

Level of Work life Quality and Enrichment – A Study among Workforce of Indian Retail Sector

D. David Winster Praveenraj¹, B. Nandhini², K. Karpaga Kavitha³

^{1,2,3}*School of Management Studies, Bannari Amman Institute of Technology, India*

Abstract—Quality of Work Life assumes an extremely noteworthy job in the life of individuals with the activity. The paper intends to measure the quality of work life of workforce engaged with the retailing business or the retail division. The survey is aimed to distinguish the current and expected Quality of Work Life and the affecting components of job and individual life in various aspects. This work aims for understanding a wide scope of welfare exercises to be attempted so as to improve the Quality of Work-Life (QWL) in an association. The sample measure chosen for the investigation is 100 respondents working in different fields in a similar retail segment. The variables that influence QWL are categorized into four major factors namely Financial, Individual, Social and Work Benefits that deal with both the work life and personal life. Quality of work life is considered for the employees and it is included with employment fulfillment, profitability, work inclusion, work improvement and so forth. The end drawn from the venture is that a superior QWL prompts inspiration and fulfillment and along these lines builds creation and execution. It is prescribed to make the people mindful of the organization objectives, vision, mission, which will give them a feeling of having a place and duty with a meaning.

Keywords—Quality of work life, work force, retail division, work inclusion, employment fulfillment.

I. INTRODUCTION

Quality of Work Life is the new beginning that is spread out as the general nature of an individual's working or job life. It fundamentally talks in regards to the manners by which an association will ensure the comprehensive prosperity of a laborer instead of just representing considerable authority in business related perspectives.

QWL is the presence of bound arrangement of organized conditions and practices. The definition frequently contends that a high caliber of work life that exists with law based administration rehearses that is utilized and work improvement acquired where the employees are treated with nobility and safe working conditions exist in the workplace. Quality of work-life involves three major parts namely occupational healthcare, suitable work time, and appropriate salary.

QWL is about the advancement of the work, how the administration ponders its kin and furthermore how the general population consider the business. Quality of work-life is a multidimensional build that incorporates ideas, for example, professional stability, remunerate frameworks, preparing and professional successes openings and interest in basic leadership. Quality of work-life has been characterized

as the work-place situations that advance and keep up worker fulfillment with a mean to improving working condition for representatives.

II. INDUSTRY PROFILE

The Indian retail industry has ascended as a champion among the most dominant and fast paced organizations in view of the section of a couple of new players. Sound monetary development, changing statistic profile, expanding dispensable wages, urbanization, changing buyer tastes and inclinations are alternate variables driving development in the sorted out retail showcase in India. As the retail division witness phenomenal development, India has risen among the most attractive retail goals on the planet.

Digital change step by step prompted the expansion of different channels and today, retailers have moved to a purchaser driven working model which is arrangement situated and expectant to changes in customer conduct. While both the physical store and the digital channels have figured out how to coincide and cooperate, factors like mechanical leaps forward, statistic and social change and monetary conditions have made it progressively hard to comprehend what clients esteem and this keeps on presenting difficulties to the retail working model.

As customers practice the online choice, they are additionally progressively requesting a superior in-store involvement. Proficient store staff was the central consider driving unrivaled store encounters (37%) for purchasers pursued by an inclination for self-administration checkout (34%). Over the previous year, a few patterns have propelled, directly from the undeniable want to purchasing more by means of cell phones, to winding up progressively dependent via web-based networking media and requesting a more administration engaged and educated store worker. Indian shoppers are genuinely rethinking shopping today. It's absolutely an upheaval, and the stakes have never been higher for the two retailers and shopper products organizations.

India's monetary development and its statistic profile make the nation a convincing business case for worldwide retailers arranging a global invasion. The solid financial development is ascribed to high dispensable wages, developing white collar class impact, expanding singular riches and the nation's substantial youthful populace. The undiscovered country segment and the lesser created Tier II and Tier III urban areas give abundant chances to

development. The progression of FDI in single-brand retail and the normal opening-up of FDI in multi-brand retail have produced noteworthy enthusiasm among worldwide retailers.

III. NEED, SCOPE AND OBJECTIVES

Issues and concerns of the work place will have an impact on the individual attitude and behavior. The more the issues and concerns employees will exhibit an indifferent attitude. This will be a major blow to the retail outlets where the store personnel are considered as one of the major factors in store choice and purchase. This is why this study was taken up to assess the level of quality of work life of employees in retail sector.

The prime focus of this study is to know the attitude of the work force towards their job. This work intends to identify the factors that influence the individuals' job life. This study also aims at identifying people's job involvement and satisfaction level in workplace and the relationship among variables that influence the work life of individuals employed in Indian retail sector

IV. LITERATURE REVIEW

Dargahi (2007) [1] in research demonstrated the prevailing condition of employees that led a study to give the procedures which are used to examine and execute a pathway for enhancing of Work life qualities as an approach demonstrate. The outcomes from the study demonstrated that the apparent most grounded regions among 12 classes created by QWL Key Planning Committee that workers consented to enhance their Quality of Work life were Authoritative Duty, trust, bolster, financial pay, non -financial pay, authority, participation the executives, correspondence between supervisors also, representatives, Correspondence among supervisors and chiefs, in general correspondence, regard and acknowledgment.

T.Anupreeti (2010) [2] in the research done for work life quality proved that the achievement of any affiliation is exceeding the circumstance to the manner in which it pulls in, then starts moves and holds its workforce. The common foundations ought to be dynamically versatile with the goal that they might be set up to aggregate their casing of individuals and make the most in their self-control. Thus, affiliations are required to envelop an approach to improve the agents' idea of work presented to satisfy each the various leveled areas and worker wants.

Lokanadha Reddy and Mohan Reddy (2010) [3] in the study of QWL examined that HR assumes a vital job in accomplishment of an association and along these lines; the executives of human asset expect significance. Numerous viewpoints influence the administration of human assets. One such issue of view is amazingly great for the working life (QWL). It's miles a super judgment, a mess of necessities, which holds that individuals are the most extreme basic resource inside the relationship as they will be trustworthy, successful and sound for influencing the productive quality of

will too and they should be managed enjoyment and respect. The added substances which may be fundamental to an individual's inclination of efforts presence contain the endeavor, the real spot of occupation, and social circumstance inside the alliance, administrative structure and association among presence on and off the pastime.

Leslie B Hammer and Kristi L Zimmerman (2012) [4] has done a research with emphasis on nature of work life, including work and relaxation, statistic and work environment changes, and open arrangement improvements in the United States.

Sayed (2012) [5] studies revealed the changes made in workplace and performed the test to find out the connection amongst Nature of tough work lifestyles measurements, art work success and execution measures on the two gatherings of check walking in excessive quality. The outcome uncovered that Nature of Work Life measurements are identified with work fulfillment in both the kinds of associations. A test among extreme and ordinary Nature of troublesome work-life relationship, likewise, traps green range inside the association design for example relationship with low awesome of hard fine art presence additionally can also in bleeding edge day-day yield comparably better association among Nature of diligent work life estimations and execution measures than the relationship with unreasonable Nature of intense craftsmanship life.

Chandrashu Sinha (2012) [6] with the study of QWL is thought to prompt employment fulfillment. QWL eludes to the effect of the working environment on fulfillment in work life, fulfillment in non-work life spaces, and fulfillment with by and large life. A few specialists consider QWL to be a pecking order of ideas that incorporate non-work spaces, for example, life fulfillment (at the highest point of the chain of importance), work fulfillment (at the center of the progression) more work-explicit aspects of employment fulfillment including things as pay, co- laborers, and administrator (bring down in the order). Despite the fact that QWL began more than three decades back, the enthusiasm for the development has not wound down altogether.

T S Nanjundeswaraswamy (2013) [7] in the research identified the excessive quality of lifestyles for the working people (QWL) with all the essentials for associations to proceed to grab in and that all of the factors to maintain the workers. There is a noteworthy commitment by specialized Institutions to the improvement of innovation and economy of our country. This examine assists the specialized foundation representatives with knowing the dimension of recognition towards QWL and to upgrade the equivalent by the administration.

Morin and Audebrand (2013) [8] in their research paper identified extensions of diligent work presence as reasonability, a portion of the necessities, which holds that individuals are the most extreme significant resource alliance as they might be solid, mindful and sound for making the top

assurance to their exact affiliation, must be treated more prominent vital balance.

Costello and Sang (2013) [9] in the study of QWL analyzed the factors which were the features for qualities of representative's work life. Occupation fulfillment is a demonstrative of positive nature of working life. Thus, whatever studies will be advanced on occupation fulfillment would decide relationship of a few variables as its critical determinants. The study revealed that lion's share of employment officeholders of freely possessed utility firms were happy with security and social needs yet, were diverse in the fulfillment of increment arrange needs self - regard, self-sufficiency and self -completion.

Analysis by ShefaliSrivastava , Rooma Kanpur (2014)[10] has revealed that adequate and sensible compensations, working conditions, constitutionalism and included place via the work area and life in the existence estimations are essential for professional stability, work execution, representative fulfillment and so on.

G.Indrani(2014) [11] with the research done in this time of globalization, safeguarding up the character of human certainties resources rises from protecting up the men or women of hard works of art presence perfectly. Rise in the idea of hard depictions ways of life should allow agents to success there by means of the flourishing of the entire affiliation. Nature of diligent work ways of life (QWL) has been described as "The quality of work life and connection between the employees and the all-out workplace".

RadhaYadav (2014) [12] studied the nature of work life which is turning into a straightforward issue to achieve the destinations of the connection in every office whether never again it's miles preparing, advantage region, keeping coins stage, visit organization, creating etc. Debilitating, individuals obligation, execution, etc. depend on the components of phenomenal of work ways of life for instance artworks accomplishment, various leveled commitment, acclaim and affirmation, participative organization, fine art ways of life balance, handle standard with claims taking care of, welfare workplaces , work environment, etc.

SharmilaCarolene (2017)[13]in the study of QWL found to be progressively worried about the overall atmosphere of work has on individuals as well as hierarchical adequacy. It is inferred in the study that an ideal nature of work life would encourage the association and the achievement of any association relies upon the effectiveness of work are expanding the productivity. A man cheerful and a glad working climate make an upbeat man to contribute more.

Dr.MilyVelayudhan T.K, Yameni M.D (2017)[14] examined the viability of the QWL in a steel organization. They found that the QWL of the workers of this steel organization can be enhanced by directing some all the more instructional courses for the representatives who are falling in the classification of more than 3 to 4 years of experience and

greater 4 long is the stretches of experience which would support their self-assurance and help them achieve their dimension of fulfillment.

V. METHODOLOGY

This study adopts a descriptive research design. This study has used both primary and secondary data. Primary data was collected using structured questionnaire by personal interview method from employees of retail sector. The samples are selected using random sampling technique from the universe of employees engaged in retail outlets spread across various locations. Various tools like factor analysis, one way ANOVA, t tests are used for testing of hypothesis.

VI. DISCUSSION OF DATA ANALYSIS AND HYPOTHESES TESTED

To ensure normal distribution of the sample and data collected, normality is tested by Shapiro Wilk Test. The results are presented below.

TABLE I TESTS OF NORMALITY

Particulars	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Status Level	.182	17	.136	.913	17	.112
Money orientation	.172	17	.197	.907	17	.091
Individual Freedom	.168	19	.167	.887	19	.029
Spend sufficiency	.219	17	.029	.879	17	.030
Enjoyment	.218	17	.031	.913	17	.112
Experience Gain	.168	19	.163	.917	19	.099
Self-satisfaction	.195	16	.104	.903	16	.090
Life Improvement	.165	16	.200*	.921	16	.175
Network Bonding	.169	17	.200*	.908	17	.093
Intra-communication	.160	17	.200*	.920	17	.150
Working Hours	.156	19	.200*	.878	19	.020
Stress Workload	.200	20	.035	.918	20	.091
Enrichment	.199	16	.091	.905	16	.097
Job Security	.217	17	.032	.859	17	.015
Incentives & Hikes	.172	17	.191	.891	17	.049
Benefits & Perks	.216	16	.045	.889	16	.055
Welfare Benefits	.207	16	.066	.882	16	.041
Field Selection	.217	19	.019	.902	19	.053
Career change	.178	16	.189	.899	16	.076
Comfort Level	.214	17	.037	.887	17	.041

TABLE II
MEAN SCORE ANALYSIS – SATISFACTION

Rank	Particulars	Total	Mean	Percentage
1.	Spending	333	3.33	66.6
2.	Career change	329	3.29	65.8
3.	Individual Freedom	316	3.16	63.2
4.	Money orientation	314	3.14	62.8
5.	Job Security	311	3.11	62.2
6.	Life Improvement	309	3.09	61.8
7.	Comfort Level	306	3.06	61.2
8.	Network Bonding	305	3.05	61
9.	Benefits & Perks	305	3.05	61
10.	Enrichment	304	3.04	60.8
11.	Experience Gain	302	3.02	60.4
12.	Self-satisfaction	302	3.02	60.4
13.	Status level	301	3.01	60.2
14.	Intra-communication	300	3.00	60
15.	Welfare Benefits	298	2.98	59.6
16.	Field Selection	296	2.96	59.2
17.	Enjoyment	294	2.94	58.8
18.	Stress Workload	294	2.94	58.8
19.	Working Hours	281	2.81	56.2
20.	Incentives Hikes	278	2.78	55.6

The above table with mean ranks for various factors determining quality of work life reveals that satisfaction level is higher in percentage for spend sufficiency and lower for incentives and hikes. The employees in Indian retail sector have a low satisfaction level when it comes to the incentives and hikes for them.

Responses determining the satisfaction level on 20 variables which determine the quality of work life of employees of retail sector have been got for this study. An attempt is made to group these variables into factors which determine the quality of work life. For the said purpose factor analysis is done and the results are presented in the table below.

TABLE III FACTOR ANALYSIS

Factors	Particulars	1	2	3	4
Individual Benefits	Self-satisfaction	.769	-.120	.214	-.169
Individual Benefits	Life Improvement	.750	.174	-.073	.000
Individual Benefits	Enjoyment	.387	.205	-.017	-.498
Individual Benefits	Field Selection	.772	.118	.029	.272
Financial Benefits	Money orientation	.023	.456	.268	-.188

Financial Benefits	Spend sufficiency	-.070	.740	-.005	-.008
Financial Benefits	Incentives & Hikes	.229	.419	-.037	.305
Financial Benefits	Individual Freedom	.180	.563	-.073	.082
Work Benefits	Working Hours	-.439	-.212	.488	-.257
Work Benefits	Stress Workload	-.011	-.014	.522	.051
Work Benefits	Enrichment	.191	-.110	.631	.104
Work Benefits	Job Security	.043	-.065	.839	.026
Work Benefits	Benefits & Perks	.144	-.095	.653	.330
Work Benefits	Welfare Benefits	.126	-.073	.326	-.268
Work Benefits	Career change	.011	.052	.800	.013
Work Benefits	Experience Gain	.285	-.154	.673	.272
Social Benefits	Status level	.031	.005	.015	.670
Social Benefits	Intra-communication	.272	.149	.090	.549
Social Benefits	Comfort Level	-.139	.138	-.056	.538
Social Benefits	Network Bonding	.183	.118	-.111	.792

The above table formulates the interpretation of related components or the factors. Here all the variables are grouped into factors such as Individual, Financial, Work and Social Benefits. Factor analysis being a statistical method describing the variability among variables or factors is important as it reflects the perception where the satisfaction level can be interpreted in terms of identified factors. This analysis finds out the joint variations in response to unobserved dormant variables. The four factors which have an impact on the quality of work life of employees are individual benefits, financial benefits, work benefits and social benefits they reap out of the jobs. Level of satisfaction in these factors determines the level of quality of work life.

Various hypotheses were formulated and tested to find out the impact of demographic variables and independent variables on the satisfaction level with regard to the various aspects of work life.

The demographic variables taken for consideration are gender, marital status and level of education of employees. The independent variables taken are salary and location where they are employed.

One way ANOVA is administered for testing the hypotheses formulated with an intention to find the impact of these above said variables on the overall satisfaction level of employees towards the various variables which determine the quality of work life. The inferences are presented.

Gender and level of education of employees have an impact on the level of satisfaction and opinion of employees on the quality of their work life. Marital status does not influence the opinion of employees towards the quality of work life.

The variable salary does have an impact on the overall quality of work life of employees which is very obvious. Location of the employment whether hometown or outstation does have any impact on the quality of work life.

VII. DISCUSSION OF FINDINGS

All the identified variables can be grouped into four factors namely financial, social, and individual and work benefits which cover both personal and work life

Based on the analysis done for the satisfaction level various factors influence and variations exists among the response collected from the respondents

Male and female employees in this sector have a different perceptions and opinions towards quality of work life.

Level of education of the employees influence the level of satisfaction.

While majority of the employees express satisfaction, a significant number of employees are dissatisfied while they are asked about the earnings they make. Similar trend is found when employees are asked about the individual freedom they enjoy in their job.

Dissatisfaction is expressed by the employees with regard to the working hours they are put to work. Employees also express that they are experiencing stress and workload is more. Dissatisfaction is also observed with the job enrichment opportunities provided. Employees are dissatisfied with the incentives, perks and the welfare measures provided.

VIII. CONCLUSION

As retailing is service related business people are very important in determining the service quality. Hence the people involved in it should also have an inclination towards the job they do which is determined by the quality of the work life. If people are satisfied in the quality of work life, it would enable them to work better which would result in benefit to the service provider and the customers. Enhanced work environment and enriched working opportunities provided increase the enrichment and quality of the working people. Work Life Balance is very much important for the people involved in retail sector. In a nutshell it is strongly accepted that retail industry has very bright future and so the people of any designation in this sector will always be engaged in terms of providing service as a never ending process. Dissatisfaction is expressed by employees in many aspects that determine the quality of work life. It is suggested that the employers may consider this and devise strategies to address.

Thus the identified factors when primarily focused on enhanced quality measures leading to higher satisfaction can result in greater achievement in both the work life and personal life fulfillment. It is concluded that Quality and Enrichment of Work life is very essential because it directly influences the organizational as well individual life as it

enables and contributes to the effectiveness and enriched life of the people, especially in retail sector.

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