

**A STUDY ON JOB SATISFACTION AMONG THE EMPLOYEES IN NUTRINE  
CONFECTIONARY COMPANY LIMITED ,CHITTOOR – A.P.**

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## BONAFIDE CERTIFICATE

Certified that the project report titled 'A STUDY ON JOB SATISFACTION AMONG THE EMPLOYEES IN NUTRINE CONFECTIONARY COMPANY LIMITED ,CHITTOOR – A.P is the Bonafide work of Ms.N.Arthika who carried out the work under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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## ABSTRACT

The flesh, blood, heart and soul of any Organization is its employee force. In this fast Growing environment an organizations current value is assessed not only on the basis of financial terms but also in other terms such as Human resources, its environmental impacts, etc.,

Assessing the organizations current value is both important and difficult , but it must be done if this resources utility is to be optimized. The performance of Human resource will determine the overall effectiveness of the organization. One method of evaluating their value is through the assessment of the climate of the organization they are working in. The research data shows that the job satisfaction does have an impact on the overall organizational effectiveness.

Organization is made up of people. There fore if people do not change then the organization cannot change for obtaining the full cooperation and enthusiastic support of the members in achieving the organizational objectives the organization must satisfy their needs and influence their feelings.

Every organization is different and has a unique feeling and character beyond its structural characteristics. Thus each organization deals with its members in a distinct way through its policies on allocation of resources , communication pattern , reward and penalty, leadership and decision making style etc., The organizational policy and conviction with regard to all these and a cluster of other related activities influence the feeling , attitudes and behavior of its members and results in the creation of a unique organizational climate. Hence job satisfaction is a product of leadership practices, communication pattern, enduring and systematic characteristics of the working relationships among persons and

divisions of the organization. Against this back ground the study was conducted with the aim to study the level of job satisfaction among the employees of Nutrine Confectionery Company Limited.

The study is a descriptive study, carried out by conducting a survey using questionnaire. A sample of 50 employees has been chosen from all the levels through random sampling technique. The questionnaire is based on the pattern of closed and open ended questions and satisfaction scale was used.

The finding states that the employees are satisfied with their Job and most of them feel highly responsible for their work. The employees are also happy with the current career plan and growth opportunities of the company. Overall the organization maintains a good relationship with the employee force making them satisfied . Finally the study is helpful,

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# CHAPTER 1

## INTRODUCTION

### 1.1. RESEARCH BACKGROUND

#### 1.1.1. INDUSTRY PROFILE - CONFECTIONERY INDUSTRY

In India confectionery industry is one among the earliest Established Industries. It has a large market and the potential to grow many folds. The National companies that are in the market are Naturo, Parry's, Ravalgon, Parle Perfetti, Van Mille, National products etc.,

Confectionery consumption is primarily confined to children through Adults too consume it. Competition is growing everyday and hence Companies are trying out and bringing new and variety of products.

Confectionery as product still in its growth state as the demand has been observed to be increasing gradually over a long period of time.

The word "**CONFECTIONERY**" was derived from the word Confection which means preparation and this is derived from "CONFEICENRE" which means to make up. Confectionery is of two types:

1. Sugar confectionery
2. Flavor confectionery

#### **Sugar confectionery:**

Sugar Confectionery means sweets in which sugar is the main ingredient. Wither they consist of sugar in very fine sugar confectionery. It consist of sugar in every fine crystal from dispersed in sugar solution and favored, such as chocolate or foundants or there may be sugar maintained in solution of careful blend of different types as sugar ie., Boiled sweets, toffees or caramels fats, milks, nuts are employed to obtain a variety of flavour and textures.

Before the nineteenth century sweet , candles were the monopoly of apothecaries who made them to hide the taste of their drugs.

**Flavour confectionery:**

Flavour Confectionery consists fancy cakes having flavour as their basis sweetened and mixed with variety dairy products, such as butter and eggs.

**1.1.2. COMPANY PROFILE**

Nutrine Confectionery Company limited is the flag ship of the Nutrine group of companies planning diverse production and services like confectionery Chewing gums, hire purchase and leasing transportations.

**NAME OF THE PROPRIETERSHIP**

Establishment	February 1953
Chairman	Sri Adi Godrej
Managing Director	Sri A. Mahendran

**Location Factors:**

Nutrine Confectionery Company limited is situated in the border town of Chittoor on the NH-4 in Andhra Pradesh. The company is established in an area where the basic raw materials like milk , sugar etc., are available in plenty and easily procurable. Chittoor was in an advantageous horticultural area where tropical fruits like mango , banana and papaya are grown in abundance. Nutrine produces its confectionery with a main factory at various centers.

**Diversification:**

Since 1985 Nutrine has diversified into other food products like chewing gums , instant food dehydrated fruits bars of mango , banana , papaya guava fruit pulp , processed fruits. Nutrine has a wide range of more than 72 varieties of candies ,

toffees lozenges etc., being the leader in the industry for more than a decade , Nutrine has always endeavored to satisfy the customers changing wants and desires with its special emphasis on quality range and cost effectiveness.

### **Research Development:**

Nutrine is the only company in India producing dehydrated fruit bars, using an innovative technique. Nutrine has a well equipped research laboratory, where continuous products testing and product development is organized.

### **Innovations:**

Nutrine is the first company to bring out a fruit bar , first company to soft center, first company to combine flavors with real fruits and nuts in pillow packs.

### **Distribution System:**

Nutrine has a very extensive well organized distribution system throughout India Nutrine confectionery company limited has regional office at Chennai , Bangalore , Delhi , Hyderabad , Mumbai , Calcutta and carried and forwarded through out India. Nutrine products are distributed through 3500 stockiest with in India and reach more than 4,25,000 outlets throughout the country. Nutrine has been maintaining good relation ship with the distributors and give them margins of 12.5%.

### **Exports:**

Nutrine exports confectionery , gums and fruits bars to Canada , Malaysia, New Zealand, Nepal , Saudi Arabia , Singapore and Nutrine does not export some products to Dubai , Africa, it is concentrating mainly on the domestic market.

### **Company Growth and Performance:**

From a small scale unit which manufactures only candies in the early 60's Nutrine confectionery company limited, has grown to multi market gains multi core, multi products and has been the single largest manufacturing company of confectionery and toffees in India since 1982. The production strength and quality assurance given to the market is due to the business acumen of the board members particularly Chairman Sri V. Dwarakanath Reddy and the Managing Director Sri V. Vikram Reddy who have added a number of sophisticated machinery imported from many countries, Nutrine possesses the most equipped R & D laboratory where continuous research and development were carried out.

Today Nutrine has more than 2000 employees including workers on employment rolls. Nutrine Confectionery Company limited has build up a reputation of excellent employee relationship continuously reinforced by various benefits offered which includes free distribution of uniform, apron and medical allowances, subsidized tiffin and meals free tea, dresses in the eve of the festival to the family, schools uniform fees and stationery the employees.

The well known Indian brand Nutrine has become a part of the **Godrej Group** following the acquisition of Nutrine Confectionery Company Limited by Godrej Beverages. With competitors getting fiercer by the day in the confectionery industry, the brand is set for reaching new heights.

The new owners have already drawn up a grand plan that will see Nutrine Spread its wings with in India and expand outside as well. Godrej has always pined for an array of brands in its kitty. The latest acquisition allows an instant entry into the organized confectionery market.

The Indian confectionery market can be segmented broadly into seven Categories Hand Boiled Candies (HBC), toffees, éclairs, chewing gums, bubble gums, mints and Lozenges. Nutrine is keen to have its footprints in all the categories with in three years, says Mr. A.Mahendran, Director, Godrej Beverages and Food Limited which has acquired 100 percent equity holding in Nutrine.

In an interview with The Hindu during a plant visit by this correspondent to Chittoor in Andhra Pradesh, Mr. Mahendran said Godrej had kept in mind three main factors Distribution, Market Leadership and Profitability.

Having bought a profitable company, Godrej had decided to infuse fresh funds to the tune of Rs15 crore into Nutrine to upgrade technology, expand distribution network in the north and the west, improve the export market and finally get into innovation mode, Mr. Mahendran said.

#### **Entry of MNC's :**

The market has been evolving with the entry of many multinationals. More investments were taking place in the industry. Mr. Mahendran was hopeful that this category would grow at 8 to 12% annually. The organized market was 60percent and the unorganized 40 percent. In five years the organized segment would raise its share to 80 percent.

The Godrej basket is now half filled with items such as confectionery, juices and Soya milk. It will soon add other items that will help the group get entrenched in the packaged food industry.

## **1.2. STATEMENT OF PROBLEM**

Job satisfaction is one of the much researched varieties. It refers to the general attitude of employees towards their job. The job of an employee will be satisfying when and to the extent his/ her job fulfills the nominal needs and is consistent with their expectation.

In spite of fact that any study has been able to accurately measure and qualify job satisfaction. The area of job satisfaction is still to be an interesting and worth exploring in the field of personal management. Job satisfaction is purely fundamental concept and widely differ from person according to personal factors like sex , age , qualification , experience and marital status and according to the job factors like pay , working conditions, personal policies and inter personal relationship. Thus job satisfaction is result of various attitudes the persons hold towards his job and towards life in general.

This study was carried out in Nutrine Confectionery Company Limited, Chittoor to analyse the level of job satisfaction among the employees. It focuses its attention to analyse the factors that influences the job satisfaction.

## **1.3. NEED FOR THE STUDY**

Human Resources are one of the most important assets of the organization and assessing its value is both important and difficult. But it must be done if this resources utility is to be optimized. One method of evaluating their value is through assessment of job satisfaction and the research shows that the job satisfaction does have an impact on the overall effectiveness of the organization.

Job satisfaction refers to the general attitudes of the employees towards their job. The state of being inconsistence with his expectation is said to be dissatisfaction of the employee. In spite of the fact that no study has been able to accurately measure and quality job satisfaction, the area of the job satisfaction is still an interesting and is worth exploring in the field of personal Management.

## **1.4. OBJECTIVES OF THE STUDY**

### **Primary Objective:**

- To study the overall job satisfaction of employees in Nutrine Confectionery Company Limited.

### **Secondary Objectives:**

- To discover the current level of satisfaction among the employees in Nutrine Confectionery Company Limited.
- To explore the positive and adverse factors which influences workers quantum of performance
- To identify the influence of human relationship on job satisfaction if any;

## **1.5. SCOPE OF THE STUDY**

A study of the job satisfaction throw light on variety of issues which may help organization to develop organizational level plans to induce greater satisfaction , help the employees to develop an identity with the organization , or prove their commitment to work and loyalty to the organization.



## CHAPTER 2

### REVIEW OF LITERATURE

This section deals with review of literature collected from various sources.

Job satisfaction may be defined as “Reintegration of affect produced by individual’s perception of fulfillment of his needs in relation to his work and the situation surrounding it”

- **Sinha**

The father of scientific management, **Taylor’s** approach to job satisfaction was based on a most pragmatic philosophy that man is motivated by money alone. That the workers are essentially “stupid and phlegmatic” and that they would be satisfied with work if they get higher economic return from it. But now as time elapses new dimensions of knowledge are added everyday and with increasing understanding of new variables and their interplay, the field of job satisfaction has become difficult to comprehend.

#### **What is Job Satisfaction?**

The term Job Satisfaction was brought to limelight by **Hoppock**. He observed that job satisfaction as a combination of psychological, physiological and environmental circumstances that cause a person to say, “I am satisfied with my job” such a description indicates the variety of variables that influence the satisfaction of the individual.

Perhaps, one way to define job satisfaction may be to say that it is the end state of feeling. It emphasizes the fact that the feeling is experienced after a task is accomplished or an activity has taken place. The feeling could be positive or negative depending upon whether need is satisfied or not and could be a function of the efforts of the individual on one hand and on the other the situational opportunities available to him.

### **Motivation, Attitude and Job Satisfaction:**

Motivation implies the willingness to work or produce. A person may be talented and equipped with all kinds of abilities and skills but may have no will to work. Satisfaction, on the other hand, implies a positive emotional state which may be totally unrelated to productivity.

Attitudes are predispositions that make the individual behave in a characteristic way across situations. They are precursors to behavior and determine its intensity and direction. Job satisfaction, on the other hand, is an end state feeling which may influence subsequent behavior.

### **Morale and Job Satisfaction:**

Job satisfaction is an important dimension of morale. Morale is a general attitude of the workers and relates to group while job satisfaction is an individual feeling which could be caused by a variety of factors including group. This point has been summarized by **Sinha** when he suggests that industrial morale is a collective phenomenon and job satisfaction is a distributive one. In other words Job satisfaction refers to general attitude towards work by an individual worker. On the other hand, morale is a group phenomenon which emerges as a result of adherence to group goals and confidence in the desirability of these goals

### **Measurement of Job Satisfaction:**

One of the useful components of job satisfaction in **Porter's** questionnaire is the degree of importance attached to the various aspects of job leading to job satisfaction. Some aspects may be necessary for the successful completion of the job without having much importance for the person such as tools, inter dependence of task, co-workers, rules and regulations and supervision etc., on the other hand, there may be other aspects of the job that may not only lead to successful completion of the job but also carry

some value to the person (Authority , freedom , challenge participation etc). People may vary on the degree of importance they attach to these aspects of his job.

Job and the importance attached to the various aspects of job Contribute extensively in our understanding of the construct, job satisfaction. In Indian context one of the first few satisfaction measures developed by researchers in the S-D inventory by **Pestonjee**.

### **What Satisfies Indian Employee?**

In his study on American employees, **Hoppock** identifies six factors that contributed to job satisfaction among them. They may be as follows

- The way individual reacts to unpleasant situations.
- The facility with which he adjusts himself to other persons.
- His relative status in the social and economic group with which he identifies himself
- The nature of work in relation to the abilities, interests and preparation of the worker.
- Security
- Loyalty

Most Indian studies on job satisfaction on the other, have Concerned themselves with the specific aspects of work. These studies on managers or supervisors have essentially used one of the following methodologies of data collection.

- A variety of factors are provided to the respondents and they are asked to rank them in terms of their contribution to their job satisfaction.
- Using the rank order system the respondents have been provided the list of six motivators ( achievement , recognition responsibility , work itself , advancement and growth) and ten hygiene factors( supervision company policy and administration , working conditions , inter personal relationship with superior , peer and subordinate , status salary , job

security and factors in personal life) have been asked to indicate those most important to them.

- Another set of studies, particularly dealing with managers and supervisors have used Porter's need satisfaction questionnaire. Here the respondents have been asked to indicate the existing satisfaction to need as well as the ideal satisfaction that they would like to have.

### **Job Satisfaction and Accidents:**

Not very long ago **Sigmund Freud** made the statement that "accidents just do not happen", suggesting there by that perhaps chance is not the only thing to which accidents could be attributed. Some years later, the concept of accident proneness was proposed indicating that the accident behavior is not a random phenomenon but could be predicted. Some people tend to be more prone to accidents than others. Studies have shown a variety of variables that seem to explain at least to some extent, the reasons why accidents take place. These could be reasoning one's personal life, work itself, and the environment in which one is working.

According to **Kirehner** "Accidents are the means of venting anger and frustration and getting attention Research on the relationship between job satisfaction and accident, generally shows that the higher satisfaction with the job, the lower is the rate of accidents. Though it is difficult to explain such relationship but generally a Satisfied employee would not be careless or negligent and would encounter lesser possibilities of running into an accident situation. The more favorable attitude towards job would make him more positively inclined to his job and there would be a lesser probability of getting to an unexpected, incorrect or uncontrolled event in which either his action or the reaction of an object or person may result in personal injury.

### **Job Satisfaction and Absenteeism:**

In everyday life certain contingencies require a little extra effort on the part of come to work. A minor problem with bicycle , a drizzle , a small tiff with the Spouse and several such incidents have a tremendous impact on the work attendance. For a dissatisfied worker these may be major reason for missing the work but for a satisfied worker these may be irrelevant. The fact however remains that absence from work, irrespective of the reasons, adds considerable cost to the process of output. Most research on absenteeism and job satisfaction show that the higher the rate of absenteeism, the lower is the job satisfaction.

### **Job Satisfaction and Adjustment**

If the employee is facing problems in general adjustment, it is likely to affect his work life. Although it is difficult to define adjustment most psychologists and organizational behaviorists have been able to narrow it Down to what they call neuroticism and anxiety.

Generally deviation from socially expected behavior has come to be identified as neurotic behavior. Anxiety, on the other hand is generally seen as a mental state of vague fear and apprehension which influence the mode of thinking. Adjustment problems usually show themselves in the level of job satisfaction. People with lower level of anxiety and low neuroticism have been found to be more satisfied with their jobs.

### **Job Satisfaction and Unionism**

In the Indian context where unions are strong and persuasive, to think of job satisfaction without unionism would be very unrealistic. If the organizational climate, personnel policies and practices of management are seen as dissatisfying, most workers tend to look up at the union official to settle their grievances. Not only this, the dissatisfaction of the employees within the work and work environment is often exploited by union leaders to gain membership and support of the work force. It

is suggested that the greater the job satisfaction, the less favorable was the attitude towards the union.

### **Job Satisfaction and Productivity**

It is generally assumed that a satisfied employee will also be a productive employee. Given the limited opportunities for job opening and large number of people aspiring for them, to get a job itself may be very satisfying. In order to retain the job, the employee may be tempted to please the management by producing more. Hence there may be a positive correlation between job satisfaction and productivity.

### **Job Satisfaction and Personal Characteristics**

When a person comes to work, he brings with him his total personality, his Attitudes, likes and dislikes, his personal characteristics and these, in turn, Influence the satisfaction he derives from his work. As work is one of the necessary aspects of the total life experience of an individual, it becomes important to examine how his personal characteristics influence his job. Personal characteristics here refer to such bio-social variables as age, marital status , education , length of service and income etc.,

#### **Age:**

The relationship between age and job satisfaction could be complex. Generally one would expect that as the person would grow older he would get greater satisfaction with his job particularly because of the experience and therefore the ease with which he would be able to perform it.

#### **Marital Status:**

Generally, one would assume that with increasing responsibilities placed on an individual because of marriage, he would value his job little more than an unmarried employee.

**Education:**

From studies it is assumed that, it is reasonable to assume that the more educated would be more frustrated in routine jobs.

**Number of Dependents:**

It is found that there is not much relationship between number of dependents and the job satisfaction

**Years of Experience:**

If one goes by the general understanding, perhaps a person he is just starting his career would be more satisfied with it because of initial enthusiasm which might wear off after a while. However as soon as he reaches a period close to retirement, his satisfaction should again increase because of the lack of alternative opportunities available to him.

**Job satisfaction and Organizational Objectives:**

A study on the relationship between satisfaction and organizational objectives may throw light on variety of issues which may help organizations to develop organizational level plans to induce greater satisfaction, help the employees to develop an identity with the organization, or prove their commitment to work and loyalty to the organization.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This section deals with the methodology of the study.

#### **3.1. METHOD OF DATA COLLECTION**

Primary data was collected by survey method. The information collected for specific purpose at hand. The primary data was collected from employees of Nutrine Confectionery Company Limited.

#### **3.2. SAMPLE SIZE**

From the population, the sample of 50 has been selected for the study.

#### **3.3. RESEARCH INSTRUMENT :**

The research instrument used for purpose of conducting survey is a structured questionnaire. The questions are standardized in the questionnaire that is the questions are presently exactly in the same manner to all the respondents. The questionnaire contains both the closed and open ended questions.

#### **3.4. SAMPLING DESIGN**

Probability sampling is that sampling procedure in which each element has a known probability of being included in the sample. The type of sampling used for the study was convenience sampling technique.



### **3.5 TOOLS FOR ANALYSIS:**

Data has been analyzed using tools like percentage analysis and pie - Charts

#### **Percentage Analysis:**

Percentage analysis is used to find the percentage values for all the different questions used in making comparison between two or more series of data.

Percentage (%) = (Number of respondents/total number of respondents)\*100

## CHAPTER 4 DATA ANALYSIS AND INTERPRETATION

This chapter deals with the data analysis and interpretation of the data collected through interview schedule.

**Table -1**

**Showing the Details of Employee Qualification**

Degree of Rating	No of Respondents	Percentage
Matriculation	3	6
Graduate	21	42
Engineering / PG	24	48
Dip Egg/DPG	5	10
Professional	0	0
	50	100

### **Inference:**

It is quite evident that 48% of them are engineers and Postgraduates, 6% of them finished their matriculation, and the other 10% of them are diploma holders in engineering or Post graduation and the remaining 42% of them are graduates. It's surprising to know that there are no professionals in the collected data.

**Chart-1**

**Diagrammatic Representation of Employee Qualification**

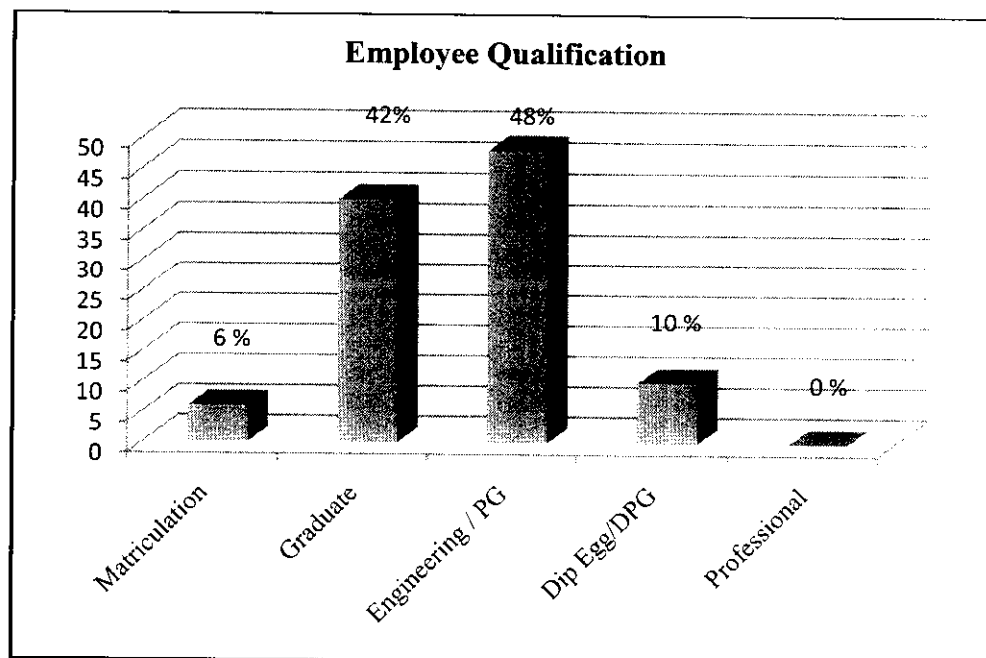


Table -2

## Showing the Marital Status of Respondents

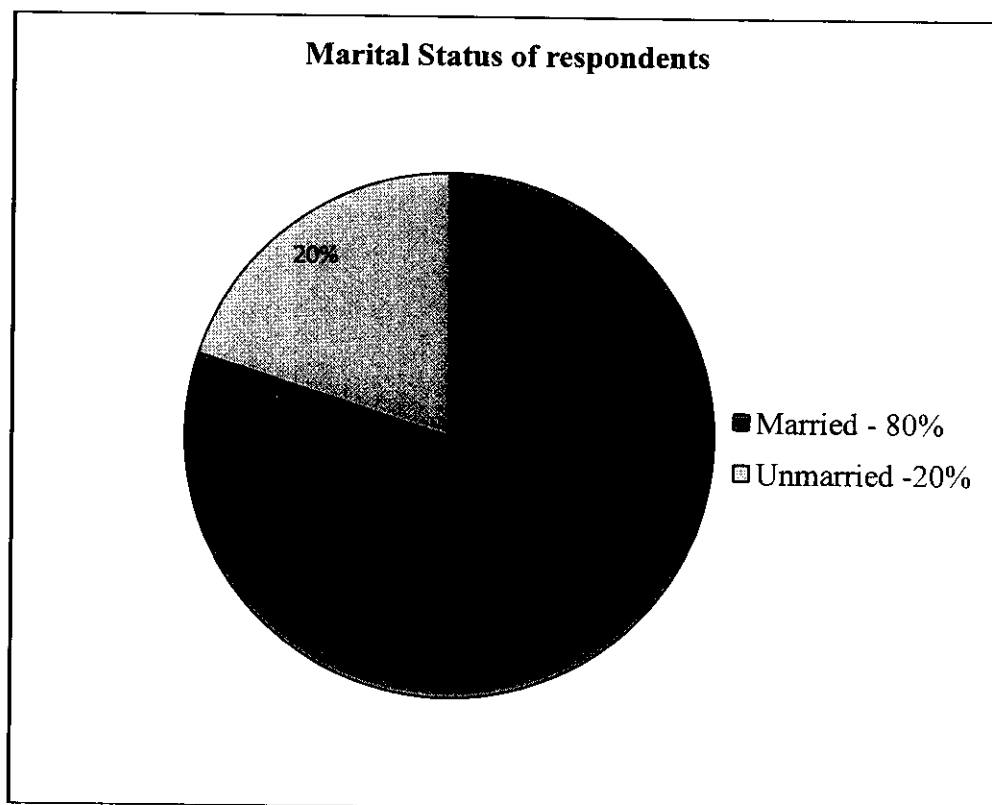
Degree of Rating	No of Respondents	Percentage
Married	40	80
Unmarried	10	20
	50	100

**Inference:**

It is quite evident from the table that 80% of the respondents are married, 20% of them are unmarried.

Chart-2

## Diagrammatic Representation of Marital Status of Respondents



**Table -3**  
**Showing the Number of Dependants on Employees**

<b>Degree of Rating</b>	<b>No of Respondents</b>	<b>Percentage</b>
Below 2	10	20
Three	30	60
5 -7	8	16
7- 8	2	4
	50	100

**Inference:**

It is quite evident that 20% of the total respondents had about 1-2, While 60% of them had 3 dependants, 16% had 5-7 dependants and 4% had about 7-8 dependants.

**Chart-3**

**Diagrammatic Representation of the No. of Dependents on Employees**

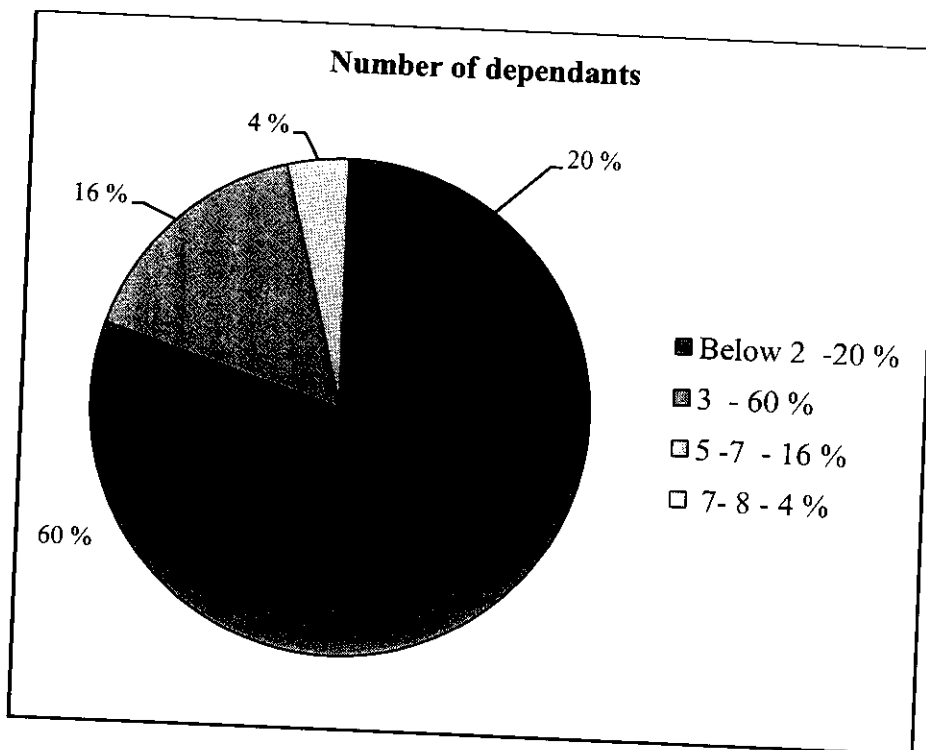


Table - 4

Showing the Employees Satisfaction Level of Salary

Degree of Rating	No of Respondents	Percentage
Highly satisfied	9	18
Satisfied	30	60
No opinion	11	22
	50	100

**Inference:**

It is quite evident from the table that 60% are satisfied about their Salary, while 22% of them has not revealed the satisfaction level of their salary and 18% are highly satisfied.

Chart- 4

Diagrammatic Representation of the Satisfaction Level of Salary

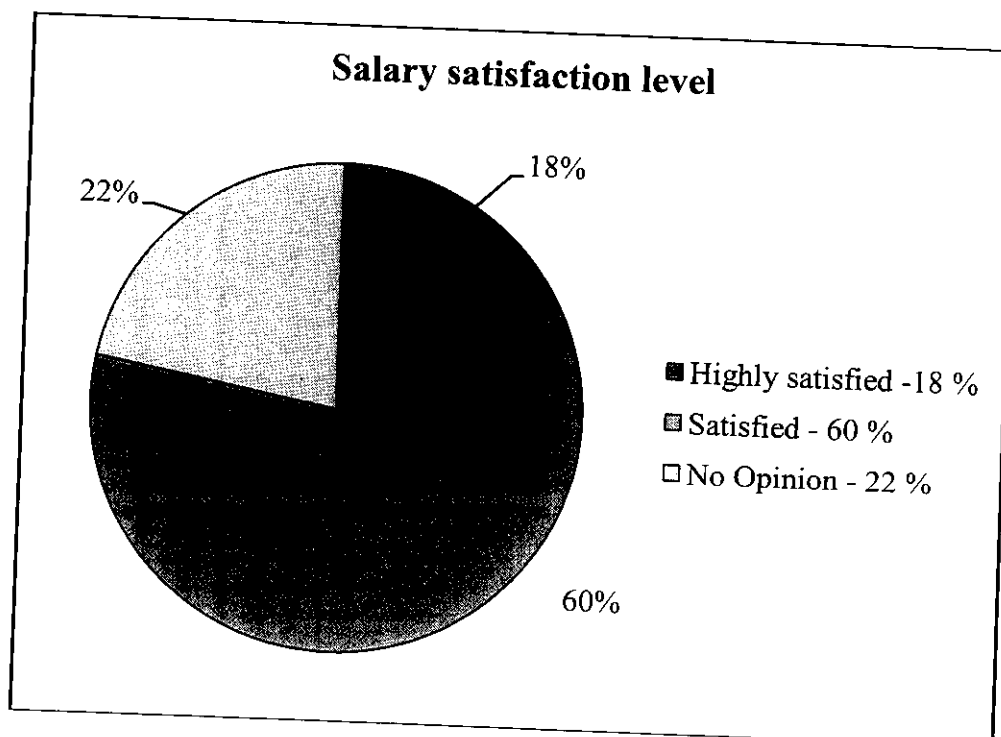


Table - 5

Showing the Work Responsibility Level of the Respondents

Degree of Rating	No of Respondents	Percentage
Highly satisfied	0	0
Satisfied	25	50
No opinion	25	50
Not responsible	0	0
	50	100

**Inference:**

It is quite evident from the table that 50% of the respondents feel responsible towards their work, 50% feel responsible to some extent, and no one feels irresponsible towards the work.

Chart-5

Diagrammatic Representation of Work Responsibility Level of the Respondents

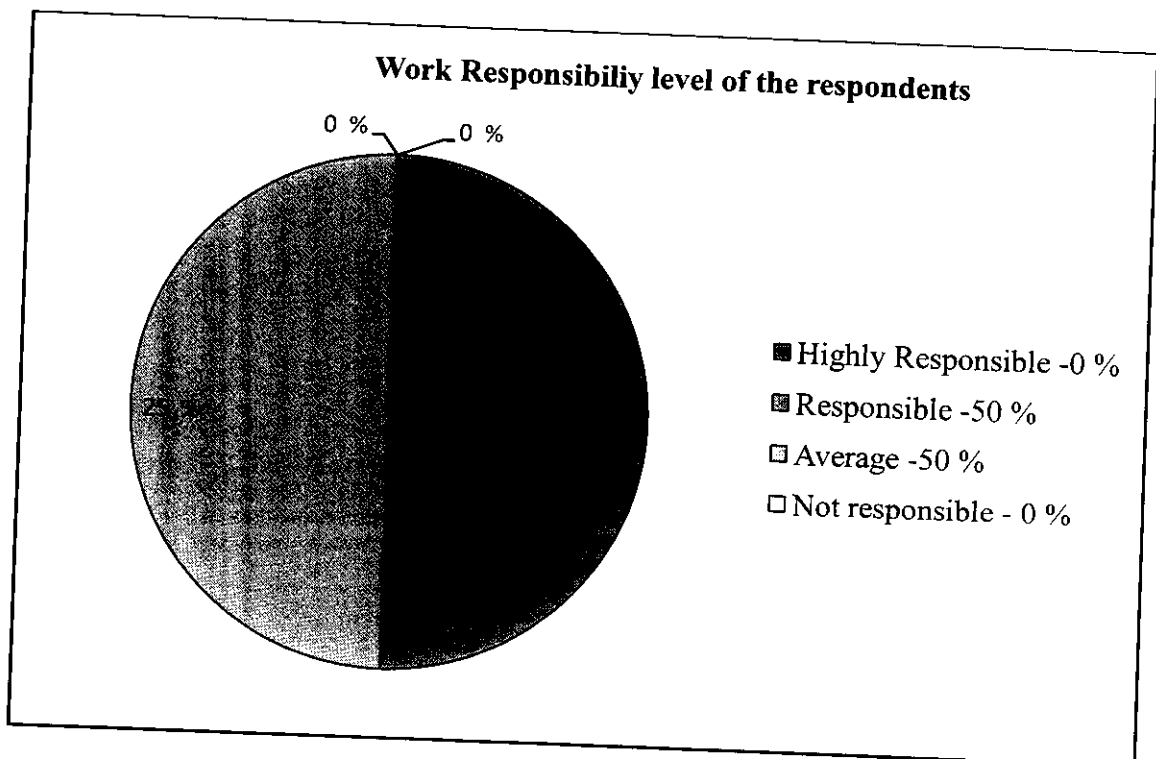


Table -6

## Showing the Workload of Respondents

Degree of Rating	No of Respondents	Percentage
Relaxed	0	0
Normal	30	60
Average	10	20
Burdened	10	20
	50	100

**Inference:**

It is quite evident that 60% of the respondents don't feel burdened about their workload, 20% feel average about their workload, while the remaining 20% of them feel burdened about their workload.

Chart - 6

## Diagrammatic Representation of Workload of Respondents

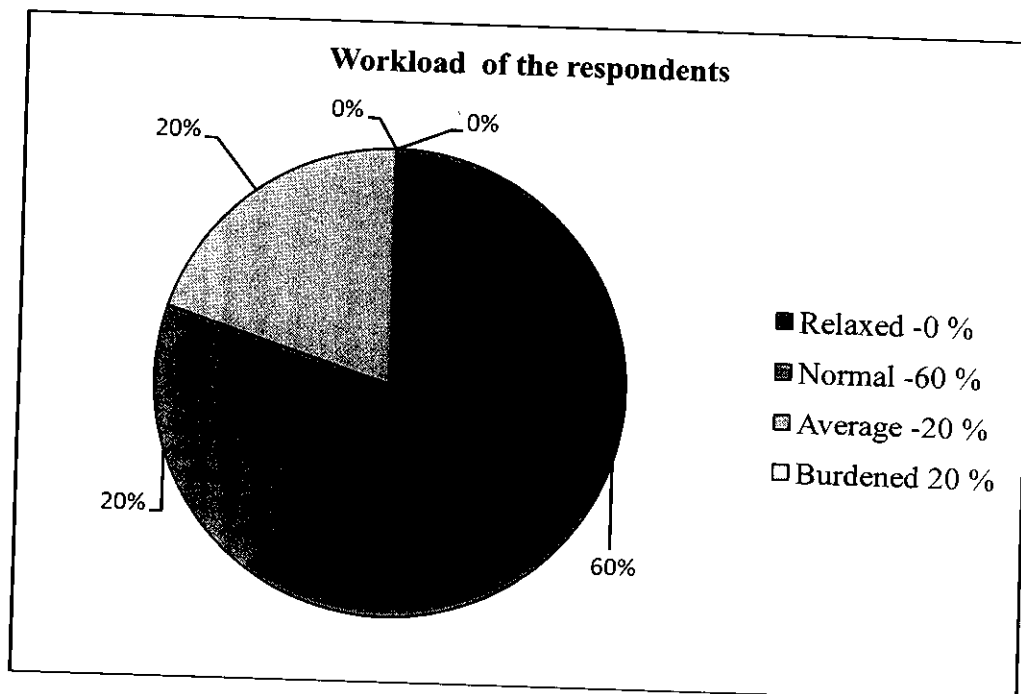


Table – 7

Showing the Recognition of the Respondents that employees Get from the Management

Degree of Rating	No of Respondents	Percentage
Highly satisfied	10	20
Satisfied	34	68
Average	4	8
Dissatisfied	2	4
Highly dissatisfied	0	0
	50	100

**Inference:**

It is quite evident from the table that 20% of the respondents feel highly satisfied about their recognition in the company, 68% of them feel satisfied, 8% of them feel satisfied to some extent, 4% feel dissatisfied.

Chart -7

Diagrammatic Representation of Recognition of Respondent from Management

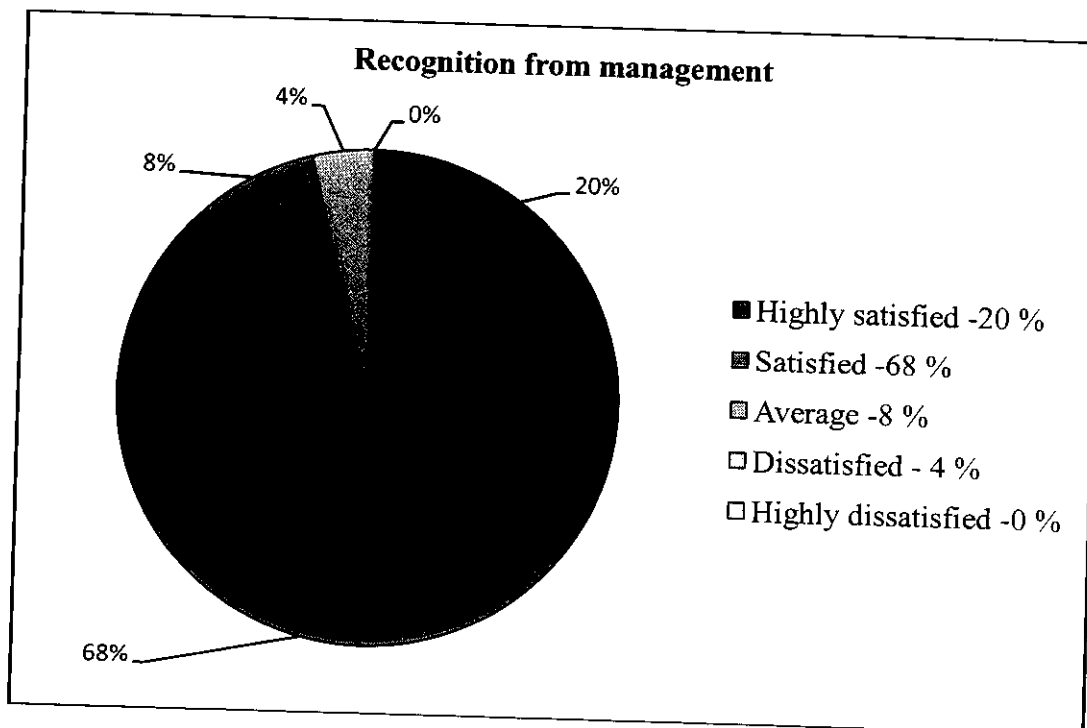




Table-8

## Showing Promotional Opportunities in the Department

Degree of Rating	No of Respondents	Percentage
Highly satisfied	7	14
Satisfied	30	60
Average	8	16
Dissatisfied	5	10
Highly dissatisfied	0	0
	50	100

**Inference:**

It is quite evident from the above table that 14 % of them are highly satisfied with the chances of promotion in their department, 60% of them are satisfied, 16% of them are just satisfied while 10% them are dissatisfied.

Chart -8

## Diagrammatic Representation Promotional Opportunities in the Department

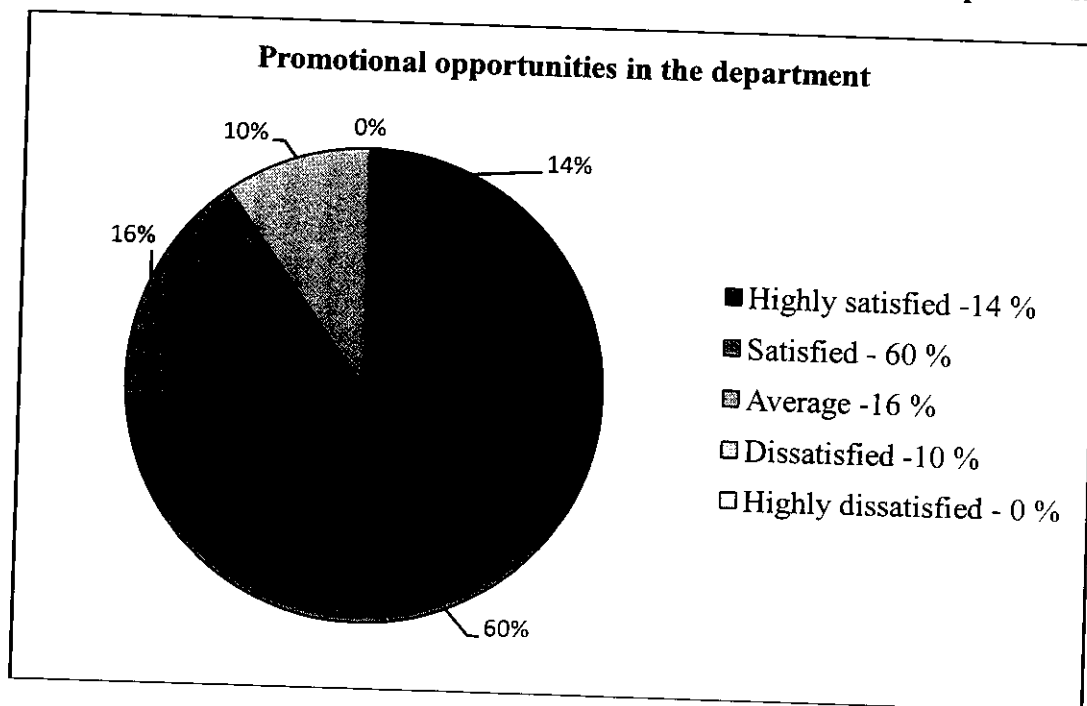


Table -9

Showing Career Plan And Growth Opportunities in the Company

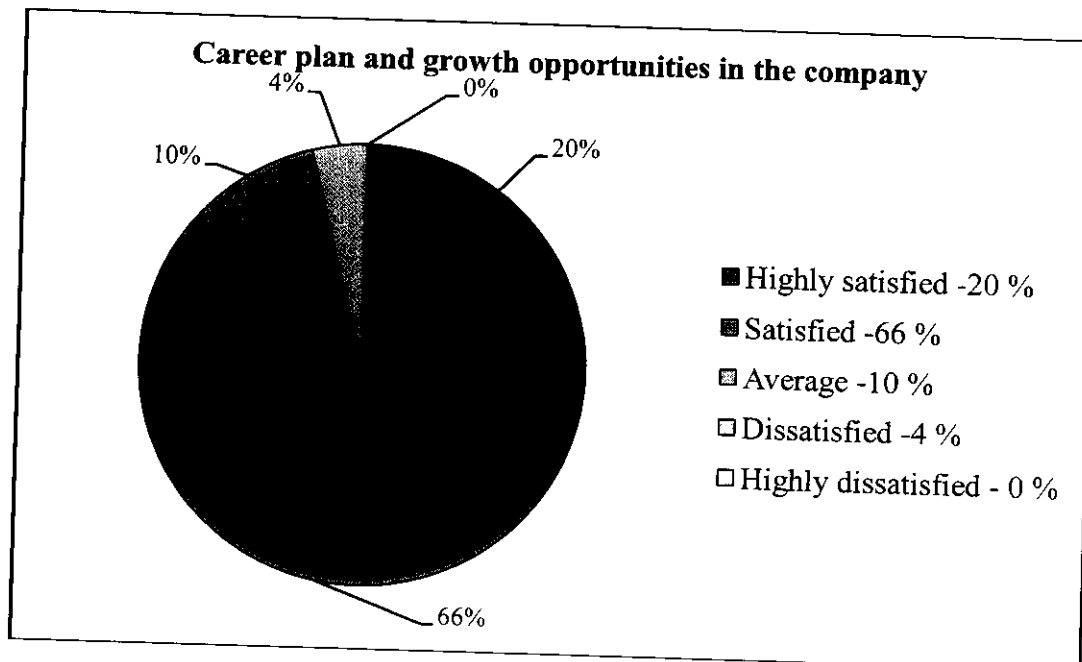
Degree of Rating	No of Respondents	Percentage
Highly satisfied	10	20
Satisfied	33	66
Average	5	10
Dissatisfied	2	4
Highly dissatisfied	0	0
	50	100

**Inference:**

It is quite evident from the table that 20% of them are highly satisfied with the existing career plan and growth opportunities of this company, 66% of them are satisfied, 10% of them are just satisfied, while the remaining 4% of them are dissatisfied.

Chart -9

Diagrammatic Representation of Career Plan And Growth Opportunities in the Company



**Table -10**  
**Showing the Rewards Provided By the Company**

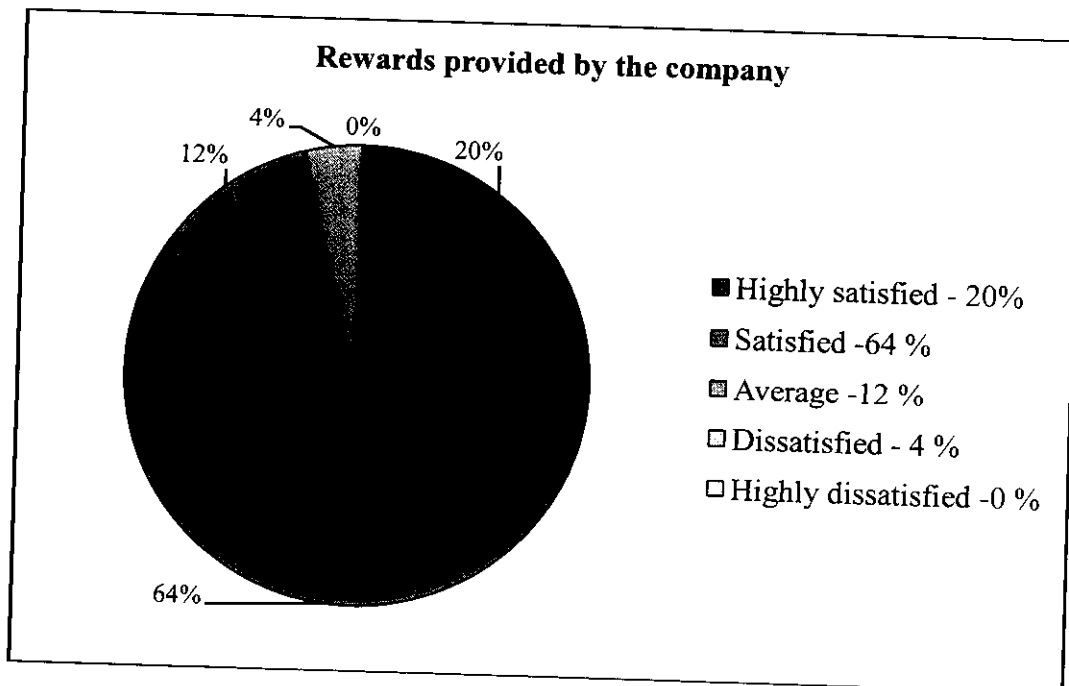
<b>Degree of Rating</b>	<b>No of Respondents</b>	<b>Percentage</b>
Highly satisfied	10	20
Satisfied	32	64
Average	6	12
Dissatisfied	2	4
Highly dissatisfied	0	0
	50	100

**Inference:**

It is quite evident from the table that 20% Of them highly agree that they are rightly rewarded for their efforts in the workplace, 64% of them just agree, 12% of them feel average, while 4% of them are dissatisfied.

**Chart-10**

**Diagrammatic Representation of Rewards provided by company**



**Table -11**  
**Showing Relationship with the Subordinates**

Degree of Rating	No of Respondents	Percentage
Intimate	10	20
Cordial	30	60
Just working relation	10	20
Indifferent	0	0
	50	100

**Inference:**

It is quite evident from the table that 20% of the respondents have an intimate relationship with their subordinates, 60% of them have an cordial relationship with their subordinates, while the remaining 20% maintain just a working relation.

**Chart-11**

**Diagrammatic Representation of Relationship with subordinates**

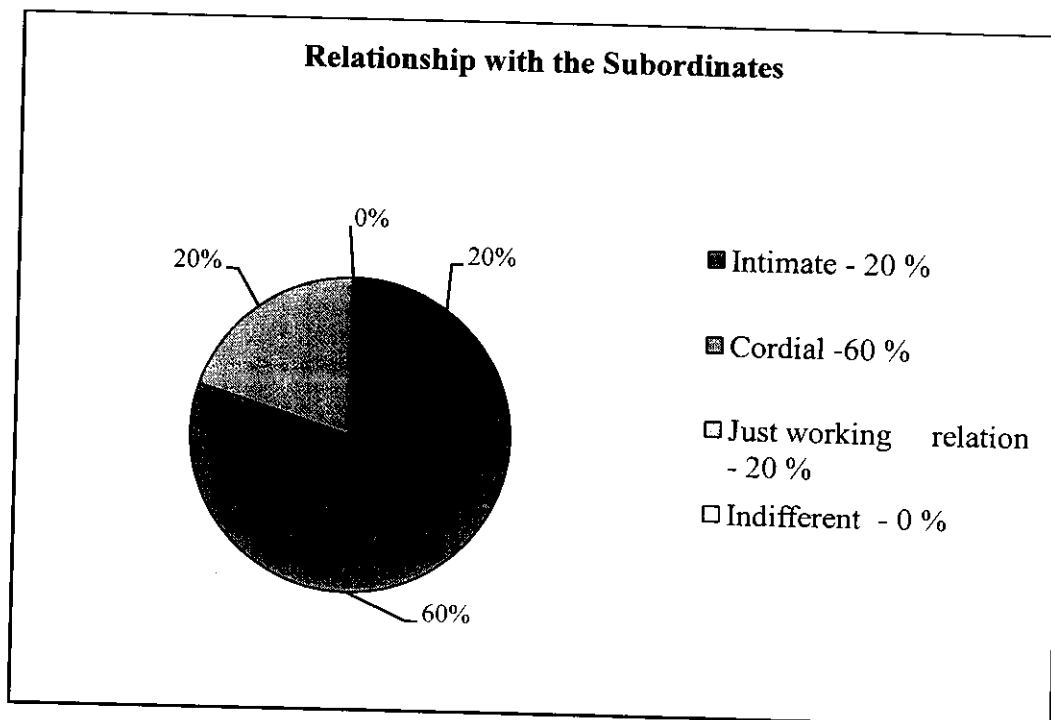


Table - 12

## Showing Relationship with Subordinates of Supervisors

Degree of Rating	No of Respondents	Percentage
Intimate	9	18
Cordial	32	64
Just working relation	8	16
Indifferent	1	2
Strained	0	0
	50	100

**Inference:**

It is quite evident from the table that 18% of the respondents have intimate relationship with their supervisors, 64% of them feel they share a cordial relationship with them, 16% of the supervisors feel they just have a working relationship while the remaining 2% feel the supervisors are indifferent towards them.

Chart - 12

## Diagrammatic Representation of Relationship with Supervisors

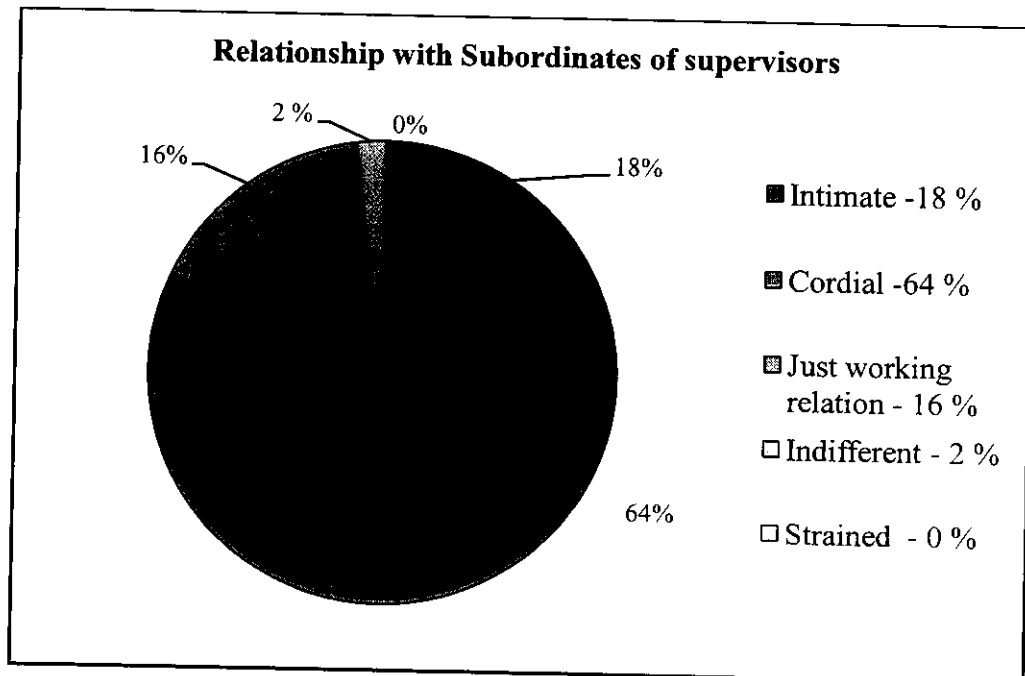


Table-13

## Showing the Employee Help to their Subordinates

Degree of Rating	No of Respondents	Percentage
Always	28	56
Often	12	24
Sometimes	5	10
Rarely	5	10
Never	0	0
	50	100

**Inference:**

It is quite evident from the table that 56% of them help their subordinates always, 24% of them help often, and 10% of them help sometimes only, while 10% of them help rarely.

Chart-13

## Diagrammatic Representation of Employees Help to their Subordinates

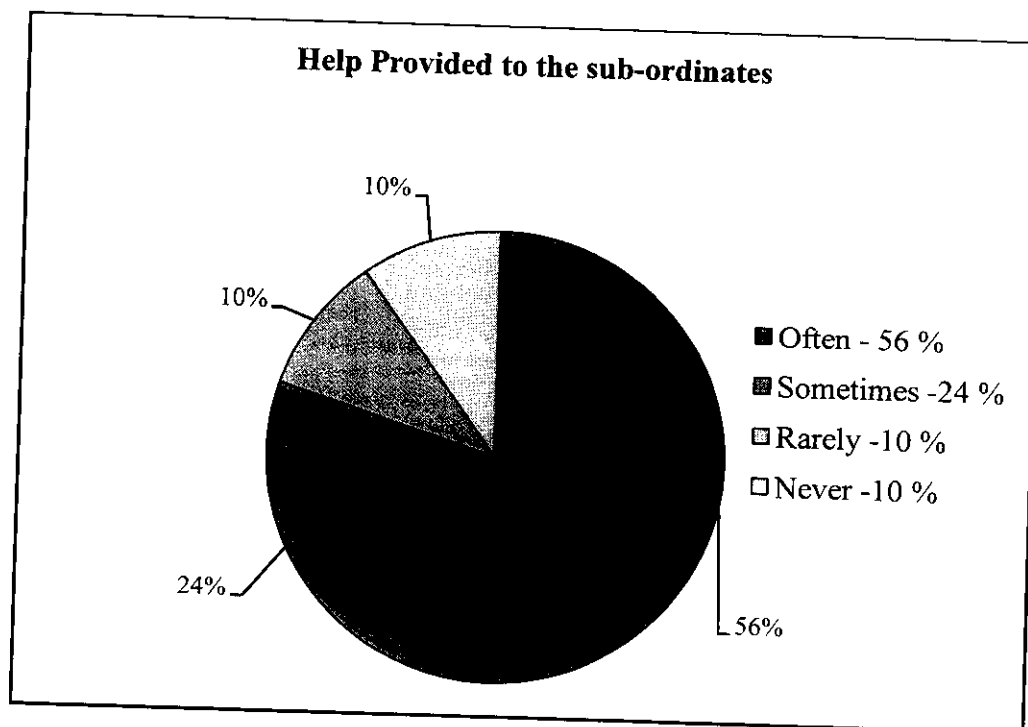


Table -14

Showing the Satisfaction Levels of Company Rules & Regulations

Degree of Rating	No of Respondents	Percentage
Highly satisfied	15	30
Satisfied	30	60
Average	3	6
Dissatisfied	2	4
Highly dissatisfied	0	0
	50	100

**Inference:**

It is quite evident from the table that 30% of them are highly Satisfied with the rules and regulations, 60% of them are satisfied, 6% of them are just satisfied, while the remaining 4% of them are dissatisfied.

Chart -14

Diagrammatic Representation of Company Rules & Regulations

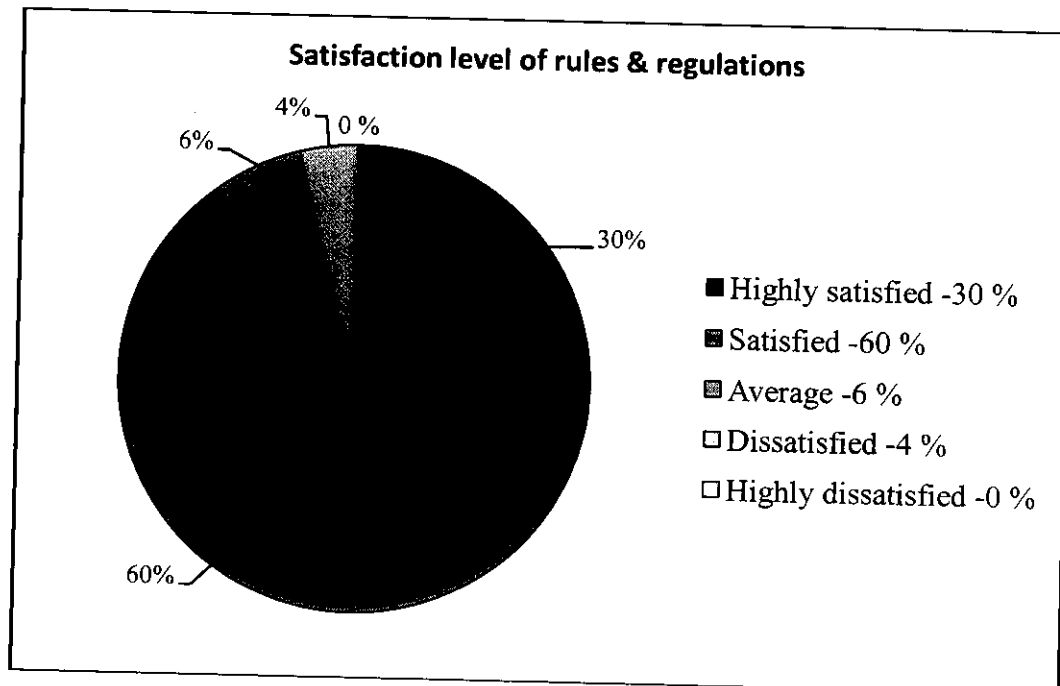


Table -15

## Showing the Respondents Attitude of Management

Degree of Rating	No of Respondents	Percentage
Highly satisfied	13	26
Satisfied	30	60
Average	4	8
Dissatisfied	3	6
Highly dissatisfied	0	0
	50	100

**Inference:**

It is quite evident from the table that 26 % of them are highly satisfied with the attitude of the management, 60 % of them are satisfied, and 8 % of them are just satisfied while 6% are dissatisfied.

Chart-15

## Diagrammatic Representation of Attitude of Management

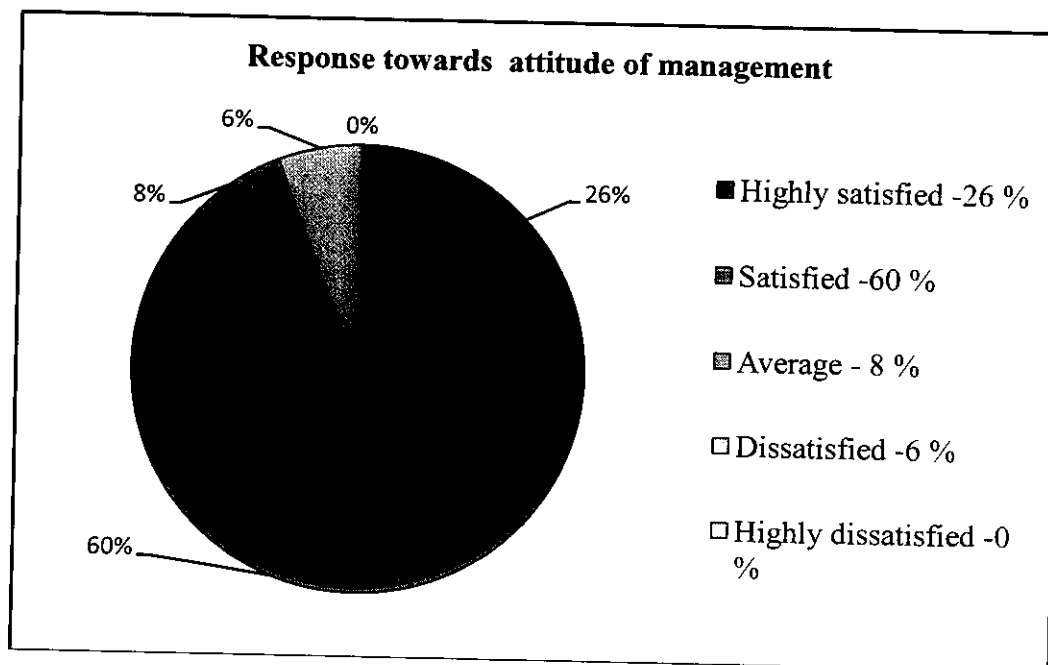




Table-16

## Showing the Grievance Settlement Procedure

Degree of Rating	No of Respondents	Percentage
Highly satisfied	10	20
Satisfied	30	60
Average	9	18
Dissatisfied	1	2
Highly dissatisfied	0	0
	50	100

**Inference:**

It is quite evident from the table that 20% of them are highly Satisfied with the grievance settlement, 60% of them are satisfied with the settlement procedure, 18% of them are just satisfied while 2% of them are dissatisfied

Chart-16

## Diagrammatic Representation Of the Grievance Settlement Procedure

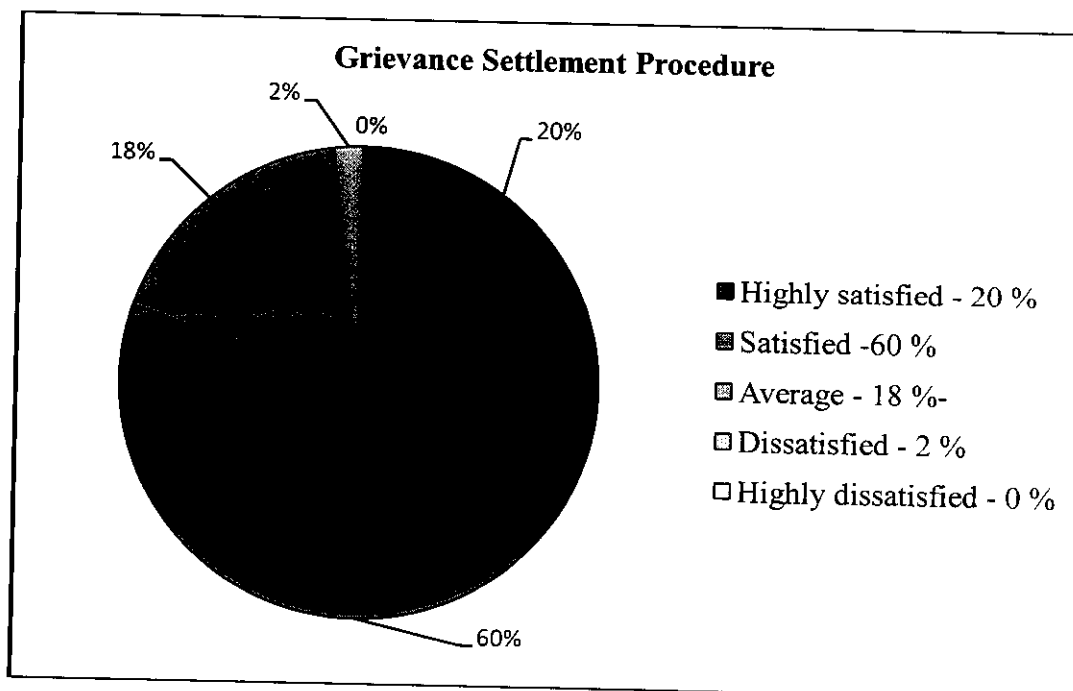


Table-17

## Showing the Working Conditions Of the Company

Degree of Rating	No of Respondents	Percentage
Excellent	15	30
Good	30	60
Average	5	10
Poor	0	0
Very Poor	0	0
	50	100

**Inference:**

It is quite evident from the table that 30% Of them say excellent, 60% of them say good, 10% of them feel average regarding this factory as a better place to work than other neighbor units.

Chart-17

## Diagrammatic representations of working conditions of the company

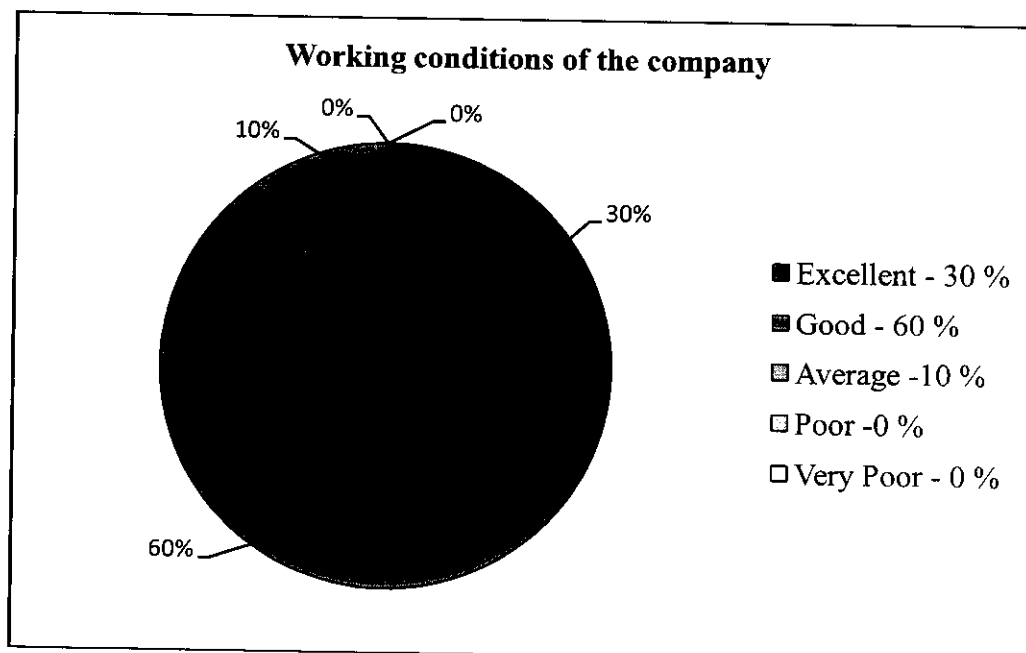


Table -18

## Showing the Medical Facilities Provided by the Company

Degree of Rating	No of Respondents	Percentage
Highly satisfied	10	20
Satisfied	30	60
Average	8	16
Dissatisfied	2	4
Highly dissatisfied	0	0
	50	100

**Inference:**

It is quite evident from the table that 20% of them are highly satisfied with the medical facilities in the company, 60% of them are satisfied, 16% of them are just satisfied, while the remaining 4% of them are dissatisfied.

Chart -18

## Diagrammatic Representation Of Medical Facility Provided By The Company

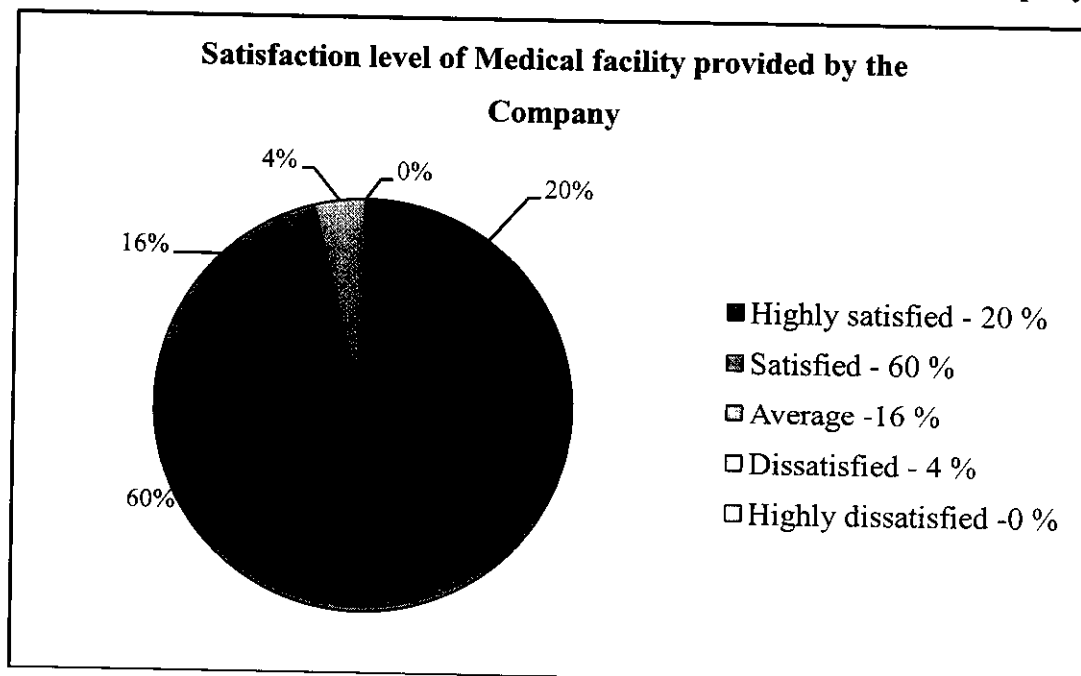


Table-19

## Showing the Transport Facilities Provided by the Company

Degree of Rating	No of Respondents	Percentage
Highly satisfied	10	20
Satisfied	15	30
Average	18	36
Dissatisfied	7	14
Highly dissatisfied	0	0
	50	100

**Inference:**

It is quite evident from the table that 20% of them are highly satisfied with the transport facilities in the company, 30% of them are satisfied, 36% of them are just satisfied, 14% of them are dissatisfied.

Chart-19

## Diagrammatic Representation of transport facilities provided by the company

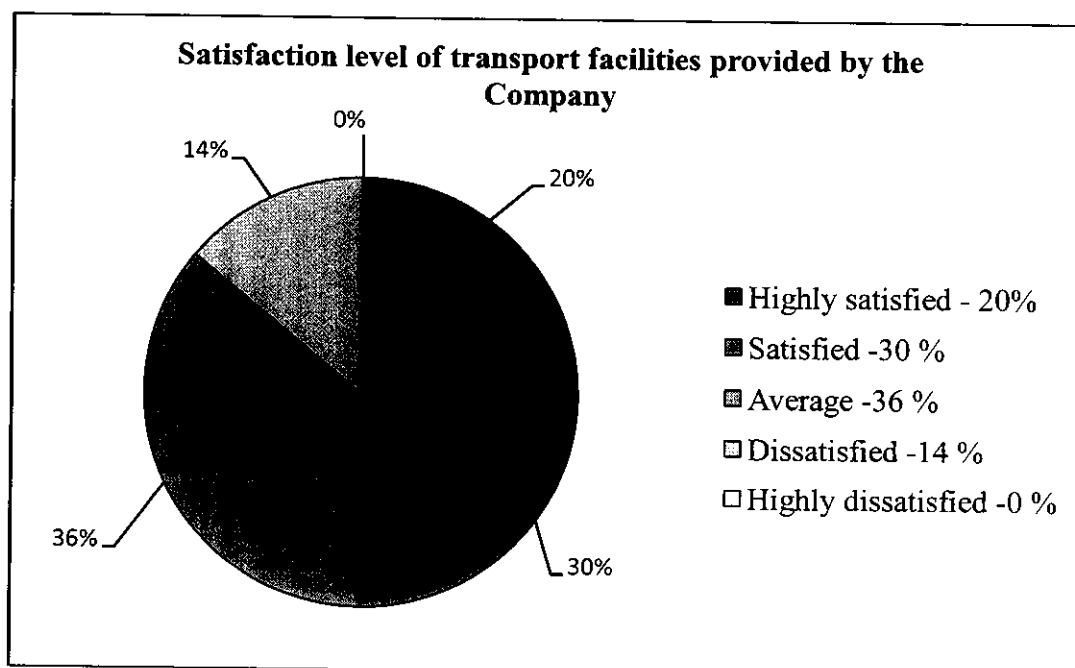


Table-20

## Showing the Canteen Facilities Provided by the Company

Degree of Rating	No of Respondents	Percentage
Highly satisfied	6	12
Satisfied	30	60
Average	4	8
Dissatisfied	4	8
Highly dissatisfied	6	12
	50	100

**Inference:**

It is quite evident from the table that 12% of them are highly satisfied with the canteen facilities in the company, 60% of them are satisfied, 8% of them are just satisfied, 8% of them are dissatisfied, while the remaining 12% of them are highly dissatisfied.

Chart-20

## Diagrammatic Representation of Canteen Facilities Provided by the Company

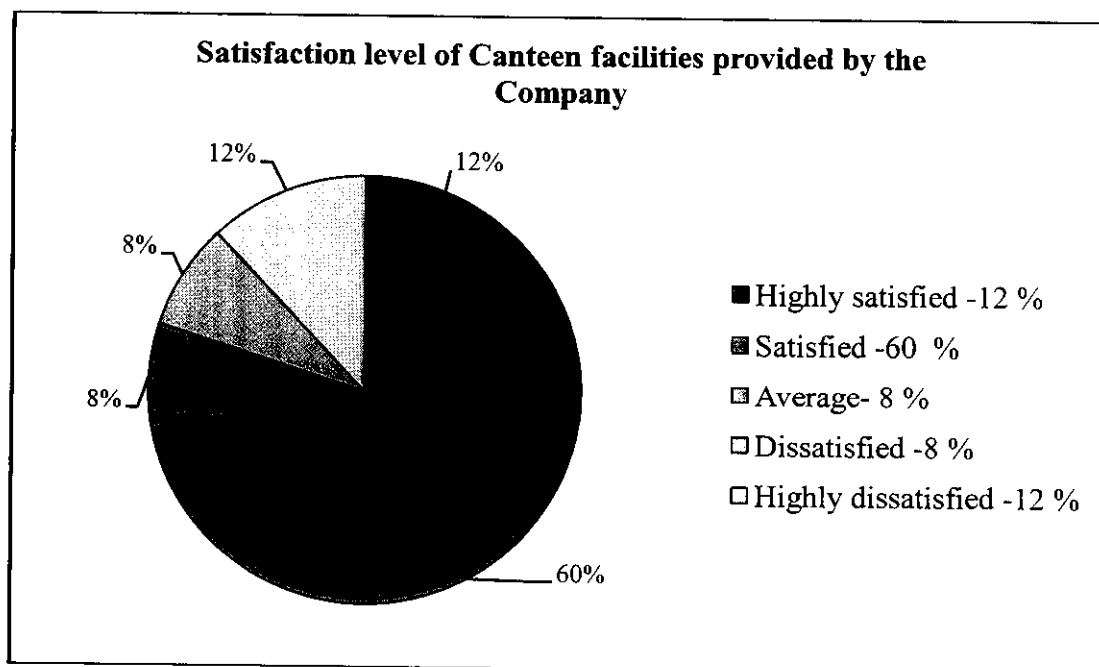


Table -21

Showing the Housing Facilities Provided by the Company

Degree of Rating	No of Respondents	Percentage
Highly satisfied	9	18
Satisfied	14	28
Average	15	30
Dissatisfied	9	18
Highly dissatisfied	3	6
	50	100

**Inference:**

It is quite evident from the table that 18% of them are highly satisfied with the housing facilities in the company, 28% of them are satisfied, 30% of them are just satisfied, 18% of them are dissatisfied while the remaining 6% of them are highly dissatisfied.

Chart-21

Diagrammatic Representation of Housing Facilities provided by the Company

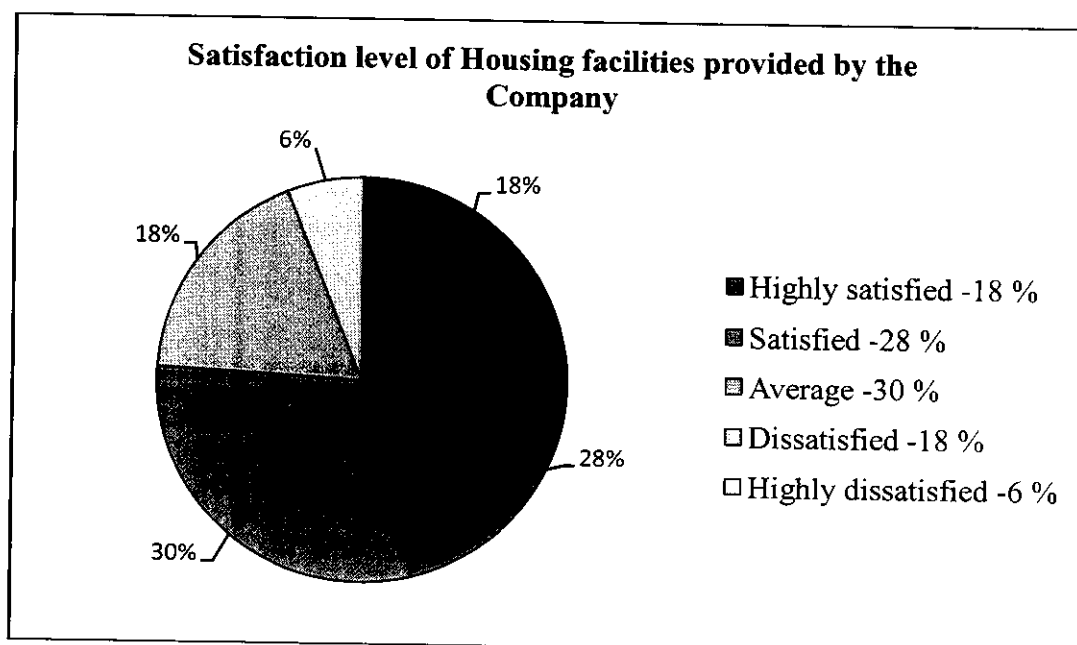


Table -22

## Showing the Drinking Water Facility Provided by the Company

Degree of Rating	No of Respondents	Percentage
Highly satisfied	15	30
Satisfied	25	50
Average	5	10
Dissatisfied	2	4
Highly dissatisfied	3	6
	50	100

**Inference:**

It is quite evident from the table that 30% of them are highly satisfied with the drinking water facilities in the company, 50% of them are satisfied, 10 % of them are just satisfied, 4 % of them are dissatisfied while 6% of them are highly dissatisfied.

Chart-22

## Diagrammatic Representation Of Drinking Water Facility Provided by the Company

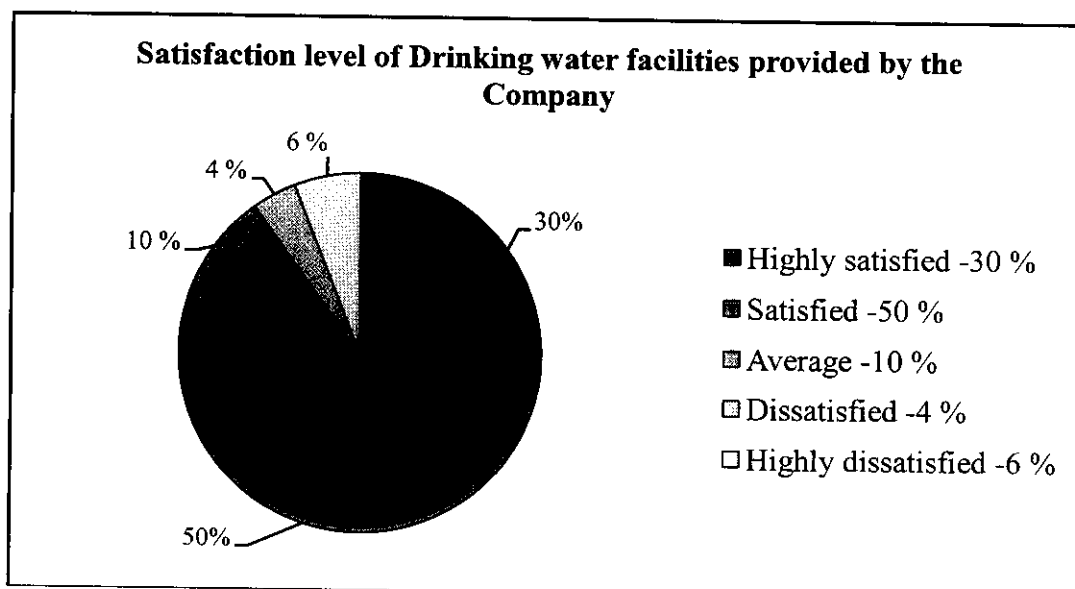


Table -23

## Showing Sanitary Conditions in the Company

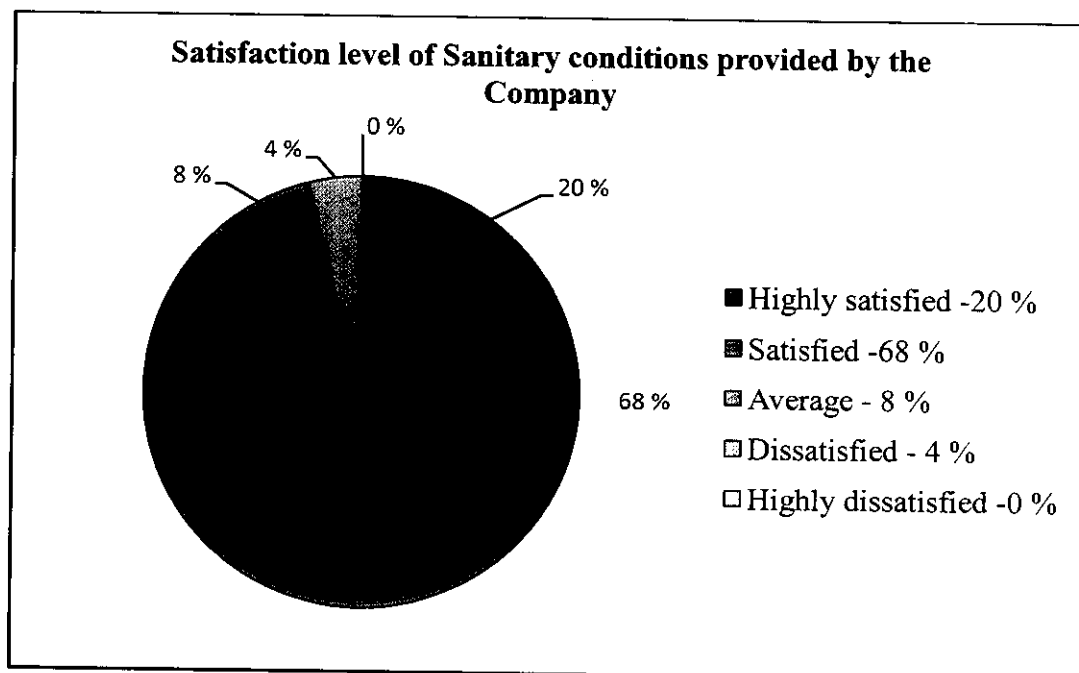
Degree of Rating	No of Respondents	Percentage
Highly satisfied	10	20
Satisfied	34	68
Average	4	8
Dissatisfied	2	4
Highly dissatisfied	0	0
	50	100

**Inference:**

It is quite evident from the table that 20% of them are highly satisfied with the sanitary conditions in the company, 68% of them are satisfied, 8% of them are just satisfied, and 4% are highly dissatisfied.

Chart-23

## Diagrammatic Representation of Sanitary Conditions Provided by the Company





**Table-24**  
**Showing the Development Program of the Company**

<b>Degree of Rating</b>	<b>No of Respondents</b>	<b>Percentage</b>
Highly satisfied	15	30
Satisfied	30	60
Average	4	8
Dissatisfied	1	2
Highly dissatisfied	0	0
	50	100

**Inference:**

It is quite evident from the table that 30% of them are highly satisfied with the personnel development, training and quality improvement program in the company, 60% of them are satisfied, 8% of them are just satisfied, while the remaining 2% of them are dissatisfied.

**Chart-24**

**Diagrammatic Representation of Satisfactory Level of Development Program of the Company**

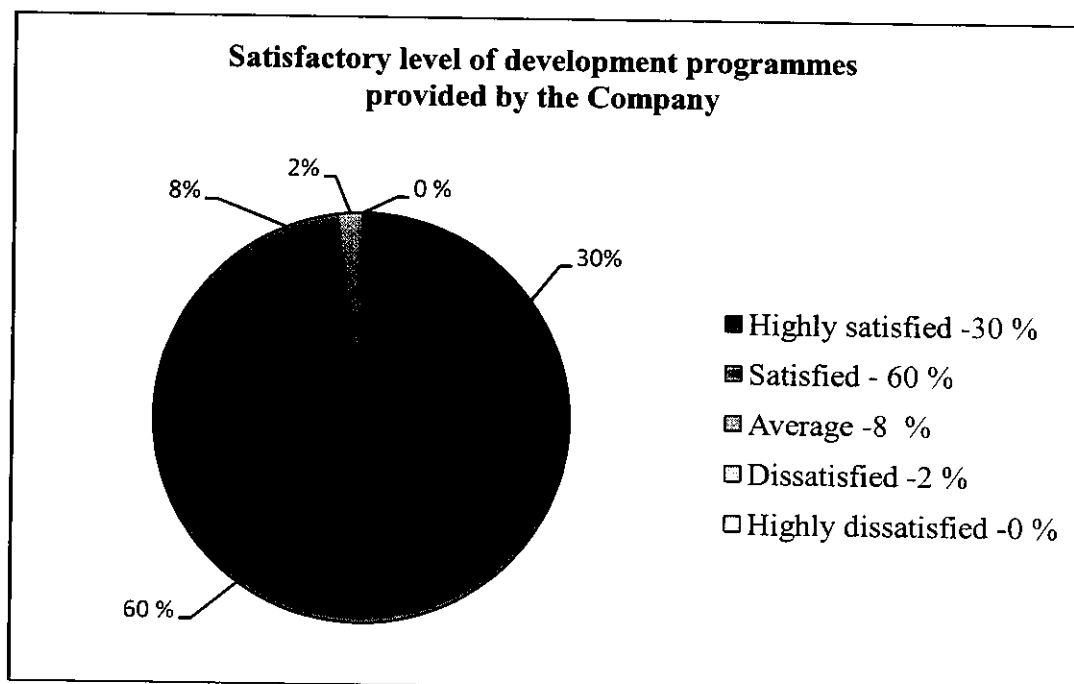


Table-25

## Showing Job Security of Respondents in the Company

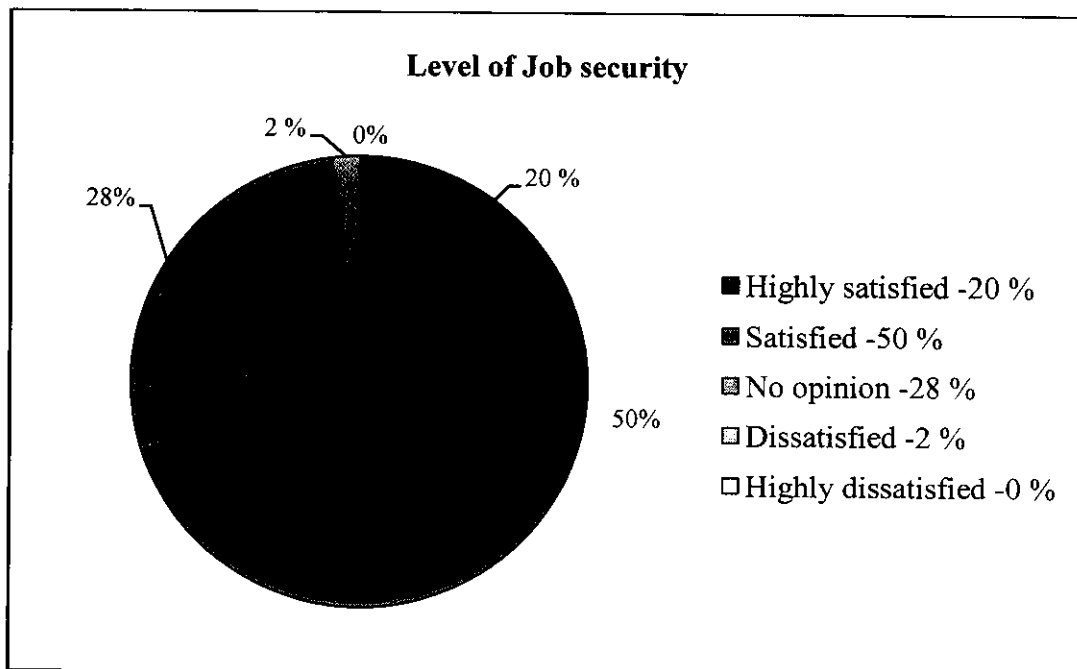
Degree of Rating	No of Respondents	Percentage
Highly satisfied	10	20
Satisfied	25	50
No opinion	14	28
Dissatisfied	1	2
Highly dissatisfied	0	0
	50	100

**Inference:**

It is quite evident from the table that 20% of them feel highly secure regarding their job security, 50% of them feel secure, 28% of them have no opinion, and 2% of them feel that they have no security for their job.

Chart-25

## Diagrammatic Representation of Level of Job Security in the Company



## **CHAPTER 5 CONCLUSION**

This chapter deals with the summary of findings, suggestions and recommendations, conclusion.

### **5.1 Summary of findings**

On the basis of the analysis of the data collected through the interview schedule from the respondents the following points can be inferred.

- The personal details such as the Employee Qualification, Marital Status and the No: Dependants also affect the job satisfaction level. 80 % of the Workers are married and they feel more responsible towards the work.
- It is observed that 60% of the respondents feel that NCCL offers good salary as compared to other organizations which boosts their satisfaction
- Observed that 50% of the employees feel responsible towards their job in the organization.
- It is observed that almost 88% of the respondents feel happy that they are recognized by the management and have good job security and 74 % of the employees are happy with the promotional opportunities in the department.
- It is found that 86% of the respondents are satisfied with existing career and growth opportunities in NCCL.
- It is observed that 84% of the employees agree that they are rewarded for the efforts taken by them in their job.
- It is observed that the communication of the employees with the sub ordinates is very good and the help extension rate to other employees is also satisfactory
- About 88 % of the employees are satisfied with the company Rules & Regulations and the attitude of the Management.
- It is observed that 90% of the employees feel that the working conditions are good as compared to other public sector units.
- On Overall only 50 % of the Employees are satisfied with the facilities provided by the company.
- It is observed that 90% of the employees express that they will advice their neighbors and friends that it is a better place to join.

## **5.2 Suggestions and Recommendations :**

- Employees require more encouragement from the management since many of them are not satisfied with the encouragement given by the management.
- The suggestions and opinions of the employees should be taken into consideration and they must be recognized well by the management.
- The basic facilities provided by the company should be improved to satisfy the basic needs of an employee.

## **5.3 Conclusion :**

The study on Job Satisfaction of employees in Nutrine Confectionery Company Limited highlights that almost all the employees are satisfied with the job, which implies that Nutrine Confectionery Limited takes utmost care of its employees.

The reason behind the success of this unit is its efficient Human Resources. Nutrine Confectionery Limited has realized the importance of Human Resources and has taken utmost care to fulfill their needs which is evident from the recent developments. Hence the doubt of its success is not left to the judgment of others. No doubt, Nutrine Confectionery Company Limited will keep up reputation and receive many more awards at International level in the years to come. The right steps at the right place taken by the company have always helped and will help the company to move up in the success line.

Thus the Company holds a good asset - “ The EMPLOYEE FORCE” - which will tend hands to drive the company to reach its many more heights.

**APPENDIX - I**  
**QUESTIONNAIRE**

Job satisfaction among employees at Nutrine Confectionery Company limited

Personal Details :

Name :	Age :
Experience:	Department:
Designation :	Qualification :

1. Marital Status :

- a ) Single                      b) Married

2. No : of Dependents :

- a ) Below 2              b) Three              c ) 5 -7              d) 7 - 8

3. Satisfaction level with the Salary you get?

- a) Highly Satisfied              b) Satisfied              c) No opinion

4. Work Responsibility level?

- a) Highly responsible    b) Responsible              c) No opinion  
d) Not responsible

5. How do you feel about your work load?

- a) Relaxed                      b) Normal                      c) Average  
d) Burdened

6. Are you satisfied with the recognition you get from the management for your work ?

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

7. How far you are satisfied with the promotional opportunities in your department?

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

8. How far are you satisfied with existing career plan and growth Opportunity in this company ?

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

9. I feel that I am rewarded for the efforts taken by me on the job?

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

10. How is your relationship with your subordinates?

- a) Intimate      b) cordial      c) Just work relation
- d) indifferent      e)strained

11. How will you maintain relationship with subordinate of supervisors?

- a) Intimate      b) cordial      c) Just work relation
- d) indifferent      e)strained

12. Extension of help provided to the sub-ordinates?

- a) Always      b) In most occasions      c) Sometimes
- d) Rarely      e) Never.

13. How far are you satisfied with the company rules and regulations ?

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

14 . Are you satisfied with the attitude of management ?

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

15. How far you are satisfied with the grievance settlement procedure is it effective in the company?

- a) Highly satisfied      b) Satisfied      c) No opinion
- d) Dissatisfied      e) Highly dissatisfied

16. Is this factory a better place to work than other neighbor units ?

- a) Excellent      b) Good      c) Average
- d) Poor      e) Very poor

**At what extent are you satisfied with the following :**

a) Supervisors satisfaction regarding medical facilities in the company ?

[A] [B] [C] [D] [E]

b) Supervisors satisfaction regarding transport facilities in the company ?

[A] [B] [C] [D] [E]

c) Supervisors satisfaction regarding canteen facility in the company ?

[A] [B] [C] [D] [E]

d) Supervisors satisfaction regarding housing facility in the company ?

[A] [B] [C] [D] [E]

e) Supervisors satisfaction regarding drinking water facility in company ?

[A] [B] [C] [D] [E]

f) Supervisors satisfaction regarding sanitary conditions in the company ?

[A] [B] [C] [D] [E]

g) How far you are satisfied with personal development , training and quality improvement in this company ?

[A] [B] [C] [D] [E]

h) Are you satisfied with level of job security ?

[A] [B] [C] [D] [E]

A - Highly satisfied

B - Satisfied

C - Average

D - Dissatisfied

E - Highly dissatisfied

**If any suggestions/ Comments :**



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