

A Study on Employee Satisfaction Towards Welfare Measures in Rabwin Industries Pvt Ltd with Special Reference to Coimbatore City

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Abstract:

Employee satisfaction plays a crucial role in enhancing organizational performance and productivity. Welfare measures provided by an organization significantly influence the morale, motivation, and overall satisfaction of employees. This study focuses on analyzing the level of employee satisfaction towards welfare measures in Rabwin Industries Pvt. Ltd., with special reference to Coimbatore City. The study is based on primary data collected through structured questionnaires distributed among employees of Rabwin Industries Pvt. Ltd., along with secondary data gathered from company records, journals, and relevant literature.

INTRODUCTION

In today's competitive business environment, organizations are increasingly recognizing the importance of human resources as a key factor in achieving success. Employee satisfaction has become a critical aspect that directly influences productivity, efficiency, and organizational growth. One of the major determinants of employee satisfaction is the welfare measures provided by the organization.

Employee welfare refers to the various services, benefits, and facilities offered by employers to improve the working conditions and overall well-being of employees. These measures include both statutory and non-statutory provisions such as health and safety facilities, medical care, canteen services, rest rooms, transportation, housing, and recreational facilities. Effective welfare measures not only ensure the physical and mental well-being of employees but also foster a positive work environment, enhance morale, and promote loyalty towards the organization.

Rabwin Industries Pvt. Ltd., located in Coimbatore City, is a growing industrial organization that emphasizes employee welfare as an integral part of its human resource management practices. The company provides a range of welfare facilities aimed at improving employee satisfaction and maintaining a harmonious relationship between management and workers.

OBJECTIVE OF STUDY:

- To identify the various welfare measures provided by the company to its employees.
- To examine employees' opinions and perceptions regarding existing welfare facilities.
- To analyze the level of satisfaction of employees towards welfare measures.

- To evaluate the effectiveness of welfare measures in improving employee well-being and job satisfaction.
- To study the relationship between welfare measures and employee motivation and performance.

REVIEW OF LITERATURE:

Nair (2020) highlighted that training and development opportunities, considered part of welfare measures, enhance employee satisfaction and skill development. observed that proactive welfare policies reduce employee grievances and create a positive organizational climate.

Anand (2021) reported that employee perception of welfare measures strongly influences the level of satisfaction and overall morale. emphasized that welfare measures often have a stronger impact on employee loyalty than salary or monetary benefits alone.

Rajan and Kumar (2022) found that medical and recreational facilities are the most appreciated welfare benefits among industrial employees.

Joseph (2023) concluded that welfare amenities, when tailored to employee needs, improve morale, productivity, and organizational commitment. Showed that industries that offer a blend of statutory and voluntary welfare benefits recorded higher retention and engagement.

Lakshmi and Ramesh (2024) reported that regular assessment and enhancement of welfare measures lead to sustained employee satisfaction and long-term retention.

Trends (2025 studies) – Recent research emphasizes holistic welfare measures including mental health support, flexible

hours, and employee assistance programs as Wcritical determinants of satisfaction in modern industries.

RESEARCH METHODOLOGY:

The research has conducted in Chennai and has considered the customers as samples and collected. The objective of study is to analyze the customer perception towards the benefits and issues of online payment apps. Descriptive research design is adopted by the researcher. The sample size consider for the study is 110. Data is collected from the customers. Respondents have been chosen for study from the study area according to the convenience of the researcher, Convenience sampling have been adopted to take survey from 110 respondents. The researcher has analyzed the data of percentage analysis and chi – square, Annova test for significance to understand the customer perception towards online payment apps.

Data Analysis and Findings

Table 4.1:1– Gender of respondents

Gender	No of response	Percentage
Male	85	77.3%
Female	25	22.7%
Total	110	100

INTERPRETATION: From the above table of response in welfare measures male 77.3% and female 22.7% are responded.

INFERENCE: Majority (77.3%) are Male.

Table 4.1:2 Marital status of respondents

Marital status	No of response	Percentage
Married	74	67.3%
Unmarried	36	32.7%

Total	110	100
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INTERPRETATION: From the above table it is interpreted marital status in marriage 67.3% and unmarried 32.7% of response.

INFERENCE: Majority (67.3%) are married.

CHI SQUARE TEST:

TABLE 4.2.1: Table showing the association between Gender and often use online payment apps Null hypothesis (H0): There is no significance difference between Gender and respondents often using welfare measures.

Alternative hypothesis (H1): There is a significance difference between Gender of the respondents and frequency of using welfare measures.

CHI-SQUARE TESTS:

TABLE 1: OBSERVED DATA

H0 There is a comparison between gender and how often they use welfare measures.

GE ND ER	SA TIS FIE D	HIG HL Y SAT ISFI ED	DISS ATIS FIED	NE UT RA L	G R A N D T O T A L
Fem ale	13	10	0	2	25
Mal e	47	23	1	14	85
Gra nd total	60	33	1	16	110

TABLE 2: STATISTICAL TEST IN CHI-SQUARE

O	E	O-E	O-E ²	O-E ² /E
10	7.5	2.5	6.25	0.8333
13	13.636 36	- 0.6363 6	- 0.4049 5	- 0.0296
2	3.6363 6	- 1.6363 6	- 2.6776	- 0.7363
23	25.5	-2.5	-6.25	- 0.2480
47	46.363 63	0.6363 6	0.4049 5	0.0087 3
1	0.7727	0.2273	0.0516	0.0667 7
14	12.363 63	1.6363 7	2.6777	0.2118 5
CHI SQUARE = (Σ(O-E²/E))				0.1853 2

TABLE 3

Varia ble	Degre e of freedo m	Table value	Calcu lated value	Accep ted and reject ed
Gen der and welfar e measu res in	3	0.227	0.1853 2	Reject ed

Rabwin industries pvt ltd				
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LEVEL OF SIGNIFICANCE 5%

INTERPRETATION:

The calculated chi-square value (0.18532) is greater than the table value (0.227) at the 5% significance level. Therefore, the hypothesis is rejected. This means there is a significant relationship between gender and how often individuals use welfare measures in Rabwin industries pvt ltd satisfaction level. The frequency of welfare measures in Rabwin industries pvt ltd satisfaction appears to vary by gender.

H0 There is a relationship between gender and how often they use it in welfare measures in Rabwin industries pvt ltd.

FINDINGS AND SUGGESTIONS

5.1. FINDINGS

1. Majority (77.3%) of the respondents are male. Majority (67.4%) of the respondents are married. Majority (47.3%) of the respondents are between 25-36 years old. Majority (72.7%) of the respondents are diploma.
2. Majority (45.5%) of the respondents in year of experience
3. Majority (53.6%) of the respondents are monthly income in 21000-30000
4. Majority (72.7%) of the respondents in department of HR
5. Majority (62.7%) of the respondents in working condition are satisfied
6. Majority (72.7%) of the respondents are always provide in safety requirement in welfare measures

7. Majority (36.4%) of the respondents are medical facilities welfare measures used the most
8. Majority (63.6%) of the respondents in providing the sanitation and hygiene facilities in welfare measures
9. Majority (43.6%) of the respondents are satisfied in canteen and food facilities in welfare measures
10. Majority (81.8%) of the respondents are yes to aware of welfare measures
11. Majority (44.5%) of the respondents are good rate the welfare organisations
12. Majority (51.8%) of the respondents are not sure to improve the welfare measures

SUGGESTION:

- Many employees may not fully know all available benefits. The company should conduct awareness programs, meetings, or notices to educate employees about welfare facilities.
- Provide better medical insurance, regular health check-ups, and emergency support to improve employee well-being and satisfaction.
- Flexible work schedules help employees maintain work-life balance, which increases motivation and productivity.
- Hygienic food, clean drinking water, and proper sanitation facilities should be maintained to ensure employee comfort.

CONCLUSION:

The study on employee satisfaction towards welfare measures in Rabwin Industries Pvt. Ltd., Coimbatore, reveals that welfare facilities play a vital role in improving employee morale, motivation, and overall job satisfaction. The majority of employees are satisfied with the existing welfare measures provided by the company,

such as basic amenities, safety measures, and working conditions. However, the study also identifies certain areas that require improvement, including medical facilities, transport arrangements, and awareness of welfare schemes. It is evident that when employees feel cared for and supported through effective welfare measures, their productivity and commitment towards the organization increase. Therefore, Rabwin Industries Pvt. Ltd. should focus on continuously improving and updating its welfare policies to meet the changing needs of employees. By doing so, the organization can enhance employee satisfaction, reduce turnover, and achieve overall organizational growth and success.

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