



IJMRRS

**International Journal for Multidisciplinary
Research, Review and Studies**

Volume 1 - Issue 2

2024

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Employees' Attitude and Job Satisfaction: A Comparative Study of FMCG and Service Industry Employees

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Abstract

Employee satisfaction and job attitude have emerged as critical aspects of organizational success, especially within the fast-paced contexts of the FMCG and service sectors. This paper examines the relationship between employee attitudes, job satisfaction, and organizational factors such as management, work environment, compensation, and peer relationships. Using a stratified random sample of 100 respondents, the study reveals a strong correlation between employee satisfaction and loyalty. The results highlight the need for organizations to embrace inclusive appraisal practices and foster environments conducive to self-assessment and feedback.

1. Introduction

Research is a deliberate and methodical pursuit of knowledge aimed at understanding, revising, and applying theoretical or factual information (Kothari, 2004). In organizational settings, understanding employee attitudes can aid in minimizing dissatisfaction and enhancing workplace harmony. The purpose of this study is to assess employee attitudes in FMCG and service sectors to determine their impact on job satisfaction and to uncover the root causes of satisfaction or dissatisfaction.

2. Research Methodology

A quantitative survey methodology was employed using structured questionnaires distributed directly to 100 employees from selected organizations. The sample was chosen using stratified random sampling, ensuring proportional representation based on job roles and departments. Data was analyzed through percentage analysis and visualized using pie charts for interpretability.

2.1 Sources of Data

- **Primary Data:** Collected through direct questionnaires and informal discussions.
- **Secondary Data:** Included journals, organizational records, and previous research publications.

2.2 Sampling Technique

Stratified random sampling was used to capture insights from demographically diverse groups within the workforce. Each stratum reflected a different organizational level or function, ensuring the data was inclusive of all perspectives.

3. Literature Review

Several studies have emphasized the significance of job satisfaction across various professions. For instance, Smith (2007) ranked clergy highest in job satisfaction and happiness, closely followed by firefighters and special education teachers. According to Hang-yue, Foley, and Loi (2005), role ambiguity and excessive workload are critical contributors to emotional exhaustion and reduced satisfaction. Additionally, Daalen et al. (2009) highlighted autonomy as a buffer against burnout. The literature consistently supports the premise that job satisfaction is closely tied to employee performance, loyalty, and mental health.

4. Findings

- A positive relationship exists between employee satisfaction and job attitude.
- Employees prefer self-evaluation as part of performance appraisal, suggesting a need for participatory feedback mechanisms.
- Many respondents indicated dissatisfaction with unclear evaluation criteria during appraisal.
- A significant number of employees support the idea of post-appraisal interviews for feedback and complaint resolution.
- While the majority are satisfied with current systems, there is a call for refinements and greater transparency.
- All employees acknowledged the impact of job attitude on their satisfaction.

5. Limitations

- Some employees may have provided socially desirable responses.
- Questionnaire interpretation might have varied due to time constraints.
- The study was limited to the Sikandrabad office; broader generalizations should be cautious.
- A small sample size limits statistical generalization.
- Limited access to resources and respondent reluctance to participate impacted data depth.

6. Discussion

The data supports previous findings that employee satisfaction strongly correlates with appraisal clarity, recognition, and personal development opportunities (Rovik et al., 2007). Particularly in SMEs, factors such as compensation, management quality, and work environment significantly shape employee loyalty. Interestingly, peer relationships and immediate supervisors had a relatively lower impact, aligning with the findings of Yoon and Suh (2003).

7. Conclusion

The research concludes that employee satisfaction is influenced by various factors, but compensation, management style, and autonomy are the most critical. Empowering employees to participate in appraisal processes and ensuring open feedback mechanisms can significantly enhance organizational commitment.

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