

# **A STUDY ON JOB SATISFACTION AT RELIANCE SMART BAZAAR**

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## **1.1 INTRODUCTION**

Job satisfaction is one of the major interests in the field of organizational behavior and the practice of HRM. Job satisfaction is not the same as motivation. It is linked to productivity motivation, mental and physical health absenteeism and general life satisfaction. Job Satisfaction reflects employees' attitude towards their job and commitment to an organization. It is employees' feelings or state of mind regarding the nature of their work. Job satisfaction is a

## **1.2 NEED FOR THE STUDY**

Job satisfaction of the employees is an important aspect of HRM. If the employees are satisfied then only the organization can function smoothly, and increases in productivity, faces competition among competitors. Job delight of the personnel is vital if the personnel are glad then simplest the employer can characteristically smoothly increase its production, faces competition. If personnel are glad with their job they will deliver a superb attitude. Hence the take a look at has been undertaken to assess worker job delight which is essential for the company to make sound. If employees are satisfied with their job, they will carry a positive attitude. Hence the study has been undertaken to measure the satisfaction of the employee towards their job which is necessary for the organization to make sound decisions.

## **1.3 OBJECTIVES OF THE STUDY:**

1. To study the various factors determining job satisfaction of the employee.
2. To measure the level of employee satisfaction towards their job.
3. To study the impact of job satisfaction on the overall growth of the employees at Reliance Smart Bazaar
4. To deliver amicable and practical pointers to enhance the job delight of employees at Reliance Smart Bazaar

## **1.4 SCOPE OF THE STUDY**

The scope of the study is clear as we analyze the needs of the employees during which their morale and treating a friendly atmosphere, which also enriches their work life, can also be a possible scope.

The study considers only the perceptual elements of employees and does not focus on ground realities.

The scope of study covers: work conditions, compensation, extra benefits, conveyance treatment of superiors, colleagues, duty timings, grievance redressal mechanism and promotion policy.

## **1.5 RESEARCH METHODOLOGY**

### **1.5.1 RESEARCH DESIGN:**

The research category used in this project is descriptive research, which is focused on the accurate description of the variable in the problem model. Consumer profile studies, market potential studies, product usage studies, Attitude surveys, sales analysis, media research and probe surveys are the Examples of this research. Any source of information can be used in this study although most studies of this nature rely heavily on secondary data sources and survey research.

### **1.5.2 .DATA SOURCE:**

#### **PRIMARY DATA:**

It is collected through the questionnaire, a formalized instrument of asking information directly from respondent demographic characteristics, attitude, belief and feelings through personal contracts. Structured and disguised form of questionnaire is used and consists of multiple-choice questions.

#### **SECONDARY DATA:**

Internal secondary data included formal data, which is generated within the organization itself, were obtained through concerned heads in the organization External secondary data generated by source the organization was used for such as public available data provided by the reports of the companies. All this information is of great importance and conceptualizes and illuminates the core of the study.

### **1.5.3. SAMPLE DESIGN:**

#### **a) Sampling unit:**

The study is directed towards the employees at Reliance Smart Bazaar

b) Sample size: Sample size of 100 is taken in this study.

Statistical tools used:

Percentage method: Percentage method is used in making comparison between two or more series of data. This is used to describe relationships.

Percentage of respondents =  $(\text{No of respondents} \times 100) / \text{Total respondents}$

### **1.6 LIMITATIONS OF THE STUDY:**

- The suggestions given in the study may not be applicable to the entire organization. The study will have some questions related to organization and personal information which the employees would not like to reveal.
- Some personnel were reluctant to reply to the question as they felt that the evaluations expressed by means of them can be misunderstood through the management resulting in problems for them.
- An in-depth analysis was not feasible to ensure areas because it turned into considered to be exceptionally confidential.
- A qualitative parameter like Employee's Satisfaction requires a deeper understanding of the underlying elements influencing worker satisfaction. This calls for extra time than turned into to be had for the task to observe.

## **REVIEW OF LITERATURE**

### **2.2 ARTICLES**

#### **ARTICLE : 1**

**TITLE** : Employee job satisfaction.

**AUTHOR** : Manju Rani Malik

**ABSTRACT** : aimed to explore the components of retail customer satisfaction and also investigates the relationship between each of the retail customer satisfaction components and customers satisfaction level. Product characteristics, Price factor, Physical Aspects, Promotional Schemes and Personal interaction of retail customer satisfaction were studied. The study have identified that location, variety

of products and reasonable price are the major motivating factors that influence the customers to visit the retail outlets and emphasis on facilities such as parking, physical aspects, availability of variety of branded and non - branded products at reasonable price by the retailer will increase the revenue. There were numerous studies in the area of consumer satisfaction, Consumer expectations on services, comparative study on consumer satisfaction towards organized retailing and many. So this study analyses the consumer attitude that is the basis for consumer satisfaction, towards one of the existing and growing format among the organized retailing that is departmental stores in Coimbatore city.

## **ARTICLE : 2**

**TITLE :** Employee job satisfaction.

**AUTHOR :** ArpitaKhare and Sapna Rakesh

**ABSTRACT :** have highlighted that organized retailing in the form of which malls is poised to develop exponentially in India. Malls are transforming the landscape of Indian retailing and consumer attitudes towards shopping. The upsurge of mall activity poses a question of how much malls are responsible for generating sales and consequently generating profits. The paper was directed at retailers with stores in the malls and describing their opinions about what generates consumer traffic and profits in malls. The retailer's selection of malls is driven by the business potential offered by malls. The findings of research demonstrate that an assortment of factors is responsible for mall traffic. These may be categorized under entertainment facilities, services, ambience and mall management.

## **ARTICLE : 3**

**TITLE :** Employee job satisfaction.

**AUTHOR :** Ranjith P.V. and Rajesh Nair

**ABSTRACT :** discussed service quality is perceived as a tool to increase value for the consumer, as a means of positioning in a competitive environment consumer satisfaction, retention and patronage. Despite its strategic importance, the Indian retailers do not have an appropriate instrument to measure service quality. The paper discusses use of Retail Service Quality Scale to assess overall service quality levels of retail stores. Personal Interaction, Appearance, Reliability, Problem-solving and policy are five factors which define service quality.

## **ARTICLE 4**

**TITLE:** A Study On Employee Job Satisfaction With Special Reference To Krishnagiri District Co-Operative Spinning Mills Ltd.

**AUTHOR :** S.RAJA, V. VIJAY ANAND

**ABSTRACT:**Job satisfaction refers to one's feelings towards one's job. If the employees expectations are fulfilled (or) the employees get higher than what he / she feels satisfied. If the job satisfaction increases, organization commitment will increased. This results in the higher productivity. The main objectives of this paper are to assess the job satisfaction: to identify the effectiveness of job satisfaction and to find out the several factors like personal and organizational factors influencing job satisfaction: to identify the effectiveness of job satisfaction and to find out the several factors like personal and organizational factors influencing job satisfaction of employees.

## ARTICLE 5

**TITLE :** Job Satisfaction and Employee Loyalty: A study of Academicians.

**AUTHORS:** Mrs. Shweta Rajput, Mr. MayankSinghal, Mr. Shiv kantTiwari

**ABSTRACT:** Job satisfaction and Employee Loyalty represents one of the most key challenges faced by the managers today when it comes to managing their employees. Employees are the most valuable resource for all organizations; the longer an employee works for a company the more valuable it becomes. Many researchers have been conducted in various sectors to demonstrate the impact of Job satisfaction on employee loyalty. Employee loyalty is all about employees being committed for the success of the organization with a strong belief that working with that particular organization is their best option. The aim of the study was to find the impact of job satisfaction on employee loyalty in case of academicians. This study also finds out variousfactorsunderlying job satisfaction and employee loyalty

## DATA ANALYSIS & INTERPRETATI

### 4.1 Working hours are convenient for you

PARTICULARS	NO OF RESPONSES	PERCENTAGE
Strongly agree	34	34

Agree	32	32
Neither agree nor disagree	18	18
Disagree	12	12
Strongly disagree	4	4
<b>TOTAL</b>	100	100

**Interpretation:**

From the above chart and table, it is clearly evident that 34% of the Respondents strongly agree that working hours are convenient from them and 32% agree with that and 18% neither agree nor disagree and 12% disagree with the working hours and 4% are strongly against working hours.

## 4.2 Are you happy with the present work environment

<b>PARTICULARS</b>	<b>NO OF RESPONSES</b>	<b>PERCENTAGE</b>
Strongly agree	30	30
Agree	40	40
Neither agree nor disagree	18	18
Disagree	8	8
Strongly disagree	4	4
<b>TOTAL</b>	100	100

**Interpretation:**

From the above table it is clear that 30% respondents strongly agree, 40% respondents agree that they are happy with their work environment only, 18% respondents neither agree nor disagree, 8% disagreed and 18% neither agreed nor disagreed.

## 4.3 The amount of work allocated is achievable

<b>PARTICULARS</b>	<b>NO OF RESPONSES</b>	<b>PERCENTAGE</b>
Strongly agree	38	38
Agree	22	22
Neither agree nor disagree	24	24
Disagree	8	8
Strongly disagree	8	8
<b>TOTAL</b>	100	100

Interpretation:

From the above table it is quite clear that the workload is not high, 38% Strongly agree and 22% agree that allocated workload is achievable in the organization, 8% Disagree and 8% strongly disagree, remaining 24% neither agreed nor disagreed.

#### 4.4 Your job align with your career goals and aspirations

<b>PARTICULARS</b>	<b>NO OF RESPONSES</b>	<b>PERSENT</b>
Strongly agree	28	28
Agree	30	30
Neither agree nor disagree	24	24
Disagree	12	12
Strongly disagree	6	6
<b>TOTAL</b>	100	100

Interpretation:

From the above table it is evident that the job aligns with their career goals and aspirants are good as 28% and 30% of the respondents agree with that and only 12% & 6% disagreed and 24% neither agree nor disagree.

#### 4.5 The relationship with your supervisor is cordial

<b>PARTICULARS</b>	<b>NO OF RESPONSES</b>	<b>PERCENT</b>
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strongly agree	30	30
Agree	40	40
Neither agree nor disagree	16	16
Disagree	6	6
Strongly disagree	8	8
TOTAL	100	100

Interpretation:

From the above table it is clear that the relationship between employees and their supervisors are cordial because 30% of respondents strongly agreed to it and 40% agreed to it and only 14% disagreed and 16% of respondents have neither agree nor disagree.

#### 4.6 Your supervisor considers your idea while taking decision

PARTICULARS	NO OF RESPONSES	PERCENT
strongly agree	26	26
Agree	44	44
Neither agree nor disagree	26	26
Disagree	2	2
Strongly disagree	2	2
TOTAL	100	100

Interpretation:

From the above table it is clear that 26% and 44% of the respondents agree that supervisors consider their employees' ideas also and only 4% disagreed and 26% neither agree nor disagree.

### 5.1 FINDINGS

- Most of the respondents strongly agree with the convenience of working hours.



- Majority of the respondents agree with the present work environment.
- Many of the respondents strongly agree with the allocation of the amount of work.
- Majority of the respondents agree with the alignment of jobs with career goals and aspirations.
- Most of the respondents agree that their supervisor is cordial.
- Most employees believe that their ideas are taken into account while making decisions'
- Majority of employees believe that the support they receive from their co-workers is satisfactory.
- A significant portion of voters find the refreshment facilities are satisfactory or better, while smaller percentage disagrees with them

## **5.2 SUGGESTIONS AND RECOMMENDATION**

- There is some dissatisfaction level regarding the Job aligning with career goals, refreshments facilities and work challenges among the employees. So, the company may conduct a further survey to find the expectations of employees.
- The study shows that employees are satisfied with the working environment and job security, and coworker co-ordination. So, the company can take steps to improve more in this aspect
- The study reveals some dissatisfaction with their compensation policy and working hours among employees. So, the company may follow a new policy on work hours and compensation to satisfy the employees.
- The company may conduct a survey in depth to know the expectations of employees relating to promotional opportunities, Company policies etc.

## **5.4 CONCLUSION**

- A survey on satisfaction of employees has been conducted to know the existing levels of satisfaction so that steps can be taken to maintain and improve the level and to have a positive attitude among the employees towards their work.

· After the survey, it is understood that employees are mostly satisfied in all the factors. There exists some dissatisfaction level, regarding some factors. Though it does not create a problem, the management can take care of those things to avoid big problem in future.

· It is clearly understood that the organization has taken efforts to maintain the satisfaction level of the employees with respect to all the factors. If these actions are continued, this company will undoubtedly become the prime industry for the employees' satisfaction.

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