

JOB SATISFACTION OF APPAREL INDUSTRY EMPLOYEES IN JAIPUR

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Submitted By
Bhagya Laxmi Chouhan
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Under the Supervision of

Supervisor
Dr. Manisha Sharma
Senior Assistant Professor
Commerce and Management

Co-Supervisor
Dr. Radha Kashyap
Professor
Garment Production & Export Management

Department of Garment Production & Export Management
IIS UNIVERSITY, JAIPUR
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Introduction

Job Satisfaction

Job Satisfaction is the favorableness or un-favorableness with which the employee views his work. It expresses the amount of agreement between one's expectation of the job and the rewards that the job provides. Job Satisfaction is a part of life satisfaction. The nature of one's environment of job is an important part of life as Job Satisfaction influences one's general life satisfaction. Job Satisfaction, thus, is the result of various attitudes possessed by an employee. In a narrow sense, these attitudes are related to the job under condition with such specific factors such as wages. Supervisors of employment, conditions of work, social relation on the job, prompt settlement of grievances and fair treatment by employer. However, more comprehensive approach requires that many factors are to be included before a complete understanding of job satisfaction can be obtained. Such factors as employee's age, health temperature, desire and level of aspiration should be considered. Further his family relationship, Social status, recreational outlets, activity in the organizations etc. Contribute ultimately to job satisfaction.

To a worker, Supervision is equally a strong contributor to the job satisfaction as well as to the job dissatisfaction. The feelings of workers towards his supervisors are usually similar to his feeling towards the company. The role of supervisor is a focal point for attitude formation. Bad supervision results in absenteeism and labor turnover. Good supervision results in higher production and good industrial relations.

Various studies had traced this factor as a factor of intermediate importance. One's associates with others had frequently been motivated as a factor in job satisfaction. Certainly, this seems reasonable because people like to be near their friends. The workers derive satisfaction when the co-workers are helpful, friendly and co-operative.

Studies also show that most of the workers felt satisfied when they are paid more adequately to the work performed by them. The relative important of pay would probably changing factor in job satisfaction or dissatisfaction.

Age has also been found to have a direct relationship to level job of satisfaction of employees. In some groups job satisfaction is higher with increasing age, in other groups job satisfaction is lower and in other there is no difference at all.

Marital status has an important role in deciding the job satisfaction. Most of the studies have revealed that the married person finds dissatisfaction in his job than his unmarried counterpart. The reasons stated to be are that wages were insufficient due to increased cost of living, educations to children etc.

Studies conducted among various workers revealed that most of workers who had not completed their school education showed higher satisfaction level. However, educated workers felt less satisfied in their job.

The result of various studies shows that working condition is an important factor. Good working atmosphere and pleasant surroundings help increasing the production of industry. Working conditions are more important to women workers than men workers. It is highly noticed that where employees are given liberty and independence in their jobs it makes the atmosphere much livelier and workplace a happier place to work. Job satisfaction is one of the most important aspects when it comes to result analysis in terms of performance and profitability ratio by the employees. It is often witnessed that people who are given greater variety in their jobs feel both less stressed and more satisfied, according to findings which suggest that several management practices designed to make employees more efficient also make them happier.

Employees are also more likely to be happy when management readily shares information and consults with them as it makes them feel like an important part of the organization and its decision making. It is a common human behavior that when given responsibility along with authority to any person they are likely to perform twice as much efficiently than normal chores of their daily performances.

There are various factors responsible for keeping the workplace full of energy and happier faces to look at during the working hours. One of the most essential elements of job satisfaction is motivational factor.

Motivation works wonder in dealing and nudging the employees to strive for better results and showcase their strengths which helps in the growth of the company. Motivation in terms of pushing the employees to achieve the targets and work efficiently in a positive manner where they are given incentives to compliment their achievements in particular assigned jobs.

Adding little flavor in terms of variety to a job simply makes an organization a much wanted workplace to work in among the job seekers. Bringing positivity around the work culture is the task of the employees in the Human Resource section where they are responsible for queries and sorting problems of the employees working in the organization.

Human Resource is a team which plays a major role in lifting the heavy clouds of misunderstanding if any in the organization and spread warmth among the staff through various team building tasks and other such activities which improve the working structure of the company.

Job seekers look for comfort level in any organization they choose which can also be found in a friend already working in that particular organization or through the working environment the company is known for in the market. To sustain in a job one has to adapt to the working culture and with the senior staff members serving the organization for years.

According to Shell & Dunca, (2000) satisfied employees are more positive work environment for organizations to create work, because job satisfaction is important for organizations. Textile and apparel sector being second largest industry after agriculture, plays a very important role in the Indian economy in terms of its share in employment, value added and export earnings. As per the annual report of Ministry of Textiles, this sector accounts for 14% of industrial production, employs 35 million people and has about 12% share of the total exports. According to the

Confederation of Indian Textile Industry, the Indian textile industry has the potential to reach US\$ 110 billion by 2012.

The apparel industry occupies a unique place in our country. It accounts for 14% of the total industrial production and contributes nearly 20% of the total exports and is the second largest employment generator after agriculture. Garment industry is providing one of the basic needs of people and maintained sustained growth for improving quality of life. Its vast potential for creation of employment opportunities on the agricultural, readymade garment exports comprises nearly 40% of the total exports. Because job satisfaction is important to organizations, it is beneficial to research the sources of job satisfaction. That happy worker is a productive worker. Job satisfaction can be influenced by a variety of factors age, gender, income, performance, productivity. The happier people are within their job, the more satisfied they are said to be.

According to Poorima G (2008) job satisfaction is in regard to one's feelings or state-of-mind regarding the nature of their work. Job satisfaction can be influenced by a variety of factors, e.g., the quality of one's relationship with their supervisor, the quality of the physical environment in which they work, degree of fulfillment in their work, etc. The happier people are within their job, the more satisfied they are said to be. The degree of satisfaction may vary with how well outcomes fulfill or exceed expectations.

Job satisfaction: - The term of job satisfaction prominently is the result of various attitudes possessed by an employee. In a narrow scene, these attitudes are related to the job concerned with such specific factors as wages, supervision, steadiness of employment, condition of work, advancement opportunities, recognition of performance, fair evolution of work, social relation on the job satisfaction.

Dimension of the job satisfaction

Job satisfaction refers to one's feeling towards one's job. Job satisfaction is often determined by how well outcomes meet to exceed expectation. There is a greater willingness to invest personal energy and time in job performance. The terms job satisfaction and job attitudes are used interchangeable. Positive attitudes towards the job are conceptually equivalent to job satisfaction and negative attitudes towards the job indicated jobs dissatisfaction.

Definitions:- Some of the definitions of job satisfaction are as following:

According to Mullins, (2005) job satisfaction is a complex and multifaceted concept which can mean different things to different people. Job satisfaction is usually linked with motivation, but the nature of this relationship is not clear. Satisfaction is not the same as motivation. Job satisfaction is more of an attitude, an internal state. It could, for example, be associated with a personal feeling of achievement, either quantitative or qualitative.

According to Armstrong, (2006) the term job satisfactions refer to the attitude and feelings people have about their work. Positive and favorable attitudes towards the job indicate job satisfaction. Negative and unfavorable attitudes towards the job indicate job dissatisfaction

According to Kaliski, (2007) job satisfaction is a worker's sense of achievement and success on the job. It is generally perceived to be directly linked to productivity as well as to personal well-being. Job satisfaction implies doing a job one enjoys, doing it well and being rewarded for one's efforts. Job satisfaction further implies enthusiasm and happiness with one's work. Job satisfaction is the key ingredient that leads to recognition, income, promotion, and the achievement of other goals that lead to a feeling of fulfillment.

According to George et al., (2008) job satisfaction is the collection of feeling and beliefs that people have about their current job. People's levels of degrees of job satisfaction can range from extreme satisfaction to extreme dissatisfaction. People also can have attitudes about various aspects of their jobs such as the kind of work they do, their coworkers, supervisors or subordinates and their pay.

Importance of Employee satisfaction: - Employee satisfaction is essential to the success of any business. A high rate of employee contentedness is directly related to a lower turnover rate. Thus, keeping employees' satisfied with their careers should be a major priority for every employer. While this is a well known fact in management practices, economic down turns like the current one seem to cause employers to ignore it.

There are numerous reasons why employees can become discouraged with their jobs and resign, including high stress, lack of communication within the company, lack of recognition, or limited opportunity for growth. Management should actively seek to improve these factors if they hope to lower their turnover rate. Even in an economic downturn, turnover is an expense best avoided.

Factor of job satisfaction: - There are many factors that affect job satisfaction of employee including money. Money play an important role in job satisfaction, but it is not the only factor that affects job satisfaction. For example, a well paid-employee can be dissatisfied due to misbehave of his boss. First, you have to understand meaning of job-satisfaction

1. Monetary consideration or compensation is a very importance factor for job satisfaction.
2. Leadership also plays a major role in employee satisfaction.
3. Many times stress play an important role in job-satisfaction. Low stress level motivates high job-satisfaction and high stress level motivates low job satisfaction.
4. Future possibilities and available opportunities to grow are an important source of job satisfaction.

5. Office environment and organizational environment play an important role in job-satisfaction.
6. Friendly environment of organization motivates employees towards a great job-satisfaction.
7. High retention of employees also acts as a factor for employees for job satisfaction.
8. Personal goals should match with the organizational goals challenging opportunities also play a significant role in job satisfaction.
9. Challenging opportunities given to employees and achievement of them also work as a factor for job satisfaction.
10. Organizational policies and practices also are importance factor for job satisfaction.
11. Fair rewards generally make employees satisfied.
12. Delegation of authority and responsibility plays as on important factor for job satisfaction.
13. If an organization provides more learning opportunities than other organization then in that organization's employees should be more satisfied than others.

Job-satisfaction is a relative term because it depends on hierarchy, industry, etc. Job-satisfaction does not depend on a single factor and many times it is a result of combination of some factors rather than one factor.

Implication of study

If the employees of an organization are satisfied that will lead to high work efficiency and increase of productivity. The increase in productivity will lead to increase in sale and profits of the organization. If the workers or employees are satisfied, they will be more in tune with the practices and policies of organization and would like to be a part of it.

1.1 Significance of the study

These are importance of study:

- Employee's Job satisfaction is essential to the success of any business.
- Job satisfaction is an important factor because it affects the overall organization.
- Organizations to satisfy employees create a more positive work environment.
- A high rate of employee contentedness is directly related to a lower employee turnover rate.
- In view employees as a key priority for every employer are satisfied with their careers.
- If the employee is satisfied, the ability to work is doubled.

1.2 Need of the study

Purpose of this study is to determine what factor is related to the employee's job satisfaction of an apparel industry .the specific factors addressed in this study will be.

Gender: - male and female

Age: - age is measured on a ratio scale by asking the actual age. The age profile indicated the employees to belong to the group of 18 to 46 to above.

Education: - will be the measured as the senior/ higher, graduate, post graduate and any other degree.

Income: - income per month is taken as actual, total experience, experience in the apparel industry.

- What is the reason for the apparel industry employees' job satisfaction?
- To measure the level of job satisfaction in the apparel industry workers.
- How to identify different factors between employees working in the apparel industry job satisfaction?
- What the apparel industry employee are satisfied with your work?
- What level of staff job is forcing him to resign?
- What is the Impact on the employee's job satisfaction performance and level?
- Employee doing what? Performance, workforce and level to increase.
- Is he happy with your salary?
- To find out the satisfaction level of apparel industry employees.
- Employee turnover in the performance of employees to explore the effects of job satisfaction.

2. Review of the related literature

A literature review is written to highlight specific arguments and ideas in a field of study. By highlighting these arguments, the attempts to show what have been studied in the field, and also where the weaknesses, gaps for study.

Job satisfaction on apparel industry

Randhawa, G., (2007) to examine the relationship between job satisfaction and turnover intentions. The results showed a significant negative correlation between job satisfaction and turnover intentions. This signifies that higher the job satisfaction, lower is the intent of a person to quit the job. Further, comparative analysis was also done in order to measure the significance of difference between the mean scores of two groups of scientists.

Gupta P., (2008) examined the relationship between demographic factors with the level of job satisfaction of employees of a garment manufacturing unit. The results indicate a U-shaped relationship between the age and job satisfaction and a positive relationship between gender, income with job satisfaction. There is no relationship between the years of experience and the position in the organization with job satisfaction. The survey reveals that demographic factors such as gender and experience have little or no significant impact on job satisfaction; however, there is a relationship between age and education level and job satisfaction. Females are more dissatisfied as compared to the male counterparts. Young people need to be taken care of by the HR Dept, they are found more dissatisfied than those with higher

age. Employees with lower income (below 3000) were relatively less satisfied as compared to employees with higher income.

Pharsiyawar et al., (2011) have proposed a performance evaluation model to assess productivity of the Indian Apparel industry using firm level data. Financial ratios of apparel firms for a period of 15 years have been collected grouped under 4 major categories. To select better performance indices, with minimal variables, to explain the overall performance of the firms, Factor Analysis-Principal Component Analysis (PCA) has been used. The contributing factors have been identified based on the results. These results of business performance evaluation are useful for the middle or top level managers in the process of business decision making.

Ramesh S.V., (2012) 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. Have to find about the socio-economic characteristics of Employees of in Garment Units, the level of satisfaction of employees towards their jobs. The satisfaction of employees in Garment Units with regard to employee's benefits, management supports and work environment. The field survey conducted with the help of a well structured questionnaire and interview with the employees. The primary data were collected from 120 respondents.

Job satisfaction

Wang Y., (1997) the work value, job satisfaction, turnover intention, and apparel industry. Turnover has always been one of the tricky areas for managers. Due to the diverse background of employee's their work value and job satisfaction may be different in job market in turn to affect their turnover intention. The purpose of this research is to examine the relationship among employee's work value, job satisfaction, and turnover intention in apparel industry and to examine the influence of personal factors of demographic and work conditions not just in age different of X and Y generations, in gender, marital status, education level, number of children, work location, and graduated major, and seniority, salary level everyday working, data have been collected 250 employee's are apparel industry. Overall the results found, all factor of work values had significant positive relationship with job satisfaction except the "leisure and convenience" had no relationship with job satisfaction.

Dawal &Taha, (2006) the results showed that job and environmental factors were significantly related to job satisfaction. They highlighted the significant influence of age, work experience and marital status on job satisfaction. Further, environmental factors, especially the surroundings, context dependence and the building's function, also had a significant impact on job satisfaction.

Bhatti & Qureshi, (2007) found that the relationship among employee participation, job satisfaction and employee productivity and employee commitment. The findings of this study are

that employee participation not only an important determinant of job satisfaction components. Increasing employee participation will have a positive effect on employee's job satisfaction, employee commitment and employee productivity.

Samad S., (2011) determined the effect of job satisfaction on the relationship between organizational commitment and job performance. A self administered questionnaire was employed and distributed among senior and middle management staff of manufacturing sector specifically in electrical and electronic companies in Malaysia. 292 samples were randomly selected in the study. The results revealed that there was as a positive relationship between organizational commitment and job performance.

Ranjit L., (2012) the present economic crisis has affected the textile sector such that many of the textile mills were unable to continue and were closed. Workers were given frequent lay-off, retrenchment and even terminated from job by means of huge compensation. Many of the welfare measures were withdrawn or not properly implemented to the workers. This situation arise a question on their job satisfaction. The study focuses on level of job satisfaction and demographic factors that influence job satisfaction. Descriptive research design is adopted and the universe is the workers of the selected textile mills registered under South Indian Mills Association. The researcher adopted random sampling for selecting the sample and sample size of was 328. Concluded that textile mill workers had moderate level of job satisfaction and found that demographic variables do influences the level of job satisfaction.

3. Objective of the study

The main objectives of the study are:

- (a) To study the job satisfaction of workers working in apparel industry.
- (b) To find out the effect of various factors on the satisfaction level of Employees.
- (c) To find out the effect of job satisfaction on employees' performance in terms of Employee's turnover.
- (d) To find out the various modes through which employees express dissatisfaction.

4. Hypothesis of the study

Null H0: There is no significant difference in the satisfaction level of employees working in apparel industry.

Alternative H1: There is a significant difference in the satisfaction level of employees working in apparel industry

Null H0: Financial and non-financial variables have equal impact on the satisfaction level of employees.

Alternative H2: Financial and non-financial variables do not have an equal impact on the satisfaction level of employee's.

5. Limitation of the study

- Some of the information given by the respondents may not be accurate.
- The area of study is limited to large scale apparel industry.
- Some of workmen may hesitate to answer the questions like related to salary and their relations with the supervisor.
- The responses may be biased.

6. Methodology

An exploratory research design will be adopted in this research. Survey method to be used. A structured questionnaire survey is based on interviews with employees may have helped. Jaipur Apparel areas will be selected for field studies. It will go into each selected industrial sectors. Garment unit sampling southeast, northeast, northwest, south side will be selected. 20 units will be the garment industry. Data obtained by the ratio of the scale and will be structured interview schedule. Appropriate statistical analysis of the data will be used for testing.

6.1 Locale of the study

6.2 Sample size and selection

6.3 Data Collecting Tool

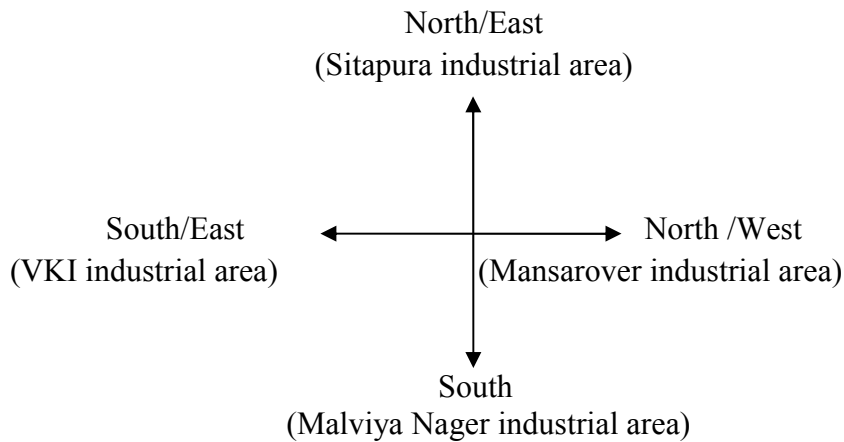
6.4 Procedure of the data collection

6.5 Analysis of data

6.6 hypothesis testing

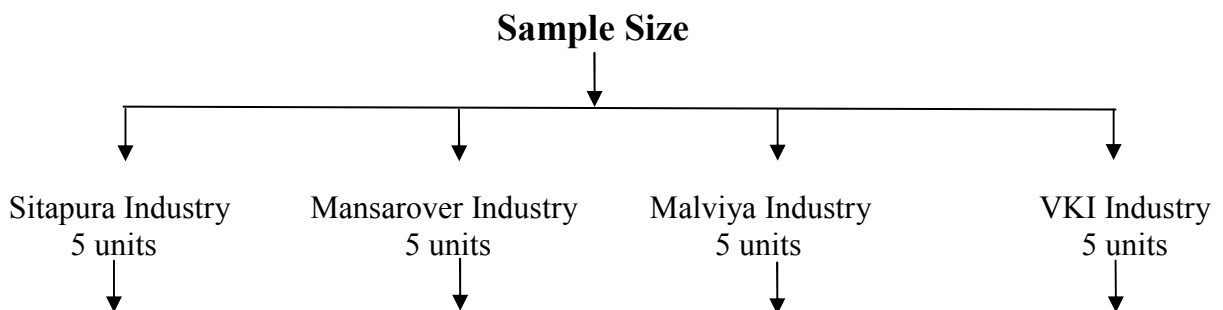
6.1 Locale of the study:

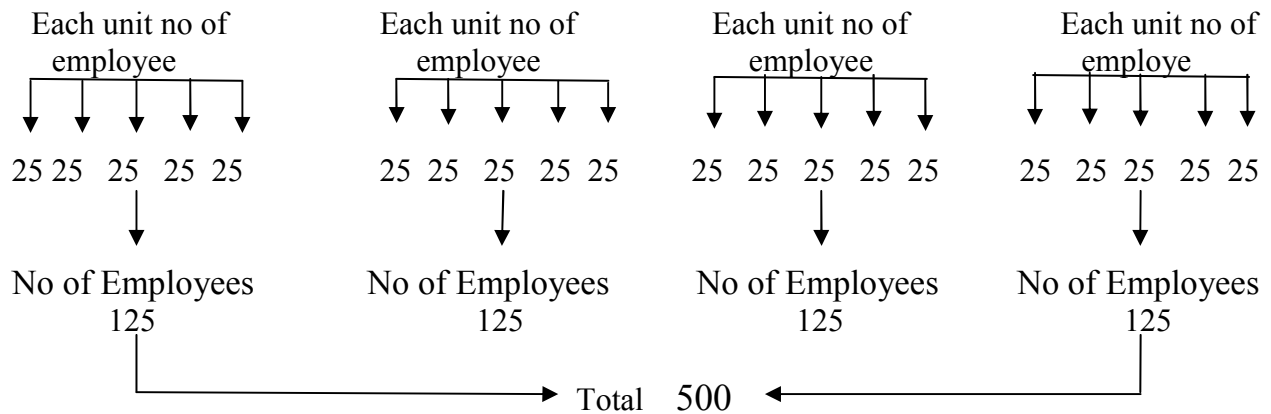
Jaipur is the current study on job satisfaction of the textile industry. Four garment industrial areas have been selected for this study. Units in different directions, north-east and south-east, north-west, south-east will be selected. Jaipur 460 textile units in industrial areas. Jaipur Apparel areas will be selected for the study. Here the number of employees from 100 to 500, including apparel sectors. Jaipur also has chosen study area, because it's the biggest industrial city of Rajasthan. Presently the garment manufacturing sector is growing rapidly. Going over the job in the manufacturing sector may be able to solve the problem, the employee is not happy with your work? So why, what, Casey? Our not so what is the reason?



6.2 Sample size and Selection:

In the current study included 500 respondents. In the 15 managers, 15 supervisors, 40 designers and 430 will be selected as respondents. Selection of respondents cutting, sewing and finishing department will be. The units will be selected from different industrial sectors, the number of which shall be laid 20 garment units, which Malviya Nagar Industrial Area, Sitapura Industrial Area, Mansarover Vishwakarma industrial area and industrial area will be selected. Each garment industrial zone will be selected from 5 units, and 125 respondents in each industrial sector will be selected, and each unit will be selected from the 25 respondents. Convenience method will be selected by the defendant.





6.3 Data Collecting Tool

The will be used questionnaire interview schedule as a tool for collecting data. The interview schedule consisted of tow section.

1. Personal details,
2. Job satisfaction.

Will be used standardized job satisfaction scale for data collecting. The job satisfaction scores of the respondents will be categorized as follows.

6.3.1 Retire Scale: - Will be used linker rating scale

6.3.2 Structured interview Schedule

Defendant questionnaire will be used; it will be inserted on both the respondent. Respondents to the questionnaire will be contacted individually. Her simple questions and personal questions will include job.

Pre testing of tool: - tool developed will be pre tested and 10% non simple subject and correcting if any will be made .and will be used for single data collecting

Data collecting technique: - data will be collected by researcher and purpose of study will be explained to respondents and their responses will be obtained.

Respondent's Profile

To identify the job profile, supervision, monetary inflation, performances and relationship co workers.

1.1 Gender Wise Collecting

- a. Male
- b. Female

1.2 Age Wise Collecting

- a. 30-40
- b. 41-50

1.3 On the basis of Designation

- a. Manager
- b. Designer
- c. Supervisor
- d. Any other

1.4 Income Wise Collecting

- a. Up to Rs.10, 000 per month
- b. 10,000 to 20,000 per month
- c. 20,000 to 30,000 per month
- d. 30,000 to above per month

1.5 Education Qualification Wise Collecting

- a. Senior/Higher
- b. Graduate
- c. Post Graduate
- d. Any other degree

6.4 Procedure of the data collection

6.4.1 Primary Data:-The subjects will be explained the importance of the study. The investigator solved their queries, doubts and other question. The respondents will be made aware that the information collected through questionnaire would be kept confidential. They will be moreover asked to give honest, frank and first hand response to each item.

6.4.2 Secondary Data:-The secondary data will be collected through report, record and other relevant publications. The data will be collecting through is distribution of questionnaire among 500 employees working in the various units of apparel industries.

6.5 Analysis of data: - Suitable statistical test will be used for analysis of data.

6.6 Hypothesis testing: - Chi-square test will be applied to the hypothesis testing.

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