

A Study on Employee Satisfaction in the organization in Mahindra, Theni

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Abstract - The study explores the Employee satisfaction plays a crucial role in the overall success and sustainability of an organization. This study explores the employee satisfaction levels at Mahindra & Mahindra Ltd., one of India's leading multinational conglomerates known for its innovative practices and inclusive work culture. This abstract concludes that Mahindra & Mahindra's employee satisfaction is generally high, reflecting the company's commitment to its human capital and continuous improvement.

Key Words: Employee Satisfaction, what gives satisfaction to an employee, SUV Product of Mahindra and Mahindra.

1. INTRODUCTION

Employee satisfaction and occupational success are major factors in personal satisfaction, self-respect, self-esteem, and self-development. To the worker, Employee satisfaction brings a pleasurable emotional state that often leads to a positive work attitude. A satisfied worker is more likely to be creative, flexible, innovative, and loyal. For the organization, Employee satisfaction of its work force that is motivated and committed to high quality performance increased productivity- the quantity and quality of output per hour worked seems to be a by product of improved quality of working life.

1.1 Job satisfaction to an employee

Meaningful Work

Employees feel satisfied when their work has purpose or contributes to something important. Feeling like their role matters makes them more motivated and prouder of what they do.

Fair Compensation

Competitive salary, bonuses, and benefits (healthcare, paid time off, retirement plans) show that the organization values its employees. While money isn't everything, underpayment is a quick way to lose satisfaction.

Positive Work Environment

A safe, inclusive, and friendly atmosphere promotes well-being. Employees thrive in cultures that are respectful, collaborative, and free of toxicity.

Good Leadership and Management

Supportive, transparent, and fair managers who communicate well and provide feedback can greatly increase job satisfaction. Employees want to feel appreciated and guided, not micromanaged or ignored.

Opportunities for Growth

Chances to learn new skills, get promoted, or take on new responsibilities keep employees engaged. A job that feels like a "dead end" can lead to dissatisfaction.

Work-Life Balance

Flexible hours, remote work options, and understanding of personal commitments help employees feel more in control. Burnout from overwork is a major cause of low job satisfaction.

2. STATEMENT OF THE PROBLEM

It is said to be satisfied is a productive employee any kind of grievance relating to organizational the personal to a greater extent influence on the job. So, every organization is giving higher priority to keep their employees with satisfaction by providing several facilities which improves satisfaction and which reduces dissatisfaction. Job satisfaction is considered as a key issue by the entrepreneur where efforts are taken and Program are initiated. If an employee is not satisfied with the job.

3. OBJECTIVES OF THE STUDY

Primary objective

- The study has been under taken to analyze the customer satisfaction towards all variant of Mahindra Motors showrooms with a special reference to the M&M motors, the other objectives are:

Secondary objective

- To know the customer perception about features, low maintenance cost and looks of Mahindra and Mahindra Motors
- To know the customer satisfaction about the safety and comfortable Vehicles' of Mahindra and Mahindra

- To provide suggestions, in improving the customer satisfaction and the company sales and profitability
- To know the customer satisfaction towards the after sales service offers by M&M.

4. NEEDS OF THE STUDY

It is conducted to assess the Employee satisfaction needs of the employees in Theni at Mahindra Company. The study helps to know their preferences and problems of the employees. Employee commitment is essential to increase the productivity. If the Employee satisfaction increases it will increase the employee commitment, further it will lead to increase in the productivity. It is very essential to study about the Employee satisfaction.

5. SCOPE OF THE STUDY

- Job satisfaction is an important output that employees work for the organization
- It comprises of extrinsic and intrinsic factor and helps maintain an able and willing work forces
- It is an interesting and significant area for conducting research
- The study made on the topic of job satisfaction will reveal the factor of feeling of employees
- This report is useful to the management of the company to know the satisfaction level of employees and the can take measure to increase productivity. This report may be used to the management students for regarding. And may be useful for preparing their report on the job satisfaction “in business concern, public organization” etc.

5.1 HYPOTHESIS OF THE STUDY

The hypothesis of a study is a specific, testable statement of prediction about the expected outcome of the research, often based on theory or prior knowledge. There were various hypothesis used for different data analysis tests. They are as follows: To compare overall Job Satisfaction among genders.

NULL HYPOTHESIS

Employees are satisfied with their present job.

H₀: There is no significance difference between the respondents of working with the same company and respondents of worked with different companies,, in terms of their overall job satisfaction.

ALTERNATIVE HYPOTHESIS

Employees are not satisfied with their present job. To compare overall satisfaction between “Working with same company” and “Worked in different companies”

H₁: There is a significant difference between the respondents of working with the same company and respondents of worked with different companies,, in terms of their overall job satisfaction

5.2 RESEARCH DESIGN

Research design is the overall strategy or blueprint that outlines how a research study will be conducted. It provides a structured framework for collecting, measuring, and analyzing

data. In simple terms, it is the plan or structure that guides the entire research process from start to finish. The purpose of a research design is to ensure that the evidence obtained during the study enables the researcher to effectively address the research problem logically, clearly, and as economically as possible.

5.3 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods techniques but also the methodology

5.4 METHODS OF DATA COLLECTION

Data collection of data can define to be techniques used in gathering empirical research data. This process typically stipulates how information gathers methods of data. The following questions focus group, test, observation interview and secondary data.

PRIMARY DATA

The primary data was collected form the respondents by administering a structured questionnaire and also through observation, interview & discussion with management.

SECONDARY DATA

‘Secondary data are those data which are not new and original in nature. These data are obtained from published or unpublished sources. For example, if we use the data relating to the population which I published by the government. It is secondary data.

6. TOOLS FOR ANALYSIS OF DATA

The data collected through questionnaires were analyze the data. Content analysis procedure is used to determine relationship between subject’s answers.

- Simple Percentage Analysis
- Chi square
- Correlation

PERIOD OF THE STUDY

During the period of January 02.01 2025 to April 30.04 2025

AREA OF THE STUDY

“Human resource management”

7. LIMITATION OF THE STUDY

The study is conducted only in spss chilling center.

- Due to the limitation of the time the research could not be conducted more detailed
- Due to confidentiality of some information accurate response was not revealed by some of the respondents. Some of the replies of the respondents may be biased

8. COMPANY PROFILE

Mahindra & Mahindra (M&M) was established in 1945 as Mahindra & Mohammed. Later on, after the partition of India, one of the partners Ghulam Mohammad returned to Pakistan, where he became Finance Minister. As a result, the company was renamed to Mahindra & Mahindra in 1948.

M&M started its operation as a manufacturer of general-purpose utility vehicles. It assembled CKD jeeps in 1949. Over the passing years, the company expanded its business and started manufacturing light commercial vehicles (LCVs) and agricultural tractors. Apart from agricultural tractors and LCVs, Mahindra & Mahindra also showed its dexterity in manufacturing army vehicles. Soon, it started its operations abroad, through its plants set up in China, the United Kingdom and the USA.

M&M partnered with companies prominent in the international market, including Renault SA, International Truck and Engine Corporation, USA, in order to mark its global presence. M&M also started exporting its products to several countries across the world. Subsequently, it set up its branches including Mahindra Europe Srl (based in Italy), Mahindra USA Inc., Mahindra South Africa and Mahindra (China) Tractor Co. Ltd. At the same time, M&M managed to be the largest manufacturer of tractors in India, by holding leadership in the market of the country, for around 25 years. The company is an old hand in designing, developing, manufacturing and marketing tractors as we as farm implements. It made its entry to the passenger car segment in India, with the manufacture of Logan (mid-size sedan) in April 2007, under the Mahindra Renault collaboration.

8.1 SUV PRODUCT OF MAHINDRA AND MAHINDRA

8.1.1 Mahindra Bolero

Mahindra Bolero is one of the most successful and popular utility vehicles of the Mahindra and Mahindra Group. The car is robust in appearance, and it has been elegantly designed, keeping in mind the conditions of the Indian roads.

Mahindra Bolero is also among the best fuel-efficient cars of India as the manufacturer has equipped it with a 2500 cc diesel engine with 5-speed transmission.

8.1.2 MAHINDRA SCORPIO

Mahindra & Mahindra Limited launched Mahindra Scorpio as its first Sports Utility Vehicle in India in 2002.

This SUV has redefined the expectations for the design of SUVs with its sturdy looks and powerful performance, the sophisticated interior design adds to the further glory to the appearance.

8.1.3 MAHINDRA INGENIO

Mahindra & Mahindra is planning to launch a new multi-purpose vehicle (MPV) to take on the Toyota Innova and the Chevrolet Tavera in both the individual buyer and... taxi segments. Mahindra has currently named the project Ingenio. The vehicle is expected to hit the in 2002 market.

8.1.4 MAHINDRA RENAULT LOGAN

Much awaited Mahindra-Renault Logan has been launched in India. This compact sedan is a spacious, practical and affordable vehicle. The outlook of Logan is impressive, and the basic version is a value for money, however the top-end versions are a bit high on price. The prominent feature of this car is its performance, interiors and economy.

8.1.5 MAHINDRA XYLO

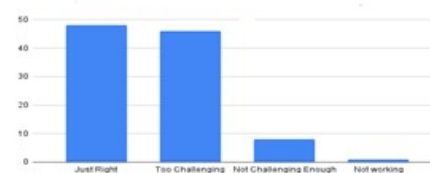
Mahindra & Mahindra Limited launched their latest Multi Utility Vehicle (MUV)

"Xylo" in India on January 13, 2009. The car boasts of having all the luxurious features that are seen in today's sedans, with the ample space of a utility vehicle. Xylo's muscular stance contributes to its commanding road presence.

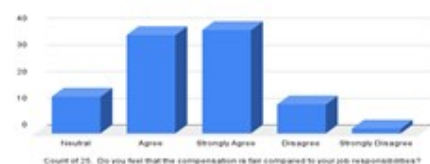
DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

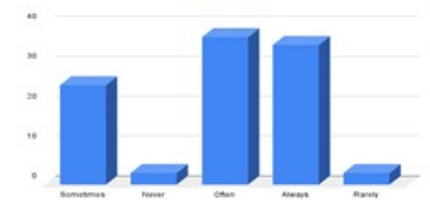
THE CHART SHOWING THE CHALLENGING OF WORK ENVIRONMENT



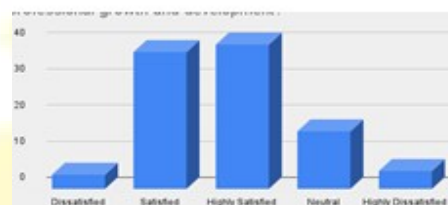
THE CHART SHOWING THE NON-MONETARY BENEFITS



THE CHART SHOWING THE PERFORMANCE OF ORGANIZATIONAL GOALS



THE CHART SHOWING THE GROWTH & DEVELOPMENT



CHI-SQUARE

gender			
	Observed N	Expected N	Residual
male	75	51.5	23.5
female	28	51.5	-23.5
Total	103		

currentjobrole			
	Observed N	Expected N	Residual
highly satisfied	50	20.8	29.2
satisfied	30	20.8	9.2
neutral	15	20.8	-5.8
dissatisfied	5	20.8	-15.8
highly dissatisfied	4	20.8	-16.8
Total	104		

Test Statistics		
	gender	currentjobrole
Chi-Square	21.447 ^a	72.250 ^a
df	1	4
Asymp. Sig.	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 51.5.
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.8.

9. SUGGESTIONS

- The current Evs doesn't meet customer expectation to the large extent.
- Recruiting people from various departments can be more helpful in upcoming projects.
- Evs should be made with more innovative ideas rather than the already existing deas to reduce risk of failure.
- Soon in 2025 the manufactures are planning to be greener.
- Gap between managers and the employees should be reduced by raising the
- level of engagement by conducting extra co-curricular activities like social and cultural programs.
- Create good and healthy environment at work place by increasing interactions, credibility, confidence etc.
- Encourage employees them to take part in the job rotation, job enrichment and other activities being carried out in the organization.

10. CONCLUSION

Mahindra and Mahindra Motors have a very good market share in the state Tamil Nadu (Theni) for the SUV segment. The company is offering good services, which is reflected on the satisfaction of the customer. Majority of the customer are satisfied with the design of the vehicle. Mahindra & Mahindra motors are providing better facilities compare with another brand. As 67% of the respondents are satisfied that they are happy with Bolero, it satisfies that the customer satisfaction levels are very high. If the company were to identify the pitfalls in their product and undertake remedial measure, thus it will lead to more good word of mouth publicity.

DISCLOSURE

The authors affirm that all data, case studies, and references to organizations—including but not limited to Mahindra Automotive Manufacturers – SUV & Commercial Vehicle Showroom, Theni—have been included in this manuscript with the full knowledge and formal consent of the concerned entity. The journal and its editorial board bear no responsibility for any legal or ethical issues arising from the unauthorized use of proprietary or confidential information. The authors accept full responsibility for the authenticity, accuracy, and legitimacy of the content submitted.

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