

Employee Satisfaction towards Motivational Techniques of Symrise Pvt Ltd

Magdalene Peter, Fabiyola Kavitha

Abstract: This investigation features components impacting work fulfillment which thus connected with association success. The significant goal of the examination is to discover the affecting elements affecting representative activity fulfillment and furthermore to discover is there any relationship between worker work fulfillment with their assignment and work involvement with Symrise Pvt Ltd. The executives is truly keen on inspiring the representative. I put my best exertion to play out the given assignment in employment. Group pioneer/Team supervisor bolsters worker rousing variables.

Keywords: Investigation, Executives, Team Supervisor

I. 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[1],[3],[5]

II. REVIEW OF LITERATURE

Schiffman and Kannuk(2004) define "Satisfaction, then is the evaluation or feeling that result from the disconfirmation process". [2],[4],[6]

Wooddruff and Gardian(1996) define " Satisfaction, then is the evaluation or feeling that result from the disconfirmation process." It is not the comparison itself (ie., the disconfirmation process), but it is the customer's response to the comparison. Satisfaction has an emotional component." [7], [9], [11]

Oliver(1997) defines "Satisfaction is the consumer's fulfillment 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". [31], [33]

III. OBJECTIVES

- To know the impact of employee satisfaction towards motivational techniques.
- To analyse the need of the employees.
- To retain value and productive employees.
- To promote specific job behaviors conducive to higher levels of job performance. [8], [10],[12]

IV. RESEARCH METHODOLOGY

A. 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. [13], [15],[17]

[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 analyzed 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. [14], [16],[18]

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V.RESULTS AND DISCUSSIONS

- 58% of respondents are between the age group 20-30
- 62% of respondents income level is below 5000
- 48% of respondents work experience is of 0-5 years
- 58% of respondents are in executive level [19], [21],[23]
- 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 [20], [22], [24]
- 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[25], [27], [29]

VI. CONCLUSION

SymrisePvt. 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. [26], [28], [30]

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