

EMPLOYEES JOB SATISFACTION AT LOYAL WORLD SUPERMARKET IN MYSORE CITY - A CASE STUDY

Thriveni P*; Dr Linus Benedicta D' Souza**

*Assistant Professor,
Research Scholar,
Srinivas University, Mangalore Maharani's Women's Commerce & Management College,
Mysore, Karnataka, INDIA
Email id: thrivenip1981@gmail.com

**Research Guide,
Srinivas University, Mangalore, Karnataka, INDIA
Email id: linusbenedictapinto@gmail.com

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ABSTRACT

The focus of the study was to analyze the level of Employees Job Satisfaction. The primary data was collected from forty employees of Loyal World Supermarket in Mysore City by distributing structured questionnaire. The data was analyzed by using frequency and percentage analysis, followed by pie diagrams. The study entitled employees job satisfaction in the Loyal World is an academic endeavor, to enhance the knowledge of job satisfaction and its impact on employee productivity with special reference to the Loyal World. The study reveals that employee involvement is a major variable that contributes to employee's job satisfaction.

KEYWORDS: *Job Satisfaction, Loyal World, Employees Productivity, Organizational Workplace Skill.*

INTRODUCTION

Job Satisfaction is the condition or the state of nature at which the employees express their gratitude towards the organization (P. E. Spector 1997). Job satisfaction creates a high level of motivation among the employees to involve in the various organizational activities. The high extent of employee participation may lead to employee job satisfaction, followed by employee productivity (Komal Khalid, et.al 2007). The organizational work-life balances, as well as optimal work stress, are the major factors influencing employee's job satisfaction. The style of organizational leadership, social relations, addressing of employee grievances, and unbiased working environment will be an added advantage to creating employee job satisfaction (Pavithra Dhamija, et.al 2017). It is further noted that superior-subordinate relationships social status and recreational activities in organizations contribute to employee's job satisfaction. (Ikechukwu Emmanuel, et.al 2019). Job satisfaction relates to the total relationship between an individual and the employer for which he is paid. Satisfaction means the simple feeling of attainment of any goal or objective. Job dissatisfaction brings an absence of motivation at work.

Company Profile

World Group is a family-owned retail business with about thousand five hundred employees, that mostly operates in South India and generates annual sales of over three hundred crores. The largest industry, it serves as a grocery store or supermarket, but it also works in the hospitality, marketing, and real estate sector. With Loyal World Market, the convenience of a supermarket is mixed with the knowledge and service of a specialty store, and services are provided with a focus on the needs of the customer. To determine and provide what is best for the customer at an affordable price, supported by offers, the loyal world is designed to transform a store from just a place to shop for groceries into a destination offering discoveries, a place for human connection, and services at the highest level of human dignity. Many years (during 2000 or so) it was a much supermarket, rather a relatively bigger grocery shop in today's scale. That was time the word super market had a very different meaning and impression. The first branch of Loyal World in Mysore city at V V Mohalla started its business operations in the year 2014.

History and Evolution of Loyal world Supermarkets

The family's commercial stream began in 1918 with traders who left southern India for Burma, Ceylon, and the Middle East. The first generation settled in Tamandu after returning from their cross-country travels during the Second World War.

Throughout the subsequent generations, the organization, which was founded on the strong democratic traditions of the country, gradually grew, with a significant presence in southern India and the Middle East. Under the main company Loyal World Stores, the two more significant groups are retail and wholesale (www.loyalworld.co.in).

The lack of a fantastic neighbourhood grocery store that served all financial classes and offered the ideal combination of products and ranges along with top-notch service and expertise at a relatively affordable price became apparent to us in recent years, amidst such development. This motivated us to launch Loyal World Market, a world of Goodness in 2014, the first grocery shop of its sort (Darrel Rigby, 2011). We intend to revive the need for people to want to see, touch, and smell their fresh food as in the past, which led to an effective and more focused state of value addition and customer interaction, in the age of technology and virtual markets

Conceptual Framework

The global trend that has an impact on a few enterprises is job satisfaction. For better competitive levels and organizational success, job satisfaction among employees is crucial. The level of one's job satisfaction indicates how much one like or despises their current position. Job satisfaction, which is the positive emotional state brought on by the enjoyment of one's work, has a significant impact on organizational performance (Barriball, et.al 2007).

Employee productivity can be enhanced by achieving better happiness. Employee productivity will increase if the workers are happy with their jobs. Job satisfaction is the highest level of fulfillment that employees can experience with their work, employer, and organization, and it has the power to influence both parties' future growth and development (Juha Huttunen, 2019).

Job Satisfaction is a general attitude that is the result of many specific attitudes. It is essential to make a distinction between job satisfaction from job climate and job involvement. Job

satisfaction is an effective or evaluative state while the concept of climate is a descriptive, cognitive, and non-evaluative construct.

Review of Literature

It has been demonstrated that receiving financial incentives significantly affects how happy employees are with their jobs. Multiple theoretical models of job happiness were put forth by Brikend Aziri (2011). A study worker's sense of success and accomplishment at work is referred to as job satisfaction. In general, people believe that it has a direct impact on both personal happiness and productivity. Working a job you enjoy, doing it well, and getting paid for it all contribute to job happiness. Additionally, job satisfaction signifies excitement and joy in one's profession. The study emphasizes how crucial Lawler and Porter's concept of job satisfaction is (Lawler and Porter, 1967).

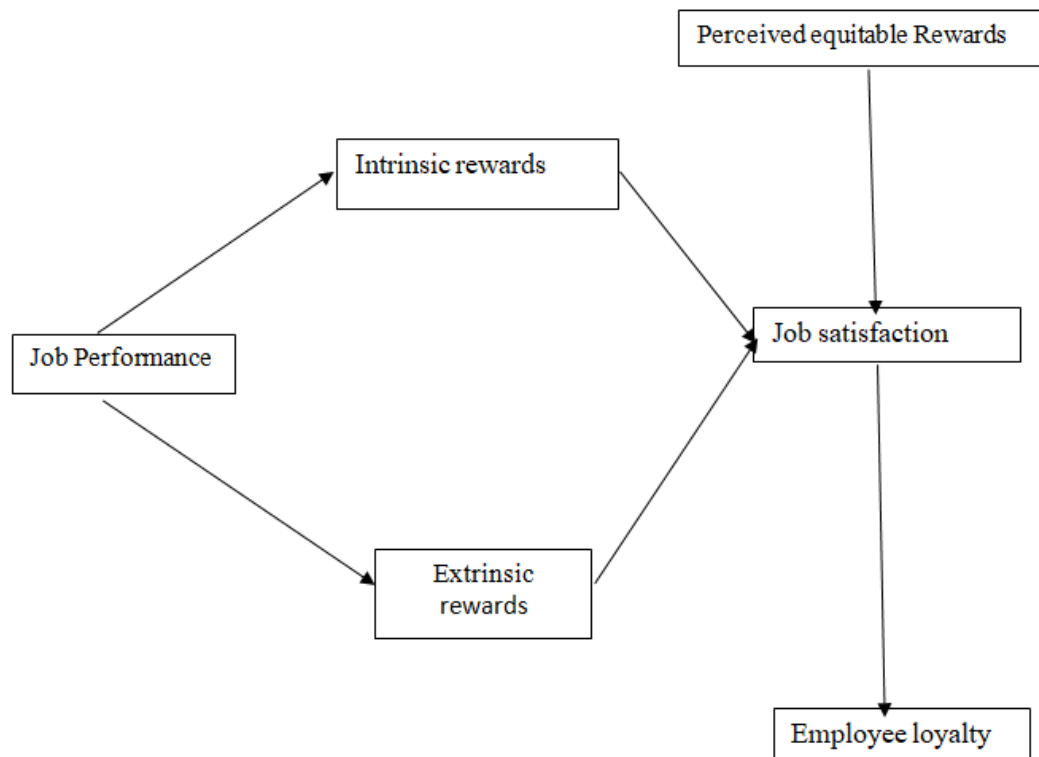


Figure shows Lawler's and porter's model of Job Satisfaction (Lawler and Porter 1967)

There is a significant impact on how employees perceive the nature of their work and the degree of overall job satisfaction. It has been demonstrated that receiving financial incentives significantly affects how satisfied employees are with their jobs. According to Shweta Rajput, Mayank Singhal, and Shivkant Tiwari (2016), one of the main issues managers face nowadays when it comes to managing their staff is ensuring job satisfaction and employee loyalty. Hoppock introduced the phrase "job satisfaction" to the general public (1935). "Any combination

of psychological, physiological, and environmental variables that cause an individual honestly to claim I am content with my job," according to Hoppock, is what constitutes job satisfaction. An offshoot of socio-psychology is job satisfaction. Job satisfaction or contented employees add up to employee loyalty, and the organization's brand image, and are therefore important factors in organizational branding. The following groups of numerous variables were found to influence job happiness in the study:

- Career Advancement
- Company Policies
- Compensation
- Morale values
- Creativity
- Independence (Autonomy)
- Security
- Social status
- Recognition
- Responsibility
- Working Conditions
- Superior -Subordinate relationship

The study's findings support the assertion that there is a sizable influence on how employees perceive the nature of their work and the degree of overall job satisfaction. Employees' total job happiness is significantly impacted by financial benefits.

A study done by Mayuri Chaturvedi and Sumedha Raavi (2018) conducted a study on Employee Job Satisfaction in different Sectors (Public, Private, and IT). From the study, it was found that irrespective of sectors of employment the factors affecting the satisfaction of the employee are good pay, promotions, good working conditions, workload and stress level, respect from co-workers, relationship with supervisors, and financial rewards. More importantly, work culture and superior Vs subordinate relationships predominantly determine job satisfaction.

Further, the study by Aparna J Varma, Kotresh Patil, Ravishankar S Ull, A. N Santosh Kumar, and T P Renuka Murthy, (2018) noted that the organizations are no longer will be sustainable in the term unless they have the support of enriched human resources. Job satisfaction is one of the most important tools, which can be used for employee enrichment. According to the report of the study, neither employee loyalty nor job happiness will be attained unless the company views its employees as assets. Employee commitment is a factor that includes avoiding excessive workload, treating the employee with respect, providing recognition and rewards, providing fringe benefits, and having positive management,

According to Maruti Sriram and Remya Latha Bhavan's observation in 2020, the dedication of the organization's management and personnel is influenced by job satisfaction. From the study, it

was found that job satisfaction is influenced by the factors such as Job-Related Factors (Absenteeism, Job Role, Job Performance), Personal Characteristics (Age, Gender, and number of Years of Service), Work Environment (Recruitment, Selection, Promotion, Appraisal), Positive Relationship (Honesty, Caring, Positive Communication with co-workers), Organizational Structure (Growth Technology, Customer needs), Management Style (Morality, Employee Commitment), Job Stress, Leadership Career development, and rewards.

WasifInayat and Muhammad Jahanzeb Khan (2021), noted that Job satisfaction is the positive and negative feelings of an employee towards his job or it is the amount of happiness connected with the job. It is highlighted that Job satisfaction is one of the complex areas, consisting of various kinds of feelings and conditions. As the environment becomes competitive and complex day by day, the importance of job satisfaction and its relationship with employees' performance increases along with organizational commitment. The study identified the following independent variables influencing job satisfaction.

- Quality of work
- Knowledge of job
- Man-hour (Organizational) Productivity
- Adaptability
- Dependability on the job
- Initiative and resourcefulness by the management and the employees
- Leadership qualities
- Interpersonal relations
- On-the-job performance

According to the study, increasing staff performance, including work quality, productivity, and leadership skills, is one of the more evident contributors to employees' job happiness.

Significance of the Study

The present study aimed to analyze the level of employee job satisfaction. The current study also explored the factors influencing employee job satisfaction as well as transforming employees as organizational assets. The dissatisfied employees are found to be less productive and more prone to absenteeism and turnover or attrition. Organizations require initiating innovative measures to enhance employee productivity followed by job satisfaction.

The general job satisfaction feedback will assist in quantifying the percentage of satisfied employees and different areas of compensation, benefits, training, and superior-subordinate relation in connection with enhancing organizational performance.

Objectives of the study

1. To analyze the satisfaction level of employees towards the salary.
2. To understand the working environment of the employees.
3. To analyze employee work freedom in the organization.

Research Methodology

Primary data: Primary data was collected from the Employees of Loyal World through a structured Questionnaire. The statements included personal profile details as well as components of job satisfaction.

Secondary data: Secondary data was collected from the company records, publications in Journals, Newspapers, and websites.

Phases involved:

- Research approach: Survey method
- Research instrument: Questionnaire
- Contact method: Personal contact
- Data analysis: percentage analysis
- Sampling unit: Employees of Loyal World
- Sample size: 40
- Sampling method: Convenient sampling method for the present study, the sample consisted of 27 Female and 13 Male employees from the Loyal World in Mysore city.

Data Analysis

The processing of data implies editing, coding, classification, tabulation, and presentation of collected data so, that they are enabled for data analysis.

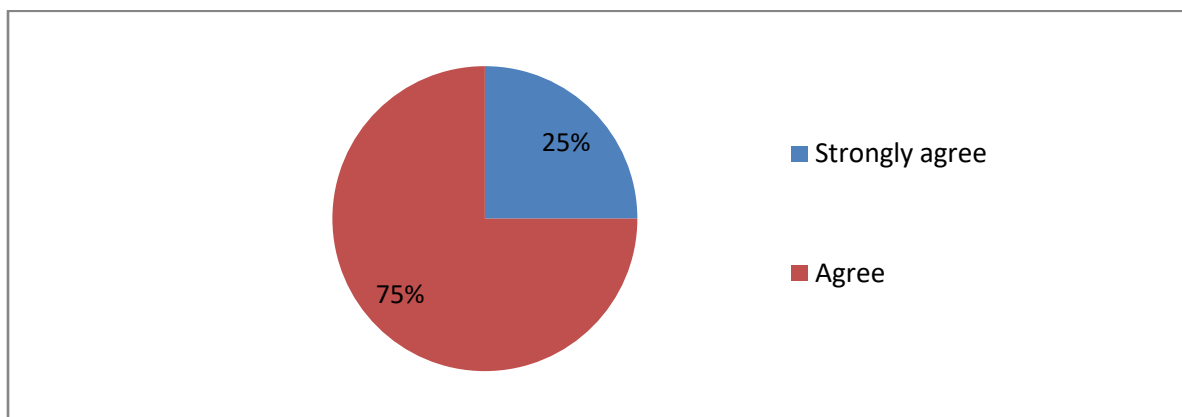
1. I feel proud to be a part of this organization.

TABLE- 1: SHOWS THE EMPLOYEES LOYALTY TO THE COMPANY

Source: Primary data

No	Particulars	Respondent	% of Respondents
1	Strongly agree	10	25 %
2	Agree	30	75 %
3	Sometime	0	0 %
4	Disagree	0	0 %
5	Strongly disagree	0	0 %
	Total	40	100%

Figure-1: Shows the Employees Loyalty to the Company



Analysis and Results: According to the table and figure-1, it can be concluded that 25% of employees strongly agree to be part of this firm, while 75% of employees say they are proud to be employees of this firm.

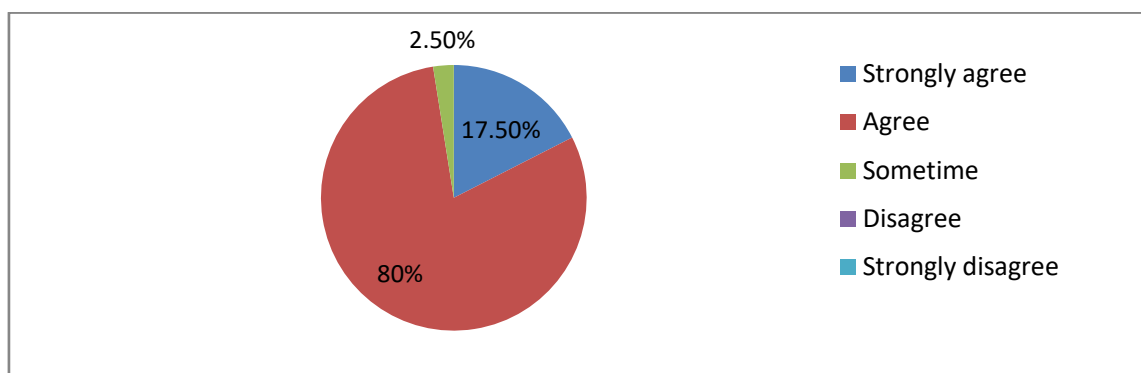
2. The success of this organization is because of the work-oriented employees

TABLE- 2: SHOWING THE QUALITIES OF GOOD EMPLOYEES

No	Particulars	Respondent	% of Respondents
1	Strongly agree	7	17.5 %
2	Agree	32	80 %
3	Sometime	1	2.5 %
4	Disagree	0	0 %
5	Strongly disagree	0	0 %
	Total	40	100%

Source: Primary data

Figure- 2: Shows the Qualities of Good Employees



Analysis and Results:

According to the table and figure- 2, 80% of employees say they agree success of this organization is because of the work-oriented employees, 17.5% of employees strongly agree, and 2.5% of employees say they occasionally agree.

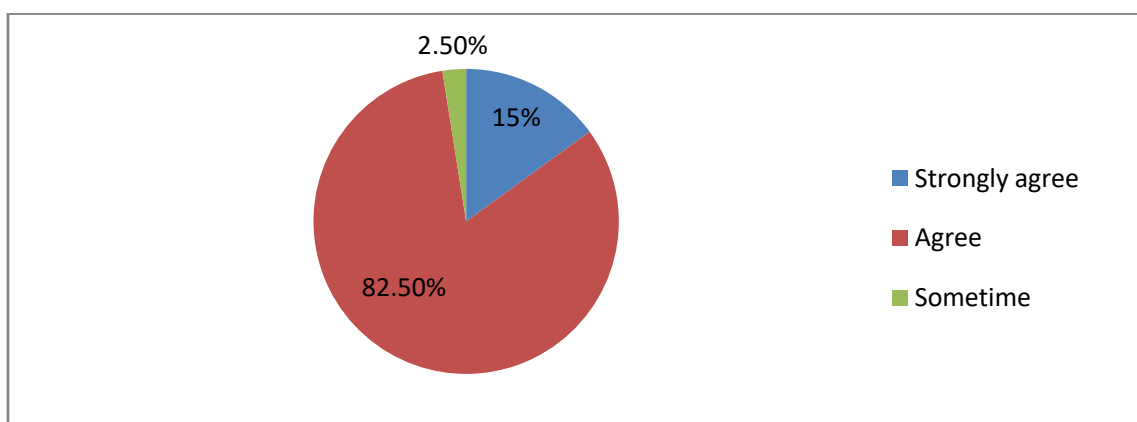
3. I refer to my friends that this is a good place to work

TABLE: 3 SHOWS EMPLOYEES COMMITMENT TO THE COMPANY

No	Particulars	Respondent	% of Respondents
1	Strongly agree	6	15 %
2	Agree	33	82.5 %
3	Sometime	1	2.5 %
4	Disagree	0	0 %
5	Strongly disagree	0	0 %
	Total	40	100%

Source: Primary data

Figure: 3 Shows Employees Commitment to the Company



Analysis and Results

The data in the table above indicate that 82.5% of employees say they are willing to work for this company, 15% of employees strongly agree, and 2.5% of employees occasionally promote this company to friends because it is a good place to work.

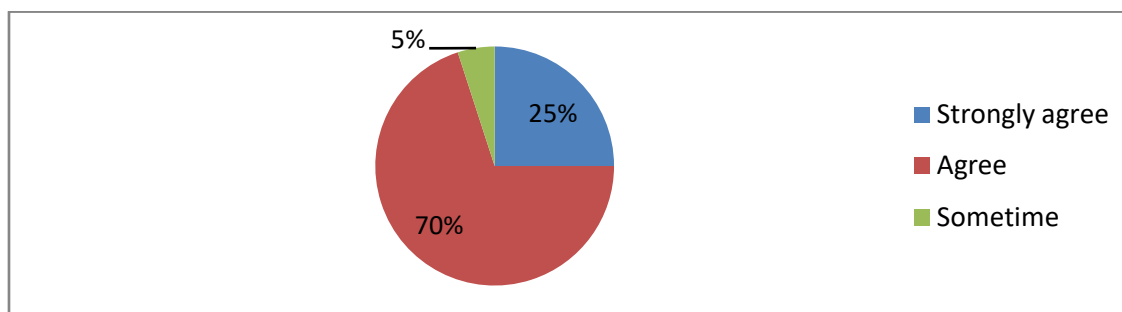
4. Is your job makes use of your skills and abilities.

TABLE-4: SHOWS THE JOB SATISFACTION OF THE EMPLOYEES OF THIS COMPANY

No	Particulars	Respondent	% of Respondents
1	Strongly agree	10	25 %
2	Agree	28	70 %
3	Sometime	2	5 %
4	Disagree	0	0 %
5	Strongly disagree	0	0 %
	Total	40	100%

Source: Primary data

Figure-:4 Shows the Job Satisfaction of the Employees of this Company



Analysis and Results: Based on the data in the table above, it can be concluded that 25% of employees strongly agree that job makes use of their skills and abilities, 70% of employees y agree that job makes use of their skills and abilities and 5% of employees say they use their skills and abilities to do their job.

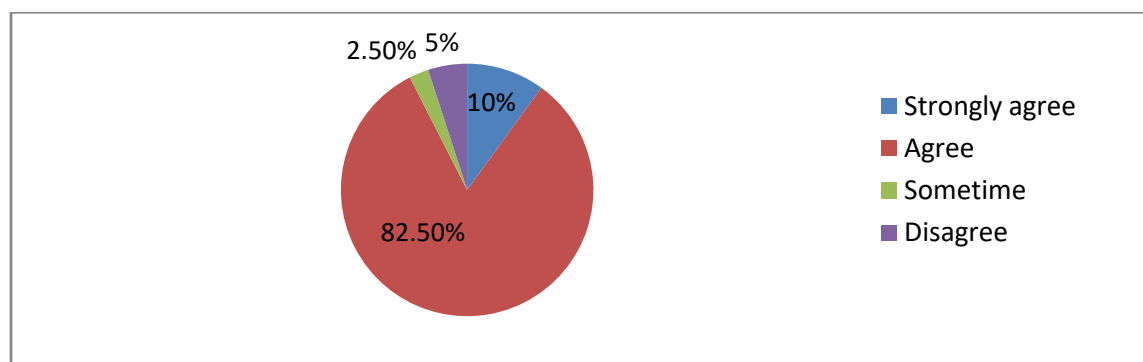
5. My job description matches my profile

TABLE-5: SHOWS THE SELF CONFIDENCE OF THE EMPLOYEES

No	Particulars	Respondent	% of Respondents
1	Strongly agree	4	10%
2	Agree	33	82.5 %
3	Sometime	1	2.5 %
4	Disagree	2	5 %
5	Strongly disagree	0	0 %
	Total	40	100%

Source: Primary data

Figure-5: Shows the Self Confidence of the Employees



Analysis and Results:

According to the above table, 10% of employees strongly agree, 82.5 % of employees agree, 2.5 % of people occasionally disagree, and 5% of employees dispute that their job description matches their job profile.

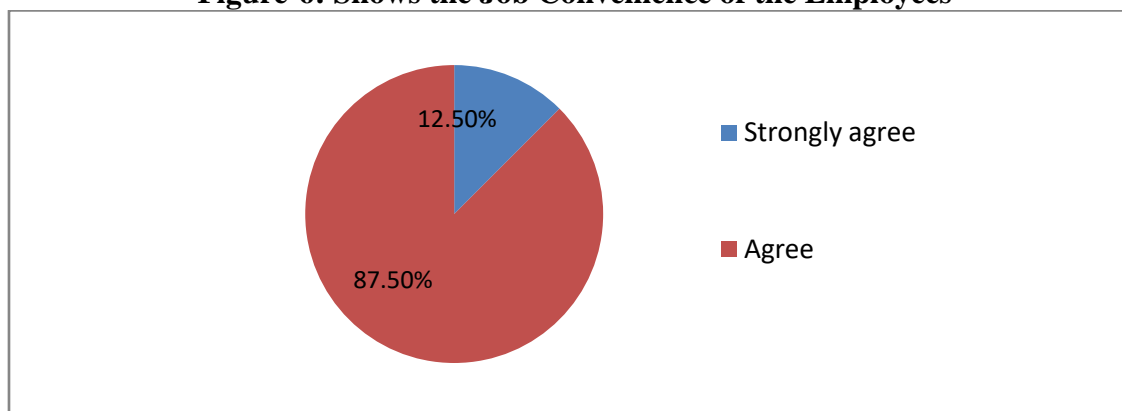
There is working time flexibility which I enjoy

TABLE-6: SHOWS THE JOB CONVENIENCE OF THE EMPLOYEES

No	Particulars	Respondent	% of Respondents
1	Strongly agree	5	12.5%
2	Agree	35	87.5 %
3	Sometime	0	0 %
4	Disagree	0	0 %
5	Strongly disagree	0	0 %
	Total	40	100%

Source: Primary data

Figure-6: Shows the Job Convenience of the Employees



Analysis and Results

Based on the data in the table above, it can be seen that 87.5% of employees agree and 12.5% strongly agree that they have enough flexibility in their jobs.

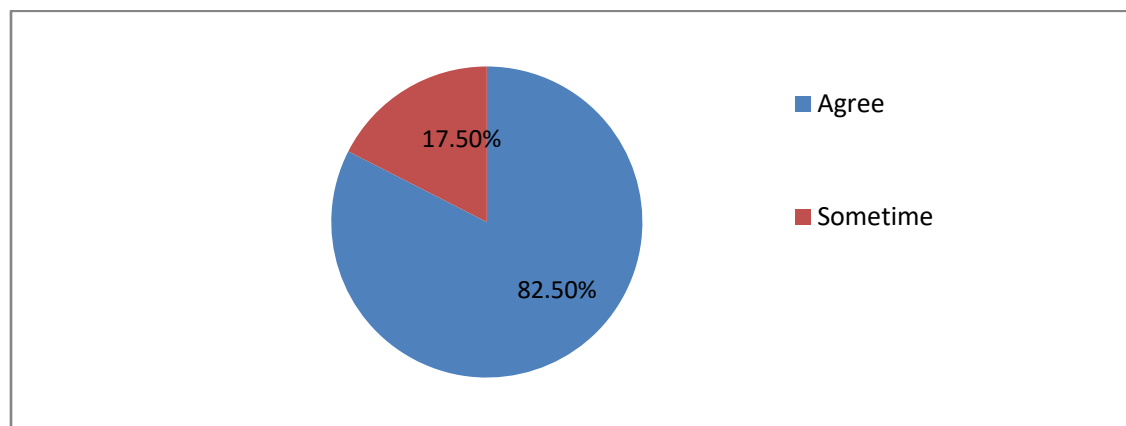
7. I do not experience work stress

TABLE-7: SHOWS THE EMPLOYEES SATISFACTION

No	Particulars	Respondent	% of Respondents
1	Strongly agree	0	0 %
2	Agree	33	82.5 %
3	Sometime	7	17.5 %
4	Disagree	0	0 %
5	Strongly disagree	0	0 %
	Total	40	100%

Source: Primary data

Figure: 7 Shows the Employees Satisfaction



Analysis and Results

Based on the data in the table above, it can be seen that 87.5% of employees agree and 12.5% of employees strongly agree that they have enough flexibility in their jobs.

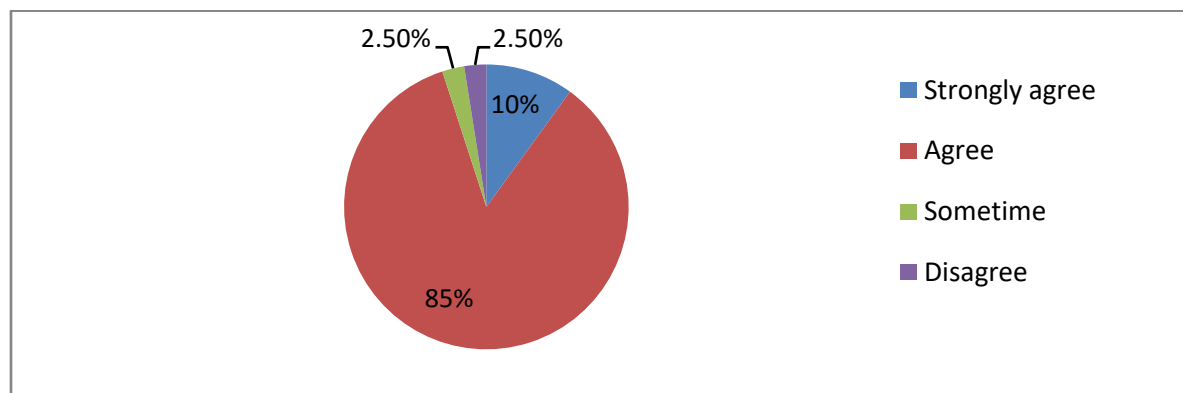
Payment (salary) is according to the performance.

TABLE- 8: SHOWS EMPLOYEES PAY SCALE ACCEPTANCE

No	Particulars	Respondent	% of Respondents
1	Strongly agree	4	10 %
2	Agree	34	85 %
3	Sometime	1	2.5 %
4	Disagree	1	2.5 %
5	Strongly disagree	0	0 %
	Total	40	100%

Source: Primary data

Figure: 8 Shows Employees Pay Scale Acceptance



Analysis and Results

According to the above table, 10% of employees strongly agree, 85% of employees agree, 2.5% of employees occasionally disagree, and 2.5% of employees dispute that their job description matches your job profile.

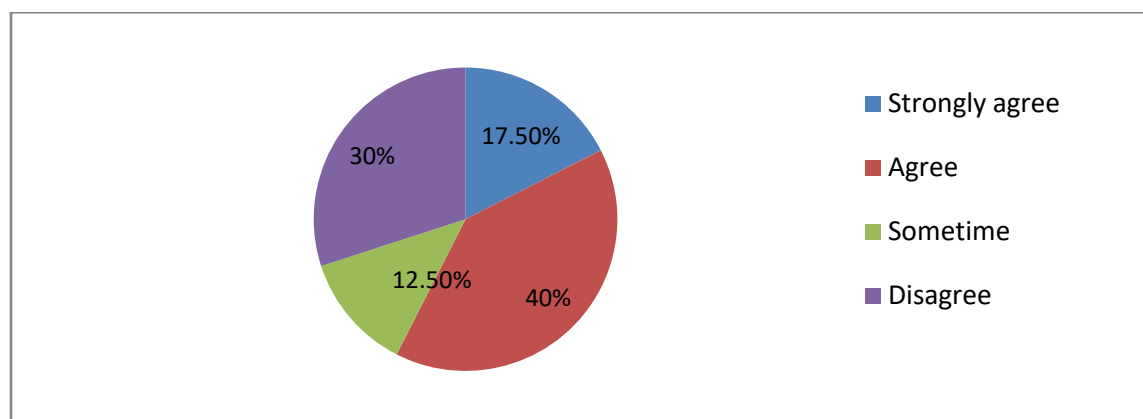
The company benefits meet my needs.

TABLE: 9 SHOWS THE EMPLOYEES POSITIVITY

No	Particulars	Respondent	% of Respondents
1	Strongly agree	7	17.5 %
2	Agree	16	40 %
3	Sometime	5	12.5 %
4	Disagree	12	30 %
5	Strongly disagree	0	0 %
	Total	40	100%

Source: Primary data

Figure: 9 Shows the Employees Positivity



Analysis and Results

According to the aforementioned chart, 85% of workers feel that their compensation is appropriate for the job they do. Based on the data in the table above, it can be deduced that 17.5% of employees strongly agree, 40% agree, 12.5% agree occasionally, and 30% disagree that their employer meets their demands.

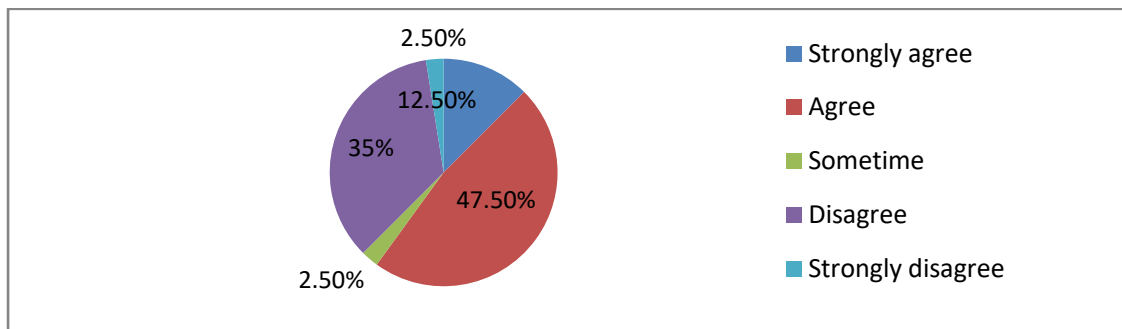
My job contributes to company productivity.

TABLE: 10 SHOWS THE PROGRESS AND DEVELOPMENT OF THE COMPANY

No	Particulars	Respondent	% of Respondents
1	Strongly agree	5	12.5 %
2	Agree	19	47.5 %
3	Sometime	1	2.5 %
4	Disagree	14	35 %
5	Strongly disagree	1	2.5 %
	Total	40	100%

Source: Primary data

Figure: 10 Shows the Progress and Development of the Company



Analysis and Results

According to the above table, 12.5% of employees strongly agree, 47.5 % of employees agree, 2.5 % of employees occasionally, 35 % of employees disagree, and 2.5 % of employees strongly disagree that their employer meets their demands.

Findings

- 75% of the employees agreed that they are proud to be a part of Loyal World Company.
- 70% of the employees agreed that their job skills and abilities are used and they have got job satisfaction.
- 87.5% of the employees feel that they have flexibility, safety, and healthy working condition.
- 85% of the employees agree that they are happy with the salary of this organization.

In aggregate most of the employees are satisfied and happy with their involvement and recognition by the management.

Suggestions

- Co-workers' coordination needs to be strengthened.
- Some of the employees feel that they have not been recognized so, they should be recognized by the management.
- Should foster friendly working relationships throughout the organization.
- Management should discuss the problems faced by the organization to take new ideas from them.
- The company's rules should be written such that, through word-of-mouth and other means, the workers at the bottom of the organizational pyramid might become assets and even organizational celebrities

CONCLUSION

This study will help to comprehend Loyal World's employee's relationship with the management. Each time management conducts a survey to determine the degree of employees work satisfaction, a new question should be asked to ensure that the employees will respond honestly and accurately. The management should solicit employee's feedback on their jobs to

understand, how satisfied the employees are with their work. This will serve as one of the metric used to assess employee work satisfaction. Management must examine the situation and take into account any issue that the staff may be having, in addition to conducting exit interviews. According to the aforementioned survey, one of the most crucial factors in the organization's growth is employee involvement. Employee participation in the Loyal World is quite strong in every area. Working at Loyal World makes the employees proud to be their staff. The fact that the management appreciates the employee's efforts makes the workers happy. At Loyal World Mysore, the majority of employees are content with the company culture.

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