



## A study on level of satisfaction of employees towards departmental stores with special reference to Coimbatore city

<sup>1</sup> Dr. P Jayasubramanian, <sup>2</sup> M Umadevi

<sup>1</sup> Professor, Department of Commerce, Dr. N.G.P Arts and Science College (Autonomous), Coimbatore, Tamil Nadu, India

<sup>2</sup> Research Scholar, Department of Commerce, Dr. N.G.P Arts and Science College (Autonomous), Coimbatore, Tamil Nadu, India

### Abstract

Job satisfaction is the main aim of any organization. If an employee is satisfied with his work, the organization will be running successfully. In this study, the level of satisfaction of employees in departmental stores is shown. Most of the employees are satisfied with their work except certain factors like working time and insurance facilities provided to them. In this respect, job satisfaction is an organizational variable which should be understood, valued, and constantly monitored to improve the welfare of any organization.

**Keywords:** job satisfaction, employee, organization

### Introduction

Job satisfaction is the mental feeling of favorableness' which an individual has about his job. To the extent that a person's job fulfills his dominant needs and is consistent with his expectations and values, the job will be satisfying. Work plays a tremendous role in people's lives, as it is a significant source of income, personal realization, personal and professional improvement. Because of the central role that work occupies in many people's life, satisfaction with one's job is an important component in overall wellbeing (Smith, 2007). Job satisfaction has been a topic of great interest for researchers and practitioners in a wide range of fields including organizational psychology, public administration, and management. It has been researched for more than 50 years and to this day continues to be a topic of research interest. The foremost reason for this interest might be due to the implications of job satisfaction for job related behaviors such as motivation, organizational commitment, productivity and employee relations and absenteeism, turnover. Satisfied employees are more likely to be creative and innovative, and come up with breakthroughs that allow an institution to grow and change positively with time and changing market conditions (Sharma and Jyoti, 2009).

### Departmental stores

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.

### Review of literature

▪ Mahesh Prabha and Rodrigues (2003) <sup>[1]</sup>, found that the employees in the organization indicated a high level of

satisfaction in the dimension of safety and security whereas; training and development were rated poorly. Scope for advancement and participative management were the other poorly perceived dimensions of organizational climate. Even though, there was no significant difference between non-executives and executives in most of the dimensions of organizational climate, the non-executives had a relatively negative attitude to the organizational climate in their organization.

- Thomas G. Brashear *et al.*, (2003) <sup>[2]</sup> studied the antecedents and consequences of salesperson job satisfaction among retail salespeople. It also documented a model of in-role sales performance, satisfaction, commitment, and turnover based on previous empirical work was tested with a sample of 331 retail salespeople in Poland. Hypothesis were framed that role ambiguity was significantly and negatively related to performance, satisfaction and turnover intention. Role conflict was significantly related to job satisfaction and organizational commitment. This finding was helpful to find out the presence and effects of role stressors on work outcomes in Poland. While comparing role conflict and role ambiguity, role ambiguity had more negative effects on outcome variables.
- Anita D'Souza (2008) <sup>[3]</sup>, described the significance of employee satisfaction and how companies can successfully implement a program to positively impact both organizational culture and bottom line profits. The result shows that majority of the employees are satisfied the salary, job security, training, insurance, canteen facilities, refreshments and right job for the right employee. It also reveals that the organization should improve children education facilities, superior – subordinate relationship, working conditions and reward.
- Sita Mishra and Bindu Gupta (2009) <sup>[4]</sup> examined the work place motivators of job which are used by Indian retail

firms for front line sales personnel and their effectiveness in terms of employees' satisfaction. The data were collected from 114 sales employees belonging to 10 retail stores. The most important motivators used by retail stores are: working conditions, skill development, recognition, role clarity, career growth and support from management. The major findings of the study were less satisfied people in the organizations are front line sales persons. The findings also indicated that satisfaction of employees was significantly influenced by compensation along with working conditions and support from management. Some other motivators which are used by the organizations were unrelated to satisfaction with organization.

### Objectives of the study

- To know the socio – economic profile of the respondents.
- To know the satisfaction level of the employees towards their job 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. With the help of Descriptive design the researcher tries to find the level of job satisfaction among the employees working in Departmental stores.

### Area of the study

The study was conducted in Departmental stores in Coimbatore city which have employees above 35. The research aimed to study the Job satisfaction of the employees.

### 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
- Chi-square analysis

### Limitations of the study

- The study is limited to employees working in Departmental store within the Coimbatore city only.
- The period of the study is limited to one year.
- The sample size was constrained to 253 respondents only.
- The survey is based on the respondent's opinion only.

### Simple percentage

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

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

Majority (51.4%) of the respondents are female

**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%
Total	253	100%

Majority (48.2%) of the respondents are between the age group of 21-35 years

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

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

Majority (37.9%) of the respondents have Higher Secondary level education

**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%
Total	253	100%

Majority (47.8%) of the respondents are having 4 – 6 members in their family

**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%
Total	253	100%

Majority (84.2%) of the respondents are full time employees

**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%
Total	253	100%

Majority (43.5%) of the respondents are earning below Rs.10000 as monthly income

**Chi square****Hypothesis**

**H<sub>0</sub>** – There is no significant relationship between gender and working time of the respondents.

**H<sub>1</sub>** – There is a significant relationship between gender and working time of the respondents.

**Table 7:** Comparison between gender and working time

Factor	Chi – square value	Df	Sig. Value
Pearson Chi – square	4.438	4	0.350

Level of significance: 5%

**Interpretation**

From the above chi – square table it is seen that the calculated chi – square value is 4.438 and the degree of freedom is 4. The significant value (0.350) is greater than 0.05. Thus, the null hypothesis is accepted and the alternative hypothesis is rejected.

Hence, there is no significant relationship between Gender and Working time of respondents.

**Hypothesis**

**H<sub>0</sub>** – There is no significant relationship between age and relationship with co – workers of the respondents.

**Table 8:** Comparison between age and relationship with co – workers

Factor	Chi – square value	Df	Sig. Value
Pearson Chi – square	3.676	12	0.989

Level of significance: 5%

**Interpretation**

The above chi – square table shows that the calculated chi – square value is 3.676 and the degree of freedom is 12. It is concluded that the significant value (0.989) is greater than 0.05. Thus, the null hypothesis is accepted and the alternative hypothesis is rejected.

Therefore, there is no significant relationship between Age and Relationship with co – workers of the respondents.

**Conclusion**

Job satisfaction is the favourable or unfavourable with which employees view their work and it is affected by both the internal and external environment of the organization. Money alone is not enough to motivate employees in today's workforce. The organization may take some measures to make the employees satisfied in all the factors. Hence, it is concluded that employees should be treated with respect and proper care and make them satisfied.

**References**

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