



Job Satisfaction of the Employees Working in Retail Departmental Stores in Coimbatore City

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ABSTRACT

The retail sector in India is witnessing a huge revamping exercise as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. Retail is India's largest industry, accounting for over 10 per cent of the country's GDP and around eight per cent of the employment. Retail industry in India is at the crossroads. It has emerged as one of the most dynamic and fast paced industries with several players entering the market.

Western-style malls have begun appearing in metros and second-rung cities alike introducing the Indian consumer to a shopping experience like never before. India's vast middle class and its almost untapped retail industry are key attractions for global retail giants wanting to enter newer markets.

INTRODUCTION

Retailer promotion: Retail promotion includes any communication by a retailer that informs, persuades and reminds the target market about any aspects of the firm. Marketing managers play an important role in the promotion activities of retailers. Promotions are co-coordinated by marketing managers but managed at store level.

OBJECTIVE

1. To study the level of the satisfaction of the employees about departmental stores.
2. To analysis the performance of the employee in the departmental stores.
3. To study the sales services provided by the departmental stores.
4. To measure the satisfaction level of the employees.

REVIEW OF LITERATURE

Armstrong, M. (2006) said that attitude and feelings people have about their work, if people have positive and favourable attitudes towards the work then it indicates job satisfaction and if people have negative and unfavourable attitudes towards the work it indicates job dissatisfaction. In fact, a satisfied employee is an asset to the organisation.

Maslow (Maslow2007) introduced the "hierarchy of needs which can be classified into one of five categories: physiological needs (e.g., food, water, air, shelter), safety and security needs (e.g., protection, stability), social needs (e.g., friendship and belonging), esteem needs (e.g., achievement), and self-actualization (e.g., self-fulfilment). He saw that physiological needs are the strongest, followed by safety and security needs, social needs, esteem needs, and then self-actualization."

Mathew (2014) in his study he tested the relationship between Organisational commitment and Satisfaction in accordance with a Non- recursive model. He conducted a simultaneous examination to check the influence of commitment on satisfaction and influence of satisfaction on commitment. The study mainly concentrated on the two variables where indirectly related, influence of satisfaction on commitment was stronger.

Raymond A Neo(2104) said in a research study at the University of Ohio "Employee Training and Development": "Training refers to the company's efforts to plan and promote employee training and work-related competencies. It uses training to gain a competitive advantage. Training should be seen as a broad approach to creating intellectual capital, including basic skills (the skills needed to perform work). , Skill improvement, such as how to use technology to share information with other employees, understand customer creativity or manufacturing system and self-motivation.

SCOPE

Retail promotions are considered as any communication by the retailer that informs and remains the target market about any aspect of the firm. Those job satisfaction activities like helps in employee retention, increase productivity, reduce turnover, improved teamwork, increase quality of service, enhances employee loyalty and deliver superior value to customers. This survey will show the employee job satisfaction in the departmental store in Coimbatore city. It helps as to know which action are more important to employee to make satisfy After implementing these activities in our store, we will create a good relationship with the employee and higher officials like admin and owners.

METHODOLOGY USED IN THIS STUDY RESEARCH DESIGN:

A descriptive research design shall be adopted for the purpose of this study.

SAMPLE SIZE:

120 employees of different retail sectors from v- mart, spacer, and big bazaar are selected for Research.

AREA OF THE STUDY:

Research has been conducted within Coimbatore city.

DATA COLLECTION:

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

PRIMARY DATA

The data are collected from the employees (respondents) by administrating a structured questionnaire, Observation method, Interview and discussion with management.

SECONDARY DATA

Text books, Reference books, journals, Internet had been used. A single questionnaire had been created and administered in Spencer's and V-Mart, big bazaar Gorakhpur the target audience for this study were working employee in the age group of 25-4 and above.

SAMPLING METHOD

Sampling method which is selected for this study is Random sampling and convenience sampling The data after collected has to be processed and analyzed in accordance with in the outline lays down for the purposes of time develop the research plan. The term analysis refers to computing the data which researcher had collected with the help of primary and secondary data and it is measured with the help tools and techniques.

- Simple percentage analysis.

LIMITATIONS OF THE STUDY

- ❖ The size of the sample of present investigation is limited in its nature, which puts a limitation on the generalization of results of the present study.
- ❖ Due to limitation of time the research could not be made more detail.
- ❖ Due too confidentially of some information accurate response is not revealed by the some respondent.
- ❖ Some of the replies might be biased. Respondent had marked the answers in questionnaire which may be socially incorrect of actual their feeling.

TABLE: Simple percentage analysis

Showing Personal factors, problems faced and managerial functions of respondents

Factors	Options	No. of Respondents	Percentag e
Age	below 20 years	44	36.67
	21- 30	27	22.5

	years		
	31-40	25	
	years		20.8
	40 -	24	20
	50		
	years		
Qualific ation	SS	3	25
	L C	0	
	Higher	3	28.3
	Second	4	
	ary		
	Gra	3	25
	dua	0	
	tion		
	Post	26	21.67
	gradu		
	ation		
Gender	M	65	54.1
	a l e		
	F e m a l e	55	45.9
Marital Status	Single	29	24.1
			6
	Marri ed	41	34.1
			4
	Divor	30	25
	ced		
	Wido	20	16.7
	w		
Type Of Family	Nuclea	37	30.83
	r		
	family		
	Joi nt	30	25
	fa		
	mil		
	y		
	Conjug	28	23.37

	al family		
	Single parent family	25	20.8
Number Of Family Member	2	36	30
	3	32	26.6
	4	27	22.5
	5	25	20.83
Number Of Family	1 Child	41	.
	2 Children	15	.
	3 Children	26	.
	4 Children	38	.

Working Experience	3 years	7	5.83
	0 - 5 years	17	14.16
	5 - 10 years	45	37.5
	14 - 20 years	51	42.

			5
Workin g Hours	Less than 4 hours	63	5 2 .5
	4 - 6 hou rs	21	1 7 .5
	6 - 8 hour s	20	16.6
	More than 8 hours	16	1 3 . 3
Satisfie d Of Workin g Hours	Highly Satisfied	2 5	2 0 . 8 3
	Satisfied	67	5 5 . 8 3
	Neutral	15	1 2 .5 1
	Dissatisf ied	13	1 0 . 8 3

FINDINGS:

- (28%) of the respondent are in the age group were less than 20 years
- (34%) of the respondents are higher secondary.
- Most (64%) of the respondents are Male.
- Most (34%) of the respondents are single.
- Most (30%) of the respondents are joint family.
- .Most (40%) of the respondents 2 number of family members
- (38%) of the respondents were having 1 children.
- (38%) of the respondents have working experience
- (40%) of the respondents were working for 6 to 8 hours per day .
- (32%) of the respondents were satisfied of working hours in department store.
- Most (34%) of the respondents were occasionally work.
- Most (76%) of the respondents were highly satisfied.
- 42%) of the respondents were Satisfied.
- (32%) of the respondents are satisfied with company system.
- (36%) of the respondents were Labour position in a departmental store.

- Most (40%) of the respondents were below 10,000 to 15000 income.
- Most (42%) of the respondents were satisfied with your income.
- (42%) of the respondents are highly satisfied.

SUGGESTIONS:

- The Company should focus on workers' welfare by providing the basic necessities such as quality food and hygienic sanitary equipments which will give to the workers psychologically, emotionally and physically fit enough to work.
- The study recommended that an attractive pay scale can be offered and permissible leave limits can be extended
- The Company should also address the policies to the employee so that they don't feel deprived of their rights. Also the Company should provide emotional support and guidance when the worker is irregular or not performing well which may caused by his family situation.
- The organization can be improving Infrastructure facilities. Organization has to contribute to its positive efforts to make their employee satisfaction It is suggested that the company has to display the promotional offer near to the product.

CONCLUSION:

In today's world, Employees are considered as the most important assets of the organization. An assured good quality of work life not only attracts young and new talent but also retain the existing experienced talent. In order to have a greater and effective quality of work life the private companies must fulfil and need to go extra mile in order that the employee can retained with least effort and can provide the best results to the company. The success of any organization depends on the efficiency of labor are increasing the efficiency. The organization promote of Quality of work life in the employees.

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