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## A Study On The Level Of Job Satisfaction Among Employees In Manufacturing Industries

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**ABSTRACT:** This research investigates the level of job satisfaction among employees at Butterfly. with the primary aim of identifying the key factors that contribute to employee satisfaction and dissatisfaction. Understanding these factors is essential for enhancing employee performance and reducing staff turnover. A structured questionnaire was used to collect data 232 employees. Data analysis was conducted using percentage analysis, correlation, mann whitney U-test, chi-square tests. The findings offer recommendations to improve salary, promotion and workload expectations for better employee job satisfaction.

**Keywords:** satisfaction, regular training, increase salary and reduce workload.

### 1. INTRODUCTION

The study on the level of job satisfaction among employees at Butterfly Gandhimathi Appliances Ltd aims to assess how content employees are with various aspects of their work environment. Job satisfaction is a key factor influencing employee performance, retention, and overall organizational success. This study evaluates areas such as salary, work conditions, management support, career growth opportunities, and work-life balance. Understanding employee satisfaction levels helps the company identify strengths and areas needing improvement to foster a more productive and motivated workforce.

### THE IMPORTANCE AND BENEFITS OF EMPLOYEE SATISFACTION

A satisfied employee is a valuable asset to any organization for several key reasons:

- Lower Turnover Rates:** Employees who are content are more likely to stay with the organization, reducing the costs and disruptions associated with frequent hiring and training.
- Increased Productivity:** Satisfied employees are more engaged and motivated, which translates to greater efficiency and output.
- Improved Customer Service:** Happy employees tend to be more positive and enthusiastic, leading to better interactions with customers and enhanced brand reputation.

### 2. OBJECTIVES OF THE STUDY

- To identify the factors which influence the employees job satisfaction level.
- To identify the impact of employees's job satisfaction on their performance.
- To understand the challenges employee's face in their working conditions.

- To analyse the company policies and practices which influence employees job satisfaction.
- To suggest measures to support employee well-being, satisfaction and long-term retention.

### 3. SCOPE OF THE STUDY

This study aims to assess employee satisfaction at Butterfly Gandhimathi Appliances Ltd., focusing on various Factors such as salary and benefits, work environment, safe and healthy work life, compensation, working conditions. The objective is to understand the key aspects that influence job satisfaction among employees. Employee satisfaction is crucial for organizational success.

### 4. LITERATURE REVIEW

**Patel, N., & Kumar, A. (2025):** A futuristic study that used AI tools to measure Employee Satisfaction Index (ESI) in real time. It suggests that digital tracking of satisfaction can help HR teams intervene quickly and reduce turnover.

**Sindhu et al. (2024):** The study explored how job satisfaction influences employee performance and retention in a Chennai-based packaging manufacturing company. It found that factors such as fulfillment and pride in work contribute significantly to job satisfaction and organizational success.

### 5. RESEARCH METHODOLOGY

This study employed a descriptive survey research design, incorporating both qualitative and quantitative methods. Data was collected from employees working in manufacturing industries. A simple random sampling technique was used to ensure that every individual in the population had an equal chance of being selected. Data was then gathered from as many of the randomly chosen participants as possible. The sample size for this study is based on Morgan's sampling table, which specifies that the sample size is 232 and the population size is 550. So, the optimal sample size is 232 employees at various levels. The sources of data collection are;

**Primary data collection:** Primary data collection techniques used in this study is QUESTIONNAIRE METHOD. Questionnaire was circulated to 232 respondents.

**Secondary data collection:** Common sources of secondary data from journals, reports, books, websites, magazines etc.

### 6. DATA ANALYSIS AND INTERPRETATION

#### 6.1 PERCENTAGE ANALYSIS

**TABLE 1: SHOWING DEMOGRAPHIC PROFILE OF INVESTORS**

| Categories        | Sub categories       | No. of respondents | Percentage (%) |
|-------------------|----------------------|--------------------|----------------|
| <b>Age</b>        | Below 25             | 103                | 44             |
|                   | 26 – 35              | 83                 | 36             |
|                   | 36 – 40              | 26                 | 11             |
|                   | 41 – 50              | 14                 | 6              |
|                   | Above 50             | 6                  | 3              |
| <b>Gender</b>     | Male                 | 142                | 61             |
|                   | Female               | 90                 | 39             |
| <b>Department</b> | Production           | 125                | 54             |
|                   | Human resource       | 8                  | 3              |
|                   | Finance and accounts | 15                 | 16             |
|                   | Service              | 27                 | 12             |

|                   |                       |            |            |
|-------------------|-----------------------|------------|------------|
|                   | Quality control       | 18         | 8          |
|                   | IT                    | 9          | 14         |
|                   | Sales and marketing   | 30         | 13         |
| <b>Experience</b> | Less than 1 year      | 26         | 11         |
|                   | 1-5                   | 121        | 52         |
|                   | 6-10                  | 58         | 25         |
|                   | 10-15                 | 15         | 7          |
|                   | Above 15              | 12         | 5          |
| <b>Total</b>      | <b>All categories</b> | <b>232</b> | <b>100</b> |

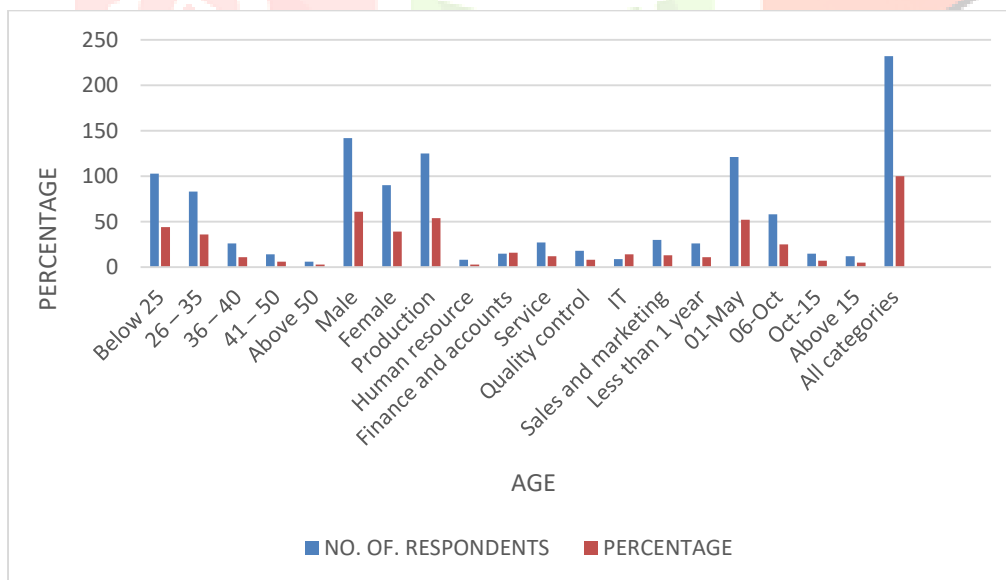
## 1.1 FINDINGS

From the above table it is found that 44% are aged below 25, followed by 36% aged 26-35, 11% aged 36-40, 6% aged 41-50, 3% aged above 50. Most of the respondents are male 61% while 39% are female. In terms of department, 54% are production, 13% are Sales and Marketing, 12% are Service, 8% are Quality Control, 6% are Finance and Accounts Department, 4% are IT Department, 3% are Human Resource Department. Regarding experience 52% have 1-5years, 25% have 6--10 years, 11% have less than 1 year, 7% have 10-15 years, 5% have above 15 years.

## 1.2 INTERPRETATION

- It is inferred that 44% of the respondents is below 25 years of age.
- It is inferred that 61% of the respondents are male.
- It is inferred that 54% of the respondents from Production Department.
- It is inferred that 52% of the respondents have 1-5 years of experience.

**Figure 1: CHART SHOWING THAT DEMOGRAPHIC PROFILE**



Source: Author generated

## 6.2. CHI-SQUARE TEST

Null Hypothesis (H0): There is no significant correlation constructive feedback, job satisfaction in firm and fair policies regarding.

Alternative Hypothesis (H1): There is significant correlation constructive feedback, job satisfaction in firm and fair policies regarding.

**TABLE 2: SHOWING CHI-SQUARE TEST**

|                              | Value              | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square           | 2.282 <sup>a</sup> | 4  | .684                  |
| Likelihood Ratio             | 3.691              | 4  | .449                  |
| Linear-by-Linear Association | .465               | 1  | .495                  |
| N of Valid Cases             | 232                |    |                       |

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .44

Source: Author generated

## 2.1 INFERENCE:

The P value  $0.684 > 0.05$ , Hence we accept the null hypothesis and reject alternative hypothesis, there is no significance between safety method and age.**6.3. Mann-Whitney U Test**  
Null hypothesis (H0): There is no significant difference between male and female employees regarding good place to work, get appraisal, satisfied with my job and work performance.

Alternative hypothesis (H1): There is a significant difference between male and female employees regarding good place to work, get appraisal, satisfied with my job and work performance.

**TABLE 3: SHOWING MANN-WHITNEY****Test Statistics<sup>a</sup>**

| Mann-Whitney U         | 5168.000  | 6357.000  | 5995.000  | 5698.500 |
|------------------------|-----------|-----------|-----------|----------|
| Wilcoxon W             | 15321.000 | 16510.000 | 10090.000 | 9793.500 |
| Z                      | -3.225    | -.224     | -.844     | -1.527   |
| Asymp. Sig. (2-tailed) | .001      | .823      | .398      | .127     |

a. Grouping Variable: Gender

b. Based on 232 sampled tables  
with starting seed 624387341

Source: Author generated

**3.1 INFERENCE**

The Mann-Whitney U test shows a significant gender difference in perceiving the company as a good place to work ( $p = 0.001$ ), with females more positive. No significant gender differences were found in appraisals ( $p = 0.823$ ), job satisfaction ( $p = 0.398$ ), or work performance ( $p = 0.127$ ).

**7. SUMMARY OF FINDINGS**

- It is inferred that 44% of the respondents is below 25 years of age.
- It is inferred that 61% of the respondents are male.
- It is inferred that 54% of the respondents from Production Department.
- It is inferred that 52% of the respondents have 1-5 years of experience.
- The P value  $0.684 > 0.05$ , Hence we accept the null hypothesis and reject alternative hypothesis there is no significance between safety method and age.

The Mann-Whitney U test shows a significant gender difference in perceiving the company as a good place to work ( $p = 0.001$ ), with females more positive. No significant gender differences were found in appraisals ( $p = 0.823$ ), job satisfaction ( $p = 0.398$ ), or work performance ( $p = 0.127$ ).

**8. SUGGESTIONS**

- To improve job satisfaction, the company should enhance salary packages, ensure transparent promotion and reward systems, and manage workloads better.
- Clear career growth paths and regular recognition of employee efforts are key.
- Promoting open communication and feedback between employees and management will build trust and boost motivation.

## 9. CONCLUSION

The study shows that employee job satisfaction is influenced by multiple factors, including compensation, recognition, leadership, safety, and career development. Overall satisfaction is moderately positive, supported by a safe environment and good relationships. To reduce turnover, the company should improve salary competitiveness, career growth, workload balance, and recognition. Adopting an employee-centric approach will help build a more engaged and loyal workforce.

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