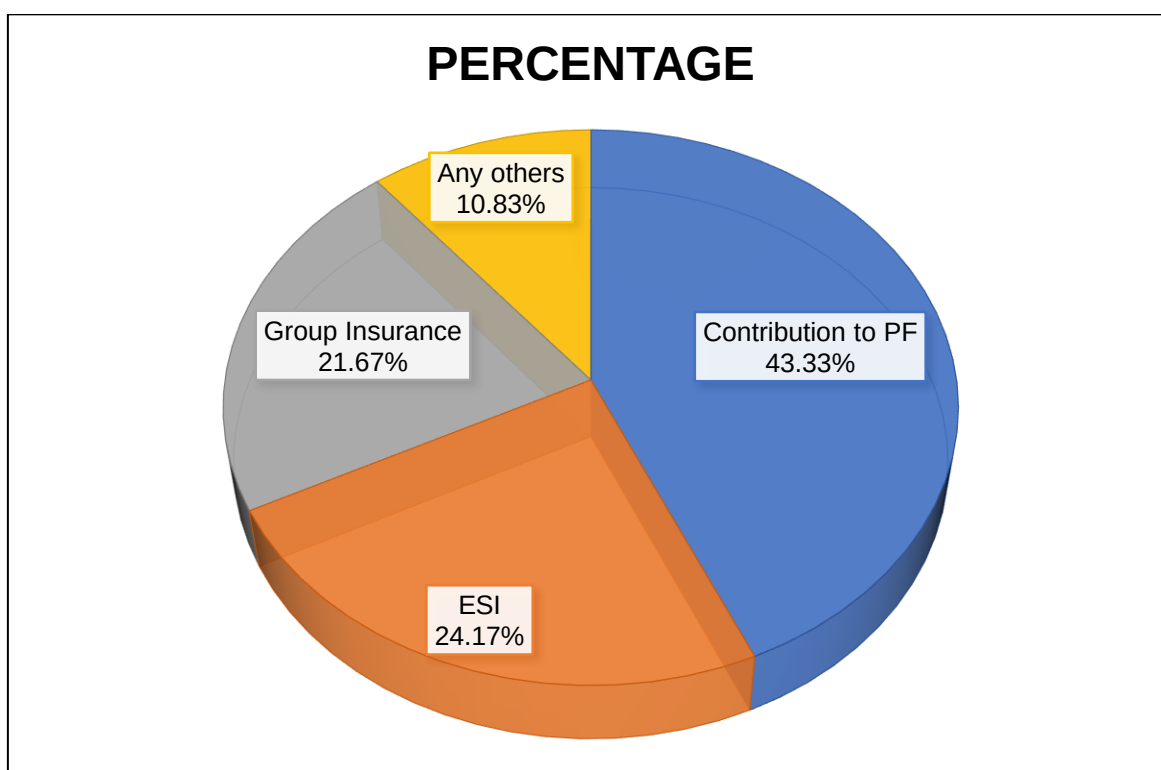


Table 10: Employees are you satisfied with your current job

S.NO	Particulars	No. of Respondents	Percentage
1.	Highly dissatisfied	3	2.5
2.	Dissatisfied	8	6.67
3.	Neutral	15	12.5
4.	Satisfied	73	60.83
5.	Highly satisfied	21	17.5
Total		120	100.00

Source: Primary Data

INTERPRETATION

From the above table shows that the Employees are you satisfied with your current job of the response, 2.5% of highly dissatisfied, 6.67% of dissatisfied, 12.5% of neutral, 60.83% of satisfied and 17.5% of highly satisfied of the respondents.

Chart 10: Employees are you satisfied with your current job

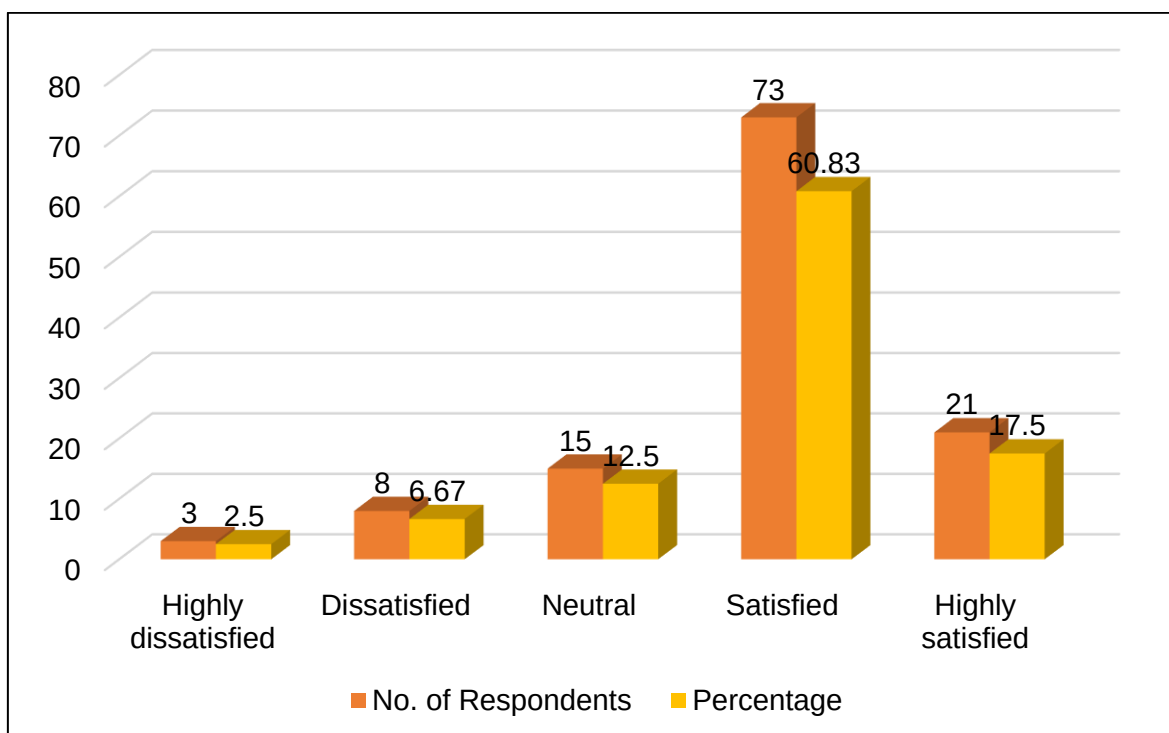


Table 11: Employees are you agree with your payment or salary at the right time

S.NO	Particulars	No. of Respondents	Percentage
1.	Highly dissatisfied	7	5.84
2.	Dissatisfied	9	7.5
3.	Neutral	10	8.33
4.	Satisfied	60	50.00
5.	Highly satisfied	34	28.33
Total		120	100.00

Source: Primary Data

INTERPRETAION

From the above table shows that the Employees are you agree with your payment or salary at the right time of the response, 5.84% of highly dissatisfied, 7.5% of dissatisfied, 8.33% of neutral, 50.00% of satisfied and 28.33% of highly satisfied of the respondents.

Charts 11: Employees are you agree with your payment or salary at the right time

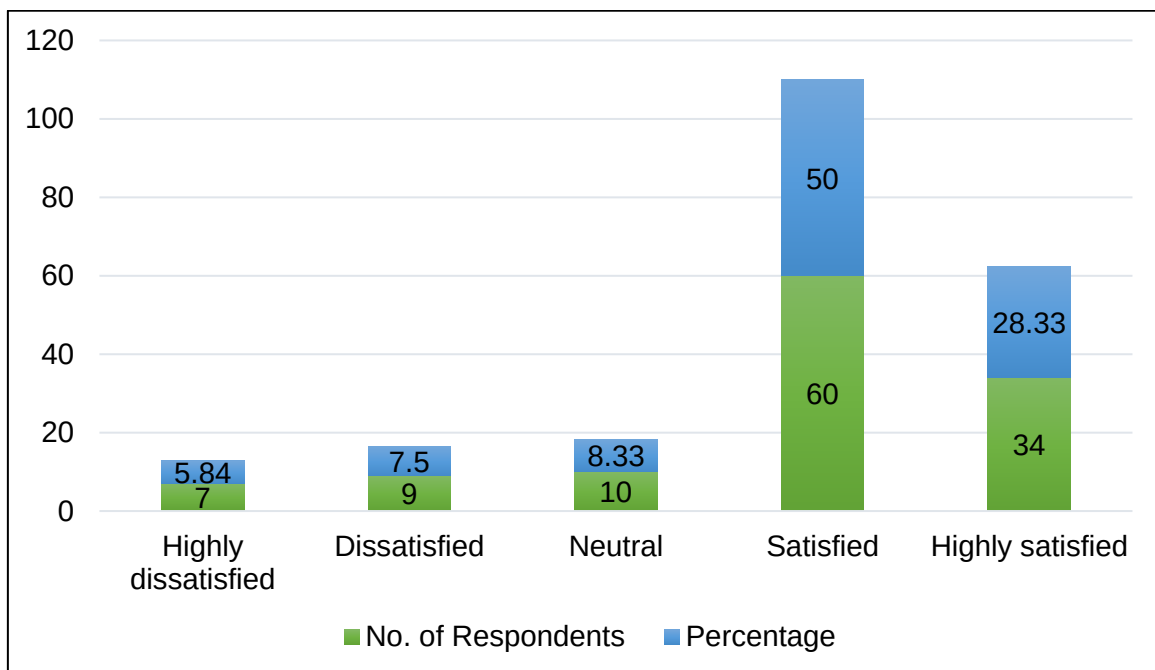


Table 12: Employees satisfied with the communication level with your superior

S.NO	Particulars	No. of Respondents	Percentage
1.	Highly dissatisfied	3	2.5
2.	Dissatisfied	1	0.83
3.	Neutral	15	12.5
4.	Satisfied	53	44.17
5.	Highly satisfied	48	40.00
Total		120	100.00

Source: Primary Data

INTERPRETATION

From the above table shows that the Employees satisfied with the communication level with your superior of the response, 2.5% of highly dissatisfied, 0.83% of dissatisfied, 12.5% of neutral, 44.17% of satisfied and 40.00% of highly satisfied of the respondents.

Chart 12: Employees satisfied with the communication level with your superior

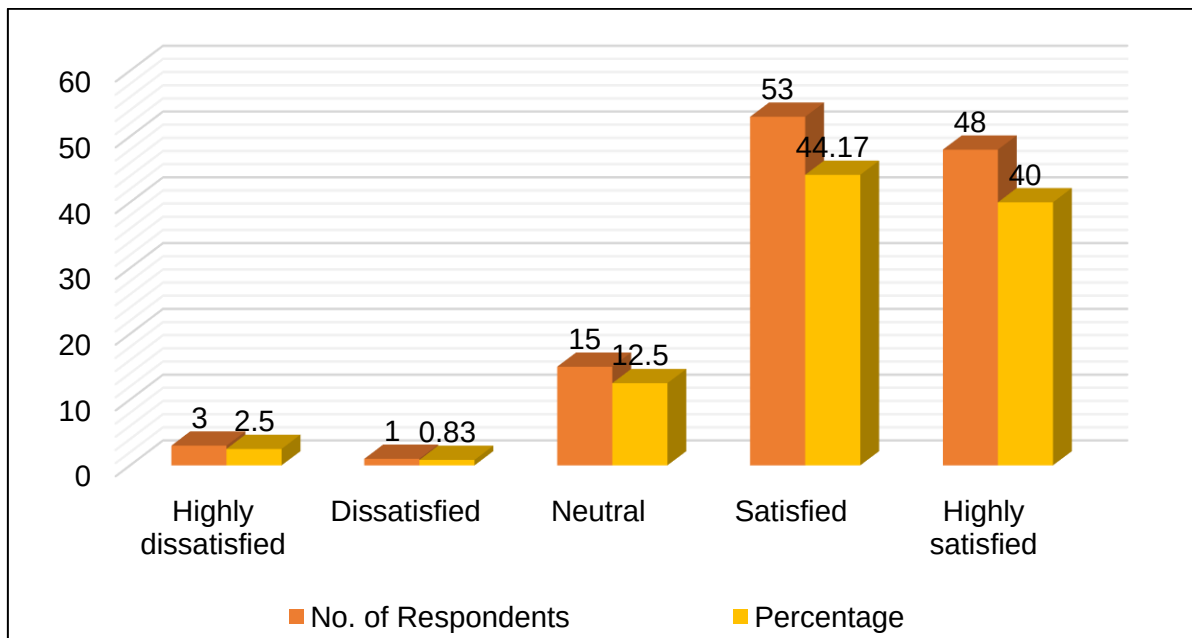


Table 13: Employees agree that there is a good relationship among colleagues

S.NO	Particulars	No. of Respondents	Percentage
1.	Dissatisfied	1	0.83
2.	Neutral	6	5.00
3.	Satisfied	75	62.5
4.	Highly satisfied	38	31.67
Total		120	100.00

Source: Primary Data

INTERPRETATION

From the above table shows that the Employees agree that there is a good relationship among colleagues of the response, 0.83% of dissatisfied, 5.00% of neutral, 62.5% of satisfied and 31.67% of highly satisfied of the respondents.

Chart 13: Employees agree that there is a good relationship among colleagues

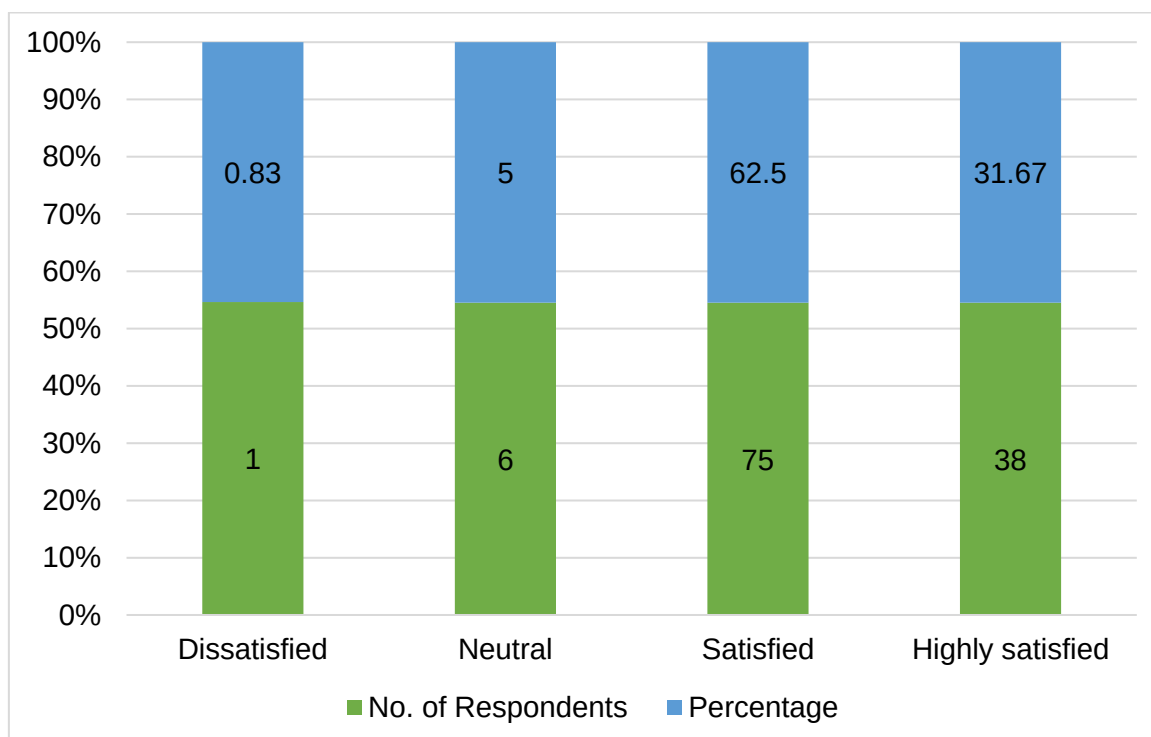


Table 14: Superior motivation to finish the task on time

S.NO	Particulars	No. of Respondents	Percentage
1.	Highly dissatisfied	2	1.66
2.	Dissatisfied	6	5.00
3.	Neutral	20	16.67
4.	Satisfied	65	54.17
5.	Highly satisfied	27	22.5
Total		120	100.00

Source: Primary Data

INTERPRETATION

From the above table shows that the Superior motivation to finish the task on time of the response, 1.66% of highly dissatisfied, 5.00% of dissatisfied, 16.67% of neutral, 54.17% of satisfied and 22.5% of highly satisfied of the respondents.

Chart 14: Superior motivation to finish the task on time

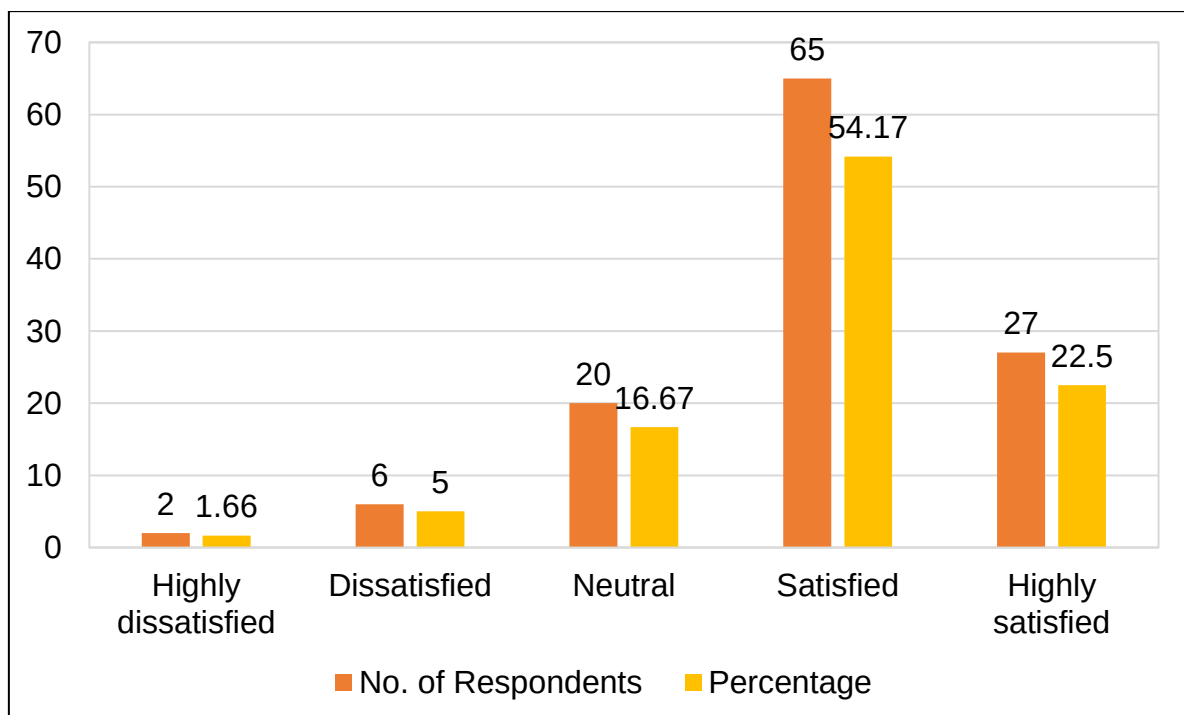


Table 15: Employees satisfied with the promotional policy

S.NO	Particulars	No. of Respondents	Percentage
1.	Highly dissatisfied	5	4.17
2.	Dissatisfied	7	5.83
3.	Neutral	28	23.33
4.	Satisfied	59	49.17
5.	Highly satisfied	21	17.5
Total		120	100.00

Source: Primary Data

INTERPRETATION

From the above table shows that the Employees satisfied with the promotional policy of the response, 4.17% of highly dissatisfied, 5.83% of dissatisfied, 23.33% of neutral, 49.17% of satisfied and 17.5% of highly satisfied of the respondents.

Chart 15: Employees satisfied with the promotional policy

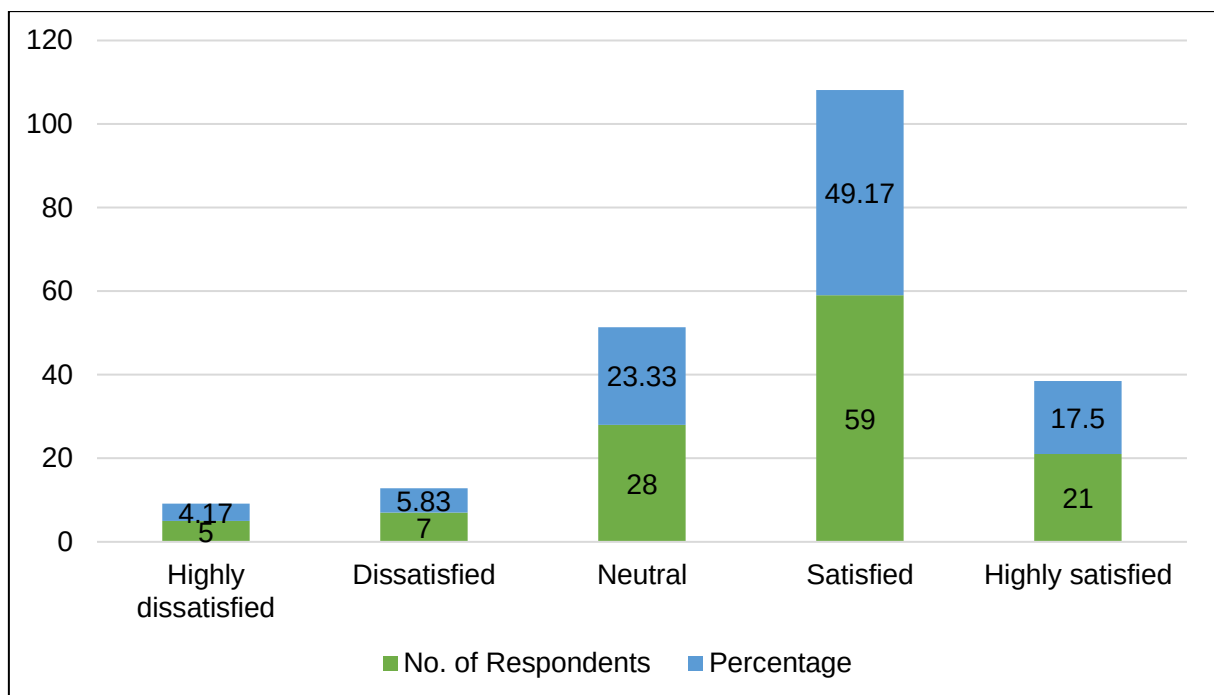


Table 16: Employees agree that there is a proper approach of their superiors with them

S.NO		No. of Respondents	Percentage
1.	Highly dissatisfied	3	2.5
2.	Dissatisfied	7	5.83
3.	Neutral	19	15.83
4.	Satisfied	77	64.17
5.	Highly satisfied	14	11.67
Total		120	100.00

Source: Primary Data

INTERPRETATION

From the above table shows that the Employees satisfied with the promotional policy of the response, 2.5% of highly dissatisfied, 5.83% of dissatisfied, 15.83% of neutral, 64.17% of satisfied and 11.67% of highly satisfied of the respondents.

Chart 16: Employees agree that there is a proper approach of their superiors with them

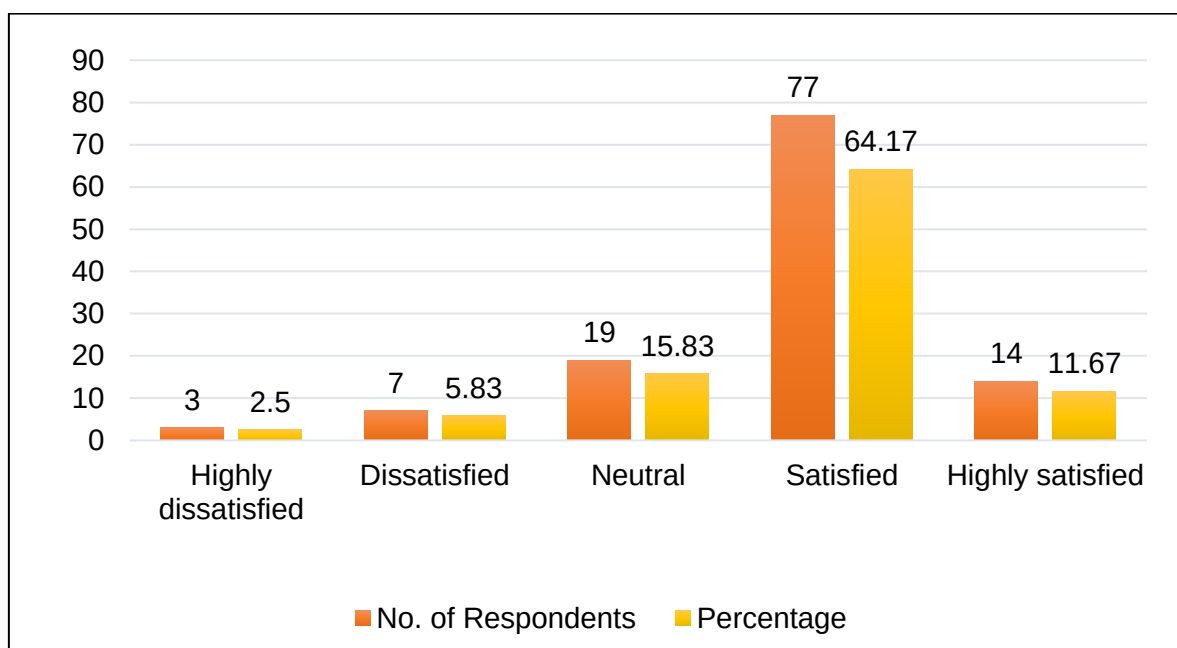


Table 17: Financial benefits are you satisfied level of employees

HD-Highly dissatisfied, D-Dissatisfied, N-Neutral, S-Satisfied, HS-Highly satisfied

Particulars	HD	%	D	%	N	%	S	%	HS	%
Wages & salary	4	3.33	16	13.33	51	42.5	40	33.34	9	7.5
Leave	3	2.5	12	10.00	29	24.17	61	50.83	15	12.5
Retirement benefits	1	0.83	11	9.17	60	50.00	36	30.00	12	10.00
Medical	0	0.00	2	1.67	27	22.5	67	55.83	24	20.00
Bonus	1	0.83	6	5.00	34	28.33	59	49.17	20	16.67

Source: Primary Data

INTERPRETATION

From above table it is interpreted that

- 3.33% respondents are highly dissatisfied, 13.33% respondents are dissatisfied, 42.5% respondents are neutral, 33.34% respondents are satisfied and 7.5% respondents are highly satisfied that wages & salary for the financial benefits are you satisfied level of employees.
- 2.5% respondents are highly dissatisfied, 10.00% respondents are dissatisfied, 24.17% respondents are neutral, 50.83% respondents are satisfied and 12.5% respondents are highly satisfied that leave for the financial benefits are you satisfied level of employees.
- 0.83% respondents are highly dissatisfied, 9.17% respondents are dissatisfied, 50.00% respondents are neutral, 30.00% respondents are satisfied and 10.00% respondents are highly satisfied that retirement benefits for the financial benefits are you satisfied level of employees.
- 1.67% respondents are dissatisfied, 22.5% respondents are neutral, 55.83% respondents are satisfied and 20.00% respondents are highly satisfied that leave for the financial benefits are you satisfied level of employees.
- 0.83% respondents are highly dissatisfied, 5.00% respondents are dissatisfied, 28.33% respondents are neutral, 49.17% respondents are satisfied and 16.67% respondents are highly satisfied that leave for the financial benefits are you satisfied level of employees.

Chart 17: Financial benefits are you satisfied level of employees

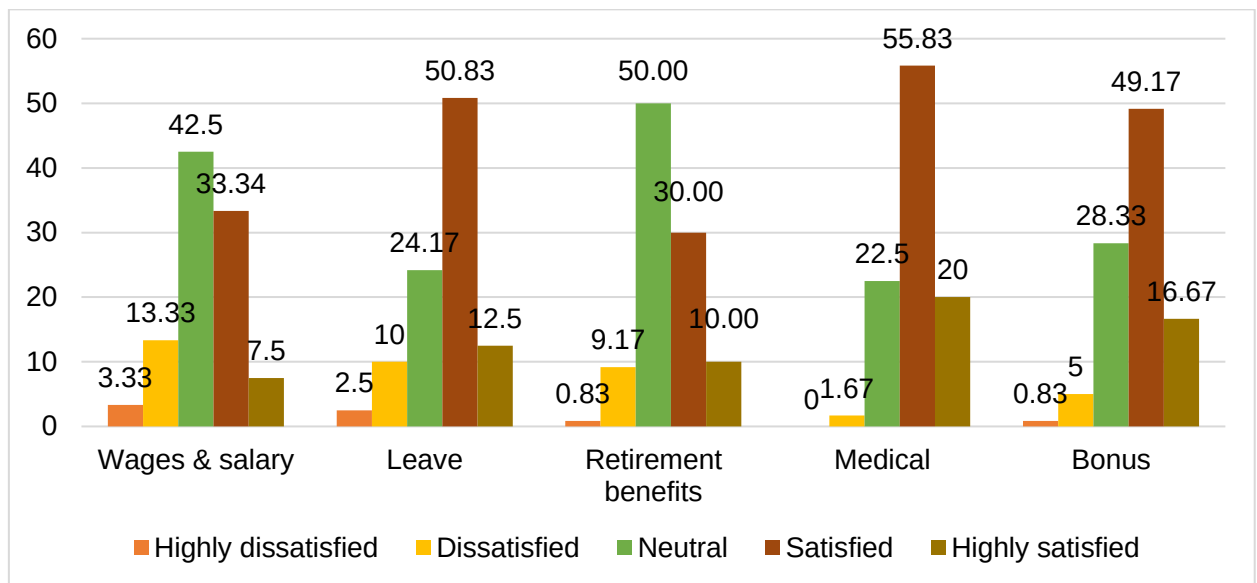


Table 18: Opinion about the following aspects

HD-Highly dissatisfied, D-Dissatisfied, N-Neutral, S-Satisfied, HS-Highly satisfied

	HD	%	D	%	N	%	S	%	HS	%
Parking facilities	13	10.83	9	7.5	28	23.33	47	39.17	23	19.17
Drinking water facility	0	0.00	1	0.83	6	5.00	51	42.5	62	51.67
Working conditions	0	0.00	5	4.17	23	19.17	68	56.66	24	20.00
Lift facilities	2	1.67	14	11.67	27	22.5	52	43.33	25	20.83
Internal display of the products	0	0.00	5	4.17	23	19.17	58	48.33	34	28.33

Source: Primary Data

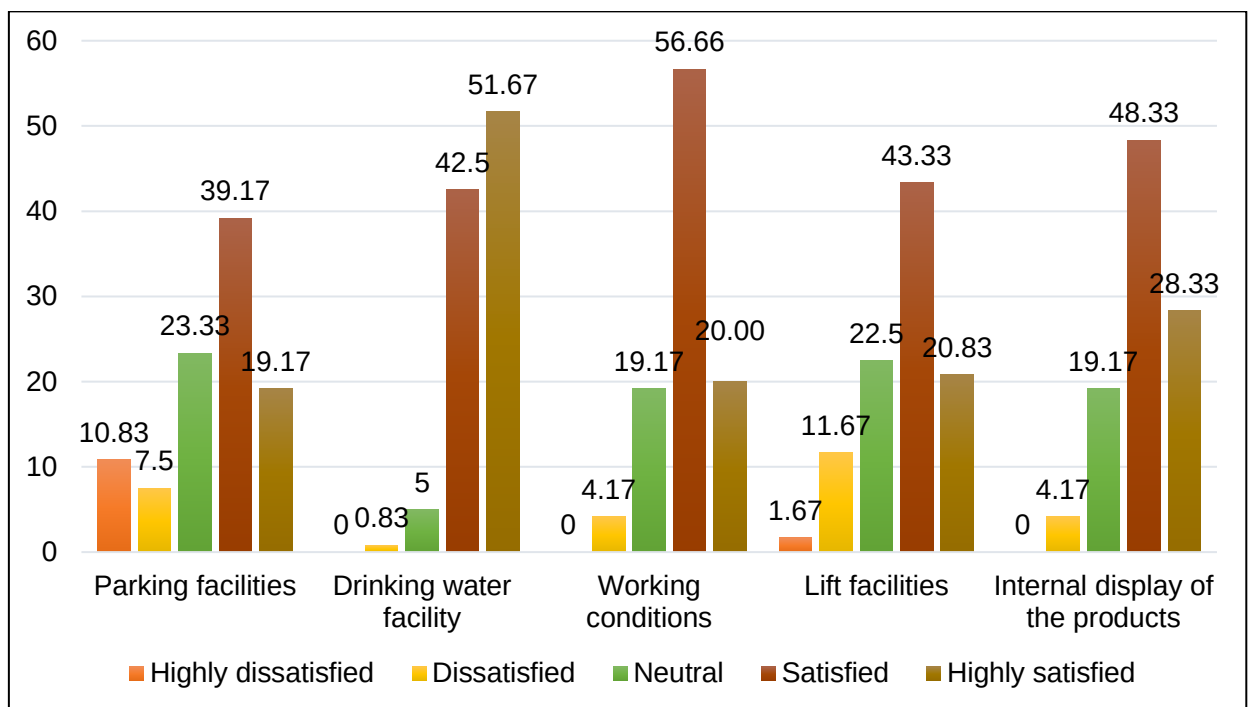
INTERPRETATION

From above table it is interpreted that

- 10.83% respondents are highly dissatisfied, 7.5% respondents are dissatisfied, 23.33% respondents are neutral, 39.17% respondents are satisfied and 19.17% respondents are highly satisfied that parking facilities for opinion about the following aspects.
- 0.83 respondents are dissatisfied, 5.00% respondents are neutral, 42.5% respondents are satisfied and 51.67% respondents are highly satisfied that drinking water facility for opinion about the following aspects.

- 4.17% respondents are dissatisfied, 19.17% respondents are neutral, 56.66% respondents are satisfied and 20.00% respondents are highly satisfied that working conditions for opinion about the following aspects.
- 1.67% respondents are highly dissatisfied, 11.67% respondents are dissatisfied, 22.5% respondents are neutral, 43.33% respondents are satisfied and 20.83% respondents are highly satisfied that lift facilities for opinion about the following aspects.
- 4.17% respondents are dissatisfied, 19.17% respondents are neutral, 48.33% respondents are satisfied and 28.33% respondents are highly satisfied that internal display of the products for opinion about the following aspects.

Chart 18: Opinion about the following aspects



4.2 STATISTICAL ANALYSIS

4.2 CHISQUARE TEST

Hypothesis 1

H₀ (Null hypothesis): There is no significant difference between the gender of the respondents with reference employees are you satisfied with your current job.

H₁ (Alternative hypothesis): There is significant difference between the gender of the respondents with reference employees are you satisfied with your current job.

Gender * Employees are you satisfied with your current job? Crosstabulation								
			Employees are you satisfied with your current job?					
			Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied	
Gender	Male	Count	1	7	9	42	9	68
		Expected Count	1.7	4.5	8.5	41.4	11.9	68.0
	Female	Count	2	1	6	31	12	52
		Expected Count	1.3	3.5	6.5	31.6	9.1	52.0
Total		Count	3	8	15	73	21	120
		Expected Count	3.0	8.0	15.0	73.0	21.0	120.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.484 ^a	4	.241
Likelihood Ratio	5.960	4	.202
N of Valid Cases	120		
a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.30.			

INFERENCE

Since p value (0.241) is greater than 0.05 null hypothesis is accepted. Hence there is no significant between the gender of the respondents and employees are satisfied with your current job.

4.3 ANOVA

ONE WAY ANOVA TEST

Hypothesis 2

H₀ (Null hypothesis): There is no significant difference between the annual income of the respondents with reference employees are you agree with your payment or salary at the right time.

H₁ (Alternative hypothesis): There is significant difference between the annual income of the respondents with reference employees are you agree with your payment or salary at the right time.

Descriptives								
Employees are you agree with your payment or salary at the right time?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Upto-50,000	18	3.94	.998	.235	3.45	4.44	1	5
50,000-55,000	26	3.73	1.079	.212	3.29	4.17	1	5
55,000-1lakh	24	3.67	1.090	.223	3.21	4.13	1	5
1lakh-1,50,000	39	3.85	1.226	.196	3.45	4.24	1	5
Above 1,50,000	13	4.54	.519	.144	4.22	4.85	4	5
Total	120	3.88	1.089	.099	3.68	4.07	1	5

ANOVA					
Employees are you agree with your payment or salary at the right time?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.424	4	1.856	1.596	.180
Within Groups	133.701	115	1.163		
Total	141.125	119			

INFERENCE

Since p value (0.180) is greater than 0.05 null hypothesis is accepted. Hence there is no significant between the annual income of the respondents and employees are agree with your payment or salary at the right time.

4.4 CORRELATION

Hypothesis 3

H₀ (Null hypothesis): There is no significant difference between factors influencing working conditions and factors influencing parking facilities on opinion about the following aspects.

H₁ (Alternative hypothesis): There is significant difference between factors influencing working conditions and factors influencing parking facilities on opinion about the following aspects.

Correlations			
		Give your opinion about the following aspects? [Working conditions]	Give your opinion about the following aspects? [Parking facilities]
Give your opinion about the following aspects? [Working conditions]	Pearson Correlation	1	.473**
	Sig. (2-tailed)		.000
	N	120	120
Give your opinion about the following aspects? [Parking facilities]	Pearson Correlation	.473**	1
	Sig. (2-tailed)	.000	
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			

INFERENCE

Since p value is (0.000) which is lesser than the alpha value (0.05), hence alternative hypothesis (H₁) is accepted. Therefore, there is a significant difference between the working conditions and parking facility on Opinion about the following aspects.

CHAPTER – 5

CHAPTER – 5

SUMMARY OF FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDINGS

- ❖ Majority (56.67%) of the respondents are Male.
- ❖ Majority (41.67%) of the respondents are age between 18 to 26 years.
- ❖ Majority (63.33%) of the respondents are Single.
- ❖ Majority (50.83%) of the respondents are Undergraduate.
- ❖ Majority (32.5%) of the respondents are 1lakh-1,50,000 annual income of the response.
- ❖ Majority (41.66%) of the respondents are Sales manager/staffs.
- ❖ Majority (36.67%) of the respondents are Training & development, with the Satisfactory level of promotion and training & development.
- ❖ Majority (43.34%) of the respondents are 20km-50km, in daily travel distance of the response.
- ❖ Majority (43.33%) of the respondents have contribution to PF, Satisfactory level of various contribution made by employers.
- ❖ Majority (60.83%) of the respondents satisfied with their current job.
- ❖ Majority (50.00%) of the respondents satisfied with their payment or salary at the right time.
- ❖ Majority (44.17%) of the respondents satisfied with the communication level with your superior.
- ❖ Majority (62.5%) of the respondents satisfied with good relationship among colleagues.
- ❖ Majority (54.17%) of the respondents satisfied with superior motivation to finish the task on time.
- ❖ Majority (49.17%) of the respondents satisfied with the promotional policy.
- ❖ Majority (64.17%) of the respondents satisfied with the proper approach of their superiors with them.
- ❖ Majority (42.5%) of the respondents neutral in wages & salary
- ❖ Majority (50.83%) of the respondents satisfied in leave
- ❖ Majority (50.00%) of the respondents neutral in retirement benefits
- ❖ Majority (55.83%) of the respondents satisfied in medical
- ❖ Majority (49.17%) of the respondents satisfied in bonus
- ❖ Majority (39.17%) of the respondents satisfied in parking facilities
- ❖ Majority (51.67%) of the respondents highly satisfied in drinking water facility.
- ❖ Majority (56.66%) of the respondents satisfied in working conditions
- ❖ Majority (43.33%) of the respondents satisfied in lift facilities
- ❖ Majority (48.33%) of the respondents satisfied in Internal display of the products.

5.2 SUGGESTIONS AND RECOMMENDATIONS

- ❖ The selected Textile show rooms can reduce its working time by introducing shift system for the employees because many of them work more than 8 hours per day.
- ❖ The selected Textile show rooms can concentrate on the leave policy of the female workers.
- ❖ Safety measures and safety training to both men and women employees may be given.
- ❖ There should be a more proper training for the employees and in effective manner.
- ❖ Communication system can be improved and motivation can be given regularly.
- ❖ Supervisors have to guide their subordinates with advices and assistance which satisfy the employees.

5.3 LIMITATIONS OF TE STUDY

- ❖ Due to the limitation of the time the research could not be made more detailed.
- ❖ Some of the replies of the respondents may be biased.
- ❖ Respondents had marked the answers in questionnaires which may be socially incorrect irrespective of their actual feelings.
- ❖ The attitude of the employees changes from time to time.

5.4 CONCLUSIONS

The study that majority of the employees are satisfied with the working conditions, and the employees of clothing sector in showrooms are not satisfied with safety facilities: - leave policy and behavior of the owner. The study also found that the employees in textile showrooms are satisfied with working environment. But if an employee approaches the problem with more confident and positive, he can be satisfied and succeeded easily.

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ANNEXURE – 1 QUESTIONNAIRE

A STUDY ON SATISFACTION LEVEL OF EMPLOYEES IN TEXTILE SHOWROOM WITH THE REFERENCE OF PADIKUPPAM AREA, IN CHENNAI

1. NAME:

2. GENDER

a) Male b) Female

3. Age

a) Below 18 b) 18-26 c) 26- 35 d) 36- 45 e) 46-50&Above

4. MARRIED STATUS

a) Married b) Single

5. Qualification

a) 10th b)12th c) Undergraduate d) PG holders e) Others

6. Annual Income

**a) Upto – 50000 b) 50000 - 55,000 c) 55000 -1lakh
d) 1 lakh – 1,50,000 e) Above 1,50,000**

7. Designation

**a) Entrepreneur b) Supervisor c) Billing Executive/Staff
d) Accountant e) Sales Manager/staffs**

8.In which are your satisfactory level of promotion and training & development?

**a) Supervisor Support b) Promotion Activities c) Personal Recognition
d)Training & Development e)Incentive**

9. What is your daily travel distance?

**a) Less than 20km b) 20km – 50km c) 50km – 90km
d)90km – 120km e) 120km – 180km**

10.In which are your satisfactory level of various contribution made by employers?

a) Contribution to PF b) ESI c) Group Insurance d) Any others _____

11. Employees are you satisfied with your current job

- a) Highly dissatisfied b) Dissatisfied c) Neutral
e) Satisfied f) Highly satisfied

12. Employees are you agree with your payment or salary at the right time?

- a) Highly dissatisfied b) Dissatisfied c) Neutral
d) Satisfied e) Highly satisfied

13. How much are you satisfied with the communication level with you are superior?

- a) Highly dissatisfied b) Dissatisfied c) Neutral
d) Satisfied e) Highly satisfied

14. Employees agree that there is a good relationship among colleagues?

- a) Highly dissatisfied b) Dissatisfied c) Neutral
d) Satisfied e) Highly satisfied

15. Is superior motivation to finish the task on time?

- a) Highly dissatisfied b) Dissatisfied c) Neutral
d) Satisfied e) Highly satisfied

16. Are you satisfied with the promotional policy?

- a) Highly dissatisfied b) Dissatisfied c) Neutral
d) Satisfied e) Highly satisfied

17. Employees agree that there is a proper approach of their superiors with them?

- a) Highly dissatisfied b) Dissatisfied c) Neutral
d) Satisfied e) Highly satisfied

18.What financial benefits are you satisfied level of employees?

Particular	Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied
Wages & salary					
Leave					
Retirement benefits					
Medical					
Bonus					

19.Give your opinion about the following aspects?

Factors	Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied
Parking facilities					
Drinking water facility					
Working conditions					
Lift facilities					
Internal display of the products					

20. You're opinion about the survey
