ABSTRACT

An organization's success depends on its employees. In order to sustain in the global market, every organization has to play a big responsibility of keeping its employees satisfied. Employees of today expect not a mere decent living but also a satisfied life. Personal satisfaction in the life of an employee depends upon the satisfaction he/she gets in his/her job. A worker with a stress cannot perform well in the job. The higher employee turnover and dissatisfaction in the job are the two serious competitive disadvantages faced by many of the modern day undertakings.

Dissatisfied workforce causes immediate problem to their business. If the problems are left unattended, they have a tendency of spilling out to other business, or industry and even to other region. Hence, in course of time it could become a serious threat to the growing economy. Accordingly, the meaning of satisfaction in common usage, satisfaction occurs when one gets what he needs, desires, wants, expects, deserves or deems to be his entitlement. In the present study, job satisfaction is conceptualised as, a positive attitude or a pleasurable emotional state which results from specific work related experiences.

Growth and development of any organization depends on its Employees who are working there. Employees perform better in the organization, if they are satisfied with their job. If not, it leads to Low Productivity, Labour Turnover, Absenteeism and Low Job Performance. Different environment in the organization seems to be a challenging task for an employee to fit to the conditions. Automotive Industries in India contribute
a lot to the production and services for the prosperity of nation. Organizational climate has an important role in determining the Job Satisfaction of Employees in Automotive Industries. In such Automotive Industries, work involves machines and systems rather than people. Within these work environments, the purpose of the study is to measure the relationship between Employee’s Job Characteristics and Employee’s Job Satisfaction and Demographic factors. Job Satisfaction is a concept measuring psychological satisfaction of the employees. The concept could be viewed either from the point of view of employers or from the point of view of employees who are working there. In the present study, the job satisfaction and the level of job satisfaction has been analysed from the point of view of the employees working in Automotive Industries in Madurai District.

The study has been undertaken with the following specific objectives. To trace the importance of Job Satisfaction with its theoretical concept, to measure the level of Job Satisfaction and to examine the relationship between Demographic Personal Profiles of Employees and level of Job Satisfaction, to extract the important factors of Job Satisfaction of Employees in different levels, to analyse the characteristics of Job and evaluate the Perceived Deficiency and the Perceived importance of Job Characteristics, to identify the most important Job Characteristics which influence the Job Satisfaction of Employees in Automotive Industries. The study is conducted in Madurai District in Tamilnadu. Next to Chennai, Madurai District is growing with exhaustive population. The era of Liberalization, Privatization and Globalization have brought changes in society and lifestyle of people not only in the world or India, but also the study area in Madurai District. Majority of the people including middle class in the District are affordable to own cars. Hence, the Automotive Industries is one of the largest industrial sectors and it contributes to the employment directly and indirectly to a large number of people in this District. Among the
Automotive Industries in Madurai District are well established and best performing industries namely, Anamalai, Susee, ARAS PVPV, ABT and TVS. Automotive Industries are selected for Primary Data Collection. Further, sample respondents were post-stratified into skilled and unskilled employees. Out of 330 employees, 271 respondents (82.12 percent) came under skilled category and remaining 59 (17.88 percent) fall under unskilled category.

In order to examine the relationship between the Employee’s Demographic Personal Factors and their level of Job Satisfaction, Chi – square test was used. Arithmetic Mean and Standard Deviation were used to classify Three Levels, namely High Level, Medium Level and Low Level Job Satisfaction. The t-test was used to test the mean difference of perceived deficiency and perceived importance of employees working in automotive industries. With a view to identify the Determinants of Job Satisfaction, a Multiple Linear Regression Model was estimated. In this model, thirteen Job Characteristics variables were treated as an independent variable and the overall Job Satisfaction as a dependent variable. In order to evaluate the factors responsible for Job Satisfaction of Employees in Automotive Industries in Madurai District, Factor Analysis was employed.

The findings of the study are useful to the rest of the other area, since study mainly located the levels of job satisfaction of employees working in automotive industries. Employee’s job satisfaction results in increase in production, and then it may also yield reduction in absenteeism and stress of the employees. Managerial initiatives should demonstrate the ability of influence relevant outcome variables. Automotive industries should consider alternate managerial initiative techniques to access employee job satisfaction.