

Cover Page

A STUDY ON THE IMPACT OF FACTOR INFLUENCING ON JOB SATISFACTION AT CEETA INDUSTRIES IN TUMKUR CITY

Summer Internship Project submitted in partial fulfillment of the requirement for the

MASTERS DEGREE IN BUSINESS ADMINISTRATION (MBA)

SUBMITTED BY

D SWATHI

REGISTER NUMBER: 2216044

UNDER THE GUIDANCE OF

Ms. Gowthami

Designation



ST. ALOYSIUS COLLEGE (AUTONOMOUS)

**ST. ALOYSIUS INSTITUTE OF MANAGEMENT AND INFORMATION
TECHNOLOGY (AIMIT)**

MADOOR, MANGALORE-575 022

2022-2024

Title Page

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CERTIFICATE

This is to certify that **Ms./Mr...D SWATHI** bearing Register Number...**2216044**...is a bonafide student of Master of Business Administration (MBA) course of this institute (2020-2022 batch). The Summer Internship Project titled “**A STUDY ON THE IMPACT OF FACTOR INFLUENCING ON JOB SATISFACTION AT CEETA INDUSTRIES IN TUMKUR CITY**” is prepared by her/him under the guidance of...**MS GOWTHAMI**... in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA).

**Dean
(Academics)**

Place: Mangalore
Date:

CERTIFICATE FROM THE COMPANY



INTERNSHIP CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

Date:19th Oct 2023

This is to certify that **Ms D SWATHI, REG. NO.2216044** studying MBA at ST Aloysius Institute of Business Management and information Technology, Mangalore, has successfully completed her internship training at CEETA INDUSTRIES LTD, in the Academic year 2023-2024.

The internship program held during 11th September to 19th October 2023

We appreciate your contribution and have thoroughly enjoyed having you as an intern at our Organisation.

We wish your future endeavours you all the best for future endeavours.



KANTHARAJA S
ACCOUNTS MANAGER
Ceeta Industries Ltd.
Sathyamangala, Tumkur.

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Mangalore

Date:

CERTIFICATE FROM THE GUIDE

This is to certify that the project “A STUDY ON THE IMPACT OF FACTOR INFLUENCING ON JOB SATISFACTION AT CEETA INDUSTRIES IN TUMKUR CITY” is a bonafide work of D SWATHI Reg. No. 2216044 in partial fulfillment of the requirement for the Master of Business Administration (MBA) under my research guidance.

Signature

Prof./Dr./Mr./Mrs. _____

DECLARATION

I, D SWATHI bearing Reg. No.2216044 hereby declare that the project titled “A STUDY ON THE IMPACT OF FACTOR INFLUENCING ON JOB SATISFACTION AT CEETA INDUSTRIES IN TUMKUR CITY” has been prepared by me towards the partial fulfillment of the requirements for the Master of Business Administration (MBA) program under the guidance of Ms GOWTHAMI

I also declare that this project report is my original work and has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar titles of any other university.

Student Name and Signature

Date:

D SWATHI

Place: Mangalore

Reg. No.2216044

ACKNOWLEDGEMENT

I, D SWATHI, 2nd year student of MBA course in St. Aloysius Institute of Management and Information Technology (AIMIT) Mangalore wish to express my deep sense of gratitude to all my concern people who have helped me to successfully complete this report. I am very much thankful for this wonderful opportunity to undertake the project study as a part of the fulfillment of Master of Business Administration. I am indebted to Dr. RAJANI SURESH, Dean (Academics) of MBA, Aloysius Institute of Management & Information Technology (AIMIT), Mangalore, for her constant support throughout the project work. I use it as a privilege to thank my External Guide, Ms SUSHMITHA (Human resource manager of CEETA INDUSTRIES LTD), for giving me the opportunity to do this project. I extend my deep gratitude to my Internal Guide Ms. GOWTHAMI professor at St Aloysius Institute of Management and IT (AIMIT) Mangalore for her valuable guidance, supervision, and encouragement, which I, received from her throughout my project work.

Signature

D Swathi

Reg. No.2216044

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CHAPTER-01

INTRODUCTION

1.1 INDUSTRY PROFILE:

Ceeta Group planned to grow their company into the food sector. The objective was to "provide Indians with new snack flavors that will be tasty, healthy, and different from existing snacks in the country." The snack market was their initial choice. The aim of our company is to provide the Indian snack industry with the best food flavors and snacks that cater to Indian taste preferences. The items produced by Skitos are designed with Indian palates in mind. They guarantee that there is something for everyone by offering an extensive variety of flavors, which will accommodate your various preferences. Delivering exceptional taste, consistency, and quality are their main priorities. The goal is to produce something distinct and flavorful.

A group of business people who aspired to do moral business and achieve something spectacular founded Ceeta Industries Ltd in 1984, and they ultimately accomplished even more. In 1986, Ceeta Group invested Rs. 419 lacks in capital to begin producing 2500 tpa of High Density Polyethylene (HDPE) woven sacks. Then, in 1991, the group launched a project to produce air-textured and crimped synthetic yarn in Udaipur, Rajasthan, with a Rs. 1140 lacks investment paid for by a public offering. With a 1994 investment of Rs. 1800 lacks, the company established a 100% export-oriented unit (EOU) to manufacture granite goods in Tumkur, continuing the Ceeta group's rapid expansion. Ceeta Group intended to expand into the food industry.

The goal was to "provide Indians with new snack flavours that will be tasty, healthy, and different from existing snacks in the country." Their first pick was the snack market. Our organisation wants to offer the best culinary flavours and snacks that suit Indian palates to the Indian snack industry.

Indian palates are taken into consideration when designing the products made by Skitos. By providing a wide range of flavours to suit your different tastes, they ensure that there is something for everyone. Their top goals are to deliver outstanding taste, consistency, and quality. To create something unique and tasty is the aim.

1.2 COMPANY PROFILE:

Ceeta Industries Ltd is a public limited company that was established in 1984 by a group of visionary entrepreneurs who wanted to create value for their stakeholders while adhering to ethical business practices. The company is managed and promoted by the Poddar Group, who has a wealth of experience in international trade and commerce. The company has a board of directors that consists of diverse, experienced, and independent professionals who provide strategic guidance and oversight to the management team.

The company has been involved in various businesses over the years, such as HDPE woven sacks, crimped/air textured synthetic yarn, granite products, PSC poles, and essential oils. The company has demonstrated its ability to identify profitable business opportunities, run them efficiently and effectively, and exit them when the market conditions become unfavourable or the margins decline.

The company has shown resilience and adaptability in the face of changing business environments and customer preferences. The company's current businesses are building material exports and production of essential oils. The company exports granite slabs, tiles, monuments, and special profiles to various countries across the world. The company has an integrated plant for manufacturing granite products at Tumkur, Karnataka. The company produces Nagarmotha Oil (Cypriol) and Lemongrass Oil for the flavor and fragrance industry.

The company's products are of high quality and meet the standards and specifications of its customers. The company's vision is to introduce new snack flavors to the Indian market through its brand Skitos. The company aims to offer snacks that are tasty, healthy, and different from the existing snacks in the market. The company plans to launch Skitos in various flavours and pack sizes to cater to the diverse tastes and preferences of the Indian consumers. The company's shares are quoted at a premium on the Bombay Stock Exchange.

The company is financially debt free with its existing businesses. The company strives to create value for its shareholders, customers, employees, suppliers, and society at large. The company believes in innovation, excellence, integrity, and customer satisfaction as its core values. Ceeta Industries Ltd is a company with a vision to achieve something extraordinary while doing ethical business.

A group of forward-thinking business people founded Ceeta Industries Ltd., a public limited company, in 1984 with the goal of generating wealth for all of its stakeholders while upholding moral principles. With a plethora of knowledge in global trade and business, the Poddar Group is in charge of managing and promoting the company. The company's board of directors, which is made up of independent, seasoned, and diverse individuals, offers the management team strategic direction and oversight.

1.3 INTRODUCTION:

The food manufacturing industry presents a unique context for examining job satisfaction. Characterized by fast-paced production lines, repetitive tasks, and potential safety hazards, this sector faces distinct challenges in keeping employees engaged and satisfied. In the modern workplace, when talent is highly sought after and employee retention is a primary concern, it is more important than ever to understand job happiness. Giving someone a paycheck is no longer sufficient. Businesses in all sectors are beginning to understand how important it is to provide a happy workplace for their employees in order to have a vibrant and effective workforce.

This comprehensive examination explores the complex idea of job satisfaction, looking at its fundamental elements, contributing variables, and significant effects on workers and organisations. With an emphasis on the food manufacturing sector in particular, we'll analyse the special opportunities and problems that arise in this fast-paced setting and show how promoting job satisfaction can result in a sizable competitive advantage. The concept of job satisfaction is not universally applicable. It includes all of the sentiments and perspectives that a worker has about their job, ranging from satisfaction and fulfillment to dissatisfaction and disengagement. It's a complicated interaction between a number of factors.

The concept of job satisfaction is not universally applicable. It includes all of the sentiments and perspectives that a worker has about their job, ranging from satisfaction and fulfillment to dissatisfaction and disengagement. It's a complicated interaction between a number of factors. A worker's experience and perception of their workplace are shaped by a multitude of elements that collectively impact job satisfaction in the food production sector.

Effective supervisors create a happy and productive work environment by offering clear direction, constructive criticism, and encouragement. This is why supervision is so important. Colleague social support has a major impact on job satisfaction as well, fostering a cooperative and welcoming environment that can reduce stress and boost motivation. Pay stays another important component; competitive pay acts as a concrete acknowledgement of workers' efforts and contributions in addition to providing for their financial needs. Work security reassures employees of their future employment, lowering worry and enabling them to concentrate on their tasks.

This is especially important in industries where economic changes can occur. Crucial elements also include things like chances for professional growth, honours and prizes, work-life balance, and a secure and healthy workplace. Opportunities for career growth let staff members see themselves in the organisation long term, which inspires them to stay involved and keep learning. Recognition and incentives for accomplishments promote a feeling of gratitude and perpetuate beneficial behaviors.

Job satisfaction is increased when individuals can handle their personal and professional commitments without experiencing undue stress thanks to work-life balance. In order to ensure that workers can carry out their responsibilities without running the risk of becoming ill or injured, a safe and healthy work environment is essential. Because technology and production processes might pose potential hazards, it is especially necessary for the food manufacturing business to comply with safety standards and laws.

Job satisfaction is also influenced by the fundamental qualities of the work itself, such as task variety, job autonomy, and task significance. Employee job satisfaction is higher among those who believe their work to be important and engaging. Employees who feel informed and involved in the company's objectives and decision-making processes are guaranteed by effective communication inside the structure.

CHAPTER-02
REVIEW OF LITERATURE, OBJECTIVES AND CONCEPTUAL
FRAMEWORK

2.1 REVIEW LITERATURE

01. Chandan A. Chavadi¹, Monika Sirothiya² and Vishwanatha M R³ - 2023

Job Satisfaction - In the context of this survey, "Job Satisfaction" refers to the overall contentment and fulfilment that millennial employees in Bengaluru get from their jobs. It is determined by a variety of factors, including how well their abilities match job needs, possibilities for personal development, and the fit between their professional ambitions and existing employment. The study found that millennials' job satisfaction is adversely correlated with their intentions to leave their jobs; higher job satisfaction reduces turnover intentions. Furthermore, job satisfaction partially mediates the relationship between job mismatch and turnover intentions, implying that when millennials face a mismatch between their skills and job requirements, their job satisfaction suffers, increasing their likelihood of leaving the organisation. The study emphasises that personal development is an important predictor of job happiness for millennials, implying that organisations can improve retention by providing growth opportunities that correspond with their younger workforce's career goals. This has major implications for human resource management techniques, since increasing job happiness can assist to reduce turnover and better align employee abilities with job requirements.

02. Praveen Kumar Sharma¹, Rajnish Kumar Misra², Prachee Mishra³ - 2017

Pay - In this study the job satisfaction (JS) among Indian IT professionals, "pay" refers to the component of job satisfaction that includes employees' perceptions of and satisfaction with their earnings. This component is one of six identified using exploratory factor analysis (EFA), demonstrating its importance in overall job satisfaction among IT employees. Pay comprises not only the actual salary, but also elements such as compensation fairness, alignment with job tasks, and industry-specific income comparisons. The addition of Pay in the final, standardised questionnaire emphasises its importance in assessing and enhancing job satisfaction among IT professionals in India.

03. (Kirti Arekar¹, Rinku Jain², Bharthi Desphande³, PremSherin⁴ -

2016) Social Support - In this study on employee turnover, "social support" refers to the help and encouragement that individuals receive from their coworkers, managers, and the larger work environment. Employees receive emotional, informational, and practical support to help them handle work-related stress and obstacles. According to the study, social support is a structural feature that can positively influence job satisfaction by creating a supportive work environment, promoting employees' well-being, and improving their entire employment experience. This encouraging environment can increase job enthusiasm, meet goals, and eventually reduce employee turnover.

04. (Amisha¹, Philip Coelho², Sanjay Bhattacharya³ - 2022)

Job Security - In this study, "Job Security" refers to the aspect of job satisfaction that assesses employees' beliefs of stability and continuity in their current position. It includes the assurance that an employee's employment is secure and not under immediate threat of termination, which is a crucial element determining their total job happiness. According to the report, job security is one of the most important factors influencing job satisfaction across generations, industries, and domains in India, particularly during the epidemic. For Baby Boomers, Generation X, Millennials, and Generation Z, job stability can have a significant impact on employment satisfaction.

High job security contributes to increased satisfaction, lowering stress and improving loyalty and productivity; low job security can lead to discontent, anxiety, and increased turnover rates. According to the report, HR strategies aimed at strengthening job security can help manage personnel more effectively and prevent negative attrition, resulting in higher overall satisfaction.

05. (Dr. Yasmeen Shamsi Rizvi¹, Dr. Ratika Sikand²)

Supervision -In this study, "Social Support" refers to the support and encouragement that bank employees receive from their coworkers, managers, and the organisation in general. While the study's major focus is on the relationship between optimism, job engagement, and job satisfaction, social support can be identified as an important underlying factor that influences these interactions, particularly during a crisis like the COVID-19 epidemic. Social support helps employees sustain optimism and engagement by giving emotional, informational, and practical assistance, which increases job satisfaction. A supportive work environment can help minimise the negative effects of financial and operational challenges by instilling a feeling of community and resilience among employees.

2.2 RESEARCH QUESTIONS:

1. Determine the underlying factors impacting employees' beliefs about their job security.
2. What factors influence job satisfaction regarding pay?
3. Identify the behaviors and actions that influence employees' perceptions of supervisory competence
4. When do employees feel supported within the industry?
5. What factors contribute to overall job satisfaction?

2.3 RESEARCH OBJECTIVES:

1. To assess job security perceptions among employees
2. To evaluate job satisfaction with pay
3. To understand employee perceptions of supervisory competence
4. To assess the level of social support within the industry
5. To measure overall job satisfaction among employees

2.4 RESEARCH HYPOTHESIS

Null Hypothesis (H0): There is no significant difference relationship between job security among employees.

Alternative Hypothesis (H1): There is a significant difference relationship between job security among employees.

Null Hypothesis (H0): There is no significant difference between pay and job satisfaction among employees.

Alternative Hypothesis (H1): There is a significant difference between pay and job satisfaction among employees.

Null Hypothesis (H0): There is no significant difference relationship between supervision and job satisfaction .

Alternative Hypothesis (H1): There is a significant difference relationship between supervision and job satisfaction.

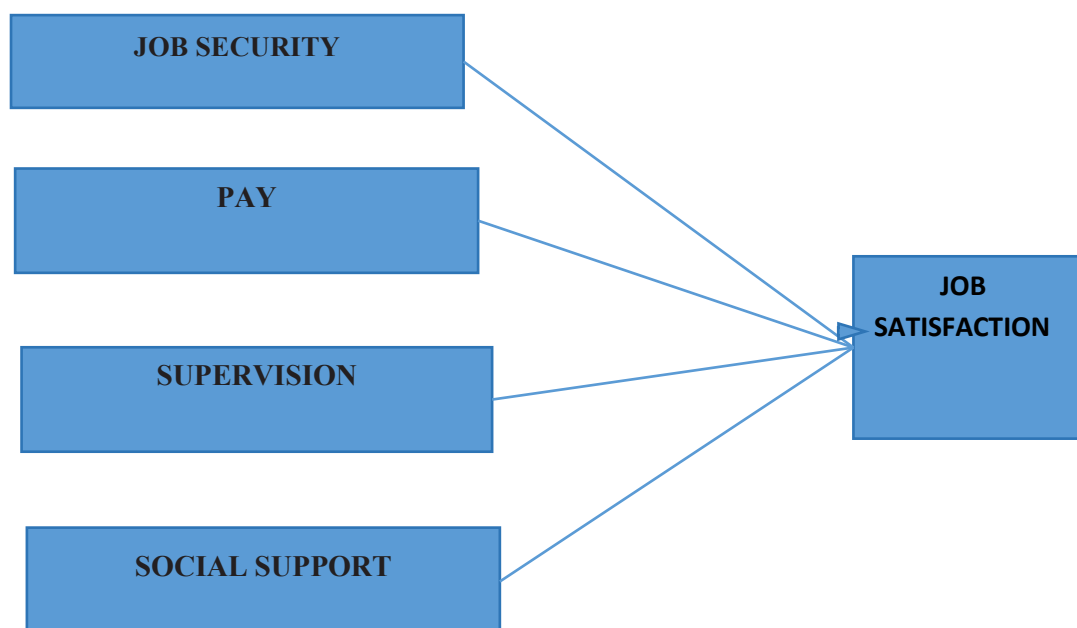
Null Hypothesis (H0): There is no significant difference relationship between social support and job satisfaction .

Alternative Hypothesis (H1): There is a significant difference relationship between social support and job satisfaction.

Null Hypothesis (H0): There is no significant difference between overall job satisfaction among the employees

Alternative Hypothesis (H1): There is a significant difference overall job satisfaction among the employees.

2.5 CONCEPTUAL FRAMEWORK



CHAPTER-03
RESEARCH METHODOLOGY

3.1 STATEMENT OF THE PROBLEM

Ensuring the satisfaction and well-being of employees is crucial for industry success in the modern workplace. It is crucial to examine a number of important aspects of the employee experience in order to address this. First of all, evaluating employees' perceptions of job security is crucial since it has a direct bearing on their sense of stability and loyalty to the company. Additionally, as it affects morale, motivation, and retention rates, assessing satisfaction with pay is critical. Another crucial component is knowing how employees view their supervisors' competency, since good leadership increases employee engagement and creates a healthy work atmosphere.

3.2 RESEARCH DESIGN:

This study is both descriptive and exploratory. In order to address the expansion of company activities, this research methodology emphasizes the significance of satisfaction with work and industry standards through continued employment in a given industry. It clarifies the connection between employee growth and corporate expansion as well.

3.3 SCOPE OF THIS STUDY:

The scope of the study will encompass various industries and organizational settings to provide a comprehensive understanding of employee satisfaction and well-being in the modern workplace.

3.4 DATA SOURCES

Primary Data: Primary data will be collected through interviews and surveys conducted within Ceeta Industries Ltd. This includes interviews with company management, HR personnel, and employees.

Secondary Data: Secondary data will be gathered from relevant sources such as existing research studies, journals and industry reports.

3.5 SAMPLE DESIGN

Sample size: There are 150 members in all, and the data was gathered up to 124 from labourers and employees.

Sample technique: In this study, a stratified sampling technique is used for analysis.

3.6 RESEARCH INSTRUMENT:

The questionnaire was framed in an open-ended and 5 point Likert scale.

3.7 STATISTICAL TOOL AND TECHNIQUES FOR ANALYSIS:

The tool used for this study is SPSS -Descriptive Statistics, Reliability test, Cronbach's Alpha, correlation and regression .

3.8 LIMITATIONS OF THE STUDY

1. The questionnaire used in the study may not understand depth knowledge of employee and labours perception.
2. Only 124 respondents were taken into consideration.
3. The scope of the study may be limited to particular segment of Ceeta Industries Ltd, Tumkur.

CHAPTER-04

DATA ANALYSIS AND INTERPRETATION

TABLE : 01 DEMOGRAPHIC ANALYSIS

The demographic data provides a detailed summary of the respondents' traits. Here's a thorough examination and interpretation of the data:

VARIABLES	OPTIONS	FREQUENCY	PERCENT
Age	Below-20	45	36.3
	20-30	23	18.5
	30-40	8	6.5
	40-50	1	.8
	50-Above	47	37.9
	TOTAL	124	100.0
Gender	Male	19	15.3
	Female	105	84.7
	TOTAL	124	100.0
Marital status	Married	54	43.5
	Unmarried	70	56.5
	Total	124	100.0
Education level	10th	64	51.6
	Diploma	17	13.7
	Graduate	7	5.6
	Post Graduate	1	.8
	PUC	35	28.2
	Total	124	100.0
Income level	15,000-25,000	39	31.5
	25,000-35,000	26	21.0
	35,000-40,000	6	4.8

	40,000 - Above	1	.8
	Below-15,000	52	41.9
	Total	124	100.0
Nature of the job	Contract	54	43.5
	Permanent	25	20.2
	Temporary	45	36.3
	Total	124	100.0
How long you have been working in your industry?	10-20 Years	15	12.1
	5-10 Years	48	38.7
	Above 20 Years	1	.8
	Up to 5 Years	60	48.4
	Total	124	100.0

INTERPRETATION

The demographic study reveals that work satisfaction varies by group. Employees under the age of 20 and those over the age of 50 may have different objectives, The primarily female workforce (84.7%) emphasises the relevance of gender-specific elements such as work-life balance and inclusion. Unmarried respondents (56.5%) may be more interested in professional progress and social interaction at work than their married peers. Lower educational attainment, with a sizable proportion having just finished the tenth grade (51.6%), may limit opportunities for employment and reduce satisfaction. The prevalence of low incomes (41.9% earning less than Rs.15,000) may add to financial anxiety. A high proportion of contract (43.5%) and temporary workers (36.3%) experience job insecurity, which reduces their satisfaction as compared to permanent employees. Finally, the significant proportion of newer employees (48.4% with up to 5 years of experience) emphasises the importance of effective career development to improve job satisfaction.

TABLE:02 REALIBILITY TEST

JOB SECURITY

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.749	.857	4

PAY

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.851	.848	4

SUPERVISION

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.719	.736	4

SOCIAL SUPPORT

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.737	.739	4

JOB SATISFACTION

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.805	.819	4

INTERPRETATION:

The reliability test results show that the scales used for evaluating job security, salary, supervision, social support, and job satisfaction all have adequate levels of internal consistency, as suggested by Cronbach's alpha values. Specifically, the dependent variable, job satisfaction, had the highest dependability, with a Cronbach's alpha of .805, suggesting good internal consistency. This shows that the items used to assess job satisfaction provide extremely consistent responses. The independent variables—job security (.749), compensation (.721), supervision (.719), and social support (.737)—also show good reliability, with Cronbach's alpha values being over the accepted criterion of .70.

TABLE:03

CORRELATION ANALYSIS :

3.1 - Showing the correlation between job security and job satisfaction

H1: There is a significant relationship between job security and job satisfaction.

Correlations

		JOBSECURITY	JOBSATISFACT ION
JOBSECURITY	Pearson Correlation	1	.775**
	Sig. (2-tailed)		.000
	N	124	124
JOBSATISFACTION	Pearson Correlation	.775**	1
	Sig. (2-tailed)	.000	
	N	124	124

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION:

The table displays the findings of a Pearson correlation analysis of job security and work satisfaction among 124 employees. The Pearson correlation value (r) for job security and satisfaction with work is 0.775, showing a strong positive link. This shows that as job security improves and ultimately rises to meet work satisfaction. The p-value (Sig, 2-tailed) for this correlation is 0.000, which is less than the customary threshold of 0.05, indicating that the observed correlation is statistically significant and not the result of chance. That there's is a strong and significant positive relationship between job security and job satisfaction among the employees in this study.

TABLE:03

3.2 - Showing the correlation between pay and job satisfaction

H1: There is a significant difference between pay and job satisfaction.

Correlations

		PAY	JOBSATISFACT ION
PAY	Pearson Correlation	1	.883**
	Sig. (2-tailed)		.000
	N	124	124
JOBSATISFACTION	Pearson Correlation	.883**	1
	Sig. (2-tailed)	.000	
	N	124	124

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

The results show a very strong positive link between pay and job satisfaction, with a Pearson correlation coefficient of 0.883. This association is statistically significant, with a p-value of 0.000, implying that the chances of this relationship occurring by chance is less than 0.01%. The significant association, can say that higher income is substantially connected with higher work satisfaction among the study's 124 participants. So it shows that hypothesis H1, states that there is a significant gap in pay and job satisfaction. The strength and relevance of this association indicate that pay has a significant impact on job satisfaction, emphasising the need of proper remuneration in employee morale and retention efforts.

TABLE:03

3.3 - Showing the correlation between supervision and job satisfaction

H1: There is a significant difference relationship between supervision and job satisfaction.

Correlations

		SUPERVISION	JOBSATISFACT ION
SUPERVISION	Pearson Correlation	1	.807**
	Sig. (2-tailed)		.000
	N	124	124
JOBSATISFACTION	Pearson Correlation	.807**	1
	Sig. (2-tailed)	.000	
	N	124	124

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETTION:

The correlation data show a substantial positive association between supervision and job satisfaction, with a Pearson correlation coefficient of 0.807. This association is statistically significant, with a p-value of 0.000 , indicating that the observed link is not due to chance. Therefore there is a substantial association between supervision and job satisfaction. Specifically, the data reveals that respondents who receive better supervision are more satisfied with their jobs. The substantial association and significance level demonstrate the importance of competent supervision in increasing employee job satisfaction.

TABLE:03

3.4 - Showing the correlation between social support and job satisfaction

H1: There is a significant difference relationship between social support and job satisfaction.

Correlations

		SOCIALSUPPOR T	JOBSATISFACT ION
SOCIALSUPPORT	Pearson Correlation	1	.831**
	Sig. (2-tailed)		.000
	N	124	124
JOBSATISFACTION	Pearson Correlation	.831**	1
	Sig. (2-tailed)	.000	
	N	124	124

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION:

The correlation study shows a highly substantial and favourable relationship between social support and satisfaction with work, as evidenced by a Pearson correlation coefficient of 0.831. The corresponding p-value of 0.000 suggests that providing strong evidence to support hypothesis H1. This shows that people who believe they have more social support are more satisfied with their jobs. For an outcome, effective social support mechanisms in organisational contexts appear to play an important role in increasing employees' overall job satisfaction levels. These findings highlight the necessity of creating supportive work environments and connections to improve employee job satisfaction.

TABLE:04

REGRESSION ANALYSIS

Showing the results between variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.403	.082		-4.940	.000
	JOBSECURITY	.725	.058	.805	12.423	.000
	PAY	-.687	.089	-.700	-7.759	.000
	SUPERVISION	.735	.039	.634	18.657	.000
	SOCIALSUPPORT	.325	.062	.275	5.245	.000

INTERPRATION:

Based on the regression results, none of the predictors (job security, pay, supervision, and social support) are statistically significant in explaining the job satisfaction, as indicated by their p-value of 0.000. The constant term is significant ($p < 0.001$), suggesting that there is a level of the dependent variable of job satisfaction when all predictors are zero. Job security, pay, supervision and social support have positive standardized coefficients (0.403, 0.725, 0.687, 0.735 and 0.325 respectively), indicating a positive relationship with the job satisfaction.

CHAPTER-05

DISCUSSION OF RESULTS & MANAGERIAL IMPLICATIONS

DISCUSSION OF RESULTS:

- Employees' job satisfaction is strongly influenced by job security and pay, with high correlations ($r = 0.775$ and $r = 0.883$, respectively) indicating that these factors significantly enhance satisfaction.
- Despite high correlations, regression analysis shows that job security, pay, supervision, and social support are statistically significant predictors of the dependent variable.
- The workforce demographic data reveals that younger employees prioritize career advancement, older employees value employment security, and the predominantly female workforce emphasizes work-life balance and inclusion.
- Financial anxiety due to low incomes and job insecurity among contract and temporary workers negatively impacts job satisfaction, highlighting the importance of stable and well-paying employment for overall job satisfaction.

MANAGERIAL IMPLICATIONS:

- Create focused career advancement programmes for younger employees while focusing on improving employment security for older workers to satisfy their different goals and increase overall job satisfaction.
- To improve satisfaction and retention, implement policies that promote work-life balance and gender equality, while also recognising the primarily female workforce.
- Provide professional growth and social interaction opportunities for unmarried employees, who value these features more than their married colleagues, as well as educational advancement programmes to mitigate the impact of lower educational attainment on job satisfaction.
- Address financial worry by enhancing compensation arrangements, particularly for individuals earning less than Rs.15,000. Create pathways for contract and temporary workers to transfer to permanent roles, reducing job uncertainty and boosting satisfaction.

- Invest in good supervision and strong social support mechanisms at work, as these elements have been proven to significantly correlate with improved job satisfaction, even if their direct impact was not statistically significant in the regression analysis.

CONCLUSION

The study reveals that while job security and pay are strongly correlated with job satisfaction, regression analysis indicates that these factors, along with supervision and social support, are statistically significant predictors of job satisfaction on their own. This discrepancy suggests that while these elements are important to employees, other factors or interactions between variables may also play significant roles in determining overall job satisfaction. Demographic insights highlight diverse needs within the workforce, such as career advancement for younger employees, employment security for older workers, and a focus on work-life balance and gender inclusion for the predominantly female staff. Additionally, financial anxiety and job insecurity among low-income, contract, and temporary workers further complicate the landscape of job satisfaction.

To address, Ceeta Industries should tailor their approaches to meet the specific needs of different employee groups. Implementing targeted career advancement programs for younger employees, enhancing employment security for older workers, and promoting work-life balance and gender equality can help address diverse priorities within the workforce. Providing opportunities for professional growth and social interaction for unmarried employees, as well as educational advancement programs, can mitigate the impact of lower educational attainment. Improving compensation structures and creating pathways for contract and temporary workers to transition to permanent roles can reduce financial anxiety and job insecurity, thereby boosting overall job satisfaction.

QUESTIONNAIRE

ANNEXURE

PART - A

1. Age: Below-20 20-30 30-40 40-50 50-Above
2. Gender: Male Female
3. Marital status: Married Unmarried Single
4. Education: 10 PUC Diploma Graduate Post Graduate Degree None of the above
5. Income level: Below-15000 15000-25000 25000-35000 35000-40000
Above-40000
6. Nature of the Job: Permanent Temporary Contract
7. How long you have been working in your industry?
 - Up to 5 Years
 - 5-10 Years
 - 10-20 Years
 - Above 20 Years

PART - B

Please could you answer the following by ticking one box of each question showing your level of satisfaction with regard to the items given below.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am confident that I will be able to work for my organization as long as I wish					

Regardless of economic conditions, I will have a job at my current organization					
My current organization will not remove the manpower					
I am secure in my job					

Please could you answer the following by ticking one box of each question showing your level of satisfaction with regard to the items given below.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel I am being paid a fair amount for the work I do					
Raises are too far and few between					
I am unappreciated by the organization when I think about what they pay me					
I feel satisfied with my chance for salary increases					

Please could you answer the following by ticking one box of each question showing your level of satisfaction with regard to the items given below.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
My supervisor is quite competent in doing his/her job					
My supervisor is unfair to me					
My supervisor shows too little interest in the feelings of subordinates					
I like my supervisor					

Please could you answer the following by ticking one box of each question showing your level of satisfaction with regard to the items given below.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Feel this organization really inspires the very best in me in the way of job performance					
Feel it would take very little changes in my present circumstance to cause me to leave					

this organization					
Feel, for me, this is the best of all possible organizations for which to work					
Feel deciding to work for this organization was a definite mistake on my part.					

Please could you answer the following by ticking one box of each question showing your level of satisfaction with regard to the items given below.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Most days I am enthusiastic about my work.					
I definitely dislike my work					
I feel my job is more interesting than others					
I am adequately paid for the job I do					

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