



## **A Study on Employee Satisfaction towards Blinkit with Reference to Chennai**

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### **ABSTRACT**

This paper analyses the level of job satisfaction among the employees of the Industries. In this research paper various variables responsible for employee satisfaction has been discussed such as performance, supervisory, culture, resources, career. This is a descriptive study that aims to identify the satisfaction level of employees in the organization. Interview schedule method of questionnaire collection was developed and collected. This study was conducted on 120 employees. The sample size was selected based on the random sampling method.

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**Keywords:** Employees, Job Satisfaction, Culture, Supervisory, Resources

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### **INTRODUCTION**

#### **INTRODUCTION OF THE STUDY**

If we need to find a way to develop workers in order to become effective contributors to the goals of an organization, we need to have a clear view of what an effective contribution would look like. The use of personal capacities can be very helpful in describing the way in which effective workers should operate and behave, but there can be no general prescription of effective workers. Effectiveness will differ with organizational context, and on whose perspective we are adopting. The matter of what finally makes effective workers is a combination of personality, natural capabilities, developed skills, experience and learning.

Employee satisfaction and occupational success are major factors in personal satisfaction, self-respect, self-esteem, and self-development. To the worker, Employee satisfaction brings a pleasurable emotional state that often leads to a positive work attitude. A satisfied worker is more likely to be creative, flexible, innovative, and loyal. For the organization, Employee satisfaction of its work force that is motivated and committed to high quality performance Increased productivity- the quantity and quality of output per hour worked seems to be a buy product of improved quality of working life.

It is important to note that the literature on the relationship between Employee satisfaction and productivity is neither conclusive nor consistent. Tangible ways in which Employee satisfaction benefits the organization include reduction in complaints and grievances, absenteeism, turnover, and termination as well as improved punctuality and worker morale. Job satisfaction is also linked to a more healthy work force and has been found to be a good indicator of longevity.

Employee satisfaction is the level of contentment a person feels regarding his or her job. This feeling is mainly based on an individual's perception of satisfaction. Employee satisfaction can be influenced by a person's ability to complete required tasks, the level of communication in an organization, and the way management treats workers.

Employee satisfaction Falls into Two Levels: Affective Employee satisfaction And Cognitive Employee satisfaction. Affective Employee satisfaction Is A Person's Emotional Feeling About The Job As A Whole. Cognitive Employee satisfaction Is How Satisfied Workers Feel Concerning Some Aspect of Their Job, Such As Pay, Hours, Or Benefits

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## OBJECTIVES OF THE STUDY

### Primary objectives:

The study on employee's satisfaction towards Blinkit at Chennai.

### Secondary objectives:

- To study workers satisfaction with working hours and leave facility
- To evaluate the level of employee satisfaction among the workers.
- To arrive at suggestion and improvement regarding employee satisfaction.
- To study the workers safety measures and work environment.
- To study the workers satisfaction level of welfare measure provided by the company

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## SCOPE OF THE STUDY

The study is useful to find out the opinion of the workers about the employee satisfaction in Blinkit in Chennai. The study will predict the need of the guidance for employee satisfaction. Through the guidance we can improve the Firm. Research has given information about the employee satisfaction prevailing in the organization. Study will suggest some recommendations to improve the work environment, welfare measures and all other things in the working conditions.

## LIMITATIONS OF THE STUDY

- The employees' attitude & opinion may change in future so relevance to the study can't be assured.
- Reliability of the study depends greatly on the reliability of information provided by the respondents.
- The personal bias of the respondents is another limiting factor.
- The result obtained from the analysis would not be applicable to similar organization in the industry.

## INDUSTRY PROFILE

We, at Expert Market Research, help you remain ahead of the curve by enabling you to understand the current and future trends in your industry and helping you leverage the knowledge to ensure your optimum growth in the market

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We leverage our state-of-the-art technological and analytical tools, along with the expertise of our analysts and consultants, to help you easily grasp the expansive market data and aid you in formulating industry and business strategies, which ensure that you emerge as a leading force in your field. We also understand the varying needs of the industries and our clientele, and, thus, tailor our reports to reflect your unique requirements.

Online purchase ordering is the process of ordering food, for delivery or pickup, from a website or other application. The product can be either ready-to-eat food (e.g., direct from a home-kitchen, restaurant, or a virtual restaurant) or food that has not been specially prepared for direct

consumption (e.g., vegetables direct from a farm/garden, fruits, frozen meats. etc). Online purchase ordering/delivery through third-party companies have emerged as a global industry, leading to a "delivery revolution." From 2018 to 2021, global revenues for the online food delivery sector rose from \$90 billion to \$294 billion.

As of September 2016, online delivery accounted for about 3 percent of the 61 billion U.S. restaurant transactions. In a 2019 market study of restaurant delivery services, the global market for online-ordered prepared food delivery was estimated at \$94 billion and is estimated to grow at just over 9 percent a year, reaching \$134.5 billion in 2023.

The study defined the market as

- meals ordered online which are directly delivered by the restaurant, no matter if ordered via a platform (e.g. Delivery Hero) or a restaurant website (e.g. Domino's)";
- Online purchase orders and deliveries "both carried out by a platform" (Deliveroo, Uber Eats, e.g.);
- online orders that are picked up in the restaurant" by the customer. It does not include phone orders.

After 2020, COVID-19 significantly boosted online food delivery usage world wide. According to research conducted by the NDP Group, online restaurant ordering is growing 300% faster than dine-in traffic.

Online ordering has started to become the norm, thanks to the convenience, accuracy, and ability to integrate payments. At scale, ubiquitous on-demand and subscription delivery of prepared food could potentially spell the end of cooking at home."

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## RESEARCH METHODOLOGY

### RESEARCH DESIGN

It is the design of study connected with technique for collection of data and analysis of data in a manner that aims to have relevance purpose.

### TYPE OF RESEARCH

#### Descriptive research

Descriptive research designs include surveys and fault finding enquires of different kinds. It deals with the state of affairs and is an exposit-facto research.

### SOURCE OF DATA

#### Primary Data

Primary data is collected through a well-structured questionnaire. The data is collected by administering, the questionnaire to the consumer directly and collecting the information immediately.

#### Secondary Data

Data regarding company profile and product profile are collected from company records.

## DATA ANALYSIS AND INTERPRETATION

TABLE NO 4.1

### GENDER OF THE RESPONDENTS

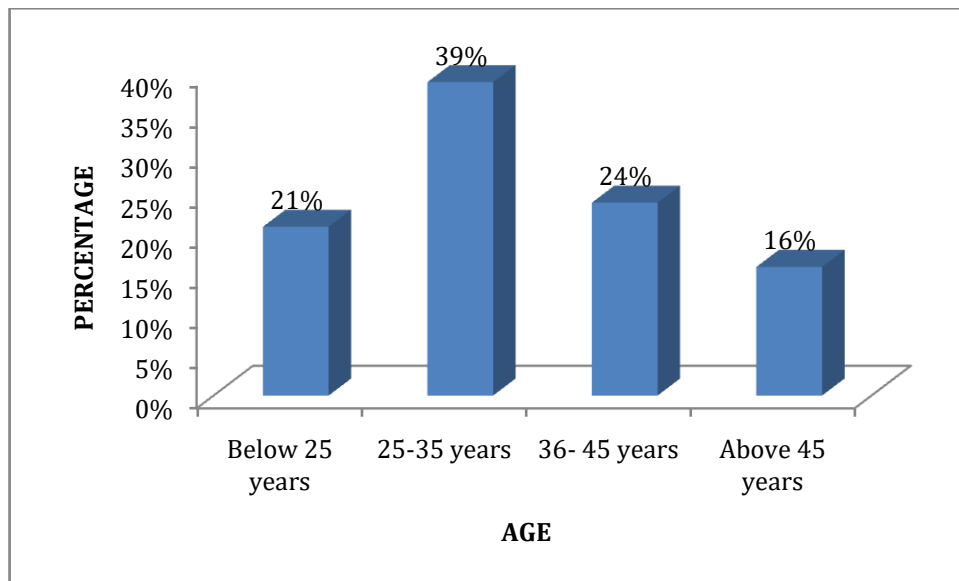
GENDER	NO. OF RESPONDENTS	PERCENTAGE (%)
Male	74	62%
Female	46	38%
<b>Total</b>	<b>120</b>	<b>100%</b>

Sources: Primary Data

### INTERPRETATION

The above table shows that gender of the respondents, 62% of the respondents are male, 38% of the respondents are female.

Majority 62% of the respondents are male.



### CORRELATION

The table shows that the relationship between Educational Qualification and relationship between you and co – workers.

X	Y	X <sup>2</sup>	Y <sup>2</sup>	XY
30	40	900	1600	1200
37	40	1369	1600	1480
37	20	1369	400	740

10	9	100	81	90
6	11	36	121	66
$\sum X = 120$	$\sum Y = 120$	$\sum X^2 = 3774$	$\sum Y^2 = 3802$	$\sum XY = 3576$

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

$$r = \frac{3576}{\sqrt{(3774)(3802)}}$$

$$r = \frac{3576}{3787.9}$$

$$r = 0.94$$

### Result

This is a positive correlation. There are relationships between Educational Qualification and relationship between you and co – workers.

## FINDINGS SUGGESTION AND CONCLUSION

### FINDINGS

- Majority 62% of the respondents are male.
- Majority 39% of the respondent's age are 25 to 35 years.
- Majority 52% of the respondents are married.
- Majority 35% of the respondents are below 3 members of the family.
- Majority 31% of the respondents educational qualification are higher secondary and graduate.
- Majority 41% of the respondents are maintenance department.
- Majority 40% of the respondents service are below 4 years.
- Majority 43% of the respondents are half shift work.
- Majority 38% of the respondents are highly satisfied in supervision of the superior.
- Majority 33% of the respondents are satisfied relationship between coworkers.
- Majority 41% of the respondents are satisfied in work load.
- Majority 32% of the respondents are satisfied and neutral in safety measures in the organization.
- Majority 44% of the respondents are highly satisfied in working environment.
- Majority 45% of the respondents are highly satisfied in loan facilities.
- Majority 37% of the respondents are educational loan offered.
- Majority 35% of the respondents are satisfied in water facility.
- Majority 26% of the respondents opinion are dissatisfied in job security.
- Majority 56% of the respondents are satisfied about noise.
- Majority 35% of the respondents are satisfied in bonus and incentives provided by the company.
- Majority 39% of the respondents are satisfied in welfare facilities provided to the employees.
- Majority 48% of the respondents are neutral in prospect for employees in our organization.
- Majority 36% of the respondents are strongly agree in work is according to qualification and skills.
- Majority 37% of the respondents are agree in organization perform there duties effectively.
- Majority 54% of the respondents are salary increase factors motivates most.

### SUGGESTION

- Majority of the employees feel that their workload is heavy. So, the necessary steps to be taken to reduce the workload.

- The researcher wish to bring the following suggestion to the management of Blinkit, Chennai.
- The organization should improve the benefit and services provided to the employees interest would be stimulated.
- The company should plan out the welfare activities in an effective way to improve the organization image in the eyes of the public.
- The organization should make all the employees aware of the rules and regulations of the company.
- The industries should be provide safety measures to employees.