

Job Satisfaction of Garment Merchandisers with Reference to Tirupur Garment Export Organisations


COMMERCE
KEYWORDS : Garment, Job Satisfaction, Merchandisers.

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ABSTRACT

In Tirupur garment export organization, merchandisers play a strong role because they undertake as a coordinator between buyer and manufacturer to ensure quality merchandise at right time. Merchandising department forms an effective link with the buyers and builds good relationship between customers and various department of the organization. Hence, the performance and the job satisfaction of garment merchandisers is of greater importance in success of the garment export. Hence the present study aims to measure the job satisfaction of the garment merchandisers and to find out the relationship between socio-demographic variable and job satisfaction of the garment merchandisers in Tirupur garment export organisations.

INTRODUCTION

Job satisfaction is one of the most crucial but controversial issues in industrial and organisational psychology and behavioural management in organisation. It ultimately decides the extent of various attitudes possessed by an employee towards his job. These attitudes are related to specific factors such as wages, conditions of work, advancement opportunities, prompt settlement of grievances, fair treatment by employer and other fringe benefits. Job satisfaction is of great significance and profitable functioning of any organization. Satisfied workers are the greatest assets of any organization and dissatisfied workers the biggest liability. Employer-employee relationship is like a 'marriage', and the success of any marriage depends essentially on the cooperative, contributory, and complimentary efforts on the part of both the partners. Job satisfaction is of great importance for the individuals, the organization which employ them and the society as a whole.

SIGNIFICANCE OF THE STUDY

Merchandisers are serious in the success of any garment business. Their duty is to provide the right products at the right time, enabling a company to match with latest market trends and meet the market demand. Time management is an important aspect in the merchandising concept so that the merchandisers can focus on value added actions. Today's garment merchandisers have to move with frequent changes in demand and the developing technologies utilized in manufacturing and production. To find out customer requirements, they regularly visit retail outlets, and come up with latest updates from frontline staff. In order to keep an eye on developments in sourcing, site visits are made every week to mainland factories to meet suppliers and study production.

In the garment organisation, merchandisers have a particularly strong role because they act as a coordinator between buyer and manufacturer to ensure quality merchandise at right delivery time. Merchandising department forms an effective liaison with the buyers and builds good relationship between customers and various department of the organisation. Hence, the performance and the job satisfaction of garment merchandisers are of greater importance in success of the garment export organisations.

FACTORS AFFECTING JOB SATISFACTION

All individuals do not derive the same degree of satisfaction though they perform the same job in the same environment and at the same time. Therefore, it appears that besides the nature of job and job environment, there are individual variables which affect job satisfaction. Thus, all those factors which provide a fit among individual variables, nature of job and situational vari-

ables determine the degree of job satisfaction.

1. Individual Variables

Individuals have certain expectations from their jobs. If the expectations are fulfilled, then they feel satisfied. These expectations are based on age, gender, education, intelligence and other factors associated with him which may affect the level of job satisfaction.

2. Nature of Job

Nature of job determines job satisfaction which is in the form of occupational status, type of work, hours of work, opportunities for advancement in the job, physical environment, machines, technology and so on.

3. Situational Variables

Situational variables related to job satisfaction lie in the organisational context both formal and informal. Formal organisation is created by the management and informal organisation emerges out of the interaction of individuals in the organisation. Situational variable which affects the job satisfaction exists in the form of working condition, supervision, participation, reward and recognition, leave policy, social relation and so on.

METHODOLOGY OF THE STUDY

The present study was conducted at the twenty major large scale garment export organisations with a total approximate population of three hundred and sixty four garment merchandisers. Out of this population, three hundred respondents were randomly selected as sample size but a total of two hundred and sixty two questionnaires were returned fully and appropriately filled. This represents a response rate of 87.33 per cent. The respondents include junior and senior merchandisers working in those organisations. The tools for collecting primary data were constructed by the researcher after reviewing the related literature, previous studies conducted by different researchers. The primary data collected have been properly sorted, classified, edited, tabulated in proper format and analysed using descriptive analysis and chi-square test is used to find out the relationship between socio-demographic variable and job satisfaction of the garment merchandisers in Tirupur garment export organisations. The statistical tests are conducted at 5 per cent level of significance.

RELATIONSHIP BETWEEN SOCIO-DEMOGRAPHIC VARIABLES AND JOB SATISFACTION FACTORS OF GARMENT MERCHANTISERS IN TIRUPUR GARMENT EXPORT ORGANISATIONS – CHI SQUARE TEST

The association between socio-demographic variables on job satisfaction factors such as 'present working condition', 'present pay status and security', 'individual growth and achievement', 'current supervisor', 'co-worker relationship' and 'policy and administration' of garment merchandisers in Tirupur garment ex-

port organisations was tested with the help of chi-square test. Hypotheses formulated that there is "no significant relationship between socio-demographic variables and job satisfaction factors of garment merchandisers in Tirupur garment export organisations" were tested and presented in the following table

RELATIONSHIP BETWEEN SOCIO-DEMOGRAPHIC VARIABLES AND JOB SATISFACTION FACTORS

S. No.	Factors	D.F	PWC		PPS & S		IG & A		CS		CWR		P & A	
			Calculated Value	NS/S	Calculated Value	NS / S	Calculated Value	NS/S	Calculated Value	NS/S	Calculated Value	NS/S	Calculated Value	NS / S
1	Gender	4	5.932	NS	3.819	NS	1.697	NS	1.986	NS	8.782	NS	4.382	NS
2	Age	12	23.647*	S	25.321*	S	9.730	NS	20.669	NS	11.195	NS	12.277	NS
3	Marital Status	4	17.435*	S	17.413*	S	6.596	NS	9.270	NS	5.417	NS	10.237*	S
4	Number of Dependents	12	15.302	NS	21.800*	S	19.474	NS	10.824	NS	21.356*	S	7.695	NS
5	General Educational Qualification	16	25.917	NS	42.672*	S	33.801*	S	42.231*	S	28.429*	S	17.140	NS
6	Technical Qualification in Merchandising	20	64.713*	S	66.540*	S	69.113*	S	48.337*	S	53.274*	S	35.270*	S
7	Total Length of Service in the field Merchandising	20	27.088	NS	62.321*	S	45.829*	S	34.112*	S	38.102*	S	33.418*	S
8	Present Job Position	4	12.407*	S	22.263*	S	9.347	NS	10.368*	S	7.028	NS	4.271	NS
9	Length of service in present position	20	43.611*	S	44.948*	S	31.792*	S	23.315	NS	33.956*	S	28.608	NS
10	Current Gross Monthly Salary	12	37.927*	S	27.686*	S	18.438	NS	25.591*	S	19.697	NS	20.555	NS

Source: Primary Data * P <0.05 S – Significant, NS Not Significant
 PWC Present Working Condition PPS & S Present Pay Status and Security IG & A Individual Growth and Achievement
 CS Current Supervisor CWR Co-worker Relationship P & A Policy and Administration

FINDINGS OF THE STUDY

The null hypothesis stating that "there is no significant relationship between socio-demographic variables and job satisfaction factor present working condition" is disproved in relation to age, marital status, technical qualification in merchandising, present job position, length of service in present position and current gross monthly salary. Thus, there is a significant relationship was found between those variables and job satisfaction factor as to 'present working condition'. It is also found that the null hypothesis stated above is proved in relation to gender, number of dependents, general educational qualification and total length of service in the field merchandising does not associate with job satisfaction factor as to 'present working condition' in Tirupur garment export organisations.

The null hypothesis stating that "there is no significant relationship between socio-demographic variables and job satisfaction factor present pay status and security" is disproved in relation to age, marital status, number of dependents, general educational qualification, technical qualification in merchandising, total length of service in the field merchandising, present job position, length of service in present position and current gross monthly salary. Thus, there is a significant relationship was found between those variables and job satisfaction factor as to 'present pay status and security'. It is also found that the null hypothesis stated above is proved in relation to gender of the respondents does not associate with job satisfaction factor 'present pay status and security' in Tirupur garment export organisations.

The null hypothesis stating that "there is no significant relationship between socio-demographic variables and job satisfaction factor individual growth and achievement" is disproved in relation to general educational qualification, technical qualification in merchandising, total length of service in the field merchandising and length of service in present position. Thus, there is a significant relationship was found between those variables and job satisfaction factor as to 'individual growth and achievement'. It is also found that the null hypothesis stated above is proved in relation to gender, age, marital status, number of dependents, present job position and current gross monthly salary of

the respondents does not associate with job satisfaction factor 'individual growth and achievement' in Tirupur garment export organisations.

The null hypothesis stating that "there is no significant relationship between socio-demographic variables and job satisfaction factor current supervisor" is disproved in relation to general educational qualification, technical qualification in merchandising, total length of service in the field merchandising, present job position and current gross monthly salary. Thus, there is a significant relationship was found between those variables and job satisfaction factor as to 'current supervisor'. It is also found that the null hypothesis stated above is proved as to gender, age, marital status, number of dependents and length of service in present position does not associate with job satisfaction factor as to 'current supervisor' in Tirupur garment export organisations.

The null hypothesis stating that "there is no significant relationship between socio-demographic variables and job satisfaction factor co-worker relationship" is disproved in relation to number of dependents, general educational qualification, technical qualification in merchandising, total length of service in the field merchandising and length of service in present position. Thus, there is a significant relationship was found between those variables and job satisfaction factor as to 'co-worker relationship'. It is also found that the null hypothesis stated above is proved as to gender, age, marital status, present job position and current gross monthly salary of the respondents as does not associate with job satisfaction factor as to 'co-worker relationship' in Tirupur garment export organisations.

The null hypothesis stating that "there is no significant relationship between socio-demographic variables and job satisfaction factor policy and administration" is disproved in relation to marital status, technical qualification in merchandising and total length of service in the field merchandising. Thus, there is a significant relationship was found between those variables and job satisfaction factor as to 'policy and administration'. It is also found that the null hypothesis stated above is proved as to gender, age, number of dependents, general educational qualification

tion, present job position, length of service in present position and current gross monthly salary of the respondents as does not associate with the job satisfaction factor as to 'policy and administration' in Tirupur garment export organisations.

SUGGESTIONS

There is a need to improve the satisfaction level of the garment merchandisers' working condition in Tirupur garment export organisations especially with regard to nature of the job allocated, workload of the job, job challenge and creativity, significance given for the job and technological support. These will improve working capacity; develop enthusiasm, and a sense of loyalty towards the organisation. Management of the garment organisations can enhance job satisfaction with training. Adequate training and development programs should be provided to the merchandisers for an effective increase in the performance and attitude levels. In general, the present study indicated that the level of job satisfaction of garment merchandisers in Tirupur garment export organisations is low in some extent. Thus, the management of the organisations has to find ways to improve the job satisfaction level of the merchandisers.

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