



## A STUDY ON PROBLEMS FACED BY THE EMPLOYEES WORKING IN DEPARTMENTAL STORES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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**ABSTRACT** Usually departmental stores are started with the huge capital. The study is based on problems faced by the employees working in departmental stores in Coimbatore city. The study is based on primary data. The data was collected from 253 respondents. The analysis was made using SPSS software. The problems taken for the study are leave facility, rest time, job security, stress of the employees, etc.

### KEYWORDS :

#### INTRODUCTION

Departmental store is located at central place of the city. It is a huge retail shop. It is divided into different departments or number of small shops, each of them dealing with separate line of goods and specializing in those lines. All such specializing stores are under one roof and one management and one control. All the departments are housed under one roof and under one unified control and management.

Usually departmental stores are started with the huge capital. Thus departmental store is which dealing with much kind of goods under one building. This kind of shopping is called 'one-stop' shopping. Instead of increasing sales by opening branches to sell the same goods (Multiple shops), a business can as well sell different kinds of goods in the same shop (Departmental stores). Thus departmental stores provide all kind of goods at one place. So the customers are satisfied with the shopping and it is time saving.

#### REVIEW OF LITERATURE

- Varekamp and F. J. H. van Dijk (2010) identified the practical and psychosocial barriers recognized by employees with chronic disease who experience work-related problems and to examine preferred work accommodations. Work-related problems were measured by examining eight areas: problems with specific work tasks, finishing work, arranging the workplace and equipment, commuting, communicating with colleagues, communicating with the supervisor or line manager, acceptance of the chronic disease and balancing work and life at home. Data of the 122 study participants were collected between September 2006 and February 2008. About two-thirds had musculoskeletal, nervous or digestive disorders; 44% had more than one chronic disease.
- A study in telecom sector by Tariq et al (2013) revealed that there are different variables like workload, salary, stress at work place and conflicts with family due to job leads an employee towards dissatisfaction that further 720 Abdul Raziq and Raheela Maulabakhsh / Procedia Economics and Finance 23 (2015) 717 – 725 results in turnover. At final stage these independent factors impacts negatively on organizational performance which is negatively influenced by these factors.
- Chandrasekar (2011) argue that an organization needs to pay attention to create a work environment that enhances the ability of employees to become more productive in order to increase profits for organization. He also argued that Human to human interactions and relations are playing more dominant role in the overall job satisfaction rather than money whereas management skills, time and energy, all are needed for improving the overall performance of the organization in current era.
- Abdul Raziqa, Raheela Maulabakhsha (2015) revealed that one of the many challenges for a business is to satisfy its employees in order to cope up with the ever changing and evolving environment and to achieve success and remain in competition. In order to increase efficiency, effectiveness, productivity and job commitment of employees, the business must satisfy the needs of its employees by providing good working conditions. The objective of this paper is to analyze the impact of working

environment on employee job satisfaction. The study employed a quantitative methodology. Data was collected through a self-administered survey questionnaire. Simple random sampling is used for collection of data from 210 employees. The results indicate a positive relationship between working environment and employee job satisfaction.

#### OBJECTIVES OF THE STUDY

- To know the socio – economic profile of the respondents
- To know the problems faced by the employees working in departmental stores

#### RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem.

#### Research design

A Research design is a logical and systematic plan prepared for directing a research study. From the research design the researcher selected the Descriptive design for the study.

#### Area of the study

The study was conducted in Departmental stores in Coimbatore city which have employees above 35.

#### Period of the study

Period of the study covers one year. (November 2016- November 2017)

#### Sources of the data

The validity of any research is based on the data collected for the study. The present research is based on primary data as well as secondary data. The primary data were collected from the employees of the Departmental stores of Coimbatore city. Stratified random sampling method is used in selecting the respondents.

#### Sample size

The sample size selected for the study is 253 respondents.

#### Sampling technique

The study is based on Stratified Random Sampling.

#### Tools for analysis

The following tools are used for the study,

- Simple Percentage
- Rank analysis

#### SIMPLE PERCENTAGE

**Table 1: Distribution of the respondents by their gender**

Gender	No. of respondents	Percentage
Male	123	48.6%
Female	130	51.4%
<b>Total</b>	<b>253</b>	<b>100%</b>

**Table 2: Distribution of the respondents by their age**

Age	No. of respondents	Percentage
Below 21 years	70	27.7%
21 – 35 years	122	48.2%
35 – 45 years	45	17.8%
Above 45 years	16	6.3%
<b>Total</b>	<b>253</b>	<b>100%</b>

**Table 3: Distribution of the respondents by their educational qualification**

Education	No. of respondents	Percentage
Up to 8th Standard	17	6.7%
SSLC	73	28.9%
HSC	96	37.9%
Graduate	67	26.5%
<b>Total</b>	<b>253</b>	<b>100%</b>

**Table 4: Distribution of the respondents by their family size**

No. of members	No. of respondents	Percentage
Below 4 members	99	39.1%
4 – 6 members	121	47.8%
Above 6 members	33	13%
<b>Total</b>	<b>253</b>	<b>100%</b>

**Table 5: Distribution of the respondents by their type of employment**

Type of employment	No. of respondents	Percentage
Part time	40	15.8%
Regular	213	84.2%
<b>Total</b>	<b>253</b>	<b>100%</b>

**Table 6: Distribution of the respondents by their salary (per month)**

Salary (per month)	No. of respondents	Percentage
Below Rs.10000	110	43.5%
Rs.10000 - Rs.15000	92	36.5%
Rs.15001 - Rs.20000	42	16.6%
Above Rs. 20000	9	3.6%
<b>Total</b>	<b>253</b>	<b>100%</b>

**RANK ANALYSIS****Table 7: Problems faced by the employees working in departmental stores**

S.No	Factors	Total	Mean value	Rank
1	Leave facility	2283	9.024	III
2	Rest time	2310	9.13	I
3	Risk involved in the job	1728	6.83	VII
4	Flexibility and freedom in the job	1554	6.142	VIII
5	Challenging work nature	1522	6.016	IX
6	Relationship with the public	1395	5.514	XI
7	Social status	1385	5.474	XII
8	Personal and family problems	1481	5.854	X
9	Stress due to work pressure	1777	7.023	V
10	Job security level	1770	6.996	VI
11	No opportunity for creativity	1328	5.249	XIII
12	Timing of work	2288	9.044	II
13	Other financial assistance	2003	7.917	IV

**Interpretation**

The above table depicts that highest problem of the employees is that they do not have proper rest time which was given 1<sup>st</sup> rank, while work time is another great problem in the departmental stores which was given 2<sup>nd</sup> rank. The 3<sup>rd</sup> highest problem in the departmental stores is leave facility. Financial assistance is the 4<sup>th</sup> major problem in the departmental stores. Employees face stress due to work pressure which is the 5<sup>th</sup> major problem in the departmental stores. Employees also face the problem of job security which was given 6<sup>th</sup> rank. Followed by risk involved in the job has given 7<sup>th</sup> rank, while flexibility and freedom in the job was given as the 8<sup>th</sup> major problem of employees, followed by challenging work nature which was ranked as 9<sup>th</sup> problem, the 10<sup>th</sup> rank was given to personal and family problems of the employees, the 11<sup>th</sup> position was given to the relationship with public or customers visiting the departmental stores, followed by social status of the employees have ranked 12<sup>th</sup> by the employees and the least problem of the employees is that there is no opportunity for creativity in the job and which was given 13<sup>th</sup> position.

Hence, it is found that rest time is the most common problem faced by the employees while no opportunity for creativity is the least common problem of all.

**CONCLUSION**

Every employee have problem in their work place. But the problems may differ from employee to employee. Departmental store employees are faced with some of the problems like leave facility, risk in the job, stress in the job etc. The organization must take some effective measures to reduce the problems and to satisfy the employee needs like increasing the leave days, increasing the job security, etc.

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