



A STUDY ON EMPLOYEE JOB SATISFACTION IN RETAIL SECTOR OF GORAKHPUR

¹Nupur Tripathi and ²Dr. Bharti shukla

¹MBA Student and ²Assistant Professor, Centre for management study,
Madan Mohan Malviya University of technology, Gorakhpur

Abstract

This paper was commissioned to study on “EMPLOYEE JON SATISFACTION IN RETAIL SECTOR OF GORAKHPUR (BIGBAZAR AND V-MART)” The project took 6 weeks for completion. The main motive of project report was to enhance my expertise and extensive knowledge which I gained through my course, by applying it practically in the human resource domain of the organization. The project has been completed by collecting the primary date through various instruments of research, such as questionnaire. Secondary data was also used as per the availability from different sources. In all the study was to find out in which geographical area the potential customer may exist.

During the project, I have learnt the procedure and various other aspects of HR function and operation by applying theoretical knowledge and concepts to the best. The main research problem was to acknowledge about the satisfaction level of employee among the retail sector of Gorakhpur for which I had taken the most growing retail sector of today's scenario BIG BAZAR, SPENCER AND V-MART. Hence, the methodology was used during the research was collection of data through primary and secondary both and the basic instrument in order to study about the subject was questionnaire. The major findings was that the job provides opportunity to employees to use their skill at work place. Numbers of employees are satisfied that they are getting flexibility in co-coordinating with work and they are satisfied with the existing culture of organization and they are showing their involvement and commitment with their organization

The organization should focus on the employee overall benefits throughout their work.

Keywords- *job satisfaction, employee moral boosting, motivation, involvement, commitment, retention .*

INTRODUCTION

India with its massive youthful population, double earning family, increased number of working women and rapid growth in our economy has brought number of changes in the Indian society system. The economic expansion has shaped a growing, relatively wealthy middle class in India. Consequently, this has increased the consumption and made the local retail market more attractive. The potential of growing Indian retail market and maturing developed market has attracted national and international retailers to in cash excellent business opportunity. Retail industry requires extensive manpower but at other end long



working hours, low salary and working on weekends and festivals make this job less attractive. Because of nature and perception of retail business retailing is not considered and seen as colourful career, in this situation it is difficult for retailers to attract the best human resources. In this situation it is imperative for retailers to ensure their present human resources should retain and see their career with them.

EMPLOYEE JOB SATISFACTION:-

Employee satisfaction is considered as a key driver of employee retention and employee satisfaction. Satisfied employees are a prerequisite for increased productivity, quality work and customer service. Some people like to work and they find working an important part of their lives. And on the other hand some people find work unpleasant and work only because they have to. Job satisfaction tells how much people like their jobs. Job satisfaction is the most studied field of organizational behaviour. Companies typically measure employee satisfaction with an annual survey, or a rolling survey in which a specified percentage of randomly chosen employees is surveyed each month. For managers, to have a happy enthusiastic workforce will help him in achieving individual and organizations performance. But manager's job is not only to hire best candidates but also retain them. Most certainly one cannot retain all the best employees but can definitely reduce loss. Reducing employee turnover is most important for organizations and to maintain an ideal staff takes a lot of efforts and resources of the organization and if that is lost it hampers organizations success. Therefore, every organization must treat their employees as ends and not means to ends because they add value to the organization. There are no fixed practices that show the relevance and significance as to how to retain employees and keep them committed towards the organization because employers lay different emphasis on different variables depending on what suits their organization best. Hiring employees is just the beginning to creating a strong committed work force.

Organization success and sustainability is the major problem in Indian companies where this can be achieved through employees. In relation employee job satisfaction comes in to representation. If an organization has satisfied employees then their performance and success will be high in figures. If an organization has less satisfied employees then their organization performance and success will be low in terms. For an organization to be run successful there should be satisfied employees. Satisfied employees will make an asset to company in terms of productivity, reduced leaves, retained employment, motivated, etc.

Employee satisfaction is an important aspect in an organization. Employee satisfaction includes involvement, motivation, commitment etc towards organization mission and vision goals R R Hastings (2012). Among all other HR practices employee satisfaction is given much more importance for retaining the employees which is a major challenge in present modern era. Hence from many research scholars, practitioners and associated people convey



that employee's satisfaction is important in the modern era. Hence this study employs factors influencing employee satisfaction and also finding out the association between designation and work experience. It is indicated that work related experienced employee will be highly satisfied compared to others and also high designated people will have higher job satisfaction. In fact work experience will be a criteria for employee job satisfaction.

Job satisfaction is one of the important factors that have drawn attention of managers in the organization as well as academicians. The term 'job satisfaction' is commonly used in the context of human behaviour at work. In other word of Feldman and Arnold," Job satisfaction is the amount of overall positive effect or feelings that individuals have towards their jobs". Job satisfaction is an individual's emotional reaction to the job itself. It has been established that highly satisfied workers have better physical and mental wellbeing. On the other hand, serious job dissatisfaction results in stress and tension, which is usually the cause of a variety of physiological disorders.

Job satisfaction results from the employees' perception that the job content and context actually provide what an employee values in the work situation. It can be working harder than others in the department but are receiving fewer rewards they will probably have a negative attitude towards the work, the boss and/or co-workers. On the other hand, if they feel they are being treated very well and are being paid equitably, they are likely to have positive attitude towards the job. Job satisfaction represents several related attitude which are most important characteristics of a job about which people have effective response. Job Satisfaction is the favourableness or un-favourableness with which the employee views his work. It expresses the amount of agreement between one's expectation of the job and the rewards that the job provides. Job Satisfaction is a part of life satisfaction. The nature of one's environment of job is an important part of life as JobSatisfaction influences one's general life satisfaction.

Job Satisfaction, thus, is the result of various attitudes possessed by an employee. In a narrow sense, these attitudes are related to the job under condition with such specific factors such as wages. Supervisors of employment, conditions of work, social relation on the job, prompt settlement of grievances and fair treatment by employer. However, more comprehensive approach requires that many factors are to be included before a complete understanding of job satisfaction can be obtained. Such factors as employee's age, health temperature, desire and level of aspiration should be considered. Further his family relationship, Social status, recreational outlets, activity in the organizations etc. Contribute ultimately to job satisfaction.



ROLE OF EMPLOYEE SATISFACTION AND MORAL BOOSTING

By Andrew J DuBrins Job satisfaction is one part of life satisfaction. The environment influences the job.

Similarly, since a job is important part of life, job satisfaction influences one's general life satisfaction. Manager may need to monitor not only the job and immediate work environment but also their employee's attitudes towards other part of life.

Human life has become very complex and completed in now-a-days. In modern society the needs and requirements of the people are ever increasing and ever changing. When the people are ever increasing and ever changing, when the people's needs are not fulfilled they become dissatisfied. Dissatisfied people are likely to contribute very little for any purpose. Job satisfaction of industrial workers is very important for the industry to function successfully. Apart from managerial and technical aspects, employers can be considered as backbone of any industrial development. To utilize their contribution they should be provided with good working conditions to boost their job satisfaction

MODERN METHOD OF MEASURING JOBSATISFACTION

In this method of measuring job satisfaction the comparison between various organizational terms and conditions at managerial level and also the organization at a large.

Satisfaction with human resources management policies of the organization:

1. Management has a clear path for employee's advancement
2. Decisions are made keeping in mind the good of the employees
3. Management is extremely fair in personal policies
4. Physical working conditions are supportive in attaining targets
5. Innovativeness is encouraged to meet business problems.

Satisfaction with supervision:

1. I feel I can trust what my supervisor tells me
2. My supervisor treats me fairly and with respect
3. My supervisor handles my work-related issues satisfactorily
4. I get frequent appreciation of work done from supervisors
5. I get enough support from the supervisor
6. Individual initiative is encouraged

Satisfaction with compensation levels:

1. Overall I am satisfied with the company's compensation package
2. I am satisfied with the medical benefits
3. I am satisfied with the conveyance allowance
4. I am satisfied with the retirement benefits
5. I am satisfied with the reimbursement of the expenses as per the eligibility
6. I am satisfied with the holiday (vacation) eligibilities



Satisfaction with task clarity:

1. Management decisions are Ad Hoc and lack professionalism (reverse scaled)
2. Rules and procedures are followed uncompromisingly
3. My job responsibilities are well defined and clear

Satisfaction with career development:

1. I have adequate opportunities to learn and grow
 2. I get opportunities to handle greater responsibilities
 3. My skills and abilities are adequately used at work
- From all above we can conclude level of job satisfaction of our employees.

Rating scale:

It is one of the most common methods of measuring job satisfaction. The popular rating scale used to measure Job satisfaction is to include:

Minnesota Satisfaction Questionnaires:

It helps to obtain a clear picture of pertinent satisfactions and dissatisfactions of employees. Job Description Index: it measures Job satisfaction on the dimension identified by Smith, Kendall, Hulling Porter Need Identification Questionnaires: It is used only for management personnel and revolves around the problems and challenges faced by managers.

Critical incidents:

Fredrick Hertz berg and his Associates popularized this method of measuring Job satisfaction. It involves asking employees to described incidents on job when they were particularly satisfied or dissatisfied. Then the incidents are analyzed in terms of their contents and identifying those related aspects responsible for the positive and negative attitudes.

Personal interviews:

This method facilitates an in-depth exploration through interviewing of job attitudes. The main advantage in this method is that additional information or clarifications can be obtained promptly.

Action tendencies:

By this method, Job satisfaction can be measured by asking questions and gathering information on how they feel like behaving with respect to certain aspects of their jobs. This method provides employees more opportunity to express their in-depth feeling .In his study on American employees, hop pock identified six factors that contributed to job satisfaction among them. These are as follows:

The way individual reacts to unpleasant situations.

The facilities with which he adjust himself to other persons.



His relative's status in the social & economic group with which he identifies himself.

The nature of work in relation to the abilities, interest & preparation of the workers.

Security

Loyalty .Because human resource manager often serve as intermediaries between employees &management in conflict, they are concern with Job satisfaction or general job attitudes with the employees. Philip apple white has listed the five major components of Job satisfaction.

Attitude towards work group

General working conditions.

Attitude towards company.

Monitory benefits &

Attitude towards supervision

Other components that should be added to this five are individual's state of mind about the work itself and about the life in general .the individual's health, age, level of aspiration.

Social status and political & social activities can all contribute to the Job satisfaction. A person's attitude toward his or her job may be positive or negative.

Job enlargement:

The concept of job enlargement originated after World War II. It is simply the organizing of the work so as to relate the contents of the job to the capacity, actual and potential, of workers. Job enlargement is oblivious forerunner of the concept and philosophy of job design. Stephan offers three basic assumptions behind the concept of job enlargement. Job enlargement is a generic term that broadly means adding more and different tasks to a specialized job.

Job rotation:

Job rotation involves periodic assignments of an employee to completely different sets of job activities. One way to tackle work routine is to use the job rotation. When an activity is no longer challenging, the employee is rotated to another job, at the same level that has similar skill requirements. Many companies are seeking a solution to on-the-job boredom through systematically moving workers from one job to another. This practice provides more varieties and gives employees a chance to learn additional skills. The company also benefits since the workers are qualified to perform a number of different jobs in the event of an emergency.

Change of pace:

Anything that will give the worker a chance to change his pace when he wishes will lend variety to his work. Further if workers are permitted to change their pace that would give them a sense of accomplishment.

Scheduled rest periods:

Extensive research on the impact of rest periods indicates that they may increase both morale and productivity. Scheduled rest periods bring many advantages:



They counteract physical fatigue
They provide variety and relieve monotony
They are something to look forward to- getting a break gives a sense of achievement.
They provide opportunities for social contacts.

IMPORTANCE OF JOB SATISFACTION

Job satisfaction is an important indicator of how employees feel about their job and predictor of work behaviour such as organizational, citizenship, Absenteeism, turnover. Job satisfaction can partially mediate the relationship of personality variables and deviant work behaviour. Common research finding is that job satisfaction is correlated with life style. This correlation is reciprocal meaning the people who are satisfied with the life tends to be satisfied with their jobs and the people who are satisfied their jobs tends to satisfied with their life. This is vital piece of information that is job satisfaction and job performance is directly related to one another. Thus it can be said that, —A happy worker is a productive worker.

It gives clear evidence that dissatisfied employees skip work more often and more like to resign and satisfied worker likely to work longer with the organization.

Importance to worker and organization

Job satisfaction and occupational success are major factors in personal satisfaction ,self-respect, self-esteem, and self-development. To the worker, job satisfaction brings a pleasurable emotional state that can often leads to a positive work attitude. A satisfied worker is more likely to be creative, flexible, innovative, and loyal.

For the organization, job satisfaction of its workers means a work force that is motivated and committed to high quality performance. Increased productivity- the quantity and quality of output per hour worked- seems to be a by product of improved quality of working life. It is important to note that the literature on the relationship between job satisfaction and productivity is neither conclusive nor consistent.

Workers role in job satisfaction

If job satisfaction is a worker benefit, surely the worker must be able to contribute to his or her own satisfaction and wellbeing on the job. The following suggestions can help a worker find personal job satisfaction: Seek opportunities to demonstrate skills and talents. This often leads to more challenging work and greater responsibilities, with attendant increases in pay and other recognition.



IMPORTANCE OF JOB SATISFACTION at a glance

1. Helps in Employee Retention
2. Increase Productivity
3. Reduce Turnover,
4. Improved Teamwork
5. Increases Quality of Service
6. Enhances Employee Loyalty
7. Reduce Absenteeism
8. Deliver Superior Value to Customers
9. Increased Performance
10. Happiness/ of Employee

REASONS AND EFFECT OF LOW JOB SATISFACTION

Reasons

why employees may not be completely satisfied with their jobs:

Conflict between co-workers

Conflict between supervisors

Not being opportunity paid for what they do.

Have little or no say in decision making that affect employees.

Fear of losing their job.

Effects of low job satisfaction

1. High absenteeism

Absenteeism means it is a habitual pattern of absence from duty or obligation.

If there will be low job satisfaction among the employees the rate of absenteeism will definitely increase and it also effects on productivity of organization.

High turnover

In human resource refers to characteristics of a given company or industry relative to the rate at which an employer gains and losses the staff.

If the employer is said to be have a high turnover of employees of that company have shorter tenure than those of other companies.



Training cost increase

As employees leaves organization due to lack of job satisfaction. Then Human resource manager has to recruit new employees, So that the training expenditure will increases.

OVERVIEW OF INDIAN RETAIL SECTOR

Indian retail industry at a glance

Organized retailing has finally emerged from the shadows of unorganized retailing and is contributing significantly to the growth of Indian retail sector.

Some facts about the Indian retail sector:

Retail is India's largest industry, accounting for over 10% of the country's GDP And around 8% of the employment. This sector is expected to increase three fold from the present Rs 5 billion. Organized retail will form 10% of total retailing by the end of this decade (2010). From 2006 to 2010, the organized sector will grow at the CAGR (Cumulative Annual Growth Rate) of around 49.53% per annum. Hypermarket is emerging as the most favorable format for the time being in India. The Indian retailing sector is at an inflexion point where the growth of organized retailing and growth in the consumption by the Indian population is going to take a higher growth trajectory. The Indian population is witnessing a significant change in its demographics. Paanwalas and kiranawallas, street hawkers present everywhere are the various firms operating hither and thither; and meeting the basic needs of the general public and creating a means of earning livelihood for many. In India, the retail industry is broadly divided into the organized and unorganized sectors. The total market in 2005 stood at Rs. 10,000billion, accounting for about 9-10% of the country's gross domestic product (GDP). Of this total market, the organized sector accounted for Rs. 350 billion (about 3.5 % of the total) of the total revenues. According to AT Kearney, the organized retailing industry is expected to cross Rs. 1000 billion revenue mark by 2010. Traditionally, the retail industry in India comprised of large, medium and small grocery stores and drug stores which could be categorized as unorganized retailing. Most of the organized retailing in India had recently started and was mainly concentrated in metropolitan cities. Within a short span of five years retail sector in India has witnessed great changes mainly on account of a gradual increase in the disposable incomes of the middle and upper-middle class households. In order to reap the benefit of growing economy more and more corporate houses including large real estate companies are coming into the retail business, directly or indirectly, in the form of mall and shopping center builders and managers, hence the sea change in retail sector is highly evident

RESEARCH OBJECTIVES OF THE STUDY:-

- To measure the satisfaction level of the employees.
- To study the employees perception towards organization.
- To study the attitude of the employees towards their work.
- To identify the factors that motivates the employees.



RESEARCH METHODOLOGY

The type of research work is descriptive type using a structured questionnaire type of data collection tool with a sample of 100 employees at Big Bazaar, Spencer and v-mart.

Data Collection

Primary data: The data are collected from the employees (respondents) by administering a structured questionnaire, Observation method, Interview and discussion with management. For the Collection of **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

Sample size

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

Research Design

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

Sampling Method

Sampling method which is selected for this study is Random sampling and convenience sampling

Findings

- I. It shows that 64% of the employees belong to the male category and 36 % of the employees belong to the female category.
- II. It shows that 52% of the employees belong to 18-25 age group category following 30 % of the employees have attained the age of 26-35 Years, 14 % belong to the age group of 36-45 Years and 2% of the employees belong to the category of 46-55 and 56 or above
- III. It shows experience of employees i.e., 30% of the employees is below 1 year, 40 % of the employees are between 1-3 Years, 16% of the employees are between 4-6 Years, and the rest fall in the category of 7-9 Years and 10-12 Years.



- IV. It shows income level of the employees, i.e. 18% of employees is in less than 5000, 56% of employees are in 5001-10000; only 6% belong to the category of above 20001.
- V. It shows that the employees are satisfied by the benefits like employee leave benefits, salary and compensation and by long term care Insurance the most.
- VI. It shows that the employees agree to foster an environment where diverse individuals can work together effectively and that they focus on providing excellent customer service .
- VII. It shows that the employees agree that they are satisfied by the way co-workers and supervisors communicate with them.
- VIII. It shows that employees agree to the point that they have received all the training they need to effectively carry out their job , the most along with that their appraisal helps them to plan future and they are provided with all the tools and equipments to do their job
- IX. It shows that employees agree to the point that they can go to their supervisor if they have any problem followed by their problems are resolved effectively and they meet regularly to discuss important issues
- X. It shows that the performance measure are evaluated on quarterly basis and 25 employees agree to this followed by their performance is reviewed regularly □ It shows that most of the employees agree to this that concern is shown for their health and safety at work followed by their job is fulfilling, their organization meets their expectations and there is good cooperation between the members of their team .

LIMITATION OF STUDY

1. 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.
2. Due to limitation of time the research could not be made more detail.
3. Due too confidentially of some information accurate response is not revealed by the some respondent.
4. Some of the replies might be biased. Respondent had marked the answers in questionnaire which may be socially incorrect of actual their feeling.



Suggestions:-

- 1.) The present research was conducted on a smaller sample of employees working in Spencer's and V-Mart which is limited in size; further research can be conducted on larger sample including other colleges from different cities and regions.
- 2.) Studies regardless religion, cast and creeds on married and unmarried, male and female, which seems to be a neglected area of research can also be carried out.
- 3.) In the present investigation interview method and projective techniques could be used, besides using the questionnaire for data collection to validate the results of the present investigation. Further, this kind of research can also be conducted on, burnout, job motivation Organizational commitment, Job Involvement and quality of work life dimension

Conclusion

One of the biggest impacts on a company's productivity is the satisfaction of the employees. If the high performing employees leave the company it is even more difficult to attract new talent if your company is not satisfying the employees. This survey provides valuable input which are directly given by employees, it provides an understanding that how the employees perceive the organization. It is a guide to help those who conduct an employee opinion survey. Job provides an opportunity for the employees to exercise their skills at work place. From analysis it was observed that there is a scope for the improvement of working conditions. From the analysis we can conclude that the job provides opportunity to employees to use their skill at work place. Numbers of employees are satisfied that they are getting flexibility in co-coordinating with work and they are satisfied with the existing culture of organization and they are showing their involvement and commitment with their organisation.

REFERENCES

1. Locke, E. A. (1976). *Organizational Behaviour: Effect in the Workplace*. Annual Review of Psychology.
2. Lathan's, F. (1998). *Organisational Behaviour*. (8th ed). Boston: Irwin McGraw-Hill.
3. Malhorta, N. & Mukerjee, A. (2004). The relative influence of organizational commitment and job satisfaction on service quality of customer contact employees in banking call centre. *Journal of services marketing* 18(3), 162-174.
4. Lau, C. M. and Chong, J. (2002). The Effects of Budget Emphasis, Participation and Organizational Commitment on Job Satisfaction: Evidence from the Financial Services Sector, *Advances in Accounting Behavioral Research*, 5, 183-211



WEBSITES

1. <http://www.iosrjournals.org/iosr-jbm/papers/Vol17-issue7/Version-1/A017710107.pdf>
2. http://ijirt.org/master/publishedpaper/IJIRT144510_PAPER.pdf
3. <https://issuu.com/sanjaykumarguptaa/docs/a-study-on-employer-employee-retention-in-big-baza>
4. http://shodhganga.inflibnet.ac.in/bitstream/10603/136520/8/08_chapter%202.pdf
5. http://researchersworld.com/ijms/vol5/issue2_3/Paper_13.pdf