

A STUDY ON EMPLOYEE SATISFACTION TOWARDS MOTIVATIONAL TECHNIQUES OF SYMRISE PVT LTD

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Abstract

This study highlights factors influencing job satisfaction which in turn linked with organization success. The major objective of the study is to find out the influencing factors effecting employee job satisfaction and also to find out is there any association between employee job satisfaction with their designation and work experience at Symrise Pvt Ltd. Management is really interested in motivating the employee. I put my best effort to perform the given task in job. Team leader/Team manager supports employee motivating factors.

Key words:

Review Of Literature

Schiffman and Kannuk (2004) define “Satisfaction, then is the evaluation or feeling that result from the disconfirmation process”.

Wooddruff and Gardian (1996) define “Satisfaction, then is the evaluation or feeling that result from the disconfirmation process.” It is not the comparison itself (i.e., the disconfirmation process), but it is the customer’s response to the comparison. Satisfaction has an emotional component.”

According to Hund (1977), satisfaction is a kind of stepping away from an experience and evaluating it. One could have a pleasurable experience that caused dissatisfaction because even though it was pleasurable, it wasn’t as pleasurable as it was supposed to be. So satisfaction/dissatisfaction isn’t an emotion, it’s the evaluation of the emotion”.

Oliver(1997) defines”Satisfaction is the consumer’s fulfilment response. It is a judgement that a product or service feature, or the product of service itself, provided (or is providing) a pleasurable level of consumption. Related fulfilment, including levels of under- or over-fulfilment”.

Introduction

Motivation is a subject which enjoys a good understanding among the employers as they’ll as employees, even though it is a part of day to day life in a company. There is a myth which always equates motivation with money and incentives. Of course, money might motivate to certain extent, but it is not the only motivator. Beyond incentives, employees expect more from their higher officials. The purpose of motivation is to create in which people are willing to work with real initiative, understand enthusiasm with high personal most cohesive manner

Objectives

- To know the impact of employee’s satisfaction towards motivational techniques.
- To analyse the need of the employees.
- To retain value and productive employees.
- To promote specific job behaviours conducive to higher levels of job performance.
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Research Methodology**Research design**

The research method used is of descriptive method. Descriptive research is used to define research problem and gathering information related to the problems for carrying out research.

[a] Primary data:

The source of primary data was a structured questionnaire. By structured questionnaire method, the primary data was collected from the employees of Symrise Pvt Ltd Company.

[b] Secondary data:

Secondary data are those which have been already collected and analysed by some earlier agency for its own use; and later the same data are used by a different agency. The secondary data was gathered from the magazines and websites.

Findings

- 58% of respondents are between the age group 20-30
- 62% of respondent's income level is below 5000
- 48% of respondents work experience is of 0-5 years
- 58% of respondents are in executive level
- 62% of respondents are motivated by monetary factor
- 35% of respondents shows the rating 1 for incentives
- 35% of respondents shows the rating 1 for salary increase
- 32% of respondents shows the rating 1 for promotion
- 30% of respondents shows the rating 3 for bonus
- 37% of respondents shows the rating for appreciation & recognition
- 37% of respondents shows the rating 1 for work condition
- 37% of respondents shows the rating 1 for job security
- 30% of respondents shows the rating 2 for job security
- 45% of respondents strongly agree that management is interested in employee motivation

Conclusion

Symrise Pvt. Ltd is a fragrance producing organization. The Symrise group was formed in 2003 by a merger between the German companies Haarmann & Reimer and Dragoco. The Symrise Company is now famous in our country due to his quality in making fragrance; Symrise Company is also famous to their price satisfaction towards customers. Employee motivation towards the Symrise organization.

References**Books:**

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