



## ANALYSIS OF JOB SATISFACTION OF EMPLOYEES IN D-MART IN MADURAI CITY.

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### ABSTRACT:

A revolution in the shopping habits of the people across the entire world had virtually brought the supermarket to the main street.

The Indian retail industry has emerged as one of the most dynamic and fast-growing industries due to the entry of several new players in the recent times along with rising income levels, growing aspirations, favorable demographics and easy credit availability.

The retail sector contributes about 10% of the country's Gross Domestic Product (GDP) and around 8% of the employment and is valued at USD 900 billion as of 2019. The present study focus on the level of job satisfaction among the employees of D-mart shopping malls with respect to working environment, welfare measurements and job security in Tamil Nadu, Madurai city. The data is collected from both primary and secondary sources.

The D-mart launch of its first store in Powai in 2002, D mart as on 31 December 2019, it had 176 stores in 72 cities through over 5.9 million square feet of total retail space, with a total of 7713 permanent employees & 33597 employees hired on contractual basis.

Employees are satisfied with the working environment, welfare facilities and safety provisions etc.

### KEYWORDS:

**SUPERMARKET REVOLUTION, INDIAN RETAIL INDUSTRY, GROWTH DRIVERS.**

### 1.1 INTRODUCTION

D-Mart was started by Mr. Radhakrishna Damani and his family to address the growing needs of the Indian family. From the launch of its first store in Powai in 2002, D-Mart today has a well-established presence in 341 locations across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh, NCR, Tamil Nadu, Punjab and Rajasthan. With our mission to be the lowest priced retailer in the regions we operate, our business continues to grow with new locations planned in more cities.

The supermarket chain of D-Mart stores is owned and operated by Avenue Supermart's Ltd. (ASL). The company has its headquarters in Mumbai.

\* The brands D Mart, D Mart Mini-max, D Mart Premia, D Homes, Dutch Harbour, etc. are brands owned by ASL.

### FOUNDERS:

D-Mart is owned and operated by Avenue Supermart's Ltd. (ASL) – a company founded by Mr. Radhakrishna Damani. Mr. Radhakrishna Damani is respected in the business world as an astute investor in the Indian equity market, he has built a company that constantly strives towards

developing a deep understanding of customer needs and satisfying them with the right products. A firm believer in core business fundamentals and strong ethical values, Mr. Damani has built D-Mart into an efficient, large and profitable retail chain that is highly respected by customers, partners and employees alike.

### 1.2 STATEMENT OF THE PROBLEM:

This study investigates the complex dynamics of job satisfaction within the context of the supermarket industry. Despite being crucial players in the retail sector, supermarkets often struggle with retaining satisfied employees. The research seeks to uncover the key factors influencing job satisfaction among supermarket workers, including working conditions, management styles, compensation packages, career development opportunities, and interpersonal relationships. By delving into these aspects, the study aims to provide insights that can inform strategies for enhancing job satisfaction and employee retention in supermarkets. Understanding these challenges is essential for fostering a positive work environment, improving organizational performance, and

ultimately, ensuring the sustainability and success of supermarkets in today's competitive market landscape.

### 1.3 REVIEW OF LITERATURE:

Fornell (1992) found in the study that customer satisfaction enhances the customer loyalty, reduce the customer churn, decrease the costs of failed marketing, signifies the price sensitivity of customers, create new customers, enhance the effect of advertising, lowers the cost of operations and finally improves the reputation. Hamburg and Koschate (2004) studied the role of perceived fairness and customer satisfaction on the repurchase intention after a price increase. Their findings of the study suggested that perceived fairness has a positive impact on the repurchase intention while satisfaction moderates this relationship.

### 1.4 OBJECTIVES:

- To analyze the satisfaction level of the employees' working conditions in D-Mart shopping malls in Madurai City.
- To analyze the satisfaction level of the employee's welfare measures and job security in D-Mart shopping malls in Madurai city.
- To bring the suggestions about employees.
- To find the problems faced by the employees in D-mart.

### METHODOLOGY:

The source of the project is fully based on the Primary and Secondary Data.

### 1.5 RESEARCH DESIGN:

In the present study the required data was collected using random sample method, care was taken to sec that the selected sample is a small specimen (or) an isolated part of the whole population representation us general objectives.

### SAMPLE SIZE:

A total of 50 respondents were selected for the study and personally interviewed, with a questionnaire given to them.

### SAMPLE TECHNIQUE:

The sampling technique used was a combination of convenience and accidental sampling due to the limited time for the project and the large population.

### 1.6 DATA ANALYSIS:

#### CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE

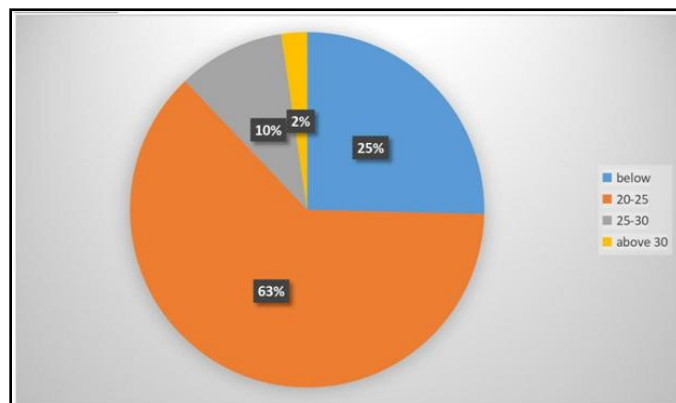
TABLE 1.6.1:

#### AGE CLASSIFICATION

TABLE SHOW EMPLOYEE AGE.	NO. OF RESPONDENTS	PERCENTAGE (%)
Below 20	13	25%
20 to 25	32	60%

25 to 30	5	9%
Above 30	3	6%
<b>Total</b>	<b>53</b>	<b>100</b>

CHART 1.6.1



Source: Primary data

### INTERPRETATION:

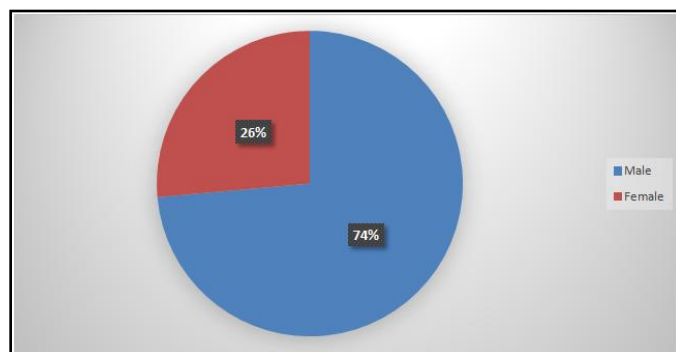
From the above data total Respondents are 53 from which 13 members are Below 20 means 25%, 32 members are between 20 to 25 means 60%, 5 members are between 25 to 30 means 9%. 3 members are above 30 means 6%.

TABLE 1.6.2

### GENDER:

TABLE SHOW GENDER CLASSIFICATION.	NO. OF RESPONDENTS N=50	PERCENTAGE (%)
Male	39	74%
Female	14	26%
<b>Total</b>	<b>53</b>	<b>100</b>

CHART 1.6.2



Source: Primary data

### INTERPRETATION:

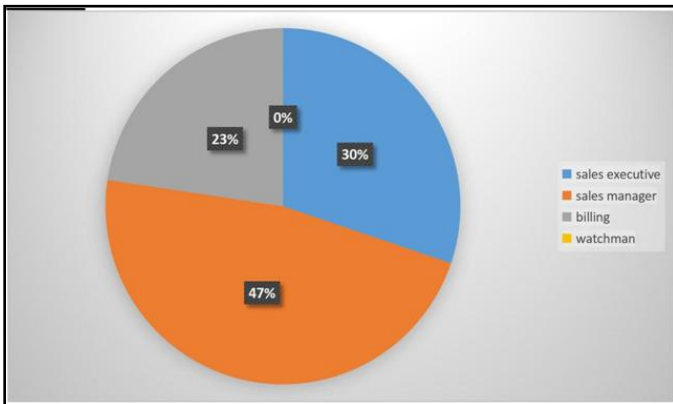
From the above data total respondents are 53 from which 92% are the respondents are Male and the 8% are Female.

In the above Respondents 92% is Male and the 8% is Female.

TABLE 3

**DESTINATION:**

TABLE SHOW DESTINATION CLASSIFICATION.	NO. OF RESPONDENTS N=53	PERCENTAGE (%)
Sales Executive	16	30.2%
sales Manager	25	47.2%
billing	12	22.6%
watchman	0	0%
<b>Total</b>	<b>53</b>	<b>100</b>

**CHART.1.6.3**

**Source: Primary data**

**INTERPRETATION:**

From the above data total Respondents are 53 from which 16 members are Sales executive means 30%, 25 members are Sales manager means 47%, 12 members are Billing means 23%.

**1.7 FINDINGS AND CONCLUSION:****FINDINGS:**

- ☐ The 60% majority of employees are in age of 20-25
- ☐ The 92% of employees are male
- ☐ The 47% of employees are work as sales managers in D mart

**CONCLUSION:**

Job satisfaction in the supermarket industry is a multifaceted phenomenon influenced by various factors, including compensation, career opportunities, work environment, autonomy, flexibility, and recognition. By prioritizing these aspects and implementing strategies to address them effectively, supermarkets can enhance employee satisfaction, leading to improved productivity, retention, and overall organizational success.

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