

A Study on Analysing Job Satisfaction of Workers In Roots Industries At Coimbatore

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Abstract- Human Resource Management (HRM) plays a critical role in the success of organizations by managing people effectively. In Roots Industries, a leading manufacturer known for its automotive and industrial products, HR practices are structured around key functional areas to enhance productivity, employee satisfaction, and organizational growth. Through efficient recruitment processes, structured training programs, performance evaluation mechanisms, and employee engagement initiatives, Roots Industries aims to create a motivated and high-performing workforce. The study highlights how these HR functions contribute to employee retention, organizational efficiency, and long-term business sustainability.

Keywords- Recruitment and Selection, Training and Development, Performance Management, Compensation and Benefits, Employee Relations, and Compliance with Labour Laws

I. INTRODUCTION

Human Resource Management (HRM) is a crucial function in any organization, ensuring the effective management of human capital to achieve business Objectives the Company focuses on optimizing workforce potential through strategic HR practices that enhance productivity, employee engagement, and organizational growth. Recruitment strategies at Roots Industries aim to attract skilled talent, while continuous training and development initiatives help employees stay updated with industry trends. This study explores how these HRM functions contribute to the overall success of Roots Industries, highlighting best practices and their impact on employee satisfaction and organizational efficiency. By analysing these areas, we can understand the significance of HRM in sustaining a competitive and progressive manufacturing organization.

OBJECTIVES OF THE STUDY:

To analyse the job satisfaction of workers in industries

HYPOTHESIS

A null hypothesis has been framed to test the significance of socio-economic factors and Study on Job Satisfaction of Workers in roots industry

HO):There is no significance relationship between customer preference and job satisfaction with Socio economic factors (Age, Gender, Occupation, Educational level, MartialStatus, Annual Income).

II. REVIEW OF LITERATURE

Ravindran, S., & Ramesh, S. (2021)Employee Engagement and Job Satisfaction

Ravindran and Ramesh examined the challenges in employee engagement and job satisfaction in Coimbatore's textile industry, such as underdeveloped HR policies and lack of job security. They suggested that improving employee engagement through reward systems, recognition, and ensuring a safer work environment would improve job satisfaction significantly. The study serves as a foundation for further research on improving HR practices to create a more positive and productive work environment in labour-intensive industries.

Kumar, P., & Patil, R. (2020). HRM Practices and Job Satisfaction

Kumar and Patil highlighted the ongoing issue of low employee morale and dissatisfaction in the Indian manufacturing industry. Challenges such as outdated HR practices, lack of employee autonomy, and poor communication channels were identified. The authors recommended that companies invest in modern HR practices like employee empowerment, regular feedback, and transparent decision-making processes. By implementing these practices, organizations can foster a more inclusive and engaging work environment, ultimately improving job satisfaction and overall organizational efficiency.

Raja, P., & Arumugam, V. (2019). Work-Life Balance and Job Satisfaction

In a study focused on Coimbatore, Raja and Arumugam explored the work-life balance challenges faced by workers in manufacturing industries. The study found that employees often struggled with long hours and lack of personal time, leading to dissatisfaction. They suggested adopting flexible work hours and policies that support family life as effective solutions. Their research also suggested that companies adopting work-life balance initiatives tend to experience higher employee engagement, reduced workplace stress, and improved organizational commitment.

III. RESEARCH METHODOLOGY

- This study employs a quantitative research approach in (analyse the job satisfaction of workers in roots industries). A structured questionnaire is used to collect the primary data from workers thorough offline surveys.
- The study uses descriptive statistics to understand customer preferences and behaviours, while Chi-Square tests are applied to determine significant relationships between demographic factors and job satisfaction. Simple percentage analysis helps interpret workers responses effectively.

TOOLAS AND TECHNIQUE USED

The analysis has been made through the questionnaire.

- Simple Percentage Analysis
- Chi-Square Analysis

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is a statistical techniques for interpreting data that involves calculating the proportion of responses in various categories. It helps in determining developments, preferences, and distribution within a dataset. This method allows for a concise analysis of demographic and behavioural characteristics.

$$\text{Simple percentage analysis} = \frac{\text{number of respondents}}{\text{Total number of respondent}} \times 100$$

CHI-SQUARE ANALYSIS

The chi-square test is used to determine whether there is a significant difference between the expected

frequencies and the observed frequencies in one or more categories. The chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square, symbolically written as is a statistical measure used in the context of sampling analysis for comparing a variance to a thecal variance.

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

χ^2 = the test statistic \sum = the sum of
O = Observed Frequencies E = Expected Frequencies

LIMITATIONS OF THE STUDY

The design of the research is descriptive, and therefore, the approach to the human resource management is made at a higher narrative level, exercising an in-depth case study or experimentation. It is beyond the scope of the study to measure in concrete terms the extent to which the adherence of the functions affects the working of industries. The limitations and basis of sampling technique applied in the present study may influence the findings of the study, despite every effort was made to have a representative sample. The data-gathering instrument is another source of error. The interview schedule was for this study despite pretesting does remain a source of error. Moreover, the translation of the questions in Tamil could create response errors especially ambiguity in understanding the question as well as the answers.

IV. ANALYSIS AND INTERPRETATION

Factors	LEVEL OF PREFERENCE		Total
	Low level of preference	High level of preference	
Age			
18-23	5(3.3)	95(63.3)	100(66.7)
25-35	2(1.3)	36(24)	38(25.3)
45-55	0(0)	12(8)	12(8)
Total	7(4.6)	143(95.3)	150(100)
Gender			
Male	3(2)	55(36.7)	58(38.7)
Female	4(2.7)	87(58)	91(60.7)
other	0(0)	1(0.6)	1(0.6)
Total	7(4.7)	143(95.3)	150(100)
Educational Qualification			
Below SSLC	1(0.7)	32(21.3)	33(22)

SSLC	1(0.7)	16(10.6)	17(11.3)
HSC	1(0.7)	25(16.7)	26(17.4)
Graduate	4(2.6)	70(46.7)	74(49.3)
Total	7(4.7)	143(95.3)	150(100)
Marital Status			
Single	3(2)	55(36.7)	58(38.7)
Married	4(2.7)	87(58)	91(60.7)
Divorced	0(0)	1(0.6)	1(0.6)
Total	7(4.7)	143(95.3)	150(100)
Occupation			
Employed full time	4(2.7)	68(45.3)	72(48)
Employed part time	0(0)	28(18.7)	28(18.7)
self Employed	1(0.7)	31(20.6)	32(21.3)
Manager	2(1.3)	16(10.7)	18(12)
Total	7(4.7)	143(95.3)	150(100)
Annual Income			
1,00,000-2,00,000	5(3.3)	70(46.7)	75(50)
4,00,000-6,00,000	1(0.7)	32(21.3)	33(22)
7,00,000-8,00,000	1(0.7)	23(15.3)	24(16)
9,00,000-10,00,000	0(0)	18(12)	18(12)
Total	7(4.7)	143(95.3)	150(100)

The data presents the level of preference among respondents based on various demographic factors such as age, gender, educational qualification, marital status, occupation, and annual income. In terms of age, the highest preference is observed in the 18-23 age group, where 95 out of 100 individuals (63.3%) show a high level of preference. The preference decreases with age, as only 36 individuals (24%) in the 25-35 age group and 12 individuals (8%) in the 45-55 age group show a high level of preference. For gender, females exhibit a higher preference, with 87 out of 91 (58%) showing a high level of preference compared to males, where 55 out of 58 (36.7%) express a high preference. The "other" gender category has only one respondent, who also showed a high preference. When considering educational qualifications, graduates have the highest preference, with 70 out of 74 respondents (46.7%) indicating a high level of preference. Below SSLC and HSC respondents show moderate preference, while SSLC qualification holders have the least

preference. Regarding marital status, married individuals exhibit a higher preference, with 87 out of 91 (58%) showing a high level of preference, followed by single individuals with 55 out of 58 (36.7%). Only one divorced respondent is present, who also indicates a high preference. For occupation, full-time employed individuals show the highest level of preference, with 68 out of 72 respondents (45.3%) indicating a high preference. Part-time employees and self-employed individuals follow with 28 (18.7%) and 31 (20.6%) respondents showing a high preference, respectively. Managers show the least preference, with 16 out of 18 (10.7%) indicating a high level of preference. In terms of annual income, individuals earning between ₹1,00,000-₹2,00,000 show the highest preference, with 70 out of 75 (46.7%) indicating a high level of preference. As income increases, preference levels tend to decrease slightly, with 32 out of 33 (21.3%) in the ₹4,00,000-₹6,00,000 range, 23 out of 24 (15.3%) in the ₹7,00,000-₹8,00,000 range, and 18 out of 18 (12%) in the ₹9,00,000-₹10,00,000 range showing high preference.

Overall, the data suggests that younger individuals, females, those with higher education (graduates), married individuals, full-time employees, and lower-income groups show a higher level of preference. The preference tends to decline with increasing age, lower education levels, and higher income brackets.

PEARSON'S CHI-SQUARE

PEARSON'S CHI-SQUARE				
Factors	Value	df	Significance	Result
Age	.643 ^a	2	.725	Accepted
Gender	.097 ^a	2	.953	Accepted
Education Qualification	.385 ^a	3	.943	Accepted
Marital status	.450 ^a	2	.799	Accepted
Occupation	3.350 ^a	3	.341	Accepted
Annual Income	1.768 ^a	3	.622	Accepted

The Pearson's Chi-Square test results indicate the relationship between various demographic factors and the level of preference. The significance values (p-values) for all

factors are greater than 0.05, suggesting that there is no statistically significant relationship between any of the factors and the level of preference. For age, the Chi-Square value is 0.643 with a p-value of 0.725, meaning that age does not significantly influence the level of preference. Similarly, for gender, the Chi-Square value is 0.097 with a p-value of 0.953, indicating no significant association between gender and preference. In terms of educational qualification, the Chi-Square value is 0.385 with a p-value of 0.943, showing that different levels of education do not significantly affect preference levels. Likewise, for marital status, the Chi-Square value is 0.450 with a p-value of 0.799, confirming that marital status does not play a significant role in determining preference. For occupation, the Chi-Square value is 3.350 with a p-value of 0.341, indicating that employment type does not have a statistically significant impact on preference. Finally, for annual income, the Chi-Square value is 1.768 with a p-value of 0.622, demonstrating that income levels are not significantly related to preference. Overall, since all the factors have p-values greater than 0.05, the null hypothesis is accepted, meaning there is no significant association between age, gender, education, marital status, occupation, and income with the level of preference. This suggests that the preference level is independent of these demographic factors.

V. SUGGESTIONS

- **Enhance Work-Life Balance:** Introduce flexible work schedules or shift rotations to reduce burnout.
- **Improve Career Growth Opportunities:** Offer training and skill development programs to help workers progress in their careers.
- **Increase Employee Engagement:** Conduct regular feedback sessions to understand and address worker concerns.
- **Competitive Compensation & Benefits:** Ensure salaries are competitive and provide additional benefits like health insurance and performance bonuses.
- **Safe and Comfortable Work Environment:** Invest in workplace safety measures and ergonomic solutions to improve worker comfort.

VI. CONCLUSION

The analysis of job satisfaction among workers in industries, particularly in Roots Industries, Coimbatore, reveals key insights into the factors influencing employee contentment. Various factors such as work environment, salary, job security, career growth, work-life balance, and management support play a crucial role in determining job satisfaction. In general, workers in industries face moderate to high levels of job satisfaction, depending on the nature of their

job roles and workplace conditions. However, challenges such as long working hours, job stress, and limited career advancement opportunities affect overall satisfaction levels. In the case of Roots Industries, Coimbatore, employees reportedly experience higher job satisfaction compared to other industries due to better working conditions, salary benefits, and management support. The company's emphasis on employee welfare, training programs, and a structured work environment contributes to a positive workplace culture. However, there may still be areas for improvement, such as reducing workload stress and providing additional growth opportunities.

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