



A Study On Quality Of Work Life Of Assemblers Butterfly Gandhimathi Appliances Ltd

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ABSTRACT: This study explores the Quality of Work Life (QWL) among assemblers at Butterfly Gandhimathi Appliances Limited, Pudupakkam. Using data from 169 respondents, the study identifies key satisfaction factors and their influence on assembler performance. Statistical tools like Chi-square test, Karl Pearson's correlation, and percentage analysis were employed. The results highlight workplace environment, job security, and supervisor fairness as strong influencers of QWL, while dissatisfaction with compensation remains a key concern. Recommendations are provided to enhance QWL through improved compensation and grievance redressal mechanisms.

KEY WORDS: Quality of Work Life, Assembler Satisfaction, Employee Performance, Compensation, Workplace Environment

I. INTRODUCTION;

Quality of Work Life (QWL) refers to the satisfaction employees derive from their workplace experience, impacting productivity and performance. It includes aspects such as work environment, job security, compensation, supervisor support, and employee welfare. At Butterfly Gandhimathi Appliances Ltd., assemblers form a vital part of the production process, making their QWL critical to operational success.

II. REVIEW OF LITERATURE

Literature reveals that QWL is a multidimensional concept affecting job satisfaction, commitment, and performance. Researchers like Robbins (1989) and Walton (1973) emphasize the importance of participatory decision-making and fair treatment. Studies from Al Harthy et al. (2023) and Simonetto et al. (2022) show that workplace environment, grievance handling, and compensation play pivotal roles in employee satisfaction. The insights from spinning mills and manufacturing companies in India reinforce the relevance of QWL across industrial settings. Sarina Muhamad & Mohamad Adli Abdullah (2022), in a study among Malaysian factory workers, concluded that job satisfaction, job involvement, and job security are key predictors of high QWL. Their study underlined the cultural and regional influences on how employees perceive their workplace environment and benefits. Pereira et al. (2021) focused on textile industry workers in Tirupur and identified that factors like the attitude of supervisors, clarity of job roles, and stress management significantly influenced QWL. Their study also revealed that better QWL leads to fewer industrial disputes and improved productivity. Ahmad & Raja (2021) defined QWL as the overall quality of human experiences in the workplace and emphasized the importance of job design, participative management, and equitable rewards in fostering a healthy organizational culture. Their research indicated that QWL also plays a vital role in attracting and retaining talent, especially among younger employees.

Yang (2021) explored the presence of QWL practices in small-scale industries and found that while formal policies may be lacking, informal practices—like flexible shifts and team bonding—help maintain a relatively high QWL among workers.

III. OBJECTIVE OF THE STUDY

Primary objective

A study on quality of work life of assemblers at “BUTTERFLY GANDHIMATHI APPLIANCES LIMITED”, Pudupakkam.

Secondary objective:

- To identify the factors influencing quality of work life.
- To analyze the level of satisfaction of the assemblers on quality of work life.
- To know the influence of quality of work life on assembler's performance.
- To suggest methods for improving the quality of work life of assemblers at Butterfly Gandhimathi Appliances Limited.

IV. RESEARCH METHODOLOGY

Research Design

This study adopts a **descriptive research design** to understand employee perceptions and experiences. It describes the data and characteristics about the population being studied. Descriptive research answers the questions who, what, when, where and how. The research design must contain a clear statement of the research problem, the procedures and techniques to be used for gathering information, the population to be studied and the methods to be used in processing and analysing data.

Area of the study

The research was conducted at “BUTTERFLY GANDHIMATHI APPLIANCES LIMITED” Pudupakkam, Chennai from January to May 2025.

Population and Sampling:

A research population is also a well-defined group of people or items recognized to share certain features. The population of the study consisted of all the 300 employees of **BUTTERFLY GANDHIMATHI APPLIANCES LIMITED LTD.**

- **Population Size:** 300 employees at Butterfly gandhimathi appliances limited.
- **Sampling Technique:** Simple Random Sampling (Lottery Method).

A type of **probability sampling** in which the researcher randomly selects a **subset of participants** from a population.

Sources of Data:

Data collection is the process of gathering information from all relevant sources in order to answer research questions, test hypotheses, and assess results. Data gathering methods are classified into two types.

- **Primary Data:** Collected through a structured questionnaire distributed among the employees of Butterfly gandhimathi appliances limited
- **Secondary Data:** Gathered from relevant books, journals, company websites, previous project reports, and industry publications to support the theoretical framework and validate findings.

Tools Used for Analysis

Quantitative data collected from the survey was analyzed using SPSS software, applying the following statistical tools:

V. ANALYSIS AND INTERPRETATION

- **Correlation** - To examine the relationship between variables such Work Environment vs Employee Performance
- **Chi-Square Test**- To find association between variables like Qualification vs Satisfaction regarding Quality of Work Life.

S.N o.	Tool Used	Variables Analyzed	Test Value	Significance (p-value)	Exact Inference
1	Chi-Square Test	Qualification vs Satisfaction regarding Quality of Work Life	$\chi^2 = 81.027$	$p = 0.000$	Significant relationship between qualification and satisfaction regarding QWL.
2	Correlation	Work Environment vs Employee Performance	$r = 0.692$	$p = 0.000$	Strong positive correlation between work environment and performance improvement.

VI. FINDINGS

- It is found that 34% of employees are aged between 26-30 years.
- It is found that 77% respondents are male.
- It is found that 40% of employees have 1-3 years of work experience.
- It is found that 31% of the respondents are earning between ₹18,000 and ₹22,000 per month
- It is found that 47% of employees are agree that it enhances productivity.
- It is found that 50% of employees are agree on the good quality of work life.
- It is found that 54% of employees are agree it improves their level of commitment.
- It is found that 61% of employees are agree that their contributions are valued by the organization.
- It is found that 41% of employees are satisfied with their salary package.

VII. SUGGESTIONS

- From the data analysis, it is found that 41% of employees are satisfied with their salary package, indicating that a majority are either neutral or dissatisfied. So, the company should revise the compensation structure to match industry standards and improve employee retention and satisfaction.
- From the data analysis, it is found that 66% of employees agree that the work environment influences their performance. So, the company should continue to maintain and enhance a safe, clean, and ergonomic work environment to further boost productivity.

- From the data analysis, it is found that only 54% of employees are satisfied with grievance handling. So, the company should improve its grievance redressal mechanism and create awareness among employees on how to access and use it effectively.
- From the data analysis, it is found that 55% of employees are satisfied with management support in resolving workplace concerns. So, the company should strengthen conflict resolution mechanisms and provide training to managers on empathetic leadership and employee relations.
- From the data analysis, it is found that 47% of employees are dissatisfied or neutral about the fringe benefits provided. So, the company should consider expanding welfare measures such as medical benefits, transport facilities, and bonus incentives to meet employee needs.
- From the data analysis, it is found that only 49% of employees feel satisfied with their learning and growth opportunities. So, the company should introduce skill enhancement programs, internal promotion policies, and training sessions to improve QWL and performance.
- From the data analysis, it is found that 60% of employees agree that they have a harmonious relationship with peers. So, the company should continue promoting team-building initiatives, open communication, and recognition programs to maintain a collaborative work culture

VIII. CONCLUSIONS

The study concludes that although the work environment and peer support at Butterfly Gandhimathi Appliances are perceived positively, dissatisfaction with pay and grievance resolution need immediate attention. Enhancing QWL will not only uplift assembler morale but also contribute to greater efficiency and organizational growth

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