

IMPACT OF LABOR WELFARE MEASURES ON JOB SATISFACTION OF EMPLOYEES IN RETAIL INDUSTRY

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Abstract

Worker benefits are a fluid term, as new benefits are added to existing benefits as society changes. That is also a broad idea. The current concept of employee benefits includes wages and salaries, as well as all employer activities aimed at providing specific facilities and services to employees. The purpose of this study is to show the social system of retail workers. Descriptive studies are conducted for this purpose. Research has shown that social services are an important factor in employee satisfaction in the industry, with a high retention rate and productivity for satisfied employees.

Keywords: industry, job satisfaction, work, retail, welfare.

INTRODUCTION

According to the ILO article, worker well-being should be understood as the services, facilities and equipment that can be provided at or near the workplace. Companies that use facilities that enable workers to work in a healthy and peaceful environment, improve their health and encourage high work ethic. "Worker benefits are a fluid term, as new benefits are added to existing benefits as society changes. It's also a comprehensive idea. The current concept of employee benefits includes wages and salaries, as well as all employer activities aimed at providing specific facilities and services to employees. These are not philanthropic or philanthropic acts by your employer, but services that help build and maintain employee morale to achieve your organization's goals. Providing the necessary medical care, entertainment and severance pay is not only in the best interests of the employees, but also in the best interests of the company and the organization itself. Employees feel satisfied. With such a service, I feel committed to the organization. Despite the fact that social services are essentially a maintenance factor rather than a motivation, they are closely linked to employee productivity and are essential to organizational health.

The basic characteristics of employees or labor welfare are:

- (I) Labor welfare consists of various facilities, services and equipment made available to workers to improve their health, productivity, economic and social status.
- (II) In addition to normal wages and other economic benefits under legal provisions and collective bargaining, social measures are available to workers.
- (III) Health and safety measures are flexible and constantly changing. From time to time, existing ones are complemented by new welfare measures.
- (IV) Welfare measures may be initiated by an employer, government, employee, or social or charitable organization.
- (V) The purpose of employee benefits is to promote the development of the worker's overall personality in order to make the worker a good worker and a good citizen.

Employee welfare types- statutory and voluntary Statutory

The government has enacted several laws to set minimum standards for the safety and well-being of employees in the workplace. Social facilities such as laundry, storage, first aid, working hours and sanitary facilities are provided.

Voluntary

In addition to legal facilities, employees are voluntarily made available to social facilities. They care more about the well-being of their employees. Many organizations offer recreational, medical, free or subsidized meals, children's schools, sports and gaming facilities. Companies offer employees the opportunity to work with flexible working hours. It allows you to meet your

business obligations while meeting your personal requirements. Employees may also be covered by health insurance for expenses related to hospitalization due to illness, illness, or injury. There is also a harassment policy to protect employees from all forms of harassment. Some voluntary welfare organizations are provided inside and outside the facility.

- Social benefits and facilities on the factory grounds.
- Social benefits and facilities outside the factory premises.

Facilities on the factory premises include toilets and urinals, laundry and bathing, nursery school, toilets and cafeteria, drinking water supply, fatigue prevention, internal control facilities to ensure welfare, uniforms and protective clothing, and shift support are included. Off-factory social benefits include maternity allowances, social insurance, benefit funds, medical facilities, educational institutions, housing facilities, leisure facilities, vacation / vacation and travel facilities, worker cooperatives, and other benefits for women contains the program. Transfers to young people, children, and the workplace.

Employee benefits

- 1) Employees work in good faith and sincerity.
- 2) It will improve employee productivity and efficiency.
- 3) Bonds and attribution between employees develop.
- 4) Employees will be healthy and will be able to perform at their best mentally and physically. Therefore, it promotes a healthy working environment.
- 5) Employees can expect stable, grown and dedicated employees, who also work with interest and full commitment.
- 6) Higher productivity, higher efficiency, promotion of healthy labor relations and ultimately industrial peace can be achieved.
- 7) Absence, fluctuations such employee issues do not occur within the organization.
- 8) Employees move forward to share the responsibilities of additional companies.
- 9) It helps to improve the quality of living of employees.
- 10) The work environment and work culture are well developed within the organization.
- 11) It promotes goodwill and reputation, and thus the image of the company.

12) There is no opportunity for industrial activities in the company. A healthy and harmonious relationship is built between the employer and the employee.

NEED FOR THE STUDY

Social offerings assist hold personnel morale and stimulated to live longer. Social welfare studies are the procedure of figuring out worker motivation via way of means of bringing diverse social blessings to personnel. In this survey, you want to apprehend and realize what a charity is and a way to fulfill the workforce to your organization.

OBJECTIVES OF THE STUDY

1. To investigate the Satisfaction level of employees on the Welfare Schemes in retail sector.
2. To bring out the welfare facilities provided in retail sector.
3. To highlight the employee satisfaction on welfare facilities.
4. To study the impact of the implementation of the welfare measures.

REVIEW OF LITERATURE

Ravi, S., and Raja, J. A. (2016). A Study on Employee Welfare Measures with Reference to Small Scale Industries at Hosur, Tamilnadu. Management, 5(1).

Ravi and Raja (2016) When in comparison to the alternative additives within side the organisation, labour welfare measures screen to be an essential factor. When those measures aren't carried out to their complete potential, workers` self-hobby and motivation suffer, and their dedication to the process suffers. As a result, the human beings manager's process will become extra difficult, and he's compelled to put into effect diverse worker welfare tasks into the firm.

Lalitha, K., and Priyanka, T. (2014). A study on employee welfare measures with reference to IT industry. International Journal of Engineering Technology, Management and Applied Sciences, 2(7), 7-11.

Lalitha (2014) Employee welfare centers are a concern for human useful resource departments in any firm; if personnel are glad with their welfare centers, then the organization's productiveness will grow. Based at the have a look at of Employee Welfare Facilities in IT enterprise it's miles clean that the corporations are very eager within side the selling all of the welfare centers furnished via way of means of IT industries.

Tiwari, U. (2014). A study on employee welfare facilities and its impact on employees efficiency at Vindhya Telelinks Ltd. Rewa (MP) India.

Usha Tiwari (2014) The effect of worker welfare tasks on worker productiveness at Vindhya Telelinks Ltd. Employees at Rewa are provided with a number of blessings, and the business enterprise adheres to all nation and federal standards. The control became had to offer great centers

to all personnel so as for them to be happy with their worker welfare blessings. It boosts productiveness at the same time as additionally enhancing first-rate and quantity. As a result, a few provision should be made for upgrading the welfare facility in order that personnel could be happier and their overall performance degrees will rise.

Bharathi, D.S., and Padmaja (2018) The Role of Employee Welfare Facilities in Engaging Employees IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668.

After reviewing the entire scenario, Bharathi and Padmaja (2018) conclude that employee benefits sports have proved to be sufficient and powerful for LIC staff for miles. With this goal in mind, researchers consider all the elements of a worker's welfare sport, then achieve pride, handle pride, and that ends with worker involvement. Employees at LIC had been extraordinarily engaged, and that they had been producing according with the business enterprise's necessities and intention statement.

Rajkumar, B. (2014). A Study on Labor Welfare Measures and Social Security in IT Industries with Reference to Chennai. International Journal of Enterprise Computing and Business Systems, 4(1), 1-10.

Rajkumar (2014) Human beings are the exceptional stone amongst them all, requiring skills, abilities, attitudes, motivation, profession planning, and the well timed shipping of products and offerings with the blessings of labour welfare regulations and social security. Employees are very perishable, necessitating ongoing welfare measures so as to keep their development and overall performance on this profession. Employee retention and motivation are aided via way of means of the welfare centers.

RESEARCH METHODOLOGY

The studies used for this have a look at are descriptive type. The intention of descriptive studies is to explain a particular trait of a man or woman or a group. Surveys and fact-locating inquiries are a part of the descriptive studies design. The have a look at information is amassed from the personnel via a questionnaire. The information became displayed in tables and charts, and the information became analysed and interpreted the use of a few statistical strategies and information. A well-dependent questionnaire became utilised to accumulate number one information from respondents so as to decide the extent of worker pride with welfare schemes. Simple random sampling is used on this studies. Simple random sampling from a finite populace refers to that approach of pattern choice which offers every feasible pattern mixture and same possibility of being picked up and every object within side the complete populace to have an same threat of being blanketed the pattern. 89% of the respondents had been women and 67% of respondents had been single on the time of information collection.

ANALYSIS & FINDINGS

Satisfaction Level of Employees on Welfare Activities Conducted By The Company Vs Sitting Arrangements In The Plant And Canteen

HYPOTHESIS:

H0: There is no relationship between satisfaction level of employees on welfare activities conducted by the company and sitting arrangements in the plant and canteen.

H1: There is relationship between satisfaction level of employees on welfare activities conducted by the company and sitting arrangements in the plant and canteen.

TABLE:1

Table showing satisfaction level of employees on welfare activities conducted by the company and sitting arrangements in the plant and canteen.

		Welfare activities conducted by the company	Sitting arrangements in the plant and canteen
Welfare activities conducted by the company	Pearson Correlation	1	-.179
	Sig.(2-tailed)		.074
	N	100	100
Sitting arrangements in the plant and canteen	Pearson Correlation	-.179	1
	Sig.(2-tailed)	.074	
	N	100	100

The significant result is 0.074, which is better than the 0.05 level of significance, according to the table. As a result, we accept the null hypothesis while rejecting the alternative hypothesis. As a result, it can be inferred that there is no link between employee satisfaction with the company's welfare operations and the seating arrangements in the plant and canteen. The correlation coefficient is -0.179, indicating a negative correlation. Satisfaction level of employees on welfare activities conducted by the company vs satisfaction level of employees on food and beverages

HYPOTHESIS:

H0: There is no relationship between satisfaction level of employees on welfare activities conducted by the company and satisfaction level of employees on food and beverages.

H1: There is relationship between satisfaction level of employees on welfare activities conducted by the company and satisfaction level of employees on food and beverages.

TABLE: 2

Table showing the satisfaction level of employees on welfare activities conducted by the company and satisfaction level of employees on food and beverages.

		Welfare activities conducted by The company	Satisfaction level of employees on food and beverages
Welfare activities conducted by the company	Pearson Correlation	1	.047
	Sig.(2-tailed)		.642
	N	100	100
Satisfaction level of employees on food and beverages	Pearson Correlation	.047	1
	Sig.(2-tailed)	.642	
	N	100	100

The significant value is 0.642, which is larger than the 0.05 level of significance, according to the table. As a result, we accept the null hypothesis while rejecting the alternative hypothesis. As a result, it may be stated that there is no link between employee happiness with company-sponsored welfare activities and employee pleasure with food and beverages. The correlation coefficient is 0.047, indicating a favourable relationship. Satisfaction level of employees on welfare activities conducted by the company vs drinking water facilities provided by the company

HYPOTHESIS:

H0: There is no relationship between satisfaction level of employees on welfare activities conducted by the company and drinking water facilities provided by the company.

H1: There is relationship between satisfaction level of employees on welfare activities conducted by the company and drinking water facilities provided by the company.

TABLE: 3

Table showing the satisfaction level of employees on welfare activities conducted by the company and drinking water facilities provided by the company.

		Welfare activities conducted by the company	Drinking water facilities
Welfare activities conducted by the company	Pearson Correlation	1	-.455**
	Sig.(2-tailed)		.000
	N	100	100
Drinking water facilities	Pearson Correlation	-.455**	1
	Sig.(2-tailed)	.000	
	N	100	100

From the table we infer that the significant value is 0.000 which is lesser than 0.05 level of significance. Hence, we have to reject the null hypothesis and will have to accept the alternative hypothesis. Therefore it can be established that there is a relationship between satisfaction level of employees on welfare activities conducted thus it is established that the drinking water facilities offered by the company is good. The correlation value is -0.455, which shows the negative correlation.

Satisfaction level of employees on welfare activities conducted by the company vs health and safety provided by the company

HYPOTHESIS:

H0: There is no relationship between satisfaction level of employees on welfare activities conducted by the company and health and safety training provided by the company.

H1: There is relationship between satisfaction level of employees on welfare activities conducted by the company and health and safety training provided by the company.

TABLE: 4

Table showing the satisfaction level of employees on welfare activities conducted by the company and health and safety training provided by the company.

		Welfare activities conducted by the company	Health and safety training
Welfare activities conducted by the company	Pearson Correlation	1	.014
	Sig.(2-tailed)		.891
	N	100	100
Health and safety training	Pearson Correlation	.014	1
	Sig.(2-tailed)	.891	
	N	100	100

From the table we infer that the significant value is 0.891 which is larger than the 0.05 level of significance. Hence, we accept null hypothesis and reject alternative hypothesis. Consequently it can be established that there is no association between satisfaction level of employees on welfare activities conducted by the company and health and safety training provided by the company. The correlation value is 0.014, which shows the positive correlation.

Satisfaction level of employees on welfare activities conducted by the company vs lightning facilities provided by the company

HYPOTHESIS:

H0: There is no relationship between satisfaction level of employees on welfare activities conducted by the company and lightning facilities provided by the company.

H1: There is relationship between satisfaction level of employees on welfare activities conducted by the company and lightning facilities provided by the company.

TABLE:5

Table showing the satisfaction level of employees on welfare activities conducted by the company and lightning facilities provided by the company.

		Welfare activities conducted by The company	Lightning facilities provided by the company
Welfare activities conducted by the company	Pearson Correlation	1	.431**
	Sig.(2-tailed)		.000
	N	100	100
Lightning facilities provided by the company	Pearson Correlation	.431**	1
	Sig.(2-tailed)	.000	
	N	100	100

The table shows that the significance value is 0.000, which is lower than the 0.05 level of significance. Therefore, we need to reject the null hypothesis and accept the alternative hypothesis. From this, we can conclude that there is a link between employee satisfaction with the company's benefits activities and the lighting equipment provided by the company. The correlation value is 0.014, indicating a positive correlation.

Satisfaction level of employees on welfare activities conducted by the company vs time flexibility provided by the company

HYPOTHESIS:

H0: There is no relationship between satisfaction level of employees on welfare activities conducted by the company and time flexibility provided by the company.

H1: There is relationship between satisfaction level of employees on welfare activities conducted by the company and time flexibility provided by the company.

TABLE:6

Table showing the satisfaction level of employees on welfare activities conducted by the company and time flexibility provided by the company.

		Welfare activities conducted by The company	Time flexibility provided by the company
Welfare activities conducted by the company	Pearson Correlation	1	-.689**
	Sig.(2-tailed)		.000
	N	100	100
Time flexibility provided by the company	Pearson Correlation	-.689**	1
	Sig.(2-tailed)	.000	
	N	100	100

The significant value is 0.000, which is less than the 0.05 level of significance, according to the table. As a result, the null hypothesis is rejected and the alternative hypothesis is accepted. As a result, it can be inferred that there is a link between employee satisfaction with the firm's welfare operations and the time flexibility granted by the organisation. The correlation coefficient is -0.689, indicating a negative correlation.

LIMITATIONS

The pattern length became most effective limited, and subsequently the outcomes that may be generalized might not be accepted for the retail enterprise as an entire. The non-public bias of the worker at the part of the enterprise couldn't be eliminated. Also, the ability of the respondents to apprehend the questionnaire correctly and solution within side the identical way is an issue of concern. The way wherein questions are requested can be main or deceptive for the respondent.

CONCLUSION

The have a look at has proved that welfare centers are as large and a key factor in assuring process pride of the personnel within side the region and the retention price of happy personnel in addition to their productiveness is better. Better welfare measures have continually been receiving high-quality responses from the personnel. They respect the efforts of the control and their honest intentions. Hence, extra emphasis has to receive via way of means of the pinnacle control to make sure that the personnel are benefitted via way of means of the welfare schemes that allows you to sell better retention ratio and additionally as part of inner advertising measures.

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