

Journal

of the

Oriental Institute

M.S. University of Baroda

ISSN: 0030-5324

A STUDY ON JOB SATISFACTION OF THE WORKERS IN HYPER MARKET WITH REFERENCE TO TIRUPUR

A. ANUPRIYA Assistant Professor in Commerce, PARK'S College (Autonomous), Tirupur – 641 605.
Tamil Nadu.

Prof. S. SANNASI Associate Professor and IQAC Coordinator PARK'S College (Autonomous),
Tirupur – 641 605. Tamil Nadu

Abstract

Job Satisfaction is all about how a person likes the job. It is actually more of a journey than being a destination. It is of utmost requirement to organizations as it will increase the job involvement level of the employees and decrease the turnover. Job satisfaction has been a fascinating concept for researchers as well as experts since number of decades. Even then basic amenities which are very essential for their living are denied. This leads to job dissatisfaction and higher job turnover. The present study is conducted to measure the level of job satisfaction among employees of retailing sector in Tirupur. The objectives of the study are (i) to identify the job satisfying attributes expected by the employees from the employers at the time of joining the job, (ii) to measure the level of satisfaction among the employees towards various job satisfaction related attributes, (iii) to offer suggestions to improve the level of job satisfaction among the employees of the in hyper market The primary data has been collected through the Questionnaire. The Questionnaire has been properly prepared in order to cover all the Information required for the study. The researcher follows the simple random sampling for conducting survey and in detail sampling procedure is convenience sampling. The factors may be the type of work assigned to them; work environment, work design etc. Salary is certainly an important factor but it always doesn't play such a big role as it looks. Non-monetary benefits play a bigger role at large. Therefore, organizations have to have a intellect think on their HRM system on a regular basis so that it helps in improving the system, work environment, decreasing the job stress and finally leading to job satisfaction and more job involvement.

INTRODUCTION

Job Satisfaction is all about how a person likes the job. It is actually more of a journey than being a destination. It is of utmost requirement to organizations as it will increase the job involvement level of the employees and decrease the turnover. Job satisfaction has been a fascinating concept for researchers as well as experts since number of decades. This paper presents the study of past literatures of job satisfaction between the years 1981 to 2014. The purpose is to find out the different attributes used for evaluating the job satisfaction. From the review of extant literature, it has been found that it is always not salary which leads to job satisfaction rather it is the work environment.

Human resource is considered to be the most valuable asset in any organisation. It is the sum-total of inherent abilities, aptitudes of the employed persons who comprise executives, supervisors and the rank and file employees. The human resources should be utilized to the maximum possible extent, in order to achieve individual and organisational goals. It is thus the employee's performance which ultimately decides the attainment of goals. Hence, the employee's performance is to a large extent influenced by motivation and job satisfaction.

Job satisfaction is all about how one feels about (or towards) one's job. An employee who expresses satisfaction is said to have a positive attitude towards the job, unlike a dissatisfied employee who has a negative attitude towards the job. A person having negative attitude shows a personality disposition which is inclined to experience nervousness, tension, worry, upset and distress, where as those with positive attitude will feel happy with themselves, others, and with their work.

Job satisfaction reflects the extent to which people find gratification or fulfilment in their work. Job satisfaction shows that personal factors such as an individual needs and aspirations determine his/her attitude, along with group and organisational factors such as relationships with co-workers and supervisors and working conditions, work policies, and compensation. A satisfied employee tends to be absent less often, to make positive contributions, and to stay with the organisation. The effect of job satisfaction goes beyond organisational setting. Satisfied employees are more likely to be satisfied citizens. These people will hold a more positive attitude towards life in general and make for a society of more psychologically healthy. Job satisfaction has been considered as state of condition where people are:

- 1) Induced to do work efficiently and effectively;
- 2) Convinced to remain in the enterprise;
- 3) Prepared to act efficiently during contingences;
- 4) prepared to welcome the changes without resistance;
- 5) Interested in promoting the image of the organisation; and
- 6) More happy and satisfied with their job. The level of job determines the job satisfaction.

Meaning and Definitions of Employee Job Satisfaction

Employee satisfaction is a function of perceived performance and expectations. It is a person's feeling of pleasure or disappointment resulting from comparing a product's outcome to his/her expectations. If the performance falls short of expectations, the employee is dissatisfied and if it matches the expectations, the employee is satisfied.

1. Job satisfaction is defined as "a pleasurable or positive emotional state resulting from the appraisal of one's job or job experience".
 2. "Job satisfaction is defined as the amount of overall positive effect (or feelings) that individuals have towards their jobs".
 3. "Job satisfaction is the amount of pleasure or contentment associated with a job. If you like your job intensely you will experience high job satisfaction. If you dislike your job intensely, you will experience job dissatisfaction".
 4. "Job satisfaction is the favourableness or unfavourableness with which employees view their work".
- Job satisfaction can be measured based on morale, opinion, attitude, work climate, and quality of work life.

IMPORTANCE OF THE STUDY

Employees are the back bone of any organization. Employees will be more satisfied if they get what they expected. Satisfied and convinced employees ensure the company's success in the long term. So employees' job satisfaction leads to an improvement in the quality of products or services, customer satisfaction, increased market share and improved profit. The present study try to find out the factors which motivate the employees for more satisfied and work more.

STATEMENT OF THE PROBLEM

Employees working in the retail sector are mostly educated at school level. These employees are coming from socioeconomically weaker sections of the society. They are mostly under-paid and overly

exploited by the employers. Many facilities and amenities offered by the other business sector like banking, insurance and finance are not offered by the retail firms. Workers' working in this sector extends for more than 12 hours a day. Even then basic amenities which are very essential for their living are denied. This leads to job dissatisfaction and higher job turnover. The present study is conducted to measure the level of job satisfaction among employees of retailing sector in Tirupur.

OBJECTIVE OF THE STUDY

This study on level of job satisfaction among employees of retail sector in Tirupur is aimed at investigating the level of job satisfaction amongst the employees who are working in the retail firms in Tirupur. The main objective of the study is to unearth the determinants of satisfaction among the employees who are working in the retail firms.

The following are the objectives of the present study.

- 1.To identify the job satisfying attributes expected by the employees from the employers at the time of joining the job.
- 2.To measure the level of satisfaction among the employees towards various job satisfaction related attributes.
- 3.To offer suggestions to improve the level of job satisfaction among the employees of the in hyper market

METHODOLOGY

RESEARCH METHODS

PRIMARY DATA

The primary data has been collected through the Questionnaire. The Questionnaire has been properly prepared in order to cover all the Information required for the study. The primary data has been obtained by interaction with the officials and staff in the division in the organization and also obtained through the Questionnaire distributed to the persons in different departments in that particular division

SECONDARY DATA

The secondary data has been collected through by the Manuals and also from old records available in the organization. Some other data also collected from the websites earlier researches and published books

RESEARCH DESIGN

Research methodology, which is followed by researcher, is Descriptive study.

SAMPLING PROCEDURE

Here the researcher follows the simple random sampling for conducting survey and in detail sampling procedure is convenience sampling. This procedure is adopted based on the convenience of the researcher time and money constraints.

POPULATION

Population includes all the employees working in hyper market/departmental store. Total population is 120.

SAMPLE SIZE

The researcher has allowed doing the project in particular division in the organization. The study is limited to only that particular division.

- TOTAL SIZE: 120
- SAMPLE SIZE: 50

Keeping in view of the above objectives of the study, an objective type Questionnaire is prepared and distributed to 50 persons for the sample and collected opinions.

RESEARCH INSTRUMENT

The research instrument that is used in this study is structured questionnaire. A questionnaire consists of a set of questions presented to the respondents for their answers. The researcher has used questionnaire as the instrument of research, to collect the information. A questionnaire consists of open ended, closed ended and likert 5 scale model questions to the respondents.

SAMPLING UNIT

Respondents have been selected from different wings of the Hypermarket **PERCENTAGE ANALYSIS**

In the research various percentage are identified the analysis and they are presented pictorially by way of bar diagrams and pie charts.

PROFILE OF HYPERMARKET

The concept of hypermarkets was pioneered by the Fred Meyer chain, when it opened the foremost hypermarket in 1931 in Portland, Oregon, which is now part of Kroger, the largest grocery store chain in the US. However, the history of the hypermarket is usually traced to the early 1960's when two similar prototypes for the later hypermarket design came forward. A superstore namely Thrifty Acres opened in Michigan in the United States and in a year, the European retailer Carrefour opened a hypermarket in France. While the retail form worked well, the general format did not commence to take off until the second part of the 1980's, when big retailers in the United Kingdom and the United States developed their own hypermarket formats, and began to build such stores in more areas. The first hypermarket in the UK was opened by Tesco in 1976. Apparently today it is considered to be one of the most convenient of all big-box store designs, with retail chains in just about every country of the world utilizing this retail model. The world's largest chain of hypermarkets today is Wal-Mart, followed by Carrefour of France whereas Big Bazaar of Future Group is the largest hypermarket chain in India.

A hypermarket is an enormous retail facility with full lines of groceries and general merchandise. It could be called a superstore that combines a supermarket and a departmental store and displays an enormous range of products under one roof so as to be able to provide a customer with all of his or her routine weekly/monthly shopping requirements in one trip. Hypermarkets, similar to other big-box stores, have business models focusing on high-volume and low-margin sales. Such stores mostly stock grocery, apparel and general merchandise, among other products. In India, any retail outlet occupying over fifty thousand square feet area is termed a hypermarket and compared to other big box stores, the average billing at a hypermarket store is usually five times higher. Each such store takes over Rs. 4-4.5 crore investment to set up. There are more than 25,000 Stock Keeping Units in such a store and the gestation period for large hypermarket stores is anywhere between 3-5 years.

ANALYSIS AND INTERPRETATION OF DATA

TABLE NO. 1 : Showing employee satisfaction on their work

PARTICULARS	NO. OF RESPONSE	PERCENTAGE
Strongly agree	15	30
Agree	21	42
Neutral	13	26
Disagree	1	2
Strongly disagree	0	0
Total	50	100

Source: Primary data

From the above table we observe that 30% of employees are strongly agreed and 42% of employees are agreed that they are satisfied with their work. 26% of employees are in dilemma and 2% of employees are disagreed.

TABLE NO. 2
Showing the satisfied with the hours each week

PARTICULARS	NO. OF RESPONSE	PERCENTAGE
Strongly agree	14	28
Agree	32	64
Neutral	2	4
Disagree	2	4
Strongly Disagree	0	0
Total	50	100

Source: Primary data

From the above table we observe that 28% of employees are strongly agreed and 64% of employees are agreed that they are satisfied with the hours in each week. 4% of employees are in dilemma and 4% of employees are disagreed

TABLE NO. 3
Showing the employee satisfied with their salary

PARTICULARS	NO. OF RESPONSE	PERCENTAGE
Strongly agree	7	14
Agree	30	60
Neutral	10	20
Disagree	3	6
Strongly Disagree	0	0
Total	50	100

Source: Primary data

From the above table we observe that 14% of employees are strongly agreed and 16% of employees are agreed that they are satisfy their salaries. 20% of employees are in dilemma and 6% of employees are disagreed that they are not satisfy their salaries they received.

TABLE NO. 4 :Showing employees satisfied with the benefits extended by the hypermarket

PARTICULARS	NO. OF RESPONSE	PERCENTAGE
Strongly agree	7	14
Agree	18	36
Neutral	25	50
Disagree	0	0
Strongly Disagree	0	0
Total	50	100

Source: Primary data

From the above table we observe that 14% of employees are strongly agreed and 36% of employees are agreed that they are satisfied the benefits extended by the hypermarket. 50% of employees are in dilemma about the benefits extended by the hypermarket.

TABLE NO. 5 : Showing employees feel uncertain about your tenure in the hypermarket

PARTICULARS	NO. OF RESPONSE	PERCENTAGE
Strongly agree	3	6
Agree	17	34
Neutral	28	56

Disagree	2	4
Strongly Disagree	0	0
Total	50	100

Source: Primary data

From the above chart we observe that 6% of employees are strongly agreed and 34% of employees are agreed that they feel about their tenure in the hypermarket. 56% of employees are in dilemma and 4% of employee are disagreed.

TABLE NO. 6 : Showing finding the employee colleagues understanding to help

PARTICULARS	NO. OF RESPONSE	PERCENTAGE
Strongly agree	8	16
Agree	30	60
Neutral	10	20
Disagree	2	4
Strongly Disagree	0	0
Total	50	100

Source: Primary data

From the above chart we observe that 16% of employees are strongly agreed and 60% of employees are agreed and told that their colleagues are understand and help them. 20% of employees are in dilemma and 4% of employee are disagreed with their colleagues.

TABLE NO. 7 :Showing the supervisor give you feedback on employees work

PARTICULARS	NO. OF RESPONSE	PERCENTAGE
Strongly agree	15	30
Agree	23	46
Neutral	10	20
Disagree	1	2
Strongly Disagree	1	2
Total	50	100

Source: Primary data

From the above chart we observe that 30% of employees are strongly agreed and 46% of employees are agreed that their supervisor give them about their work. 20% of employees are in dilemma, 2% of employees are disagreed and 2% of employees are strongly disagreed.

TABLE NO. 8 : Showing employees give suggestion on work

PARTICULARS	NO. OF RESPONSE	PERCENTAGE
Strongly agree	8	16
Agree	30	60
Neutral	10	20
Disagree	2	4
Strongly Disagree	0	0
Total	50	100

Source: Primary data

From the above chart we observe that 16% of employees are strongly agreed and 60% of employees are agreed that they give suggestions on their work. 20% of employees are in dilemma and 4% of employee is disagreed.

FINDINGS

- Majority (50%) of employees are in dilemma about the benefits extended by the hypermarket.

- Most (42%) of employees are agreed that they are satisfied with their work
- Considerable proportion (64%) of employees are agreed that they are satisfied with the hours in each week
- Most (60 %) of employees are agreed that they are satisfy their salaries
- Major portion (50%) of employees are in dilemma about the benefits extended by the hypermarket.
- Majority (56%) of employees are in dilemma in stating their opinion regarding the tenure of the employment in the hyper market
- Most (60%) of employees are agreed and told that their colleagues are understand and help them
- Majority (46%) of employees are agreed that their supervisor give them about their work
- Most (48%) of employees are agreed that their supervisors give guidance when they require.
- Considerable portion (60%) of employees are agreed that they give suggestions on their work
- Majority (50%) of employees are disagreed that their suggestions are not recognized.
- Considerable portion (38%) of employees are satisfied with the overall performance of the hypermarket
- Majority (50%) of employees are agreed that the organisation provide positive work to improve their skills and knowledge
- Major proportion (60%) of employees are agreed that the organization provide the incentives based on their performance
- Majority (50%) of employees are agreed that the hypermarket helps to develop their skills
- Most (54%) of employees are agreed that they feel satisfy about their training
- Majority (42%) of employees are in dilemma in expressing their opinion regarding the cooperation from the supervisors
- Majority (60%) of employees are agreed that they feel high level of satisfaction towards training facilities provided by the hypermarket.
- Major proportion (54%) of employee are disagreed with the cooperation from the coworkers of the hyper market
- Majority (42%) of employees are agreed that the superior are solving their problems
- Major portion (56%) of employees are agreed that the job nature is long
- Considerable portion (56%) of employees are agreed that the safety measures are well maintained and periodically analyzed
- Major portion (54%) of employees are agreed that the high level of motivation available in hypermarket.
- Majority (46%) of employees are agreed that they told that promotion is given according the performance of the employee
- Most (58%) of employee are disagreed with the monetary support provided by the management.
- Major proportion (38%) of employees are agreed that the hypermarket provide proper compensation if any accidents are happened
- Majority (50%) of employees are agreed that the hypermarket have a best bonus policy

SUGESSTIONS

In order to increase the job satisfaction among the employees the management shall consider the following factors.

1. Sufficient and as per government rules overtime pay shall be given to employees.
2. Over temperature makes employees exhausted quickly. Hence the temperature level inside the campus should be maintained within the tolerable limit

3. Lighting and noise at the working place need to be controlled within limit and sufficient. A suitable system of emergency lighting may also be installed.
4. The provision for of suitable and adequate ventilation is required in all workplaces by either natural or mechanical means.
5. Separate rest rooms need to be provided if workers are unable to sit and rest at their workstations.
6. Work load given to employees should not be overburden to the employees. Hence work load shall be fixed on the basis of experience and their ability to perform the job.
7. The number of work hours in a day should not exceed 9 hours for an adult. If it is more than 9 hours overtime pay shall be payable.
8. Maximum opportunities must be given to employees to show their talents and skills.
9. Group insurance facilities to be offered to employees at free of cost by the employers.
10. Suitable and sufficient sanitary conveniences should be provided.
11. Due importance and consideration should be given to the employees which reflects in attitude of employees with regard to the job satisfaction.
12. Timely promotion increases the job satisfaction by avoiding dejection among the employees. Hence management must offer timely promotion to the employee

CONCLUSION

Implications for further research, the literature review indicates there are many factors which help in achieving job satisfaction. The factors may be the type of work assigned to them; work environment, work design etc. Salary is certainly an important factor but it always doesn't play such a big role as it looks. Non-monetary benefits play a bigger role at large. Therefore, organizations have to have a intellect think on their HRM system on a regular basis so that it helps in improving the system, work environment, decreasing the job stress and finally leading to job satisfaction and more job involvement. Future studies can focus on factors such as mentoring, coaching and personal development plans influencing job satisfaction. The next generation employees, the Z generation is a completely different breed. Researches focused on understanding what influences the job satisfaction of these employees will be quite relevant for the organizations.

References

- Armstrong, M. (2006). A Handbook of Human resource Management Practice, Tenth Edition, Kogan Page Publishing, London,, p. 264
- Christen, M., Iyer, G. and Soberman, D. (2006). Job Satisfaction, Job Performance, and Effort: A Reexamination Using Agency Theory, Journal of Marketing, January, Vol. 70, pp. 137-150
- Herzberg, H. F. (1976). Motivation-Hygiene Profiles, p. 20
- Mullins, J.L. (2005). Management and organizational behaviour, Seventh Edition, Pearson Education Limited, Essex, p. 700
- Lawson K. Savery, (1989), Job Satisfaction and Nurses. Journal of Managerial Psychology, 4 (5) , 11 – 16
- Frederick Herzberg's, (1959), "The Motivation to Work", John Wiley & Sons; 2nd Edition, ISBN-13: 978-0471373896
- Frederick Winslow Taylor (1911), "Principles of Scientific Management". Harper & Brothers Publishers, New York, 1911.
- Jagadeeha, (2012), "Causes for retail industry globalization", International Journal of Advancements in Research & Technology, Volume 1, Issue7, December-2012, ISSN 2278-776.
- Jayadatta, S (2012) "Major Challenges and Opportunities of Organized Retailing in India" in Advances in Economics and Business Management (AEBM), p ISSN: 2394- 1545; e-ISSN: 2394-1553; Volume 2, Issue 15; October-December, 2015, pp. 1502-1506