



## A STUDY ON EMPLOYEE SATISFACTION IN GRT JEWELLERYS

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### ABSTRACT:

This study aims to explore employee satisfaction at GRT Jewelers, focusing on various factors that contribute to a positive or negative work environment within the organization. The research delves into aspects such as job satisfaction, work-life balance, compensation, career development opportunities, management practices, and employee recognition. By collecting data through employee surveys and interviews, the study seeks to understand how these factors influence overall job satisfaction and employee motivation at GRT Jewellers. The findings will provide valuable insights into the effectiveness of current policies and practices, helping the company enhance its human resource strategies. The results of this study will enable GRT Jewellers to identify strengths and areas for improvement in their employee satisfaction initiatives. A deeper understanding of employee concerns will allow the company to implement targeted strategies to improve job satisfaction, foster a positive organizational culture, and ultimately enhance employee retention and performance. This research contributes to the broader understanding of employee satisfaction within the jewelry industry, offering recommendations for GRT Jewellers to create a more supportive and engaging work environment for its employees.

### KEYWORDS:

**EMPLOYEE SATISFACTION, JOB SATISFACTION, WORK-LIFE BALANCE, COMPENSATION, CAREER DEVELOPMENT.**

### 1.1 INTRODUCTION

Employee satisfaction is a critical component in the success of any organization, influencing productivity, morale, and overall performance. In the case of GRT Jewellers, a leading brand in the jewelry industry, understanding the factors that contribute to employee satisfaction is essential for maintaining a motivated and committed workforce. GRT Jewellers, known for its high-quality jewelry and customer service, operates in a competitive industry where employee engagement plays a pivotal role in ensuring exceptional service and business growth. This study aims to explore the key drivers of employee satisfaction within the company, focusing on areas such as job security, work environment, compensation, training, and career development opportunities. By assessing employee satisfaction at GRT Jewellers, this research seeks to identify both strengths and challenges within the organization's current policies and work culture. The study will involve surveys and interviews with employees across various levels and departments to gain a comprehensive understanding of their experiences and perceptions. The findings will provide valuable insights into how GRT Jewellers can

enhance its employee satisfaction initiatives, improve retention rates, and create a more conducive work environment. Ultimately, this study aims to offer recommendations that can help GRT Jewellers build a more engaged, loyal, and high-performing workforce.

### 1.2 STATEMENT OF PROBLEM

The problem addressed in this study is the lack of comprehensive understanding regarding employee satisfaction at GRT Jewellers. While the company has established itself as a leading name in the jewelry industry, it is essential to assess how satisfied its employees are with various aspects of their work environment, including job roles, compensation, career development opportunities, work-life balance, and management practices. Without a clear understanding of employee concerns and satisfaction levels, GRT Jewellers may face challenges such as high employee turnover, low morale, and decreased productivity. This study aims to fill this gap by investigating the factors that influence employee satisfaction and providing insights into how the company can enhance its human resource practices to foster a more

positive and productive work environment.

**1.3 OBJECTIVES OF THE STUDY**

- To assess the overall level of employee satisfaction at GRT Jewellers
- To identify key factors influencing employee satisfaction
- To evaluate the effectiveness of management practices at GRT Jewellers
- To examine the relationship between employee satisfaction and job performance
- To explore employee perceptions of career development and training opportunities

**1.4 METHODOLOGY**

**1.4.1 RESEARCH DESIGN**

This study will employ a descriptive research design. Descriptive research aims to describe the characteristics of the population under study by investigating various factors related to employee satisfaction. This design will help in capturing the perceptions, attitudes, and behaviors of employees at GRT Jewellers concerning their work environment, management practices, compensation, career development, work-life balance, and other related factors. The approach is suitable as it will provide a comprehensive snapshot of the current state of employee satisfaction within the company.

**1.4.2 SAMPLING METHOD**

A Convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

**1.4.3 PRIMARY AND SECONDARY DATA**

Primary data, by contrast, are collected by the investigator conducting the research. Primary data refer to demographic and socio-economic characteristics of the retailers, behavior and opinion of the retailers, their awareness and knowledge. Secondary data has collected been collected from journals, Books, Websites and magazines.

**1.4.4 SAMPLE SIZE**

A sample size is a component of population which is cautiously selected to signify the population. The study was conducted with the sample size of 50.

**1.4.5 STUDY OF THE AREA**

The study on Madurai city as the selected research area to analyse the employee satisfaction in GRT Jewellers.

**1.5 DATA ANALYSIS**

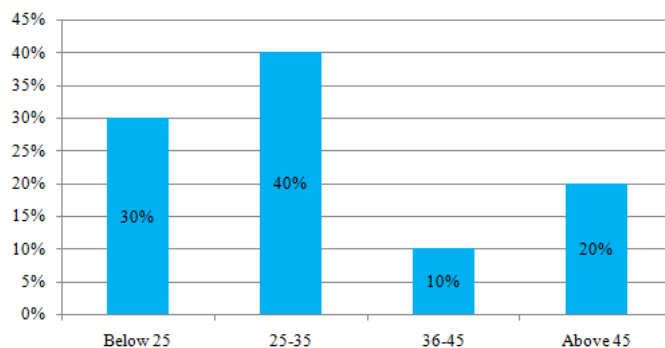
**TABLE: 1.5.1 AGE OF THE RESPONDENTS**

Particulars	No of Respondents	Percentage
Below 25	15	30%
25-35	20	40%

36-45	5	10%
Above 45	10	20%
Total	50	100%

Source - Primary Data

**AGE OF RESPONDENTS**



**INTERPRETATION:**

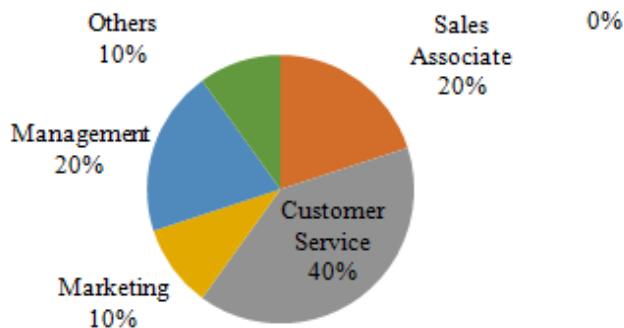
From the above it is interpreted that 40% of the respondents are 25-35 years, 30% of the respondents are below 25 years, 20% of the respondents are above 45 years and 10% of the respondents are 36-45 years.

**TABLE: 1.5.2 ROLE AT GRT JEWELERS**

Particulars	No of Respondents	Percentage
Sales Associate	10	20%
Customer Service	20	40%
Marketing	5	10%
Management	10	20%
Others	5	10%
Total	50	100%

Source - Primary Data

**EMPLOYEE ROLE AT GRT JEWELLERY'S**



**INTERPRETATION:**

From the above table it is interpreted that 40% of the respondents said they working in GRT jewellerys in Customer service role, 20% of the respondents said they working in GRT jewellerys in sales associate role, 20% of the respondentssaid they working in GRT jewellerys in

management role, 10% of the respondents are said they working in GRT jewellerys in marketing role and the 10% of respondents are said they working in GRT jewellerys in other role.

### 1.6 FINDINGS AND SUGGESTIONS:

#### 1.6.1 FINDINGS

- Majority (40%) of the respondents are 25-35 years.
- Majority (40%) of the respondents said they working in GRT jewellerys in Customer service role.

#### 1.6.2 SUGGESTION

- GRT Jewellers can implement regular training and skill development programs to ensure employees are well-equipped to handle new challenges, improving job satisfaction and career growth opportunities.
- Offering competitive compensation, performance-based incentives, and additional benefits such as health insurance, retirement plans, or wellness programs can help enhance employee satisfaction and retention.
- Promoting a supportive and inclusive workplace culture through team-building activities, open communication, and employee recognition programs can strengthen employee morale and foster a positive work atmosphere.
- Introducing flexible work schedules or remote working options, where possible, can help employees achieve a better work-life balance, leading to greater job satisfaction and higher productivity.

- Encouraging transparent and effective communication between management and staff, as well as providing regular feedback, can help employees feel valued, understood, and more engaged in their work.

### CONCLUSION

In conclusion, this study on employee satisfaction at GRT Jewellers highlights the importance of understanding the various factors that contribute to employee motivation, engagement, and retention in the jewelry retail sector. The research reveals that employee satisfaction is not influenced by a single factor, but rather a combination of intrinsic and extrinsic elements such as compensation, career development opportunities, recognition, job design, work-life balance, and organizational culture.

The findings emphasize the need for GRT Jewellers to focus on creating a positive work environment that fosters open communication, recognition, and opportunities for growth. Employees should feel that their contributions are valued and that there are clear pathways for career advancement. Additionally, fair compensation, work-life balance, and job autonomy are critical elements in maintaining a motivated and satisfied workforce.

### REFERENCES

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