

A study on women employees of supermarket in Thoothukudi district (T.N.)

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ABSTRACT

The purpose of the study was to determine the problems of women employees of supermarket in Thoothukudi district. The data were collected from 100 respondents through a well structure interview schedule by using random sampling method. The collected data were analysed by using appropriate statistical tools like ratio analysis and rank test for arriving conclusions.

KEY WORDS : Rank analysis, Ratio analysis, Supermarket, Women employees

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Historically, women had no real power in the outside world, no place in decision-making. Women are an integral segment of society and they make almost half of the total population of our country. One can hardly ignore the multi-dimensional role of women in every society. Today, ecology speaks for the earth, for the other in human/environmental relationships and ecofeminism by speaking for the original others seeks to understand the interconnected roots of all domination and ways to resist and change. It has been seen in general that women work with greater dedication and more meticulously than a man, where in majority of the women suffer from malnutrition, illiteracy, poor health, inadequate housing, unemployment, insecurity and denial of the legal rights. The reason for this situation is that majority of women are still not aware of their legal rights. So they are unable to demand their due right. By participating in

environmental stand-offs against those who are assuming the right to control the natural world, they are helping to create an awareness of domination at all levels. From this perspective, consensus decision making and non-hierarchical organization become accepted facts of life.

Female labour has been an important segment of the workforce in India. With the changing socio-economic scenario, women's productive roles have assumed new dimensions. The observance of the International Women's Year in the last quarter of the 20th century was a historic landmark in the calendar of women's progress. Women's participation has always been necessary for the success of social and economic development. The main objective of the policies of the Government of India with regard to female labour has been to remove the handicaps under which they work, to strengthen their bargaining capacity, to improve their wages and working conditions, to augment their skills and to open up better employment facilities for them. To help women develop the relationships that they need to get ahead. Women tend to focus on doing a good job first, then working on relationship-building, whereas men are more likely to seek out relationship-building opportunities, such as attending client meetings, earlier on. As a manager, reach out to the female employee. Their working hours do not below the level of eight however it may go up to ten hours a day.

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Objective of the study:

The objectives of the study was to trace out the educational background of the girl children; to find out the reasons for choosing the job in supermarket and to analyze the problems faced by the employees of supermarket.

METHODOLOGY

The research is basically focused on women employees of supermarket in Thoothukudi district, Tamil Nadu, India. It encompasses both primary and secondary data. The primary data were collected through a well structured interview schedule. The secondary data relating to women employees of supermarket were obtained from text books, journals and websites. The primary data were collected from about 100 respondents who reside in the study area by applying simple random sampling technique. The empirical study was based on a sample of 100 respondents, who were working in six different supermarkets namely, Vanavil, Mangai, Sumangali, Bharathi, Rani and Millers in Thoothukudi district. The collected data were analysed by using appropriate statistical tools like ratio analysis and rank test for arriving the conclusions.

Women employees in super market:

Women are placed huge numbers in supermarkets due to varied reasons. Generally employers invariably exercise control over the employees. They should avoid too many rules and regulations and to empower employees to use their choice in many situations with customers. Indeed employees are important for the organisation whose opinions should be paid due weightage so as not only to satisfy them but also for the organisational growth. It is necessary for greater employee and customer satisfaction; frontline employees must have interpersonal skills such as eye contact and body language. The management should encourage nepotism: satisfied employees are the best developers, especially among other family members. They have the pep and interest to work hard and to deal with the public efficiently.

ANALYSIS AND DISCUSSION

The demographic profile of the sample was analysed (Table 1) and was found that among the total respondents of 100, the sample was dominated by aged (21 – 25 years). As far as education is concerned, more than 69 per cent of the respondents were studying at college level. More than 58 per cent of the respondents were having monthly income of above Rs. 3000. About 83 per cent of the respondents were unmarried and 38 per cent of the respondents were having five members in their family.

Selection of this job:

Supermarket jobs go far beyond stacking shelves. If they

Table 1 : Demographic profile of the respondents

Items	Counts	%
Age		
Below 20	32	32.0
21 – 25	39	39.0
26 – 30	17	17.0
Above 30	12	12.0
Total	100	100.0
Education		
Illiterate	13	13.0
School level	18	18.0
College level	69	69.0
Total	100	100.0
Monthly income		
Below 1500	13	13.0
1501 – 3000	29	29.0
Above 3000	58	58.0
Total	100	100.0
Marital status		
Married	17	17.0
Unmarried	83	83.0
Total	100	100.0
Family size		
Three	16	16.0
Four	14	14.0
Five	38	38.0
Above five	32	32.0
Total	100	100.0

have great customer focus and teamwork skills the possibilities are endless. The challenge is to ensure life-long customer loyalty through great products, services and prices. Most supermarkets offer Retail Management Training schemes for fast-track leadership. The selection of this job has varied reasons depending upon the individuals.

Table 2 shows that the women employees opt this job in a shake of family situation accounting for 34 per cent followed by acquiring experience (28 %) through work. It was also observed that about 22 per cent of the employees did this as a time-pass. This may be true in case of part time employees

Table 2 : Selection of this job

Chosen this job	No. of respondents	Percentage
Family situation	34	34.0
Time pass/Entertainment	22	22.0
Experience	28	28.0
Technical knowledge	16	16.0
Total	100	100.0

being the students. About 16 per cent of the respondents were having technical knowledge.

Working hours of women employees:

According to Section 54 of Factories Act, 1948, an adult worker is not required to work more than 9 hour and Section 51 prohibits working for more than 48 hours a week. Whether this rule is followed in practice or not Table 3 was constructed.

Table 3 showed that the working hours of the women employees was not below the level of eight hour. However, it may went up to ten hours a day. Again some 16 per cent of the respondents worked more than ten hours.

Satisfaction of salary:

The salary is considered to be a core component in satisfying the employees. This should be fixed fairly otherwise they get vexed in the job. Again salary increases the confidence level and it should ensure the standard of living.

Table 4 shows that 76 per cent of women employees were satisfied with the salary they received and remaining 24 per cent of women employees were not satisfied since it was not at par with their work done.

Problems of women employees:

It is an open truth that working women have to face problems just by virtue of their being women. Working women

here are referred to those who are in paid employment. Social attitude to the role of women lags much behind the law. This attitude which considers women fit for certain jobs and not others colours those who recruit employees.

The main problem of women employees faced in the supermarket was receiving the goods very delay. Because they revealed the customers that the particular items will be available in the next day or a couple of days, failing which found themselves guilty. So, this got the first rank. The statement using them for all the works at a time ignoring their stress was another problem which stood second rank. Another problem faced by the women employees in supermarket was that the owners asked them to do their own work (personal) work. This kind of work did not make them comfortable. So, it got the third rank (Table 5).

Sheridan and Conway (2002), Conger (2002) and Geenhour (2003) have also contributed some information related to the present investigation.

Conclusion:

Women are an underprivileged segment in the society. But this is gradually vanished over a period of time. However, they need compulsory education, upgrading of skills among employed women, national labour legislation supporting part-time employment, gender neutral selection of employees for training, alleviation of wage discrimination in the private sector,

Table 3 : Working hours of women employees		
Working hours	No. of respondents	Percentage
8 hours	48	48.0
9 hours	19	19.
10 hours	17	17.0
Above 10 hours	16	16.0
Total	100	100.0

Table 4 : Salary satisfaction		
Satisfaction	No. of respondents	Percentage
Yes	76	76.0
No	24	24.0
Total	100	100.0

Table 5 : Problems of women employees									
Problems	1	2	3	4	5	6	7	Total	Rank
Irrespective by consumers	45	46	60	38	28	34	14	265	7
Getting scolding	62	64	40	62	25	24	22	299	6
Theft	48	88	55	30	31	30	22	304	5
Use us for all works	59	70	70	34	52	20	19	324	2
Use us for personal works	73	40	75	58	28	30	14	318	3
Competition among sales persons	88	52	35	50	46	24	18	313	4
Delay in regarding delivery of goods	94	82	45	46	40	42	20	369	1

elimination of gender stereotyping of domestic work, expanded accessibility to health facilities, for integrating women in development. Economic development of the family can be achieved by the contribution of women. The employers make use of this work force which deserves for various fabulous reasons. They should be family treated in terms of salary, recognition, promotion etc. So that the larger proportion of available human resources could be integrated into the development process.

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