JOB SATISFACTION TOWARDS WOMEN EMPLOYEES OF IT SECTOR WITH SPECIAL REFERENCE TO COIMBATORE

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ABSTRACT

This paper outlines the various problems faced by women employees in Information Technology industry with special reference to Coimbatore city. The introduction of computer-based technology into clerical work can build on women's skills, and may have given them new opportunities to enhance human skills. But in today's world where a woman wants to support her family financially and is trying to balance her personal and professional life, she is facing a lot of problems related to work, their kids and lot of personal problems. There is lot of physical, psychological, medical effects, discrimination at the work and it affects her work as well as family. For the purpose of research, the sample of 50 people, who are working in Information Technology industry in Coimbatore has been considered. The primary data has been collected using the questionnaires. Descriptive type of research design & Convenience sampling method has been used. The research work reveals that most of the respondents are facing various physical and psychological problems due to their nature of work. Suggestions have been given, which would help the women employees to overcome their problems.

Keywords: Information Technology Industry, Physical problems, psychological problems.

INTRODUCTION

Women are an element of source of income in modern society. The civilized pattern of life system needs the support of viable economic resources and that can be brought by more than one earning in every family. The Indian IT and BPO industry have emerged as the largest private sector employers in the country with direct employment. The percentage of female employees, over the years, has steadily increased.

The global expansion of software and IT enabled services has opened up new vistas for women. The major resource required by the software and services outsourcing in India is a steady supply of educated technical labor or 'knowledge workers'. The industry is considered to provide a good avenue for the employment of

women, who have conventionally not opted for technical occupations, but have the essential knowledge base and flexibility to adjust themselves to the outsourcing industry.

The participation of women in BPO and IT industry has been seen as a critical enabling factor for continued growth of the industry. Today BPO and IT companies are recognizing women on board at all levels and this helps the organization to make good business sense. Therefore, BPO and IT companies are trying to develop and involve women for higher roles and functions.

Most of the people talk about exploitation of women in call centers. Despite the physical stress, mundane nature of the job and low status of call center work, women constitute about 70 percent of the total workforce in BPO and IT sector. According to independent research it has been found out that women are satisfied and enjoy their work at BPO and IT sector. BPO and IT sector job gives them more freedom and autonomy.

Women especially in India have found out that, the wages that they earn through a BPO and IT sector job help them to experience freedom and autonomy. In India the women mobility has always been controlled by men even in case of highly educated and independent women.

The important factors that encourage women workforce to participate in IT sector are

- For embracing a white-collar job with comparatively high salary,

- Easy international mobility,

- Gender neutral policy based on knowledge-centric possession,

- Flexible work routine and

- Physically less demanding work process in comfortable indoor work environment.

The work condition encompasses the following attributes

- Attitude of women at work place,

- Welfare measures,

- Safety and health aspects.

The work environment includes

- Condition of work,

- Duration of work,

- Availability of work, pay structures.

These working condition and work environment being perceived by women employees in different way and that leads to variation in job satisfaction at various circumstances.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To study the job satisfaction of women employees in IT sector at Coimbatore.

- To understand the status of preference of the IT sector at Coimbatore.

- To know the opinion of women employees about their present job status in IT sector.

- To learn the factors influencing and affecting job satisfaction of women employees in IT.

REVIEW OF LITERATURE

A review of past studies helps any research to define its scope, concepts, hypothesis and formulation of empirical models. Therefore, it enhances the knowledge of the researcher and makes her efforts practical and highly creative. In short, a brief review of literature related to the subject of the present study is presented in this chapter.

- ✟ **Herman (2005)** explains that the benefits can be treated as the payment or entitlement, such as one makes under an insurance policy or an employment agreement, or public assistance program or more generally, something of value or usefulness. Benefits may also be seen as a reflection of justice in society.

- ✟ **Armstrong (2006)** explains Job satisfactions refer to the attitude and feelings people have about their work. Positive and encouraging attitudes toward the job indicate job satisfaction. Negative and harsh attitudes toward the job indicate job dissatisfaction.

- ✟ A research project, conducted in nine cities, by **Avatar Career Creators, (2007)** about the work- life balance of Indian working women showed that more than 73% of women interviewed felt that managing a home, and a career was a primary reason for their high stress and unhealthy lifestyle. While balancing a demanding career and also managing their home, it becomes almost impossible to pursue hobbies or focus on personal wellness.

- ✟ **Bhuyar et al., (2008)** explains some of the reasons for joining the BPO were: to earn money while waiting for a better job, good work environment, good benefits, and attractive lifestyle.

- ✟ According to **Balakrishnamurthy and Swetha Shankar (2009)** the study strongly indicates the relationship between stress and demographic variables such as age and level of experience.

- ✟ **Sharma and Suparn (2010)** the role of BPO in boosting India's economy cannot be undermined. But at the same time the inevitable negative consequences are also there especially to those persons, who are working there. The BPO work environment is forcing them to rethink their decision which is causing an impact on job satisfaction level of employees. The present paper has made an effort to explore the interrelationships of job satisfaction variable of BPO employees with their demographic and psychographic variables relating to causes perceived by them for turnover. It reveals that salary and job satisfaction parameters are unidirectional irrespective of the fact thatthey may have to work for long durations, the work is of repetitive nature, or the working environment is poor. Moreover, people, who is relatively less satisfied with their jobs, belong to the younger age category and they perceive 'a large piece of effort is required to do the job' as the reason for the turnover among BPO employees. The study recommends that this is the right time to introspect what is lacking in the approach, as otherwise all the benefits that India is deriving on account of its competent large pool of people, resources and cost for the operation of these BPO organizations may fade away.

RESEARCH METHODOLOGY:

Research is an art of scientific investigation through search for new facts in any branch of knowledge. It is an amount from known to unknown. Research always starts with question or a problem. Its purpose is to find answer to a question through the application of scientific method.

SAMPLE DESIGN:

In this study, "Convenient sampling" procedure is used. Convenient sampling is preferred because of some limitation and the complexity.

SAMPLE SIZE:

The sample size of the study is 50.

AREA OF STUDY:

The study was conducted in Coimbatore city.

SOURCE OF DATA:

Data were collected through primary data.

PRIMARY DATA:

A primary data is a data which is collected as fresh and thus happen to be original in character. The primary data is collected with the help of structured questionnaire from various women employees.

TITLE OF THE STUDY:

The study entitled as "A study on the job satisfaction of women employees in IT and BPO sector with special reference to Coimbatore city."

STATISTICAL TOOLS USED:

The data was collected through structured questionnaire. It has been tabulated, analyzed and applied simple percentage analysis as statistical tool.

RESULTS AND DISCUSSION:

TABLE SHOWING WORK PRESSURE OF THE RESPONDENTS

WORK PRESSURE	NO. OF RESPONDENTS	PERCENTAGE
YES	24	48
NO	26	52
TOTAL	50	100

The above table shows that 48% of women employees working in IT sector are facing work pressure in the company and 52% of the women are not facing work pressure in the company. Thus, the study shows that majority of women employees working in IT sector are facing work pressure in the company.

TABLE SHOWING PROBLEMS FACED BY THE RESPONDENTS

PROBLEM FACED	NO. OF RESPONDENTS	PERCENTAGE
YES	15	30
NO	35	70
TOTAL	50	100

The above table shows that 30% of women employees working in IT sector are facing problems being a woman in the company and 70% of the women are not facing problems being a woman in the company. Thus, the study shows that majority of women employees working in IT sector are not facing problems being a woman in the company.

TABLE SHOWING HARASSMENTS PROBLEM FACED BY THE RESPONDENTS

PROBLEM FACED	NO. OF RESPONDENTS	PERCENTAGE
YES	09	18
NO	41	82
TOTAL	50	100

The above table shows that 18% of women employees working in IT sector are facing harassment and other problems in the company and 82% of the women are not facing harassment and other problems in the company. Thus, the study shows that majority of women employees working in IT sector are not facing harassment and other problems in the company.

TABLE SHOWING SATISFACTION LEVEL OF THE RESPONDENTS

SATISFACTION LEVEL	NO. OF RESPONDENTS	PERCENTAGE
EXCELLENT	11	22
GOOD	24	48
FAIR	09	18
POOR	06	12
TOTAL	50	100

The above table shows that 22% of women employees working in IT sector are excellently satisfied with the company, 48% of women employees are goodly satisfied the company, 18% of women employees are fairly satisfied with the company and 12% of women employees are poorly satisfied with the company. Thus the study shows that majority of women employees working in IT sector are goodly satisfied the company.

TABLE SHOWING HEALTH ISSUES FACED BY THE RESPONDENTS

PROBLEM FACED	NO. OF RESPONDENTS	PERCENTAGE
YES	36	72
NO	14	28
TOTAL	50	100

The above table shows that 72% of women employees working in IT sector are facing health issues and 28% of the women are not facing health issues. Thus, the study shows that majority of women employees working in IT sector are facing health issues

TABLE SHOWING WELFARE MEASURES OF THE RESPONDENTS

SATISFIED	NO. OF RESPONDENTS	PERCENTAGE
YES	42	84
NO	08	16
TOTAL	50	100

The above table shows that 84% of women employees working in IT sector are satisfied with the welfare measures provided by the company and 16% of the women are not satisfied with the welfare measures provided by the company. Thus, the study shows that majority of women employees working in IT sector are satisfied with the welfare measures provided by the company.

CHI-SQUARE TEST

	Value	df	Asymp.sig (-sided)
Pearson chi-square	10.362	9	0.981
Likelihood ratio	12.207	9	0.762
Linear-by-linear	3.672	3	0.807
Association N of Valid cases	50		

SUGGESTIONS

Based on the findings of the study the following suggestions are made

• From the analysis and interpretation, it is known that girls are not majorly influenced by the internal factors. So, it is essential to look after the External factors also.

•   Safety measures provided by the company are still to be improved.

•   Welfare measures provided to the women employees are to be increased.

•   Many women employees are facing work pressure which is to be concentrated. • Steps to be

taken for the health issues faced by the women.

CONCLUSION

In IT sector women employee undergoes work pressure, poor job security, inconvenience and so on. Due to the reason the job satisfaction among women employees turned to be inconsistent. In order to understand the issues of women employees in IT sector, the job satisfaction among them, the reason for job satisfaction and dissatisfaction, the present study was designed and carried out. This study helps to understand women's satisfaction level being an IT employee. From the analysis and interpretation, it is clear that majority of women employees are goodly satisfied and only few are poorly satisfied. Also, it is clear that majority of women are

not facing any harassment problems but few are facing it which is to be concentrated and legal measures to be taken for the same. Though majority of women employees are satisfied with the welfare measures and safety measures, the minority of women are poorly satisfied which the company has to take into account. The study also shows that majority of women employees are married which is really to be appreciated.

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