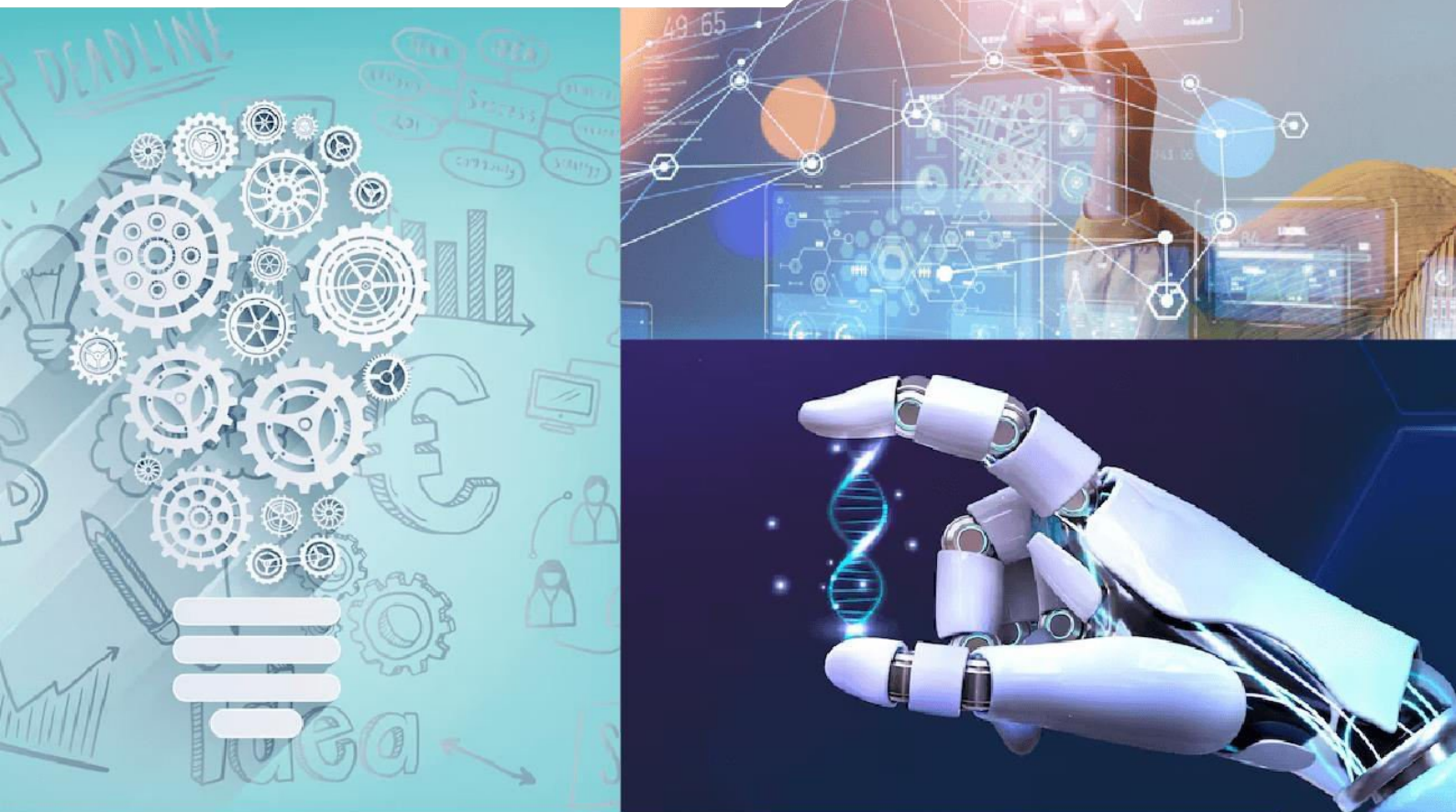




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A Study on Employee Job Satisfaction at Dumbell Lifestyle Pvt. Ltd, Chennai

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ABSTRACT: Job satisfaction is an attitude that employees have about their work and is based on numerous factors, both intrinsic and extrinsic to the individual. Job satisfaction is important from the perspective of maintaining and retaining the appropriate employees within the organization; it is about fitting the right person to the right job in the right culture and keeping them satisfied. Today's business environment is characterized by weak economies, rapidly changing technology, organizational re-engineering, shortened length of tenure, and outsourcing of peripheral business activities. The pharmaceutical industry is reflective of this environment. Under these circumstances, managers should concentrate on removing sources of dissatisfaction from the workplace in order to keep employees busy, productive, and satisfied. At the same time, employees need to take responsibility for their own satisfaction in their job. Job satisfaction is not the same as motivation it is more if an attitude, an internal state of the person concerned .for example, be associated with a personal feeling of achievement. Job satisfaction is an individual's emotional reaction to the job itself. It is attitude towards his job. The different authors said about job satisfaction differently accordingly, job satisfaction does not seem to reduce absence, turnover and perhaps accident rate. Job satisfaction is a general attitude towards one's job the difference between the amount of reward workers receive and the amount they should receive.

KEYWORDS: Employee Job Satisfaction, Workplace Motivation, Employee Engagement, Organizational Commitment, Human Resource Management.

I. INTRODUCTION

Job satisfaction is an attitude that employees have about their work and is based on numerous factors, both intrinsic and extrinsic to the individual. Job satisfaction is important from the perspective of maintaining and retaining the appropriate employees within the organization; it is about fitting the right person to the right job in the right culture and keeping them satisfied. Today's business environment is characterized by weak economies, rapidly changing technology, organizational re-engineering, shortened length of tenure, and outsourcing of peripheral business activities. The pharmaceutical industry is reflective of this environment. Under these circumstances, managers should concentrate on removing sources of dissatisfaction from the workplace in order to keep employees busy, productive, and satisfied. At the same time, employees need to take responsibility for their own satisfaction in their job. Job satisfaction is not the same as motivation it is more if an attitude, an internal state of the person concerned .for example, be associated with a personal feeling of achievement. Job satisfaction is an individual's emotional reaction to the job itself. It is attitude towards his job. The different authors said about job satisfaction differently accordingly, job satisfaction does not seem to reduce absence, turnover and perhaps accident rate. Job satisfaction is a general attitude towards one's job the difference between the amount of reward workers receive and the amount they should receive.

OBJECTIVES OF THE STUDY

- To portray the employee profile of Dumbell Lifestyle Pvt. Ltd, Chennai.
- To identify the satisfaction level of the employees on the environment and infrastructure.
- To critically evaluate the level of job satisfaction.
- To offer suggestions for the upliftment of better job satisfaction in Dumbell Lifestyle Pvt. Ltd, Chennai.

II. REVIEW OF LITERATURE

Chengedzai Mafini and Nobukhosi Dlodlo (2023), “The relationship between extrinsic motivation, job satisfaction and life satisfaction amongst employees in a public organisation”. To examine the relationships between extrinsic motivation, job satisfaction and life satisfaction amongst employees in a public organisation. This study contributes to this subject by identifying the extrinsic factors that could be optimized with a view to enhancing job and life satisfaction amongst government employees. The study used the quantitative research survey approach: a questionnaire was administered to 246 employees in a South African public organisation. Extrinsic motivation factors were identified using principal components analysis. Mean score ranking was used to compare the relative importance of all factors. The conceptual framework was tested using Spearman’s rank correlation analysis and linear regression analysis. The findings may be used to implement strategies for enhancing employee performance and industrial relations within public organisations. The study provides evidence of the interplay between extrinsic motivation, job satisfaction and life satisfaction for public servants in developing countries.

Sharon Ruvimbo Terera and Hlanganipai Ngirande (2024), “The Impact of Training on Employee Job Satisfaction and Retention”. The paper presents the findings of the study that was conducted to explore the impact of training on job satisfaction and retention of employees at a selected tertiary institution. A quantitative research methodology was used and 120 randomly selected respondents participated in this study. Self-administered questionnaires were administered to respondents drawn from academic administrators. The data collected was analysed using SPSS version 22.0. The results revealed that there is no significant relationship between training and employee retention. However, there is a significant positive relationship between employee job satisfaction and retention.

Amir Abou Elnaga and Amen Imran (2025), “The Impact of Employee Empowerment on Job Satisfaction”. The purpose of this study is to determine the relationship between employee empowerment and job satisfaction by reviewing and determining all factors which affect on this relation. For this purpose, a novel and innovative conceptual framework are used and presented. . Since the major goal of the management of the company is the increase of shareholders wealth, they are going to involve employees in the decision-making process only as long as it helps the organization to reach the highest level of performance.

III. RESEARCH METHODOLOGY

This study adopts a descriptive research design. Convenience sampling is adopted in this study. Both primary data and secondary data are applied to the study. The size of the sample to be used in this study is 180 respondents. Simple percentage analysis, chi square analysis and anova have been used in this study.

Data analysis and interpretation

Table No. 1 GENDER OF THE RESPONDENTS

Gender	No. of Respondents	Percentage (%)
Male	108	60%
Female	72	40%
Total	180	100%

Source: Primary data

Interpretation

The gender distribution shows that 60% of the respondents are male and 40% are female. This indicates a higher participation of male respondents compared to female respondents. Overall, the sample reflects a moderately balanced gender composition with a slight dominance of male respondents.

Table No. 2 ANNUAL INCOME OF THE RESPONDENTS

Income Level	No. of Respondents	Percentage (%)
Less than Rs. 10,000	35	19.40%

Rs. 10,001 – 20,000	55	30.60%
Rs. 20,001 – 50,000	60	33.30%
Rs. 50,000 & above	30	16.70%
Total	180	100%

Source: Primary data

Interpretation

The income-wise distribution reveals that the highest proportion of respondents (33.3%) fall under the Rs. 20,001–50,000 income group, followed by 30.6% in the Rs. 10,001–20,000 category. Respondents earning less than Rs. 10,000 account for 19.4%, while 16.7% belong to the Rs. 50,000 and above category. Overall, the findings indicate that most respondents belong to the middle-income group, suggesting a balanced income distribution within the sample.

Table No. 3 JOB SATISFACTION

Statement	SA	A	N	DA	SD	Total
My job is like a hobby to me	52 (28.9%)	72 (40%)	30 (16.7%)	15 (8.3%)	11 (6.1%)	180 (100%)
My job is usually interesting enough to keep me from getting bored	58 (32.2%)	78 (43.3%)	25 (13.9%)	12 (6.7%)	7 (3.9%)	180 (100%)
It seems that my friends are interested in my job	45 (25%)	70 (38.9%)	35 (19.4%)	18 (10%)	12 (6.7%)	180 (100%)
I consider my job rather unpleasant	18 (10%)	30 (16.7%)	40 (22.2%)	55 (30.6%)	37 (20.6%)	180 (100%)
I enjoy my work more than my leisure time	40 (22.2%)	75 (41.7%)	35 (19.4%)	20 (11.1%)	10 (5.6%)	180 (100%)
I am satisfied with my present job	60 (33.3%)	80 (44.4%)	25 (13.9%)	10 (5.6%)	5 (2.8%)	180 (100%)
Most of the time I have to force myself to go to work	15 (8.3%)	20 (11.1%)	30 (16.7%)	70 (38.9%)	45 (25%)	180 (100%)

Source: Primary data

Interpretation

The analysis of job satisfaction indicates that a majority of respondents have a positive attitude toward their job. Most respondents agree that their job is like a hobby (68.9% SA+A) and is interesting enough to avoid boredom (75.5% SA+A). A considerable proportion also report enjoying their work more than leisure time (63.9% SA+A), reflecting strong engagement. Furthermore, 77.7% of respondents are satisfied with their present job, indicating a high level of job satisfaction. On the negative side, most respondents disagree that their job is unpleasant (51.2% DA+SD) and also disagree that they have to force themselves to go to work (63.9% DA+SD), showing good motivation levels. Overall, the findings suggest that employees generally experience high job satisfaction, strong interest in work, and positive motivation, with only a small portion expressing dissatisfaction.

CHI SQUARE: GENDER AND JOB SATISFACTION

H_0 = There exist no significant association between gender of the respondents and their level of job satisfaction.

H_1 = There exist significant association between gender of the respondents and their level of job satisfaction.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)

Pearson Chi-Square	13.908 ^a	2	0.001
Likelihood Ratio	14.801	2	0.001
Linear-by-Linear Association	13.44	1	0
N of Valid Cases	180		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.76.			

Calculated χ^2 Value: 13.908

Degree of freedom: 2

Table Value: Five per cent level: 5.991

INTERPRETATION

Since the calculated χ^2 value (13.908) is less than the table value (5.991) at five percent level of significance. H_0 is rejected. Hence it is concluded that there is a significant association between gender of the respondents and their level of job satisfaction.

ANOVA: TABLE SHOWING THE DIFFERENCE IN MEAN SCORES BETWEEN ANNUAL INCOME OF THE RESPONDENTS AND LEVEL OF JOB SATISFACTION

H_0 : There is no significant relationship between the two categories that are annual income of the respondents and Level of Job Satisfaction.

H_1 : There is significant relationship between annual income of the respondents and Level of Job Satisfaction.

Annual income	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.198	2	1.599	1.846	0.162
Within Groups	105.65	177	0.866		
Total	108.85	179			

INTERPRETATION

The above table shows that the P value (0.162) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on Level of Job Satisfaction with respect to annual income of the respondents. It is inferred that annual income of the respondents does not influence the Level of Job Satisfaction.

IV. SUGGESTIONS

Based on the findings of the study, the following suggestions are offered as feasible to achieve the improvement of Satisfaction among employees.

- To there was no freedom of the employees , it is suggested to the management reasonable freedom to the employees.
- The employee feels that the work-loads are not equal between colleagues. So equal distribution of workloads should be done to improve the satisfaction of employee especially in the media sector.
- In the media sector, there must be brain storming between employees and employers relating to their job profile, job stress, and salary from time to time in order to increase their job-commitment.
- Reward and recognition system should be fair and transparently to be adapted to each and every employee in the Organization in both the sectors.
- Training Programmes should be conducted for both personal as well as technical development. Management should recognize talents and encourage them to grow in the organization.
- Reduce the working hours to motivate the employees.
- To provide more carrier opportunity promotional policy should be restricted.
- Give more attention for performance linked pay structure.
- Performance based rewards and recognitions to improve motivation of employees.
- Organisation can motivate individual through proper counseling and guidance.
- Majority of the employees feel that wage & salary provided to them may have to be considered for hike. So the organization may consider of increasing it.
- Individual attention to employees regarding health matters may be considered on priority basis.

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- Better communication may yield some more results. Manager may considered for management training.
- Make senior management friendlier with subordinates.
- Try to give timely incentives to employees to motivate financially.

V. CONCLUSION

Workplace happiness is very important to keep our mind fresh and stress less. Employee job satisfaction can improve service quality and increase employee happiness and satisfaction. In this circumstance, policy makers and managers have turned their attention to provide different kinds of facilities to their employees in order to satisfy their employees. The results suggest that the factors had satisfactorily explained job satisfaction and that the policy makers and managers should focus on the factors that affect employee job satisfaction, if they want to enhance their businesses. Based on the results for the standardized values, we are able to see that work conditions, fairness, promotion, and pay, are key factors affecting media industries employees job satisfaction. Money is a good motivator, actually all employees work for money, employees need the money, a good salary and good compensations are key factors in satisfying the employee. We can increase the employee salary and compensation to motivate the employee, the good pay back can be one of the key factors affecting job satisfaction, also in this way one can increase the service quality and organizational performance. A good work environment and good work conditions can increase employee happiness and satisfaction and the employees will try to give their best which can increase the employee work performance.

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