

RESEARCH PROJECT ON

Impact of Job Satisfaction on Organizational Satisfaction on
Organizational Commitment: A Study on Zomato

***FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT
FOR THE AWARD OF BACHELOR OF BUSINESS ADMINISTRATION***

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(2018-2021)



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This is to certify that the project report Impact of Job satisfaction on Organization commitment: A study on Zomato has been prepared by Mohit Kumar, Mandvi Shukla and Harshit Jaiswal under my supervision and guidance. The project report is submitted towards the partial fulfilment of 3rd year, full time Bachelor of Business Administration

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EXECUTIVE SUMMARY

The report is based on a study on Zomato based on its work culture. The main finding is about its employee's satisfaction towards their job. The study is to find out different reviews of people who have worked with Zomato and are still working. Organizational commitment has been described as consisting of two constructs – affective and continuance. Affective organizational commitment is “a strong belief in and acceptance of the organization's goals and values; a willingness to exert considerable effort on behalf of the organization; and a strong desire to maintain membership in the organization.” Zomato has been observed as a company which is equally motivated to work better for its employees along with the customers and hence, it seems to be a good company as per the findings. The results have been in favor as well. The report shows different reviews of the people as well. It is suggested that job satisfaction is a state of pleasure gained from applying one's values to a job. Job satisfaction “can be considered as a global feeling about the job or as a related constellation of attitudes about various aspects or facets of the job.” Researchers have found that job satisfaction is correlated with turnover but not to the extent that a predictive model can be created. So, it is an important observation to work on and should be highly looked up on in case Zomato or any other organization wants to work in good flow. This would help any organization to achieve more in lesser time as satisfied employee always gives more effort to the work than an unsatisfied one.

INTRODUCTION

Human resource is an essential asset of any organization because humans are the resource, which gets skill and experience with the passage of time. Therefore, human resource is very important to achieve organizational goals. Human resource department is constructed to deal affairs that are related with the employees of the organization. It is an imperative for the organization to have the commitment of employees. Organizational commitment and job satisfaction both related with the profitability and competitive position of organization in the market. Commitment towards organization is also defined as the employees' positive attitude toward the work in the organization and their readiness to do work for their organization (**Mowday et al.1982**). Employee's behaviour has the positive relation with the organizational commitment, if employees are committed with their organization, it will reduce the absenteeism and turnover (**Igbaria & Greenhaus**). Organizational commitment is a comparative power of a person recognition with and participation in a peculiar administration. According to **Mowday et al. 1982** there are three factors, which distinguished it as

- 1) A strong approval of the goals and values of the organization,
- 2) A spirit to apply a profound effort on the behalf of system, and
- 3) They have a wish to retain as member with their organization

Wagner defined that employee participation balances the involvement of managers and employees in information processing, decision making and problem-solving activities. **Miller & Monge 1986** described that job satisfaction enhance the efficiency if greater motivation and better working conditions are provided at the time of accomplishment of task. Employee participation can be helpful for employee mental health and their satisfaction with their job. **Mnookin & Kornheiser** suggested that law provides a fundamentally passive set of tools and forums in facilitative environment, which provide work for managers to actively complete various organizational goals.

OBJECTIVES

- a. To determine the factors and explore the connections between job satisfaction and organizational commitment.
- b. How Job Satisfaction impact and influence Organizational Commitment in Zomato India?

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- c. To find out whether mobile app had an impact on time and type of food ordered online.
- d. To determine the factors and explore the connections between job satisfaction and organizational commitment.
- e. How Job Satisfaction impact and influence Organizational Commitment in Zomato India?

LITERATURE REVIEW

Smith et al. 2009 described job satisfaction as the reaction towards the different aspects of the environment. Job satisfaction can be evaluated on the basis of work atmosphere that satisfy the need of worker. Job satisfaction is not a sole concept. Considerably, it has multiple aspects that correspond to different dimensions of the work environment. Each dimension must direct in the measurement of job satisfaction. In addition to the specific aspects of satisfaction, overall satisfaction has also been identifying as an important component of job satisfaction. Global satisfaction differs conceptually from specific aspect of satisfaction (**Hinrichs**) **Morrow described** a strong relationship among job satisfaction, involvement and participation. Other factors such as uncertainty, inconsistency, burden of work and individual's characteristics also affect the commitment, because they have the linked with the practical experience of individual in the organization. **Miller & Monge 1986 described** that job satisfaction enhance the efficiency if greater motivation and better working conditions are provided at the time of accomplishment of task. Employee participation can be helpful for employee mental health and their satisfaction with their job.

Organizational commitment is essential for the success of any organization because if the employees of any organization do not put their efforts sincerely, it could be hard for organization to meet challenges. This causes an organization to bear internal and external pressure. Organizational commitment is a comparative power of a person recognition with and participation in a peculiar administration. There are three factors as mentioned by **Mowday et al.; Angle & Perry**

- A strong approval of the goals and values of the organization,
- A spirit to apply a profound effort on the behalf of system, and
- They have a wish to retain as member within the organization

A very few considerations are given to factors related to the culture of organization. It is not necessary to initiate the employee focus of individuality, because they attached with the organization globally. It is argued that if an organization employee gets equality and value, it will help bring employees closer to the routine engagement with their organization (**Bridges & Harrison**). **Crowson** presented a complete definition of organizational commitment that is included as participation and recognition of person with in a challenging organization. He also focused that OC is the arrangement of three different factors such as the high level of faith and accept the goals and values of organization, work for organization with enthusiasm and have a strong will to remain as organizational member. **Meyer & Allen** described that OC is a mental condition that distinguished the relationship of employees with organization and also made easy for deciding to remain as the member of the organization. OC is describing in terms of level of engagement and identification of members with their current organization. According to some researchers **OC** can be categorized into three essential components. The three components of organizational commitment are the affective, normative and continuance commitment. **Allen & Meyer 1990** defined the affective commitment as the emotional affection of employees to, recognition with, and participation in the organization. They also put forward this idea tends to bring closer the definition of Organizational Commitment with the useful meaning of the idea.

Problem statement

Job satisfaction and organizational commitment of employees towards their organization is of much importance. It is important for every organization to retain the employees who are committed and help enhance the competitiveness of organization. Therefore, it is imperative to see the impact of job satisfaction to enhance the commitment of employees towards the organization in Zomato, as this sector is considered a stressed sector.

The questions asked were,

- “What are the activities undertaken by you for increased employee engagement?”

RESEARCH OBJECTIVES

The research aim is to examine the employee's perception and satisfaction about working in Zomato and how Zomato engages and works for its employees.

The following research questions are -

- What are the factors that have influenced employees to retain working in the organization?
- How does Zomato treat its employees?
- What working in Zomato is like for the employees?
- Is working in Zomato beneficial or not?
- What benefits does Zomato provides to its employees?
- How does Zomato maintain the code of ethics with its employees?
- How does Zomato retain employees in its organization?

RESEARCH METHEDODOLOGY

We have used both Primary methods to attain information regarding the project topic. We use descriptive research design with structured questionnaire to measures the job satisfaction and employee commitment.

As per the primary data, we used the method of Questionnaire to get a review by some employees who have and are working there as an employee. We got the Questionnaire filled through a Google form and turned the same into an excel sheet which is included in this report later.

Descriptive study was used in our research. Questionnaire was used to collect data. Samples were collected through simple random sampling method for population. Customers who order food online using mobile applications in the Delhi were the respondents.

Descriptive study was used in our research. Questionnaire was used to collect data. Samples were collected through simple random sampling method for population. Customers who order food online using mobile applications in the North Chennai were the respondents.

HYPOTHESES

H1. Job satisfaction has a negative and significant impact on organizational commitment.

Job Satisfaction Survey (JSS)

The **Job Satisfaction Survey (JSS)** is a questionnaire used to evaluate dimensions of job satisfaction related to overall satisfaction. This instrument is well established among the other job satisfaction scales.

In order to take the test, the participants are asked to respond to 12 items, or 4 items for each of the sub-scales. For each item, there is choices between “strongly disagree” to “strongly agree,” five choices in all, with which the participants must respond.

1	2	3	4	5
Strongly disagreed	Disagree	Neither agree nor disagree	Agree	Strongly agreed

Organizational commitment: Allen and Meyer, Journal of Occupational Psychology, 1990

It is a questionnaire used to evaluate dimensions of organizational commitment. This instrument is well established among the other organizational commitment scales.

1	2	3	4	5
Strongly disagreed	Disagree	Neither agree nor disagree	Agree	Strongly agreed

DATA COLLECTION AND MEASURES

We collect primary data by circulating the structured questionnaire (job satisfaction survey and Organizational commitment: Allen and Meyer, Journal of Occupational Psychology, 1990) research. In case we do research of descriptive type, questionnaire refers to the method of securing information from Zomato. And the reason behind using questionnaire is that it helps us to contact with many people who could not otherwise be reached, it also helps us to collect responds in quick way.

ANALYSIS OF DATA

In analysing the data, the descriptive statistics and correlation were used. Descriptive statistics is a data analysis technique that allows to measure the mean of the variables (Job satisfaction and employee commitment). And correlation a method of analysing the data that allows the respondent to find correlation of each pair of variables.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Job satisfaction	68	14.00	79.00	53.4559	13.21062
Organizational commitment	68	15.00	89.00	59.7647	13.38424
Valid N (listwise)	68				

The above table shows mean of variables.

Correlations

		Job satisfaction	Employee commitment
Job satisfaction	Pearson Correlation	1	-.301*
	Sig. (2-tailed)		.013
	N	68	68
organizational commitment	Pearson Correlation	-.301*	1
	Sig. (2-tailed)	.013	
	N	68	68

*. Correlation is significant at the 0.05 level (2-tailed).

The above table shows correlation of variables.

Discussion and findings

From the above table shows the mean distribution of job satisfaction and organizational commitment. The mean of organizational commitment is more than job satisfaction and while comparing its mean it is shown that if job satisfaction increases, their commitment towards organization increases.

Above table shows the correlation statistics of job satisfaction and organizational commitment. Correlation statistics determine the strength of the relationship. Table clearly depicts that in context of Zomato, employees have job satisfaction which is moderately negatively related to organizational commitment at -0.301. This means that if the Zomato job satisfaction increases, their commitment towards organization decreases. Therefore, we can conclude that the research hypothesis is accepted that states that job satisfaction has a significant negative impact on job satisfaction.

Conclusion

Coming to the conclusion, we stand to the point that Zomato does put a lot of efforts towards its employees to let them reach their level of satisfaction. They are providing various benefits to their employees which includes some great ones.

- Paid Sick Leave.
- Casual Dress/Atmosphere.
- Free Drinks/Coke/Juice/Water.
- Flex-Time / Flexible Schedule.

From the above results and findings there exists the relationship between dependent and independent variable. correlation also shows that there is a negative and significant impact between job satisfaction and organizational commitment. It helps us to conclude that if the Zomato job satisfaction increases, their commitment towards organization decreases.

Zomato also has been a good company both for its employees and customers so in conclusion we can come to the fact that it has put efforts quite a bit for its employees and would continue to do and improve in the same.

Recommendations

Employees are the key assets to any organization and if they are not given the right space and time to make a perfect blend of work and fun at workplace, then the sense of dis-engagement sets in the employees. Therefore, organizations today should actively look forward to fulfil employee`s expectations and thus, create an impact on the performance of employee, which directly affects the organization`s performance. Any organization needs to recognize employees as its human capital. Employees remain the most powerful contributors to any business and the drivers to its competitive position. Workable engagement measures can combat the scarcity of resources and overcome the constrained measures of supply.

Zomato seems keen towards improving itself to work better in same and is continuously working on finding better ways to improve its work culture.

Limitations

Employees of Zomato are expected to adhere to and uphold the highest standard of ethics and integrity. This includes acting in accordance with our core values and the below listed policies at all times.

Zomato employees are prohibited from using their employee status to solicit discounts, freebies, or special treatment at restaurants. Unless visiting a restaurant for official business, Zomato employees are to refrain from identifying themselves as employees of Zomato.

All Zomato employees in client facing roles including but not limited to Sales, Sales Support, Neutrality, Media Content and Client Servicing across all transaction/ business/function at Zomato are prohibited from writing reviews and/or giving ratings for dine out experiences on Zomato from either their personal or Zomato accounts. They are also not permitted to influence others to write biased reviews or give ratings.

Zomato's review and photo moderators are required to always act in favor of keeping Zomato a neutral platform. They are required to use their best judgement in implementing moderation guidelines and are prohibited from giving preferential treatment to restaurants. Deleting any authentic review from a restaurant page is in violation of our policies. Similarly, keeping reviews, which are proven to be unauthentic, is in violation of our policies.

Reference

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- <https://officechai.com/stories/zomato-work-culture-demanding/>

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Appendix 1

1	2	3	4	5
Strongly disagreed	Disagree	Neither agree nor disagree	Agree	Strongly agreed

Job satisfaction

1. I feel like I am being paid fair salary for the work I do.
2. I am satisfied with my annual salary increments.
3. I am satisfied with allowances

4. Our company follow the fair promotion policy
5. In our company, performance is one of the main factors for promotion
6. I am satisfied with chance for promotion
7. People get ahead as faster here as they do in other places
8. My supervisor is unfair to me
9. My supervisor shows too little in the feelings of sub ordinates
10. Our supervisor believe that development of subordinates is an important part of a job
11. My supervisor takes a decision without consulting people working under him
12. My supervisor encourages me to participate in decision making and express my ideas and opinions

Organization commitment

1. I am willing to put in a great deal of effort beyond that normally expected in order to help this organization be successful
2. I talk up this organization to my friends as great organization to work for
3. I feel very little loyalty to this organization
4. I would accept almost any type of job assignment in order to keep working for this organization
5. I find that my values and organizations values are very similar
6. I am proud to tell others that I part of this organization
7. I could just as well be working for a different organization as long as the type of work were similar
8. This organization really inspires the very best in me in the way of job performance
9. It would take very little change in my present circumstances to call me to leave this organization
10. I am extremely glad that I choose this organization to work for over others I was considering at the time I joined
11. There is not too much to be gained by sticking with organization indefinitely
12. Often, I find difficult to agree with this organizations policy on important matters relating to its employees
13. I really care about the fate of this organization
14. For me this is the best of all possible organization for which to work
15. Deciding to work for this organization was a definite mistake on my part

