



A Study on the Satisfaction Level of Employees Working At Bigbazaar, Coimbatore

Dr. G. MURALI MANOKARI

MBA., M.Phil., Ph.D. Assistant Professor in Management Studies
Nehru Institute of Engineering and Technology Coimbatore. Pin Code – 641 105 Tamil Nadu State

Mrs. R. SREE DEVI

MBA., M.Phil., (Ph.D.) Assistant Professor in Management Studies
C S I Institute of Technology Thovalai. Tamil Nadu State

ABSTRACT

Job satisfaction is the mental feeling of favourableness which an individual has about his job. Managers are searching ways to create a motivational environment where employees to work at their optimal levels to accomplish the company's objectives. Workplace motivators include both monetary and non monetary rewards. This study focuses on job satisfaction is influenced by non monetary rewards. . The Data is collected from the employees of Big Bazaar, Coimbatore Branch. Convenience Sampling is adopted for collecting the Data. The Sample size is 100. The Objectives were to know the satisfaction level towards the non monetary benefits provided by Big Bazaar towards their Employees, to study the level of fulfilment towards incentives and rewards, also other benefits which are provided by Big Bazaar and to study the welfare measures and work environment, refreshment facilities and safety measures given by Big Bazaar and balance between work and family life. Based on the findings suggestions were given.

KEYWORDS

Job Satisfaction, Big Bazaar, Non Monetary Rewards

INTRODUCTION

Job satisfaction is the mental feeling of favourableness which an individual has about his job. DuBrins defined job satisfaction in terms of pleasure and contentment, he says that "Job Satisfaction is the amount of pleasure and contentment associated with the job. If you like your job intensely, you will have high level of job satisfaction. If you dislike your job, you will experience job dissatisfaction." 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

Individuals have certain expectations from their jobs. If those expectations are met they feel satisfied. These expectations are based on education level, age and other situational factors such as Working Conditions, Opportunity for Promotion etc.

Managers are searching ways to create a motivational environment where employees to work at their optimal levels to accomplish the company's objectives. Workplace motivators include both monetary and non monetary rewards. This study focuses on job satisfaction is influenced by non monetary rewards. Non-monetary rewards focus on needs most people have, such as achievement, recognition, responsibility, influence and personal growth. There is almost infinite variety of non-monetary rewards that the company hand out to recognize the contribution of employees. For example, a simple thank you note, paid trip to holiday destination. The non-monetary rewards have great staying power because each time when you look at the reward you will remember what you did to earn the reward. In the company non-monetary rewards range from small merchandise rewards to certificates of appreciation

METHODOLOGY

The Descriptive Research Design is followed for this study. The Data is Collected from the employees of Big Bazaar, Coimbatore Branch. Convenience Sampling is adopted for collecting the Data. The Sample size is 100. The Objectives were to know the satisfaction level towards the non

monitory benefits provided by Big Bazaar towards their Employees, to study the level of fulfilment towards incentives and rewards, also other benefits which are provided by Big Bazaar and to study the welfare measures and work environment, refreshment facilities and safety measures given by Big Bazaar and balance between work and family life.

SOME OF THE MAIN INTERPRETATION ARE

Findings based on simple percentage analysis are 54% are satisfied with their working hours, 52% are satisfied with training & development program, 42% of the employees are highly satisfied with incentives & rewards given by company, 51% are satisfied with long term welfare measures of company, 58% of the employees are highly satisfied with workplace environment, 52% are satisfied with work assignment explanation, 63% are satisfied with co-operation from other department staff, 51% are satisfied with balance between work life and family life, 53% are satisfied with cordial relationship with supervisor, 65% are satisfied when supervisor considers them in decision making, 48% of the employees are highly satisfied when supervisor provides feedback to help them achieve, 56% employees are highly satisfied with the feedback provided by the supervisor continuously, 75% of the employees are highly satisfied with support from co-workers, 77% are satisfied with available refreshment facilities, 66% of the employees are highly satisfied with safety measures provided by company.

Anova for the agegroup of the employees and work place environment:

Anova is taken to check whether the there is any significant difference between age of the employees and the 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 Worklife and Familylife	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			

Conclusion:

The observed significance level is greater than the expected significance level, hence null hypothesis is accepted and therefore there is no significance difference in the age group of employees and work place environment.

Chi square test for the Experince of the employees in big bazaar vs the long term welfare provided to them:

The experience of the employees and the welfare provided to them is taken to check weather there is any significant relationship between them.

		Long term welfare given by big bazaar to the employees					Total
		Highly Satisfied	Satisfied	Neutral	Dis satisfied	Highly Dissatisfied	
Experience in this company	Less than a year	0	1	2	0	0	3
	1-2 years	8	36	9	7	9	69
	2-3 years	2	13	2	4	3	24
	More than 3 years	1	1	0	2	0	4
Total		11	51	13	13	12	100

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.759 ^a	12	.203
Likelihood Ratio	12.772	12	.386
Linear-by-Linear Association	.008	1	.930
N of Valid Cases	100		

Conclusion:

At 5% significance, the significance value is greater than 0.05. Hence Ho is rejected which says that there does not exist any relationship between the long term welfare provided by Big bazaar and experience of the workers in the company.

SUGGESTIONS:

The organization should install right type of reward system to felicitate the star performers.

Training activities shall be provided to the employees in areas both in Communicative skill and sales skill.

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.

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.

Promotions should be considered based on merit, educational qualification and experience.

CONCLUSION:

From the study 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 web-site. These types of rewards can contribute to satisfying the employees needs. Introducing non-monetary rewards when a team achieves goals and objectives could satisfy those needs.

Non-monetary rewards will impact positively on job satisfaction if the real needs of employees are satisfied and they receive praise for their good performance. One can reiterate that when designing a reward system, both management and employees should give input and agree to the final system before it is implemented.

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