



“EMPLOYEE SATISFACTION TOWARDS WELFARE MEASURES – A STUDY OF AUTOMOBILE SECTOR, BALLARI”

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Employee satisfaction describes how happy an employee is with his or her employment. The happier people are at work, the more pleased they are reported to be. There are many factors that influence satisfaction include management style and culture, employee involvement, empowerment, and autonomous work position and employee welfare measures. The present study mainly focuses to understand and analyze employee welfare facilities provided to employees working in showrooms of automobile sector, Ballari city.

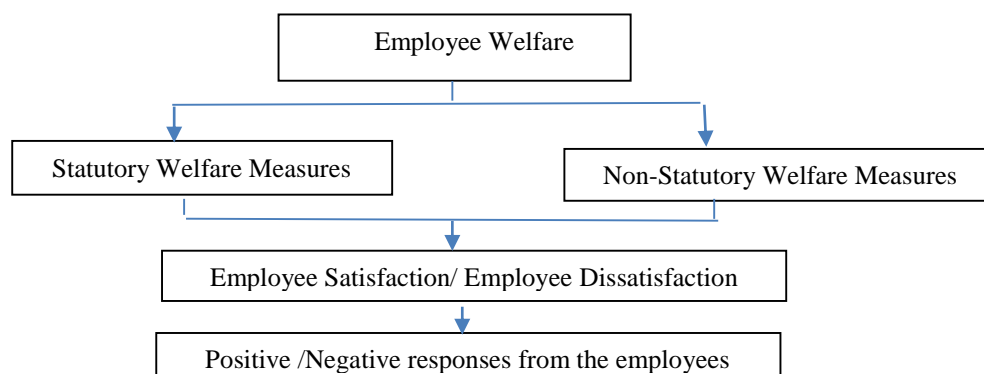
Keywords: employee satisfaction, employment, welfare facilities, automobile sector,

I. INTRODUCTION

Employee welfare measures play a significant role in strengthening employer and employee relationship in an organization. There are two categories of welfare facilities known as statutory and non-statutory facilities. Both type of facilities influences on the socio-economic conditions of the employees.

The government and the employer together can bring better working and living conditions to the workforce. The presence of welfare facilities both extra mural and intra mural keep the employees happy and develops the sense of belongingness. The following diagram provides a basic conceptual relationship between the welfare facilities and employee satisfaction.

EMPLOYEE WELFARE FACILITIES



II. OBJECTIVES OF THE STUDY

1. To study the employee welfare measures adopted by the automobile sector in Ballari city.
2. To study employee satisfaction towards welfare measures in automobile sector.
3. To provide suggestions based on the study.

III. LITERATURE REVIEW

Salariat and Sumit Salaria (2013): titled "Employee Welfare Measures," with the main objective of researching measures to improve worker welfare for businesses in the auto sector. According to this study's findings, employees in the car industry are extremely satisfied with intramural welfare measures and just a handful are unsatisfied with extramural welfare measures.

G. Aarthi and P. Srinivasan (2018): "The Study on Impact of Employee Welfare Measures in Automobile Industry", goal of determining if employee welfare is in the best interests of both the employee and the business, and to convey philanthropic and paternalistic feelings. This project would benefit the corporation while also improving some welfare and safety activities within the company. The management should take great care to develop specific policies and procedures to strengthen the organization's welfare and safety measures.

Sandeep Dubey and Rohit Dub (2020): named "Study On Employee Satisfaction in Automobile Industry" with the goal of identifying the numerous aspects that influence employee work happiness. To determine employee satisfaction with extra advantages supplied by the organization, such as medical benefits, leave facilities, and promotion, among others. The sample size research design was used. The study concludes that organizations should analyze their needs and incentive elements and endeavor to satisfy them properly. If an organization focuses on employee satisfaction, people will become loyal to the organization and work hard to achieve the organization's goals.

Preethi.S, Sharmila (2022): "A Study On Employee Satisfaction Towards Welfare Measures." The study's main goal is to examine employee satisfaction about welfare measures in the automobile industry. The study's findings indicate that further provisions for improving the welfare facility are required to increase staff satisfaction and performance levels.

Anand (2010): revealed in his study that the district of Chennai employees is happy with the company's welfare activities. The study managed to offer some advice for management's routine review of welfare initiatives, stress management, and other topics. Particularly for female employees, changes are needed in the areas of sexual harassment, grievance handling, and safety awareness.

Dr.P. Venkatesh, Maanasa Devi.S, Mr.Y. Thiyagarajan, and Dr. Arhan Sthapit: "A Study on Employee Welfare Measures" with the goal of assessing the various facilities supplied to employees and judging employees' understanding of safety precautions in the organization. The descriptive research design was chosen. It has been observed that wellbeing measures labor absenteeism and increases staff efficiency. Wages will be paid depending on the firm's contribution to providing job security, a safe and healthy working environment, and increasing productivity while reducing costs.

Asha (2019): The goal is to assess employee attitudes towards statutory welfare measures and to learn about employee attitudes towards non-statutory welfare measures. The questionnaire research design was chosen. As a result of employees, their involvement in the job will grow, as will the organization's productivity. Employee welfare measures increase employee morale when they are adequately implemented and carried out.

Anjali Ganesh: "The Impact of Welfare Measures on Employee Satisfaction" with the goal of identifying the welfare services that employees receive and the relationship between gender response to welfare measures. It employed a sample size research design. The study finds that because it facilitates quicker access to benefits during emergencies, the need for administrative procedural simplification for current economic and social security regulations cannot be stressed. To enhance and develop employee welfare programmes, significant financial commitments from the government in general and organizations are required.

Amanjeet Kaur (June 2017): "A Study on Employee Satisfaction with Regard to Labor Welfare Schemes" examining existing labor welfare measures and highlighting flaws in present policies, techniques, and procedures for delivering welfare services to workers. The survey research design was used. According to this study, only a competitive labor force can provide a right hand to the employee in carrying out organizational responsibilities. And this contested labor force can only be formed if actions are taken to ensure their well-being in life.

IV. RESEARCH METHODOLOGY

The population of the study includes the employees working in automobile showrooms situated in Ballari. Random sampling technique was applied to select the respondents from Athena Kia, Kia Showroom, Annapoorna Motors - Hero MotoCorp, & Nandi Honda Motorcycle Showroom. Responses were collected from 100 employees. A structured questionnaire was administered with dichotomous and five point Likert scale. Percentage and chi square statistical tools were used to analyze the primary data.

The study was restricted to Ballari city and hence the findings cannot be generalized to the whole automobile industry. Further the findings may not hold good in the long run as change is certain and change affect the employer and employee.

V. DATA ANALYSIS AND INTERPRETATION

VARIABLE ANALYSIS			
Variable		Frequency	Percentage
Are you aware of the employee welfare measures	Yes	57	63
	No	33	37
Total		100	100
Does the employer provide any housing facilities	Yes	26	29
	No	64	71
Total		100	100
Does the employer provide Compensatory	Yes	22	24
	No	68	76
Total		100	100
Does the employer provide regular health check-ups	Yes	41	45
	No	49	55
Is your health affected by the workplace environment	Yes	12	14
	No	78	86
Total		100	100
Do you agree that welfare measures create better relations	Strongly agree	06	07
	Agree	77	85
	Neither agree nor	02	02
	Disagree	00	00
	Strongly disagree	05	06
Total		100	100
Do you agree welfare measures build greater loyalty to the company	Strongly agree	76	07
	Agree	14	85
	Neither agree nor	00	02
	Disagree	00	00
	Strongly disagree	00	06
Total		100	100
How do you rate the labor welfare funds provided by the employer	Highly dissatisfied	00	00
	Dissatisfied	03	03
	Neutral	15	17
	Satisfied	64	71
	Highly satisfied	08	09
Total		100	100
Are you satisfied with the	Highly dissatisfied	00	00
	Dissatisfied	02	02

intra mural facilities	Neutral	46	51
	Satisfied	42	47
	Highly satisfied	00	00
Total		100	100
Are you satisfied with the extra mural facilities	Highly dissatisfied	00	00
	Dissatisfied	14	15
	Neutral	24	27
	Satisfied	52	58
	Highly satisfied	00	00
Total		100	100

- A large percentage of respondents found to be knowledgeable of employee welfare facilities available for employees.
- Most of the responders reject the idea that their work offers any housing amenities.
- More than half of the respondents disagree that employer provides any compensatory allowances to them.
- A large percentage of replies indicate that the working conditions are satisfactory.
- More than half of replies to express satisfaction with the employer's pay scale.
- It is evident that a lot of respondents have no issue with the extra mural facilities offered by the employer, while the bulk of responses have been pleased with the intra mural facilities.

HYPOTHESIS

Ho: There is no significant relation between gender and intra-mural facilities

H1: There is a significant relation between gender and intra-mural facilities.

Chi-Square Table

Gender	HD	D	N	S	HS	Total
Male	0	0	16	10	0	26
Female	0	2	30	32	0	64
Total	0	2	46	42	0	90

O	E	(O-E) ²	(O-E) ² /E
0	0	0.000	0.000
0	0.58	0.336	0.582
16	13	9	0.677
10	12	4	0.330
0	0	0	0.000
0	0	0	0.000
2	1	1	1.000
30	32.71	7.3441	0.224
32	30	4	0.134
0	0	0	0.000
			2.947

Degree of Freedom

$$DOF = (r-1)(c-1)$$

$$= (2-1)(5-1)$$

$$= 1*4$$

$$= 4$$

Calculated Value = 2.947

P Table Value = 9.488

As the Calculated value is lower than P table value. Hence, the null hypothesis statement is accepted.

H01: There is no significant relation between gender and extra-mural facilities

H12: There is a significant relation between gender and extra-mural facilities.

Gender	HD	D	N	S	HS	Total
Male	0	0	3	23	0	26
Female	0	0	7	57	0	64
Total	0	0	10	80	0	90

O	E	(O-E) ²	(O-E) ² /E
0	0	0	0
0	0	0	0
3	2.8	0.04	0.01428
23	0.23	518.47	2254
0	0	0	0
0	0	0	0
0	0	0	0
7	7.1	0.01	0.00140
57	56	1	0.0178
0	0	0	0
			2254

Degree of Freedom

$$\begin{aligned} \text{DOF} &= (r-1)(c-1) \\ &= (2-1)(5-1) \\ &= 1*4 \\ &= 4 \end{aligned}$$

Calculated Value = 2254

P Table Value = 9.488

As the Calculated value is more than P table value. Hence, the alternative hypothesis statement is accepted.

VI. SUGGESTIONS

- Employees could be oriented to utilize welfare facilities.
- Employers can focus on providing housing facilities and compensatory allowances.
- The extra mural and intra mural facilities could be improved in future.

VII. CONCLUSION

The study shows that employees have positive opinion about the intra mural and extra mural facilities available for them at the workplace. Certain facilities are not made available for employees and that has created the area of concern for the employer to keep the workforce satisfied and motivated.

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