



## Quality of Work Life of the Employees of the Popular Retail Stores in Chennai: A Study

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### ABSTRACT

The purpose of this descriptive study is to study the employee's perception on prevailing quality of work life in popular retail stores in Chennai. The sampling design being used here is convenient sampling. The sample size 120 has been considered. This research paper is based on the data collected from both primary and secondary data. Percentage analysis and Chi-Square tests were applied to analyse the data. From this study we could found that the majority of the employee feels that they are satisfied with the existing work environment in the popular retail stores at Chennai.

Key words: Work, environment, employees, life and quality

### 1. Introduction

In early days human employees were offered only with the fundamental needs like food, shelter and clothing. Later the management gurus F.W.Taylor and Henry Foyal conducted many research work to understand the importance of productivity and the job satisfaction. They could create the awareness on the importance of good working conditions for the employees, which will support to enhance the productivity.

QWL Programs can be evaluated on the basis of fair compensation and job security, Health is wealth, Provide personal and career growth opportunities, Participative management style and recognition, Work-life balance and Fun at workplace. Quality of work life is a multi dimensional aspect. This study covers the satisfaction level of employees towards the prevailing in quality of work life in their organisation. Researchers focused on the major areas such as Compensation, Medical facilities, Basic amenities, Working environment and Career advancement etc.,

### 2. Review of Literature

Sirgy et al	2002	Quality of work life measuring instrument was developed by the researchers. It included the major dimensions such as work environment, behaviour of the supervisor and supportive training programs	The research findings recommended few major dimensions on needs : Health and safety need Family needs Social needs Esteem and self actualization needs.
Raduan et al	2006	Relationship between career related variables and the work life was studied.	This work recommended on career fit strategies for the top level management which included needs of both employees and organisation
Geethika et al	2010	Studied the support of QWL on effective supervisor-employee relationships, reduced stress, increased job security, less grievances, deeper worker responsibility, reduced conflicts and increased productivity	better competence of employees, existing operational climate were found as the major factors enhancing QWL
Steers and Porter	1983	They felt QWL as very essential as it is a major supportive instrument for motivating employees.	Their major finding is - Effective working system with enhanced productivity is possible by an effective QWL

Pranee	2010	Major factors to consider for QWL are a.work involvement, b.Intrinsic job motivation, c.higher order need strength, d.perceived intrinsic job characteristics, e.job satisfaction, f.life satisfaction, happiness, and g.self-rated anxiety.	
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### 3. Research Methodology

Research design.....Descriptive

Data types.....Primary & Secondary

Sample size.....120

Sampling techniques.....Convenient Sampling

Type of data:

Primary data - Collected through using research instrument questionnaire Secondary data – Articles and Journals

Tools for the analysis:

Simple percentage analysis &

Chi-square analysis

### 4. Analysis and Interpretation:

Table 1- Showing the satisfaction of current job

S. No	Particulars	Responses	%
1	Very much satisfied	20	16.7
2	Satisfied	44	36.6
3	Neutral	48	40
4	Dissatisfied	6	5
5	Very much Dissatisfied	2	1.7
		120	100

Out of 120 employees only 2 said they are very much satisfied with their current job.

Table 2- showing the job security

SI. No	Particulars	Responses	%
1	Very much satisfied	16	13.3
2	Satisfied	64	53.4
3	Neutral	24	20
4	Dissatisfied	16	13.3
5	Very much Dissatisfied	0	0
		120	100

Majority of the respondents are having their satisfied job security.

Table 3- showing the quality of work life

SI. No	Particulars	Responses	%
1	Very good	30	25
2	Good	60	50
3	Neutral	20	16.6
4	Bad	10	8.4
5	Very bad	0	0
TOTAL		120	100

Majority of respondents have opted for “good” as an option in relation to Quality of Wok Life.

**Table 4- showing the major issue of qwl**

S.no	Particulars	Responses	%
1	Pay	16	26.6
2	Benefits	24	20
3	Job security	32	13.4
4	Job nature	26	21.6
5	All the above	22	18.4
		120	100

Majority of the respondents felt the “pay” as a major issue of concern, followed by “job nature”.

**Table 5- showing the work environment**

SL.No	Particulars	Responses	%
1	Excellent	40	33.3
2	Good	46	38
3	Neutral	26	21.7
4	Satisfactory	4	3.3
5	Un satisfactory	4	3.3
		120	100

71.3% of the respondents felt positive about their work environment

**Table 6- showing the health & safety working conditions**

SI. No	Particulars	Responses	%
1	Very much satisfied	34	28.4
2	Satisfied	60	50
3	Neutral	20	16.6
4	Dissatisfied	6	5
5	Very much Dissatisfied	0	0
		120	100

50 % of respondents have opted for highly satisfied with the health and safety working conditions.

**Table 7- showing the scope of career development**

SI. No	Particulars	Responses	%
1	Very high	30	25
2	High	46	38.3
3	Moderate	34	28.4
4	Low	6	5
5	Very low	4	3.3

		120	100
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63.3% of respondents have a very high good opinion with the career development

**Table 8 – Chi Square Test**

H0: There is no relationship between the quality of work life and the current job.

H1: There is a relationship between the quality of work life and the current job.

**Cross tabulation**

		how is the quality of work life in your organization?					Total
		very good	good	neutral	bad	very bad	
are you satisfied with your current job?	highly satisfied	11	7	9	4	6	37
	satisfied	8	8	11	2	1	30
	neutral	4	8	2	4	2	20
	dissatisfied	7	5	6	3	1	22
	highly dissatisfied	3	3	0	4	0	10
<b>Total</b>		<b>33</b>	<b>31</b>	<b>28</b>	<b>17</b>	<b>10</b>	<b>119</b>

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2- sided)
Chi-Square	20.792a	16	.187
Likelihood Ratio	22.511	16	.127
Linear-by-Linear Association	.257	1	.612
N of Valid Cases	119		

**Table 9 –Analysis using Karl Pearson’s correlation**

Correlation analysis was applied here to measures the degree of association between two variables.

Null hypothesis (H0): There is positive relationship between the Quality Of Work Life and Major Issue Of QWL.

Alternate hypothesis (H1): There is negative relationship between the Quality Of Work Life and Major Issue Of QWL.

**Correlations**

		QUALITY OF WORK LIFE	MAJORE ISSUE OF QWL
QUALITY OF WORK LIFE	Pearson Correlation	1	.874**
	Sig. (2-tailed)		.000
	N	120	120

MAJORE ISSUE OF QWL	Pearson Correlation	.874**	1
	Sig. (2-tailed)	.000	
	N	120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X\sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y^2 - (\sum Y)^2}}$$

r= .874

**Inference:** Since r is positive, there is positive relationship between the Quality Of Work Life and Major Issue Of QWL

## 5. Findings:

Majority of respondents are satisfied with the quality of work life, the work environment condition, the healthy and safety working conditions and the career development. These findings shows that the Quality of work life is good among the employees working in popular retail stores at Chennai. As the standard of living and the purchasing power of an average Indian is increasing, they often visit these branded shops. These shop owners are aware about the need of employee retention strategies, as these businesses need a lot of customer interactions, which need an efficient salesman. Hence the quality work life is been taken care by the owners of these retail stores.

## 6. Conclusion:

QWL can be improved further through various instrumentalities like training and education of employee, support on effective communications ,will lead to improved performance.

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