



## Motivation and Job Satisfaction of Cashew Workers in Kanyakumari District

### KEYWORDS

motivation, job satisfaction, psychological, sociological, organization, management

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### ABSTRACT

A study on motivation and job satisfaction of cashew workers in kanyakumari district was undertaken to find out the workers job satisfaction in. Kanyakumari district. This study helps to improve the job satisfaction among the employees, and to give suggestions to motivate the workers to achieve their goals in better way. The present study with the following objectives, to study about the cashew nut processing industries in kanyakumari district, to identify the factors which influence job satisfaction and factors, this leads to job dissatisfaction, to study the relationship between demographic factors and job satisfaction to study the various factors influencing the motivation of the workers towards the accomplishment of goals. This is an empirical study based on survey method. The data were collected from both primary and secondary sources. The boundary of study is kanyakumari district. The population of this study is cashew factory in kanyakumari district. The district was divided into four Taluks namely, vilavancode, kalkulam, Thovalai and Agasteeswaram. There are 840 factories in the district. From the total population 50 units are taken as sample from each Taluks Convenient sampling method was used for the selection of sample units. According to the sampling plan total sample size in 200, all over kanyakumari district, based on the sampling design shown in sampling plan, among which 60 were male and 140 female. The data collected were analyzed and interpreted with the help of tables and figures. Chi-square test and liker's scaling techniques are used for this purpose. The study concludes that the individuals below the age of 35 years are working more in number in cashew processing industries; Most of them are women workers. Majority of the workers have completed their higher secondary this shows that they have discontinued their studies after higher secondary and are working in cashew factory. The income of the cashew workers is low when compared to other processing industries.

### I. INTRODUCTION

Organization is made up of people and function through people, without people organization cannot exist. The resource of men, materials and machinery are collected co-ordinate and utilized through people. This resource by themselves fulfill the objectives of an organization. The need to be united in to a team. It is through the combined efforts of people that material and monetary resource are effectively utilized for the attainment of common objectives, without unity human organization cannot achieve its goals.

According to Urwick, L.F., "business houses are made broken in the long run not by market, capital, patents or equipment but by men." Of all the resource manpower is the only resource, which does not depreciate with the passage of time.

Now days, more importance is being given to the people in the organization. This is mainly because organizations are realizing that human resource is the most important of all assets. This emphasis can also be partly attributed to the new emerging values of humanism and humanization. Moreover with increased emphasis on creativity and autonomy which people are increasingly acquiring and enjoying in the society the expectation of the people are fast changing. Hence the company is to be viewed as a complex social system and not merely as an organization concerned.

According to Jucius, human resources or human factors refer to "a whole consisting of inter-related, interdependent, and interacting physiological, psychological, sociological and ethical component."

The industrial organization is seen as performing two major functions. They are production of the products and products and creating as well as distributing satisfactions among the individual members of the organizations. Employee's relations and productivity are closely related to each other and

interdependent in the organization, we find a number of individuals working together towards a common end and the collective purpose of the total organization each individual however bringing together to the working situation. Form a different background of personal and social experiences, the demand of a particular employee depends not only upon his physical needs but upon his social needs as well. These social needs and sentiments associated with them vary with his early personal history and social conditioning and the needs and sentiments of people are closely associated with him both inside and outside the work. Thus the men engaged for work in the factory have to be not kept satisfied not only with their wages but also with their conditions of work. Thus the men engaged for work in the factory have to be kept satisfied not only with their wages but also with their conditions of work. Most important of all is the relationship between employees and supervisors.

In the individual organization, management is becoming increasingly aware of the significant of the psychological values, which are obtained from the job and the ways in which these values reach out to all aspects of the workers life.

### II. OBJECTIVES

The present study about the cashew workers in kanyakumari district is undertaken with the following objectives

To study about the cashew nut processing industries in kanyakumari district

To identify the factors which influence job satisfaction and factors, this leads to job dissatisfaction.

To study the relationship between demographic factors and job satisfaction of workers.

To study the various factors influencing the motivation of the

workers towards the accomplishment of goals. To suggest the ways to improve the job satisfaction among the employees, and to give suggestions to motivate the workers to achieve their goals in better way.

### III. METHODOLOGY

This is an empirical study based on survey method. The data were collected from both primary and secondary sources.

### IV. SAMPLE DESIGN

The boundary of study is kanyakumari district. The population of this study is cashew factory in kanyakumari district. The district was divided into four Taluks namely, vilavancode, kalkulam, Thovalai and Agasteeswaram. There are 840 factories in the district. From the total population 50 units are taken as sample from each Taluks Convenient sampling method was used for the selection of sample units.

### V. SAMPLE PLAN

| Taluku        | Total units | Sample |
|---------------|-------------|--------|
| Vilavancode   | 447         | 50     |
| Kalkulam      | 269         | 50     |
| Agasteeswaram | 51          | 50     |
| Thovalai      | 73          | 50     |
| Total         | 840         | 200    |

According to the sampling plan total sample size in 200, all over kanyakumari district, based on the sampling design shown in sampling plan, among which 60 were male and 140 female.

### VI. STATISTICAL TOOLS FOR ANALYSIS

The data collected were analyzed and interpreted with the help of tables and figures. Chi- square test and liker's scaling techniques are used for this purpose.

### VII. JOB SATISFACTION OF WORKERS IN CASHEW PROCESSING INDUSTRIES

There are several aspects to the issues related to Cashew workers in development programme. Attempts have been made to assess and highlight the role that cashew workers play in development. There is no doubt that poor rural cashew workers contribute much to the nation's progress through their heavy responsibilities for assisting in agriculture and industry. Yet their contribution is ignored or taken for granted and are often exploited. Hence, an initiative should be made affecting the lives and the communities of cashew workers.

### VIII. JOB SATISFACTION

The term "Job Satisfaction" was brought in to light by Hop-pock. According to him "Job Satisfaction is the combination of psychological, physiological and environmental circumstances that cause the person to fruitfully say, 'I am satisfied with my job'.

### IX. ANALYSIS OF DATA

The data after collection has to be processed and analyzed in accordance with the outline laid down. The term analysis refers to the computation of certain measures long with searching for patterns of relationship that exists. Thus, "In the process of analysis, relationships or differences supporting or conflicting with original or new hypothesis should subject to statistical tests of significant to determine with what validity data can be said to be indicate any conclusions"

#### 1. AGE

Age is the length of time that one has existed. Age plays a significant role in job satisfaction. Hence, age -wise distribution of respondents were analyzed and presented in the table 1 below:

**TABLE 1**  
**AGE - WISE DISTRIBUTION OF THE RESPONDENTS**

| Age            | No .of Respondents | Percentage |
|----------------|--------------------|------------|
| Below 25 years | 20                 | 10         |
| 25 - 35 years  | 106                | 53         |
| 35 - 45 years  | 60                 | 30         |
| Above 45 years | 14                 | 07         |
| Total          | 200                | 100        |

Source: primary data

The researcher found out that the most of the cashew workers belong to the age group between 25- 35 i.e., 53 percentage , about 30 percentage of workers belong to the age group between 35 - 45 and 7 percentage of the respondents belong to the age, above 45 years.

#### 2. GENDER

It describes the state of being male or female. Gender is one of the important factors influencing job satisfaction. The analyses & presentation has been show in the table 2 below

**TABLE 2**  
**GENDER- WISE DISTRIBUTION OF THE RESPONDENTS**

| Gender | No. of Respondents | Percentage |
|--------|--------------------|------------|
| Male   | 60                 | 30         |
| Female | 140                | 70         |
| Total  | 200                |            |

Source: primary data

The above table 2 shows that about 70 percentages of workers are female in cashew processing industries.

#### 3. EDUCATION

Education implies the reasoning and understanding capacity of every person. It gives respect to the persons. The person who is qualified can think well than unqualified. The following table 3 explains the distribution of workers on the base of their education.

**TABLE 3**  
**EDUATION QUALIFICATION**

| Educational Qualification | No. of Respondents | Percentage |
|---------------------------|--------------------|------------|
| Primary                   | 12                 | 06         |
| Secondary                 | 48                 | 24         |
| Higher secondary          | 102                | 51         |
| Graduate                  | 26                 | 13         |
| Post- Graduate            | -                  | 00         |
| Technical                 | 12                 | 06         |
| Total                     | 200                | 100        |

Source: primary data

The researcher found that most of the respondents have completed higher secondary i.e., 51 percentage and no one among 200 respondents have completed their post graduation.

#### 4. EXPERIENCE

Experience is the knowledge or skill that has been gained through direct observation or participation in event or in a particular activity. Experience help the workers to carry out or perform their job in a proper manner.

**TABLE 4**  
**EXPERIENCE OF THE RESPONDENTS**

| No. of years   | No. of Respondents | Percentage |
|----------------|--------------------|------------|
| Below 5 years  | 26                 | 13         |
| 5- 10 years    | 136                | 68         |
| 10- 15 years   | 30                 | 15         |
| Above 15 years | 08                 | 04         |
| Total          | 200                | 100        |

Sources: primary data

The table 4 shows that out of 200 respondents 1136 have experience between 5- 10 years and only 8 respondents have experience above 15 years.

**5. INCOME**

A person's income is money that he earned for doing a job. In every industry the workers get wage for the job rendered by them. Income may be in the form of daily wage, weekly wage or monthly wage.

**TABLE 5**  
**INCOME – WISE DISTRIBUTION OF THE RESPONDENTS**

| Income status | No. of Respondents | Percentage |
|---------------|--------------------|------------|
| Below 1500    | 00                 | 00         |
| 1500 - 2500   | 28                 | 14         |
| 2500- 3500    | 114                | 57         |
| Above 3500    | 58                 | 29         |
| Total         | 200                | 100        |

Source: primary data

The above table5 shows that most of the respondents are earning income between 2500- 3500 i.e., 57 percentage.

**6. JOB SATISFACTION**

The following table 6 explains the job satisfaction and dissatisfaction of workers on the base of their income.

**TABLE 6**  
**JOB SATISFACTION OF WORKERS**

| Experience  | Job satisfaction |                | Total |
|-------------|------------------|----------------|-------|
|             | Satisfied        | Dis- satisfied |       |
| Below 2500  | 16               | 10             | 26    |
| 2500 - 3500 | 84               | 32             | 116   |
| Above 3500  | 34               | 24             | 58    |
| Total       | 134              | 66             | 200   |

Source: primary data

The above table 6 shows that most of the respondents are dissatisfied income between 2500- 3500 i.e., 116 percentage.

**7. SERVICE CONDITION**

Every industry while recruiting the individuals for the job, recruit them on the basis of service condition, i.e., it may be on temporary basis or permanent basis.

**TABLE 7**  
**SERVICE CONDITION OF THE RESPONDENTS**

| Opinion about service condition | No. of respondents | Percentage |
|---------------------------------|--------------------|------------|
| Permanent                       | 0                  | 0          |
| Temporary                       | 200                | 200        |
| Total                           | 200                | 100        |

Source: Primary data

The above table 7 shows that, all the respondents are working on temporary basis.

**8. MARITAL STATUS**

Marital status can be divided into two: they are married status and unmarried status. Before marriage the girl lives with her parents and after marriage the girl moves into her husband's family.

**TABLE 8**  
**MARITAL STATUS OF THE RESPONDENTS**

| Marital status | No. of respondents | Percentage |
|----------------|--------------------|------------|
| Married        | 134                | 67         |
| Un married     | 66                 | 33         |
| Total          | 200                | 100        |

Source: primary data

The above table 8 shows that out of the 200 respondents 67 are married and 33 are un- married.

**9 FAMILY MEMBERS**

The family is a universal social institution, which consists of father, mother, sister and so on. Human beings live a comfortable life when they live with their family members.

**TABLE 9**  
**FAMILY MEMBERS OF THE RESPONDENTS**

| No. of family members | No. of Respondents | Percentage |
|-----------------------|--------------------|------------|
| less than 4 members   | 32                 | 16         |
| More than 4 members   | 168                | 84         |
| Total                 | 200                | 200        |

Source: primary data

The above table 9 shows that out of 200 respondents 168 have more than 4 family members and 32 have less than 4 members in their family.

**X. CONCLUSION**

The analyses reveals that the individuals below the age of 35 years are working more in number in cashew processing industries, Most of them are women workers. Majority of the workers have completed their higher secondary this shows that they have dis- continued their studies after higher secondary and are working in cashew factory. The income of the cashew workers is low when compared to other processing industries. The study shows that after marriage also the women are working in cashew industry this is due to the burden in their family.

The study indicates that there is no significant relationship between demographic factors and job satisfaction except for gender and marital status. In short, workers in cashew factory are satisfied with their job- when compared to other workers in the unorganized sector.

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