

# A Study on Job Satisfaction among Employees of Super Markets in Tiruchirappalli City

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## ABSTRACT

Satisfaction refers to the level of fulfilment of one's needs, wants and desire. Satisfaction depends basically upon what an individual want from the world, and what hedges. Employee satisfaction is a measure of how happy workers are with their job and working environment. It is sure that there may be many factors affecting the organizational effectiveness and one of them is the employee satisfaction. Effective organizations should have a culture that encourages the employee satisfaction. Employees are more loyal and productive when they are satisfied and these satisfied employees affect the customer satisfaction and organizational productivity in this paper analysis the job Satisfaction among Employees of Super Markets in Tiruchirappalli city.

## 1. Introduction

Job satisfaction is very important to promote well-being of the organization, positive attitude and behaviours of employees toward work. There is no limit for the employees to reach the full satisfaction and it may vary from employee to employee. Sometimes they need to change their behaviours in order to execute their duties more effectively to gain greater job satisfaction. Having good relationships with the colleagues, high salary, good working conditions, training and education opportunities, career developments or any other benefits may be related with the increasing of employee satisfaction. Employee satisfaction is the terminology used to describe whether employees are happy, contented and fulfilling their desires and needs at work. Many measures support that employee satisfaction is a factor in employee motivation, employee goal achievement and positive employee morale in the work place. The employee satisfaction may be described as how pleased an employee is with his or her position of employment. Employee satisfaction is a comprehensive term that comprises job satisfaction of employees and their satisfaction overall with companies' policies, company environment etc

## 2. Problem Focuses

Job satisfaction is considered as a key issue by the super market where efforts are taken and programs are initiated. So every organization is giving higher priority to keep their employees with satisfaction by providing several facilities which improves satisfaction and which reduces dissatisfaction. If an employee is not satisfied with the job there are chances for absenteeism, job turnover, lower productivity, committing of mistakes, diverting energy for different types of conflict keeping this thing in view all organizations are trying to identify the areas where satisfaction to be improved to get out of the above dangers. It is quite obvious across low level employees due to various employment option available to them The feeling of "forever rushing" is extremely widespread among supermarket workers. A2008 trade union survey of 782 workers in the Liège region (eastern Belgium) found that45% thought they did not have enough time to do their job during working hours and 70%thought that extra demands were forever being made of

them<sup>1</sup>. Another survey funded by the French federation of retailers and supermarkets, and so not calculated to put a bloton the situation, actually found close to 80%of workers feeling that they had to rush their work and 47% were unable to stop and take a moment's rest outside official breaks<sup>2</sup>.

It would be clear that there are studies talk about the employees in the western countries whereas none of the study in India speaks about the supermarket worker since retail store changed the landscape of entire supermarket prospective. Therefore, it is an important issue need to study about the employee's satisfaction in the supermarket

## 3. Literature Review

**Rahman (2012)**<sup>3</sup> studied the job satisfaction levels of government college teachers in Bangladesh. The study was based on primary data collected from the respondents and was analyzed using one way anova and t-test. It was found that there was a difference in perceived satisfaction among the employees based on their personal and organizational variables. However, except for the demographic factors, the researcher did not analyze the specific factor leading to job satisfaction.

**(Jesily,2013)**<sup>4</sup> organizations must how to motivate their employees, because more satisfied employees clock in more profits, there is lower employee turnover, and this leads to high productivity. Inadequate wages and job insecurity were major factors responsible for job dissatisfaction and affected the labour-management relations.

<sup>1</sup> Denis Grégoire,(2012), Workers feel used and abused, autumn-winter 2012/HesaMag #06,P-23 to 27

<sup>2</sup> IBID

<sup>3</sup> Rahman, S.M. (2012). " An Analysis of Job Satisfaction Teachers Working in Government Colleges in Bangladesh". Prabandhan: Indian journals of Management, 5(12), 15-25.

<sup>4</sup> Jesily, M. (2013). " Job Related Factors Vis-à-vis Labour – Mangement Relations". Prabandhan: Indian journal of Management, 6(3), 27-33.

According to Borah (2012)<sup>5</sup>, pay structure, facilities provided by the company, transfer, promotion policy, leave facility, and working conditions were the most important factors influencing job satisfaction. Research studies have shown that job satisfaction is a stronger predictor of overall individual well-being

**4. Objectives**

- To find out the various factors influencing the job satisfaction of employees in the supermarket.
- To ascertain the level of Job Satisfaction among employees of Super Markets in Tiruchirappalli.

**5. Research Methodology**

It is a descriptive study to identify what are the factors responsible for giving satisfaction among employees of Super Markets in Trichy. The universe consists of 60 Super Markets in and around Trichy town. Of this 9 Super Markets were selected for enumeration. Both primary and secondary data were collected. Primary data were collected from 125 employees, of 9 Super Markets by administering questionnaire. Secondary data were collected from Books, Journals and Websites.

The following tables are respondents chosen details

**Table No.1**

Name	Location	No. of Employees	Private / Government
Greenland Super Market	U.T.Malai (Vayalur Road)	10	Private
Reliance Super Market	Srinivasan Nagar	10	Private
Surguru Super Market	Srinivasan Nagar	7	Private
Margin Free Markets Pvt Ltd	Thillai Nagar	6	Private
Kaveri Super Market	Woraiyur, Thiruverampur	50	Private
Chinthamani Super Market	Puthur	10	Government
Food City Super Market	K.K.Nagar	7	Private
The best Super Market	Collector Office Road	15	Private
Mugambigai Super Market	Woraiyur	10	Private

**6. Scope of the study**

The study is undertaken among employees of Super Markets in Trichy town. The study is restricted to the employees of 9 Super Markets in and an around Trichy town. This report is useful to the management of the super market to know the satisfaction levels of employees and they can take appropriate decision based on the magnitude of the problems.

<sup>5</sup> Borah, S. (2012). " Employee Job Satisfaction: A Case Study on the Pipeline Department of Oil India Limited". Prabandhan Indian Journal of Management, 5 (9), 32-36.

This study covers only the job satisfaction aspects of the employees in the supermarket.

**7. Analysis and Discussions**

**Table No.2**  
**Classification of Respondents on the basis of Department**

S.No	Department	No. of Respondents (N=125)	Percentage
1	Food Items	13	10
2	Non- Food items	112	90

Sources: Primary data

The above table shows the classification of respondents on the basis of department. It is classified on the basis of food and Non-food items. 90% of the respondents are in Non-food department.

**Table No.3**  
**PERSONAL DATA**

S.No	Demographical	No. of Respondents (N=125)	Percentage
<b>Gender</b>			
1	Male	37	30
	Female	88	70
<b>Age</b>			
2	18 – 20	50	40
	21 – 25	68	54
	26 – 30	05	04
	Above 31	02	02
<b>Marital status</b>			
3	Un married	110	88
	Married	15	12
<b>Residential area</b>			
4	Rural	08	06
	Urban	10	08
	Semi-urban	107	86
<b>Experience</b>			
5	Below 1 year	100	80
	2 – 4 years	20	16
	Above 5 years	05	04
<b>Monthly Income</b>			
6	Below Rs.3000	30	24
	3001 - 5000	78	62
	5001 - 8000	15	12
	Above 8001	02	02
<b>Family type</b>			
7	Nuclear	80	65
	Joint	45	36
<b>Mode of Transport</b>			
8	Bus	83	66
	Two wheeler	42	34
	Four wheeler	00	00

Source: Primary Data

The classification of respondents on the basis of gender, Female respondents constitutes more (88) than male (37). The age-wise classification of the respondents. 54% of the respondents fall under the category of 21-25 age groups. This age group of people is able to do the selling work effectively. The marital status of the respondents was 110 respondents are unmarried and 15 respondents are married. The classification of respondents on the basis of their residential area. 86% of them are residing in Trichy town.

The Job satisfaction of employees is closely related with their work experience in their career roadmap. Based on this, question is asked with respect to their experience 80% of the respondents fall under the category of below 1 year, 16% of them have completed 2-4 years and 4% of them have completed more than 5 years of experience. The classification of respondents was on the basis of their gross monthly income. 62% of them are rewarded with a monthly salary from Rs.

3000-5000, 24% of them rewarded with Rs.3000. Adequate monetary benefits provided by the employer will give job satisfaction to the employees. Type of family is also an important criterion to know the level of Job Satisfaction of employees. 64% of them are in Nuclear family and 36% of them are in Joint Family System. The mode of transport through which the employees coming to their workplace are 66% of them are daily coming to their supermarkets by Bus.

**Table No.4**  
Gender wise respondents' opinion towards job satisfaction of supermarkets

S.No	Gender	N	Salary		Leave		Quality of Work Life	
			M	SD	M	SD	M	SD
1	Male	37	1.8222	.38665	1.6667	.47673	1.7333	.44721
2	Female	88	1.7273	.44947	1.1273	.33635	1.5091	.50452
3	Total	125	1.7700	.42295	1.3700	.48524	1.6100	.49021

Source: Primary data

The above table represents that, gender wise distribution of the respondents towards various dimensions of the job satisfaction its shows that female respondents has high level of satisfaction towards Leave aspects based on mean score that is 1.822 with standard deviation of (±.38) with respect to career growth female has high level of satisfaction with mean score of

1.666 and standard deviation of (±.47) and male respondents has lowest satisfaction with this aspect. As far as quality of work life concerns male respondents has highest mean value with 1.733 and standard deviation of (±.44). Female respondents have lowest satisfaction towards all the dimensions.

**Table No.5**  
One way Anova on gender and various dimensions of job satisfaction

Variables		Sum of Squares	Df	Mean Square	F	Sig.
salary	Between Groups	1.519	1	1.519	.838	.362
	Within groups	213.781	119	1.812		
	Total	215.300	120			
leave	Between Groups	1.875	1	1.875	1.002	.319
	Within groups	220.917	119	1.872		
	Total	222.792	120			
Quality of Work Life	Between Groups	1.102	1	1.102	.665	.416
	Within groups	195.490	119	1.657		
	Total	196.592	120			

The above table number 5 is describing the significant difference between the gender of the respondents and their opinion job satisfaction various factors in the study area it show that

P > 0.05 there for the research hypothesis is rejected and null hypothesis accepted. Based on the Anova table there is no significant relationship between the variables.

**8. Suggestions**

- The salary can be increased to help the employees to improve their standard of living.
- With regard to drinking water, the super market management should ensure that the employees are provided with clean drinking water.
- The super market may reward employee for their good work. It is an important factor for high motivation of the employees.
- The management may also call for suggestions from the employees for the improvement of the high level super markets.

- Good amount of incentives or rewards may also give to the employees. This will go long way to improve the morale of the employees.
- The employees in super markets were more concerned with their rapport with fellow employees. Friendly and supportive colleagues lead to increased job satisfaction.

**9. conclusion**

Job satisfaction is a positive approach about one's job resulting from an evaluation of its characteristics. Job satisfaction represents an attitude rather than behavior. They believe that satisfied employees are more productive than dissatisfied has been a basic tenet. A person with a high level of job satisfaction holds positive feelings about the job. When people speak of the employee attitudes more often than not they mean job satisfaction Employee job satisfaction is the final part of feeling of employee after performing a task. The feeling would be a positive or negative depending upon whether needs is satisfied or not. So the employee's job satisfaction is very important for every organization. This study has helped to

know about the employees' job satisfaction in various super markets in Tiruchirappalli.

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