



A Study On Employee Job Satisfaction In Heritage Foods India Limited, Tirupati

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ABSTRACT

This study explores the level of employee satisfaction at Heritage Foods India Ltd, focusing on key workplace factors such as job security, salary competitiveness, training and development, managerial support, and work-life balance. Data was collected through a structured questionnaire and analyzed using percentage-based responses. The findings reveal that most employees appreciate the company's supportive work environment, strong managerial guidance, and excellent work-life balance. However, areas such as financial transparency, training opportunities, and salary alignment with industry standards require attention. The study highlights the importance of continuous feedback, career development, and open communication to enhance employee engagement and long-term satisfaction.

INTRODUCTION

Employee satisfaction is the most important and frequently studied attitude. It is positive attitude towards ones job. It is important to mention that an individual may off different attitudes towards various aspects of job. Job is a group of position that are similar as to the kind and the level of work. Satisfaction means full filling the needs and wants. Employee job satisfaction has a major influence on human performance though its impact on individual motivation and job satisfaction.

Employee satisfaction refers to a person's feeling of satisfaction on the job, which as a motivation to work. It is not the satisfaction, happiness or self contentment but the satisfaction on the employee. Employee satisfaction, a workers sense achievement and success, is generally perceived to be directly linked to productivity as well as to personal wellbeing. Job satisfaction occurs when an employee feels he has accomplished something having importance and value worthy of recognition sense of joy.

COMPANY PROFILE

The Heritage Group, founded in 1992 by Sri Nara Chandra Babu Naidu, is one of the fastest growing Private Sector Enterprises in India, with three-business divisions viz., Dairy, Retail and Agri under its flagship Company Heritage Foods (India) Limited (HFIL), one infrastructure subsidiary - Heritage Infra Developers Limited and other associate Companies viz., Heritage Fin lease Limited, Heritage International Limited and Heritage Agro Merine Private Limited. The annual turnover of Heritage Foods crossed Rs.347 crores in 2006-07 and is aiming for Rs.700 crores during 2007-08.

Presently Heritage's milk products have market presence in Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Maharastra and its retail stores across Bangalore, Chennai and Hyderabad. Integrated agri operations are in Chittoor and Medak Districts and these are backbone to retail operations. In the year 1994, HFIL went to Public Issue to raise

resources, which was oversubscribed 54 times and its shares are listed under B1 Category on BSE (Stock Code: 519552) and NSE (Stock Code: HERITGFOOD)

INDUSTRY PROFILE

Milk producing animals have been domesticated for thousand of years. Initially they were part of the subsistence farming that nomads engaged in. as the community moved about the country so did their animals accompany them. Protecting and feeding the animals were a bug part of the symbiotic relationship between the animals and the header. In the more recent past, people in agricultural societies owned dairy animals that they milked for domestic and local (village) consumption, a typical example of a cottage industry.

The animals might serve multiple purposes (for example, as a draught animals for pulling a normally milked by and the herd size was quite small so that all the animals could be milked in less than an hour- about 10 per milked. These tasks were performed by a dairymaid (dairy woman) or dairyman. With industrialization and urbanization the supply of milk became a commercial industry with specialized breeds of cow being developed for dairy, as distinct from dairy, as distinct from beef or draught animals. Initially more people were employed as milkers but it soon turned to mechanization with machines designed to do the milking. Farmer milking a cow by hand.

REVIEW OF LITERATURE

- ❖ Aristovnik (2014): discusses the influence of organizational and environmental factors on employee job satisfaction. The police employees rated salary and security as the least motivator and support from the management as high. Police employees rate trust and belongingness as the key factor in job satisfaction
- ❖ Ali and Farooqi (2015): concluded that the higher the job satisfaction of an employee is, the higher the employee performance will be. And because of that high employee performance, the employee engagement will be higher as well. Another article that belongs to this category of employee satisfaction, is an article written by Tampubolon (2016).
- ❖ Tampubolon (2016): focused on the relationship between job motivation, employee engagement and job satisfaction, towards the employee performance. The research has been done in Jakarta, with the target group being the employees who work at the Export and Import Department of Indonesia Ministry of Trade. The results of the research showed that employee performance has significantly and positively been influenced by employee engagement. Next to that, employee performance has been significantly and positively influenced by job satisfaction.

Need for the Study

Understanding employee job satisfaction helps organizations implement effective HR policies, reduce turnover rates, and enhance overall productivity. The findings of this study can assist Heritage Foods India Limited in making informed decisions regarding employee welfare and organizational growth.

Scope of the Study

This study focuses on employees working at various levels in Heritage Foods India Limited. It includes an assessment of different factors such as work environment, salary, benefits, career growth opportunities, management support, and work-life balance.

Objectives of the Study

1. **To analyse the level of job satisfaction among employees** of Heritage Foods India Ltd.
2. **To identify key factors influencing job satisfaction**, such as salary, work environment, job security, career growth, and management support.
3. **To assess the impact of job satisfaction on employee performance and productivity.**
4. **To provide recommendations for improving job satisfaction** based on the findings of the study.

Research Design

Data Collection Methods: Primary & Secondary Data

Type of research : Descriptive Research Design

Research Instrument: Questionnaire.

Sample size : 80

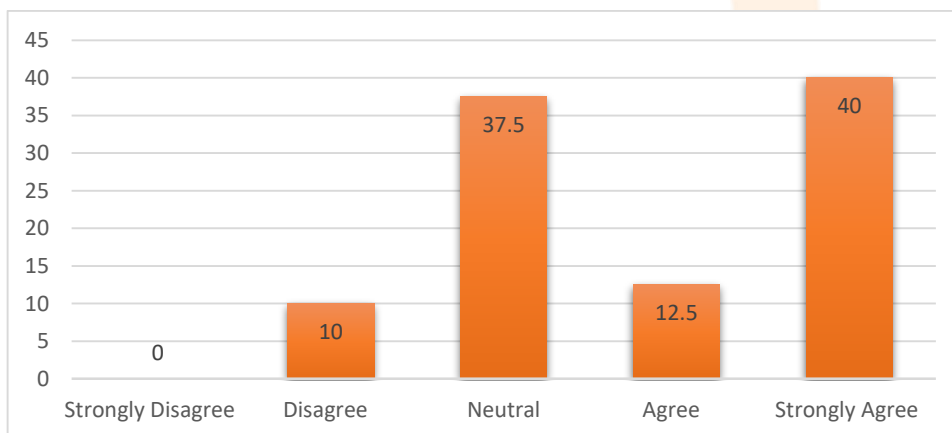
Sampling method: stratified random sampling

Statistical tools : Percentage & Graphical analysis like bar charts.

DATA ANALYSIS

Tableno1: Salary Satisfaction Relative to Industry

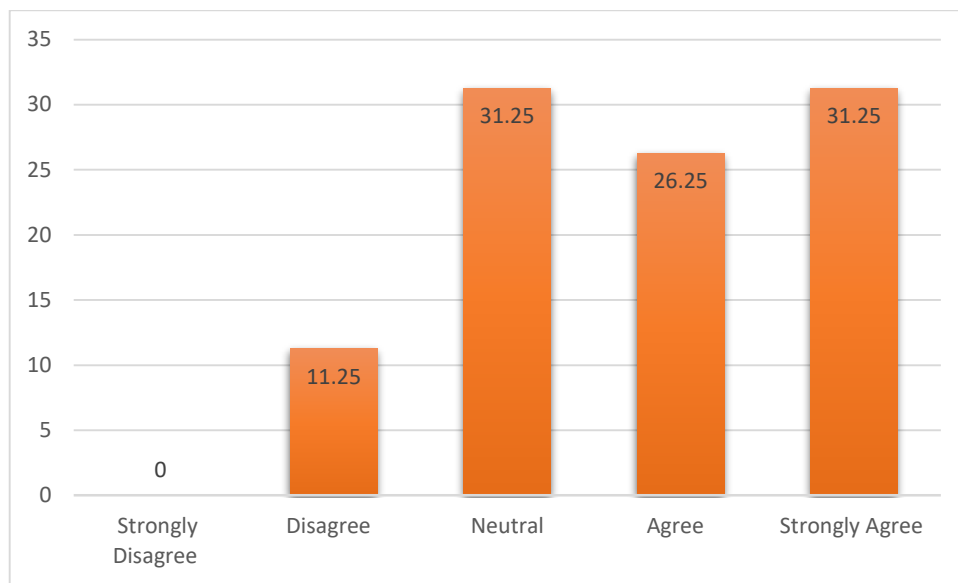
Opinion	No. of Employees	Respondents (%)
STRONGLYDISAGREE	0	0
DISAGREE	8	10
NEUTRAL	30	37.5
AGREE	10	12.5
STRONGLY AGREE	32	40
TOTAL	80	100



INTERPRETATION:

the above graph shows 40% strongly agree, 37.5% respondents neutral and 12.5 % respondents agree and 10% respondents disagree on satisfied with salary in comparison to industry

Tableno.2: training and development opportunities

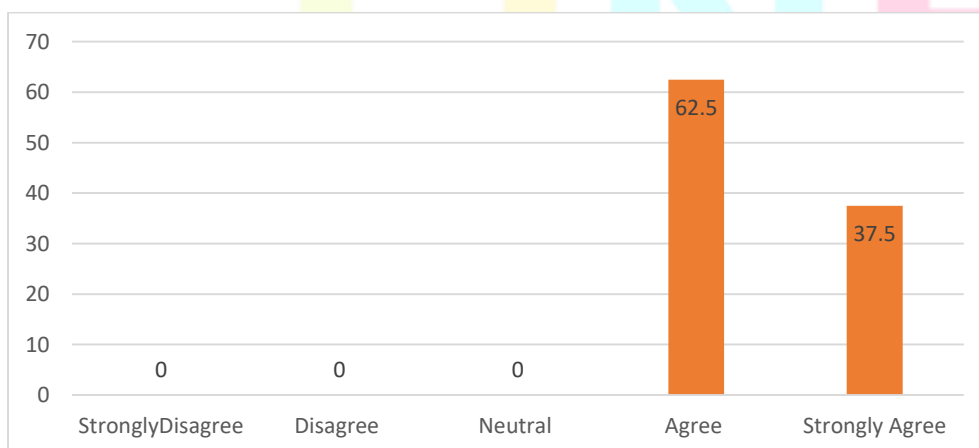


INTERPRETATION:

the above graph shows 57.5% respondents agree and 11.25% respondents disagree training and development.

Table no3: team support on workplace

Opinion	No.of Employees	Respondents (%)
STRONGLY DISAGREE	0	0
DISAGREE	0	0
NEUTRAL	0	0
AGREE	50	62.5
STRONGLY AGREE	30	37.5
TOTAL	80	100

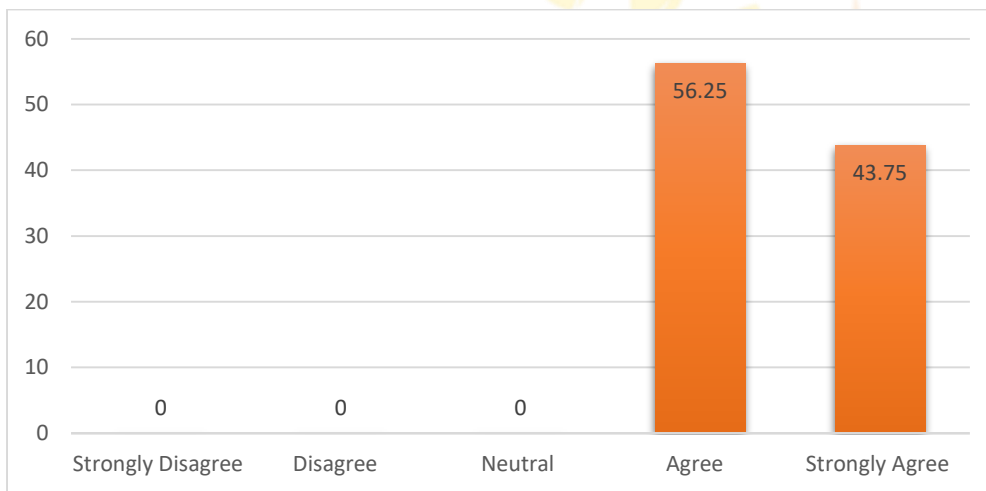


INTERPRETATION:

the above graph shows 56.25% respondents strongly agree and 31.25% respondents agree team support on work place.

Table no 4: good balance between work and personal life.

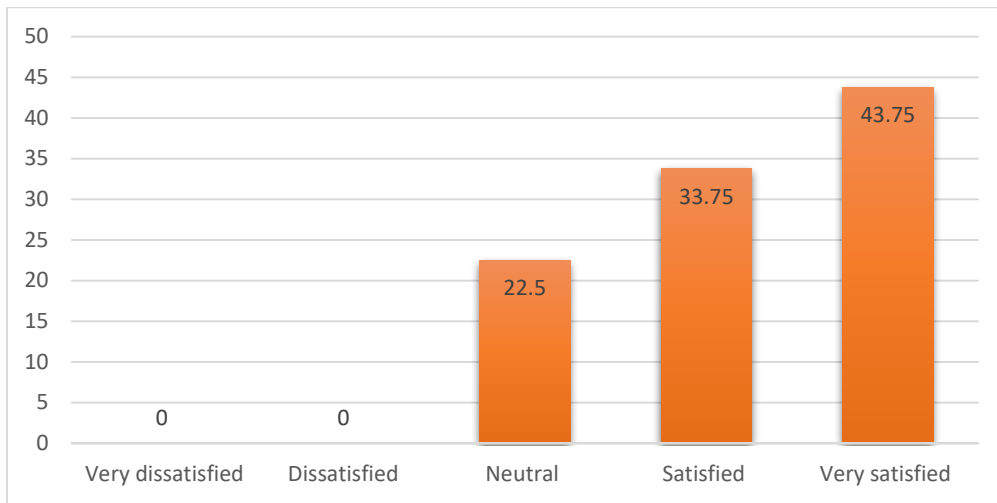
Opinion	No.of Employees	Respondents (%)
STRONGLYDISAGREE	0	0
DISAGREE	0	0
NEUTRAL	0	0
AGREE	45	56.25
STRONGLY AGREE	35	43.75
TOTAL	80	100

**INTERPRETATION:**

the above graph shows 100% agree good balance between work and personal life.

Table no 5: satisfied current job

Opinion	No. of Employees	Respondents(%)
VERY DISSATISFIED	0	0
DISSATISFIED	0	0
NEUTRAL	15	18.75
SATISFIED	30	37.5
VERY SATISFIED	35	43.75
TOTAL	80	100

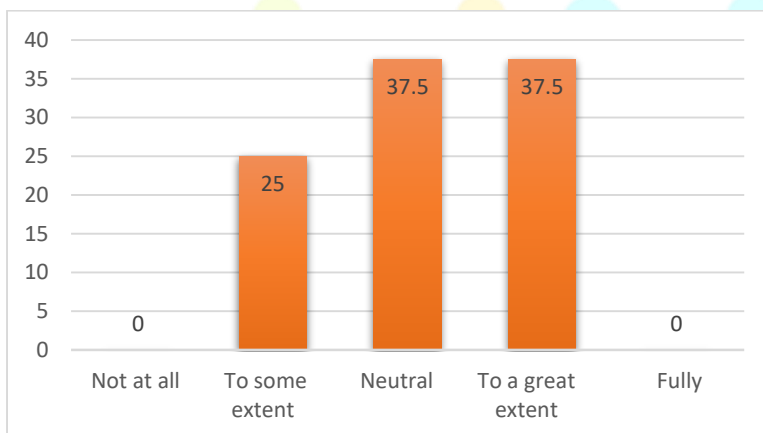


INTERPRETATION:

the above graph shows 77.5% respondents satisfied and 22.5% neutral satisfied current job in company.

Table no 6: Employee Perception of Work Atmosphere

Opinion	No. of Employees	Respondents (%)
NOT AT ALL	0	0
TO SOME EXTENT	20	25
NEUTRAL	30	37.5
TO A GREAT EXTENT	30	37.5
FULLY	0	0
TOTAL	80	100

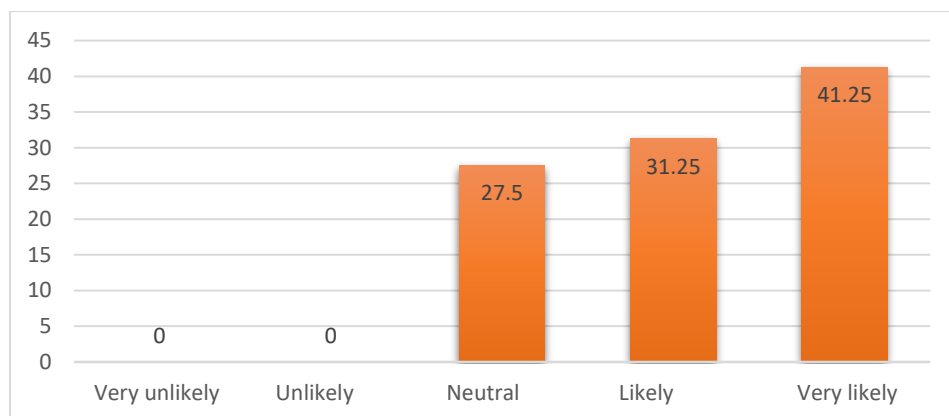


INTERPRETATION:

the above graph shows 37.5% respondents neutral, 37.5% to great extent and 25% to some extent overall success of company.

Table no: workplace recommendation analysis

Opinion	No.of Employees	Respondents (%)
VERY UNLIKELY	0	0
UNLIKELY	0	0
NEUTRAL	22	27.5
LIKELY	25	31.25
VERY LIKELY	33	41.25
TOTAL	80	100

**INTERPRETATION:**

the above graph show 72.5% respondents likely and 27.5% neutral workplace recommendation analysis.

FINDINGS

- ❖ 56.25% are respondents males and 43.75% are respondents females in gender
- ❖ 40% strongly agree, 37.5% respondents neutral and 12.5 % respondents agree and 10% respondents disagree on satisfied with salary in comparison to industry.
- ❖ 57.5% respondents agree and 11.25% respondents disagree training and development.
- ❖ 56.25% respondents strongly agree and 31.25% respondents agree team support on work place.
- ❖ 100% agree good balance between work and personal life.
- ❖ 77.5% respondents satisfied and 22.5% neutral satisfied current job in company.
- ❖ 37.5% respondents neutral ,37.5% to great extent and 25% to some extent overall success of company.
- ❖ 72.5% respondents likely and 27.5% neutral workplace recommendation analysis

SUGGESTIONS

- It is suggested to take steps to develop the reward system for good performance. It will help improve the employee satisfaction among the employee.
- The organization should improve medical facilities.

CONCLUSION

The survey indicates a generally positive employee sentiment, with high satisfaction in work-life balance, job environment, and managerial guidance, though salary satisfaction and financial stability perceptions are mixed. Most respondents are aged 25-45, feel equipped with necessary tools, and value the work environment and learning opportunities. To enhance employee satisfaction, the organization should focus on improving the reward system for performance and upgrading medical facilities. These steps could further boost engagement and retention.

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