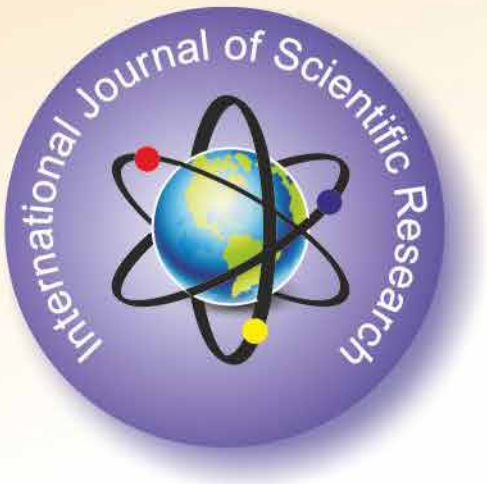
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Research Paper

A Study on the Job Satisfaction of the Employees at Sri Kannan Departmental Stores, Coimbatore

Management

KEYWORDS : Job satisfaction, Sri Kannan departmental stores

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ABSTRACT

Job satisfaction plays significant role in the organization. Therefore, managers should take concrete steps to improve the level of job satisfaction. These steps may be in the form of job redesigning to make the job more interesting and challenging, improving quality of work life, linking rewards with performance, and improving overall organizational climate. The factors that are taken in to consideration for this study are salary, facilities, work environment, co-workers, and supervision. The survey was conducted by personal visit to explain the purpose of the study. The study evaluates the various alternatives of non-monetary rewards available that would motivate employees to improve job performance.

INTRODUCTION

Job satisfaction is one of the criteria for establishing a healthy organizational structure in an organization. They are the corner stone of the industry. To give an effective service at the organization depends upon the human resources. Job satisfaction of employees will affect the quality of the service they render. Though there is no conclusive evidence that job satisfaction affects productivity directly because it depends on various factors, but still a prime concern for managers.

Importance to Worker and Organization:

Frequently, work underlies self-esteem and identity while unemployment lowers self- worth and produces anxiety. At the same time, monotonous jobs can erode a worker's initiative and enthusiasm and can lead to absenteeism and unnecessary turnover. 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 often leads to a positive work attitude. A satisfied worker is more likely to be creative, flexible, innovative, and loyal.

It is important to note that the literature on the relationship between job satisfaction and productivity is neither conclusive nor consistent. However, studies dating back to Hertzberg's (1957) have shown at least low correlation between high morale and high productivity, and it does seem logical that more satisfied workers will tend to add more value to an organization. Unhappy employees, who are motivated by fear of job loss, will not give 100 percent of their effort for very long. Though fear is a powerful motivator, it is also a temporary one, and as soon as the threat is lifted performance will decline.

Tangible ways in which job satisfaction benefits the organization include reduction in complaints and grievances, absenteeism, turnover, and termination; as well as improved punctuality and worker morale. Job satisfaction is also linked to a healthier work force and has been found to be a good indicator of longevity. And although only little correlation has been found between job satisfaction and productivity, Brown (1996) notes that some employers have found that satisfying or delighting employees is a prerequisite to satisfying or delighting customers, thus protecting the "bottom line." No wonder Andrew Carnegie is quoted as saying: "Take away my people, but leave my factories, and soon grass will grow on the factory floors. Take away my factories, but leave my people, and soon we will have a new and better factory"

METHODOLOGY

Shri Kannan Departmental Store is one of the leading super markets offering everything for the home needs. They have more than seven branches inside Coimbatore. The retail store runs with more than 600 workers both male and female on a shift basis. Majority of the male workers are away from Coimbatore. They stay with the room provided by kannan departmental store

The objective of this study is to know the level of satisfaction of the employees towards their salary, working hours, training and development programs, the relationship with their supervisor, incentives and rewards and other benefits which are provided by the company. The design of the research is descriptive in nature. The Convenience Sampling Method is used for the survey. The employees who are working at Sri Kannan departmental store were met and the survey was made based on their reply. The interview was made only to the employees who were willing to share their thoughts. 100 employees were surveyed during the study period of 45 days in the months of October & December 2011.

ANALYSIS AND INTERPRETATION

Table 1 Details of the employees

Sl. No.	Details of the respondents	Number of respondents
1.	Age Group	
	Below 21	36
	21 – 30 years	29
	31 – 40 years	22
	40 years and above	13
2.	Gender	
	Male	76
	Female	24
3.	Educational Qualification	
	SSLC	43
	HSC	30
	Graduates	18
	Post Graduates	9
4.	Job nature	
	Manager	14
	Supervisor	28
	Skilled labours	58
5.	Annual Income	
	Below Rs.10,000	52
	Rs.10,001 – Rs.15,000	37
	Above Rs.15,000	11

Source: Primary Data

Majority of the workers are of below 21 of age. Male workers engage more. The education level for the workers is below graduation. Skilled labours are found in massive. Majority workers earn below 10,000.

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Table 2 Satisfaction relating to various features

	Highly satisfied	Satisfied	Neutral	Dis-satisfied	Highly dissatisfied
Working hours	36	44	11	4	5
Training and devpt	34	52	4	4	6
Incentives and rewards	32	40	14	6	8
Welfare of the employees	11	51	13	13	12
Happy with workplace envt	48	37	12	1	2
Work assignment were clearly assigned	37	42	10	4	7
Cooperation from other dept staff	30	43	12	6	9
Balance between work life and family life	12	31	18	10	29
Cordial relationship with supervisor	32	43	13	4	8
The availability of refreshment facilities	23	37	13	12	15
Safety measures provided by the company	36	41	12	6	5

Source: Primary Data

44% are satisfied with their working hours, 52% are satisfied with training & development program, 40% are satisfied with incentives & rewards given by company, 51% are satisfied with long term welfare measures of company, 48% of the employees are highly satisfied with workplace environment, 42% are satisfied with work assignment explanation, 43% are satisfied with co-operation from other department staff, 31% are satisfied with balance between work life and family life, and 29% are highly dissatisfied with balance between work life and family life.43% are satisfied with cordial relationship with supervisor, 37% are satisfied with available refreshment facilities, 41% are satisfied with safety measures provided by company.

Table 3 ANOVA table for the analysis of age and work place environment:
Ho: There is no significant difference between age and work place environment

		Sum of Squares	df	Mean Square	F	Sig.
Happy with work place environment	Between Groups	2.256	3	.752	1.004	.395
	Within Groups	71.904	96	.749		
	Total	74.160	99			
Balance between Work life and Family life	Between Groups	13.008	3	4.336	2.187	.094
	Within Groups	190.302	96	1.982		
	Total	203.310	99			
The refreshment facilities are available for the employees	Between Groups	1.168	3	.389	.204	.893
	Within Groups	183.022	96	1.906		
	Total	184.190	99			
Working hours	Between Groups	.335	3	.112	.100	.960
	Within Groups	107.625	96	1.121		
	Total	107.960	99			

The observed significance level is greater than the expected significance level, hence the hypothesis is accepted. There is no significance difference in experience and benefits provided by the company

Table 4 Chi-square test for the age group of the employees Vs The incentives and rewards given by the company:

Ho: The incentives and the rewards given by the company are same for all age groups

		Incentives and Rewards given by company					
		Highly Satisfied	Satisfied	Neutral	Dis-satisfied	Highly Dissatisfied	Total
Age group	Below 21	22	23	10	4	6	65
	21-30	7	12	3	2	1	25
	31-40	3	4	1	0	1	9
	Above 40	0	1	0	0	0	1
Total		32	40	14	6	8	100

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.145a	12	.981
Likelihood Ratio	5.095	12	.955
Linear-by-Linear Association	.157	1	.692
N of Valid Cases	100		

At 5% of significance, the significance value is greater than 0.05. Hence, Ho is rejected. Hence the incentives and the rewards given by the company are not same for all age groups.

FINDINGS

Majority of the workers are of below 21 of age. Male workers engage more. The education level for the workers is below graduation. Skilled labours are found in massive. Majority workers earn below 10,000.

44% are satisfied with their working hours, 52% are satisfied with training & development program, 40% are satisfied with incentives & rewards given by company, 51% are satisfied with long term welfare measures of company, 48% of the employees are highly satisfied with workplace environment, 42% are satisfied with work assignment explanation, 43% are satisfied with co-operation from other department staff, 31% are satisfied with balance between work life and family life, and 29% are highly dissatisfied with balance between work life and family life.43% are satisfied with cordial relationship with supervisor, 37% are satisfied with available refreshment facilities, 41% are satisfied with safety measures provided by company.

From the Anova table, there is no significance difference in experience and benefits provided by the company. Based on the chi square test the incentives and the rewards given by the company are not same for all age groups.

5.2 SUGGESTIONS:

- The organization should install right type of reward system to felicitate the star performers.
- Cultural activities, family get together, Small trips and Picnics to the nearest places can be arranged to the employees as an entertainment to relax themselves from the routine day-to-day work.
- Employees feel that the fun zone environment could be improved and proper furniture's could be replaced by the breakable one.
- Extra salary could be given for Saturdays and Sundays, otherwise the work timings can be reduced for the same.
- Employees request that manpower could be increased in all sections, at least during offer times to reduce the stress of current employees.
- The organization should effectively implement the open door policy system in order to solve the grievances of the employees.
- The organization may modify the reward system of the employees.
- Promotions should be considered based on merit, educational qualification and experience.

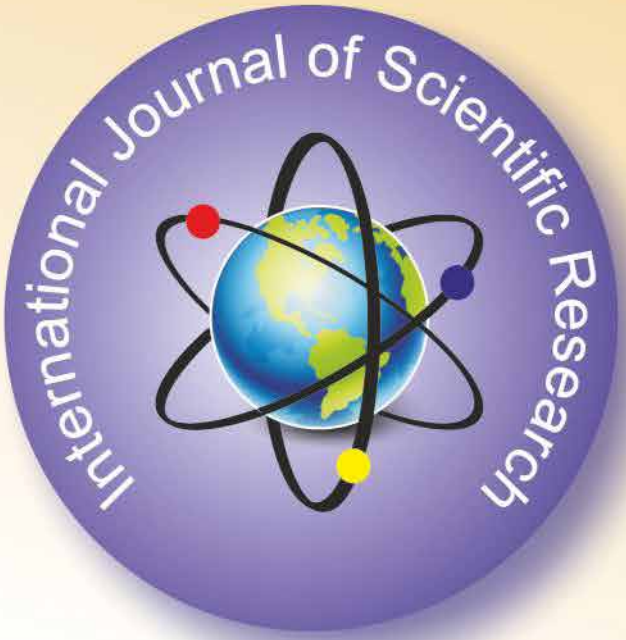
5.3 CONCLUSION:

The study was conducted in Sri Kannan departmental stores, Coimbatore in order to analyze the job satisfaction level among the employees and the various factors influencing the job satisfaction. The study showed that all the employees were satisfied with their job and they feel that they have less stress in their job except on big days offer.

It is clear that non-monetary rewards should be included in reward schemes. The company can introduce training programs to assist employees to accelerate their growth opportunities within the company. The employee who meets the parameters, gives successful performance could be rewarded with certificates mentioned in the company website. These types of rewards can contribute to satisfying the employee's needs. Introducing non-monetary rewards when a team achieves goals and objectives could satisfy those needs.

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