A SURVEY ON JOB SATISFACTION OF TEXTILE SHOWROOM EMPLOYEES IN COIMBATORE CITY

DR. A. SUMATHI
HEAD, DEPARTMENT OF COMMERCE
RATHINAM COLLEGE OF ARTS AND SCIENCE
RATHINAM TECHZONE CAMPUS
COIMBATORE- 641021
TAMILNADU
INDIA

ABSTRACT
Job satisfaction describes how content an individual is with his or her job. It is a relatively recent term since in previous centuries the jobs available to a particular person were often predetermined by the occupation of the person’s parent. There are a variety of factors that can influence a person’s level of job satisfaction. If an employee is not satisfied with the job there are chances for absenteeism, job turnover, lower productivity, Committing of mistakes, diverting energy for different types of conflicts keeping this thing in view all organizations is trying to identify the areas where satisfaction to be improved to get out of the above dangers. In this connection a survey was conducted to identify the level of satisfaction in terms of satisfied to dissatisfy on various job related factors. A sample of 150 respondents was selected from textile showroom around Coimbatore City using random convenient sampling. The Primary data was collected from the respondents by administering a structured questionnaire and also through observations, interviews & discussion with Management team. Above 60 % of the employees are satisfied with wages and bonus schemes availability and framing of bonus in the company. Half of the respondents are dissatisfied with the welfare scheme of the company. Nearly 85% of the employees feel convenient with the working environment and their management is a participative one.

KEYWORDS: Bonus, Job satisfaction, Incentives, Target, Welfare schemes.

REFERENCES