

A Study on Employee Job Satisfaction in CCL Products (India) Limited

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ABSTRACT

Everyone must be concerned to think and act to meet the global competitions and to maintain a quality .highy quality conscious world is needed .A product of quality can be produced by the people only .A quality training is required to have a quality people at hand .Sense of commitment , his attitude , his general outlook , this skill in work can be developed by a person .For the targeted production and productivity continuous effort is most important and training and development is accomplished .To inform the management of CCL product (india) limited areas the workers a study is important this study offers some important suggestions to the workers of CCL product (India) limited for the betterment and well being of them . This study also signifies their benefits .In additional the entire organization CCL product (india) Limited has much signification from the employee productivity through the study . it can be noted that from the organization from the employees point of view the study is very much important **LIMITATIONS OF THE STUDY** : The following limitations were experienced for the study of project .Due to the line constraint for only 50 employees the sample size being selected . The response at the time of information collection given by the employees may be biased . Result may not be accurate since the sample is random . Individual respondent viewpoints may not be reflected since the analysis is carried out using averages . It has very short time period I'e 2 months The accuracy of analysis from the employees of CCL product (India) largely depends on the quality of the data collected from them . LIMITED In this study simple random sampling technique is used .

Keywords: CCL Product, HRM, Job Satisfaction, Job rotation, Job Engagement

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I. INTRODUCTION

An organization is made up of four resources ie , men, material, money and machinery . it is a combination of living and non living . It is the human make use of non -human resources . In an organization people are most significant resources [1]-[2] . According to LF Urwick " By men business houses are made or broken in the long-run not by markets or capital , patents , or equipments , According to peter F. Drucker , " Man , of all the resources available to man , can grow and develop " Human resources differ in

personality , perception , emotions , values , attitudes, motives , and moods of thoughts . they are heterogeneous and their behavior is impredecable and inconsistent . the features of modern human resources are better educated , more skilled , better aware of their interest and rights to use human resources always in an effective and efficient manner is difficult for managers [3]-[4]. It has become a real challenge to give highly competitive and complex business environment attracting and retaining qualified and complex business the rule of thumb has become redundant and obsolete [5]-[6]. Right

jobs for right people is the new perspective this mantra offers organizations In the competitive business a competitive advantage “ or core competency “. In business organizations the same gives genesis to the concept of HRM[7]-[8]-[9].

MEANING

Human resources mean the people . HRM is a management function that helps managers for an organization to recruit , select, train and develops members . HRM is process of stresses mutually between employers and employees.

Human resources consists of inter -related, inter dependent and interacting physiological, psychological , sociological and ethical components .

Personal management is planning , organizing , directing and controlling of the procurement , development , composition , integration , maintenance and is concerned with the people dimension in management . HRM refers to a set of programmes , functions and activities designed and carried out for organizational effectiveness .

Scope of HRM

The scope of HRM is vast , its major activities are preview of his their entry into an organization until they leave ; Its activities are HR planning , job analysis and design recruitment .

II. INDUSTRIAL PROFILE AND COMPANY PROFILE

Coffee is the most wild spread drink in the world consumed every year with approximately half-a-trillion cups –there are two fundamentals types of coffee : espresso and regular or non espresso . In cafes and restaurants espresso variety is available , whilst for home regular coffee is generally meant

A. Major Producers

In America 70% of the worlds coffee is produced, Brazil contributes 30% , Colombia 12%, Ethiopia meets global demand of 3 %

Nearly 25 million people of the coffee industry workers around the world . In Brazil 5 million people work in coffee industry . it has in excess 3 billion coffee plants Ethiopia has 12 million people in coffee industry . U.S.A is the world's chief coffee consumer importing approximately 1.2 billion 1 kg each year . In the UK every year on coffee a substantial sum of money is spent worlds second most important commodity

is coffee behind petroleum . coffee is produced by more than 50 countries across the globe . coffee is the least mechanized and 1000 miles of the equator it is cultivated .

B. Highest Consumption

1. In Ethiopia world's highest percapita drinking of coffee takes place
2. In Europe fin land & Denmark has the maximum coffee consumption .
3. Arabica , Robusta , Liberia are major kinds of commercially produced coffee bean

C. History of Coffee

In Ethiopia a region in eastern Africa discovery of coffee took place by a goat herder called kaldi : who watched goats ingesting berries from a bush behaved in a stongely frolic some manner . kaldi attempt to consume berries inquisitive about this occurrence . The berries provided him with a new vigor he realized . the news spread all over the region . monks soaked these berries in water consumed fruit and gulped the liquid for a more stimulating time for prayer . ‘

D. Introducing to Indian Coffee

Indian coffee is the most extraordinary of beverages stimulating intensity and intriguing subtlety, India's coffee is not too acidic and posses fine aroma and exotic full -bodied taste Baba budan around 400 years ago brought magical beans from yeman and planted them in the chandragiri hills of Karnataka . For ever 150 years india has produced sensations of around flavor body acidity that you enjoy with each coffee experience

E. Organics Coffee in India

Organic coffee means grown with disease control measures eco-friendly pest under holistic agricultural production management system . which includes farm composting , mulching shade regulation . The agro chemicals are completely exceeded . It has to be certified by an accredited certification agency to provide authenticity to the product as organic .

2.1 SCOPE FOR ORGANIC COFFEE PRODUCTION IN INDIA

Due to natural advantages existing in cultivation of coffee is a lot of scope for production

1. coffee is mainly grown consisting leguminous and non-leguminous trees in deep fertile jungle soil under well defined mixed shade.
2. cattle manure , corresponding , manual wedding , recycling of organic wastes are traditional farming practices are used for organic coffee producer . It is grown under high degree of mixed cropping under with sustainable .

2.2 Coffee Industry in India

According to latest ICO monthly report , an estimation of 117-93 mn bags compared with 116.06Bags of 2006 world consumption . ICO member countries in 2006 domestic consumption is estimated over 31 mn bags importing countries consumption is estimated at 86.84 mn Bags . In 2005 European Community's consumption is higher at 85.75 mn bags compared with 38.97 mn . India accounts 4.5% of worlds coffee production and 6 lakh people are provided employment . Among coffee Growing states Karnataka accounts 70% , kerala 22% and Tamilnadu 7% in countries total coffee production.

2.2.1. Players profile

There are few major integrated coffee players in India . TCL with 2 % to the countries total coffee production is the largest coffee plantation company while nestle India Ltd & HUL are the major players in the organized coffee industry .

2.2.2. Domestic Consumption

In the current decade coffee consumption in the country started after being stagnant in the 1990 s at 50-55 million kg . CRISIL research in year 2008-09 & 2009-2010 forecasts coffee consumption in India to be 94.8 and 101.0 million log . due to spread of coffee drinking habit coffee consumption to grow at a CAGR of 6.5% over the next 2 years . The coffee board , supported by the International coffee organization (IOC) , through germic promotions is now placing grater emphasis on boosting domestic coffee consumption . The Key ariables used to forecast coffee demand are CRISIC research defines the coffee drinking at the age of 10 years as population .

It also defines as the total coffee consumption divided by the coffee drinking population as per capita coffee consumption . during 2002-2007 in age of group of 10 years population has grown at a CAGR of 1.99% . CRISIC research expects per capita consumption at a CAGR of 4.5 %

during 2008-12 India : Export highlights (2006-07) .

1. In fiscal 2006-07 the permits issued for coffee exports is highest ever (2,58,546 tones) . it also includes 29052 tonne of re exports
2. In 2006-07 the permits issued for re-exports is 34813 MTs of actual reexports in 2005-06 (less by 5761 tone or 16%) . In 2006-07 the green bean equipment the unit value realization for all types of coffees is Rs 79895 per tone
3. In 2006-07 confirmation of exports is for 221421 tone for which foreign exchange earnings realized is 395.04 million or 1769 crore.
4. The top three importing countries of coffee from India In 2006-07 are Italy , Russian federation & Germany . for the first time Belgium emerged as the fourth biggest importer of coffee from India

III. MATHTHEORTICAL FRAME WORK OF JOB SATISFACTION OF EMPLOYEES

F.W Taylors (1911) the father of scientific management was based on a most pragmatic and essentially p permission TIC philosophy and his approach to hob satisfaction is that man is motivated by money alone . from the Taylor's monetary approach to a more humanistic orientation for over years we have moved away .

In 1935 by HIPPOCK the term job satisfaction was brought . Prior to 1933 he reviewed 32 studies on job satisfaction and observed that job satisfaction is a combination of psychological & environmental circumstances that cause a person to say , " I am satisfied with my job .

Sinha (1974) defines job satisfaction as " reintegration of effect produced by individuals perception of fulfilment of his needs in relation to this work and the situations surroundings it .

A. Job satisfaction

One's attitude towards a job is refferd as job satisfaction . it's a important technique used to motivate the employees to work harder . It is said that " A HAPPY EMPLOYEE IS A PRODUCTIVE EMPLOYEE" . most of the people spend a major position of their life at their working place . job satisfaction has its impact on the general of the employees also . A highly

satisfied worker the better physical and mental well being and controlled .

B. Definition of job satisfaction

1. According EA Lock “ job satisfaction is a pleasurable of positive emotional state resulting from the approval of one’s job or job experience.
2. According Fierd man and Arnold “ job satisfaction will be defined as the amount of overall positive affect or (feelings) that individuals have towards their jobs .
3. According to Keith davis & necostrom , “job satisfaction is the set of favourable or unfavourable feeling with which employee view their work .

C. Important of job satisfaction

Job satisfaction with the mental health of the people has a relation job satisfaction with physical health of individuals has a degree of positive correlation .about the organization it spread good will .Individuals can “ live with the organizations Absenteeism and turnover reduces To help employees and fuel job satisfaction there are some factors to improve

D. Measurement of Job satisfaction

The employee attitude surveys were under taken to measure the job the satisfaction , as pact of organization development program the survey is generally conducted to take necessary , management can spot trends in attitudes by conducting periodic surveys , an overall job satisfaction can be under such a scale indicating the employee’s attitudes about supervisor .

E. Motivational Factors

Increase in range & job satisfaction along with other job outcomes motivational theories have generally supposed .

F. Job Engagement

Number of related tasks with in the job is expended by job enlargement . for the worker to perform it provides a greater variety of tasks.

G. Job Rotation

From job to job at periodic intervals job rotation involves the movement of employees only the workers are rotated jobs themselves are not actually changed. These helps the workers self -image. Increase job satisfaction and provides

personal growth . Job enrichment .It involves changing the nature and of mangers behavior .

1. More challenging and meaning ful work is performed
2. Skill and better knowledge is utilized.
3. More authority and responsibility assume
4. Feedback on performance received
5. Grow and development

According to HERZBERG “ in satisfaction lack of dissatisfaction does not necessarily result To provide satisfaction to the employee on the other the problem before an organization may be to reduce dissatisfaction on one hand .

H. Performance appraisal

- Evaluation of the worth & quality of merit is appraisal .
- Performance , future capabilities in accomplishing goals and plans appraisal should measure it .
- Self-improvement ‘Promotion deciding factor.
- In -self - evaluation it helps .
- In competition it helps

I. Reward system

Job satisfaction is motivated by reward system it’s one of motivational factors

J. Quality of work life (qwl)

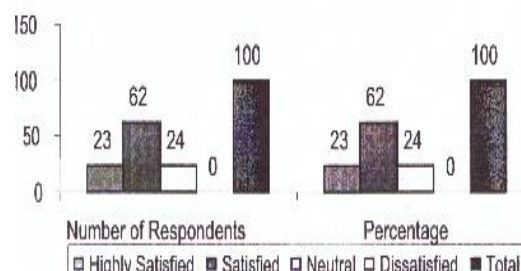
In shaping the organizations environment , methods & outcomes qwl is a process in organizations which enables its members at all levels to participate effectively and actively

IV. DATA ANALYSIS & INTERPRETATION

TABLE –I JOB DESCRIPTION DESIGNED ACCORDING TO GRADE OF CCL PRODUCTS (INDIA) LIMITED

Items	Number of Respondents	Percentage
Highly satisfied	23	23
Satisfied	62	62
Neutral	24	24
Dissatisfied	0	0
Total	100	100

JOB DESCRIPTION ACCORDINGLY TO EMPLOYEES OF CCL PRODUCTS (INDIA) LIMITED

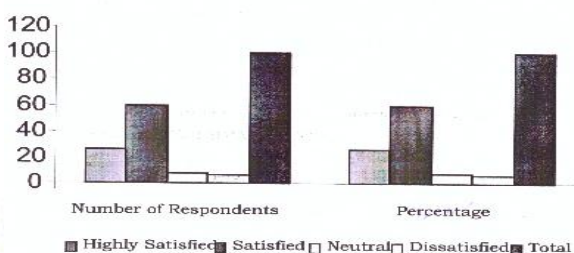


INTERPRETATION

From the above table 23 % of the respondents are highly satisfied , 62 % of respondents are satisfied and 24 % of the respondents are neutral regarding the job description in CCL (INDIA) LIMITED.

TABLE -2 Regarding working hours of CCL PRODUCTS (INDIA) LIMITED

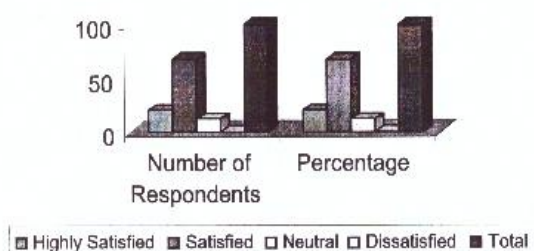
Items	Number of Respondents	Percentage
Highly satisfied	26	26
Satisfied	60	60
Neutral	8	8
Dissatisfied	6	6
Total	100	100

**INTERPRETATION**

From the above table 26% of the respondents are highly satisfied 60% of respondents are satisfied and 8% of the respondents are neutral and remaining 6% of employees are dissatisfied regarding the working hours in CCL PRODUCTS (INDIA) LIMITED .

TABLE -3 Regarding the work environment of CCL PRODUCTS (INDIA) LIMITED

Items	Number of Respondents	Percentage
Highly satisfied	20	20
Satisfied	68	68
Neutral	12	12
Dissatisfied	0	0
Total	100	100

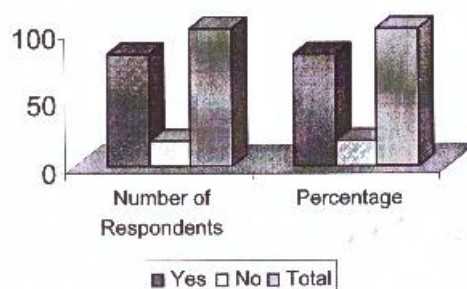
**INTERPRETATION**

From the above table 20% of the respondents are highly satisfied 68% of respondents are satisfied , and whereas 12% of the respondents

are neutral regarding the work environment in CCL PRODUCTS (INDIA) LIMITED .

TABLE -4 Training and development of CCL PRODUCTS (INDIA) LIMITED

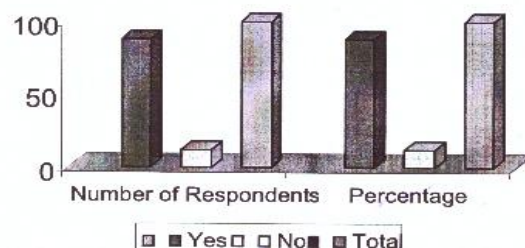
Items	Number of Respondents	Percentage
Yes	82	82
No	18	18
Total	100	100

**INTERPRETATION**

From the above table 82% of respondents are fully satisfied on training and development process whereas 18% are not satisfied .

TABLE -5 The employees enjoy the freedom in their work of CCL PRODUCTS (INDIA) LIMITED

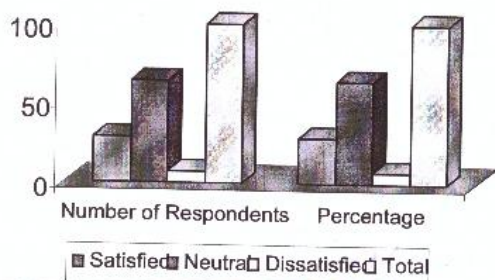
Items	Number of Respondents	Percentage
Yes	88	88
No	12	12
Total	100	100

**INTERPRETATION**

From the above table 88% of the respondents are fully satisfied in enjoying the job whereas 12% are not satisfied

TABLE -6 Performance appraisal work of CCL PRODUCTS (INDIA) LIMITED

Items	Number of Respondents	Percentage
Yes	91	91
No	9	9
Total	100	100

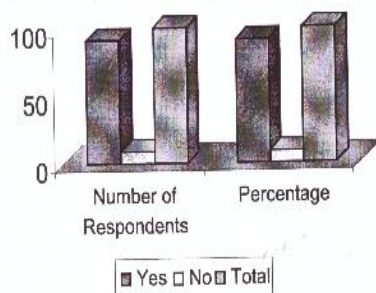


INTERPRETATION

From the above table 91% of the respondents are fully satisfied on performance appraisal system whereas 18% are not satisfied

TABLE -7 Guidance and support from the superiors of CCL PRODUCTS (INDIA) LIMITED .

Items	Number of Respondents	Percentage
Satisfied	29	29
Neutral	64	64
Dissatisfied	7	7
Total	100	100

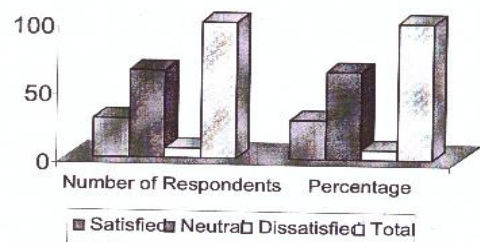


INTERPRETATION

From the above table 29% of the respondents are satisfied , 64% of the employees are neutral and remaining 7% are dissatisfied regarding guidance and co-operation of superiors in the company .

TABLE -8 Employee Relationship among peers in CCL PEODUCTS (INDIA) LIMITED

Items	Number of Respondents	Percentage
Strongly agree	37	37
Agree	54	54
Disagree	9	9
Strongly disagree	0	0
Total	100	100

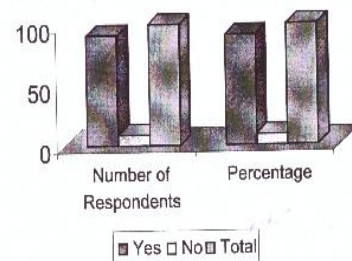


INTERPRETATION

From the above table 37% of the employees are strongly agreed and 54% of the employees are agreed that relationship among peers where 9% of the employees are disagreed

TABLE -9 Salary system followed by CCL PRODUCTS (INDIA) LIMITED .

Items	Number of Respondents	Percentage
Fully satisfied	20	20
Satisfied	44	44
Partially satisfied	36	36
Dissatisfied	0	0
Total	100	100

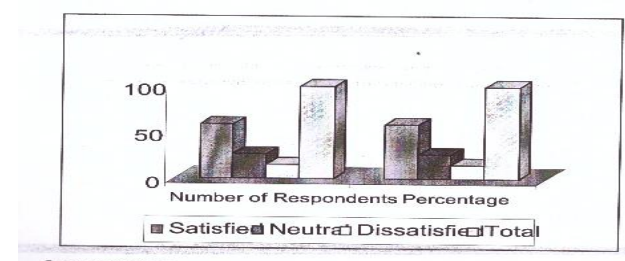


INTERPRETATION

From the above table 20% employees are fully satisfied and 44% of the employees are satisfied where as 36% of the employees is partially satisfied.

TABLE -10 Monetary benefits provided by the CCL PRODUCTS (INDIA) LIMITED

Items	Number of Respondents	Percentage
Satisfied	59	59
Neutral	26	26
Dissatisfied	15	15
Total	100	100

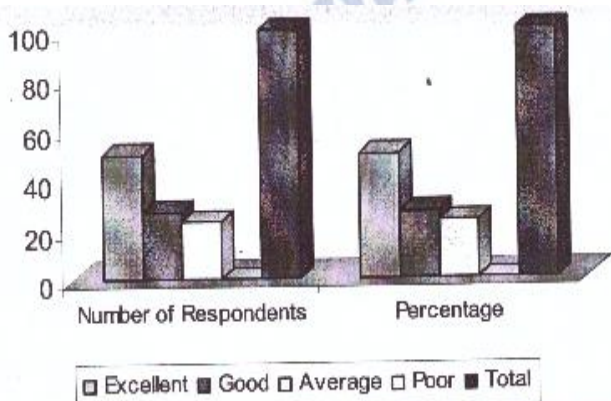


INTERPRETATION

From the above table 59% employees are satisfied and 26% of the employees are neutral whereas 15% of the employees are dissatisfied

TABLE -11 Employees opinion on the pattern of promotions and transfers in CCL PRODUCTS (INDIA) LIMITED

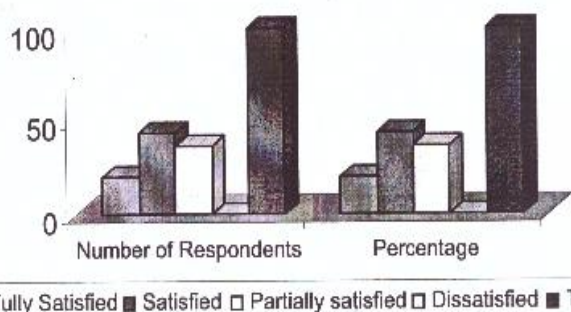
Items	Number of Respondents	Percentage
Excellent	50	50
Good	27	27
Average	23	23
Poor	0	0
Total	100	100

**INTERPRETATION**

From the above table 50% of the employees fell excellent, 27% of the employees feel good and 23% of the employees feel average about the promotions and transfers

TABLE -12 welfare activities that are provided by the CCL PRODUCTS (INDIA) LIMITED

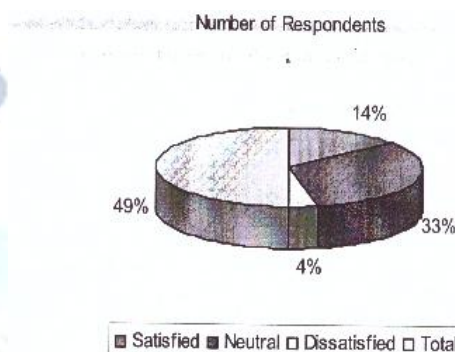
Items	Number of Respondents	Percentage
Strongly agree	16	16
Agree	68	68
Partially agree	16	16
Total	100	100

**INTERPRETATION**

From the above table 16% employees are strongly agreed and 68% of the employees are agreed whereas 16% of the employees is partially agreed regarding the welfare activities

TABLE -13 Regarding job security provided by the CCL PRODUCTS (INDIA) LIMITED

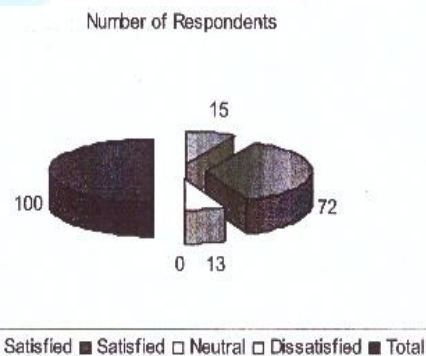
Items	Number of Respondents	Percentage
Satisfied	28	28
Neutral	65	65
Dissatisfied	7	7
Total	100	100

**INTERPRETATION**

From the above table 28% employees are satisfied and 65% of the employees are neutral whereas 7% of the employees are dissatisfied.

TABLE -14 Employee's satisfaction their job in the CCL PRODUCTS (INDIA) LIMITED

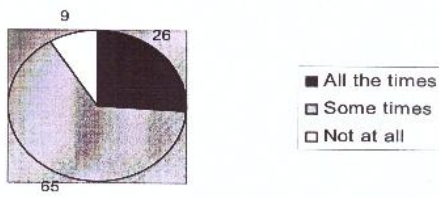
Items	Number of Respondents	Percentage
Highly satisfied	15	15
Satisfied	72	72
Neutral	13	13
Dissatisfied	0	0
Total	100	100

**INTERPRETATION**

From the above table 15% employees are highly satisfied whereas 72% & 13% are satisfied and neutral.

TABLE -15 Regarding Employee's Communication with the manager in CCL PRODUCTS(INDIA) LIMITED

Items	Number of Respondents	Percentage
All the times	15	15
Sometimes	72	72
Not at all	13	13
Total	100	100



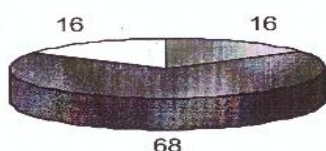
INTERPRETATION

When a Question is asked about whether the boss Communicates with the employees, 26% said all the times 65% said some times and 9% said not at all.

TABLE -16 Regarding the whole persona in the CCL PRODUCT (INDIA) LIMITED

Items	Number of Respondents	Percentage
All the times	16	16
Sometimes	68	68
Not at all	16	16
Total	100	100

Number of Respondents



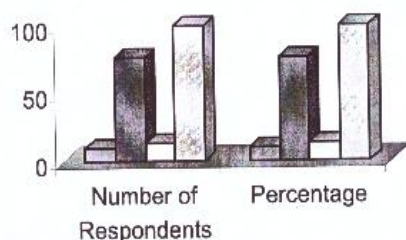
1 2 3

INTERPRETATION

When a Question is asked about whether the management considering the employee as a whole person, 16% replied as all the time 68% replied that some time and 16% replied that not at all they are considered.

TABLE -17 Regarding Employee's participation in the business plans of CCL PRODUCTS(INDIA) LIMITE

Items	Number of Respondents	Percentage
All the times	10	10
Sometimes	77	77
Not at all	13	13
Total	100	100



All the times Some times Not at all Total

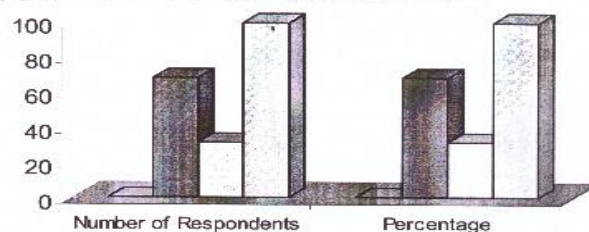
INTERPRETATION

By the above data can say that 10% are saying all the time, 77% are saying some time and 13% saying not at all they are encouraged to take decisions

Table -18 Encouragement of the management towards employee in the part of taking decision in the CCL PRODUCTS(INDIA)

LIMITED

Items	Number of Respondents	Percentage
All the times	0	0
Sometimes	68	68
Not at all	32	32
Total	100	100



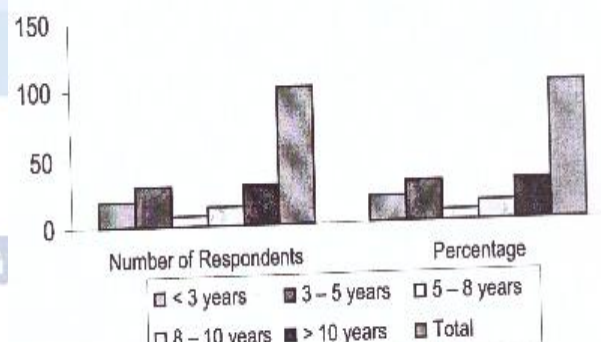
All the times Some times Not at all Total

INTERPRETATION

In the survey it is know that 68% of employees are feeling that the are a part of the business plans where as 32% are feeling not at all.

Table -19 Opinion of employee's continuing in the CCL PRODUCTS (INDIA) LIMITED

Items	Number of Respondents	Percentage
<3 years	19	19
3-5 years	30	30
5-8 years	7	7
8-10 years	14	14
>10 years	30	30
Total	100	100

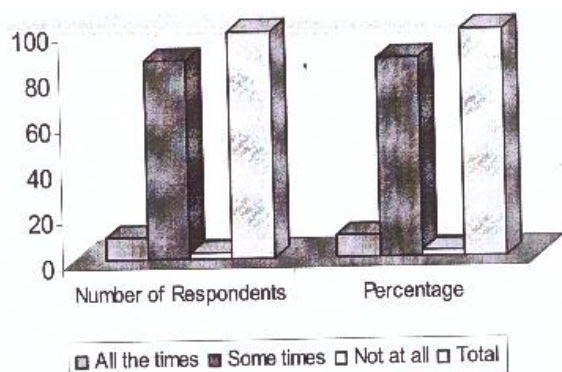


INTERPRETATION

When a question is asked whether the employee how long wants to continue in this company 19% are replied as <3 year, 30% are 3-5 year, 7% as 5-8 year, 14% as 8-10 years and 30% as more than 10 years.

Table –20 Chance to exhibit talent in the CCL PRODUCTS (INDIA) LIMITED

Items	Number of Respondents	Percentage
All the times	10	10
Sometimes	87	87
Not at all	3	3
Total	100	100



INTERPRETATION

When a question is asked about whether the employee getting chance to exhibit their talents 10% of employee replied as all the time, 87% replied as some times and 3% replied as not at all.

V. CONCLUSION

Regarding the job description in products (India) Limited 23% of the respondents are highly satisfied 62% of respondents are satisfied and 24% of the respondents natural Regarding the work hours in CCL products (India) Limited highly satisfied respondents are of 26% , 60% of respondents are satisfied , natural respondents are of 8% remaining 6% are dissatisfied employees . Regarding work environment in CCL products (India) Ltd highly satisfied respondents are of 20% , satisfied respondents are 68% , 12 % of the respondents are natural . On training and development process 82% of the respondents are fully satisfied and 18% are not satisfied . In the job enjoyment , 88% of the respondents are fully satisfied and 12% are not satisfied . Regarding the monetary benefits provided by the organization , the satisfied employees are fully satisfied , satisfied employees are of 44% where as 36% of the employees is partially satisfied . Regarding the relationship among peers 37% of the employees strongly agreed , 54% of the employees are agreed whereas 9% of the employees are disagreed . In the company regarding guidance and co -operation 29% of the respondents are satisfied , 64% of the employees are natural and remaining 7% are dissatisfied . On performance

appraisal system the fully satisfied respondents are of 91% whereas 9% are not satisfied . About the promotions and transfers 50% of the employees feel excellent , 27% of the employees feel good and 23% of the employees feel average . Regarding welfare activities fully satisfied employees are 16% satisfied employees are of 68% where as 16% of the employees are partially satisfied . Regarding job security satisfied employees are 28% , 65 % of the employees are natural whereas 7% of the employees are dissatisfied . Regarding Employees satisfaction on their job , highly satisfied employees are of 15% , 7% are satisfied and 13% are natural

Feature Scope

To know the employees satisfaction level frequent periodic surveys are to be conducted . Perfect job description should be designed . More comfortable work environment should be made Eventually performance appraised should be done . Training to the employees mostly on technical , soft skills , personality development are needed. Effectively welfare activities , stress releasing activities are to be made . In order to motivate workers , Management and supervisors should maintain good be cordial organization should provide security to the employees job perfectly

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