



A STUDY ON LEVEL OF JOB SATISFACTION AMONG EMPLOYEES OF DMART SHOPPING MALLS IN HYDERABAD, TELANGANA STATE

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Abstract: A revolution in the shopping habits of the people across the entire world had virtually brought the supermarket to the main street. The Indian retail industry has emerged as one of the most dynamic and fast-growing industries due to the entry of several new players in the recent times along with rising income levels, growing aspirations, favourable demographics and easy credit availability. The retail sector contributes about 10% of the country's Gross Domestic Product (GDP) and around 8% of the employment and is valued at USD 900 billion as of 2019. The present study focus on level of job satisfaction among the employees of Dmart shopping malls with respect working environment, welfare measurements and job security in Hyderabad, Telangana state. The data is collected from both primary and secondary sources. The Dmart launch of its first store in Powai in 2002, D mart as on 31 December 2019, it had 176 stores in 72 cities through over 5.9 million square feet of total retail space, with a total of 7713 permanent employees & 33597 employees hired on contractual basis. Employees are satisfied with working environment, welfare facilities and safety provisions etc.

Key words: Retail, Satisfaction, Customers, Employees, Job and working conditions etc.

INTRODUCTION

A revolution in the shopping habits of the people across the entire world had virtually brought the supermarket to the main street. This revolution was unparalleled in human history as it had engendered the development of distribution system that delivers food and other products to the consumer in unprecedented abundance, variety and quality. It had gone through its natural process of evolution in all areas from the initial concept of the supermarket and department store to the hypermarket and shopping mall. It was believed that the first true department store in the world was founded in Paris in 1852 by Aristide Boucicault and was named Bon Marche. Then, the department store business was a bare-bones operation.

CURRENT SCENARIO OF INDIAN RETAIL MARKET:

The Indian retail industry has emerged as one of the most dynamic and fast-growing industries due to the entry of several new players in the recent times along with rising income levels, growing aspirations, favourable demographics and easy credit availability. The retail sector contributes about 10% of the country's Gross Domestic Product (GDP) and around 8% of the employment and is valued at USD 900 billion as of 2019. Globally, India is the fourth-largest global destination in the retail space after USA, China and Japan. Currently, the Indian retail market continues to be dominated by the unorganized retail (mom-and-pop stores and traditional kirana stores) accounting for about 88% of the total retail market while organized retail market is valued at about USD 95 billion accounting for only 12% in 2019. E-tail sales were at about USD 24 billion, accounting for about 25% of the organized market or 3% of the total retail market in India in 2019. India's organized retail penetration is much lower compared with other countries, such as the USA which has organized retail sector penetration of about 85%. The industry has witnessed CAGR of over 10% during 2013 - 2018, close to double the growth witnessed during 2008 – 2013 period. Over the last two decades, the size, scope and complexity of retailing has undergone considerable change. The retail industry can broadly be classified into two categories: Organized and Unorganized.

ABOUT THE DMART SHOPPING MALL

Avenue supermarts was incorporated as Avenue Supermarts private limited on May 12, 2000, at Mumbai, Maharashtra as a private limited company under the companies Act 1956, subsequently, the name of the company was changed to Avenue Supermarts Limited due to conversion from a private company to a public company pursuant to a special resolution passed by shareholders at an extraordinary general meeting held on Feb 1, 2011. Pursuant to the aforesaid change of name, a fresh certificate of incorporation was issued to the company by the ROC on May 3, 2011.

D mart was started by Mr.Radhakishan Damani and his family to address the growing needs of the Indian family. From the launch of its first store in Powai in 2002, D mart as on 31 December 2019, it had 176 stores in 72 cities through over 5.9 million square feet of total retail space, with a total of 7713 permanent employees & 33597 employees hired on contractual basis across 11 states in India including Maharashtra, Andhra Pradesh, Telangana, Gujarat, Madhya Pradesh, Chhattisgarh, Rajasthan, National Capital Region, Tamil Nadu, Karnataka, Uttar Pradesh, Daman and Punjab. DMart is promoted by Avenue Supermarts Ltd. (ASL). The company has its headquarters in Mumbai. The brands D mart DMart minimax, Dmart premia, D Homes, Dutch Harbour etc are brands owned by ASL. D mart is a one stop supermarket chain that aims to offer customer a wide range of basic home and personal products under one roof. Each D mart stores stocks home utility product, including food toiletries, beauty products, garments, kitchenware, bed & bath linen, home appliances

and more-available at comparative prices. The company's core objective is to offer customers good products at great value. . For this financial year ended March 2019, Company has posted income from net sales of Rs. 20045 crores and profit after tax is Rs. 9025 crores, resulting in earnings per share (EPS) of Rs.14.5.

JOB SATISFACTION

Job Satisfaction is the favourableness or un-favourableness with which the employee views his work. It expresses gap in agreement between one's expectation from the job and the rewards that the job provides. In a narrow sense, these attitudes are related to the job under condition with such specific factors such as wages, supervisors of employment, conditions of work, social relation on the job, prompt settlement of grievances and fair treatment by employer.

REVIEW OF LITERATURE

Dass, D.V.S., (2012) in his research titled, "Conceptual framework on job stress on job satisfaction among marketing employees" examined the relationship between job stress and job satisfaction. The determinants of job stress that have been examined under this study include causes of job stress, strategies of job stress and managing the job stress. Dr.Jagadeeha, (2012) in this research titled, "Causes for retail industry globalization". This article is about to increase their presence worldwide and profit on the outside and for the sake of name and fame in industry. Vidushi Handa and Navneet Grover, (2012) examined the growing awareness and brand consciousness among people across different socio-economic classes in India and how the urban and semi-urban retail markets are witnessing significant growth.

STATEMENT OF THE PROBLEMS

Employees play is important role in retail shopping mall for interactive with customers and increase the business volume of the firm. Therefore, employee's satisfaction is a very essential one the major component for the retail shopping malls. Hence, there arises a need to study the job satisfaction of D-Mart Retail Shopping Malls in Hyderabad city of Telangana State.

OBJECTIVES OF THE STUDY

1. To analyze the satisfaction level of the employees working condition in D-Mart shopping malls in Hyderabad City of Telangana.
2. To analyze the satisfaction level of the employee's welfare measures and job security in D-Mart shopping malls in Hyderabad city.

RESEARCH METHODOLOGY

The data is collected from both primary and secondary sources. Primary data is collected through interview schedule and the secondary data is collected from books, magazines, and websites etc. In the present study 100 employees were interviews through convenience sampling methods in field visit.

DATA ANALYSIS AND INTERPRETATION

Table 1.1

Distribution of marital status of the employees

Marital status	Number of employees	Percentage (%)
Married	85	85
Unmarried	15	15
Total	100	100

Source: Primary data

From the above table, it is inferred that about 85 percent of the respondents are married and 15 percent respondents are unmarried.

Table 1.2

Distribution of designation wise employees

Designation	Number of employees	Percentage (%)
Executive	11	11
Staff (Bill section)	32	32
Workers	57	57
Total	100	100

Source: Primary data

From the above table, it is inferred that 57 percent of employees are workers, about 32 percent of employees are working in bill section staff and 11 percent of the employees are executive level category respondents.

Table 1.3

Employee's educational qualification

Educational Level	Number of employees	Percentage (%)
10 th Standard	21	21
12 th Standard	16	16
Graduate	42	42
Post Graduate	7	7
Any others	14	14
Total	100	100

Source: Primary data

From the above table, it is inferred that 42 percent of the respondents are Under Graduate Level educational qualification and followed by 21 percent of the respondents studied with 10th standard qualification, 16 percent of respondents with 12th standard educational qualification and 7 percent of respondents having Post Graduate level qualification. It is also found that about 14 percent of the respondents studied like Diploma, ITI and others.

Table 1.4

Satisfaction Level for Work Environment

Level of satisfaction	Number of employees	Percentage (%)
Highly satisfied	42	42
Satisfied	44	44
Neutral opinion	12	12
Disagree	1	1
Strongly disagree	1	1
Total	100	100

Source: Primary data

From the above table, shows that the about 44 percent of the employees are satisfied with the working conditions available at D-Mart Shopping malls, 42 percent of the employees are highly satisfied with the working environment at shopping malls and 12 percent of employees having neutral opinion about the work environment at malls.

Table 1.5

Employees Opinion on Welfare Facilities

Employees opinion	Number of employees	Percentage (%)
Highly satisfied	31	31
Satisfied	31	31
Neutral opinion	26	26
Disagree	7	7
Strongly disagree	5	5
Total	100	100

Source: Primary data

From the above table, it is inferred that 31 percent of the respondents are highly satisfied with the welfare facilities, 26 percent of the respondents are having neutral opinions, 7 percent of the respondents are dissatisfied with the welfare facilities provided by D-Mart shopping malls and 5 percent of the respondents are highly dissatisfied.

Table 1.6

Employees Opinion on Safety Provisions

Employees opinion	Number of employees	Percentage (%)
Highly satisfied	55	55
Satisfied	40	40
Neutral opinion	3	3
Disagree	1	1
Strongly disagree	1	1
Total	100	100

Source: Primary data

From the above table, it is inferred that 55 percent of the respondents are highly satisfied with safety provisions available at shopping malls, 40 percent of the respondents are satisfied with the safety provisions, 6 percent of the respondents are having neutral opinion.

CONCLUSION

The Dmart launch of its first store in Powai in 2002, D mart as on 31 December 2019, it had 176 stores in 72 cities through over 5.9 million square feet of total retail space, with a total of 7713 permanent employees & 33597 employees hired on contractual basis. It is concluded that the about 85 percent of the employees are married with different designation such as namely workers, staff in billing section and executive level and majority of the employees having educational qualification as Graduate and Post Graduate level. Employees are satisfied with working environment, welfare facilities and safety provisions etc.

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