

A STUDY ON EMPLOYEES JOB SATISFACTION IN HINDUSTAN COCA COLA BEVERAGES AT SRI KALAHASTHI

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EXECUTIVE SUMMARY

This project report on “EMPLOYEE JOB SATISFACTION IN HINDUSTAN COCA COLA BEVERAGES PVT. LIMITED” consists of the Company’s profile, its SWOT Analysis, data collection of the company’s key functional Areas with respect to various departments of the company and collection of data on the level of job satisfaction of the employees in the company- Hindustan Coca Cola Beverages PVT. Limited through the use of a Questionnaire on job satisfaction.

The project further consists of the analysis of the data collected and presented on the job satisfaction of the employees in the company and also the functional analysis of the company on the basis of its key Functional Areas.

The project is then concluded with the findings of the study, practical experience trained by the trainee in the Company and the suggestions made on the basis of findings and observation of the trainee.

KEY WORDS:

JOB SATISFACTION, EMPLOYEE JOB SATISFACTION, EMPLOYEE SATISFACTION.

INTRODUCTION

JOB SATISFACTION:

Job satisfaction is the degree to which people like their jobs. Some people enjoy work and found it to be a central part of life. Others hate to work, but it is a must to earn their livelihood. It is the extent to which people like (satisfaction) or dislike (dissatisfaction) their jobs. It is an attitudinal variable. In the past job satisfaction was approached by some researches from physical and psychological needs for the things provided by work, such as pay. But this approach has been de-emphasized because today most researchers tend to focus attention

on cognitive processes rather than on underlying needs. The attitudinal perspective has become the predominant one in the study of the job satisfaction.

DEFINITIONS OF JOB SATISFACTION:

According to Vroom (1967), "job satisfaction is the reaction of the workers against the role they play in their work". Blum and Naylor (1986) define "job satisfaction as a general attitude of the workers constituted by their approach towards the wages, working conditions, control, promotion related with the job, social relation in the work, recognition of talent and some similar variable, personal characteristics and group relations apart from the work life".

REVIEW OF LITERATURE

- Job satisfaction represents a combination of positive or negative feelings that workers have towards their work. Meanwhile, when a worker employed in a business organization, brings with it the needs, desires and experiences which determinates expectations that he has dismissed. Job satisfaction represents the extent to which expectations are and match the real awards. Job satisfaction is closely linked to that individual's behaviour in the work place (**Davis et al.1985**).
- Job satisfaction is a worker's sense of achievement and sucess on the job. It is generally perceived to be directly linked to productitivty as well as to personal well-being. Job satisfaction implies doing a job one enjoys, doing it well and being rewarded for one's efforts. Job satisfaction further implies enthusiasm and happiness with one's work. Job satisfaction is the key ingridient that leads to recognition, income, promotion, and the achevement of other goals that lead to a feeling of fullfillment (**Kaliski,2007**).
- Job satisfaction can be defined also as the extent to wich a worker is content with the rewards he or she gets out of his ore her job,particulary in terms of intrinsic motivacion (**Statt, 2004**).
- The term job satisfactions refers to the attituted and feelings people have about their work. Positive and favorable attitudes towards the job indicate job satisfaction. Negative and unfavorable attitudes towards the job indicate job dissatisfaction (**Armstrong, 2006**).
- Job satisfaction is the collection of feeling and beliefs that people have about their current job. People's levels of degrees of job satisfaction can range from extreme satisfaction to extreme dissatisfaction. In addition to

having attitudes about their jobs as a whole. People also can have attitudes about various aspects of their jobs such as the kind of work they do, their coworkers, supervisors or subordinates and their pay (**George et al., 2008**).

- Job satisfaction is a complex and multifaceted concept which can mean different things to different people. Job satisfaction is usually linked with motivation, but the nature of this relationship is not clear. Satisfaction is not the same as motivation. Job satisfaction is more of an attitude, an internal state. It could, for example, be associated with a personal feeling of achievement, either quantitative or qualitative (**Mullins, 2005**).
- We consider that job satisfaction represents a feeling that appears as a result of the perception that the job enables the material and psychological needs (**Aziri, 2008**).

RESEARCH AND METHODOLOGY

Research is a careful investigation or enquiry especially through search for new facts in any branch of knowledge. According to Redman and Moray, “Research is a systematized effort to gain new knowledge”.

Research Methods

The source for collecting the data is from both

- Primary Data
- Secondary Data

PRIMARY DATA:

The Primary data are these which are collected afresh and for first time, and thus happen to be original in character. The methods used for collected primary data was questionnaire Method.

SECONDARY DATA:

The Secondary data are those which are collected from secondary sources such as Company past data and company websites.

SAMPLE SIZE:

The sample size of the survey is taken as 100 respondents.

SAMPLING METHOD:

Sample random sampling

STATISTICAL TOOL:

Percentage Method

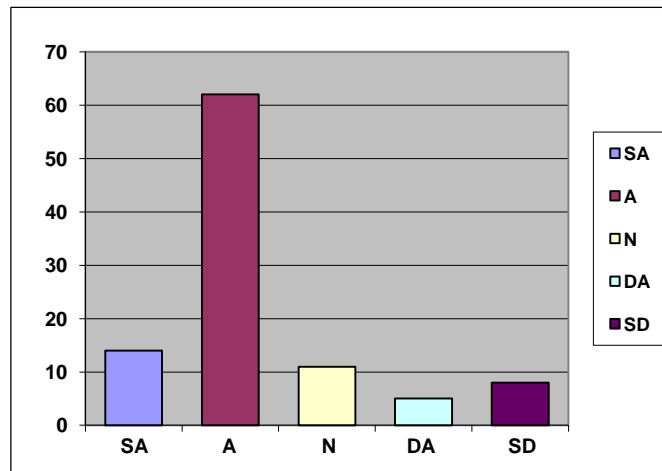
$$PERCENTAGE = \frac{NO.OF RESPONDENTS}{TOTAL NO.OF RESPONDENTS} * 100$$

DATA ANALYSIS & INTERPRETATION**1. HAVE YOU BEEN TRAINED WELL IN YOUR TRAINING & DEVELOPMENT PROGRAM IN THE ORGANIZATION**

TABLE-5.1: Distribution of Sample Respondents with respect to opinion on Have you been trained well in your training & development program in the organization.

Attitude	No. of Respondents	Percentage
Strongly Agree	14	14%
Agree	62	62%
Neutral	11	11%
Disagree	5	5%
Strongly Disagree	8	8%
Total	100	100%

CHART-5.1: Graphical Representation of Distribution of Sample Respondents with respect to opinion on Have you been trained well in your training & development program in the organization.



INTERPRETATION:

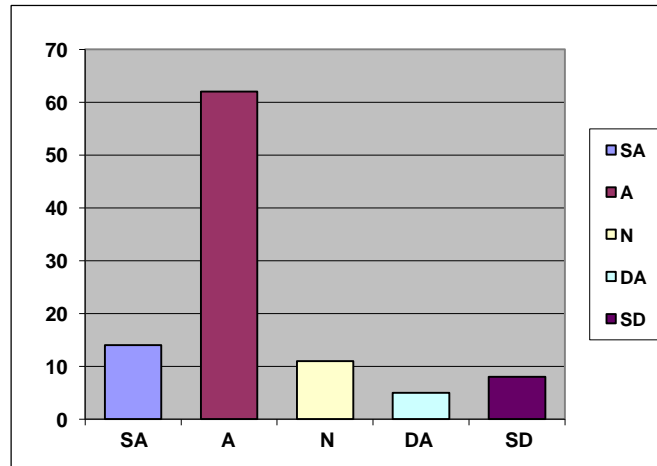
From the above table 5.1, 14% of the employees strongly agree that the were trained well in their training & development program conducted by the organization, 62% people agreed, 11% were neutral, 5% people disagreed, 8% were strongly Disagree

2. WILL YOU GET APPRAISALS FOR YOUR GOOD PERFORMANCE IN YOUR ORGANIZATION

TABLE-5.2: Distribution of Sample Respondents with respect to opinion on Will you get appraisals for your good performance in your organization

S. No	Attitude	Respondents	Percentage
1	Yes	71	71%
2	No	29	29%

CHART-5.2: Graphical Representation of Distribution of Sample Respondents with respect to opinion on Will you get appraisals for your good performance in your organization



INTERPRETATION:

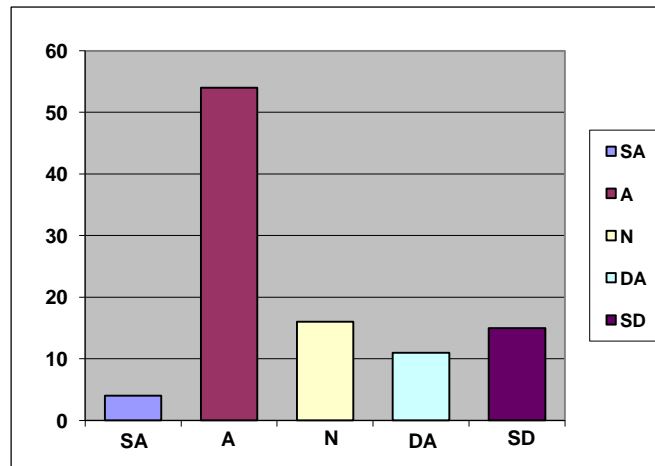
From the above table 5.2, 71% of employees agreed that they will get appraisals for their performance in the organization, 29% of employees disagreed.

3. ARE THERE ANY OPPORTUNITIES (LIKE JOB ROTATION, EMPLOYEE'S DEVELOPMENT) IN YOUR ORGANIZATION

TABLE-5.3: Distribution of Sample Respondents with respect to opinion on Are there any opportunities (like Job rotation, employee's development) in your organization

Attitude	No. of Respondents	Percentage
Strongly Agree	4	4%
Agree	54	54%
Neutral	16	16%
Disagree	11	11%
Strongly Disagree	15	15%
Total	100	100%

CHART-5.3: Graphical Representation of Distribution of Sample Respondents with respect to opinion on Are there any opportunities (like Job rotation, employee's development) in your organization



INTERPRETATION:

From the above table 5.3, 4% of the employees strongly agree towards their opportunities (like job rotation, employee development) in their organization, 54% agreed, 16% neutral, 11% disagreed, 15% strongly disagreed.

SUGGESTIONS

- Organization has to provide T&D personal & professional programs and education plans for the growth and development of employees.
- Superiors have to guide their subordinates with their advises and assistance which motivate the employees.
- Performance based incentives should be provided to the employees which leads to job satisfaction.

CONCLUSION

- The overall condition of the company is sound. But the firm should move strategically in achieving the synergy through maintaining all the Ratios as per the standard norms and other financial discipline measure.

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