

A Study on Employee Satisfaction To Enhance The Present Working Conditions and Relationship Among The Employee in Retail Outlets in Bangalore



Management

KEYWORDS :

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INTRODUCTION

Employee satisfaction is terminology used to describe whether employees are happy and contented and fulfilling their desires and need at work. Many measures support that employee satisfaction is a factor in employee motivation, employee goal achievement and positive employee morale at workplace. Satisfaction means "gratification of an appetite and pleasure" which can be generally said as the things which gives happiness and comfort. Employee satisfaction is the back bone for any organization. Factors contributing to the employee satisfaction include treating employee with respect, providing regular employee recognition, empowering employees, providing compensation and perks according to industry norms. Employee satisfaction can be well defined in terms of job satisfaction. Employee satisfaction is often measured by anonymous employee satisfaction surveys administered periodically that gauge employee satisfaction in areas such as understanding of mission and vision, empowerment, teamwork, communication and coworker interaction, compensation and benefits, relation with managers and superiors. A second method can be used to measure the employee satisfaction is meeting with small group of employees and asking the same question verbally. Depending on the culture of the company either of the method is used.

RETAILING IN INDIA, THE EMERGING REVOLUTION!

- Retail sector accounts for 35% of India's GDP.
- Provides employment to 15% of the population.
- World's largest retail networks with 12 million outlets.
- Total market size of retailing in India now is US \$ 300 billion.
- Current share of Organized Retail is 3% or US \$ 9-10 billion.
- Projected Growth @ 40% p.a., to become US \$ 29 billion by 2011.

FUTURE OF THE INDUSTRY

India is one of the most attractive retail markets in the world, estimated at US \$ 300 billion with a sizzling growth of potential of 40% per annum. With such an explosive trajectory, it is hardly surprising that many global and national players have announced ambitious investment plans of US \$ 22 billion over the next five years to set up shop, as if were, throughout the country, The US \$ 315 billion global major Wall - Mart has joint venture with Bharti Enterprises and has plan to roll-out its stores by mid-2008, reaching 75 cities over the next 5-7 years, according to Raj Jain, Wall - Mart's president for emerging markets.

India's Fortune 500 private sector giant, Reliance industries Ltd. has in-fact, been first off the blocks by launching its Reliance Fresh outlets in Hyderabad, the cyber-savvy capital of the state of Andhra Pradesh in November 2006 and has since fanned out to 18 states. By the end of 2007, it plans to extend its retail footprints to 70 cities. To match the likes of wall-mart, reliance has on the anvil plans to spend US \$ 5.6 billion to set up its outlets in 784 cities and towns all over the country by 2011. India's much awaited retail revolution has therefore, already been set in motion.

The revolution that is being retailed doesn't, however, conjure this sector into existence out of nothing. Like England, India, too, has long been described as a nation of shopkeepers having an estimated 15 million small retail outlets, mostly single-store, family-owned fronts all over the country. This works out to 14 shops per 100 people, which is one of the higher densities of shops per thousand populations. The unorganized sector comprising small and medium retailers who employ over 40 million people is indeed the current face of retail that is in the throes of transformation to a more organized form.

Only 2-3% of retailers are large-scale who have the ambition bringing an organized retailing to the whole of India. While the current policy regime bars to foreign retailers from selling multiple brands directly to consumers, they are allowed to operate in the cash and carry or wholesale format that has brought in Wall-Mart and the metro group. The winds of reform are not freely blowing through India's retail sector, as there are political sensitivities involved. Simply the entry of Wall-Mart and other global retailing giants is feared to threaten the livelihood of millions of retail stores. It bears mention that Wall-Mart employs only 1.4 million workers but its turnover is similar to that of India's retail trade as a whole.

OBJECTIVES:

PRIMARY OBJECTIVE:

The primary objective of the study is to make an employee satisfaction to enhance the present working conditions and relationship among the employee.

SECONDARY OBJECTIVE:

- To identify the employee - employer relationship.
- To determine the factors that motivates the employee to perform better.
- To analyze the level of satisfaction and dissatisfaction across different levels of management.
- To know the factor which satisfies the employee's personal and professional needs.

REVIEW OF LITERATURE:

We take extensive literature review study that was relevant to our research concepts and help us to sort out different factors, reviews and sources that are attributable to workload and employee performance. Over workload is the major cause of work related stress which is the global phenomenon and one that is gathering increased attention internationally.

Beehr et al. (2000:391):

He defined work stressors as "environmental factors at work" or stressful job conditions because they are most salient to employees in a particular job. Recent advances have shown that stressors may have both positive (challenge) and negative (Hindrances) outcomes; it is the purpose of this proposal to explore both these stressor aspects towards a number of work attitudes. This is important because if stresses can have positive as well as negative influences on attitudes, then determining how to create more positive job conditions might indicate to employees how to reduce workload for your employees, Impossibly again job satisfaction among their em-

ployees.

Cavanaugh et al. (2000):

The workload was significantly and negatively related to Job. Supervisor Support is also very important for good employee performance. In 2000, Supervisor Support relates to employee perceptions of how supportive their supervisors.

Butler (2000):

He has shown that work intensity has been found to be the most significant factor in determining job satisfaction in a survey of social workers in the USA.

In 2002, Diefendorff et al:

He found that the discretionary activities undertaken by employees are much more dependent on worker believes and attitudes and, consequently, extra role activities are regarded as a better measure of employee performance. Hence, the positive and proactive behaviors performed by employees have also been strongly endorsed for their ability to provide the organization with much needed innovation and adaptability

The literature review regarding various hr practices is presented in the following paragraphs. Job analysis is the process of obtaining information about jobs i. e. information about the tasks to be done on the job, as well as personal characteristics (education, experience, specialized training) necessary to do the tasks Job analysis in many ways is the first personnel activity that affects commitment and performance.

Dessler 2003:

Human resource planning analyzes and identifies the need for and availability of human resources for an organization to meet its objectives Recruitment is a process of attracting a pool of high quality applicants so as to select the best among them. Top performing companies devote considerable resources and energy to selection systems Placement involves assigning a specific rank and responsibility to an employee Socialization, the process of orienting new employees to the organization, can make the difference between a new worker's feeling like an outsider and feeling like the The current challenges caused by the globalisation pressures in the realm of economics behoves work communities to review their personnel training and management practices. Companies must develop a customer-oriented workforce to deliver service quality, which is met through training. Training must be viewed as an important investment for future success. Companies need to provide comprehensive training to the agents in the ways to narrow the gap between clients and agents i. e. trust - building training. Long-term basis training has a systematic Performance is defined as the record of outcomes produced on a specified job function or activity during a specified time period). Effective managers need to incorporate performance review and feedback as part of their day-to-day communications with employees.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

- Sample unit : Employees From Retail Outlets
- Sample size : 200.
- Sample procedure : Random sampling technique.
- Contact method : Personal interview method.

Research Technique: Gathering and presenting the statements of fact through questionnaire method and interview schedule.

STATISTICAL DATA ANALYSIS.

(1)To find the significance relationship between Employee- Employer in the organisation.

HYPOTHESIS:

Null Hypothesis (H0):

There is no significant difference between the Employee- Employer relationship.

Alternative Hypothesis (H1): There is significant difference between the Employee- Employer relationship.

VARIABLE	MEAN SQUARE	F-STATISTIC	SIG-VALUE
Manager	5.014	7.258	0.002
Manager 1	6.565	5.921	0.005
Respects	1.893	10.381	0.000
Talent	2.369	15.149	0.000
Co-workers	0.328	3.385	0.041

Since significant value is < p=.05, Therefore reject H0.

Inference:

There is significant difference in the Employee- Employer relationship.

(2)To find the Factors that motivates the employee.

Null Hypothesis (H0): There is no significant difference between the factors that motivates the employee.

Alternative Hypothesis (H1): There is significant difference between the factors that motivates the employee.

VARIABLE	MEAN SQUARE	F-STATISTIC	SIG-VALUE
Manager	0.741	3.187	0.049
Policies	1.397	6.562	0.003
Favouritism	4.250	13.106	0.000
Consistent	2.369	15.149	0.000

Since significant value is < p=.05, Therefore reject H0.

Inference:

There is significant difference between the factors that motivates the employee.

(3)To find the Employee Satisfaction & Dissatisfaction

Null Hypothesis (H0):

There is no significant difference between the Satisfaction & Dissatisfaction levels of an employee.

Alternative Hypothesis (H1):

There is significant difference between the Satisfaction & Dissatisfaction levels of an employee.

VARIABLE	MEAN SQUARE	F-STATISTIC	SIG-VALUE
Resources	1.639	4.423	0.016
Necessary	2.109	14.343	0.000
Work place	2.663	4.119	0.021
Comfortable	5.462	21.605	0.000

< p=.05, Significant difference exists.

Inference:

There is significant difference in the Satisfaction & Dissatisfaction levels among employee.

(4)To find the Factors which satisfies the employee's personal and professional tools

Null Hypothesis (H0):

There is no significant difference which satisfies the employee's personal and professional tools

Alternative Hypothesis (H1):

There is significant difference which satisfies the employee’s personal and professional tools

VARIABLE	MEAN SQUARE	F-STATISTIC	SIG-VALUE
Paid	2.327	12.842	0.000
Salary	1.902	6.045	0.004
Trouble	1.157	5.675	0.006
Comfortable	0.584	2.667	0.078

p>=.05, Therefore reject H1 otherwise H0 is accepted.

Inference:

There is no significant difference between the factors except comfort ability which satisfies the employee’s personal and professional tools.

FINDINGS:

- Relationship between employee and employer plays a vital role in the growth of the organisation. The Employer should be aware of the areas where the employees facing difficulties and all the decision should be taken considering the feedback from all the employees.
- The employees are satisfied with the working atmosphere and the conditions around them but at the same time they render a dissatisfaction towards certain aspects like training, monetary benefits and motivational activities.
- The comfort ability of the employee in a organisation is a key for the development the organisation and most of the retail stores takes care of the comfort zone but at the same time, the employees career growth makes them to sustain in the group, so the organisation should take necessary action for the career satisfaction of the employees.

CONCLUSION

- The organization has to focus more on the training activities so that the employees get more trained which will result in increased output in productivity.
- The employee should be aware of the connection between their roles in the company attaining objectives.
- The employee should know about their performance contribution ratio and the importance of his work contribution to the organization.
- More workshops on building strong and effective interpersonal skills among the employee and also to see that communication with the management should be improved and clear.
- In the company majority of the employee feels that the management communicates well with the employees but some of them have reverse feeling. Which can lead in grievance so should be handled as soon as possible.
- The company always focuses on the quality provided to the customer on all the products in Big bazaar are worth to the price which makes a strong reputation and a good relation with customers.

- Big Bazaar offers and entertains different mode of awards and rewards for their employees time to time. Which maintains a positive and better feelings for the hard workers and achievers and they are highly motivated by this.
- Time to time cultural programs conducting inside the premise of Big Bazaar and celebrating each festival and occasion in its own way attracts more customers as well as makes a joyful entertaining environment for its employees which boost their efficiency level.
- Employees in Big Bazaar agrees that they always feel free to express their ideas and suggestions to the management and is also been considered if valuable this increases employee involvement towards the work.

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