



# WORK FROM HOME AND EMPLOYEES JOB SATISFACTION IN E-COMMERCE SERVICE PROVIDER COMPANIES

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## Abstract

Before the onset of the COVID-19 pandemic, the practice of virtual work or remote work was not extensively embraced in all sectors. Nevertheless, it has now evolved into a dominant and unrivalled custom. The potential association between remote work and employee job satisfaction has been a subject of long-standing curiosity. Job satisfaction refers to an individual's personal and subjective opinion of their level of contentment with their work. It can be influenced by various factors, including physical conditions, financial benefits, technological improvements, social interactions, and psychological well-being. The objective of this study is to analyse the influence of these factors on employee satisfaction and investigate the possible use of a supervised classification system for forecasting employee happiness. The study primarily utilizes survey data, namely 150 responses obtained through online surveys. Following the completion of data cleaning, only 133 replies were deemed suitable for analysis. The results indicate that specific criteria have a strong correlation with job satisfaction, prompting us to question the need for a reevaluation of employee job satisfaction. Organizations may need to overhaul their contingent Employee Support Program (ESP) in order to offer extensive assistance to employees, consequently guaranteeing their contentment and enhancing their drive and efficiency. This study is noteworthy since it lacks scaled data and relies solely on numerical independent variables, with the exception of gender. The study's findings revealed that a substantial percentage of employees reported satisfaction with their employment, even while working remotely. Nevertheless, it is important to acknowledge the presence of some pivotal elements that influence job happiness, which should not be overlooked.

**KEYWORDS** – job satisfaction, covid-19 pandemic, e-commerce service providers, work from home.

## Introduction:

India is on the verge of a significant shift towards e-commerce. India is widely recognized as having the most rapidly expanding e-commerce economy globally, making it a burgeoning market for the E-commerce industry. It is anticipated to have a growth of 5 to 6 times its current size within the next three to five years. According to a recent survey, the primary drivers of e-commerce in India are the highest level of discretionary income and the highest level of ease in online buying. This has enabled the creation of very efficient e-commerce platforms that provide comprehensive integrated e-commerce solutions. Deploying an e-commerce website on a sophisticated platform can be accomplished within a few hours, incorporating a pre-integrated payment gateway and logistical systems.

Because of the growing e-commerce market, the demand for organizations having expertise in consulting, software, and technical aspects of online business has increased. Many companies who had significant offline presence were resistant to prove their market online. But due to changing times and increased demand for online products, these companies slowly started having their online presence. Thus, the need arises for e-commerce service provider companies.

An E-commerce service provider is a company that offers a range of services, including consultancy, software, and computer systems, specifically designed for e-commerce websites. Opting for an e-commerce firm is the most advantageous choice for individuals seeking to establish a more prosperous business environment, ensuring future success, as opposed to engaging in traditional business practices. Having an e-commerce business is a significant advantage for any businessperson.

The practice of remote work has gained significant popularity throughout the COVID-19 epidemic, as numerous governments have adopted a strategy of physical distancing to mitigate the risk of the virus. Consequently, remote work has become the sole choice for employees in the majority of sectors. The emergence of the COVID-19 pandemic and the subsequent prolonged lockdowns have provoked widespread terror and uncertainty throughout several domains of existence. In June 2021, India recorded over 30 million COVID cases, with Kerala alone accounting for over 2.9 million cases. During this period, employees who worked remotely had to confront their own anxieties and phobias. The organization's performance and survival are heavily dependent on employee productivity, making it a crucial factor. Therefore, it is crucial to determine the impact of remote work on staff productivity.

## JOB SATISFACTION - MEANING AND DEFINITION

Job satisfaction is the subjective experience of feeling fulfilled and content in one's work, serving as a driving force for motivation. What matters is not self-satisfaction, pleasure, or contentment, but rather the fulfillment derived from one's vocation. Satisfaction is the direct emotional state that arises when an impulse

successfully attains its objective. The research workers provided distinct descriptions of the factors that contribute to job satisfaction and workplace unhappiness.

“Job satisfaction is a pleasurable or positive emotional state resulting from the appraisal or one’s job or job experience” - E.A.Locke

“Job satisfaction is the amount of pleasure or contentment associated with a job. If you like job intensely, you will experience high job satisfaction. If you dislike your job intensely, you will experience job-dissatisfaction” - Andrew.J.DuBrins

## Literature review

Nair D.S, & Millath, M. A. (2019) highlighted that the use of social distancing measures, such as remote work and school closures, has added additional pressure on families in their efforts to combat the transmission of the virus. Females bear a significant portion of the additional workload brought about by COVID-19, while the couple more evenly divides the responsibilities of childcare. Except for those who still work at their regular workplace, a majority of the questioned women dedicate more time to household chores compared to their previous routines.

Ggero, N., Rossi, M. C., Del Boca, D., and Profeta, P. (2020) conducted an analysis of the conflict between employees of Travancore Cements Ltd. in Kottayam, Kerala, about their work-family balance. The study's findings were unaffected by factors such as gender, college eligibility, weekly working hours, work experience, and marital status.

In this study conducted by Susilo (2020), the objective was to evaluate the impact of home-work on employment outcomes. This study has implications for business executives seeking to evaluate the efficacy of their remote work strategies. Amidst the coronavirus pandemic, this is very fitting. The study's validity is constrained by the extent to which these advantages are explicitly stated in Indonesia. However, it is feasible to establish external validity among other countries impacted by COVID-19.

According to Prasanthi, P. (2020), a total of 250 employees working in the IT sector in the Chennai area were examined for this study. Research findings indicate that Perceived Organizational Support (POS) is strongly and positively associated with the intention to stay in an organization.

## STATEMENT OF THE PROBLEM

Employees are the driving forces in any sector, and only their effectiveness can propel a company to success. Only a bunch of happy employees can propel a company to success. The corporation must give enough welfare measures to ensure employee contentment. By performing a job satisfaction survey, we can

determine whether or not employees are satisfied, as well as whether they are driven by general, welfare, financial, and other aspects.

## Objectives of the Study

1. To establish relationships amongst various variables responsible for job satisfaction. / to identify variables/ determinants responsible at work from home.
2. To examine various determinants affecting job satisfaction and dissatisfaction among employees.
3. To identify the factor which improves the satisfaction level of employees and give suggestions for betterment.

## RESEARCH METHODOLOGY

The study uses primary and secondary data. Questionnaires collect primary data. Books, journals, firm manuals, websites, publications, and informal talks with officers and employees provide secondary data.

Techniques include accounting procedures and statistical tools like percentages and ratios. These tools assess a company's human resource costs and value. These are great financial analyzing tools. Quantitative data is presented clearly and effectively using graphs, tables, figures, and bar graphs. Additionally, these visual representations are engaging and memorable. The poll was conducted in three Lucknow e-commerce companies.

The survey uses convenience sampling. From 250 employees, 150 were selected. Google Form questionnaires were distributed to sample individuals. 17 answers were eliminated for insufficient information.

## ANALYSIS AND INTERPRETATION OF DATA

For the study on work from home and employees job satisfaction in e-commerce service provider companies a sample survey has been conducted and data has been collected from 133 employees.

GENDER	NUMBER	PERCENTAGE
MALE	71	53.4
FEMALE	62	46.6
TOTAL	133	100

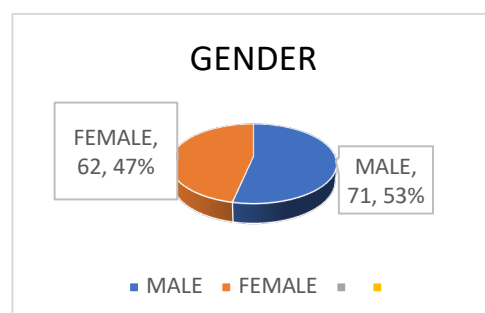


Table. 1 ( Gender wise distribution of respondents)

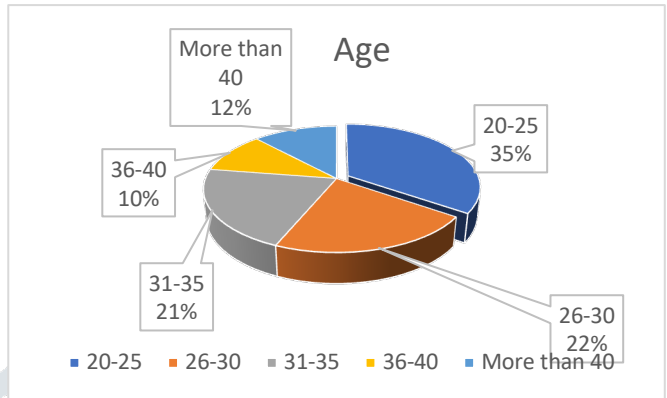
Chart. 1

1. **INFERENCE** - It shows that 53.4% of the employees belong to the male category and 46.6 % of the employees belong to the female category.

Table. 2

AGE	PERSON	PERCENTAGE
20-25	46	34.6
26-30	29	21.8
31-35	28	21.1
36-40	14	10.5
More than 40	16	12

Chart. 2



(Age wise distribution of respondents)

2. **INFERENCE** - The pie chart illustrates the distribution of employees across different age groups. Specifically, 34.6% of employees fall within the 20-25 age group, 21.8% are between 26-30 years old, 21.1% belong to the 36-40 age group, and 12% are above 40 years old.

Marital Status	Numbers	Percentage
Married	72	53.8
Unmarried	61	46.2
Total	133	100

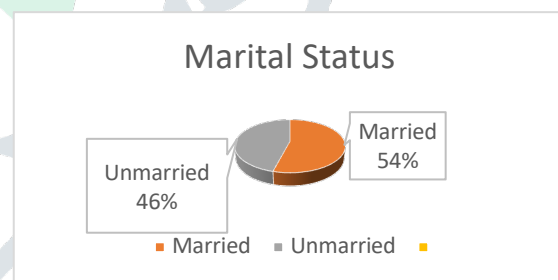


Table.3

Chart. 3

( Marital status wise distribution of respondents)

3. **INFERENCE** – This diagram shows the Marital Status of respondents. It shows that 53.8 % of employees are married and 46.2% of the employees are unmarried.

Educational Qualification	Numbers	Percentage
Intermediate	17	12.8
Graduation	76	57.1
Post-Graduation	37	27.8
Research	3	2.4
Total	133	100

Table. 4

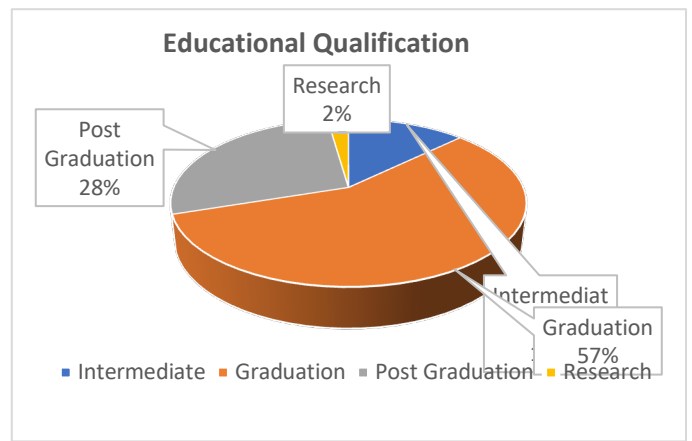


Chart. 4

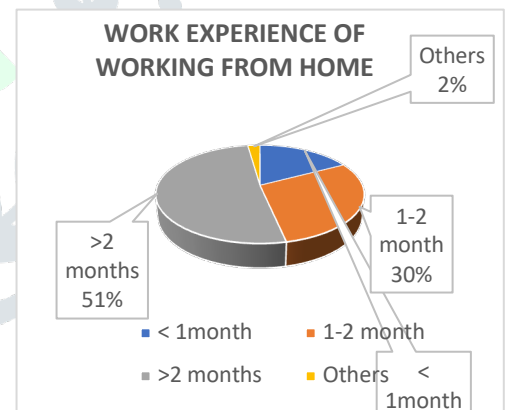
(Educational qualification of responded)

**4. INFERENCE** – This chart represents the Educational Qualification of the employees. Its shows that 12.8% of employees belong to 12<sup>th</sup> grade. 57.1 % have a graduation degree. 27.8 % of employees are postgraduate and the rest 2.4% who are working part-time are research scholars

Table. 5

DURATION OF WORK	NUMBER	PERCENTAGE
< 1month	23	17.3
1-2 month	39	29.3
>2 months	68	51.4
Others	3	2.4
Total	122	100

Chart. 5



**5. INFERENCE** - This pie chart represents the work experience duration of Work from home of employees. It shows that 17.3 % of employees joined recently. 29.3% of employees have experience of 1 to 2 months. 51.4% of employees have experience of more than 2 months.

Note – From now the following inferences are shown on Likert’s 5 scales.

Here are the abbreviations.

ES- Extremely Satisfied.

N- Neutral

D- Dissatisfied

ED- Extremely dissatisfied

S - Satisfied

Satisfaction	Frequency	Percentage
ES	35	26.3
S	40	30.1
N	26	19.5
D	21	15.8
ED	11	8.3
TOTAL	133	100

Table. 6

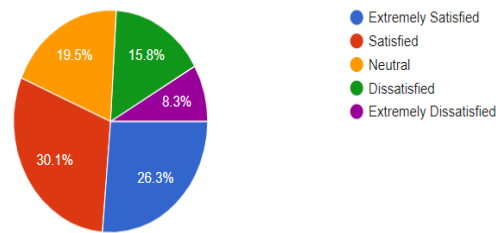


Chart. 6

6. INFERENCE –This chart shows the satisfaction level of employees on Productivity while working from home. It shows that 56 % are aggregately satisfied and rest of all are lying between neutral to dissatisfied.

Satisfaction	Frequency	Percentage
ES	43	32.3
S	47	35.3
N	17	12.8
D	17	12.8
ED	9	6.8
TOTAL	133	100

TABLE. 7

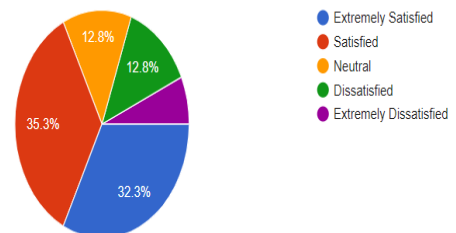


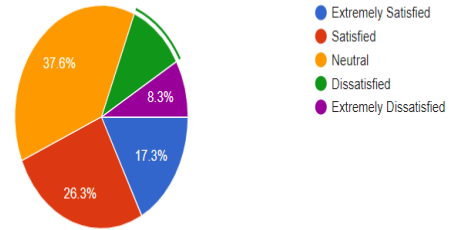
Chart. 7

7. **INFERENCES** – This pie chart shows the satisfaction level of employees towards the quality of their work improves when they work from home. It shows that 67% are aggregately satisfied and 19% are aggregately dissatisfied.

Table. 8

Satisfaction	Frequency	Percentage
ES	23	17.3
S	35	26.3
N	50	37.6
D	14	10.5
ED	11	8.3
TOTAL	133	100

Chart. 8

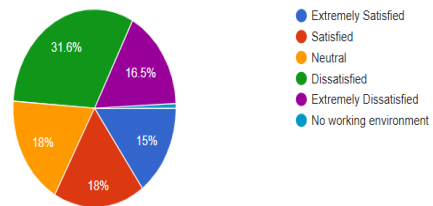


8. **INFERENCE** -This chart shows the satisfaction of employees on benefits them personally at work while working from home.

Table. 9

Satisfaction	Frequency	Percentage
ES	20	15
S	24	18
N	24	18
D	42	31.6
ED	22	16.5
TOTAL	132	100

Chart. 9



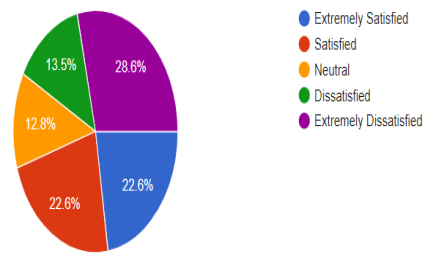
9. **INFERENCE** – this chart represents the satisfaction level of employees' motivational aspects to work better while working from home.



Table. 10

Satisfaction	Frequency	Percentage
ES	30	22.6
S	30	22.6
N	17	12.8
D	18	13.5
ED	38	28.6
TOTAL	133	100

Chart. 10

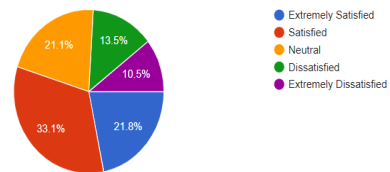


10. **INFERENCE** –This chart represents the satisfaction level of employees on adequate technical knowledge to complete work while working from home.

Table. 11

Satisfaction	Frequency	Percentage
ES	29	21.8
S	44	33.1
N	28	21.1
D	18	13.5
ED	14	10.5
TOTAL	133	100

Chart. 11

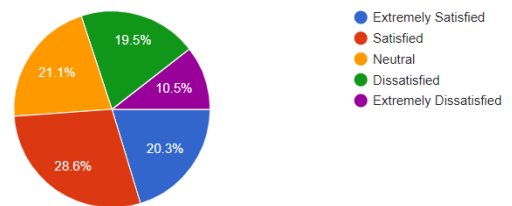


11. **INFERENCE** - This chart represents the satisfaction level of employees on adequate authority to carry out work while working from home.

Table. 12

Satisfaction	Frequency	Percentage
ES	27	20.3
S	38	28.6
N	28	21.1
D	26	19.5
ED	14	10.5
TOTAL	133	100

Chart. 12

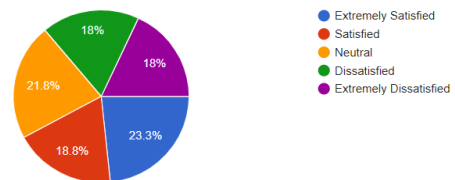


12. **INFERENCE** - This chart represents the satisfaction level of employees on work targets given by offices while working from home. 48% of the employees are approving the work target pressure.

Table. 13

Satisfaction	Frequency	Percentage
ES	31	23.3
S	25	18.8
N	29	21.8
D	24	18
ED	24	18
TOTAL	133	100

Chart. 13

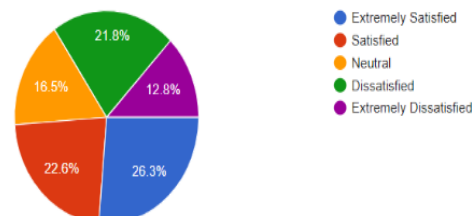


13. **INFERENCE** - This chart represents the satisfaction level of employees on well-being during working from home.

Table. 14

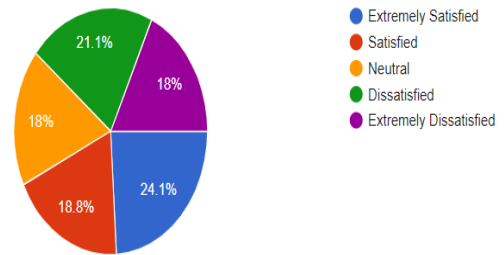
Satisfaction	Frequency	Percentage
ES	35	26.3
S	30	22.6
N	22	16.5
D	29	21.8
ED	17	12.8
TOTAL	133	100

Chart. 14



14. **INFERENCE** - This chart represents the satisfaction level of employees on technical assistance provided by senior authorities. It shows that 49 % of the employees are aggregately satisfied.

Satisfaction	Frequency	Percentage
ES	32	24.1
S	25	18.8
N	24	18
D	28	21.1
ED	24	18
TOTAL	133	100

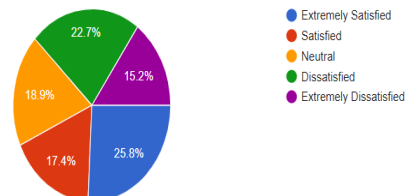


15. INFERENCE – This chart represents the satisfaction level of employees on concentrating on getting work done even when there are distractions from family members during working from home.

Table. 16

Satisfaction	Frequency	Percentage
ES	34	25.8
S	23	17.4
N	25	18.9
D	30	22.7
ED	20	15.2
TOTAL	133	100

Chart. 16

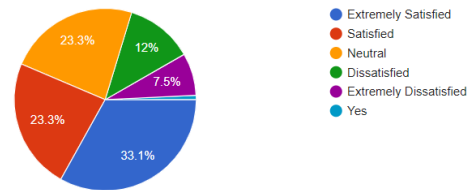


16. INFERENCE - This chart represents the satisfaction level of employees on flexibility during your working hours. It shows that 44% of the employees finds flexibility during their working hours.

Table. 17

Satisfaction	Frequency	Percentage
ES	44	33.1
S	31	23.3
N	31	23.3
D	16	12
ED	10	7.5
TOTAL	133	100

Chart. 17



**17. INFERENCE -** This chart represents the satisfaction level of employees on increment in job stress while working from home. It provides vulnerable results that 56% of the employees are suffering from job stress.

## FINDINGS

The following are the major findings of the study:-

- When working from home, 56.4 percent of employees are more productive than when working from the office. The majority of satisfied employees are between the ages of 20 and 30. A slew of disgruntled employees works as data entry operators for these e-commerce service providers. Further investigation revealed that low pay grade is one of the causes of low productivity.
- quality of work is extremely related to the productivity of employees in layman language but the quality of work is a little bit different from it. it is found during the study that works an experience of working from home affects the quality of work. 67% of them are satisfied employees are from the pool of persons who have experienced more than 2 months online working or in the pool of others which denotes they are trained sales workers.
- "The office environment provides employees with tremendous motivation," this phrase is repeated in this study. It was discovered that 32% are neutral and 35% are dissatisfied with their ability to find motivation while working from home. Many of the employees in the dissatisfied pool are over 30 years old.
- According to the findings of this study, 44 percent of employees have the technical knowledge required to do their jobs. Many of the employees are under the age of thirty. Male respondents have a higher

level of technical knowledge than female respondents. The pool of neutral employees has up to two months of work experience, which has aided them in carrying out their technical duties.

5. E-commerce service providers provide adequate (approximately 49 percent) technical assistance to their employees in order for the work to be completed quickly.

6. There is a lot of distraction while working from home. A variety of factors influence respondents, including family, children, home environment, and. When it comes to marital status, 53.8 percent of the pool is married and 46.2% is unmarried. 43% of the whole pool is satisfied with the distraction point.

7. There are two serious factors are found in this study that is a matter of concern for job satisfaction and individual level too. 58% of the whole pool has disagreed with the term well-being of the employees. There are 56% of the employees are suffering from work stress. There is a bright side of the work from is also there that employees get flexible working hours. 43% of the respondents agree with this point.

## RECOMMENDATIONS

Based on the aforementioned findings, the subsequent recommendations are proposed to enhance job satisfaction among employees-

1. Training programs should be offered in alignment with the job's content. The content should pertain directly to the job requirements and be rooted in expertise.
2. It is necessary to reduce the workload burden on the staff. It has a direct correlation with their emotional well-being.
3. It is recommended that these e-commerce enterprises offer their staff weekly online yoga classes. It will aid in alleviating work-related stress.
4. Employees who successfully finish courses through the company's education aid program may get incentives. It will aid them in enhancing the caliber of their work.

## CONCLUSION

Employees' evaluations of their job satisfaction are an intricate combination of various distinct employment components. Amidst the Covid-19 outbreak, this study on job satisfaction involved individuals providing feedback on their sentiments about their employment while operating remotely. It contributed to the creation of a potent diagnostic tool for evaluating staff issues. Another benefit of the study is enhanced communication. The practice of promoting upward communication, where employees are actively encouraged to express their genuine thoughts and opinions, becomes highly advantageous for the organization. The results of this job satisfaction research indicate that enhancements are required in the grievance handling system, promotion policy, work motivation, mental health, and participation in decision-making. It facilitated management in acquiring a more comprehensive comprehension of the

reasons behind employee underperformance, as well as in devising more effective problem-solving strategies and evaluating training requirements. This study showcases the contentment of employees with the flexible working hours, job autonomy, and work excellence provided by e-commerce service provider organizations. Several suggestions are provided for management to contemplate in order to fulfill the needs of their personnel. Consequently, the immense worth of human resources becomes evident, along with the imperative to fulfill their needs.

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