

**A Study on Measuring Communication Satisfaction of Mid-Level Managers in Heritage dairy
Shirisha Gumudavelli¹, Dinesh Avadaiappan²**

Student¹, Guide²

Siva Sivani Institute of Management Autonomous: (AICTE)
POST GRADUATION DIPLOMA IN MANAGEMENT

Abstract

The purpose of this paper is to measure the Communication Satisfaction of managers in Heritage Dairy. Communication Satisfaction defines organizational communication and presents its various objectives. This study is about how honest employees can communicate and reach their superiors in the organization and to discover the communication gap between the superiors and the employees. Communication is the art of sharing ideas, information and messages. It includes oral, written, non-verbal communication, electronic communication and visual communication. The target audience for this study was the employees working at heritage dairy, Hyderabad. The respondents were classified according to gender, age group, qualification, total experience and designation. The questionnaire was distributed through the online survey and Google form. Collected data has been coded and analyzed. Analyzed data has been interpreted thus the findings and suggestions are derived from the same and conclusions are derived.

Keyword *Organizational Communication, Communication Satisfaction, Measuring Communication.*

Introduction

Various types of communication at the organizational level is given as below “Managerial Communication (MC)” is Communication among managers and their subordinates is referred to as. Managers and their team members must be able to communicate effectively in order to achieve optimum productivity and peace in the workplace. “Effective Communication” is where Managers need to be able to communicate effectively if they are going to be able to carry out the four core management activities of planning, organizing, leading, and controlling. The core of planning is communication. Managers must be given all the information they need in order to implement the strategies they have devised.

“Importance of Effective Communication” is where Employees are more motivated when they know what they're supposed to be doing, how they're doing it, and how they can improve their performance if it isn't up to par. When it comes to changing people's attitudes, a well-informed person will have a more positive outlook than a less informed person. “Communication satisfaction” is an individual's connection to an organisation that has been identified as having crucial Consequences for the effectiveness of the organisation. Employee satisfaction relates to how satisfied an employee is with the whole communication of the organisation. An organization's internal and external communications are referred as

Review of Literature

This chapter discusses about the relevant research articles for this study. The following articles are being reviewed for better understanding of the field. I have read twenty research articles and comprehended quite a few relevant literatures here. Here is the result of my review of literature.

An Increasing Usefulness for Managerial Communication Research on the Main Topics of Management (Reginald L. Bell and Deborah Roebuck ,2015) The main objective of this research is to find if there a major increase or decrease in the usefulness of MC research on the main issues of management covered in papers released between 2004 and 2013. Communication is the best strategy to handle crisis circumstances and prevent tragedies. Disaster programs and plans can help an organisation manage and handle information both internally and externally, while maintaining an open channel of communication is critical to crisis management, it is also one of the aspects of disaster that is frequently overlooked. It's true that the ten-year period from 2004-2004 to 2013-2013 has seen a huge increase in the value of MC research on the main subjects of management.

“Effective Management Communication Strategies”(Dr. Cad W. Shannon ,2018)The goal of this study was to discover what effective communication tactics managers with direct reports in the communications business utilized to promote employee engagement and productivity. All parties involved in the transmission of information have expectations for the future, and this is reflected in communication theory, which holds that human behavior is influenced by the existing environment. When a message has been delivered and received, the reliability of communication is affected. They found that when employees and managers have a better understanding of one other, they work together more effectively.

“The Importance of Effective Communication”(YEMI FALETI ,JUL 18, 2017)To find the importance of effective communication. It's natural for us to connect and converse with one other as we are pulled to each other. Depending on the situation, each person assumes a different set of responsibilities each day. Every interaction requires clear and effective communication in order to succeed. The ability to read body language and practice active listening are two of the many components that go into building and maintaining long-term relationships based on open and honest communication. In order to avoid misinterpretation or manipulation of messages, it is important to communicate in a clear and concise manner.

“Communication satisfaction: A useful construct”(Phillip G. Clampitt and Dennis Girard 17, march 2009). Usefulness of communication satisfaction is examined in this study. Over 1400 people from various organisations took part in this. A number of findings emerged from the analysis. In the first place, the findings of prior researches regarding the areas of greatest and least satisfaction in communication were confirmed. Second, demographic characteristics were found to be ineffective in predicting communication satisfaction. Third, the findings highlighted the necessity of looking at organisational communication in terms of contingency. To help explain end-product variables, we used the communication satisfaction construct. Lastly, the concept of job happiness was better explained by communication satisfaction than by job productivity. Indeed, the discriminant analysis showed that those employees who were most satisfied could be discriminated from those who were least satisfied with 88% accuracy.

From the above study, after reviewing the articles I find that Authors discusses regarding effective communication, communication satisfaction, usefulness of managerial communication and its impact .Where as my research is based on measuring communication satisfaction in organization's .

Methodology

This study adopts quantitative research paradigm and uses descriptive research method to present the data analysis. It is related to the analysis of employee perception towards communication. In order to conduct this

study, employees of heritage foods are the respondents of this study. To meet the objective of the study the self-designed questionnaire to measure communication satisfaction is used. This questionnaire includes 15 closed-ended questions regarding the factors on a 5-point Likert scale.

Sampling Method:

The method is used for collecting data is Selective sampling because I have only the employees who are working at heritage foods.

Data collection techniques:

The data collection was done through the means of questionnaire and the data whatever was collected is primary data.

Mode of collecting the data:

The mode that is being used to collect the data is of Questionnaire and this questionnaire is being sent to the employees through the means of link where they would give their responses in the link and then submit it once they have recorded all the responses.

Statistical tools:

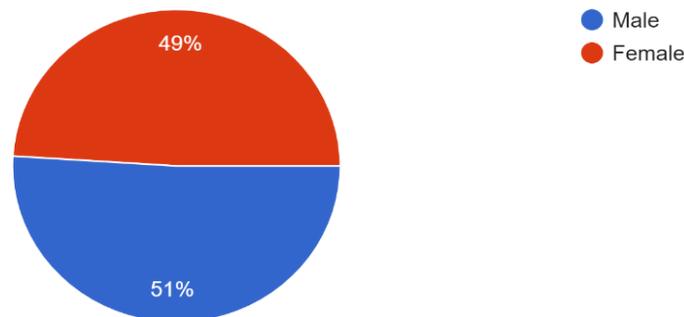
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Data Analysis

From the above methodology, the below are the data analysis that I have collected using the questionnaire. Here I have used selective sampling to collect the date and I have used SPSS and Excel to analyze the data.

Table 1: Showing the gender based responses

Gender
100 responses

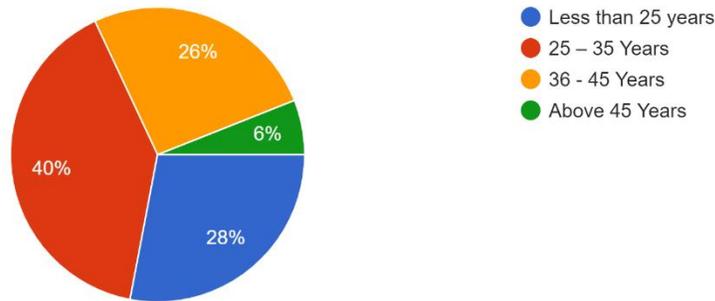


The above pie chart shows the gender of respondents where 49% are male and 51% are female.

Table 2 : Showing the age group of respondents

Age Group of Respondent

100 responses



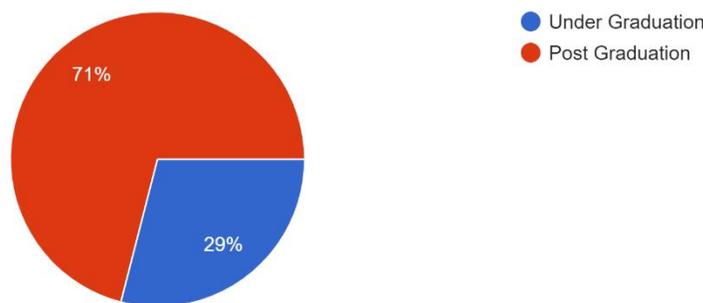
The above pie chart shows the age group of respondents where, Less than 25 years are of 28%, 25-35 years are of 40%, 36-45 years are of 26%, Above 45 years are of 6%.

29% are Under Graduates.

Table 2: showing the qualification of respondents

Qualification

100 responses

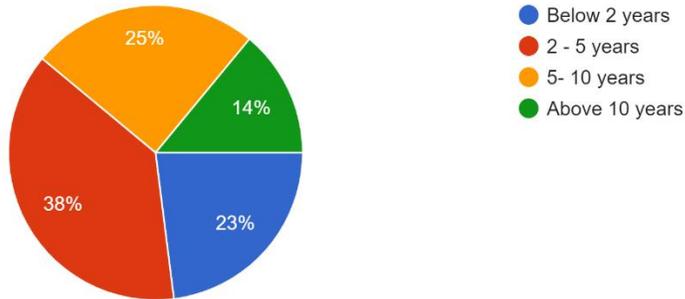


The above pie chart shows the qualification of the respondents where 71% are Post Graduates and 29% are under graduates.

Table 4: showing the total experience of employees

Total Experience

100 responses

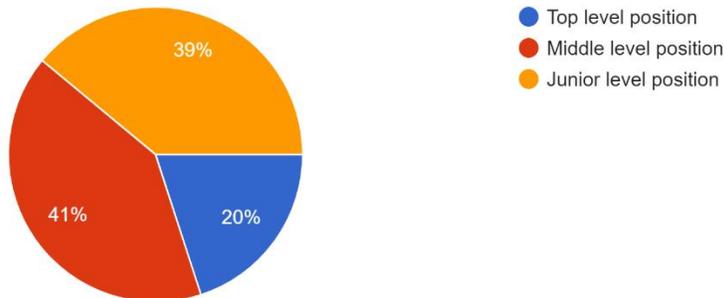


The above pie chart shows the total Experience of Respondents where 38% of them have 2-5 years of experience, 25% of them have 5-10 years of experience, 14% of them have above 10 years of experience, 23% of them have below 2 years of experience.

Table 4: showing the designation of the employees

Designation

100 responses



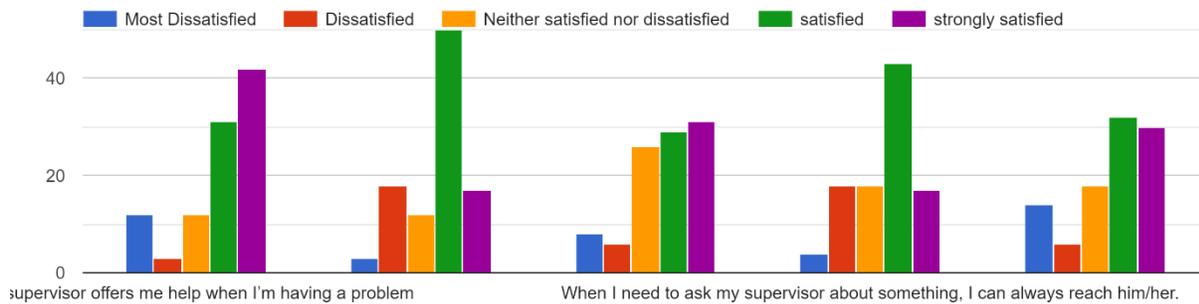
The above pie chart is about the Designation of respondents where:

20% are of top level position

41% are of middle level position and

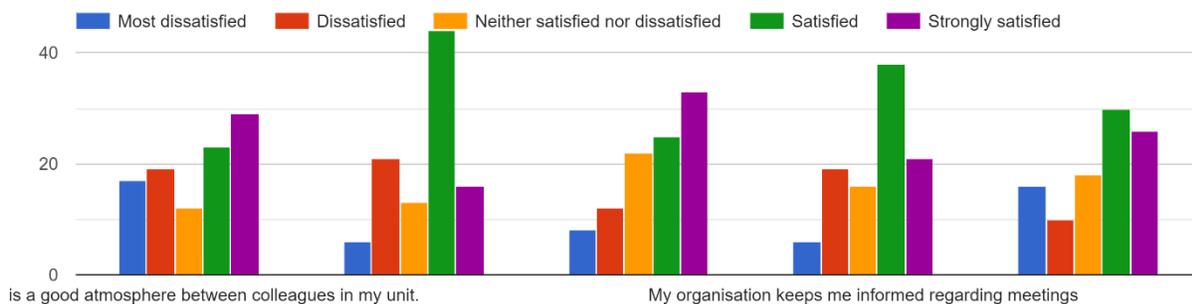
39% are of junior level position.

Relationship with supervisors



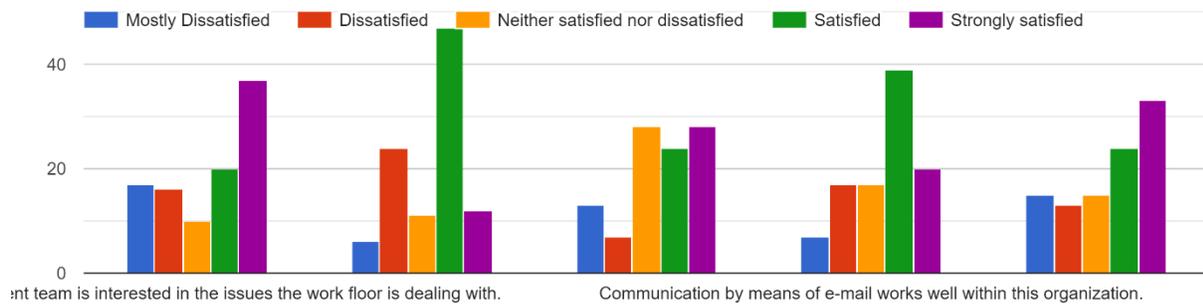
The above table indicates the scaling of Relationship with superiors where most of them are strongly satisfied and satisfied which is above 30%. The percentage of neither satisfied nor dissatisfied is below 25%. while the percentage of most dissatisfied and dissatisfied are quite low which is below 5%.

Horizontal communication



The above table indicates the scaling of Horizontal communication, where most of them are strongly satisfied and satisfied which is above 35%. The percentage of neither satisfied nor dissatisfied is below 22%. while the percentage of most dissatisfied is below 15% and dissatisfied are below 21%.

Top management communication



The above table indicates the scaling of Top Management Communication. where most of them are strongly satisfied and satisfied which is above 39%. The percentage of neither nor dissatisfied is below 28%. While the percentage of most dissatisfied is below 17% and dissatisfied is below 22%.

From the above data analysis its showing that the percentage level of middle level communication satisfaction is mostly satisfied with reference to relationship to superiors, horizontal communication and top management communication.

Discussions and Conclusions

Discussions:

- Heritage foods had created environment for effective communication at workplace.
- Middle level communication is effective in the organisation.
- Employees are satisfied with communication flow in the organisation.
- Employees feel free to approach their supervisors when having a problem.
- Encourages ideas of employees.

Conclusions:

This study found that excellent communication Satisfaction is seen in the organization. Marketing, financial, and human resources performance can all be used as indicators of an organization's overall success. Heritage Foods has a high level of employee satisfaction, which can be attributed in part to the company's emphasis on open and honest communication. Employees at Heritage Foods were able to communicate both formally and informally because to a system they had devised. Overall Heritage Food had achieved its organizational goals and it is strongly supported by effective communications at workplace.

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