



## **A study on employees job satisfaction with reference to TTK Healthcare Ltd., Chennai**

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### **Abstract**

Healthcare has become one of India's largest sectors - both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players.

TTK Healthcare Ltd was incorporated in 1958 and went public in the same year. The company's brand wagon consists of products that are sought after by a wide range of customers. The Woodward's Gripe Water brand is the market leader in the baby care category. The Eva range of personal care products (Talc, Deodorant, Skincare) bring together the gentle touch of nature, backed by TTK's extensive research.

Job satisfaction is the feeling of pleasure and achievement which an employee experience at their job, when the work is worth doing, or the degree to which their works gives them satisfaction. It is the collection of feelings and beliefs people have about their current jobs. Job satisfaction is the level of contentment a person feels regarding his or her job. This feeling is mainly based on an individual's perception of satisfaction.

The main purpose of this paper is to study and analyze on Employees Job Satisfaction with reference to TTK Healthcare Ltd, Chennai. This paper focuses on employee's satisfaction with the present job, the existing level of job satisfaction, the factors influencing the employees job satisfaction, identify the weak areas of working condition which may be cause for job dissatisfaction, provide useful suggestion to the company in improving the job satisfaction and find out level of satisfaction of the employees and internal relationship.

This study was primarily done based on data collected from employees of TTK Healthcare Ltd, Chennai with the help of well designed questionnaire. Total sample size is of 100 respondents using convenience sampling method. Secondary data has been collected from multiple sources of evidence, in addition to books, journals, websites, and newspapers.

“A Happy Employee is a Productive Employee.”

**Keywords:** healthcare, job satisfaction, employees, performance, organisation and correlation

### **Introduction**

Healthcare has become one of India's largest sectors - both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players.

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Job satisfaction represents an attitude rather than behavior. Job satisfaction is one of the important factors which have drawn attention of managers in the organization as well as academicians.

Job satisfaction is the mental feeling of favorableness, which an individual has about his job. A job satisfaction survey is a procedure by which employees report their feeling towards

their job and environment. Factors leading to job satisfaction are separate and distinct from those that lead to job dissatisfaction.

Job satisfaction is the feeling of pleasure and achievement which an employee experience at their job, when the work is worth doing, or the degree to which their works gives them satisfaction. It is the collection of feelings and beliefs people have about their current jobs. Job satisfaction is the level of contentment a person feels regarding his or her job. This feeling is mainly based on an individual's perception of satisfaction.

In literature on Industrial Psychology, the term Job Satisfaction is quite frequently used for individual's attitude towards the specific aspects of the total work situation. The word job refers to a specific task where as the term job satisfaction is of higher orders where it is essentially related to human needs and their fulfillment through work. It is generated by the individual's perception of how well his job satisfies his various needs.

It is often said that “A happy employee is a productive employee.” Job satisfaction is very important because most of the people spend a major portion of their life at their working

place. Moreover, job satisfaction has its impact on the general life of the employees also, because a satisfied employee is a contented and happy human being. A highly satisfied worker has better physical and mental well-being. Though it is debatable point as to which one is the cause and which one is the effect, but they are correlated to each other.

### **Job satisfaction - meaning and definition**

Job satisfaction refers to a person's feeling of satisfaction on the job which acts as a motivation to work. It is not the self-satisfaction, happiness or self-contentment but the satisfaction on the job.

Satisfaction does mean the simple feeling state accompanying the attainment by an impulse of its objective. Research workers differently described the factors contributing the job satisfaction and the job dissatisfaction.

"Job satisfaction is a pleasurable or positive emotional state resulting from the appraisal or one's job or job experience" - E.A.Locke

"Job satisfaction will be defined as the amount of overall positive effect or feelings that individuals have towards their jobs" - Fieldman and Arnold

"Job satisfaction is the set of favourable or unfavourable feelings with which employees view their work" - Keith Davis and Newstrom

Job satisfaction is a result of employees' perception of how well their job provides those things which are viewed as important. In the field of organizational field, job satisfaction is considered the most important and frequently studied attitude.

### **Profile of TTK Healthcare ltd, Chennai**

Tiruvellore Thattai Krishnamachari better known as TTK gave up law, joining with A R Doraisami Iyengar who was running a consumer goods firm in Chennai. The firm represented Levers Brothers. When Iyengar died in 1928, TTK was awarded the Levers Brothers agency. TT Krishnamachari & Co. Was set up in the same year to handle the business and the rest is history!

Today TTK is a totally integrated manufacturing and marketing Group. While maintaining leadership in specific product categories in India, the TTK Group reaches out to the world with its core products - kitchenware, pharmaceuticals, medical devices, food products etc.

TTK Healthcare Ltd., a part of the TTK Group was incorporated in 1958 and went public in the same year. The company's brand wagon consists of products that are sought after by a wide range of customers. The Woodward's Gripe Water brand is the market leader in the baby care category. The Eva range of personal care products (Talc, Deodorant, Skincare) bring together the gentle touch of nature, backed by TTK's extensive research.

TTK Healthcare has an All India sales and distribution network for marketing not only their own products, but also the KIWI Brand (Shoecare), Brylcreem (Hair care) and Kohinoor and Durex brands (Contraceptives). The company also specializes in sales and distribution in India as a joint venture partner. It has a successful tie up with Sara Lee Household and Body care Pvt. Ltd. and TTK-LIG Ltd. The company's distribution network comprises of 2800

redistribution stockiest who cover both the urban and rural consumers.

### **TTK Healthcare has three Strategic Business Units**

- **Pharmaceuticals Division** - TTK Healthcare's Pharmaceuticals Division has many breakthrough herbal and allopathic formulations, across various therapeutic segments. The range includes calcium supplements, haematinics, cervical dilators, thrombolytic agents, rejuvenators, multimineral supplements, liver correctives and pain management products.
- **Consumer Products Division** - The Consumer Products Division (CPD) markets and distributes Woodward's Gripe Water - the undisputed market leader in the baby care category - and the recently introduced Woodward's Baby Soap. Besides handling the national distribution of Durex and Kohinoor condoms, the division also distributes Brylcreem Hair care and Toiletry Products and Kiwi's shoe care range.
- **Biomedical Devices Division** - The TTK Heart Valve Division manufactures and distributes India's first indigenous heart valve prosthesis - the tilting-disc TTK Chitra Heart Valve. The only Indian-made heart valve, it is also the most price-friendly and so far nearly 18,000 Chitra valves have been successfully implanted in patients. Initially conceived in 1978, the heart valve being a critical implant went through the most painstaking development for 12 years at the prestigious Sree Chitra Tirunal Institute for Medical Sciences and Technology (SCTIMST), Trivandrum, India – an autonomous institute under the Department of Science and Technology, Government of India.

TTK the three letters that stand for quality consumer products at affordable prices. A reputation built across eight decades. An organization that started out as an indenting agency and grew to what it is today with path breaking marketing ideas. Those core values that created TTK into a force to be reckoned with continue to define the framework of the TTK Group even today.

The number of permanent employees on the rolls of TTK HealthCare Ltd, Chennai is 1853 employees. TTK Healthcare Ltd is a highly successful and diverse multi -product, multi-unit manufacturing and marketing organization with a sales turnover of Rs.500 crores.

### **Objective of the study**

- To study employees satisfaction with the present job.
- To study the existing level of job satisfaction.
- To study the factors influencing the employees job satisfaction
- To identify the weak areas of working condition which may be cause for job dissatisfaction.
- To provide useful suggestion to the company in improving the job satisfaction.
- To find out level of satisfaction of the employees and internal relationship.

### **Scope of the study**

- The scope of the study is to analyses the job satisfaction

level of the employees at a unit of TTK Healthcare Limited, Chennai.

- The study plays as a vital tool for the organization to improve the Human Resource (HR) department of the organization and overall performance of the organization.
- A satisfied employee will be having positive attitude towards his or her job and would go beyond the normal expectation in his or her job.

**Research methodology**

The present study consists of 100 respondents from employees of TTK Healthcare Ltd, Chennai with the help of well designed questionnaire. A pilot study was conducted to test the questionnaire. The study is both descriptive and diagnostic. It is descriptive with portrayal of factors influencing the employees Job Satisfaction and it became diagnostic when the researcher analyses the level of (respondents) satisfaction of the employees and internal relationship of TTK Healthcare Ltd, Chennai with the help of certain statistical tools. The collected data were analyzed with the help of statistical tool like ANOVA, factor analysis, Chi-Square test, t-test, Correlation analysis and multiple regression Statistical tools.

Both primary and secondary data are used for the study. The primary data are collected by using questionnaire method. Secondary data are collected from books, journals, company manuals, company website, company magazines and informal talk with the officers and the employees

**Limitations of the study**

1. The present study covers only on Employees Job

**Data analysis and Interpretation**

**Table 1:** Satisfaction for salary in Organisation

Particulars	Respondents	(%)
Highly satisfied	44	44
Satisfied	50	50
Highly dissatisfied	6	6
Dissatisfied	0	0
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Source: Primary Data through Questionnaire

**Table 2:** Level of satisfaction for monetary benefits

Particulars	Respondents	(%)
Highly satisfied	60	60
Satisfied	32	32
Highly dissatisfied	4	4
Dissatisfied	4	4
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Source: Primary Data through Questionnaire

Satisfaction with Reference to TTK Healthcare Ltd, Chennai.

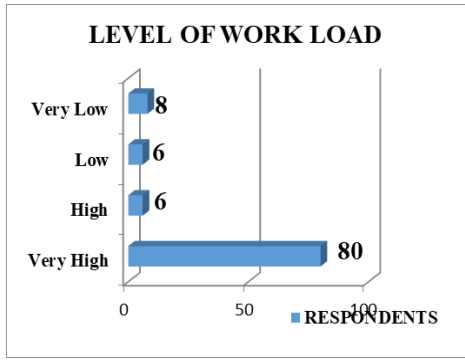
2. The time available for employees to respond for the queries is very limited.
3. The findings and observations made in the study are purely based on the respondent’s answers which may be biased and the bias in the response cannot be ruled out.
4. Time limit is also another constraint.

**Hypothesis of the study**

- There is no relationship between salary and job satisfaction
- There is no relationship between monetary benefits and job satisfaction
- There is no relationship between the level of work load and job satisfaction
- There is no relationship between the level of communication with your supervisor and job satisfaction
- There is no relationship between the participation in interactive session with colleagues and job satisfaction
- There is no relationship between promotional opportunity and job satisfaction
- There is no relationship between Training and job satisfaction
- There is no relationship between connections between pay and performance and job satisfaction
- There is no relationship between Job secured and job satisfaction
- There is no relationship between work environment and job satisfaction

**Table 3:** The level of work load

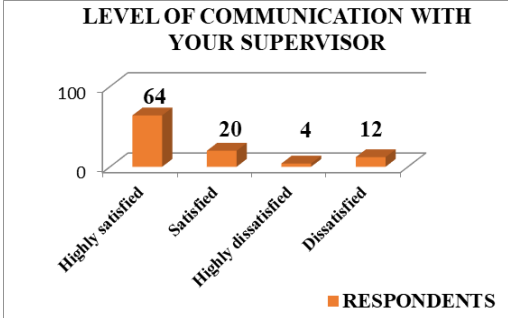
PARTICULARS	RESPONDENTS	(%)
Very High	80	80
High	6	6
Low	6	6
Very Low	8	8
Total	100	100



Source: Primary Data through Questionnaire

**Table 4:** The level of communication with your supervisor

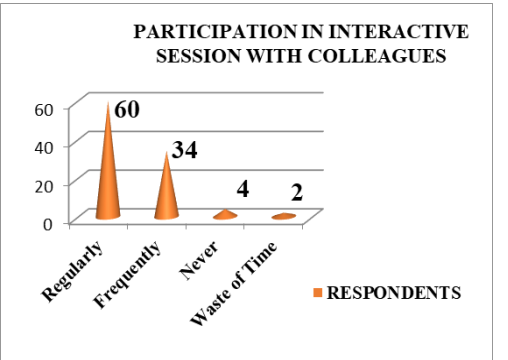
Particulars	Respondents	(%)
Highly satisfied	64	64
Satisfied	20	20
Highly dissatisfied	4	4
Dissatisfied	12	12
Total	100	100



Source: Primary Data through Questionnaire

**Table 5:** The participation in interactive session with colleagues

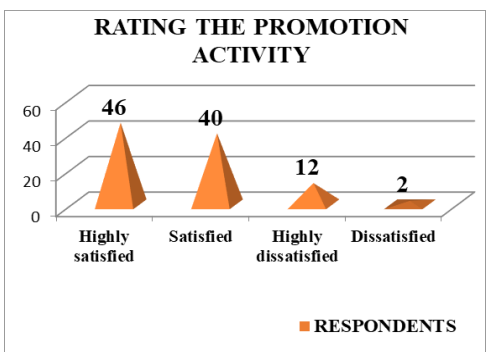
Particulars	Respondents	(%)
Regularly	60	60
Frequently	34	34
Never	4	4
Waste of Time	2	2
Total	100	100



Source: Primary Data through Questionnaire

**Table 6:** Rating the promotion activity

Particulars	Respondents	(%)
Highly satisfied	46	46
Satisfied	40	40
Highly dissatisfied	12	12
Dissatisfied	2	2
Total	100	100



Source: Primary Data through Questionnaire

**Table 7:** Rating the training level

Particulars	Respondents	(%)
Excellent	46	46
Very Good	40	40
Average	14	14
Need Some Improvement	0	0
Total	100	100

The bar chart displays the number of respondents for each rating category. The y-axis represents the number of respondents, ranging from 0 to 60. The x-axis lists the rating categories: Excellent, Very Good, Average, and Need Some Improvement. The bars are orange, and the exact values are labeled above each bar: 46 for Excellent, 40 for Very Good, 14 for Average, and 0 for Need Some Improvement.

Source: Primary Data through Questionnaire

**Table 8:** Connections between pay and performance

Particulars	Respondents	(%)
Yes	76	76
No	24	24
Total	100	100

The 3D pie chart shows the distribution of responses regarding connections between pay and performance. The 'Yes' category is represented by a blue slice (76%) and the 'No' category by an orange slice (24%). A legend below the chart identifies the colors: blue for 'Yes' and orange for 'No'.

Source: Primary Data through Questionnaire

**Table 9:** Job secured

Particulars	Respondents	(%)
Yes	74	74
No	26	26
Total	100	100

The 3D pie chart illustrates the distribution of responses on whether a job is secured. The 'Yes' category is shown as a blue slice (74%) and the 'No' category as an orange slice (26%). A legend below the chart identifies the colors: blue for 'Yes' and orange for 'No'.

Source: Primary Data through Questionnaire

**Table 10:** The Work Environment

Particulars	Respondents	(%)
Yes	75	75
No	25	25
TOTAL	100	100

The bar chart shows the number of respondents for each response regarding the work environment. The y-axis represents the number of respondents, ranging from 0 to 80. The x-axis lists the response categories: Yes and No. The bars are orange, and the exact values are labeled above each bar: 75 for Yes and 25 for No.

Source: Primary Data through Questionnaire

**Correlation between the level of work load and the level of communication with your supervisor**

X – The level of work load

Y – The level of communication with your supervisor

X	y	x <sup>2</sup>	y <sup>2</sup>	xy
80	64	6400	4096	5120
6	20	36	400	120
6	4	36	16	24
8	12	64	144	96
100	100	6536	4656	5360

**Correlation**

$$= \frac{\sum xy}{\sqrt{\sum x^2 * x \sum y^2}}$$

$$= \frac{5360}{\sqrt{6536 * 4656}}$$

$$= \frac{5360}{\sqrt{30431616}}$$

$$= \frac{5360}{5516.4858}$$

$$= 0.9716$$

There is high degree of relationship difference between work load and communication with your supervisor in the organisation.

**Correlation between the level of satisfaction for salary and the level of satisfaction for monetary benefits**

X – The level of satisfaction for salary

Y – The level of satisfaction for monetary benefits

X	y	x <sup>2</sup>	y <sup>2</sup>	xy
44	60	1936	3,600	2640
50	32	2,500	1,024	1600
6	4	36	16	24
0	4	0	16	0
100	100	4472	4656	4264

**Correlation**

$$= \frac{\sum xy}{\sqrt{\sum x^2 * x \sum y^2}}$$

$$= \frac{4264}{\sqrt{4472 * 4656}}$$

$$= \frac{4264}{\sqrt{20821632}}$$

$$= \frac{4264}{4563.07264}$$

$$= 0.9344$$

There is high degree of relationship difference between salary

and monetary benefits in the organisation

**Findings of the study**

- It is observed from the study that 44% of employees highly satisfied and 50% employees satisfied with the salary of the organisation. Thus the employees are satisfied with the organization.
- It is observed that majority of employees are satisfied with the Monetary Benefits given by the organisation. (60% - Highly Satisfied and 32% - Satisfied)
- It is observed that most of the employees feel that the level of work load is very high (80%) in the organisation.
- 75% of the employees feel that their working environment is cheerful and pleasant, only 25% are not satisfied.
- Majority of employees are satisfied with the connections between Pay and Performance. (76% of Respondents)
- Most of the employees feel that their Job is secured. (74% of Respondents)
- Most of the employees feel the level of training conducted by the organisation was very useful.
- Majority of the employees felt the promotion policy of the organisation was satisfied.
- 60% of the employees accept that they have a regular interactive session among the colleagues.
- Majority of the employees feel that the communication with their supervisor is Highly Satisfactory.

**Finding as per 59<sup>th</sup> Annual Report 2016-17 of TTK Healthcare Ltd, Chennai**

- The ratio of the remuneration of each director to the median remuneration of the employees of the Company for the financial year: Executive Vice Chairman is 1: 58
- The percentage increase in remuneration of each Director, Chief Financial Officer, Chief Executive Officer, Company Secretary or Manager, if any, in the financial year: Executive Vice Chairman - Decrease by 15.39%, Director & Whole time Secretary - Increase by 7.39% and Senior Vice President (Finance) - Increase by 10.10%
- The percentage increase in the median remuneration of employees in the financial year: Around 11% (Excluding unionized employees).
- Average percentile increase already made in the salaries of employees other than the managerial personnel in the last financial year and its comparison with the percentile increase in the managerial remuneration and justification thereof and point out if there are any exceptional circumstances for increase in the managerial remuneration: Average increase in remuneration is around 11% for Employees other than Managerial Personnel and around 10% for Managerial Personnel.
- Affirmation that the remuneration is as per the remuneration policy of the Company: Yes
- Sales turnover for the year 2016-17 is Rs.538 crores as compared to Rs. 524 crores for year 2015-16 and Rs. 226 crores for year 2007-08.
- As per the Financial Results of company; the net surplus for the year 2016-17 is Rs. 90.43 cores compared to Rs. 77.77 cores for the year 2015-16.

### Suggestions on the study

- Job satisfaction is the relative word which is directly related to once perception. Externally it is related with job Enrichment. By improving the working environment the job satisfaction level could be increased. Updating the knowledge of employee automatically enrichment job satisfaction level. A good cooperation among the top level and lower level employees leads to good job satisfaction.
- Apart the manager can give feedback about the employee's performance, So that each employee can rectify his/ her mistakes committed; leading for an excellent performance at their work.
- Employee satisfaction, in turn, translates directly into added value in terms of performance, promotions and level of work load.

### Conclusion

- An examination has been made on Job Satisfaction of Employee in TTK Healthcare Ltd, Chennai. After having a detailed examination, it has been found that job satisfaction among employees do not differ as per Table 1 to 10. From here we can conclude that the employees are satisfied irrespective of any variable. It also shows that there is unbiased treatment in the company resulting out of which there is uniform job satisfaction among employees.
- Job Security is a potential tool for the motivation of the employees which in this study shows that, the employees have a positive attitude towards it.
- Working environment is cheerful and pleasant. Working in a pleasant environment helps people feel positive and motivated. If employees enjoy their time at work, they will be less likely to take long breaks or go on sick leave.
- Overall the employee's job satisfaction working in TTK Healthcare Ltd, Chennai sounds outstanding, cheerful and Pleasant.  
"A Happy Employee is a Productive Employee."

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