



## A study on job satisfaction of fresher employees with special reference to Coimbatore city

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### Abstract

This study investigates the level of job satisfaction among fresher employees in different industries. Job satisfaction is a crucial aspect of employee well-being, productivity, and retention. Understanding the factors that contribute to job satisfaction among recent graduates is essential for organizations to create a supportive work environment and retain top talent. This research aims to identify the key factors influencing job satisfaction, explore the differences in job satisfaction across industries, and suggest strategies for enhancing job satisfaction among fresh employees.

**Keywords:** Fresher, employee, working condition

### Introduction

Job satisfaction plays a vital role in an individual's professional life, particularly among fresher employees who are just starting their careers. This study delves into the factors that affect job satisfaction and examines how they may vary across different industries. By gaining insights into these aspects, organizations can better comprehend the needs of their fresh employees and design effective retention strategies.

### Objectives

- To find the fresher employee Satisfaction level in an organization.
- To understand the problem of the fresher employee in the working condition.
- To know the fresher employee's opinion about the workplace, pay and benefits.
- To Study and analyze the various Factors affecting the Job Satisfaction level.

### Statement of problem

The problem statement is that there are many factors of job stress that are impact on employee job satisfaction, employee's performance and productivity of the organization This study is only applicable only for the fresher's employees of the Coimbatore city.

### Limitation of study

- The study ran for a short period of time.
- The survey mainly included responses from newer employees, hence the sample size was tiny.

### Review of literature

(Mullins, 2020), Job satisfaction is a complex and multifaceted concept which can mean different things to different people. Job Satisfaction is usually linked with motivation, but the nature of this relationship is not clear. Satisfaction is not the same as motivation. Job satisfaction is more of an attitude, an internal state. It could, for example, be associated with a

personal feeling of achievement, either quantitative or qualitative.

(Armstrong, 2016), The term job satisfactions refers to the attitude and feelings people have about their work. Positive and favorable attitudes towards the job indicate job satisfaction. Negative and unfavorable attitudes towards the job indicate job dissatisfaction.

(Davis *et al.*, 1998), Job satisfaction represents a combination of positive or negative feelings that workers have towards their work. Meanwhile, when a worker employed in a business organization, brings with it the needs, desires and experiences which determinates expectations that he has dismissed. Job satisfaction represents the extent to which expectations are and match the real awards. Job satisfaction is closely linked to that individual's behavior in the work place

### Research methodology

Research Methods is defined as "tools or instruments used to accomplish the goals and attributes of study".

### Method of data collection

The data was collected for this study is

- Primary Date: The primary data are those which are collected as fresh for the primary time.
- Secondary Data: Secondary data is collected from journals, magazines and books, newspaper and internet.

**Area of study:** This study was conducted in Coimbatore city.

**Sample size:** The sample size is 50.

**Tools used for analysis:** Data analyzing tools are Simple percentage and Chi-square test.

**Simple percentage:** Percentage base analysis helps to find which factors is significant among a number of factors.

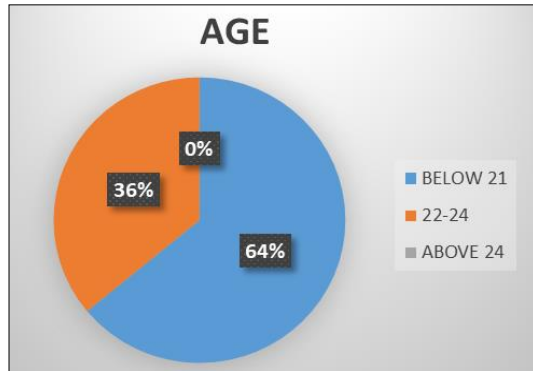
**Chi-square:** A chi-square statistic is used to test the measures of expectation.

**Data analysis and interpretation**

**Percentage analysis**

**Table 1:** Chart showing age of the respondents

Age	Percentage	Respondents
Below 21	64%	32
22-24	36%	18
Above 24	0	0



**Fig 1:** Chart showing the age of the customers

**Interpretation:**

It is interpreted that it was found that majority (64%) of the respondents are in the age group of below 21.

**Chi square analysis formula:**  $\chi^2 = \sum (O_i - E_i)^2 / E_i$

Degree of freedom-(-1) (c-1)

**Table 2:** CHI-Square Analysis

S. N	Factors	No. of respondent	Percentages
1	Male	27	54%
	Female	23	46%
2	Satisfied	21	42%
	Highly satisfied	16	32%
	Dis satisfied	1	2%
	Neutral	12	24%

**Interpretation:** Table clearly states that the demographic profile of the respondents. Most of the respondents are satisfied with their job.

**Table3**

Factors	Satisfied	Highly satisfied	Dis satisfied	Neutral	Grand total
Male	11	8	1	7	27
Female	10	8	0	5	23
Grand total	21	16	1	12	50

**Table 4:** Chi square

O	E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
11	11.34	0.12	0.01
8	8.64	0.41	0.05
1	0.54	0.21	0.39
7	6.48	0.27	0.04
10	9.66	0.12	0.01
8	7.36	0.41	0.06
0	0.46	0.21	0.46
5	5.52	0.27	0.05
50	50		1.07

**Source:** Primary source

**Significance level:** 0.05

**Result:** Calculated chi square value is (1.01) less than (7.815), table value. This is null hypothesis.

**Findings**

1. Majority 54% of the respond are male
2. Majority 64% of the respondent are the age of below 21
3. Majority 83% of the respondents are single
4. Majority 64% of the respondent are Under Graduates students.
5. Majority 42% of the respondent’s salary is Rs.12000 to Rs17000.
6. Majority 50% of the respondent are living in urban.
7. Majority 56% of the respondent are working in offline mode.
8. Majority 62% of the respondent are working time are 8AM to 5PM.
9. Majority 38% of the respondent are others.
10. Majority 56% of the respondent’s job was referred by college.
11. Majority 34% of the respondent’s job was IT.
12. Majority 52% of the respondent are placed by self-interview.
13. Majority 42% of the respondent are Satisfied with their job.
14. Majority 62% of the respondent are facing the stress and pressure in their job.
15. Majority 40% of the respondent are trained with Communicational training.
16. Majority 42% of the respondent are provided with internet allowance.
17. Majority 52% of the respondent are decided in remains in the job.
18. Majority 58% of the respondents are provided with the sick leave.

**Suggestions**

To enhance the overall employee experience and minimize workplace stress, organizations should prioritize comprehensive orientation programs for new hires to instill company culture and expectations. Implementing mentorship schemes can provide valuable support, while improving communication channels is crucial for addressing employee concerns. Encouraging skill development opportunities and offering regular recognition for achievements are essential for job satisfaction. Additionally, considering flexible work arrangements where possible, and implementing employee well-being initiatives, including stress management and access to mental health support, can further foster a positive work environment.

**Conclusion**

A study on job satisfaction among fresh employees in Coimbatore city found that most are generally satisfied with their jobs, highlighting room for improvement. The study emphasizes the need for organizations to create a supportive work environment by providing orientation, mentorship, clear communication, and skill development opportunities. Addressing these factors can boost job satisfaction, potentially resulting in higher productivity, lower turnover, and a positive workplace culture.

**References**

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