



A Study on Job Satisfaction of Employees in Textile Industry with Reference to Aadhivinayaga Spinners

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ABSTRACT

The objective of this study “A study on job satisfaction of employees in textile industry with reference to Aadhivinayaga spinners” This study investigates the job satisfaction levels among employees within the textile industry, with a specific focus on Aadhivinayaga Spinners. Job satisfaction is a crucial factor influencing employee motivation, productivity, and overall organizational success. Through surveys, interviews, and data analysis, this research aims to identify the key determinants of job satisfaction within Aadhivinayaga Spinners, exploring factors such as work environment, compensation, career development opportunities, and organizational culture. The findings of this study are anticipated to provide valuable insights for both academic research and practical management strategies within the textile industry, aiding in the enhancement of employee satisfaction, retention, and organizational performance.

INTRODUCTION

Human resources are a term in which many organizations describe the combination of traditionally administrative personal functions with performance management, employee relations and resource planning. The field draws upon concepts developed in organizational psychology. Human resources have at least two related interpretations depending on context. The original usage derives from political economy and economics, where it was traditionally called labor. One of the four factors of production. The more common usage within corporations refers to the individually and collectively contribute to the achievement of the objectives of the business. The terms “HUMAN RESOURCE MANAGEMENT” and have rarely replaced the term “PERSONAL MANAGEMENT” as description of the processes involvement in managing people in organizations, universities offer bachelor and master degrees in HRM.

This study aims to assess the levels of job satisfaction among employees and identify factors that influence employee job satisfaction. The study will focus on the relationship between job satisfaction and various factors including job characteristics, salary, working conditions, and organizational culture. Additionally, the study will examine the impact of job satisfaction on employee performance and turnover. Job design aims to enhance job satisfaction and performance; methods include job rotation, job enlargement and enrichment other influences on satisfaction includes the management style and culture, employee involvement, empowerment and autonomous works groups.

Recently, organizations have focused on maximizing productivity in order to maintain their competitive stance and better deal with emerging trends such as globalization. Nowadays, the general direction which firms take when expanding is into international markets that reveal potentially rewarding new opportunities. The company needs to ensure that its workforce is as productive as possible, and in order for the workforce to perform at its utmost productivity, employees must feel a satisfaction relating to the nature of the work they are performing.

The project was undertaken at AADHI VINAYAGA SPINNERS is a leading manufacturer exporter of home textile and garments. The handloom unit was started to 1992 to cater to markets. The unique features of this organization is its ability to deliver goods with high quality standards on time because increased commitment from the employees leads to improvement to their productivity.

OBJECTIVES

- To study the employee’s satisfaction level in the organization.
- To know the employee’s opinion about work place, pay benefits.
- To analyze relationship of employee’s relation with employer and peer group.

- To study and analyze the various factor affecting the job satisfaction level.
- To know the employee's problems, face in the organization.

SCOPE OF STUDY

- Job satisfaction is an important output that employees work for organization.
- The study made on the topic of job satisfaction will reveal the factor of feeling of employees.
- This report is useful to the management of the company to know the satisfaction level of employees and they can take measure to increase productivity.
- Through this report the company will be able to find out the satisfaction level of employees.
- The study conducted can help in giving some useful suggestion to organization.

REVIEWS

Carver and Scheier (2008) looked at the relationship between job satisfaction and job performance in the context of a professional workplace. They found that job satisfaction was a strong predictor of job performance, and that employees who reported higher levels of job satisfaction were more likely to exhibit higher levels of job performance.

Anderson, et al. (2009) investigated the effects of job satisfaction on job performance among customer service representatives. They found that employees with higher levels of job satisfaction were more likely to report higher job performance ratings, as well as higher levels of customer satisfaction. The topic of job satisfaction among employees has been the subject of numerous research studies, with a wide variety of results.

Kerstetter (2010) investigated the relationship between job satisfaction and job performance. Using a sample of managerial and professional employees, she found that job satisfaction was positively related to job performance, and that job satisfaction was higher when employees felt they had adequate autonomy, recognition, and reward.

Jitendra Kumar Singh and Dr. Mini Jain (2015) states that every organization should develop strategies that strengthen the work environment and increase the employee's satisfaction to enhance the productivity, which results in profits, employee satisfaction and retention. Correlation and regression analysis is used in this research. The author concluded by saying a good working environment and good work conditions will increase employee satisfaction.

Porter and Lawler (2019) collect the influences on job satisfaction in two groups of internal and external satisfactory factors. According to them, internal satisfactory factors are related to the work itself (such as feeling of independence, feeling of achievement, feeling of victory, self-esteem, feeling of control and other similar feeling obtain from work) whereas external satisfactory are not directly related to work itself (such as good relationships with colleagues, high salary, good welfare and utilities).

STATEMENT OF PROBLEM

This research attempts to understand it employees are fully satisfied with work place, pay benefits and relationship between employer and employees in AADHI VINAGAYAR SPINNERS.

RESEARCH METHODOLOGY

The methodology of the study includes:

- Information source
- Research Design
- Tools used for analysis
- Duration of data assessment study

COMPANY PROFILE

In modern fashion technology, the demand for perfection begins right at the birth of the raw material, permeates through every single process, till the highly discerning customer dons the finished garment. It is this **demand for perfection** that has spurred the growth of an organisation and its corporate philosophy.

AADHIVINAYAGA SPINNERS was established in 2003 as a partnership firm in the Coimbatore region which is the Manchester of South India and one of the primary manufacturers of yarn.

The mill has been concentrating only on Spinning Operations since inception. The major count of yarn spun being 60s carded on cones used in power looms. The other count being combed yarn in 90s count. Both cater to the needs of power looms mostly in Maharashtra state. Our company has improved gradually the quality with installation of HI- Tech Machines.

1. Cotton Procurement

The company has a long reputation for quality, performance and innovation in the industry. Quality of final product is determined with the quality of raw material. The company takes meticulous care in the selection of cotton. Their dedicated, committed and involved cotton selectors at different stations headed by experienced supervisors, spared no pain in the selection of Kapas or Raw cotton available in the market, SRNML sources "A grade" raw cotton directly comes from cotton ginneries having automatic ginning plants in quality cotton growing areas of Madhya Pradesh, Maharashtra and Gujarat.

2. Quality

The quality of yarn produced is conformed to the quality norms specified by the customer. AADHI VINAYAGA SPINNERS focuses on quality and ensures that this should be achieved without making any compromise in productivity, which otherwise affects the yarn costing. Quality Control is implemented with sampling, specifications and testing as well as the organisation, documentation and release procedures which ensure that the necessary and relevant tests are carried out, and that materials are not released for use, nor products released for sale or supply, until their quality has been judged satisfactory.

3. Sales & Distribution

Build around core competencies with continuous product and technical innovations AADHI VINAYAGA SPINNERS today has reached new heights with a global vision to benchmark quality. Their stringent commitment to global standards of quality has seen the group grow phenomenally over the last decade to create a niche of their own, in the highly competitive world markets. Under the guidance of the directors of the company, the group has developed well connected distribution network for yarn all over India.

4. Facts of Cotton

- A non-allergenic natural fiber that doesn't irritate sensitive skin.
- Cotton's softness makes it a preferred fabric for garments worn close to the skin.
- It blends easily with most other fibers including synthetics and natural fibers like wool.
- One of the easiest fabrics to dye, as it's white in color and very absorbent.

5. Cotton Products

- Almost all parts of the cotton plant are used in some way including the lint, cottonseed, linters, stalks and seed hulls.
- The fiber from one 227kg cotton bale can produce 215 pairs of jeans, 250 single bed sheets, 1,200 t-shirts, 2,100 pairs of boxer shorts, 3,000 nappies, 4,300 pairs of socks or 680,000 cotton balls.

6. Products Made from Cotton Lint/Fiber

- Cotton lint is spun then woven or knitted into fabrics such as velvet, corduroy, chambray, velour, jersey and flannel.
- About 60% of the world's total cotton harvest is used to make clothing, with the rest used in home furnishings and industrial products.

PRODUCTS

We are a leading manufacturer of medium to high count yarn which also includes combed yarn & doubled yarn for more than 50 years.



Medium Count Cotton Yarn

LIMITATIONS OF THE STUDY

- The study is limited to AADHI VINAGAYAR SPINNERS only.
- The data is collected from 150 employees only.
- The findings and observation made in the study parley based on the respond's answers which may be biased.
- The time duration for this study is only 4 months, because of which the detailed could not be done.

DATA ANALYSIS AND INTERPRETATION

JOB SATISFACTION OF THE EMPLOYEES

TABLE NO:1

Job satisfaction	No.of.respondents	Percentage
Satisfied	103	68.67%
Not satisfied	47	31.33%
Total	150	100

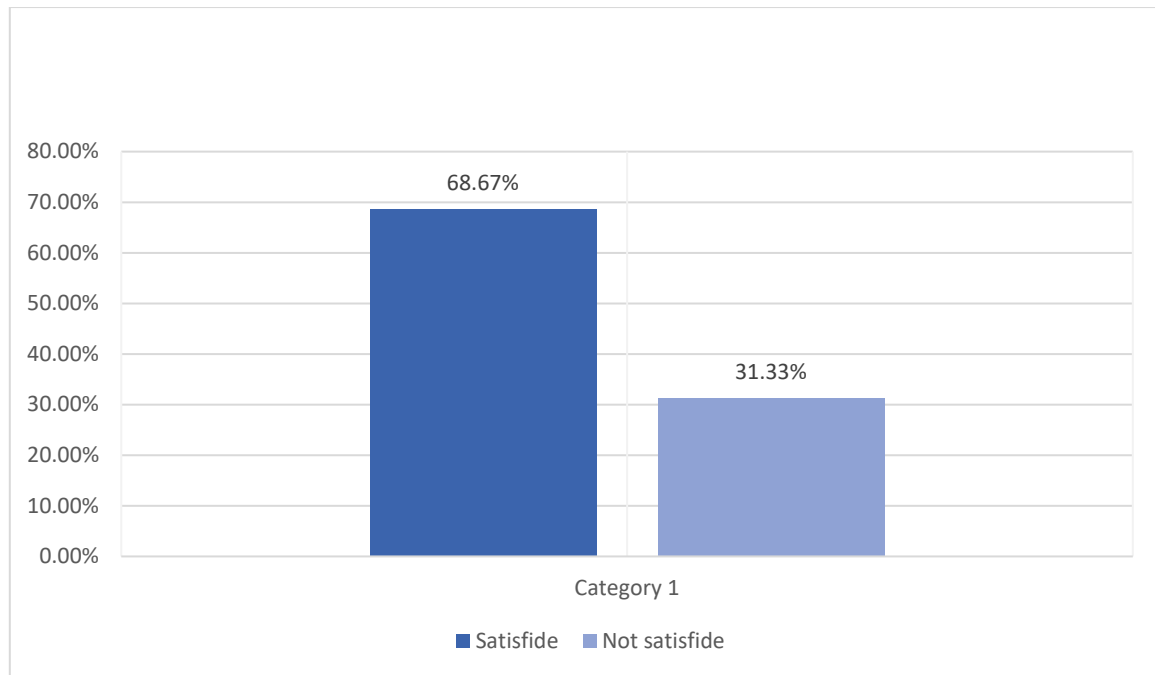
SOURCE: Primary data

INTERPRETAION:

From the above table it is clear that 68.67% of the respondents are Satisfied with their jobs, 31.33% of the respondents are Not satisfied with their jobs.

Hence the most of respondents satisfied with their Job.

CHART NO:1



JOB SECURITY OF THE EMPLOYEES

TABLE NO:2

Job Security	No.of.respondents	Percentage
Secured	55	36.67%
Neutral	92	61.33%
Unsecured	3	2.00%
Total	150	100

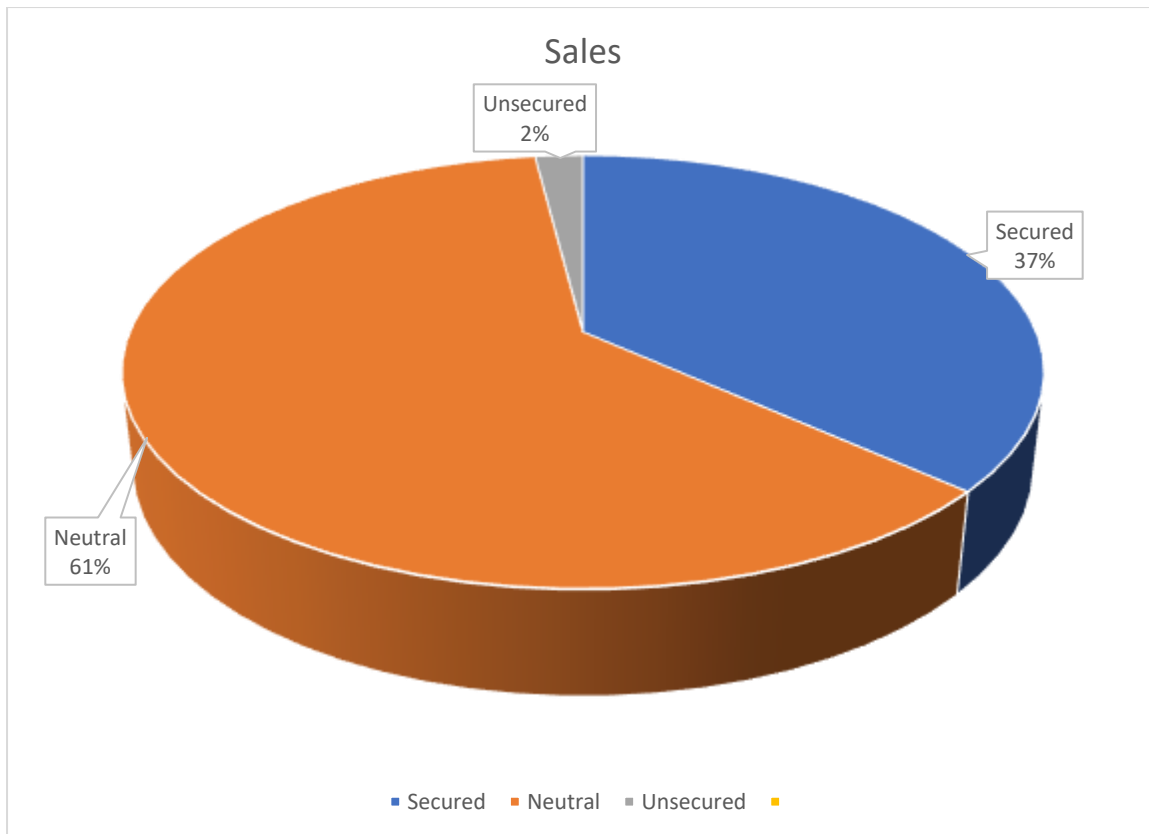
SOURCE: Primary data.

INTERPRETATION:

From the above table it is clear that 36.67% of the respondents says that their job is secured and 1.3% of the respondents says that Neutral. and 2% of the respondents says that their job is unsecured.

Hence the 64% respondents say that their job as secure.

CHART NO 2



FINDINGS, SUGGESTIONS, AND CONCLUSION

FINDINGS:

- Mostly of (57.9%) of the respondents belongs to "Male".
- Mostly (42.67%) of the respondents pay scale is between "20000-40000"
- Majority (37.33%) of respondents working hours are "8 hours."
- Mostly (64.67%) of the respondents are working hours in "Day shift".
- Mostly (68.67%) of the respondents are satisfied with their jobs.
- Mostly (61.33%) of the respondents says that their job security as "Neutral".

SUGGESTION:

- ✓ The management may improve their communication with their subordinates for better coordination of different departments in organization.
- ✓ The company may still improve the relationship with colleague to complete the task on time.
- ✓ The remuneration and the increment facilities can be improved.
- ✓ More steps to be taken to improve the recognition of the hard work.
- ✓ High and non-financial motivation (rewards and appreciation) will help in improving the performance of the employees.
- ✓ Cut back excessive hours, which directly affect the employee's physical fitness.
- ✓ Cultivate a sense of humor; create Humor Club". Give chance for the employees to attend it at least once in a week.

CONCLUSION

Job satisfaction is a key aspect for success of every enterprise. It is important issue to address within a work force because it ensures that the employees' care and value is considered. If the company puts effort into making their employees happy with their work, then this will produce positive outcomes.

So, to motivate the employee's management can take into consideration some proper suggestions given by the employees. It will help to increase the motivation and ultimately the employee's satisfaction in AADHI VINAYAGA SPINNERS

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