

Employee Job Satisfaction with Special Reference to Jewelry Outlets in Calicut District

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Abstract—Job satisfaction represents one of the most complex areas facing today's managers when it comes to managing their employees. Industries such as the jewelry industry heavily rely on customer service and interpersonal skills, where emotional intelligence plays a vital role in improving employee productivity. The study was aimed at finding out the motivation, job satisfaction, and the factors affecting working condition of employees. The place of the study was Calicut district. The study was done as a part of Descriptive Research. Population of the study was the employees in the jewelry outlets in Calicut district. Convenient sampling technique was employed for selecting the sample. The data was analyzed using Percentages, Likert scale, Ranking and Statistical Method. It is found that most of the jewelry workers are satisfied in the jewelry field, majority of the employees are satisfied with the salary and other beneficiary measures provided to them. It is also found from the study that beneficiary measures are the prominent factor to employees working in the company. Dissatisfaction with reference to some of the factors was also reported. Valuable suggestions and recommendations are also given to the company for the better prospects.

Index Terms—Job satisfaction, Likert Scale, Ranking Analysis, Convenient Sampling, One Way ANOVA

I. INTRODUCTION

Job satisfaction explains how much an employee is self-motivated, content or satisfied with his or her job. Job satisfaction happens when employees feel like they have a stable job, room to grow in their career, and a good mix between work and personal life. This means the employee is happy at work because the work meets the person's standards.

The environment, attitude, and quality of work that a company can provide to its employees can also greatly impact employee job satisfaction. It may or

may not be able to be measured, but research methods can be used to compare employees' satisfaction levels in the same Company or industry based on the same questions or parameters.

Job satisfaction refers to employees overall feeling about their job. It is the state of well-being and happiness of a person concerning performance in the work space and its environment. It can be an excellent determinant of productivity within a company.

Jewelry consists of decorative items worn for personal adornment, such as brooches, rings, necklaces, earrings, pendants, bracelets and cufflinks. Jewelry may be attached to the body or the clothes. From a western perspective, the term is restricted to durable ornaments, excluding flowers for example. For many centuries metal such as gold often combined with gemstones, has been the normal material for jewelry, but other materials such as glass, shells and other plant materials may be used. Jewelry is one of the oldest types of archaeological artefact – with 100,000-year-old beads made from Nassarius shells thought to be the oldest known jewelry. The basic forms of jewelry vary between cultures but are often extremely long-lived; in European cultures the most common forms of jewelry listed above have persisted since ancient times, while other forms such as adornments for the nose or ankle, important in other cultures are much less common. Jewelry may be made from a wide range of materials. Gemstones and similar materials such as amber and coral, precious metals, beads, and shells have been widely used, and enamel has often been important. In most cultures jewelry can be understood as a status symbol for its material properties, its patterns or for meaningful symbols. Jewelry has been made to adorn nearly every body part.

II. NEED FOR THE STUDY

Job satisfaction plays a key role in organization success. Without employee's satisfaction towards their jobs none of the employees will perform well and it is very difficult to reach the organizational goals and objectives. But there are several key factors as most important in employee job satisfaction, where they feel dissatisfied which include, job security, relationship with their immediate supervisor, communication between employees and senior management, recognition of work performance and overall corporate culture. So that this study is undertaken to measure satisfaction level of employees with special reference to jewelry outlets at Calicut district

III. OBJECTIVES OF THE STUDY

Objectives of the study include: To study the job environment in Jewelry outlets in Calicut District, to study the factors affecting motivation of employees in Jewelry outlets in Calicut District, to study the level of job satisfaction of employees in Jewelry outlets in Calicut District and to analyses the opinions of employees on the working conditions at Jewelry outlets in Calicut District

The Null Hypothesis for the study is, H_0 : There is no significant relationship between educational level and job satisfaction.

The limitations include the perpetual differences existing among people which cannot be eliminated and the potential for data inaccuracies due to misrepresentation or personal biases on the part of the participant.

IV. RESEARCH METHODOLOGY

Research methodology is a carefully investigation or inquires systematically and finding solution to the problem under the investigation. Descriptive research design is used in the study. Both primary and secondary data are used in this study in order to meet the requirements of the purpose. Primary data is collected using a questionnaire. The secondary data was collected from books, records, journals and websites. The population includes whole jewelry staff in Calicut district. Convenient sampling method was used to select 100 respondents for this study.

Statistical tools viz., descriptive statistics, Likert Scale and Statistical test are used for the analysis.

Analysis

The analysis includes descriptive analysis using percentages, analysis of Likert scale data, Ranking analysis and Statistical test.

- It is found that majority of the respondents fall under the age group of below 40 years. And rest of the respondents are come under above 40 years of age.
- It is seen that that majority of the respondents have degree qualification, then falls under post graduate category, then plus two and least come under matriculate
- It is found that most of the respondents belongs to sales personals. second most were of sales executives, and a small category belongs to gold smith and minor category were floor managers and accountants and least of respondents were managers
- It is clear that majority of respondents were having experience 6-9 years, second most were under the category 4-6 years. Both respondents consist of 1-3 years and above 10 years comes to a smaller part and a minority consists of less than one year
- It is found that majority of the respondents are working in the same jewelry outlet for 6-9 years, most of the respondents belongs to 4-6 years, next a small category of respondents comes under 1-3 years, and few of respondents more than 10 years and least of the respondents were less than 1 year.
- It is clear that majority of the respondents are satisfied in working the jewelry field, most of the respondents were highly satisfied, and a small category were neutral respondents, few were dissatisfied and least were highly dissatisfied
- It is clear that majority of the respondents were satisfied with their superiors, most of them were highly satisfied, second most were neutral respondents, small were dissatisfied and least respondents were highly dissatisfied
- It is found that majority respondents are satisfied with their salary provided by the company smaller were highly satisfied a few respondents were neutral and dissatisfied and most of

respondents were highly dissatisfied

- It is found that majority of the respondents have neutral opinion, says that their job satisfaction is clearly defined most of the respondents were satisfied, smaller category of respondents was dissatisfied, smaller were dissatisfied and least of respondents were highly dissatisfied, and a few were highly satisfied
- It is clear that majority of the respondents were agree with the statement that they were happy with the working environment prevailing in the Jewelry outlet, most of them were neutral respondents, smaller category of respondents was disagreed and least were highly disagreed.
- It is clear that majority the respondents were neutral with the promotional measures prevailing in the Jewelry outlet, most of them were agreed second most were highly agree respondents, a few were disagreed and least of respondents were highly disagreed.
- It is found that find that majority of the respondents were agree with the promotional measures prevailing in the Jewelry outlet, most of them were neutral with the statement smaller respondents were disagreed and a few were highly agreed and least of respondents were highly disagreed
- It is found that majority of the respondents were agreed that the jewelry outlet was providing sanitation facilities to the employees, whereas most of the respondents says that sometimes they provide, smaller category says often, and least respondents were said rarely
- It is found that majority of the respondents were

neutral with the statement there is no mental harassment in the current job. Were as most of them agreed smaller part of respondents were both highly agreed and disagreed, least were highly disagreed.

- It is found that majority of the respondents were neutral with the statement there is no gender discrimination in the company. Most of the respondents were disagreed, second most were agreed respondents, and least were both highly disagreed, and highly agreed
- It is clear that majority were neutral respondents, most of the respondents were agreed, smaller category was highly agreed, few were highly disagreed and least were disagreed
- It is clear that majority of the respondents were disagreed that the company offers good transportation facilities to the employees were as most of them were agreed and second most were neutral respondents, and least of them highly disagreed.
- It is clear that majority of the respondents were neutral agreed that the company offers good maternity leave system to the employees, most of them were agreed second most were disagreed few of the respondents were highly disagreed and least of them highly agree

Ranking

The ranking analysis is done by asking the respondents to rank the factors according to their preference from 1 to 4. The calculations are given in the table.

Table 1: Order of preference on various factors leading to work in the jewelry field

No.	Factors	Rank 1		Rank 2		Rank 3		Rank 4		Total
		R	P	R	P	R	P	R	P	
1	Better salary	16	64	0	0	69	138	15	15	217
2	Personal interest	0	0	74	222	12	24	14	14	260
3	Good working condition	0	0	14	42	19	38	67	67	147
4	Satisfactory beneficiary measures	84	336	12	36	0	0	0	0	372

It is clear from the table that among the factors that leads to work in the jewelry field, Satisfactory beneficiary measures of the company attain highest points, Personal interest attain next highest points, and good working condition attains the least.

One Way ANOVA (Analysis of Variance)

The one-way ANOVA tests whether there is a

difference between the means of more than 2 groups. Thus, one way ANOVA is the extension of the independent t - test to more than two groups or samples

- Null Hypothesis (H₀): There is no significance relationship between educational level and job satisfaction

- Alternative Hypothesis (H1): There is level and job satisfaction significance relationship between educational The data for the test is given in the table.

Table 2: Data for One way ANOVA test

Education Level	Job Satisfaction									
	H. S.	x ²	S	x ²	N	x ²	D.S	x ²	H. D	x ²
Matriculation	1	1	1	1	1	1	0	0	0	0
Plus, two	8	64	6	36	3	9	2	4	1	1
Degree	10	100	25	625	6	36	3	9	1	1
PG	8	64	16	256	5	25	2	4	1	1

- Sum of the observations (Σx) = $27+48+15+7+3 = 100$
- Correction Term (CT) = $(\Sigma x^2/N) 100^2/20 = 500$
- Sum of Squares of Total (SST) = $\Sigma x^2 - CT = (229+918+71+17+3) - 500 = 1238-500 = 738$
- Sum of Squares among group (SSA) = $(\Sigma x)^2/N - CT = (27^2/4+48^2/4+15^2/4+7^2/4+9^2/4) - 500 = (182.25+576+56.25+12.25+2.25) - 500 = 829 - 500 = 329$
- Sum of Squares within Group (SSW) = $(SST-SSA) 738-329 = 409$
- Mean Sum of Squares among Group (MSSa) = $SSA/K - 1 329/4 = 82.25$
- Mean Sum of squares within Group = $SSW/N-K = 409/15 = 27.266$
- F Ratio = $MSSa/MSSw = 82.25/27.27 = 3.016$

One Way Anova Table

Source of Variance	Df	SS	MSS	Ratio
Among groups	$(k-1) = 4$	329	82.25	3.016
With in groups	$(N-K) = 15$	409	27.27	

- F distribution ($\alpha = 0.05$ in the Right table)
- Table Value = 3.0566 (Confidence level of 0.05)
- Calculated value is lesser than table value. Null hypothesis is accepted.
- It is proved from the test that there is no significant relationship between education level and job satisfaction of jewelry workers at outlets at Calicut district.
- Most of the jewelry workers are satisfied by the salary provided by the employees
- Most of the employees have neutral opinion about job satisfaction is clearly defined
- Most of the employees agreed about the level of happiness in the working environment prevailing in the jewelry outlet
- Most of the employees have neutral opinion about the satisfaction level of promotional measures prevailing in the jewelry outlet
- Most of the jewelry workers have neutral opinion about level of satisfaction towards the timing standards followed in the jewelry outlet
- Most of the jewelry workers are of the opinion that jewelry outlet always offers sanitation facilities
- Majority of the respondents are of neutral opinion that they have no mental harassment in current job
- Majority of the jewelry workers have neutral opinion that they have no gender

Findings

The following are the findings of the study.

- Most of the jewelry workers in Calicut district are degree qualified persons
- Most of the jewelry workers are sales persons
- Majority of the jewelry workers have 6-9 years of experience in the jewelry field
- Most of the jewelry workers have experience in the same jewelry outlet
- Majority of the respondents are satisfied in the jewelry field
- Majority of the jewelry workers are satisfied with the attitude of superiors
- Most of the jewelry workers are satisfied by the salary provided by the employees
- Most of the employees have neutral opinion about job satisfaction is clearly defined
- Most of the employees agreed about the level of happiness in the working environment prevailing in the jewelry outlet
- Most of the employees have neutral opinion about the satisfaction level of promotional measures prevailing in the jewelry outlet
- Most of the jewelry workers have neutral opinion about level of satisfaction towards the timing standards followed in the jewelry outlet
- Most of the jewelry workers are of the opinion that jewelry outlet always offers sanitation facilities
- Majority of the respondents are of neutral opinion that they have no mental harassment in current job
- Majority of the jewelry workers have neutral opinion that they have no gender

discrimination in the company

- Most of the people have neutral opinion that they have family support in the current job
- Most of the people disagree that company offers good transportation facilities to employees
- Most of the jewelry workers have neutral opinion that good maternity leave system follows in jewelry outlets
- Most the of jewelry workers have neutral opinion that satisfactory beneficiary measure is a factor that led them to work in the jewelry field
- It is found from the study that beneficiary measures are the prominent factor to employees working in the company

Suggestions

The suggestions from the study are given below.

- It is recommended to create a positive and supportive work environment. Promote a culture of respect and inclusion, ensure employees feel valued, respected and safe in their work environment
- Ensure the work place is free from hazards and promotes employee well being
- It is recommended to provide good beneficiary measures to employees
- Ensure employees are compensated fairly for their skills and experience
- Offer a comprehensive benefits package includes health insurance, retirement plans, and other benefits to employees
- Provide opportunities for growth and skill development
- Management should provide promotional facilities to the employees then only they will be motivated in the job
- Management should provide proper safety measures in the organization, so the employees will be secured in the job
- Proper guidance and counselling should be provided to the employees so that their mental satisfaction can be improved.
- Management should take proper care to maintain employee employer relationship.

V. CONCLUSION

Job satisfaction represents one of the most complex areas facing today's managers when it comes to managing their employees. Industries such as the jewelry industry heavily rely on customer service and interpersonal skills, where emotional intelligence plays a vital role in improving employee productivity. Employees with high emotional intelligence are more adept at managing customer interactions, handling conflicts, and maintaining positive relationships with colleagues. This can lead to higher job satisfaction, lower turnover, and increased motivation. In the jewelry industry, emotional intelligence directly impacts customer satisfaction and loyalty. Performance appraisal plays an importance role in an Individuals work performance. The impact of performance an individual may also have an impact an organizations performance. Hence individual has to scope up with performance for his personal and organizational growth. As most of the workers were satisfied with their work the company has to maintain the existing level of job satisfaction prevailing among employees. They can also motivate the workers with innovative motivation tools for their additional talents

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