International Journal of Applied Social Science
Volume 6 (4), April (2019) : 824-831
Received : 05.02.2019; Revised : 19.02.2019; Accepted : 05.03.2019

RESEARCH PAPER
ISSN : 2394-1405 (Print)

A Study on Job Satisfaction of Sales Staff in Selected Textiles in Thrissur District

S. FRANKLIN JOHN*[1] AND GINU MARY VARGHESE[2]
[1]Professor & Principal and [2]Research Scholar
Nehru College of Management Coimbatore (T.N.) India

ABSTRACT

Employee job satisfaction is vital to face the vibrant and ever-increasing challenges of maintaining productivity of the organization by keeping their workforce continually engaged and encouraged. Pleased workers are productive workers. Environmental pressures, rising health costs and various needs of the employees also pose a challenge for the management and could be overwhelmed by generating a work environment that sustains employee job satisfaction. Many attempts are made to find level of job satisfaction. This paper utilizes survey data collected form 100 employees of selected textiles in Thrissur district in Kerala to test level of job satisfaction and factors influencing employee satisfaction. This paper outlines the broad contours of various factors responsible for employee satisfaction and various ways by which one can maximize employee satisfaction.

Key Words : Job satisfaction, Productivity, Factors influencing employee satisfaction

INTRODUCTION

Job satisfaction reflects employee's attitude towards job and commitment to an organisation. According to Vroom (1964) Job satisfaction is an orientation of emotions that employees possess towards role they are performing at the work place. Job Satisfaction is the essential component for employee motivation and encouragement towards better performance. Many people have defined job satisfaction over the years. Hoppok and Spielgler (1938) defines job satisfaction as the integrated set of psychological, physiological and environmental conditions that encourage employees to admit that they are satisfied or happy with their jobs. Further, the role of employees at workplace is emphasized as there is an influence of various elements on an employee within the organization.

Satisfaction is an emotional response to a job. There are a variety of factors that can influence a person's level of job satisfaction. Some of these factors comprise the level of pay and benefits, the perceived fairness of the promotion system within a company, the quality of the working environments, leadership and social relationships, the job itself (the variety of tasks involved, the interest and challenge the job generates, and the clearness of the job description/requirements). The happier people are within their job, the more satisfied they are said to be. The concept of job satisfaction has gained importance ever since the human relations approach has become popular. Job satisfaction involves complex number of variables, conditions, feelings and behavioral tendencies. The effect of demographic variables like gender, income, age, department and education of the respondents are included in the study.

Review of literature:

Oshagbemi (1997) highlighted on the characteristics of job satisfaction of UK university teachers. It grouped the university teachers into three categories "Happy", "Satisfied", "Unhappy". Satisfied workers had higher job satisfaction level as they enjoyed their primary functions of teaching and research. Their satisfaction with

How to cite this Article: Franklin John, S. and Varghese, Ginu Mary (2019). A Study on Job Satisfaction of Sales Staff in Selected Textiles in Thrissur District. *Internat. J. Appl. Soc. Sci.,* **6** (4) : 824-831.

organizational facilities was also very high. On the other hand, unsatisfied categories of workers were dissatisfied on all these aspects. This limitation can be reduced by the management of the organization by taking appropriate steps in reducing the dissatisfaction and giving a comfort level and a sense of belongingness to the employees in the organization and ultimately achieving job satisfaction leading to more job involvement.

Tietjen and Myers (1998) discusses the theories of job satisfaction mentioned by Herzberg and Lockers. Job Satisfaction is always maximum when an employee is satisfied with the work which is assigned to him. A well-furnished office and the temperature of the work environment doesn't help much whereas the base duty allotted in the job and the intrinsic related feelings of an individual creates a positive attitude in him about the job. Salary, perks always doesn't lead to job satisfaction it is the intrinsic feelings of an individual which leads to job satisfaction.

Austin (2007) mentions "Self-fulfillment", "Independence" and "Job environment" are the key reasons to managers? job satisfaction in Cyprus. Good pay, highly skilled subordinates, growth opportunities relates to self-fulfillment. Employers should focus on these three factors *i.e.* the demographic variables (age, gender, number of years in the organization, public or private sector, number of employees supervised) independence in work and the work environment to make the system flow flawlessly leading to job satisfaction.

Sell and Cleal (2011) developed a model on job satisfaction by integrating economic variables and work environment variables to study the reaction of employees in hazardous work environment with high monetary benefits and non-hazardous work environment and lowmonetary benefits. The study showed that different psychosocial and work environment variables like work place, social support has direct impact on job satisfaction and that increase in rewards does not improve the dissatisfaction level among employees.

Al-Zoubi (2012) studies the relationship between job satisfaction of various private and public Jordanian organizations and Salary. He found that salary is not a prime factor that influences job satisfaction. Though financial effect is fast but has very sort effect. Job satisfaction is always a long-term requirement by an organization. Therefore, organizations should think of innovative ways that will enhance all job aspects including salaries as well as psycho-social variables that enhances the work life quality. Saleem *et al.* (2010) study was focused to the mobile telecom services in Pakistan wherein the effect of work motivation on job satisfaction was studied. Training is perceived to be a regular ongoing process for systematic progression of employees? attitude, skill and knowledge in creating motivation towards their job satisfaction. The HRM system of the organization helps in resolving the issues of work motivation and job satisfaction.

Seniwoliba (2013) studies the job satisfaction level of teachers in public senior high school in the Temale Metropolis of Ghana and it was found that extrinsic factors *i.e.* salary, incentives, working conditions, security (Medical allowance and future pension benefits) motivates the employees and helps in achieving job satisfaction effectively. Salary and working conditions play a larger role in job satisfaction and by enlarge organizations should focus on it always and take steps for improving it. Equal pay for equal rank has to be preached by organizations.

Tomaževi *et al.* (2014) discusses influence of organizational and environmental factors on employee job satisfaction. The police employees rated salary and security as the least motivator and support from the management as high. Police employees rate trust and belongingness as the key factor to job satisfaction.

Objectives:

– To study the various factors affecting the job satisfaction level.

– To find employees satisfaction level of organization.

– To know the opinion of employees about the work place, pay, benefits etc.

– To study the behavior and attitude of employees towards their work.

METHODOLOGY

Researcher adopted the descriptive research design, it is a fact that finding investigation which is aimed at describing the characteristics of individual, situation or describing the state of affairs as it exists at present and also used to find a solution to the existing problem.

Population of the study consists of sales staff in selected textiles Thrissur district. The sample size taken for the study is 100 employees.

Sources of data:

***Primary data*:**

Data collected in this study is of primary data. Primary data was collected through questionnaire method and survey conducted among the employees.

Secondary data:

Secondary data are obtained from many sources, including literature, industry survey, computerized databases and information systems, journals, company records, brochures and website.

Statistical tool used for data analysis:

– Simple percentage analysis

It is the mathematical tool for analysis and it explains the relationship between 2 figures. The formula is as follows;

$$\text{Sample percentage} = \frac{\text{Number of respondent}}{\text{Total number of respondent}} \times 100$$

RESULTS AND DISCUSSION

From the Table 1 and Fig. 1 majority of the respondents (60%) are working for more than 4 years, 10% of respondents work below 2 years and 30% of the respondents work between 2-4 years.

Table 1 : Period of Service

Period of service	No. of respondents	Percentage
Below 5 years	10	10%
5-10 years	30	30%
Above 10 years	60	60%
Total	100	100%

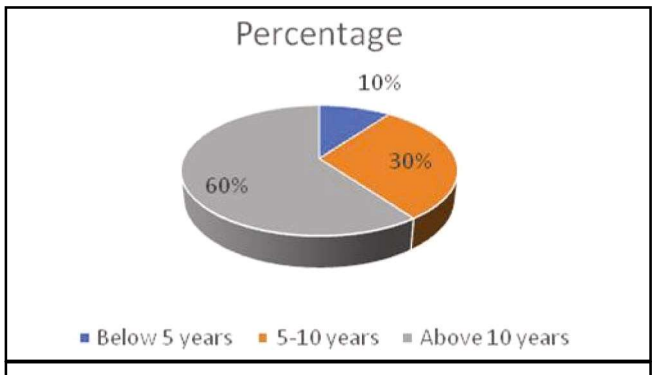

Fig. 1 : Period of Service

Majority (80%) of the respondents are satisfied with the salary provided by the company and only very few (20%) respondents are not satisfied with it (Table 2 and Fig. 2).

Table 2 : Employee Satisfaction towards Salary

Satisfaction	No. of respondents	Percentage
Yes	80	80%
No	20	20%
Total	100	100%

Fig. 2 : Employee Satisfaction towards Salary

Most of the respondents (45%) are satisfied with the healthy work employment provided by the company and only a very few (10%) is satisfied with the opportunity to learn and grow (Table 3 and Fig. 3).

Table 3 : Satisfaction Factors

Particulars	No. of respondents	Percentage
Work life balance	30	30%
Opportunity to learn and Grow	10	10%
Ability to accomplish goal	15	15%
Healthy work employment	45	45%
Others	0	0%
Total	100	100%

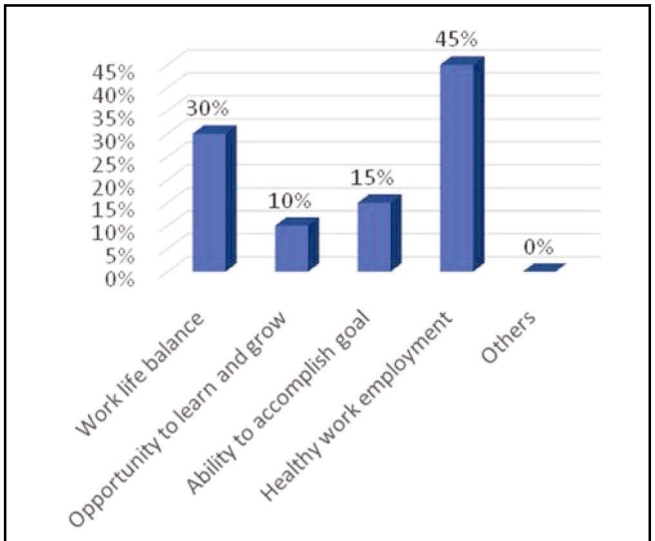

Fig. 3 : Satisfaction Factors

From the Table 4 and Fig. 4 we understood that 60% of the respondents are satisfied with the incentives provided by the company, 38% of the respondents are highly satisfied and 2% of the respondents are neutral to this opinion.

Table 4 : Employee Satisfaction on Incentives

Opinion	No. of respondents	Percentage
Highly satisfied	38	38%
Satisfied	60	60%
Neutral	2	2%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Total	100	100%

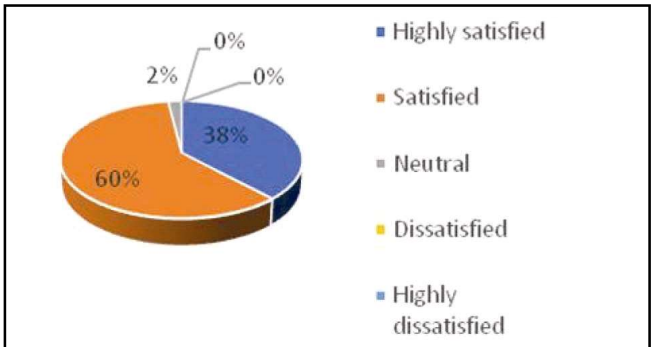

Fig. 4 : Employee Satisfaction on Incentives

From the Table 5 and Fig. 5, we can understand that majority of respondents (91%) are satisfied with the medical facilities and only few (9%) aren't satisfied with the medical facilities.

Table 5 : Medical Facilities for Employees

Particulars	No. of respondents	Percentage
Yes	91	91%
No	9	9%
Total	100	100%

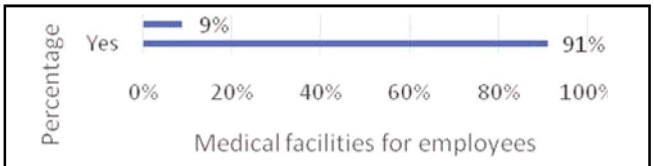

Fig. 5 : Medical facilities for employees

From the Table 6 and Fig. 6, we can understand that 58% of the respondents agree that promotion is based on performance and only 2% of the respondents disagree to it.

Table 6 : Promotion Based on Performance

Particulars	No. of respondents	Percentage
Strongly agree	38	38%
Agree	58	58%
Neutral	2	2%
Disagree	2	2%
Strongly disagree	0	0%
Total	100	100%

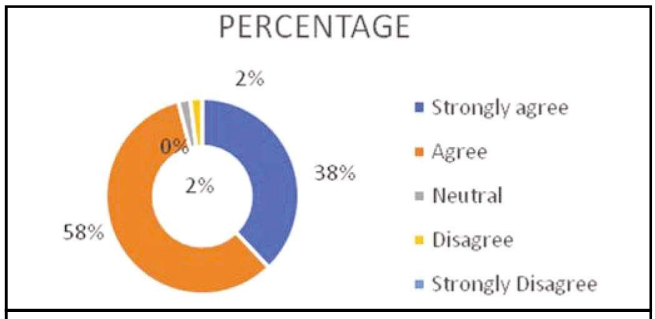

Fig. 6 : Promotion based on performance

From the Table 7 and Fig. 7 we understood that most (48%) of the respondents are satisfied with the leave policy of the company, 41% of the respondents are highly satisfied and there is no respondents who is dissatisfied with it.

Table 7 : Leave Policy of the Company

Particulars	No. of respondents	Percentage
Highly satisfied	41	41%
Satisfied	48	48%
Neutral	10	10%
Dissatisfied	1	1%
Highly dissatisfied	0	0%
Total	100	100%

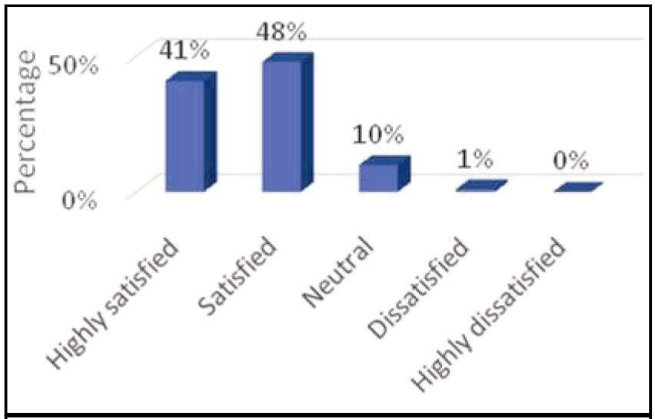

Fig. 7 : Leave policy of the company

From the Table 8 and Fig. 8, it is inferred that 53% of respondents are highly satisfied, 35% of respondents are satisfied, 12% of respondents have neutral feel 0% of the respondents are dissatisfied and 0% of the respondents are highly dissatisfied with the grievance handling in the organization. Since majority of the respondents are satisfied with the grievance handling, it shows that the organization really provide with good grievance handling measures.

Table 8 : Grievance handling

Particulars	No. of respondents	Percentage
Highly satisfied	53	53%
Satisfied	35	35%
Neutral	12	12%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Total	100	100%

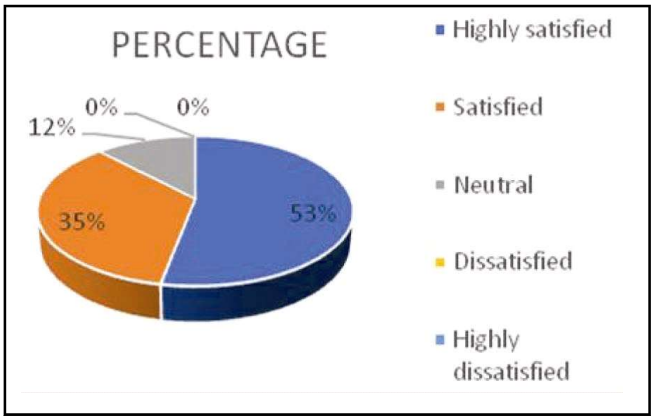

Fig. 8 : Grievance handling

From the Table 9 and Fig. 9, it is inferred that 49% of respondents are highly secured, 43% of respondents are secured, 8% of respondents are moderately secured and none of the respondents opined no for job security. Since majority of the respondents are opined highly secured for the job security, it shows that the organization really provide with good job security.

Table 9 : Job Security

Particulars	No. of respondents	Percentage
Highly secured	49	49%
Secured	43	43%
Moderately secured	8	8%
Not secured	0	0%
Total	100	100%

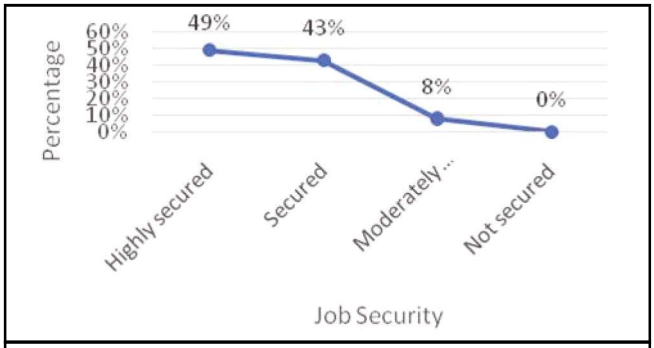

Fig. 9 : Job security

From the Table 10 and Fig. 10, it can be interpreted that 39% of the respondent opined participative, 47% opined autonomy, 14% opined fulfills, and none of them opined red tapism. Therefore it is possible to understand that the employee satisfaction towards working environment is autonomy and participative.

Table 10 : Employee satisfaction towards working environment

Particulars	No. of respondents	Percentage
Participative	39	39%
Autonomy	47	47%
Fulfilled	14	14%
Red tapism	0	0%
Total	100	100%

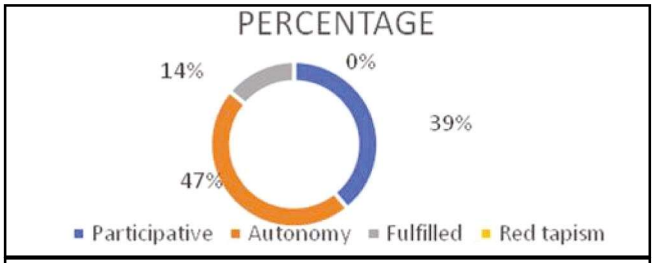

Fig. 10 : Employee satisfaction towards working environment

From the Table 11 and Fig. 11, it can be interpreted that 59% of the respondent opined good, 39% opined average, and 2% opined poor. Therefore it is possible to understand that the organization is providing good physical working conditions.

Table 11 : Physical working condition in the organization

Opinion	No. of respondents	Percentage
Good	59	59%
Average	39	39%
Poor	2	2%
Total	100	100%

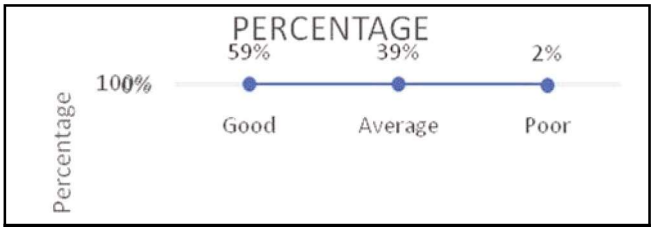

Fig. 11 : Physical working condition in the organization

From the Table 12 and Fig. 12, it can be interpreted that 15% of the respondent opined excellent, 25% opined good, 60% opined average, and 2% opined bad. Therefore it is possible to understand that the organization is providing only average level of safety measures and they need to improvise the safety measures.

Table 12 : Safety measures of the company

Opinion	No. of respondents	Percentage
Excellent	15	15%
Good	23	23%
Average	60	60%
Poor	2	2%
Total	100	100%

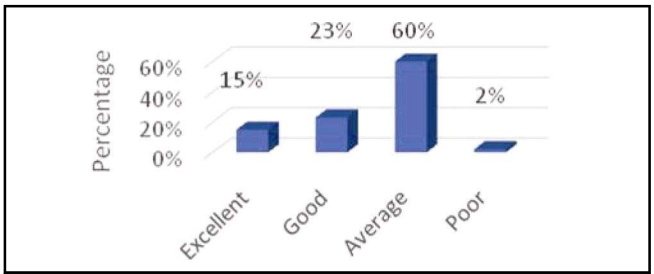

Fig. 12 : Safety measures of the company

From the Table 12 and Fig. 12 it is inferred that 32% of respondents strongly agreed that employees get recognition and acknowledgement of work., 35% of respondents agreed that employees get recognition and acknowledgement of work, 30 % of the respondents opined neutral, 2% of respondents disagree and 1% of the respondents strongly disagree to the fact that employees get recognition and acknowledgement of work.

Table 13 : Recognition and acknowledgement of work

Particulars	No. of respondents	Percentage
Strongly agree	32	32%
Agree	35	35%
Neutral	30	30%
Disagree	2	2%
Strongly disagree	1	1%
Total	100	100%

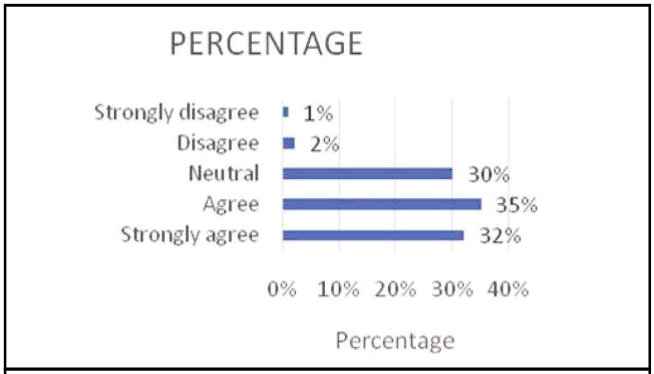

Fig. 13 : Recognition and acknowledgement of work

From the Table 14 and Fig. 14, it is possible to understand that 100% of the respondents agree that they have the authority to perform the duties and none of them opined no for the authority to perform duties.

Table 14 : Authority to perform duties

Particulars	No. of respondents	Percentage
Yes	100	100%
No	0	0%
Total	100	100%

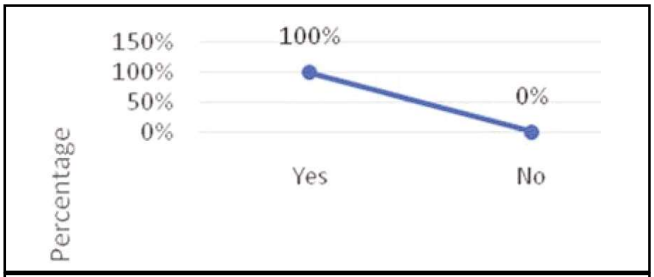

Fig. 14 : Authority to perform duties

From the Table 15 and Fig. 15, it can be interpreted that the:

Table 15 : Rank the following

Statements	1	2	3	4
Drinking water	50%	38%	11%	3%
Canteen	38%	39%	16%	7%
Rest rooms	47%	35%	14%	2%
Break time	54%	34%	9%	3%

– Drinking facilities has been ranked 1 by 50% of the respondents, ranked 2 by 38%, ranked 3 by 11% and ranked 4 by 3%.

– Canteen has been ranked 1 by 38% of the

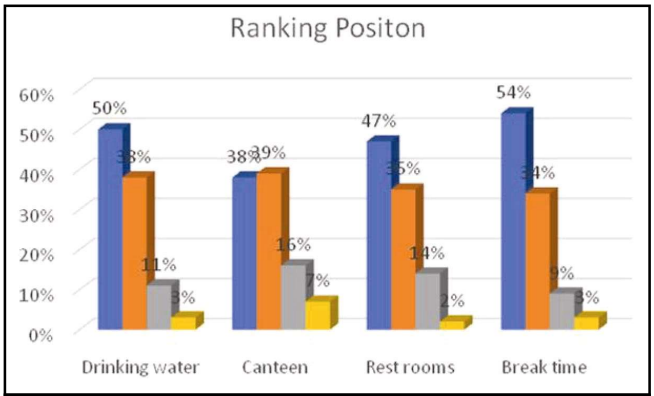

Fig. 15 : Ranking position

respondents, ranked 2 by 39%, ranked 3 by 16% and ranked 4 by 7%.

– Restrooms has been ranked 1 by 47% of the respondents, ranked 2 by 35%, ranked 3 by 14% and ranked 4 by 2%.

– Break time has been ranked 1 of the respondents by 54% of the respondents, ranked 2 by 34%, ranked 3 by 9% and ranked 4 by %.

Also we can overall interpreted that the respondents have ranked high more in all the statements and only few respondents have ranked the least, which means that the employees are satisfied with the welfare facilities.

Findings:

Most of the respondents are working above 10 years. This shows their experience level. 40% of the respondents thinks that salary is the most important motivating factor while 29% of the respondents feels promotion is the most important factor and 26% feels recognition is the most important factor. Majority of the respondents are satisfied with the salary according to their work.

Majority of the respondents are satisfied with the incentives provided. All the respondents opined that organization provide medical facilities for employees. Most of the respondents agree that promotion is based on performance. 41% of the respondents are highly satisfied with the leave policy of the company. The grievance handling position by the organization is highly satisfied by the employees. Job security at textiles is highly secured.

Organization provide better working environment to the workers. Safety measures of the Textile is average. Duties and responsibilities are clearly defined by the supervisors. 35% of the respondents agree that the organization recognize and acknowledge the work. All the respondents are satisfied in performing their duties effectively

Conclusion:

Employee satisfaction is an important technique used to motivate the employees to work harder. It is a set of favorable or unfavorable emotion with which the employees view their work. It includes likes and dislikes as well as needs and wants which are internal and external to the employees. The study conducted in various textiles in Thrissur district in Kerala helped to understand the level of job Satisfaction in Sales Staff and factors relating to the employees in attaining the satisfaction, also it was been able to understand that the employees are satisfied with their working environment, motivational factors, incentives etc. But it implies that even though they are satisfied with their concerned job there are some factors which lacks or need to be improved in the organization such as communication between superiors and subordinates, improvement of safety measures. The study also shows the overall employee satisfaction towards their concerned job and the success of the organization.

REFERENCES

Al-Zoubi, M.T. (2012). The shape of the relationship between salary and job satisfaction: A field study. *Far East J. Psychology & Business*, **7** (3) : 1-12.

Arnolds, C.A. and Boshoff, C. (2001). The challenge of motivating top management: A need satisfaction perspective [Electronic version]. *J. Industrial Psychology,* **27**(1): 39-42.

Austin, Annabel Droussiotis Jill (2007). Job satisfaction of managers in Cyprus. *Euro. Med. J. Business*, **2** (2) : 208 – 222.

Bhatti, K. and Qureshi, T. (2007). Impact of employee participation on job satisfaction, employee commitment and employee productivity. *Internat. Rev. Business Research Papers*, **3**(2): 54 – 68.

Ellickson, M.C. and Logsdon, K. (2002). Determinants of job satisfaction of municipal government employees [Electronic version]. *Public Personnel Management*, **31** (3) : 343-358.

Friedlander, F. and Margulies, N. (1969). Multiple Impacts of Organization Climate and Individual Values System upon

Job Satisfaction, *Personnel Psychology*, **22** : 177-183.

Ganguli, H.C. (1984). Job Satisfaction Scales for effective management : Manual for managers, concept publishing company, New Delhi

Hoppok, R. and Spielgler (1938). Job Satisfaction. Occupations: The Vocational Guidance. *Journal*, **16**(7) : 636-643.

Lane, K., Esser, J., Holte, B. and Anne, M.M. (2010). A study of nurse faculty job satisfaction in community colleges in Florida. *Teaching & Learning Nursing*, **5**(1) : 16-26

Oshagbemi, Titus (1997). The influence of rank on the job satisfaction of organizational members. *J. Managerial Psychology*, **12**(8) : 511 – 519.

Paul, E. (1997). Spector, Job Satisfaction: Application, Assessment, Causes and consequences, Sage Publications.

Rafiq, M., Javed, M., Khan, M. and Ahmed, M. (2012). Effect of Rewards on Job Satisfaction Evidence from Pakistan. *Interdisciplinary J. Contemporary Res. Business*, **4**(1).

Saleem, R., Mahmood, A. and Mahmood, A. (2010), Effect of work motivation on Job Satisfaction in Mobile Telecommunication Service Organizations of Pakistan. *Internat. J. Business & Management*, **5** (11) : 213-222.

Sell, L. and Ceal, Bryan (2011). Job satisfaction, work environment and rewards : Motivational theroy revisitedlabar. *Labour*, **25** (1) : 1-23.

Seniwoliba, A.J. (2013).Teacher motivation and job satisfaction in senior high schools in the Tamale metropolis of Ghana. *Merit Research J. Education & Review*, **1**(9) :181-196.

Tietjen, Mark A. and Myers, Robert M. (1998),Motivation and job satisfaction. *Management Decision*, **36** (4) : 226 – 231.

Tomaževi, Nina, Seljak, Janko and Aristovnik, Aleksander (2014). Factors influencing employee satisfaction in the police service: the case of Slovenia, *Personnel Review*, **43**(2) : 209 – 227.

Vroom, V. (1964). Work and Motivation. Jhon Wiley and Sons, 91.

****