

A Study on Analysis of Employee Satisfaction In Lulu Hypermarket With Reference To Coimbatore City

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Abstract- The profitability of retail enterprises is greatly influenced by employee satisfaction, which also affects overall organizational performance, customer service quality, and productivity. In order to assess employee satisfaction at Lulu Hypermarket, this survey will look at important aspects such work-life balance, management support, career progression prospects, pay and perks, and work environment. To learn more about the opinions and experiences of the employees, a mixed-method approach will be used to gather data through employee surveys and interviews. Better staff retention and organizational efficiency will result from the findings, which will also help identify areas for improvement in employee engagement and happiness. The research will also offer suggestions for improving worker motivation and well-being in the retail industry.

I. INTRODUCTION

Employee satisfaction plays a crucial role in the success and sustainability of any organization, particularly in the retail sector, where customer interactions and service quality depend heavily on employee engagement and motivation. Lulu Hypermarket, a leading retail chain with a diverse workforce, operates in a highly competitive industry where employee satisfaction directly impacts productivity, customer experience, and overall business performance.

This research aims to explore the factors influencing employee satisfaction at Lulu Hypermarket, including work environment, compensation, career growth opportunities, management support, and work-life balance. By understanding employee perceptions and concerns, organizations can develop strategies to enhance job satisfaction, reduce turnover, and improve operational efficiency.

The study will employ a mixed-method approach, incorporating surveys and interviews to gather insights from employees across various roles. The findings will provide valuable recommendations for Lulu Hypermarket to create a more positive and motivating work environment, ultimately contributing to both employee well-being and business success.

LULU HYPERMARKET COMPANY PROFILE

CIN	U51909KL2006PTC020034
COMPANY NAME	LuluHypermarketPrivateLimited
ROC CODE	RoC- ERNAKULAM
REGISTRATION NO.	020034
COMPANY CATEGORY	COMPANY LIMITED BY SHARES
CLASS OF COMPANY	PRIVATE
AUTHORISED CAPITAL (Rs.)	500,000,000
PAID UP CAPITAL	450,100,000
DATE OF INCORPORATION	27-11-2006(On14.06.2023theystartedinCoimbatore)
REGISTERED ADDRESS	Office Room No. 3, 34/1000 N.H. 47, EDAPPALLY KOCHI Ernakulam KL 682024 IN

STATEMENT OF PROBLEM

This project seeks to address the gap in understanding employee satisfaction levels at Lulu Hypermarket. It aims to identify key factors influencing satisfaction, assess current challenges, and provide actionable recommendations to enhance employee well-being and organizational efficiency. Addressing these issues is essential to ensure a motivated workforce, reduce turnover, and sustain Lulu Hypermarket's reputation as a leading retail employer

OBJECTIVES

1. To find out the employee satisfaction levels towards Luluhyper market.
2. To study the factors influencing the employees toward Lulu hypermarket.
3. To find out the difficulties faced by customer in Lulu hypermarket
4. To assess the role of training and development programs in enhancing job satisfaction.
5. To identify the impact of shift timings and work schedules on employee satisfaction.

SCOPE OF THE STUDY

Assessing the various facets of job satisfaction and their effects on overall performance, retention, and organizational success is the main focus of this study on employee satisfaction at Lulu Hypermarket. Employees from a variety of departments, including sales, customer service, logistics, management, and administration at the Lulu hypermarket in Coimbatore, will participate in the study. Priorities should be given to work-life balance, job security, compensation and benefits, career progression and training, managerial efficacy, and employee engagement and motivation. Through focus groups, interviews, and questionnaires, staff members will provide first-hand information for the study. Numerous factors will be the focus of the study, including work environment, compensation and benefits, job security, work-life balance, management support, opportunities for professional growth, and employee engagement.

NEED FOR THE STUDY

Researching employee satisfaction is crucial for businesses looking to boost output, attract and retain talent, and create a happy workplace. Employee satisfaction increases engagement, motivation, and efficiency, all of which improve performance. Research in this field aids businesses in comprehending the elements—such as work culture, pay, career advancement, and work-life balance—that affect job satisfaction. High levels of employee satisfaction lower attrition, lessen stress at work, and promote creativity. Furthermore, a contented workforce improves customer service, enhancing the business's standing and ability to compete. By putting employee satisfaction first, companies can build a successful, long-lasting environment that benefits both workers and the company.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science

of studying how research is done scientifically. In research it is the responsibility of the researcher has to expose the research decisions to evaluate before they are implemented. The researcher has to specify very clearly and precisely what decisions he selects and why he selects them, so that others can evaluate on it. So, the adoption of proper methodology is an essential step in conducting a research study.

Source of data

- Primary data
- Secondary data

PRIMARY DATA

Information gathered directly from the source by a researcher for a certain objective is referred to as primary data. It is unique and hasn't been collected or released before. Methods like surveys, interviews, experiments, focus groups, and observations are used to gather this kind of data.

SECONDARY DATA

Information that has previously been gathered, examined, and disseminated by another party for a different reason is referred to as secondary data. It comes from pre-existing sources like books, research papers, reports, websites, and government records rather data being collected directly.

DATA COLLECTION

The study was based on primary data which was collected through questionnaire from the employees in the lulu hypermarket in Coimbatore district

The research applied stratified sampling by dividing the employees on the basis of their job role in the lulu hypermarket.

AREA OF STUDY

The area of study is Coimbatore district. Coimbatore, popularly known as Manchester of South India, is situated in western part of Tamil Nadu.

SAMPLING TECHNIQUE

Convenience sampling technique is used here. When population elements are selected for inclusion in the sample based on the case of access, it can be called as convenience sampling.

LIMITATION OF STUDY

- The study focuses only on selected Lulu Hypermarket branches in Coimbatore, making it difficult to generalize findings to other locations.
- Responses may be influenced by employee bias or reluctance to share honest feedback.
- Due to time and resource constraints, the study may not fully represent the entire workforce.
- The study focuses on basic statistical analysis, which may not capture deeper relationships between employee satisfaction and organizational performance.

REVIEW OF LITERATURE

Alrawahi et al. (2020), Analyse job satisfaction among healthcare workers and found that safety, workload, pay, advancement, recognition, and company policies mainly contributed to job dissatisfaction. In contrast, relationships with coworkers or supervisors and career development were found to influence job satisfaction, which is inconsistent with the existing two-factor theory.

Afsar et a(2018),According to the social exchange theory, people are more inclined to stick with their jobs and organizations when the norms reflect their values. Employees typically perform better and show more dedication to their jobs when they feel that they are being treated fairly and appreciated for their contributions

Bin Shmailan(2016),Employees who are very committed to their organization ensure a high level of the services' or products' quality, maintenance, productivity and generate higher profits. Employees have more than job satisfaction, are happy that they can serve and are promoters of products and brands. There is evidence that employee involvement increases work performance and overall productivity, creates a better and more productive work environment, reduces employee absence and work leaving

Raziq and Maul bakhsh(2015), Different motivation style and leadership style can work in different way on every employee, resulting in increased work performance and job satisfaction. Therefore, job satisfaction is an essential element motivating employees and encouraging them to achieve better results

Aziri (2011), Job satisfaction is considered as one of the main factors of the effectiveness and efficiency of business organizations. In fact, the new managerial paradigm, which insists that employees should be treated primarily as someone

who has their own needs and personal desires, is a very good indicator of the importance of job satisfaction in modern enterprises. Analysing job satisfaction, it can be concluded that a satisfied employee is a happy employee and a happy employee is successful employee

EMPLOYEE SATISFACTION IN SUPERMARKETS

In order to sustain great productivity, first-rate customer service, and a nice work atmosphere, supermarket employees must be happy. Employees at supermarkets frequently perform physically taxing and fast-paced jobs like cashiering, shelf stocking, customer service, and inventory management. Fair pay, sufficient breaks, flexible scheduling, and work security are some of the important elements that determine their level of satisfaction. Employee morale can be significantly raised by providing work-life balance through shift flexibility, as supermarkets operate long hours.

RESEARCH FINDINGS

SIMPLE PERCENTAGE ANALYSIS

INTEROGATIONS	RESPONSE	FREQUENCY	PERCENTAGE
AGE	UNDER 25	84	76.4
	26-35	19	17.3
	36-45	5	4.5
	ABOVE 45	2	1.8
	TOTAL	110	100
GENDER	MALE	56	50.9
	FEMALE	54	49.1
	TOTAL	110	100
JOB ROLES	SALES/CUSTOMER SERVICE	32	29.1
	STOCK/INVENTORY MANAGEMENT	44	40
	CASHIER	20	18.2
	SUPERVISOR/MANAGER	14	12.7
	OTHER	0	0
	TOTAL	110	100
ANNUAL INCOME	BELOW 100000	26	23.6
	100000-300000	55	50
	300000-500000	21	19.1
	ABOVE 500000	8	7.3
	TOTAL	100	100
SATISFIED	HIGHLY SATISFIED	14	12.7
	SATISFIED	49	44.5

WITH THE CURRENT SALARY	NEUTRAL	27	24.5	MOST CHALLENGING ASPECT	HEAVY WORKLOAD	13	11.8
	DISSATISFIED	14	12.7		INADEQUATE TRAINING	35	31.8
	HIGHLY SATISFIED	6	5.5		LACK OF RESOURCES	39	35.5
	TOTAL	110	100		MANAGEMENT SUPPORT	20	18.2
EFFECTIVENESS OF COMMUNICATION	HIGHLY INEFFECTIVE	18	16.4		PHYSICAL WORKING CONDITIONS	3	2.7
	INEFFECTIVE	33	30		TOTAL	110	100
	NEUTRAL	37	33.6		TRAINING PROGRAMS HELPS IN JOB PERFORMANCE	GREAT IMPROVEMENT	14
	EFFECTIVE	21	19.1	SIGNIFICANT IMPROVEMENT		43	3.1
	HIGHLY EFFECTIVE	1	0.9	MODERATE IMPROVEMENT		40	36.4
	TOTAL	110	100	SLIGHT IMPROVEMENT		12	10.9
VALUES AND RESPECTS CONTRIBUTIONS	ALWAYS VALUED	18	16.4	NO IMPROVEMENT AT ALL		1	0.9
	MOSTLY VALUED	59	53.6	TOTAL		110	100
	MODERATELY VALUED	22	20	SATISFIED WITH CURRENT SHIFT TIMINGS	HIGHLY SATISFIED	5	4.5
	RARELY VALUED	8	20		SATISFIED	47	42.7
	NEVER VALUED	3	2.7		NEUTRAL	41	37.3
	TOTAL	110	100		DISSATISFIED	16	14.5
	IMPROVEMENTS TO MAKE LULU HYPERMARKET A BETTER PLACE	ENHANCED TRAINING PROGRAMS	9		8.2	HIGHLY SATISFIED	1
BETTER WORK-LIFE BALANCE		48	43.6		TOTAL	110	100
INCREASED SALARY AND BENEFITS		38	34.5	WORK OVERTIME OR EXTRA SHIFTS	VERY OFTEN	5	4.5
IMPROVED COMMUNICATION		10	9.1		OFTEN	31	28.2
MORE CAREER GROWTH OPPORTUNITIES		5	4.5		OCCASIONALLY	55	50
TOTAL		110	100		RARELY	18	16.4
PRIMARY FACTOR THAT KEEPS ME MOTIVATED		JOB STABILITY	9		8.2	NEVER	1
	CAREER GROWTH	46	41.2		TOTAL	110	100
	SALARY AND BENEFITS	32	29.1	RESEARCH SUGGESTIONS	Following methods can be implemented to improve satisfaction among the employees		
	POSITIVE WORK ENVIRONMENT	20	18.2		Establish skill development workshops and organised training programs to support employee's advancement within the company. Clearly define career advancement pathways and internal promotion chances. Encourage staff members to voice their problems and recommendations to management by instituting an open-door policy. Organize frequent feedback		
	MANAGEMENT SUPPORT	3	2.7				
	TOTAL	110	100				

meetings and employee satisfaction surveys to resolve complaints and implement data-driven changes

II. CONCLUSION

The importance of employee satisfaction to organizational results is particularly pronounced in the retail and related sectors, where employee engagement manifests itself in the quality of customer service delivered to customers and in levels of operational efficiency. This study endeavoured to explore the various factors that contribute to employee contentment at Lulu Hypermarket, Coimbatore and the influence of employee satisfaction on organizational effectiveness and employee retention.

With employee satisfaction levels being determined by factors as work environment, compensation, job security, career growth opportunities and management support, the study findings suggest While employees reported satisfaction with job

Additionally, this study highlights the role of periodic feedback systems and employee-friendly policies in maintaining high levels of satisfaction over time. Longitudinal studies on the impact of employee satisfaction on business performance, customer satisfaction, and employee experience, as well as comparative studies with other retail chains in related sectors to identify best practices, are possible future studies.

Putting employee satisfaction above all will enhance the workforce of Lulu Hypermarket, promote productivity, better service and sustainable industrial growth in the competitive retail sector.