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A STUDY ON JOB SATISFACTION OF EMPLOYEES IN ORGANISED RETAIL WITH SPECIAL REFERENCE TO BELAGAVI CITY

S O HALASAGI
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
RANI CHANNAMMA UNIVERSITY
BELAGAVI

ASHWINI M. JAMUNI
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
RANI CHANNAMMA UNIVERSITY
BELAGAVI

ABSTRACT

The retail sector has been at helm of India's growth story. Job satisfaction and organization commitment are the most studied and researched topics in organizational behaviour and psychology since it has direct link with the organization. Either they are studied independently or jointly to know what is keeping an employee to enjoy the job and retain association with the organization. An employee enters into an organization to perform some job hence job and organization is tightly linked. Researches on retail sector are conspicuously scanty especially in India. In this paper, we aim to study the job satisfaction of employees of organized retailing. A sample 120 respondents was selected by using Stratified Random Sampling method and the data was collected with the help of structured questionnaire. The study reveals most of the employees in organised retail stores in Belagavi city are not satisfied because of low pay package and job security.

KEYWORDS

Belagavi, behaviour, organised retail, job satisfaction.

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INTRODUCTION

Retail in India is a flourishing sector that provides employment to millions of people and retail is a labour intensive economic activity in which the front line workers acts as the major link between the retail outlets and the customers.

The term job satisfaction figures prominently in any discussions on management of human resources. It refers to a person's happiness in performing a job, which acts as a motivation to work

The concept of employee's job satisfaction has gained significance in the corporate world especially in the organised retailing. As employee's job satisfaction and working environment are strongly related to each other, they are being linked with welfare measures and monetary factors.

REVIEW OF LITERATURE

Srivastava (1987) studied the relationship of job satisfaction and organization climate for which he selected 50 junior management level officers and 50 middle management level managers from various ministries and departments of Central Government located in Delhi. He found significant relationships between job satisfaction and organization climate in junior and middle level officers but the difference was statistically insignificant in terms of perception of climate and job satisfaction.

Joshi and Sharma (1997) have investigated the role of job and organizational related factors in job satisfaction among managerial employees of a private sector organization. They found from the study that only two variables, i.e. job content and training were the best predictors of job satisfaction. It was also found that Job content, training, scope for advancement, grievance handling, monetary benefits, participation, objectivity, recognition, welfare activities, support and warmth, communication, top management commitment, performance appraisal were positively and significantly related to managerial satisfaction.

Yadav and Halyal (1999) have investigated the influence of job involvement and family involvement on marital and job satisfaction. A sample of 500 male college teachers who had at least five years of married and teaching experience, at least one child, and unemployed wife were administered the questionnaire. Analysis of the data indicated that psychological identification with job and family were positively correlated with job and marital satisfaction. Job involvement and family involvement were positively correlated to each other, having an additive interactive influence on job satisfaction and marital satisfaction.

Brown and Lam (2008) in their meta-analysis study on relationships linking employee satisfaction to customer responses indicated statistically significant and substantively important relationships linking employee satisfaction to customer satisfaction and perceived service quality. They found that the employee satisfaction is consistently important driver of customer responses

Thekedam (2010) has tested factors that influence job satisfaction in Kerala, India and reported that individual characteristics are important predictor of job satisfaction which are not limited to demographic variable but include psychological and attitudinal characteristics as well. He mentioned that attainable goals will result greater job satisfaction. He has reported lower job satisfaction among females is probably because of their attempt to cope with work and family responsibility.

STATEMENT OF THE PROBLEM

Retailing as a field of academic interest has recently started getting interest and attention of both academics and practicing executives. Particularly in India, retailing has started gaining pace after post 2002 economic growth and development. Though efforts have started developing and framing retailing as a separate field of study but as a subject of interest it requires more research work. Since Indian organised retail market is virgin and offering excellent growth opportunity for organizations. The organization cannot be imagined without employees therefore it is necessary to study and understand behaviour of employees, which acts as pillar for the growth. Due to nascent stage of the subject for the research work, hence very few studies are found on subject related studies. Hence, the present study is an attempt to examine the level of job satisfaction among the employees of organised retail outlets and factors influencing on the job satisfaction.

OBJECTIVES OF THE STUDY

1. The main objective of the study is to determine whether employees of organised retail stores in Belagavi city are satisfied or not.
2. To identify the various factors affecting the job satisfaction of employees in organised retail stores in Belagavi city.

METHODOLOGY

This study is empirical in nature. The data used in this study is primary data, obtained through a survey conducted to analyse the satisfaction level among employees of organised retail store. The stratified random sampling method was used to collect the data. The survey was conducted on the randomly selected 120 respondents from Belagavi city. A structured questioner was designed to meet the objective of the study. A structured questionnaire was prepared for the collection of data from those respondents who are working in organised store. The questionnaire was designed in such a way that the aim of collecting essential information for the study would meet the set of objectives.

ANALYTICAL TOOLS

To analyse the data for the study, the researchers have applied following tools

- Percentage analysis
- Chi-square test
- Scaling Techniques

HYPOTHESIS OF THE STUDY

- Age of the employees does not influence the attitude of the employees towards their job
- Job satisfaction of the organised store employees is independent of their gender.
- Job satisfaction is not determined by the income level of the organised retail store employees.
- Type of the family has an influence on the job satisfaction of the organised stores employees.
- Educational qualification of the employees influences the job convenience.
- Employees working experience has a bearing on their attitudes towards welfare measures.

SCOPE OF THE STUDY

The study will be very helpful to the research and others in several ways. The study on the job satisfaction of employees of organised stores in Belagavi city would be helpful to the Business people doing organised retail business in the city for several years. The result obtained by the study would throw light on their attitude towards job, income distribution, job satisfaction, physical working Conditions, opinion regarding various welfare measures etc. Provided By the management to them in the organised retails of Belagavi city

FACTORS INFLUENCING JOB SATISFACTION OF ORGANISED RETAIL EMPLOYEES IN BELAGAVI CITY

1. Socio-Economic factors of organised stores in Belagavi City
2. Other factors influencing job satisfaction of employees in Belagavi City

SOCIO-ECONOMIC BACKGROUNDS OF ORGANISED STORES EMPLOYEES AND JOB SATISFACTION

The Socio-economic factors of Organised stores employees to their job satisfaction May be of large in number. Among them, only a few factors are considered as given below.

1. Age
2. Income
3. Sex
4. Type of family
5. Educational Qualification
6. Working Experience
7. Age

Naturally, age has a tremendous influence in changing one’s own attitude and character. An employee, who starts his career at his young age, may have a good amount of ambition and aspiration. His expectations rise to very high levels from various angles. When his aspirations do not get satisfied, he becomes frustrated and highly dissatisfied. But as age advances, he becomes more and more adjustable. He feels more adjustable. He feels more satisfied when compared to the other younger employees.

TABLE 1: THE AGE GROUP OF EMPLOYEES OF ORGANISED STORE

Age	No of Respondents	Percentage
20-30	55	45.83%
31-40	30	25.00%
41-50	20	16.67%
Above 50	15	12.50%
Total	120	100

Source: Survey Data

TABLE 2: THE JOB SATISFACTION LEVEL AMONG EMPLOYEES

Response	No of Respondents	Percentage
Satisfied	45	37.5%
Dissatisfied	75	62.5%
Total	120	100

Source: Survey Data

It is clear that from above tables that out of 120 respondent’s majority of them dissatisfied i.e 62.5% and 37.5% are satisfied.

TABLE 3: AGE WISE CLASSIFICATION OF JOB SATISFACTION LEVEL

Age	Satisfied	Dissatisfied	Total
20-30	18	37	55
31-40	14	16	30
41-50	08	12	20
Above 50	05	10	15
Total	45	75	120

Source: Survey Data

TABLE 4: CHI-SQUARE TEST TABLE

S No	Particulars	Values
1	Calculated Values	3.52
2	Table value at 5% LOS	7.81
3	DOF	3
4	Result	H ₀ is accepted and it is evident that age and job satisfaction are not significant

Since the calculated value 3.52 is less than the table value, null hypothesis is accepted for the job satisfaction age is not a significant factor.

TABLE 5: GENDER AND JOB SATISFACTION OF EMPLOYEES IN ORGANISED STORES

Gender	Satisfied	Dissatisfied	Total
Male	28	58	86
Female	14	20	34
Total	45	75	120

Source Survey Data

TABLE 6: CHI-SQUARE TEST TABLE

S No	Particulars	Values
1	Calculated Values	1.08
2	Table value at 5% LOS	3.84
3	DOF	1
4	Result	H_0 is accepted so gender and job satisfaction are not significant

Above Table proves that the calculated values of chi square test is 1.08, which is less than the tabulated value of 3.84. Hence, null hypothesis is accepted. It prove gender and job satisfaction are independent.

TABLE 7: INCOME LEVEL WISE JOB SATISFACTION

Income	Satisfied	Dissatisfied	Total
2000-4000	00	15	15
4000-6000	12	32	44
6000-8000	18	20	38
8000-10000	08	05	13
Above 10000	07	03	10
Total	45	75	120

Source Survey Data

TABLE 8: CHI-SQUARE TEST TABLE

S No	Particulars	Values
1	Calculated Values	32.09
2	Table value at 5% LOS	9.54
3	DOF	5
4	Result	H_0 is rejected so gender and job satisfaction are significant

From Above table it is clearly states that calculated value of chi square test is 32.09 is more than the tabulated value of 9.54. Hence, there is the relationship between income and job satisfaction.

TABLE 9: TYPE OF FAMILY OF RESPONDENTS

Type of Family	Satisfied	Dissatisfied	total
Joint Family	20	34	54
Nuclear Family	25	41	65
Total	45	75	120

Source Survey Data

Type of the family play vital role in job satisfaction from above table it is clear that there is the relationship between type of family and job satisfaction among employees of organised retail outlets.

TABLE 10: CHI-SQUARE TEST TABLE

S No	Particulars	Values
1	Calculated Values	0.023
2	Table value at 5% LOS	3.84
3	DOF	1
4	Result	H_0 is accepted so family type and job satisfaction are significant

As the calculated value is lower than the table value, the H_0 is accepted, which means that, the Job satisfaction and type of the family are related to each other.

TABLE 11: EDUCATION LEVEL OF EMPLOYEES

Qualification	satisfied	Dissatisfied	Total
Below VII	04	03	7
Between VII & SSLC	09	10	19
SSLC	10	06	16
PUC	07	14	21
UG	06	13	19
PG	05	19	24
Diploma	03	08	11
Professional	01	02	03
Total	45	75	120

Source Survey Data

From above table, it reveals that the majority of employees have passed PG followed by PUC. More than 50% of respondents are having less than UG qualification.

TABLE 12: CHI-SQUARE TEST TABLE

S No	Particulars	Values
1	Calculated Values	32.09
2	Table value at 5% LOS	14.1
3	DOF	6
4	Result	H_0 is rejected so Education qualification and job satisfaction are significant

As calculated value is 32.09 and table value is less than that so null hypothesis is rejected.

TABLE 13: JOB EXPERIENCE OF THE RESPONDENTS

Experience	Satisfied	Dissatisfied	Total
0-2	11	34	45
2-5	20	29	49
More than 5	14	12	26
Total	45	75	120

Source Survey Data

TABLE 14: CHI-SQUARE TEST TABLE

S No	Particulars	Values
1	Calculated Values	6.44
2	Table value at 5% LOS	4.61
3	DOF	3
4	Result	H ₀ is rejected so experience and job satisfaction are significant

From the above table it proves that calculated values is more than the table values i.e 4.61 hence the the null hypothesis is rejected

CONCLUSION AND FUTURE RESEARCH

All these factors may be considered by the management by paying more attention to employees salary structure and job security in organised retail stores in Belagavi city.

The present study is confined to selected organized retails outlets in Belagavi city. The future researchers can conduct study taking into account more number of organized retail outlets to generalize their findings. The future researcher can conduct a study taking into account both organized and unorganized retail outlets in the country to find out how they are different from each other in terms of job satisfaction and organizational commitment of their employees.

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