A STUDY ON EMPLOYEE SATISFACTION OF SUPREME INDUSTRIES LIMITED
PONDICHERRY UNIT

M.Aiswarya*
B.Bharathi*
S.M.Pushparani**
R. Buvaneswari*

Abstract: In every organization human resource has become very important factor. The organization must utilize the available human for their future growth. Human resources are blood of organization. The organization may be any kind but human resources place a core factor for production or services. In the modern scenario employee satisfaction become very important. A company's human capital is its greatest asset, and this asset should not be compromised during times of economic turmoil. Although it may seem difficult to retain good employees during times of payroll cuts and layoffs, it is not impossible if businesses devote attention to increasing employee satisfaction.

*Assistant Professor in Commerce, Srimad Andavan arts and Science College, Trichy
**Associate Professor in Commerce, Holy Cross College, Trichy
INTRODUCTION:

Employee satisfaction is crucial to monitor because productivity relies heavily on job satisfaction. Not only do high levels of employee satisfaction positively influence a company’s bottom line, but they greatly improve employee morale and sense of organizational commitment. These feelings of positive worth and commitment lead employees to strive for personal and professional advancement within their current company rather than looking elsewhere for more satisfying employment opportunities.

DEFINITION:

Employee satisfaction is the terminology used to describe whether employees are happy and contented and fulfilling their desires and needs at work. Many measures purport that employee satisfaction is a factor in employee motivation, employee goal achievement, and positive employee morale in the workplace.

Pondicherry Unit – A Glance

In 1997, The Supreme Industrial Ltd extended its manufacturing operation by establishing Injection Moulding Unit in Pondicherry. It is a certified ISO 9000 standard firm located at Thirubuvanai, Villupuram Main Road, Pondicherry. The industry is spread across 12 acres with 152 human resources (96 staffs and 52 operators).

The industry is started with property product and moved on to painted premium products in 1999. Customer moulding to OEM started and merged with Unit 1 in 2002. In 2004, ERP system was introduced and was certified ISO 9000 in the year 2006.

Now, this unit has 3 plants (A, B and C).

i. Plant A is exclusively for Supreme Moulded furniture.
ii. Plant B produces storage and material handling products for Pepsi.
iii. Plant C involves in production of TV frames for Samsung, Washing machine frames for Whirlpool, ATM frames for NCR and other industrial products.

THE OBJECTIVES OF THE STUDY

- To measure the expectation of the employees
- To identify the factor which improve the satisfaction level of employee
- To know the employee satisfaction towards the facilities provided by the company
- To access the satisfaction level of employees on their job
SCOPE OF THE STUDY

This study provides opportunity to examine the employee satisfaction in the Supreme Industrial Limited. This project study gives a scope to learn the wide range of benefit given by the organization. This report useful to the management of the company to know the satisfaction level of employees and they can take the measures to increase the productivity.

RESEARCH METHODOLOGY

Research methodology is a systematically solve the research problem. It may be understood as method of study, how research is done of scientifically the method adopted in collecting the data analysis and interpretation of data.

RESEARCH DESIGN:

Research design is basic frame which provides guide line for whole research methodology. The check of the research design depends on depth and extent of data required the cost and benefit of the research, the urgency of the work and time available for completing it for this study, exploratory research design is selected and used to define research problem and to clarify concept.

DATA COLLECTION METHOD:

Survey method is used in order to collect the data.

TYPES OF DATA:

(i) Primary data.

(ii) Secondary data.

a) Primary Data:

Primary data is collected by the first hand information for specific purpose by a researcher, the study in based on the primary data, which is collected from the employees of Supreme Industrial Limited

b) Secondary Data:

Secondary data is collected from the profile and brouchers of the company. It includes these data which are collected for same earlier research work and applicable in the study of this research undertaken. Secondary data was collected from books, journals, websites and news papers.
SAMPLING TECHNIQUE:
In this study random sampling was adopted as a sample method. It is a method of probability sampling. In which equal chance has been given to the every unit.

SAMPLING SIZE:
In this study the sampling size is 76.

RESEARCH INSTRUMENT:
The questionnaire we found to the most suitable type of the research instrument. A set of questions presented to respondent for their answer.

TOOLS USED IN THIS STUDY:
Statistical tools are to obtain finding and average information in logical sequence from the data collected. After tabulation of data, the study uses the following quantitative techniques.

➤ Percentage Method:
The percentage method was extensively used for analysis and interpretation of the data. It can be generally calculated as follows.

\[
\text{Percentage of the respondents} = \left( \frac{\text{No. of respondents}}{\text{Total respondents}} \right) \times 100
\]

CROSS TABLES

TABLE – 2.1.23

<table>
<thead>
<tr>
<th>Gender</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>10 (14%)</td>
<td>29 (41%)</td>
<td>24 (34%)</td>
<td>3 (4%)</td>
<td>5 (7%)</td>
<td>71 (100%)</td>
</tr>
<tr>
<td>Female</td>
<td>2 (40%)</td>
<td>2 (40%)</td>
<td>1 (20%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
<td>5 (100%)</td>
</tr>
<tr>
<td>Total</td>
<td>12</td>
<td>31</td>
<td>25</td>
<td>3</td>
<td>5</td>
<td>76</td>
</tr>
</tbody>
</table>
Inference:
The above table clearly indicates the comparison of gender and favoritism is not showing during the promotions. In the male respondents 10(14%) are strongly agree with the favoritism is not shown during promotion, 29(41%) respondents are agree, 24(34%) respondents are neutral, 3(4%) respondents are disagree, 5(7%) respondents are strongly disagree. In female respondents 2(40%) of them are strongly agree, 2(40%) of respondents are agree, 1(20%) of respondents are neutral with the favoritism is not showing during the promotion.

### TABLE-2.1.24
Position held and Differential wage payment available

<table>
<thead>
<tr>
<th>Position held</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive/Manager</td>
<td>2(17%)</td>
<td>7(58%)</td>
<td>2(17%)</td>
<td>1(8%)</td>
<td>0(0%)</td>
<td>12(100%)</td>
</tr>
<tr>
<td>Officer/Staff</td>
<td>5(14%)</td>
<td>20(55%)</td>
<td>8(22%)</td>
<td>2(6%)</td>
<td>1(3%)</td>
<td>36(100%)</td>
</tr>
<tr>
<td>Operator</td>
<td>7(32%)</td>
<td>5(23%)</td>
<td>5(22%)</td>
<td>4(18%)</td>
<td>1(5%)</td>
<td>22(100%)</td>
</tr>
<tr>
<td>Trainee</td>
<td>2(33%)</td>
<td>4(67%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>6(100%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>16</td>
<td>36</td>
<td>15</td>
<td>7</td>
<td>2</td>
<td>76</td>
</tr>
</tbody>
</table>

Inference:
The above table clearly shows the relationship between the position held and differential wage payment available. In Executives/Managers among 2(17%) of the respondents are strongly agree with the differential wage payment available, 7(58%) of respondents are agree, 2(17%) of respondents are neutral, 1(8%) of the respondents are disagree with the above statement. In the officer/Staff 5(14%) of them are strongly agree, 20(55%) of the respondents are agree, 8(22%) of the respondents are disagree, 2(6%) of the respondents are disagree, 1(3%) of the respondents are strongly disagree. In the operator 7(32%) of the respondents are strongly agree, 5(23%) of the respondents are agree and neutral, 4(18%),
1(5%) of the respondents are disagree and strongly disagree. In trainee 2(33%), 4(67%) of the respondent are strongly agree and agree with the above statement.

**TABLE – 2.1.25**

<table>
<thead>
<tr>
<th>Age</th>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Highly Dissatisfied</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 25</td>
<td>3(19%)</td>
<td>8(50%)</td>
<td>4(25%)</td>
<td>1(6%)</td>
<td>0(0%)</td>
<td>16(100%)</td>
</tr>
<tr>
<td>25-35</td>
<td>6(21%)</td>
<td>14(48%)</td>
<td>8(28%)</td>
<td>1(3%)</td>
<td>0(0%)</td>
<td>29(100%)</td>
</tr>
<tr>
<td>35-45</td>
<td>6(29%)</td>
<td>6(28%)</td>
<td>7(33%)</td>
<td>1(5%)</td>
<td>1(5%)</td>
<td>21(100%)</td>
</tr>
<tr>
<td>45-55</td>
<td>2(25%)</td>
<td>4(20%)</td>
<td>2(25%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>8(100%)</td>
</tr>
<tr>
<td>Above 55</td>
<td>2(100%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>2(100%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>19</td>
<td>32</td>
<td>21</td>
<td>3</td>
<td>1</td>
<td>76</td>
</tr>
</tbody>
</table>

**Inference:**

The above table clearly shows that the comparison of age and old age benefit. At the age group of Up to 25 years 3(19%) of respondents are highly satisfied, 8(50%) of respondents are satisfied, 4(25%) of respondents are neutral and 1(6%) of respondents are dissatisfied. At the 25-35 age group 6(21%) of respondents are highly satisfied, 14(48%) of respondents are satisfied, 8(28%) of respondents are neutral, 1(3%) of respondents are dissatisfied. At the age group of 35-45 years 6(29%) of respondents are highly satisfied and satisfied, 7(33%) of respondents are neutral, 1(5%) of respondents are dissatisfied and highly dissatisfied. In the age group of 45-55 years 2(25%) of respondents are highly satisfied, and neutral, 4(20%) of respondents are satisfied. In the Above 55 years 2(100%) of respondents are highly satisfied with the old age benefit.
TABLE – 2.1.26

Experience of employee and Freedom given by organization to use skill

<table>
<thead>
<tr>
<th>Experience</th>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Highly Dissatisfied</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 2 years</td>
<td>5 (33%)</td>
<td>7 (47%)</td>
<td>3 (20%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
<td>15 (100%)</td>
</tr>
<tr>
<td>2-5 Years</td>
<td>3 (11%)</td>
<td>9 (33%)</td>
<td>10 (37%)</td>
<td>4 (15%)</td>
<td>1 (4%)</td>
<td>27 (100%)</td>
</tr>
<tr>
<td>5-10 Years</td>
<td>6 (23%)</td>
<td>10 (38%)</td>
<td>6 (23%)</td>
<td>3 (12%)</td>
<td>1 (4%)</td>
<td>26 (100%)</td>
</tr>
<tr>
<td>Above 10 Years</td>
<td>2 (25%)</td>
<td>3 (38%)</td>
<td>2 (25%)</td>
<td>0 (0%)</td>
<td>1 (12%)</td>
<td>8 (100%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>16</strong></td>
<td><strong>29</strong></td>
<td><strong>21</strong></td>
<td><strong>7</strong></td>
<td><strong>3</strong></td>
<td><strong>76</strong></td>
</tr>
</tbody>
</table>

Inference:

The above table shows the comparison of experience of employees and freedom given by the organization to use the skill. The respondents with the experience of Up to 25 years 5(33%) of them are highly satisfied, 7(47%) of respondents are satisfied and 3(20%) of respondents are neutral. The respondents with the experience of 2-5 years 3(11%) are highly satisfied, 9(33%) of them are satisfied, 10(37%) of respondents are neutral, 4(15%), 1(4%) of respondents are dissatisfied and highly dissatisfied. And the respondents with the experience of 5-10 years 6(23%) of them are highly satisfied and neutral, 10(38%) of respondents are satisfied, 3(12%), 1(4%) of the respondents are dissatisfied and highly dissatisfied. The respondents with the experience of above 10 years 2(25%) of them are highly satisfied and neutral, 3(38%) of respondents are satisfied, 1(12%) of respondents are highly dissatisfied with the above statement.
TABLE – 2.1.27
Position held * Safety Measures Cross tabulation

<table>
<thead>
<tr>
<th>Safety Measures</th>
<th>Position held</th>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Highly Dissatisfied</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive/Manager</td>
<td>6 (50%)</td>
<td>6 (50%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
<td>12 (100%)</td>
</tr>
<tr>
<td>Officer/Staff</td>
<td>9 (25%)</td>
<td>18 (50%)</td>
<td>7 (20%)</td>
<td>2 (5%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
<td>36 (100%)</td>
</tr>
<tr>
<td>Operator</td>
<td>6 (27%)</td>
<td>10 (45%)</td>
<td>4 (18%)</td>
<td>0 (0%)</td>
<td>2 (10%)</td>
<td>0 (0%)</td>
<td>22 (100%)</td>
</tr>
<tr>
<td>Trainee</td>
<td>1 (17%)</td>
<td>3 (50%)</td>
<td>2 (33%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
<td>6 (100%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>22 (29%)</td>
<td>37 (49%)</td>
<td>13 (17%)</td>
<td>2 (3%)</td>
<td>2 (3%)</td>
<td>2 (3%)</td>
<td>76 (100%)</td>
</tr>
</tbody>
</table>

**Inference:**

The above table clearly indicates the relationship between the position held and safety measures. Among the 12(100%) Executives/Managers 6(50%) of them highly satisfied and satisfied. Among the 36(100%) Officer/Staff 9(25%) of them are highly satisfied, 18(50%), 7(20%) of them are satisfied and neutral, 2(5%) of them are dissatisfied. Among the 22(100%) Operators 6(27%) of them are highly satisfied, 10(45%) of the respondents are satisfied, 4(18%), 2(10%) of them are neutral and highly dissatisfied. Among the 6(100) Trainees 1(17%) of respondent is highly satisfied, 3(50%) of them are satisfied, 3(33%) of respondents are neutral with the safety measures.

**FINDINGS**

- 71% of the respondents are male.
- Out of 76 respondents majority (38.2%) of respondents are belonging to the age group of 25-35 years.
- 42% of the respondents were qualified at UG/PG level.
- Respondent having 2 - 5 years of experience were the highest percentage 35.5% followed by above 10 years experience have the lowest percentage of 10.5%.
- Majority (50%) of the respondents are earning Rs. 9000 – Rs. 12000 and 14.5% of respondents are earning above Rs. 17000.
53.9% of respondents are satisfied with the canteen facilities provided by the organization.

43.4% of respondents are satisfied and 2.6% of respondents are highly dissatisfied with the overtime allowances given by the company.

Regarding freedom given by the organization to use their skill, 38.2% of the respondents satisfied.

50% of the respondents satisfied with the grievance redressal method followed in the company and 1.3% of respondents are dissatisfied with that.

52.6% of respondents are satisfied and 6.6% of respondents are dissatisfied with the motivation given by the superior.

31.6% of respondents are satisfied with the promotion and transfer policy followed in the company and 6.6% of respondents are highly dissatisfied with that.

36.8% of respondents are neutral with the acceptance of suggestion scheme in the organization and 1.3% of respondents are highly dissatisfied with the acceptance of suggestion.

48.7% of respondents are satisfied with the relationship between the superior and subordinates.

48.7% of respondents are satisfied with the safety measures and 2.6% of respondents are dissatisfied with the safety measures provided by the company.

36.8% of respondents are satisfied and 14.5% of respondents are dissatisfied with the educational facilities given by the company.

Majority of the respondents (55.3%) of respondents are satisfied with the medical facilities provided by the organization.

42.1% of respondents are satisfied with the old age benefit given to the employees.

28.9% of respondents are satisfied and 19.7% of respondents are dissatisfied with the housing and accommodation provided by the companies.

57.9% of respondents are agree with the reward based on the job performance and 2.6% of respondents are disagree with that.

Regarding utilization of skills and abilities while doing job, 46.1% of respondents are agreed.
40.8% of respondents are agreed with the favoritism is not shown during the promotion and transfer policy and 6.6% of respondents are strongly disagree with that.

43.4% of respondents are agreed and 9.2% of respondents are disagreed with the participation of employees at decision making process.

Majority of the respondents (47.4%) are agreed with the differential wage payment available in the organization.

SUGGESTIONS

It is found from the research study that there is a satisfaction among employees regarding the job, salary and working environment. Hence it suggested for company to maintain the same status in the future years to come.

In this study suggest the management take certain measures to provide more benefits to the employees because some of the respondents expect housing and accommodation. And also most of the respondents are satisfied with the old age benefit given by the company.

The research found most of the respondents are dissatisfied with the relationship between the superior and subordinate. Therefore the management takes step to reduce such kind of problem.

This study suggest that the management encourages the employees in the positive manner it gives more outcome to the organization.

CONCLUSION

The study details the satisfaction level of employees in the Supreme Industries Limited at Pondicherry. This study reveals that the employees has positive attitude towards the motivation given by the superior and the relationship between the superior and subordinates. It leads to satisfy the employee in better way.

The organization also makes further improvement to the existing facilities. The study also concludes the company must concentrate on the participation of employees in decision making process. I hope this project will definitely helps the company to improve their productivity and decrease the employee turnover and also help the company to adopt welfare measure in turn leads to job satisfaction.
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