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Employee Satisfaction on Welfare Measure at FMCG Industry, Chennai

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Abstract: Employee satisfaction is the key factor for any factory to achieve their desired target, because employees are the major resources for their production, manufacturing and services. So satisfying them by providing a better way of living style and working style helps the factories to increase their profit by increasing the output.
This research focusses the welfare measures, finds how the factory is concerned and analyses how far the employees were satisfied. This is a qualitative research experimented on a sample size of 87 from where the data were collected through an ordered questionnaire.
As a result this research is helpful for the factory to know their employees level of satisfaction and helps in improvising some measures.
Keywords: Employee, welfare, factories, satisfaction, output

I. INTRODUCTION

In this era of globalization and modernization we live with more sophisticated, comfortable and well-groomed ways. Every human in this world has the right to live the life a well-settled one, so as the employees. Well-being practice or making them to lead a well-groomed life is in the hands of factories/ corporates/ companies they were employed. This is "employee welfare measure" or "labour welfare measure".
FMCG is an industry which provides the huge employment opportunities even for semi-skilled and un-skilled. Revenue of FMCG sector reached Rs 3.4 lakh Crore (US$ 52.75 billion) in FY18 and is estimated to reach US$ 103.7 billion in 2020. FMCG market is expected to grow at 9-10 per cent in 2020.
In this industry generally the employees are expecting non-monetary welfare benefits than the monetary benefits. As they are unskilled and semi-skilled, their expectation on such welfare benefits are high. Hence an attempt was made to research about the employee opinion on welfare measures of FMCG industry.

II. REVIEW OF LITERATURE

Amanjeet Kaur (2017), suggests that welfare measures makes an employee to work in efficient manner as well as satisfied manner. Srinivas KT (2013), has done a detailed research @ BOSCH, Bangalore, where he strongly says that welfare measure strengthens the responsibility of an employee to make feel motivated. Balakumar.R (2010), has submitted a research report on welfare measures provide for employees at In Mas Linea Leather Company, Chennai. Stating that well-being of an employee makes an organization a productive one and a successful one.

III. METHODOLOGY

Research methodology is a method by which research is conducted and solves the problem systematically. In the methodology of research, a researcher came across various steps that are generally adopted in analyzing a research problem along with the logic behind them. The research design followed in this work is descriptive research design. 87 employees were selected randomly as the respondents for this research.

A. Data Collection & Hypothesis

Primary data got collected from these respondents through the research instrument questionnaire and secondary data were collected through previous project researches, journals, books and websites.
The chi-square test and correlation analysis were used to check the stated hypothesis.

1) *H1:* There is no significant relationship between gender and their satisfaction level about restroom facilities. - Chi-square
2) *H1:* There is no significant association between age and their satisfaction level about working hour. – Correlation

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IV. ANALYSIS & INTERPRETATION

The data collected by questionnaire were edited, coded, tabulated and appropriate tools were utilized to draw the findings and recommendations.

TABLE I
Food Satisfaction Level

Satisfaction level	Respondent	Percentage of the respondents
Highly Dissatisfied	10	11. 5 %
Dissatisfied	18	20.7 %
Neutral	8	9.2 %
Satisfied	19	21.8 %
Highly Satisfied	32	36.8 %
Total	87	100 %

1) *Interpretation:* From the above table, it clearly shows that 11.5 % of respondents belongs to highly dissatisfied, 20.7 % of respondents belongs to dissatisfied, 9.2 % of respondents belongs to neutral, 21.8 % of respondents belongs to satisfied, and 36.8 % of respondents belongs to highly satisfied category.

TABLE II
Lunch Room Satisfaction Level

Satisfaction level	Respondent	Percentage of the respondent
Highly Dissatisfied	0	0 %
Dissatisfied	0	0 %
Neutral	2	2.3 %
Satisfied	11	12.6 %
Highly Satisfied	74	85.1 %
Total	87	100 %

1) *Interpretation:* From the above table, it clearly shows that there is no respondents' i.e. 0 % in highly dissatisfied and dissatisfied category, 2.3 % of respondents belongs to neutral, 12.6 % of respondents belongs to satisfied, and 85.1 % of respondents belongs to highly satisfied category.

TABLE III
Creech Satisfaction Level

Satisfaction level	Respondent	Percentage of the respondent
Highly Satisfied	16	18.4 %
Highly Dissatisfied	2	2.3 %
Not Applicable	69	79.3 %
Total	87	100 %

1) *Interpretation:* From the above table, it clearly shows that 18.4 % of respondents belongs to highly satisfied, 2.3 % of respondents belongs to highly dissatisfied, and 79.3 % of respondents belongs to not applicable category.

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TABLE IV
Restroom Satisfaction Level

Satisfaction level	Respondent	Percentage of the respondent
Highly Dissatisfied	20	23 %
Dissatisfied	26	29.9 %
Neutral	13	14.9 %
Satisfied	7	8 %
Highly Satisfied	21	24.1 %
Total	87	100 %

1) *Interpretation:* From the above table, it clearly shows that 23 % of respondents belongs to highly dissatisfied, 29.9 % of respondents belongs to dissatisfied, 14.9 % of respondents belongs to neutral, 8 % of respondents belongs to satisfied, and 24.1 % of respondents belongs to highly satisfied category.

TABLE V
Drinking Water Satisfaction Level

Satisfaction level	Respondent	Percentage of the respondent
Highly Dissatisfied	17	19.5 %
Dissatisfied	15	17.2 %
Neutral	11	12.6 %
Satisfied	12	13.8 %
Highly Satisfied	32	36.8 %
Total	87	100 %

1) *Interpretation:* From the above table, it clearly shows that 19.5% of respondents belongs to highly dissatisfied, 17.2% of respondents belongs to dissatisfied, 12.6% of respondents belongs to neutral, 13.8 % of respondents belongs to satisfied, and 36.8 % of respondents belongs to highly satisfied category.

TABLE VI
Health Center Satisfaction Level

Satisfaction level	Respondent	Percentage of the respondent
Highly Satisfied	81	93.1 %
Highly Dissatisfied	6	6.9 %
Total	87	100 %

1) *Interpretation:* From the above table, it clearly shows that 93.1% of respondents belongs to highly satisfied, and 6.9 % of respondents belongs to highly dissatisfied category.

TABLE VII
Sanitation Satisfaction Level

Satisfaction level	Respondent	Percentage of the respondent
Highly Dissatisfied	17	19.5 %
Dissatisfied	32	36.8 %
Neutral	14	16.1 %
Satisfied	5	5.7 %
Highly Satisfied	19	21.8 %
Total	87	100 %

1) *Interpretation:* From the above table, it clearly shows that 19.5 % of respondents belongs to highly dissatisfied, 36.8 % of respondents belongs to dissatisfied, 16.1 % of respondents belongs to neutral, 5.7 % of respondents belongs to satisfied, and 21.8 % of respondents belongs to highly satisfied category.

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TABLE VIII
Break Time Satisfaction Level

Satisfaction level	Respondent	Percentage of the respondent
Well enough	70	80.5 %
Not enough	17	19.5 %
Total	87	100 %

1) *Interpretation:* From the above table, it clearly shows that 80.5 % of respondents belongs to well enough, and 19.5 % of respondents belongs to not enough category.

TABLE IX
Working hour satisfaction level

Satisfaction level	Respondent	Percentage of the respondent
Highly Dissatisfied	0	0 %
Dissatisfied	0	0 %
Neutral	16	18.4 %
Satisfied	22	25.3 %
Highly Satisfied	49	56.3 %
Total	87	100

1) *Interpretation:* From the above table, it clearly shows that there are no respondents i.e. 0 % belongs to highly dissatisfied and dissatisfied category, 18.4 % of respondents belongs to neutral, 25.3 % of respondents belongs to satisfied, and 56.3 % of respondents belongs to highly satisfied category.

V. FINDINGS AND RECOMMENDATIONS

A. *Findings*

1) About 32 % of the respondents feel dissatisfied about food provided in the industry.
2) 93% of the respondents feel great about the health center and its assistance.
3) 53% of the respondents feel dissatisfied about the restrooms available.
4) About 88% of the female employees feel highly happy about the crèche facility.
5) 85% of the respondents said that to some extent they feel highly satisfied about the lunchroom.
6) About 56.3% of the respondents said they feel highly dissatisfied about the sanitation facility.
7) 37% of the respondents said they feel dissatisfied about the drinking water in the industry
8) To some lesser extent 20% of the respondents said that they were dissatisfied about break time provided in the industry.
9) About 56% of the respondents feel satisfied about their working hours.

B. *Recommendations*

1) More concern can be given to contract labors in the health center, as they are not given much preferences in terms of emergency.
2) Extra care can be taken to the pregnant women employees especially on healthy food in menu, additional break time etc.,
3) In this industry, the contribution of women employees were significant. But only 44% of them were satisfied about sanitation facility. Hence an immediate action has to be taken.

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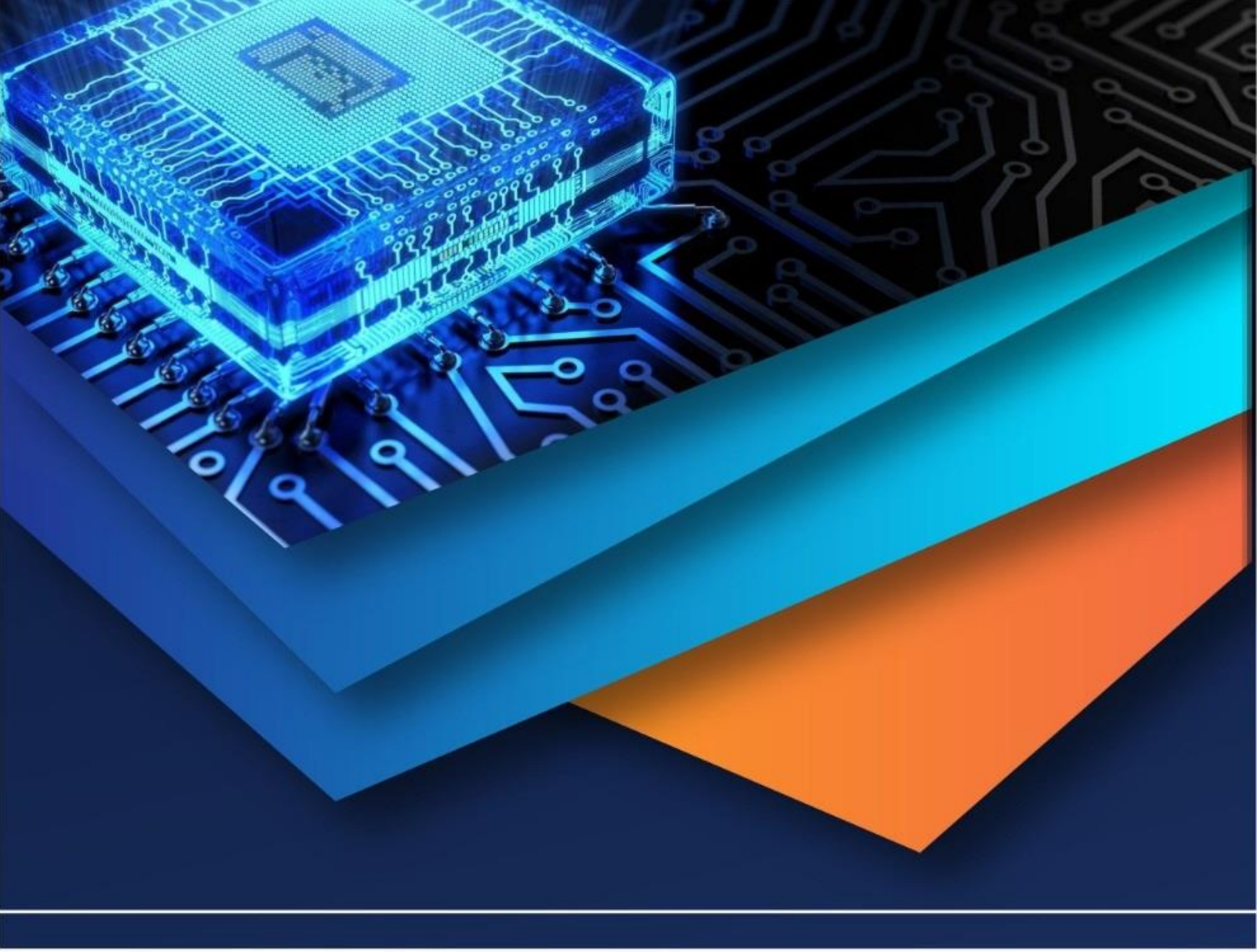

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