



IMPACT OF SOCIO-ECONOMIC FACTORS ON JOB SATISFACTION OF EMPLOYEES IN GARMENT UNITS - AN EMPIRICAL STUDY IN TIRUPUR

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ABSTRACT

The employees, both white and blue collared, are key assets of any organization. The Technical Skills that they possess, their attitude towards work and the organization, their demands from the organization, level of their experience, their image in the industry etc., are important internal factors that may affect the performance and growth of any concern. Hence the organization must satisfy its employees into their jobs for the betterment of employees and organization. In the line attack, the researcher has made an attempt to be acquainted with the expectation of employees from any organization and satisfaction of employees of Garment units about their jobs in the whole Tirupur through this study.

KEYWORDS: *assets, demands, performance, growth, betterment, expectation and satisfaction.*

INTRODUCTION

There are different types of people in this world depend on various occupations at different ages either with or without educational qualification. Some of them are doing their own businesses and others are working in different organizations established by others at different places. Invariably considering the Gender, Educational Qualification, Income and Occupation, all the people have their own expectations and satisfactions in the place wherever they work. In this study, the researcher is attempted to analyze the employees' satisfaction in their jobs in Garment Units located at Tirupur to identify the expectations of employees and contributions of employers.

SCOPE OF THE STUDY

The study is reflected on the facts considered by the employees who are working in Garment Units in Tirupur. The level of job satisfaction of employees in accordance with gender, age, educational qualification, years of experience, amount of salary and the working department of employees have been analyzed to explore the relationship among them. The area of study is caged in Tirupur only.

OBJECTIVES OF THE STUDY

- To know about the socio-economic characteristics of Employees of in Garment Units in Tirupur..
- To understand the level of satisfaction of employees towards their jobs.
- To study about the satisfaction of employees in Garment Units with regard to employee's benefits, management supports and work environment.
- To offer suggestions to enhance the services of Garment Units to satisfy the employees based on the results of the study.

METHODOLOGY OF THE STUDY

The present study is based on the field survey conducted with the help of a well-structured questionnaire and interviews with the employees. The study is confined to Tirupur and the primary data were collected from 120 respondents.

LIMITATIONS OF THE STUDY

The study is the cause to experience with the following limitations.

- Only 120 respondents have been taken into consideration.
- The study is restrained to Tirupur only.
- The respondents might not have disclosed the actual facts due to their busy schedule.
- The results arrived after this study might not be applicable to the whole world.

HYPOTHESIS OF THE STUDY

In tune with the objectives of the study, the following hypothesis were formulated and tested.

- There is no significant relationship between gender and Job satisfaction.
- There is no significant relationship between age group of the employees and Job satisfaction.

- There is no significant relationship between experience and Job satisfaction.
- There is no significant relationship between salary and Job satisfaction.

ANALYSIS AND INTERPRETATION

TOOLS APPLIED FOR THE STUDY

The following statistical tools were applied and interpretations made for this research.

- Percentage analysis
- Chi-square analysis
- Ranking analysis

TABLE A PERCENTAGE ANALYSIS

Attributes	Categorization	No. of Respondents	%
Gender	Male	70	58
	Female	50	42
	Total	120	100
Age (in years)	18-23	36	30
	24-29	25	21
	30-35	26	22
	Above 35	33	27
	Total	120	100
Educational Qualification	Higher Secondary level	75	63
	Under graduate	24	20
	Illiterate	21	17
	Total	120	100
Experience (in years)	Higher Secondary level	75	63
	Under graduate	24	20
	Illiterate	21	17
	Total	120	100
	Fabrics	12	10
	Dying	12	10
	Cutting	12	10

Department(Working)	Power table	12	10
	Singer	12	10
	Checking	12	10
	Ironing	12	10
	Packing	12	10
	Sampling	12	10
	Stores	12	10
	Total	120	100
Salary (in Rs)	Upto 3000	8	7
	3001-5000	32	27
	5001-7000	69	57
	Above 7000	11	9
	Total	120	100

Source: Survey Data

GENDER OF THE RESPONDENTS

The above table A shows that 58% of the respondents are male and 42% of them are female. Hence the majority of the respondents are male.

AGE OF THE RESPONDENTS

The above table A shows that 30% of the respondents belong to the age group of 18-23 Years, 21% of them belongs to 24-29 Years, 22% of them belongs to 30-35 Years and 27% are above 35 Years. Hence the majority of the respondents belong to the age group of 18-23 Years.

EDUCATIONAL QUALIFICATION OF THE EMPLOYEES

The above table A shows that 63% of the respondents are educated upto higher secondary level, 20% of respondents are under graduates and 17% of the respondents are illiterates. Hence the majority of the respondents are educated upto higher secondary level.

WORKING EXPERIENCE OF THE RESPONDENTS

The above table A shows that 45% of the respondents have experience of 1-4 years, 29% of respondents have 5-8 years, 18% of respondents have 9-12 years of experience and 8% of them have 13-16 years of experience. Hence the majority of the respondents have 1-4 years of experience.

WORKING DEPARTMENT OF EMPLOYEES

The above table A shows that equal no. of respondents is taken from each department according to the study.

SALARY OF THE EMPLOYEES

The above table A shows that 6% of the respondents earn upto Rs.3000, 28% of the respondents earn Rs.3001-5000, 57% of the respondents earn Rs.5001-7000 and 9% of the respondents earn Above Rs.7000. Hence the majority of the respondents earn Rs.5001-7000 as salary.

TABLE B CHI-SQUARE ANALYSIS

Gender	Favorable	Unfavorable	Total	Age	Favorable	Unfavorable	Total
Male	49	21	70	18-23 Years	32	4	36
Female	44	6	50	24-29 Years	19	6	25
Total	93	27	120	30-35 Years	16	10	26
Experience	Favorable	Unfavorable	Total	Above 35 Years	26	7	33
1-4 Years	43	9	52	Total	93	27	120
5-8 Years	25	10	35	Salary	Favorable	Unfavorable	Total
9-12 Years	16	6	22	Upto 3000	7	1	8
13-16 Years	9	2	11	3001- 5000	25	7	32
Total	93	27	120	5001- 7000	51	18	69
				Above 7000	10	1	11
				Total	93	27	120

Source: Survey Data

The relationship between Gender and Job Satisfaction, Age and Job Satisfaction, Experience and Job Satisfaction & Salary and Job Satisfaction have been analysed and presented in the above table B.

TABLE C CHI- SQUARE TEST

No Association Between	Calculated Chi-square Value	Degree of freedom	Table Value	Result
Gender & Job Satisfaction	5.42	1	3.84	Rejected
Age & Job Satisfaction	6.56	3	7.81	Accepted
Experience & Job satisfaction	1.95	3	7.81	Accepted
Salary & Job Satisfaction	2.112	3	7.81	Accepted

Source: Computed Data

GENDER AND JOB SATISFACTION

It is clear from the above table C that the calculated Chi-Square value is more than the table value and the result is rejected at 5% level. Hence the null hypothesis is rejected. From the analysis it is inferred that there is relationship between the Gender and Job Satisfaction in Garment Units.

AGE AND JOB SATISFACTION

It is clear from the above table C that the calculated Chi-Square value is less than the table value and the result is Accepted at 5% level. Hence the null hypothesis is Accepted. From the analysis it is inferred that there is no relationship between the Age and Job Satisfaction in Garment Units.

EXPERIENCE AND JOB SATISFACTION

It is clear from the above table C that the calculated Chi-Square value is less than the table value and the result is Accepted at 5% level. Hence the null hypothesis is Accepted. From the analysis it is inferred that there is no relationship between the Experience and Job Satisfaction in Garment Units.

SALARY AND JOB SATISFACTION

It is clear from the above table C that the calculated Chi-Square value is less than the table value and the result is Accepted at 5% level. Hence the null hypothesis is Accepted. From the analysis it is inferred that there is no relationship between the Salary and Job Satisfaction in Garment Units.

RANKING ANALYSIS**TABLE D****FACTORS INFLUENCING SATISFACTION OF EMPLOYEES**

Feature	1(12)	2(11)	3(10)	4(9)	5(8)	6(7)	7(6)	8(5)	9(4)	10(3)	11(2)	12(1)	Total Weight age	Rank
Adequate Employee's Benefit Schemes like ESI, Bonus, Pension, etc.	552	352	250	144	80	14	12	55	28	24	26	8	1545	III
Organization's supports for Career development	120	55	160	135	160	21	12	45	84	54	62	30	938	XII
Opportunity for Promotion	420	319	100	117	96	112	90	40	48	48	14	7	1411	X
Cordial relationship between employer and employees	552	275	320	90	128	77	12	35	32	6	26	8	1561	II
Flexibility in working hours	348	385	130	90	128	105	72	35	28	36	32	8	1397	XI

Sufficient Salary	348	385	130	144	232	119	114	35	8	18	6	4	1543	IV
Physical working environments	828	462	120	153	48	28	48	45	12	18	4	2	1768	I
Innovation of new technologies	204	242	320	252	152	70	78	70	48	24	6	2	1468	VI
Job security	384	242	170	171	160	126	102	60	40	24	4	3	1486	V
Appropriate pay for Overtime work	264	352	190	243	80	119	72	50	24	24	14	10	1442	VIII
Parity between pay and performance	360	308	170	171	144	112	72	40	32	12	6	17	1444	VII
Appreciation by Supervisors	300	242	230	189	152	147	42	40	24	54	14	3	1437	IX

It could be observed from the table D that the Physical working environments placed first rank, Cordial relationship between employer and employees second rank, Adequate Employee's Benefit Schemes like ESI, Bonus, Pension etc., third rank, Sufficient Salary fourth rank, Job security fifth rank, Innovation of new technologies sixth rank, Parity between pay and performance seventh rank, Appropriate pay for Overtime work eighth rank, Appreciation by Supervisors ninth rank, Opportunity for Promotion tenth rank, Flexibility in working hours eleventh rank and Organization's supports for Career development twelfth rank in satisfaction of employees in Garment Units.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

The following are the findings in the study.

PERCENTAGE ANALYSIS

- Majority of the respondents are male.
- Majority of the respondents belong to the age group of 18-23 years.
- Majority of the respondents are educated upto higher secondary level.
- Majority of the respondents have 1-4 years of experience.
- Majority of the respondents earn Rs.5001-7000 as salary.

CHI-SQUARE ANALYSIS

- There is an association between gender and job satisfaction.
- There is no association between age group of the employees and Job satisfaction.
- There is no association between experience and Job satisfaction.
- There is no association between salary and Job satisfaction.

RANKING ANALYSIS

- The majority of the respondents say that the Physical working environment of Garment Units is the main factor which satisfies them.
- The Organization's supports for Career development is lacking behind in Garment Units.

SUGGESTIONS

- The supports for the career development of employees could be increased by the Garment Units.

- Proper training has to be given to the employees in order to work in new machines.
- Organizations have to be extended still as more spacious and convenient for workers to work.
- Relationship between workers and the management could be improved further.
- The organizations could provide the education facilities to workers' children.
- Crèche facility could also be provided for the betterment of women employees by the Garment Units.

CONCLUSION

Recently, the tirupur has got a new unauthorized colloquial name 'junior Japan' as it is growing everyday with Garments manufacturing and exports. The garment units in Tirupur depend on both skilled and unskilled workers. Now a days it is quite tough to satisfy the employees by the garment units as the expectations of employees are always changing or growing in accordance with their needs. Subsequent to this research, it was explored by the researcher that the management of Garment units should take effective and initiative steps to satisfy the workers invariably at all levels in order to hold them permanently to extract the works from them so as to promote the units further and further.

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