
A STUDY ON EMPLOYEE SATISFACTION OF FRUIT PROCESSING INDUSTRIES IN KRISHNAGIRI DISTRICT

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Abstract

The fruit processing industry plays an important role in Krishnagiri district. Krishnagiri district is mostly associated with agriculture and consists mostly of fruit growers. Hence this study emphasizes on evaluating the job satisfaction of the employees who contribute to the progress of the fruit processing Industry. Job satisfaction occurs when an employee has job stability, career development and a comfortable work life balance. It refers to the employee's job satisfaction as the job meets the individual's expectations. This study focuses on the employee satisfaction of fruit processing industry in Krishnagiri district. The sample size consists of a total of 55 employees from 5 companies of Paiyur. Paiyur have highest number of fruit processing companies. Primary information has been collected from the fruit processing industry divisions in Krishnagiri district. Statistical tools used were percentage analysis, Chi-square analysis and ANOVA.

Key Words: *Agriculture, Fruit Processing Industries, Job Satisfaction Work life balance.*

1. Introduction

¹India is the second largest producer of fruits in the world. Processes such as canning, dehydration, pickling, provisional preservation and bottling have been introduced to reduce the wastage of fresh fruits and add value to them. Fruit processing companies are an important part of Krishnagiri district. It offers a noble opportunity for fruit growers and the rural peoples. Fruit processing companies help in the economic development of Krishnagiri district and provide employment to the rural peoples. Employee participation is essential to any organization. The cooperation and hard work of the employees are very important for the progress of the fruit processing companies. So employee job satisfaction refers to one's sense of work. The main objective of this study is to evaluate employee satisfaction.

¹ Dublin- (Business wire)-Apr 24, 2020

2. Review of Literature

Gardon (1955)² in his research on the Job satisfaction of the workers of industrial concern and human needs industries found that if persons individual needs are satisfied then their job satisfaction increases; thereby reflecting a positive relation with the job satisfaction.

Prasad (1964)³ studied the personality and the relative elements of Job satisfaction namely age and experience. In his study he concluded that the age of professionals had no effect on job satisfaction, while job satisfaction increase with the frequencies of experience thereby showing significant relation with the Job satisfaction.

Rashid Saeed et al., (2014)⁴ in his study found promotion, pay, fairness and working condition to be the key factors that contribute to employee job satisfaction. The study was conducted on 200 telecom sector employees of Pakistan. It was concluded that money and compensation play an important role in the job satisfaction of the telecom employees of Pakistan.

Prakash kumar (2016)⁵ The study aimed at investigating work-related pain issues among the workers associated with pineapple peeling activity in small fruit processing units of North East India. The study also assessed the associated levels of ergonomic risk prevalent among the workers and identified ergonomic risk factors associated with pineapple peeling task. A cross-sectional survey was conducted using questionnaire-based interview, self-report and direct observation of the activities to understand the prevailing work conditions.

Karine cote and etc., (2020)⁶ Research on overwork has largely focused on its prevalence, determinants and consequences on the health of both employees and organizations. Few studies have examined the influence of overwork on workers' attitudinal and motivational responses. Based on the Effort-Recovery Theory, this study evaluates the mediating effect of work engagement in the relationship between overwork and job satisfaction. Building on previous work, this study also proposes to consider perceived organizational support as a moderator of the work engagement-job satisfaction relationship. Overall, this research is part of the limited number of studies that have focused on the interplay existing between overwork and its consequences in terms of job attitudes.

Camila Telles Silva (2021)⁷ This study measures job motivation, satisfaction and burnout amongst food service employees, as well as the menu complexity in food service establishments. It verifies the relationship between these factors and food safety practices.

² Gardon, A. (1955). A factor analysis of human needs and industrial morel, *Personal Psychology*, New York, Mc. Graw Hill, 67-68.

³ Prasad, K. A study of job satisfaction among secondary schools of saurashtra, Unpublished Ph.D. Thesis, Bhavnagar University. Bhavanagar.

⁴ Saeed, R., Lodhi, R. W., and Iqbal, A. (2014). Factors Influencing Job Satisfaction of Employees in Telecom Sector of Pakistan. *International Journal of African and Asian Studies - An Open Access International Journal*, 3, 124-130.

⁵ Prakash kumar (2016) -Work-related pains among the workers associated with pineapple peeling in small fruit processing units of North East India- *International Journal of Industrial Ergonomics* Volume 53, May 2016, Pages 124-12

⁶ Karine cote and etc., (2020) The relationship between presenteeism and job satisfaction: A mediated moderation model using works engagement and perceived organizational support; *European management journal*- available in online 3 September 2020.

⁷ Camila telles silva Burnout and food safety: Understanding the role of job satisfaction and menu complexity in foodservice- *International Journal of Hospitality Management* - Volume 92, January 2021, 102705.

Findings show that food service employees exhibit high levels of job motivation, job satisfaction and personal burnout. Cognitive aspects of food safety, practical implications, and limitations of this study are discussed.

3. Statement of the problem

Many fruit processing industries face challenges in accurately measuring job satisfaction because the definition of satisfaction may vary among different employees within an industry. However, most of the fruit processing industry workers feel that the level of job satisfaction affects their work performance and hence determining the measurements is important to create strong performance. Depending on the needs of each worker and personal and professional goals, some factors for job satisfaction are more important than others. Therefore, the problem facing this research is to evaluate the concept and purpose of job satisfaction in a fruit processing industry.

4. Scope of the study

This study will evaluate the nature and impact of job satisfaction on fruit processing industry employees. It will determine the steps to evaluate employee's job satisfaction level and useful information to managers and fruit processing Industry. This article reflects on the importance of employees in the development of fruit processing industries. This research work focuses on employee satisfaction of select fruit processing industries in Krishnagiri district.

5. Objectives of the study

To evaluate the employee satisfaction on fruit processing industries in Krishnagiri district.

6. Hypothesis of the study

- Personal variable has no significant influence on Monthly income of employees in fruit processing industry.
- Personal variable has no significant influence on level of satisfaction of the fruit processing industry employees.

7. Research methodology

This Research work is carried out as a descriptive research design. The study was conducted in Krishnagiri district of Tamil Nadu. Convenience sampling method was used in the study. The sample size consists of a total of 55 employees from 5 companies of Paiyur. Paiyur have highest number of fruit processing companies. Primary information has been collected from the fruit processing industry divisions in Krishnagiri district. In this method of interviewing, the researcher personally meets and asks the necessary questions to the employees of fruit processing industry. Secondary information are collected from various Journals, Books, National Horticulture Board and the Directorate of Horticulture Chennai and Fruit Processing Units. Statistical tools used were percentage analysis, Chi-square analysis and ANOVA.

8. Limitations of the study

1. Due to overwork of the employee, some answers was not complete.
2. The Sample size is limited to 55 employees only.
3. The study has its own time constraint.

9. ANALYSIS AND INFERENCES

9.1. Analysis on socio- economic characteristics of fruit processing industry.

Table 1 describes on fruit processing industry employees personal characteristics.

Table 1
Socio- economic characteristics of fruit processing industry

S.No	Socio- economic characteristics of Employees		No. of employees	Percentage	St.d	Total
1	Residence	Village	49	89.1	0.314	55
		Town	6	10.9		
2	Age	Below 20 years	10	18.2	0.713	55
		21 to 30 years	26	47.3		
		Above 30 years	19	34.5		
3	Gender	Male	22	40.0	0.49	55
		Female	33	60.0		
4	Marital status	Married	36	65.5	0.479	55
		Unmarried	19	34.5		
5	Educational Qualification	Illiterate	34	61.8	0.741	55
		School level	13	23.6		
		Graduate	8	14.5		
6	Occupational status	Worker (daily wage)	31	56.4	0.500	55
		Employee	24	43.6		
7	Monthly Income	Up to Rs. 10,000	17	30.9	1.311	55
		Rs. 10,000 to Rs. 20,000	22	40.0		
		Above 20,000	16	29.0		
8	Working Years	Below 2 years	21	38.2	0.822	55
		2 to 5 years	19	32.7		
		Above 5 years	15	29.1		

The above table shows that most of the (89.1%) employees live in village. Most (47%) employees are between 21 to 30 years. Most (60%) of the employees are women. Majority of the employees (65.5%) are married. Most (62%) employees are educated. (31%) Most of the employees work for daily wages. Most (22%) employees earn between Rs.10,000 to Rs 20,000. 38% of the employees work below 2 years.

9.2. Personal variables on the perception of Monthly income of the fruit processing industry employees.

From the below table 2 analyses of monthly income on personal factors of the employees in fruit processing industry.

Hypothesis: Monthly income is not dependent on personal variables of the employees.

Table: 2

Chi Square values – Personal variables on the perception on Monthly income

S.No	Socio- economic factors	Chi-square Value	P values	Significant/ Not Significant
1	Gender	38.902	0.00	S
2	Educational qualification	87.404	0.00	S
3	Occupation status	34.301	0.00	S

S – Significant at 5% level (p value \leq 0.05); NS – Not Significant at 5% level (p value $>$ 0.05)

Pearson chi – square value of the above table is 5% level of significance. P value is less than 0.001, hence null hypothesis is rejected. It concludes that Monthly Income is dependent on Gender, Educational Qualification and Occupation status of the fruit processing industry employees.

9.3. Occupation associated to level of satisfaction on fruit processing Industry

The Table 3 gives the results of ANOVA for Occupation status on level of satisfaction of the fruit processing industry employees.

Hypothesis: Personal variables do not influence the level of satisfaction of the fruit processing industry employees.

Table: 3

Details of Analysis of Variance (ANOVA)

Sl. No	Socio- economic factors connecting to the level of satisfaction on Fruit Processing Industry	F	P- value	Significant/ Not Significant
1	Recognition given to employees	21.33	0.000	S
2	Promotion aspects	261.82	0.000	S
3	Achievement of the employees	230.32	0.000	S
4	Adequate training facilities	152.65	0.000	S
5	Payment for over time	3.872	0.540	NS
6	Credit support provided to the employees	65.91	0.000	S
7	Company's Holiday policy	156.28	0.000	S
8	Provisions of canteen facility	156.28	0.000	S
9	Transport facilities	156.28	0.000	S
10	Flexible working hours	156.28	0.000	S

S – Significant at 5% level (p value \leq 0.05); NS – Not Significant at 5% level (p value $>$ 0.05)

The P value level of satisfactions is more than 0.05, at the 5% level of significance. Hence null hypotheses are rejected for these variables except Payment for over time. It

concludes that there is significant differences between these variables expect Payment for over time on occupation of the fruit processing industry employees.

10. Findings

1. Most of the (89.1%) employees live in village.
2. Most (47%) employees are between 21 to 30 years old.
3. Most (60%) of the employees are women's.
4. The majority of the employees (65.5%) are married.
5. Most (62%) employees are educated.
6. (31%) Most of the employees work on daily wages.
7. Most (22%) employees earn between Rs.10, 000 to Rs 20,000.
8. 38% of employees work below 2 years.
9. Monthly Income is dependent on Gender, Educational Qualification and Occupation status of the fruit processing industry employees.
10. Payment for over time has no significant influence on Occupation status of the employees of fruit processing industry.

11. Suggestions

- ❖ Providing a positive work environment for the employees will increase job satisfaction.
- ❖ Ensuring that hard work is celebrated, deploy accreditation processes through organizational-wide internal notification, internal newsletter and employee meeting will increase job satisfaction to a great extent.
- ❖ Personal recognition plays a vital role in developing the morale and motivation of employees. Hence that must be given due importance.
- ❖ If there is respect and cooperation within the company, it will lead to employee motivation and employees will be satisfied in terms of emotional aspects.
- ❖ Identifying the problem of the employees of the company and solving it leads to greater satisfaction in their work and better performance.
- ❖ Supervisors should continue to engage with employees in all fields, which give employees job satisfaction.
- ❖ The company should create awareness about all the activities offered to make the employees well understood and satisfied.
- ❖ Having an open relationship between employees in the workplace makes them more satisfied.

12. Conclusion

Fruit processing industry revenue is one of the highest costs of the human resources sector. Retaining workers helps to create a better environment and also makes it easier to save the financial resources with quality efficient recruitment. Satisfied company employees are generally less likely to leave. Irrespective of job title and pay grade, employees who report high job satisfaction tend to achieve higher productivity. Increased profits will keep

employees safe and satisfied leading to higher sales, lower costs and stronger bases. When employees feel that the loyalty company has their best interests at heart, they often support its mission and work hard to help achieve its objectives. Thus this study has thrown light on how job satisfaction has a great impact on the performance of an organization.

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