

EMPLOYEE JOB SATISFACTION AND ITS IMPACT IN RETAIL APPAREL OUTLET IN NERUL, NAVI MUMBAI

Dr. Pradip Manjrekar*
Dr. Alpha Lokhande**

ABSTRACT

Thorough research was conducted to understand the deep impact in the Retail Apparel Outlet when evaluated on the basis of Employee Job Satisfaction. This survey was carried out in Nerul, Navi Mumbai. From time immemorial till date India has emerged as one of the most sought attractive destinations or market for apparel retailers. Indian apparel is at the second largest retail category. It has seen yearly growth rate of 12-15%. This is expected to lead organized retail sector in India in forthcoming years. The said research paper has been completed by collecting primary data through various instruments of research, such as questionnaire. Herein Secondary data was also used as per accessibility from different references. Study was to find out in Employee Job Satisfaction and its Impact. Methodology applied during this research was of data collection. Both primary and secondary research methodology was applied. Here the basic instrument used to study about the subject used was questionnaire.

Keywords: Job Satisfaction, Employee Moral Boosting, Motivation, Involvement, Retention.

Introduction

Retail is the sale of goods and services (G&S) from one person to end consumer. Here retailer purchases goods also known as products in large quantities from manufacturers or directly through with a middleman, and then sells little quantities to the consumer for a advantage. Retailing can be done either online medium or in fixed place. Retailing also includes assistant services such as delivery of goods or products. Shops may be on purchasing streets or may be on residing streets (housing street) with few or no houses or even for that matter in a shopping mall. Online retailing, is a type of E-Commerce in use for business-to-consumer (B2C) transactions and mail order, are types of non-shop retailing.

Shopping by and large refers to buying of merchandise. Sometimes this is done to buy essential goods or indispensable goods such as food and cloths. Sometimes it is done as a delightful activity or fondly called as Pleasure Shopping. It often involves window shopping (just looking, not buying) and it does not always effect in a buy. Employee satisfaction is reasoned as a key driver of employer retention and employee satisfaction. Satisfied employees are obligatory for increased productiveness, quality work and client service. Some citizen like to work or be involved in activity and they find work in an important part of their life. On the other hand some people find work venomous and work only because it is obligatory. Job satisfaction tells how much citizen like their jobs. Job satisfaction is the nearly studied field of organizational behavior. Establishment or companies typically measure employee satisfaction with annual survey or even a rolling survey. Here it measures specific percentage of haphazardly chosen worker is study each month. For administrator or manager, to have a blessed ardent workforce will help him in achieving individual and organizations public presentation. But manager's job is not only to hire best nominee but also retain them. Most certainly one cannot retain all the best employees but can definitely reduce loss. Reducing employee turnover is essential for organizations and to keep an ideal staff takes endeavours and resources of the organization and if that is squandered it hampers organizations success. Hence, every organization must treat their employees as ends and not means to

* Sr. Professor (Management) & Ex University Dean & Sr. PhD Guide, D Y Patil University (Management), Navi Mumbai, Maharashtra, India.

** Assistant Professor (Management), D Y Patil University (Management), Navi Mumbai, Maharashtra, India.

ends because they add value to the organization. There are no fixed practices that show the relevance and significance as to how to retain employees and keep them committed towards the organization because employers lay different importance on different variables depending on what suits their structure best. Hiring employees is just the opening to creating a strong wrapped up work force.

Literature Review

Locke (1976) has proposed to define the term job satisfaction as a pleasurable or further explained as a positive emotional state. It results from a person's job or also through the job experiences which one faces.

Schlesinger & Zornitsky, (1991); Testa, (2001), explained how Job satisfaction in turn bears a momentous relationship to organizational commitment. It also is related strongly to employee turnover.

Hartman & Yrle, (1996), has clearly stated how he studied the various Employees. The study further revealed how employees who are satisfied with their jobs are well thought out to be more steady with their organizations.

Blau (1999) Kiechel (1989), studied the various aspects which matter an employee at workplace. Research revealed job satisfaction is considered topping the charts very often in this regard. It is often regarded as the most researched organizational variable in terms of organizational behavior literature.

Ekta Sinha (2013), in her study converged on three factors 1) Behavioral, 2) Organizational, 3) Environmental factors. Considering these factors also attempted in finding relation between these factors and employee job satisfaction. Here it resulted in finding that all three factors have positive impact on job satisfaction. The study culminated stating that organizational factors are the most crucial feature for job satisfaction of employees in a company.

Andrew J DuBrins Job satisfaction is one part essential for life satisfaction. The environmental influences at one's job cannot be denied. Similarly, since job is important part of life. Job satisfaction determines one's general life satisfaction. Manager may want to supervise not only job and prompt work environment but also their employee's cognition towards other part of life.

Research Methodology

Research design has been such that exploratory study is conducted in the given study, Here it consists of literature survey and in-depth interview. Method of sampling for the study "convenience sample" used in non-probability category. There are 50 respondents were interviewed at the site. Here the stated questionnaire has two parts One which highlights on demographic profiles of respondents and the second which focus on various attributes of employee and management with regard to retail outlets. Most often these statements were metered through the five-point Likert scales. Data collection sources consist of both primary and secondary ones. Data analysis was done by with SPSS. Data descriptive statistics frequency analysis, percentage (%) analysis for each category of variables and mean with S.D for continuous variables are also applicable here. Reliability of questionnaire will be verified with Cronbach Alpha. This is used to find significance in intraclass correlation coefficient. Here the statistical tools the probability value .05 is considered as significant level.

Results and Findings

Among 50 participants, 66% of the participants are male and 34% are the female are:

Table 1: Distribution According to Gender

	Frequency	Percent
Male	33	66
Female	17	34

Among 50 participants, 48th of them were in the age group between 25-30 years, 20% were in age group 30-35 years, 18% were in the above 35 years and 14% were in the age group of less than 25 years.

Table 2: Distribution According to Age

	Frequency	Percent
Less than 25	7	14
25-30	24	48
30-35	10	20
Above 35 years	9	18

Among 50 participants, 38% of them were graduate, 32% were diploma, 18% were higher secondary, 12% were secondary educational qualification.

Table 3: Educational Qualification

	Frequency	Percent
Secondary	6	12
Higher Secondary	9	18
Diploma	16	32
Graduation	19	38

Among 50 participants, 32% were Retail Outlet manager and floor retail managers, 22% were team member, 8% were cashier and 6% were housekeeping job positioned.

Table 4: Job Position

	Frequency	Percent
Housekeeping	3	6
Team Member	11	22
Cashier	4	8
Floor Retail Managers	16	32
Retail Outlet Manager	16	32

Table 5: Monthly Salary

	Frequency	Percent
Less than Rs. 10,000	7	14
Rs.10,000-20,000	16	32
Rs.20,000-30,000	18	36
More than Rs. 30,000	9	18

Among 50 participants, 36% were having less than 1 year experience, 34% were between 1-3 years, 20% were 3-5 and, 10% were more than 5 years.

Among 50 participants, 36% were getting salaried between Rs. 20,000-Rs. 30,000, 32% were Rs. 10,000-20,000, 18% were more than Rs. 30,000 and 14% were less than Rs. 10,000.

Table 6: Work Experience

	Frequency	Percent
Less than 1 year	18	36
1-3	17	34
3-5	10	20
More than 5 years	5	10

Among 50 participants, 66% of the participants are unmarried and 34% were married.

Table 7: Marital Status

	Frequency	Percent
Married	17	34
Unmarried	35	66

Among 50 participants, 68% of the participants were nuclear type of family and 32% were joint family.

Table 8: Type of Family

	Frequency	Percent
Nuclear Family	34	68
Joint Family	16	32

Among 50 participants, 48% of the participants were size of the family members are 1-3, 32% were 4-6 and 20% were above 6 members.

Table 9: Size of Family

	Frequency	Percent
1-3 members	24	48
4-6 members	16	32
Above 6 members	10	20

Among 50 participants, 50% of the participants were urban nativity are 1-3, 32% were semi-urban and 18% were from rural area

Table 10: Size of Family

	Frequency	Percent
Urban	25	50
Semi-urban	16	32
Rural	9	18

Conclusion

- Most employees were satisfied with the apparel retail outlet.
- Most employees showed Line Managers and HRM Manager participate in process of recruitment & selection (RS) of an employee which matches the expectancy.
- This will help training to match specific needs of employees.
- Retail Outlet management encourages team work of an employee based on its performance appraisal is objective and can quantify results.
- Employees need training skills so as to improve and guide the management

Limitation of Study

- Size here refers to the size of the sample. This size of sample is present while investigation is limited in its nature. It thus limits generalization of the said results conducted in the study.
- This limitation with regards to time curbed the scope of study being carried out in more details.
- Some of the study was also lead to ways which were very confidential. This confidential information was not being genuinely shared by employee. Hence a very accurate response is not revealed by the some of the employee respondents.
- At times the involvement of replies have also been hinted with some bias. Respondent have also marked answers in questionnaire which may be socially incorrect of actual their feeling

References

1. Aldrich, H (1999), Associations evolving, London Sage Publications.
2. Armstrong,M. (2000), SHRM- Strategic mortal resource operation A companion to action. London, Kogan Page Publishers.
3. Cranny,C.J., Smith,P.C., & Stone,E.F. (1992). Job satisfaction How people feel about their jobs and how it affects their performance. New York Lexington.
4. Dubrin,A.J.(1991), Comparison of the job satisfaction and productivity of telecommuters versus in - house workers A exploration note on work in progress. Cerebral Reports, 68 (3, Pt 2), 1223 – 12.
5. Hunter,W., & Tietyen,D. (1997). Business to business marketing Creating a community of guests.
6. Kelley,T. (2005). Hand satisfaction results in bettered profitability, recaptured April 4th, 2008 available.
7. Lathan's,F. (1998). Organisational Behaviour. (8th ed). Boston Irwin McGraw- Hill.
8. Lau,C.M. and Chong,J. (2002). The goods of Budget Emphasis, Participation and Organizational Commitment on Job Satisfaction substantiation from the Financial Services Sector, Advances in Account Behavioral exploration, 5, 183- 211.
9. Lincolnwood- Illinois, McGraw- Hill Professional.
10. Locke,E.A. (1976), (OB) Organizational Behaviour Effect in the Workplace. Annual Review of Psychology.
11. Miller, J.L. (2006), Coach Yourself to Succeed @ Work How to Achieve Optimal Performance and Job Satisfaction, CA, Dorrance Publishing Co.
12. Moyes, G.D., & Shao, L.P., Newsome,M. (2008), A relative analysis of hand job satisfaction in the account profession. Journal of Business & Economics Research, 6 (2), 65- 81.
13. Malhorta, N. & Mukerjee, A, (2004), The most effective relative influence of organizational commitment and job satisfaction on service quality of client contact workers in banking call centre. Journal of services selling 18 (3), 162- 174.
14. Sinha, Ekta, A Research Work on Hand Satisfaction dimension with Special Reference to KRIBHCO, Surat (September 21, 2013). International Journal of Modern Engineering Research, Vol. 3, Issue.1, Jan-Feb. 2013 pp-523-529, Available at SSRN [https:// ssrn.com/ abstract= 2329155](https://ssrn.com/abstract=2329155).

