

# **ANALYZING THE IMPACT OF JOB SATISFACTION OF LIC EMPLOYEES WITH SPECIAL REFERENCE TO SALEM DISTRICT OF TAMILNADU**

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## **Abstract**

The present research is an inquiry into the Job satisfaction and work life balance experienced in LIC Corporation Salem Division. The study seeks to find out which dimensions in the welfare Measure inventory significantly influence the level of job satisfaction in LIC employees of the Salem Division. This article undertaken 100 samples and adopted disproportionate random sampling method & reviews the meaning of Welfare Measure, various determinant of Job Satisfaction. It is an important feature of industrial relations and is a vital ingredient in smooth employer-employee relations. The research will analyses the influence of personal variables such as age, education and experience on the job satisfaction of employees in LIC. The main objectives of the study are to emphasized in public sector organization. Employers offer extra incentives in the form of employee welfare schemes on order to increase employee welfare and to make it possible to persuade workers to accept mechanization.

**Key words:** Employee Job Satisfaction, Fringe Benefits, Job Performance, Welfare Measures Adequate Infrastructure.

## **Introduction**

Job satisfaction is dynamic concept. Job satisfaction is importance for the growth of any organization. Satisfied employees are the backbone for the successful functioning of the organization and inevitable in the work environment. The work involvement of the employees is helps to meeting the customer requirements and achieves the goals of an organization. In this regards, an attempt is made to analyze the factors that influence the job satisfaction of LIC

employees. Employee welfare is a dynamic concept. Welfare measures relating to employees are also known as fringe benefits and services. These facilities create confidence in the worker; he feels happy and thus takes more interest in the work. Its main objective is to acquire a better standard of living for the employees, which have the effects on the workers psychology and it leads to an increase in their productive capacities. Welfare basically means wellness, health, happiness, cordial relations, prosperity, which are prerequisite for the physical, mental, moral and emotional stability. <sup>3</sup>The welfare of the labour must be a voluntary effort made by the management in all the institution.

### **Statement of the problem**

Service organizations play a crucial role in any economy. In our country, it is backbone in terms of creation of employment potential and contribution to the National Income. The study of Welfare measure was considered to be important and critical area in management and organizational performance for past several years especially in the LIC. <sup>4</sup>Work as an integral part of our everyday life, in our livelihood or career or business. On an average the time spends around twelve hours daily in the work place i.e., one third of our entire life. This study was undertaken in order to find out the perception of the employees about influence the overall welfare measure.

### **Objectives**

1. To study the socio-economic and organizational profile of the employees in LIC of India, Salem Division.
2. To analyze the factors influencing Job Satisfaction among the employees in the study area.

### **Research design**

The research design is the basic framework or a plan for a study that guides the collection of data and analysis of data. Employee satisfaction and opinion about this study was used Descriptive Research Design in nature.

### **Method of data collection**

#### **Primary data**

Primary data are those which are collected afresh and for the first time, and thus happen to be original in character. For collecting primary data OBSERVATION and QUESTIONNAIRE methods are used.

#### **Sampling Unit**

The respondents of the study are part of population of employees of Life Insurance Corporation of India, Salem Division. Each employee is considered to be the sampling unit. For

this purpose of study was conducted with 100 sample respondents of Life Insurance Corporation of India, Salem Division.

### Sampling Method

Disproportionate Stratified random sampling is adopted to get insight about the study.

### Descriptive analysis

Descriptive analysis also termed as percentage analysis were performed for each question contained in the interview schedule mainly to ascertain the distribution of respondents in the Life Insurance Corporation of India, Salem Division under each category.

### Factor analysis

Factor analysis is an increasingly popular tool of the practicing business and research. It is two primary applications are (i) Simplifying a set of data by reducing the number of variables, and (ii) Identifying the underlying structure of dimensionality of the data.

**Table: 1**

#### Age of the respondents

Age	Frequency	Percent
Below 30 years	16	5.3
30-40 year	62	20.7
41-50 years	139	46.3
Above 50 years	83	27.7
Total	300	100

**Source: Primary Data**

It is clear from the table that 5.3 percent of them belong to the age group of Below 30 years, 20.7 percent of them belong to the age group of 30-40 years, 46.3 percent of the respondents belong to the age group of 41-50 years, and 27.7 percent of them belong to the age group of Above 50 years.

Job Satisfaction help to improve the Good will and public image of the LIC employees. It helps to improve employee productivity. Labor welfare includes various facilities, services and amenities provided to workers for improving their health, efficiency, economic betterment and social status.

**Table: 2****Gender of the respondents**

<b>Training program</b>	<b>Frequency</b>	<b>Percent</b>
Male	256	85.3
Female	44	14.7
Total	300	100

**Source: Primary Data**

It consists of seven variables. These variables are listed in below table.

**Table: 3****Welfare Measures**

<b>Statement</b>	<b>Component</b>
Work life balance	.716
Health & Safety	.620
Company Values	.596
Recognition	.578
Relationship with middle level employees	.466
Payscale	.400
Working condition	.400

**Source: Primary Data****Findings**

In any organization, it was first and inevitable one is the Job satisfaction in the organization. This factor when put forth among the selected respondents they revealed that they were satisfied with the work life balance like satisfaction of education facilities, sanitary facilities, Drinking water facilities, recreational facilities, Canteen facilities, Housing facilities and medical facilities. Sufficient and adequate infrastructure and work space should be provided to the employees in various branches in Salem Division. Improve the welfare measure & working environment in the LIC which in turn would increase the productivity among the employees.

## Conclusion

Employees satisfaction results in their work safety and create smoothening environment in the Human Resource Management. The most important task of the Human Resources Department. There are three basic needs of a man i.e. food, clothing and shelter. In order to fulfil their basic needs man has to work. Food, clothing and shelter could only be purchased by money and money could be earned by doing work. It improves the moral and mental conditions of the workers by providing facilities like games, cultural activities and recreation etc. By providing all these facilities, workers feel happy and become enthusiastic. Thus, worker starts taking much interest in his work, which leads to greater efficiency. To increase efficiency and productivity among workers. To earn goodwill and enhance public image.

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