

## To Study Employee Job Satisfaction Level of Dinshaw's Frozen Food Ltd.

Khushboo Jageshwar Choudhary

Department of Master Business Administration, Jhulelal Institute of technology lonara Nagpur, India.

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**Abstract:** *The job satisfaction was based on a most pragmatic & essentially pessimistic philosophy that man is motivated by money alone. That the workers are essentially 'stupid & phlegmatic' & that they would be satisfied with work if they get higher economic benefit from it. But with the passage of time Motivation implies the willingness to work or produce. A person may be talented and equipped with all kinds of abilities & skills but may have no will to work. Satisfaction, on the other hand, implies a positive emotional state which may be totally unrelated to productivity. Similarly in the literature the terms job attitude and job satisfaction are used interchangeably. However a closer analysis may reveal that perhaps, they measure two different anchor points. Attitudes are predispositions that make the individual behave in a characteristic way across the situations.*

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### I. Introduction

Job Satisfaction may be to say that it is the end state of feeling. The word 'end' emphasizes the fact that the feeling is experienced after a task is accomplished or an activity has taken place whether it is highly individualistic effort of writing a book or a collective endeavor of constructing a building. These activities may be minute or large. But in all cases, they satisfy a certain need. The feeling could be positive or negative depending upon whether need is satisfied or not & could be a function of the effort of the individual on one hand & on the other the situational opportunities available to him.

This can be better understood by taking example of a foreman in an engineering industry. He has been assigned the task to complete a special order by a certain, deadline. Person may experience positive job satisfaction because he has been chosen to complete the task. It gives him a special status & feeling that he has been trusted and given a special task, he likes such kind of rush job and it may get him extra wages. The same could be the sources of his dissatisfaction if he does not like rush work, has no need for extra wages. Each one of these variables lead to an end state of feeling, called satisfaction.

Sinha (1974) defines Job Satisfaction as 'a reintegration of affect produced by individual's perception of fulfillment of his needs in relation to his work & the situations surrounding it'. Motivation implies the willingness to work or produce. A person may be talented and equipped with all kinds of abilities & skills but may have no will to work. Satisfaction, on the other hand, implies a positive emotional state which may be totally unrelated to productivity. Similarly in the literature the terms job attitude and job satisfaction are used interchangeably. However a closer analysis may reveal that perhaps, they measure two different anchor points. Attitudes are predispositions that make the individual behave in a characteristic way across the situations.

### II. Literature Review

Mira Singh and Pestonjee<sup>1</sup> (1990), hypothesized that Job Satisfaction is influenced by the levels of Occupation, Job involvement and Participation. The sample for the study consisted of 250 officers and 250 clerical cadres belonging to a Nationalized bank in Western India. The study confirmed the hypothesis and it was found that Job Satisfaction of the Bank employees was positively affected by the Occupational level, Job involvement and participation. Balgir<sup>2</sup> (1991) attempted to understand hygiene-motivational factors as postulated by Herzberg based on their need priorities that dominate the minds of Indian Managers while continuing service in their respective Organizations. The results revealed that Job Satisfaction, Salary, Job Security, better chances of promotion, happy Personal life, high Position and friendly social circle are some of the motivating factors in that order which strongly influence Indian Managers.

Mathew<sup>3</sup> (1991) tested the relationship between Satisfaction and Organizational commitment with a Non-recursive model that permitted the simultaneous examination of the influence of

satisfaction on commitment and the influence of commitment on satisfaction. The study highlighted that the two variables were reciprocally related but that the influence of satisfaction on commitment was stronger. Mehta and Mishra<sup>4</sup> (1991) in their study explored the potential moderator effect of mental health on the Intrinsic Job Satisfaction-Occupational stress relationship. The study was conducted on 250 blue collar

industrial workers of UPTRON India Ltd. The findings of the study showed that mental health has a moderating effect on the Intrinsic Job Satisfaction-Occupational stress relationship.

Dhar and Jain<sup>5</sup> (1992) carried out an investigation amongst academicians. The investigation explored the nature of relationship between Job Satisfaction, Job Involvement, Age and Length of service. An important finding of the study was that Job Involvement and Job Satisfaction are positive correlates which imply that involvement in Job increases Job Satisfaction and vice-versa.

Syed<sup>6</sup> (1992), made an endeavor to determine the relationship between employee Job Satisfaction and Organizational effectiveness. The sample for the study consisted of 44 supervisors of a public sector undertaking which was randomly drawn from a single unit of the Company. The main objective of the study was to relate satisfaction with Organizational effectiveness along with personal attributes such as age, education, pay, length of service etc. the study revealed that Job satisfaction facets had more explanatory power than the personal attributes of respondents. It was clear from the study that the Organization through its human resource development policies and practices created better environment for employees, resulting in greater satisfaction which in turn enhanced Organizational effectiveness

#### **Objectives of the study**

1. To study job satisfaction level of employees.
2. To study the relation between job satisfaction & employees performance.
3. To study the impact of job satisfaction on employees retention.

#### **Limitations of the study**

1. The time utilized for the study was very limited
2. The study covers only Nagpur city.

### **III. Research Methodology**

#### **Research Method**

The quantitative research method is used for the present study.

#### **Data collection**

Both the primary and secondary method of data collection are used for the present study. Under the primary data collection method, Questionnaire, observation and in-depth interview methods are used for data collection. The secondary data for the present data includes the online research papers, websites, etc.

#### **Sampling Framework**

- i. **Population Definition:** The population for the research includes 50 employees and 50 workers in dinshaw factory of Nagpur.
- ii. **Sample Size:** Keeping into consideration the limitation of time, the researcher has taken the sample of 50 employees and 50 workers.
- iii. **Sampling technique:** By keeping in view the limitations of time, resources, population researcher has decided to apply convenience sampling technique for the purpose of collecting experimental material.

#### **Questionnaire Design**

The questionnaire is carefully designed to meet the requirements of the research. The questions are taken on factors affecting towards job satisfaction with a view to validate the research more. The questions are self structured to cover the diversity of research problems. The questionnaire also consists of questions in terms of demography.

### **IV. Data Analysis and Interpretation**

#### **ANALYSIS AND INTERPRETATION OF THE DATA COLLECTED:-**

For the understanding the relationship between Job Satisfaction and the various factors which affects the satisfaction level of employees of Dinshaw's, Coefficient of correlation is used to analyse the data. Such data is collected from filling up of questionnaire form from the employees of various department. Here eight factors are taken into consideration for determining the satisfaction level of employees as well as their relationship with each other.

**INTERPRETATION OF THE DATA COLLECTED:-**

For getting the positive response from all the employees I have categorized the sample size into two parts i.e. 50 line workers and 50 back office employees as well as management people. Following graphs shows the responses from back office employees and management people as well as line workers.

**V. Conclusions**

From the whole study, it can be concluded that Dinshaw's Frozen Food, Nagpur plays a very important role in the development of the Nagpur city, society and every other person who is directly and indirectly associated with this company. This is the leading Dairy manufacturing firm in the Nagpur city and in Maharashtra.

- While doing Project in the Nagpur Plant, it is being found that this organization is most efficient plant in terms of producing high quality products like ice cream, milk and milk related products.
- Hygiene is being maintained by each and every department.
- The overall work culture of every Department is very much satisfactory.
- There is a harmonious relationship between the supervisors and their subordinates.
- The employees job satisfaction level regarding the work environment is good.
- Welfare facilities provided by the company is also very satisfactory.

High level of satisfaction in dinshaw's reflect in high performance of employees and high level of employee retention.

**VI. Recommendations**

- Encourage communication.
- Encourage people.
- Care about their wellbeing.
- Provide training opportunities.

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