

QUALITY OF WORK LIFE FOR EMPLOYEES IN SUPERMARKETS WITH REFERENCE TO COIMBATORE

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ABSTRACT

Quality of work life is the degree to which individuals are able to satisfy their important personal needs while employed by the firm. Quality of work life refers to the level of satisfaction, motivation, involvement and commitment individuals experience with respect to their lives at work. Quality of work life is a process in organizations, which enables its members at all levels to participate actively and effectively in shaping the organization environment, methods, and outcomes. The objective of the study is to help the organization to know the level of satisfaction of the workers and executives at various hierarchical levels, towards the facilities and welfare amenities provided by them and also to find out the challenges and difficulties faced by the Employees for getting better quality of work life.

Work-Life Quality is defined as the balance between an employee's work demands and outside interests or pressures is a long-standing but ever-evolving area of corporate social responsibility. The safe work environment provides the basis for the person to enjoy working. The work should not pose a health hazard for the person. The employer and employee, aware of their risks and rights, could achieve a lot in their mutually beneficial dialogue.

Most of the employees covered under my study have been found to be feeling Welfare facilities & Grievance Handling is not up to the Level. The communication flow among Employees is be improved inside the store to make it smooth to maintain cordial inter personal relations in the organization.

Keywords: Work life quality, Active participation, Inter personal relationship, Grievance handling

INTRODUCTION

Work-Life Quality is defined as the balance between an employee's work demands and outside interests or pressures. The safe work environment provides the basis for the person to enjoy working. The work should not pose a health hazard for the person. The employer and employee, aware of their risks and rights, could achieve a lot in their mutually beneficial dialogue. Quality of Work life is a broad-based approach suggesting the importance of overall climate, socio technical design and teams. QWL denotes all the organizational inputs which aim at the employee's satisfaction and enhancing organizational effectiveness.

Quality of work life may be defined as subjective well-being. Recognizing the subjectivity of Quality of work life is a key to understanding this construct. Quality of work life reflects the difference, the gap, between the hopes and expectations of a person and their present experience. Human adaptation is such that life expectations are usually adjusted so as to lie within the realm of what the individual perceives to be possible. The degree to which a person enjoys the important possibilities of his/her life. Possibilities result from the opportunities and limitations' each person has in his/her life and reflects the interaction of personal and environmental factors. Subjective quality of life is about feeling good and being satisfied with things in general. Objective quality of life is about fulfilling the-societal and cultural demands for material wealth, social status and physical well-being.

If the Work-Life Quality in the company it help the employees to balance work and their lives outside of work can improve overall productivity. A company's recognition and support through its stated values and policies of employees' outside commitments, interests and pressures, can help to relieve employees' external stress. This allows them to focus on their jobs during the workday and helps to minimize absenteeism. The result can be both enhanced productivity and strengthened employee commitment and loyalty. Work-life strategies have become a means of attracting new skilled employees and keeping existing one.

Importance of Quality of Work Life

Quality of work life has been ranked high on the list of criteria that are important to employees. Given the impending labor shortage, wise employers will pay attention to those things that are important to employees. Having a high quality of work life makes employees feel more "in balance". Today's employees are looking for more than just a job. They want a quality of work life that serves them. Employees want to work in an environment that "feels good," where they receive the support that they need, the growth they want and the recognition they deserve.

Quality of Work Life (QWL) is a multifaceted concept, implying the concern for the members of the organization irrespective of the level they belong to. QWL is impact of Work on the people as well as on the organizational effectiveness. It covers a person's perception or feelings about every dimension of work. Quality of Work life refers to the level of satisfaction, motivation, involvement and commitment individuals experience with respect to their lives at the work place. QWL is the degree to which individuals are able to satisfy their important personal needs while employed by the firm.

A company can accomplish its mission and provide the level of service the public demands only if it can recruit and retain the best and the brightest and provide them with the work

environment that supports them in getting their jobs done. Monitoring employee views about their work and the quality of their work life helps the organization get a sense of its strength and identify areas where improvements can be made. Quality of work life is a process of work organizations which enables its members at all levels to actively participate in shaping the organizations' environment, methods and outcomes. This value based process is aimed towards meeting the twin goals of enhanced effectiveness of the organization and improved quality of life at work for employees.

Major Parts of Quality Work Life

1. Occupational health care
2. Suitable working time.
3. Appropriate salary
4. Good Working Environment
5. Welfare Facilities
6. Grievance Handling
7. Good Financial Benefits
8. Very good communication flow

Content Areas of QWL

1. Physical work environment
2. Mental and social work environment factors
3. Health, stress symptoms
4. Labor market position, work history, family, background variables

Results of High QWL

1. High Productivity
2. Increase organizational effectiveness
3. High employee satisfaction
4. Reduce the absenteeism and labor turn over
5. Increase the quality of life of employees
6. High employees involvement
7. Peaceful industrial relation

OBJECTIVES OF THE STUDY

Primary objectives

- To analyze Quality of work life of employees in Super markets

Secondary objectives

1. To measure satisfaction level on the facilities provided to the employees by the organization.
2. To analyze the physical Working Environment related to the quality of work life.
3. To analyze the Satisfaction level of financial benefits for Employees.
4. To find out how quality of work life leads higher satisfaction.

SCOPE OF THE STUDY

The primary scope of the study is to find the Quality of Work Life among employees in Super Markets. The o of the study is to identify and study the various factors that influence Quality of Work Life at super Markets and to find the relationship between selected individual Factors and level of Quality of Work Life. It is also to identify and analyze the prominent attributes of Quality of Work Life.

RESEARCH METHODOLOGY

Research methodology is the ways of systematically solving the research problem. It may be understood as science of studying how research is done scientifically and systematically.

Research Design

A research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine with relevance to the research purpose with economy in procedure. The researcher had done a descriptive research for studying in the attitude of the employees.

Sample Design

Sample is that by selecting some of the elements in a population we may draw conclusions about the entire populations.

Sampling Size

105 sample size

Sampling Techniques

In this study, the necessary data are collected through non probability convenience sampling technique

Primary Data

The primary data is collected directly from the employees

Secondary Data

The secondary data means already available data here the data is collected from Company Records, Websites, Annual Reports, Journals and other company published sources etc

REVIEW OF LITERATURE

The basic concept underlying the Quality of Work Life is what has come to known as "humanization of work". It involves development of an environment of work that stimulates the creative ability of workers and generates cooperation and interest in self-growth.

According to RAO and PEREIRA (1989), Quality of Work Life represents the concerns for human dimension of work. Quality of Work Life is a generic phrase that covers a person’s feeling about every dimension of work, including economic rewards and benefits, security, safe and healthy working conditions, organizational and inter-personnel relationships and intrinsic meanings in person's life. It is a generic term subsuming anything from job enrichment to workers participation schemes. That is any scheme or technology that improves the participation of employees, while at work or undertaking of work, regardless of the location. It could also be defined in terms of human growth, exciting work place, creativity and innovativeness, concern for people and democratization of work place.

According to VROOM and LOCKER (1978) monitoring employees views about the quality of their work and quality of their work life helps us to get a sense of our strengths as an employer and identify areas where improvements can be made.

SEASHORE (1975) considers Quality of Work Life as an indicator of the effectiveness of employers, workers, and the community.

LAWLER (1975) suggested that one way of measuring Quality of Work Life would be to focus on the behavioral outcomes such as the rates of turnover, absenteeism, drug abuse, alcoholism, and mental and physical illness resulting from psychologically harmful jobs.

COHEN and ROSENTHAL (1980) define QWL as an "internationally designed effort to bring about increased labor management co-operation and to jointly solve the problem of improving organizational performance and employee satisfaction.

DATA ANALYSIS & INTERPRETATION

Table 1. Satisfaction on Welfare Facilities

S. No		No of Respondents	Percentage
1	Highly satisfied	19	20%
2	Satisfied	42	39%
3	Average	21	20%
4	Dissatisfied	13	12%
5	Highly Dissatisfied	10	10%
	Total	105	100 %

Inference: The table above reveals that 20% of the respondents are highly satisfied with the welfare facilities provided by the company, 39%of the respondents are satisfied, 20% of the respondents are average, 12% of the respondents are dissatisfied and 9% of the respondents are highly dissatisfied.

Table 2. Satisfaction on Medical Facilities

S. No		No of Respondents	Percentage
1	Highly satisfied	15	14 %
2	Satisfied	36	34 %
3	Average	32	31%
4	Dissatisfied	13	12%
5	Highly Dissatisfied	9	9%
	Total	105	100 %

Inference: The table above reveals that 14% of the respondents are highly satisfied with the medical facilities provided by the company, 34% respondents are satisfied, and 31% of the respondents are average, with the medical facilities provided by the company.

Table 3. Satisfaction on Grievance Facilities

S. No		No of Respondents	Percentage
1	Highly satisfied	10	10 %
2	Satisfied	21	20%
3	Average	33	31%
4	Dissatisfied	21	20%
5	Highly Dissatisfied	20	19%
	Total	105	100 %

Inference: The table above reveals that 10% of the respondents are highly satisfied with the grievance facilities provided by the company, 20% of the respondents are satisfied, 31% of the respondents are Average with the grievance facilities provided by the company.

Table 4. Satisfaction on Working Hours

S. No		No of Respondents	Percentage
1	Highly satisfied	11	10 %
2	Satisfied	18	17 %
3	Average	26	25%
4	Dissatisfied	35	33%
5	Highly Dissatisfied	15	15%
	Total	105	100 %

Inference: The tables above reveals that 10% of the respondents are highly satisfied with the working hours in the company, 17%of the respondents are satisfied, 25% of the respondents are Average with the working hours provided by the company.

Table 5. Satisfaction on Salary

S. No		No of Respondents	Percentage
1	Highly satisfied	22	21 %
2	Satisfied	38	36 %
3	Average	24	23%
4	Dissatisfied	11	10%
5	Highly Dissatisfied	10	10%
	Total	105	100 %

Inference: The table above reveals that 21% of the respondents are highly satisfied with the salary provided by the company, 36%of the respondents are satisfied and 23%of the respondents are Average. With the salary facilities provided by the company.

Table 6. Satisfaction on Increment

S. No		No of Respondents	Percentage
1	Highly satisfied	16	15%
2	Satisfied	23	22%
3	Average	33	32%
4	Dissatisfied	21	20%
5	Highly Dissatisfied	12	11%
	Total	105	100 %

Inference: The table above reveals that 15% of the respondents are highly satisfied with the increment provided by the company and 22%of the respondents are satisfied.32% of the respondents is average with the increment provided by the company.

Table 7. Satisfaction on Incentives

S. No		No of Respondents	Percentage
1	Highly satisfied	17	16 %
2	Satisfied	29	28%
3	Average	34	32%
4	Dissatisfied	17	16%
5	Highly Dissatisfied	8	8%
	Total	105	100 %

Inference: The table above reveals that 16% of the respondents are highly satisfied with the incentives provided by the company, 28%of the respondents are satisfied and 32%of the respondents are Average with the grievance facilities provided by the company.

FINDINGS

1. It is inferred that 39%of the respondents are satisfied with the welfare facilities provided by the company.

2. It is inferred that 34% of the respondents are satisfied with the medical facilities provided by the company.
3. It is inferred that 31% of the respondents are Average with the grievance facilities provided by the company.
4. It is inferred that 33% of the respondents are dissatisfied with the working hours in the company.
5. It is inferred that 36% of the respondents are satisfied with the salary provided by the company.
6. It is inferred that 32% of the respondents are average with the increment provided by the company.
7. It is inferred that 32% of the respondents are Average with the incentives provided by the company.

SUGGESTIONS

1. In the competitive information are educational qualification & Training is an essential impact. So, additional impact as good training naturally reflects in the growth of the organization.
2. Retaining employees and reducing labor turnover is essential for a profit making organization. So, it is suggested to celebrate festival and employee birthday Celebration to maintain quality and quantity of the business.
3. A below half-of-the employees satisfaction on remuneration reveals that the remuneration offered by the company is not satisfactory. So, adequate salary and Incentives may be provided to retain the quality Employees.
4. Modernization and computerization of the organization is recommended a desired by the majority of the employees. And the workers are willing to adopt new changes. So, the organization may modernize and computerize their business process.
5. Grievance is major issues for Employees inside the organization. So the company will appoint one separate grievance handler or counselor, so that it is very easy to solve the employee's problem.

CONCLUSION

Job satisfaction is a long-felt thirsty one who really wants to contribute wholly to the organizations growth. Each and every personnel is a vital organ of an ideal organization. Among the various parameters used to measure the job satisfaction, quality of work life is considered as major. This study conducted at Super markets in Coimbatore to measure the quality of their work life with respect to the remuneration, health measures and safety measures. To conclude QWL has its own importance in increasing the productivity of organizations, which leads to highest level of satisfaction on one's job and performance.

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