



A STUDY OF JOB SATISFACTION OF WOMEN WORKING IN PRIVATE SECTOR WITH SPECIAL REFERENCE TO AHMEDNAGAR CITY

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ABSTRACT

Job satisfaction depends upon many things. If workplace environment is good, employees try to give their best results. Relationship among employees play very important role to get the expected results. If employees are allowed to participate in decision making, they feel that they are working for their own institution and the institution can secure the best performance from the employees. Workers also need motivation from the management. Rewards and recognition play very important role in the better performance of employees. All these above mentioned things are interrelated and they contribute in the job satisfaction of employees. Job satisfaction cannot be counted in monetary terms only. It has many aspects.



KEY WORDS: Job Satisfaction, Women, Service Sector .

INTRODUCTION:

Job satisfaction plays very important role in the overall performance of the workers. If workers are satisfied with their job, they can give best possible result. There are three stages in the development of a country. In the first stage, Income from primary sector is more. In the second stage, income from secondary sector is more. In the third stage, income from service sector is more. Now in India, service sector contributes maximum amount to the national income so job satisfaction of the employees working in service sector is very important. In the past traditions disallowed women to work with the men. Developing India accepted modern thinking. Now women are working with the men in almost all the sectors. The number of working women in service sector is increasing continuously so satisfaction of women working in service sector has become very important.

Theoretical Framework-

Job Satisfaction – The extent to which a person's hopes, desires, and expectations about the employment he is engaged in are fulfilled. (Dictionary.Com)

Factors influencing job satisfaction- There are many factors which influence job satisfaction of employees. They are as under

- 1) Participation of employees in decision making.
- 2) Sound workplace environment.
- 3) Reward and recognition to employees.

Service Sector- The service sector produces various services which are needed by various sectors. These services are very important for the smooth working of various sectors of the economy. Services are treated as intangible goods. Service sector consists of various service industries which include warehousing and truck

transportation services, information sector services, professional, technical and scientific services, health care services, social assistance services; and arts, entertainment and recreation services. Growth of service sector is very important for the growth of an economy.

Significance- There are many traditions in India which don't give women equal rights. Apart from having such traditions, now education has brought many changes in the country and women have started to work with men. They are trying to show their existence. Its good sign for the development of a country like India. Advancement of a society depends to a great extent on the status of women in that society. If there is feeling of job satisfaction among female employees, it will result into better performance of female employees. It will certainly lead to increase in the national income.

Review of Literature- In 1978, Gupta and Nisha carried out a study. It was about job satisfaction of secondary school teachers. The basic objective of this study was to find out personal factors that affect job satisfaction of secondary school teachers because personal factors play very important role in case of job satisfaction. Questionnaire method was used to collect data from the respondents. Analysis revealed the fact that there are many interrelated factors which affect job satisfaction. It was found that 50% of the secondary school teachers were satisfied with their job. These teachers were working in Eastern States of India.

A study was conducted in 1980 by Chassie and Bhagat. It was about the differential effects of role stress experienced by women in terms of commitment to the organization, overall job satisfaction, satisfaction with specific aspects of the job, and personal-life satisfaction. It was observed that organizational commitment, overall job satisfaction, satisfaction with pay, work, coworkers, and supervision; and personal-life satisfaction etc. factors significantly affect role stress of employees. In 1980, Porwal conducted a study. It was on personality correlates of job satisfaction of higher secondary school teachers. The basic objectives of the study were to find out the personality traits and socio-economic status of the satisfied as well as dissatisfied teachers. This study revealed an important fact that the satisfied teachers were more reserved, emotionally mature, detached, cool, stable, face reality, humble, mild, a critical, trustworthy, retiring, adaptable, cautions, free from jealousy, practical, self assured, placid, calm socially precise, and relaxed whereas dissatisfied teachers were less stable, warm hearted, assertive. In 1983, Kakkar carried out a research project. It was on job satisfaction relating to the attitudes, job values and vocational interests of women. The study revealed the fact that there are positive relationships between job satisfaction and occupation level, job satisfaction and age, educational level, income, vocational attitude, work values.

In 1989, Hodson and Randy conducted a research. It was related to the gender differences in job satisfaction among full time workers. It focused on the fact that women report equal or more job satisfaction than men.

In 2001 Honda and Homma carried out a research. It was about satisfaction of Japanese Women and its Influence on Turnover Intention. The relationship between current Japanese career women's job satisfaction and turnover is studied in this research. Sample size of their research was of 177 full time employees. Their ages were between 23 and 60. They were graduates of various women universities. They made two groups of respondents' first one of those who changed the jobs and second one of who didn't change the jobs. They divided job satisfaction into five sections: job interest, expectations of women, volume of work, health and welfare benefits, and career development. There was significant difference in case of "health and welfare benefits" between both the groups. It was found that low satisfaction of "health and welfare benefits" results into high rate of turnover of employees. It further revealed the fact that satisfaction regarding to the job interest and job volume also significantly affect turnover of employees. The important observation of the research is that there is work-family conflict among female employees because they have their own family responsibilities and it results into turnover of employees.

Need of study- Former research has already shown that job satisfaction plays very important role in the performance of the employees. It helps in increasing productivity of workers. Productivity is only not related with the production of goods, it is also related with the production of services. With the expansion in service sector, there is increase in the number of women workers in this sector. Indian society is male dominant society, therefore job satisfaction of women workers become more important. If they are satisfied with their jobs, there will be increase in their status in the society which will bring male-female equality in the society.

OBJECTIVES-

- 1) To understand the role of environment at workplace in the job satisfaction of workers.
- 2) To know the importance of participation of employees in decision making in their job satisfaction.
- 3) To know the importance of rewards and recognition to employees in their job satisfaction.

Research Methodology- Researcher has collected data from 200 female workers working in various fields in private sector in Ahmednagar city. It's purely primary information. Personal interviews were taken and observation method is also used. These samples are chosen from the different institutions in Ahmednagar city which is semi-urban area.

Sample data-

Sr. No.	Institution	No. of Respondents
01	Private Banks	89
02	Mobile companies	64
03	Showrooms	47
		200

200 female employees were chosen from different departments like Private Banks, mobile companies, various types of showrooms etc. 89 respondents work in various private banks, 64 respondents are work in mobile companies and 47 respondents work in various showrooms situated at Ahmednagar city.

Data Analysis and Interpretation-

Sr. No.	Institution	Environment at workplace		Total
		Healthy and Motivational	Negative	
01	Private Banks	67	22	89
02	Mobile companies	49	15	64
03	Showrooms	33	14	47
		149	51	200

75.28% respondents from private banks reported that there is healthy and motivational environment at their workplace. The same report is given by 76.56% respondents working in mobile companies and 70.21% respondents working in various showrooms. Overall 74.50% respondents are well satisfied with environment at their workplace. They reported that they enjoy their work. 25.55 respondents reported that environment at their workplace is negative. They are not satisfied with environment at their workplace; they don't like to work at their workplace. Despite of having capabilities, they are unable to give the best result. It's really serious fact.

Workplace environment is very important for job satisfaction especially in case of female workers. Not only various facilities but also behavior of male workers is very important. Positive treatment given by superior and seniors male workers to female employees has positive significance on the job satisfaction of female employees. 74.50% female employees accepted that they are satisfied with the treatment they are

getting from their colleagues and they are happy to work with them. Still 25.50% respondents told that they are facing traditional thinking of their colleagues. It has been adversely affecting on their work.

Sr. No.	Institution	Participation in decision making		Total
		Yes	No	
01	Private Banks	17	72	89
02	Mobile companies	11	53	64
03	Showrooms	36	11	47
		64	136	200

Only 19.10% respondents from Private Banks and 17.18% respondents working in mobile companies reported that they are allowed to participate in decision making at local level. 80.89% respondents working in Private Banks and 82.81% respondents working in mobile companies reported that they are not allowed to participate in decision making. They further reported that policy decisions are taken at Headquarter. Policies are rigid and they are supposed to follow instructions. These respondents were not negative about the policy of the banks and companies. They were allowed to take decisions at local level according to their work requirement and they were happy about it.

It is observed that there is exactly different picture in case of respondents working in various showrooms. 76.56% respondents reported that they are allowed to participate in decision making. It is also observed that they are engaged in the work of dealing with customers. Customer satisfaction is the main target of all these showrooms, therefore respondents are allowed to take decisions regarding the various issues of customers. These respondents were happy about their participation in decision making. They further reported that it is useful for their overall intellectual development. Overall 32% respondents reported that they are allowed to participate in the process of decision making. It is observed that generally important decisions are taken by officers and subordinates are asked to implement them. Guidelines are given for the implementation of these decisions. Accordingly they are implemented by the subordinate employees. Participation of employees in decision making is very important. If subordinate employees are allowed to participate in such type of decision making, they feel that it's their own decision and they give effective result. It's very important especially in case of female employees. No subordinate employee is allowed to participate in decision making. Higher authorities take all the decisions. 34% respondents working in private sectors told that are allowed to take their own decisions. As a result, their efficiency is increased. Job loyalty is also increased. Respondents told the Results of participation in decision making are very positive.

Sr. No.	Institution	Appreciation, rewards and recognition from Top Level Management		Total
		Yes	No	
01	Private Banks	71	18	89
02	Mobile companies	53	11	64
03	Showrooms	39	08	47
		163	37	200

79.77% respondents working in Private Banks, 82.81% respondents working in mobile companies and 82.97% respondents working in various showrooms reported that they get proper monetary reward after achieving their fixed targets. Overall 81.5% respondents reported it. A monetary reward is a policy for the motivation of employees. It is observed that this policy is adopted everywhere in private sector. Respondents further reported that apart from monetary reward, they feel satisfied when their work is appreciated by their superiors.

Reward and recognition for good work is always expected by employees. There are various incentives and promotions to the employees. It's routine part in public as well as private sector. Apart from it, recognition from higher authority gives job satisfaction to the employees. A few words of the praise make employees motivated. It increases their job loyalty. 81.5% respondents told that they get recognition for the work they are doing and it gives feeling of job satisfaction.

Scope-

- 1) Data are collected only from two hundred women workers working in private sector in Ahmednagar city, Maharashtra.
- 2) Period of data collection is of one year.
- 3) Random sampling method is used for data collection.
- 4) Study focuses only on job satisfaction of women workers.
- 5) Only environment at workplace, participation of women workers in decision making and reward and recognition these three points are covered in this study.

Hypothesis-

- 1- There is positive relationship between healthy environment at and job satisfaction.
- 2- Participation of employees in decision making plays significant role in job satisfaction of employees.
- 3- Reward and recognition are of vital importance in job satisfaction of employees.

FINDINGS-

- 1) Healthy relationship between employees at workplace increases productivity of workers.
- 2) Participation of employees in decision making motivates employees to work efficiently and effectively.
- 3) Participation of employees in decision making creates informal organisation within formal organization.
- 4) Rewards in monetary terms attract employees to fulfill their organisational goals.
- 5) Appreciation of work is also very important to motivate employees.

RECOMMENDATIONS –

Job satisfaction is very important in every field. Environment at workplace, participation of employees in decision making and rewards and recognition improves job loyalty, therefore job Satisfaction of employees should be one of the primary objectives of top level management.

- 1) Special efforts should be made to create healthy relationship between male and female workers.
- 2) Feeling of women workers about their social status should be respected.
- 3) Even if policies are rigid, workers should be allowed in decision making to the extent possible.
- 4) Some decisions should be taken at local level instead of taking them at headquarters.
- 5) Rewards in monetary terms for the fulfillment of organizational goals are essential. At the same time, appreciation of work from the seniors is also very important.

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