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A Study on "Employee Job Satisfaction" With Reference To Farida Shoes Pvt Ltd at Ambur

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ABSTRACT:

This project study on "Employee job satisfaction with reference to farida shoes pvt ltd at ambur" This investigates the level of job satisfaction among employees using a structured questionnaire as the primary data collection tool. The questionnaire was designed to cover key aspects influencing job satisfaction, including salary, work environment, leadership style, recognition, opportunities for growth, and work-life balance. A quantitative research approach was employed, where responses were gathered from a diverse sample of employees across various sectors. The structured questions allowed for uniform data collection and facilitated comparative analysis. The findings reveal significant correlations between job satisfaction and factors such as managerial support and career development opportunities. Based on the results, the study provides actionable recommendations for organizations to improve employee satisfaction and retention through targeted strategies. Using SPSS software tools like (ANOVA, Chi square test).

Keywords: (Fulfillment, Engagement, Motivation, Empowerment, Recognition, Autonomy, Purpose)

INTRODUCTION

Job satisfaction is a crucial component of a successful and sustainable work environment. It reflects how content individuals are with their jobs, encompassing factors such as work conditions, compensation, relationships with colleagues, and opportunities for growth. High levels of job satisfaction not only contribute to employee well-being but also enhance productivity, reduce turnover, and foster organizational loyalty. As workplaces evolve due to technological advancements and shifting workforce expectations, understanding what drives job satisfaction has become more important than ever.

RESEARCH BACKGROUND

Farida Shoes Private Limited (FSPL), a subsidiary of the Farida Group, is a significant player in the footwear manufacturing industry, serving major luxury brands across 40 countries. To conduct research on job satisfaction at FSPL, a few key areas need exploration: the company's history and growth, its employee profile, and its commitment to sustainability and inclusive practices.

GLOBAL TRADE DYANAMICS AND EXPORT OPPORTUNITIES

Globally, leather footwear remains a premium category,   with strong demand in developed markets like the **U.S., U.K., Germany, France**, and **Japan**. Consumers in these regions value craftsmanship, comfort, and design all areas where Indian manufacturers like Farida Shoes have competitive strength.

IDENTIFIED PROBLEM

Limited Career Growth Opportunities: Employees may feel stuck or undervalued if there's no clear path for advancement or skill development.Unclear Job Roles or Expectations: Confusion about responsibilities or changing expectations without communication can cause frustration Work-life balance: Some reviews mention that work-life balance can be a challenge. Career growth: Career growth opportunities may be limited, with some reviews indicating this as a low-rated area.

OBJECTIVES OF THE STUDY

To Define specific, measurable, achievable, relevant, and time-bound (SMART) goals to give employees direction and purpose.

To identify the challenges faced by the company and opportunities for growth and expansion.

To examine the company's sustainability practices, environmental impact, and social responsibility initiatives.

REVIEW OF LITERATURE

Jiayu Fan (2025): Explores how motivation influences productivity through the lens of job satisfaction, emphasizing the importance of fair compensation and career development support.

Laß, Vera-Toscano, & Wooden (2025): found that working from home significantly increased job satisfaction among women, especially those with children, due to better work-life integration. A study commissioned by Amazon reported that automation and AI could save workers up to 245 hours annually, enhancing job satisfaction and work-life balance.

Darabant & Narayanan (2024): explored the role of ethnicity and demographics, revealing that perceptions of TL and job satisfaction vary across diverse teams.

Allozi et al. (2022): highlighted that TL positively affects job satisfaction in manufacturing companies in the UAE and Jordan, though organizational commitment did not moderate this relationship significantly.

Siswanto & Yuliana (2022): identified trust and team cohesiveness as mediators in the relationship between TL and job satisfaction, particularly in educational settings.

Mohd Zin et al. (2023): demonstrated that TL, along with job enrichment and recognition, significantly influences job satisfaction in non-profit organizations.

Darabant & Narayanan (2024): emphasized that ethnicity and other demographic characteristics affect how employees perceive transformational leadership and, consequently, their job satisfaction.

Gamal (2022): highlighted that trust in leadership mediates the relationship between transformational leadership and job satisfaction.

Alwali & Alwali (2022): found that emotional intelligence and transformational leadership positively affect job performance, with job satisfaction serving as a mediating factor.

Muterera et al. (2024): demonstrated that transformational leadership influences organizational citizenship behaviors through the mediating effects of job satisfaction and organizational commitment.

Susanto, Tukiran, & Wiguna (2023): conducted a comprehensive literature review highlighting the positive correlation between transformational leadership and job satisfaction. Their analysis suggests that leaders who inspire and motivate employees contribute significantly to higher satisfaction levels.

Hao (2024): examined the interplay between leadership style, organizational culture, and job satisfaction in Chinese financial industries. The study found that effective leadership styles, when aligned with a supportive organizational culture, enhance employee satisfaction and foster innovation.

Tripathi & Chaturvedi (2023): investigated how job characteristics, communication, and advancement opportunities affect job satisfaction in the public sector. Their findings indicate that clear job roles, effective communication, and career development opportunities are crucial for enhancing satisfaction.

Elloso & Ylagan (2024): focused on hotel employees in the CALABARZON region, Philippines, revealing that psychological empowerment and work engagement positively correlate with job satisfaction. Empowered employees who are engaged in their work tend to report higher satisfaction levels.

A study published in The Times (2024): reported that partial work-from-home (WFH) arrangements led to a 5% increase in job satisfaction among white-collar workers. The hybrid model also resulted in a one-third reduction in employee attrition, particularly benefiting non-managerial employees, females, and those with longer commutes.

Research highlighted by The Guardian (2024): found that hybrid working arrangements contributed to employees feeling happier, healthier, and more productive. The study noted improvements in sleep quality, eating habits, and stress levels, with 75% of participants reporting reduced burnout.

Abudaqa, Hilmi, & Dahalan (2022): explored the nexus between job burnout, emotional intelligence, and turnover intentions in UAE's oil and gas sector. The study concluded that higher EI levels mitigate burnout effects, thereby enhancing job satisfaction and reducing turnover intentions.

Ghahremani et al. (2024): investigated the relationship between communication self-efficacy and job satisfaction among nurses during the COVID-19 pandemic. Findings suggest that nurses with higher communication self-efficacy experienced greater job satisfaction, emphasizing the role of interpersonal skills in high-stress environments.

Ghosh & Sadeghian (2024: examined the impact of artificial intelligence (AI) on perceived job decency and meaningfulness. Their case study revealed that employees view AI as a complementary tool that can enhance job satisfaction by automating mundane tasks, allowing workers to focus on more meaningful activities.

Gubbi et al. (2023): studied burnout, job satisfaction, and work-life balance among corporate telecommuters, highlighting differences across age and gender. The research indicated that younger employees and women reported higher levels of burnout and lower job satisfaction, suggesting the need for targeted interventions.

Bhatia & Williams (2023): developed a mathematical model to identify job satisfaction parameters among employees in higher educational institutions. Their model emphasized the significance of promotional opportunities, interpersonal relations, and managerial support in influencing job satisfaction.

Kumari and Pandey (2024) State that for any country, both the public and private sector are equally important and these two are fundamental criteria for every nation to thrive and expand. Here, the level of workplace satisfaction has been checked for work ambivalence (the state of having mixed feelings or contradictory ideas about something). The manager received a higher output ranking if the ambivalence of the workers was lower and vice versa..

Seniwoliba A.J. (2020), analysed career quality satisfaction levels of teachers in the public high school in Temale Metropolis in Ghana and was found to motivate employees and contribute successfully to the achievement of job satisfaction through factors extrinsic to pay, rewards, working conditions, protection (medical and future pension benefits). In terms of worker satisfaction, the wages and working conditions are greater and organisations should still concentrate on it and take steps to enhance it by expanding. Organizations must preach fair wages for equal status.

Witte (2023) discussed the element of job satisfaction highlighted on group discrepancies. The research was carried out in Belgium in the banking industry. For the hypothesis test, a model was developed. The paradigm is "job demand management support," and the study showed that the demand for work had the greatest impact in explaining satisfaction in relation to working circumstances and less in relation to explaining satisfaction with task contents.

Saari & Judge (2014) discussed attitudes towards employee satisfaction, discussed the employee's mood is linked to the job where an employee loves the job, the content level rises with increasing the success of the company as a whole. **Singh & Jain (2023),** Employee happiness and its impact on results were highlighted. The behavior of workers represents the company's morality. The satisfied staff has a significant role in customer care and sales because they communicate regularly with the customer. The office is the gateway to employee fulfillment. Good labor practices and good working conditions also improve workers' efficiency, profitability, satisfaction, and retention.

Shanmugapriya. S (2023), in his study, the employees of public sector banking opined that the state banks had a sea turn in their success in analyzing determinants of job satisfaction. Moreover, the economic and financial market reforms have begun.
Various factors have made India one of the world's fastest-growing economies, including opening the global markets, reforming the banking system, rising investment levels, the proactive regulatory landscape, and its demographic profile. There is no question, for a functioning financial environment, a safe banking sector is important. Indian banks have good human capital and operating technologies oriented, being the largest and most profitable domestic and global scenari**os.**

Neeraj Kumari (2016) pursued observational research on behavior and criteria in the service sector against job satisfaction. The research is done with a certain framework and observations into the life insurance scheme. Throughout the analysis, it is found that life insurance employees are usually satisfied.

Mittal, Mishra, & Bishnoi (2024): investigated the role of workplace spirituality in job satisfaction among higher education teachers in India. The study found that workplace spirituality positively influences job satisfaction, with occupational stress acting as a mediating factor.

Judge, Thoresen, Bono & Patton (2021) – The Job Satisfaction–Job Performance Relationship: A Meta-Analysis.
This meta-analysis reviewed over 300 survey-based studies to examine the correlation between job satisfaction and performance. Findings confirmed a moderate, positive relationship, suggesting that satisfied employees are more productive and loyal.

Blegen (2013) – Nurses' Job Satisfaction: A Meta-analysis of Related Variables.Using survey data from 48 studies, Blegen concluded that job satisfaction among nurses is strongly linked to autonomy, communication with supervisors, and support from peers. This article laid the groundwork

for improving nurse retention through job satisfaction strategies.

Lu, While & Barriball (2023) – Job Satisfaction Among Nurses: A Literature ReviewThis review article synthesized 31 studies across

Sesari, R., Sarro, R., & Rastogi, A. (2024) Study: "Perceptions of Fairness and Job Satisfaction Among Software Professionals"
Finding: Interpersonal fairness had the most significant influence on job satisfaction, especially among underrepresented groups

Atrian, A., & Ghobbeh, H. (2023) Study: "Technostress in the Digital Workplace"
Finding: Technostress can reduce job satisfaction unless mitigated by support systems and leadership.

Lambert, Hogan & Barton (2001) – The Impact of Job Satisfaction on Turnover Intent: A Test of a Structural Measurement Model Using a National Sample of Workers.
This large-scale survey-based study found that job satisfaction is a key predictor of turnover intent. It used a structured questionnaire and SEM (Structural Equation Modeling) to show the impact of satisfaction on organizational commitment and retention

De Jonge & Schaufeli (2021) – Job Characteristics and Employee Well-Being: A Test of Warr's Vitamin Model.
This survey explored how job features influence well-being and satisfaction, supporting the idea that excessive or insufficient job demands can reduce satisfaction — like "vitamin overdose" or "deficiency **Mukherjee, A., & Gopal, R. (2024) Study:** "Impact of Digital Transformation on Employee Roles and Job Satisfaction"
Finding: Strategic digital transformation can enhance satisfaction by improving job relevance and autonomy.

Okpara (2004) – Job Satisfaction and Organizational Commitment: A Study of IT Professionals in a Developing Economy.
This study surveyed IT professionals in Nigeria, revealing that while pay was important, factors like promotion, supervision, and autonomy were stronger predictors of job satisfaction.

Alotaibi (2011) – Antecedents of Organizational Citizenship Behavior: A Study of Public Personnel in Kuwait.
Using surveys, this study found that job satisfaction has a direct positive relationship with organizational citizenship behavior (OCB), suggesting satisfied employees go beyond formal job duties

CRE OneSource Report (2024) Insight: A culture of belonging and strong leadership are vital to improving employee satisfaction

Agho, Mueller & Price (2023) – Determinants of Employee Job Satisfaction: An Empirical Test of a Causal Model.This empirical study used a large survey sample to test a comprehensive causal model. It emphasized the role of job involvement, centralization, and participation in driving job satisfaction.

Lok & Crawford (2024) – Found through surveys that leadership style and organizational culture significantly affect job satisfaction, especially transformational leadership increasing satisfaction.Organizational support, recognition, and fairness in leadership decisions are consistent predictors of higher satisfaction in survey findings.

Greenhaus, Collins & Shaw (2023) – Survey results revealed that work-family conflict negatively impacts job satisfaction. Flexible work hours and support for family responsibilities enhance satisfaction.
In post-COVID survey studies (e.g., Buffer 2022 Remote Work Survey), remote and hybrid employees reported higher satisfaction due to better work-life integration.

Spreitzer (2023) – Surveys measuring empowerment found that meaning, competence, self-determination, and impact at work all contribute positively to job satisfaction.

Kaufman, M. (2024) Article: "Do American Workers Actually Feel Appreciated?"
Finding: Personal thank-you notes and recognition significantly boost satisfaction

Chimanikire et al. (2017) – A survey of university staff in Zimbabwe found poor pay and lack of resources as top dissatisfiers, suggesting different priorities in low-income settings.

Mittal, S., Mishra, S., & Bishnoi, A. (2024) Study: "Workplace Spirituality and Job Satisfaction in Indian Higher Education"
Finding: Workplace spirituality enhances job satisfaction, mediated by occupational stress

RESEARCH GAP

A significant research gap in the field of job satisfaction lies in the exploration of how emerging workplace dynamics, such as remote work, hybrid models, and digital transformation, influence employee satisfaction. While traditional studies have predominantly focused on factors like

compensation, work environment, and organizational culture, there is limited understanding of how modern work arrangements and technological advancements impact employee engagement, well-being, and overall job satisfaction.

RESEARCH METHODOLOGY

This section outlines the research methodology employed to investigate job satisfaction among employees within the selected organization or sector. The purpose of the study is to explore the factors influencing job satisfaction and to assess the overall satisfaction levels of employees. To achieve this, a structured and systematic research approach was adopted.

The methodology includes the research design, sampling methods, data collection techniques, and analysis strategies. A quantitative research approach was chosen, using survey questionnaires as the primary tool for data collection. This approach allows for the collection of measurable data from a large sample, enabling the identification of trends and patterns in employee satisfaction.

LIMITATION OF THE STUDY

Industry Specificity: The study's findings might be specific to the footwear industry and may not be applicable to other industries.

Time Constraints: The study might be limited to a specific time period, which could impact the accuracy or relevance of the findings.

Self-Reporting Bias: Job satisfaction is often measured through self-report questionnaire which can be subject to social desirability bias or inaccurate self-perception.

Observer Effect: Employees may alter their behavior when they know they're being observed or interviewed, affecting the validity of qualitative observations.

Limited Variables: The study may not consider all factors that influence job satisfaction, such as organizational culture, leadership style, or personal life factors.

Generalizability: Findings may not be applicable to other footwear companies or industries due to Farida Shoes' unique organizational structure, culture, or location.

DATA ANALYSIS AND INTERPRETATION

Table 1.DOES YOUR WORK GIVES YOU A SENSE OF ACCOMPLISHMENT

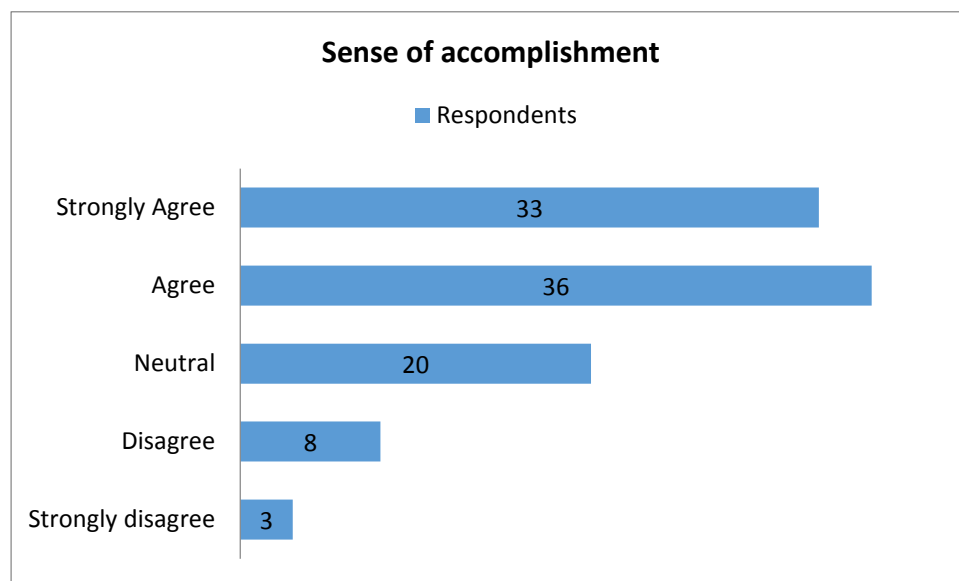| Sense of accomplishment	Respondents	Percentage(%)
Strongly Agree	33	33%
Agree	36	36%
Neutral	20	20%
Disagree	8	8%
Strongly disagree	3	3%
Total	**100**	**100%**

Chart 1. Sense of accomplishment

INTERPRETATION:

The table 4.6 shows that does the employees job gives them a sense of accomplishment,36% of the respondents are agree wih their sense of accomplishment,33% of the respondents are strongly agree with their sense of accomplishment, 20% of the respondents are neutral with their sense of

accomplishment,8% of the respondents are disagree with their sense of accomplishment,3% of the respondents are strongly disagree with their sense of accomplishment.
 Maximum 36% of the respondents are Agree with their answer.

Table 2. ARE YOU AWARE ABOUT THE HR POLICIES IN YOUR COMPANY

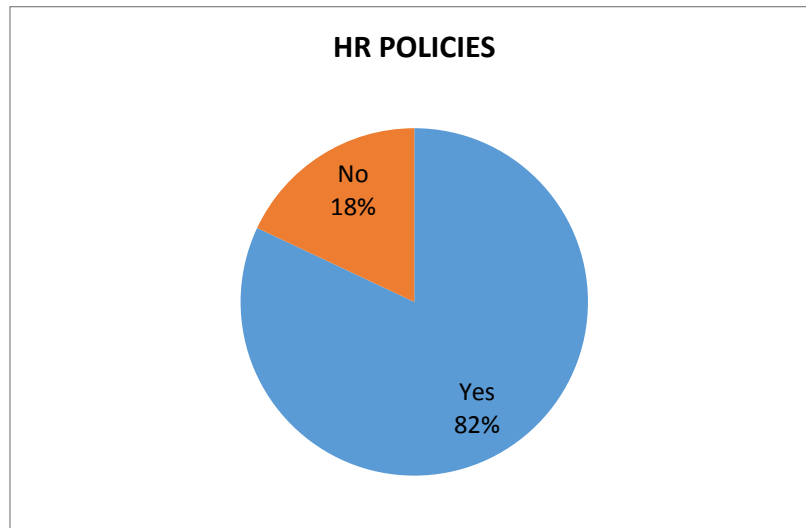| HR policies	Respondents	Percentage(%)
Yes	82	82%
	18	18%
Total	**100**	**100%**

Chart 2.HR policies

INTERPRETATION:
The table 4.7 shows that employees are aware about their company HR policies, 82% of the   respondents answers are yes, 18% of the respondents answers are no ,
Maximum 82% of the respondents answers are yes.

Table 3. DO YOU HAVE THE MEDICAL FACILITIES IN YOUR COMPANY

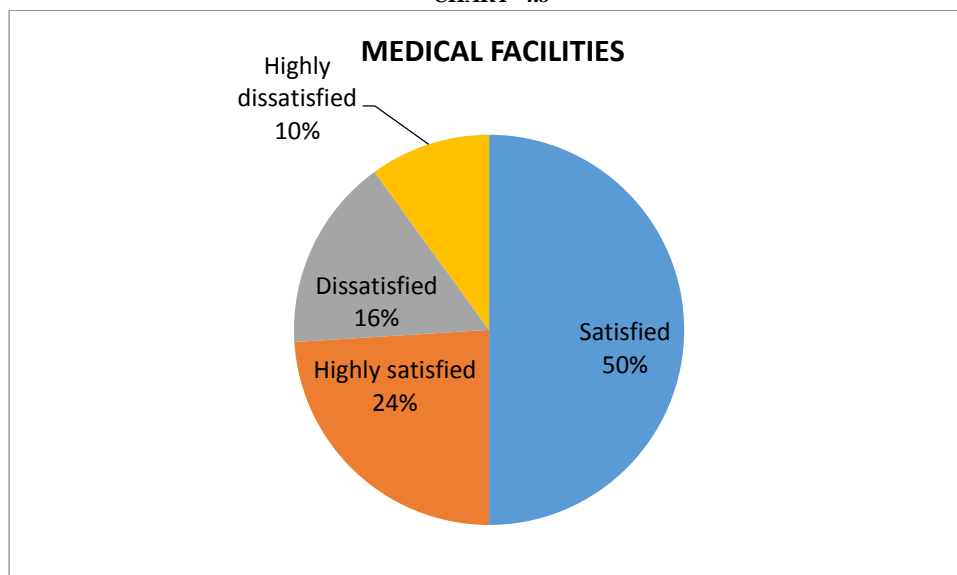| Medical facilities	Respondents	Percentage(%)
Satisfied	50	50%
Highly satisfied	24	24%
Dissatisfied	16	16%
Highly dissatisfied	10	10%
Total	**100**	**100%**

CHART -4.8

Chart 3. Medical facilities

INTERPRETATION

The table 4.8 shows that employess are satisfied with the medical facilities, 50% of the   respondents are satisfied , 24 % of the respondents are highly satisfied, 16% of the respondents are dissatisfied, 10% of the respondents are highly dissatisfied.

 Maximum 50% of the respondents are satisfied with their medical facilities.

SUMMARY OF FINDINGS

➢   Maximum 59.4% of the respondents ages are 18-25 years
➢   More than of the respondents are 65.3% of female
➢   Maximum 58.4% of the respondents experience is less then 1year
➢   38.6% Most of the respondents reported that they are happy with their workplace
➢   87.1% of the respondents are enjoyed with their company culture
➢   Maximum 35.6% of the respondents are Agree about their works gives sense of accomplishment
➢   Maximum 82.2% of the respondents answers are yes about their HR policies in their company
➢   58.4% of the respondents are satisfied about their medical facilities in their company
➢   Majority 42.6% of the respondents are strongly agree with their relationship with their co-workers
➢   72.3% of the respondents answers are yes about their company provides them a transport sfacilities
➢   Maximum 55.4% of the respondents are satisfied with their current job
➢   47.5% of the respondents are agree about their job allow them to take adequate break during a day
➢   Maximum 52.5% of the respondents are agree about they provided with the necessary tools and resources to do job efficiently
➢   It Impacts that 66.3% of the respondents are satisfied with their salary and compensation package
➢   Maximum 58.4% of the respondents are satisfied about they feel that their job role aligns with their skills and abilities
➢   60.4% of the respondents are satisfied with their current work life balance
➢   Maximum 83.2% of the respondents answers are yes about that their opinion are valued
➢   52.5% of the respondents are agree about that they recived adequate training session to succeed in their job
➢   Maximum 51.5% of the respondents are agree about they received a feedback from their manager
➢   85,1% of the respondents answers are yes about they would recommend their organization as a great place to work
➢   Maximum 28.6% of the respondents answers are mental growth about their personal growth in their company
➢   47.5% ,Most of the respondents are agree with they feel valued contribution

SUGGESTION

Involve employees in decision-making processes

Offer flexible work arrangements where possible

Celebrate birthdays, festivals, and special events,Provide access to health and wellness programs

Set clear job roles and expectations

Create a grievance redressal system for employee concerns

Conduct regular performance reviews with constructive feedback,Encourage innovation and employee suggestions

Support personal development (e.g., soft skills training, education assistance)

Ensure equal opportunities for all employees regardless of role or background

CONCLUSION

This project showed that job satisfaction depends on many things like work-life balance, appreciation, chances to grow, and feeling proud of your work. Among all these, a sense of accomplishment is very important. When people feel that their work matters and they're reaching their goals, they feel happier and more motivated. To improve job satisfaction, companies should set clear goals, recognize good work, support learning, and create a positive work environment.

 Job satisfaction is very important for both employees and organizations. Through this project, we learned that people are more satisfied at work when they have a good balance between work and personal life, feel appreciated, have chances to grow, and most importantly, feel a sense of accomplishment. When employees feel proud of what they do and see that their work makes a difference, they are more motivated and committed. company concentrates on its administrative and selling expenses

DIRECTIONS FOR FUTURE RESEARCH

Explore how emerging technologies (e.g., AI, remote work) affect job satisfaction

Investigate job satisfaction among diverse groups

Examine the relationship between job satisfaction and mental health outcomes.

Study job satisfaction among gig workers and freelancers.

Compare job satisfaction across different cultures and countries.

Conduct long-term studies to track changes in job satisfaction over time.

Develop and evaluate interventions to improve job satisfaction.

Investigate the impact of leadership styles on job satisfaction.

Examine the relationship between job satisfaction and business performance.

Investigate the impact of AI and automation on job satisfaction. Explore the effects of remote and hybrid work arrangements on job satisfaction.

Examine the relationship between job satisfaction and overall well-being.

Study job satisfaction across different generations .

Investigate job satisfaction in specific industries (e.g., healthcare, tech, education).

Examine the impact of feedback on job satisfaction.

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