



DE-MOTIVATING FACTORS IN PRESENT JOB: A STUDY ON WOMEN SALES FORCE WORKING IN THE UNORGANIZED SHOPS IN TIRUCHIRAPPALLI CITY

Commerce

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ABSTRACT

According to "Carlton Fisk" "It's Not what you achieve, It's What you Overcome. That's What Defines your Career." Labour is one of the elements of nation's economic development. The development of a country depends on its hard working citizens who usually count only their income, but are ignorant of their value and contribution to nation's growth.

In general, the labour force is categorized all over the world as Organized and Unorganized labourers. The workers who belong to the organized sector are formal in nature with regular employment and regulated wage packages. The unorganized labourers refers to the workers in enterprises whose activities are not regulated under any legal provision or they do not maintain any regular accounts. The generally comprises of daily wage earners, small traders, vendors, labourers and temporary workers in small jobs.

The retail business is highly informal in nature and it is carried out in large, medium and small size establishment or shops. These shops could be viewed as busy streets and bazaars. They provide enormous job opportunities and women are filled in almost all types of shops as sales force. The services rendered by them are hidden from the eyes of the customers and at times by the employers too. Their socio-economic status, growth and working conditions need a research and their problem and future prospects should be focused. These marginalized work forces require much consideration by the government and the society.

KEYWORDS:

Women Sales Force, De-Motivating Factors and so on.

INTRODUCTION:

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"Salesman is the spear-head of business", "He is an active striking power" are the statements which reveal the importance of a good salesman. As a salesman he should know well about his job, company, product, customers, publicity and competitors. He is expected to give the best performance as salesman, to know the best way to influence people, to provide expert knowledge to customers, to curtail wastages in the work place and gives guarantee for sound employee and employer relationships.

If salespeople are to plan and execute sales successfully, they must first master certain fundamental selling skills - that form that foundation for everything salespeople do in their careers. The steps that make up the Six - Step Presentation Plan represent fundamental selling skills. They are approach, presentation, demonstration, negotiation, close and servicing the sale.

Becker (1957) provided a theoretical frame work for labour market

discrimination. Accordingly, employers might be willing to employ women at lower wages, compared to the wages of men. If men are paid equal to their marginal productivity women will be paid wages which are lower than their marginal productivity.

Mincer (1962) argued that with increase in real wages, the opportunity cost of non-market has gone up. This has led to increased participation of married women in the labour market

Myrdal and Klein (1970) have been of the view that if women now make unarticulate and conscious effort to go out in the world they are not driven by a sudden wave of perversity or fashion, but by the simple logic of economics.

Doeringer and Piore (1971) consider that women are employed in the secondary sector comprising of low paid jobs in which there tends to be considerable turnover.

The Report of the Government of India (1974) on "Towards Equality on the Status of Women in India" has opened up new vistas by developing new perspectives, new understanding of women's position in the economy, their invisible contribution in economic activity which economic theory is unable to conceptualize, and the impact of policy measures and economic processes on women's lives.

Kala Rani (1976) in the study cited three reasons that motivated women to see jobs outside their traditional roles: economic or mobility gain, social role enhancement and personal reasons.

Safia Ahamed (1983) in his essay, 'Job Satisfaction of women workers in two Delhi Electronic Industries' reveals, job status and prestige are ranked first, adequate income, the opportunity to learn a job and opportunity for promotion are also given high by the workers. Less strenuous work, friendly work group and fringe benefits are the least linked incentive items by workers of both the factories. There is no much difference between the married and the unmarried women.

Balu and Ferber (1986) argue that a kind of discrimination against their employment of female labour force might even affect their productivity. The prejudice of male labourers against working with female labourers might make them less co-operative

Need and Importance of the study

In the recent years global economy changes the way of people doing the business. The impact of Information Technology and internet

facilities interlinked world market. Online marketing, the paradigm in marketing changes every business processes.

This new marketing technology has been used only by the large size shops and establishments. On the other hand, shops with minimum capital that do not need to utilize this technology have to depend on cheap and skilled work force. Thereby, there prevails a high demand for labour force. This demand is fulfilled by the young women who need to share the responsibility of the family.

The experiences they gain from these shops do not result in the form of self-employment. Pursuing higher studies is not easy as they have to work for seven days in a week and their lower level of education does not impart greater consciousness of their rights and privileges.

The need to do research on this aspect arises due to the non-existence of registered or approved institutions or associations for the female workers in unorganized sector with special reference to women folk working in shops and establishments. A few large size establishments are not listed under the sales tax or income tax using the sales turnover as limiting factor.

Objectives

The present research has been undertaken with the following objectives.

1. to indicate women workers as regarding de-motivating for less pay
2. to point to women workers as regarding de-motivating for Male co-worker.
3. to point out women workers as regarding de-motivating for Female co-worker.
4. to specify women workers as regarding de-motivating for less safety.

**TABLE-01
OPINION AS REGARDING DE-MOTIVATING FACTORS FOR LESS PAY – WISE CLASSIFICATION OF THE RESPONDENTS**

LESS PAY	NO OF RESPONDENTS	PERCENTAGE
Strongly Agree	59	49.17
Agree	43	35.83
Neutral	6	5
Disagree	11	9.17
Strongly disagree	1	0.83
Total	120	100

Source : Field data

It could be found from the Table – 01 that, [49.17 Percent] of the 59 respondents are Strongly agree in motivated into less pay , [35.83 Percent] of the 43 respondents are Agree in motivated into less pay, [5 Percent] of the 6 respondents are Neutral in motivated into less pay, [5 Percent] of the 6 respondents are Disagree in motivated into less pay, and the remaining [0.83 Percent] of the 1 respondents are Strongly disagree in motivated into less pay.

Hence it could be ascertained that, [49.17 Percent] of the 59 respondents are Strongly agree in motivated into less pay.

**TABLE-02
OPINION AS REGARDING DE-MOTIVATING FACTORS FOR MALE CO- WORKER – WISE CLASSIFICATION OF THE RESPONDENTS**

MALE WORKER	NO OF RESPONDENTS	PERCENTAGE
Strongly Agree	43	35.83
Agree	52	43.33
Neutral	7	5.83
Disagree	10	8.33
Strongly disagree	8	6.67
Total	120	100

Source : Field data

It could be observed from the Table – 02 that, [35.83 Percent] of the 43 respondents are Strongly agree in de-motivated into male co-worker, [43.33 Percent] of the 52 respondents are Agree in de-motivated into male co-worker, [5.83 Percent] of the 7 respondents are Neutral in de-motivated into male co-worker, [8.33 Percent] of the 10 respondents

are Disagree in de-motivated into male co-worker, and the remaining [6.67 Percent] of the 8 respondents are Strongly disagree in de-motivated into male co-worker.

Hence it could be inferred that, [43.33 Percent] of the 52 respondents are Agree in de-motivated into male co-worker.

**TABLE-03
OPINION AS REGARDING DE-MOTIVATING FACTORS FOR FEMALE CO- WORKER – WISE CLASSIFICATION OF THE RESPONDENTS**

FEMALE	NO OF RESPONDENTS	PERCENTAGE
Strongly Agree	10	8.33
Agree	11	9.17
Neutral	16	13.33
Disagree	68	56.67
Strongly disagree	15	12.50
Total	120	100

Source : Field data

It could be understood from the Table – 03 that, [8.33 Percent] of the 10 respondents of the Strongly agree in de-motivated into female co-worker, [9.17 Percent] of the 11 respondents are Agree in de-motivated into female co-worker, [13.33 Percent] of the 16 respondents are Neutral in de-motivated into female co-worker, [56.67 Percent] of the 68 respondents are Disagree in de-motivated into female co-worker, and the remaining [12.50 Percent] of the 15 respondents are Strongly disagree in de-motivated into female co-worker.

Hence it could be ascertained that, [56.67 Percent] of the 68 respondents are Disagree in de-motivated into female co-worker.

**TABLE-04
OPINION AS REGARDING DE-MOTIVATING FACTORS FOR FAMILY COMPULSION – WISE CLASSIFICATION OF THE RESPONDENTS**

FAMILY	NO OF RESPONDENTS	PERCENTAGE
Strongly Agree	25	20.82
Agree	20	16.67
Neutral	35	29.17
Disagree	50	41.67
Strongly disagree	30	25
Total	120	100

Source : Field data

It could be found from the Table – 04 that, [20.82 Percent] of the 25 respondents of the Strongly agree in de-motivated into family compulsion, [16.67 Percent] of the 20 respondents are Agree in de-motivated into family compulsion, [29.17 Percent] of the 35 respondents are Neutral in de-motivated into family compulsion, [41.67 Percent] of the 50 respondents are Disagree in de-motivated into family compulsion, and the remaining [25 Percent] of the 30 respondents are Strongly disagree in de-motivated into family compulsion.

Hence it could be observed that, [41.67 Percent] of the 50 respondents are Disagree in de-motivated into family compulsion.

FINDINGS

1. it could be ascertained that, [49.17 Percent] of the 59 respondents are Strongly agree in motivated into less pay.
2. it could be inferred that, [43.33 Percent] of the 52 respondents are Agree in de-motivated into male co-worker.
3. it could be ascertained that, [56.67 Percent] of the 68 respondents are Disagree in de-motivated into female co-worker.
4. it could be observed that, [41.67 Percent] of the 50 respondents are Disagree in de-motivated into family compulsion.

SUGGESTION

Every employer shall ensure that personal protective safety equipments are provided to such agricultural workers as are required to handle machinery and agro-chemicals as are hazardous to the life and limb of such workers. The Stare Board shall carry out periodic studies on occupational hazards arising in this sector and develop suitable extension programmes for this purpose.

CONCLUSION

This study will investigate what elements following. De-Motivating Factors In Present Job A Study on Women Sales Force Working in the Unorganized Shops in Tiruchirappalli City. The results of the study will identify what elements of the process encouraged participants to accept feedback and recognize the need for development, and what follow-up activities encouraged women working unorganized shops.

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