



Research Paper on the Study on Workforce Diversity and Work Satisfaction in Retail

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Abstract:

The purpose of this paper is to examine the relationship between employee perceptions of diversity (i.e. significance of diversity and diversity management, and value of diversity practices employed) and perceived organizational performance. It also attempts to examine whether the perceptions of diversity vary among employees from different diversity backgrounds (i.e. across gender and categories) in Jaipur. So in this research study we investigate how workforce diversity has influence work satisfaction and what all factors influence the employee work satisfaction. For this, a sample study of 100 employees has been done in Jaipur city and the responses were gauged through a questionnaire which is personally analyzed.

I. INTRODUCTION

In a multicultural nation like India, diversity cannot be defined in simple terms. This concept is greater than just differences, religion, company or position. In some firms or companies, diversity tactics is mainly focused on the gender, religion, and disability status while, in other companies, diversity is extended to economic status, sexual orientation, income status, etc. But, people and managers fail to understand the core concept which is, the term 'diversity' is all the differences put together and not just few attributes. Companies are recruit employees from all over the world. Employees are main assets of an organization because people are unique and they are differing from each other. They comes from different background, different cultural, different religions. They have different skills, knowledge, etc with all these different things they all do work for a same organizational goal in a same direction. These all (different backgrounds, skills and so on) create basis for Workforce Diversity. The Employees comes from different locations so they want to be a healthy and a positive work environment. They try to be doing work on a place where they are satisfied and it's a responsibility of an organization or company to give a healthy environment and give employees work satisfaction. Every organization has its slogan – Peoples are our assets. This study focuses on one of the most important and broad-based challenges currently facing organizations in adapting to people who are different. The study investigates how employees discern workforce diversity and the possible effect that diversity can have on their satisfaction at work. Diversity management is a combination of two different words 'diversity' and 'management', where, diversity is differences of human beings' age, nature, language, gender, income status, marital status, etc. while management is work of planning, organizing, directing, coordinating and controlling the management functions. In a layman language, diversity management is a process of managing individuals with diverse qualities at a common place. In other words, it can also be defined as the process of understanding the differences in a business organization for effective management. To work effectively with diverse people, managers need to know not only about the persons with whom they interact, but also their personality, behavior patterns in conflict situations, demographics and life experiences. The question that still remains unanswered is how employees feel about diversity in

their working environments and whether workplace diversity results in dissatisfaction or anxiety and whether or not that may result in losses of productivity. Since most studies have been focusing on workforce diversity rather than discernments of employees in the workplace. In this research paper investigates the work diversity (Age, Gender, Religion, location, Education Caste, etc) and work satisfaction in organized and unorganized companies in Jaipur.

Problem of the study

Workplace today is made up of different employees with unique (diverse) characteristics. Does this situation affect the way employees feel about their jobs? Moreover, many organizations in the new Jaipur now engage different workers in their workforce to improve their image as they promote "Affirmative action"). To work effectively with numerous individuals, managers have to be compelled to recognize not solely concerning the persons with whom they move, however additionally their temperament, behavior patterns in conflict things, demographics and life experiences. The question that still remains unanswered is how employees feel about diversity in their working environments and whether workplace diversity results in dissatisfaction or anxiety and whether or not that may result in losses of productivity. Since most studies have been focusing on workforce diversity rather than discernments of employees in the workplace, this study focused on employees' discernment of workforce diversity and its effect on job satisfaction.

II. LITERATURE REVIEW

1. Subhash C. Kundu, Jahanvi Bansal, ArchanaMor, MukeshPruthi In this study the investigate the differences between employees across gender and categories towards workforce satisfaction in Indian public sector organization (i.e., Bharat Sanchar Nigam Limited). At the end of the study the investigator find out the efforts of employees to promote diversity to create opportunities to employees were more by female employees and valued least by general category employees in compared with males and other categories respectively.

2. Sreelatha R. Rao, Dr. M. M. Bagali This paper examines the acceptance of gender diversity among employees and how the impact of diversity management programs and practices

has taken by different IT companies, and also investigates influence of obstacles present in IT industry. The population for the study consists of employees from Information Technology firms situated at Bangalore. With the help of focus group interview and discussions with HR managers of reputed companies, questionnaire was developed by the researcher. The study was conducted by the responses of 100 employees. The developed tool was found to be reliable by getting Cranach's alpha values for the variables structured in questionnaire.

3. Namita Rajput, PreetiMarwah, RituBalli, and Monika Gupta The objective of this exploratory study is to examine the comparison of work values for gaining of knowledge for management of the Multi-Generation workforce for increasing intergenerational perceptiveness, morale and improve efficiency. The word multi generation workforce includes individuals born around the same time who share distinctive social or historical life events during critical developmental periods (e.g., Schaie, 1965). Data for this study is collected through a self administered questionnaire.

4. Priscilla Dike The subject matter of this paper is geographic point diversity. The study is conducted to explore how corporations manage personnel diversity and its consequences to the company's existence further as examine how companies' traumatize challenges that comes with employees from diverse cultural backgrounds. The analysis thus answers the question 'Has geographic point diversity contributed to structure success'. Because diversity covers a wide range of human attributes and qualities, the research is limited to the required tools for managing workplace diversity, advantages and disadvantages of managing a diverse workforce. Five corporations in Finland and African country are studied so as to accumulate answers to the question that's being centered on. In the conclusion, the findings of the thesis were indicated, that states that geographic point diversity has contributed to a lot of productivity however some factors like differential treatment may hinder its successful implementation and hence company success. Big corporations are a lot of dependent on diversifying their personnel and see its implementation as a norm and unceasingly attempt to boost diversity management, whereas little corporations see it as a selection and avertable once they feel it a burden or cannot effectively manage it.

5. HimaniSheth The study has been conducted on a sample of 600 employees in Ahmedabad, Baroda, Surat & Rajkot in IT, Telecom & FMCG industry in the state of Gujarat. Exploratory as well as Descriptive research has been used for the study. Industry practitioners and academicians were contacted under exploratory research and employee survey was carried out under descriptive research. Data Analysis has been done using SPSS and AMOS. Exploratory Factor Analysis, Confirmatory Factor Analysis, Structural Equation Modeling and Frequency distribution has been used to achieve the objectives of the study.

6. Sona George, Anju K J Job satisfaction is one in all the necessary factors that have drawn attention of managers within the organization in addition as academicians. Various studies are conducted to search out the factors that verify job satisfaction and therefore the manner it influences productivity within the organization. Though there is no conclusive evidence that job satisfaction affects productivity directly since productivity depends on so many variables, it is still a prime concern for managers. Job satisfaction is that the mental feeling of advantageousness that a private has regarding his job. It is usually same that "A happy worker could be a productive worker." Job satisfaction is extremely necessary as a result of most of the individuals pay a serious portion of their

life at their working place. Moreover, job satisfaction has its impact on the final lifetime of the staff additionally, because a satisfied employee is a contented and happy human being. An extremely happy employee has higher physical and mental well-being. The study tries to judge however human resource factors have an effect on the satisfaction level of staff in BPCL – Kochi plant restricted. It assesses however so much welfare and money factors encourage the staff within the company. The study additionally makes an attempt to research the opinion of staff towards the operating life within the company.

7. Mrs. Shweta Rajput, Mr. Mayank Shinghal, Mr. Shivkant Tiwari Job satisfaction and worker loyalty represents one in every of the foremost key challenges faces by the managers these days once it involves managing their workers. Employees are the most valuable resources for all organizations; the longer an employee works for a company the more valuable it becomes. Many researchers are conducted in numerous sectors to demonstrate the impact of job satisfaction on worker loyalty. Employee loyalty is all regarding workers being committed for the success of the organization with a robust belief that operating thereupon explicit organization is their best possibility. The aim of the study was to search out the impact of job satisfaction on worker loyalty just in case of academicians. This study also find out various factors underlying job satisfaction and employee loyalty. To achieve the aim of the study form survey was used. The result shows that there is no impact of job satisfaction on employee's loyalty in case of academicians.

8. SashikantaKhuntia, Subhodip Adhikary Teachers are introspective, cooperative, directive and expressive. Education is flourishing once there's presence of a good teacher. An effective syllabus and best curriculum became ineffective if there is absent of an effective teacher. The quality of teaching depends not only on the knowledge of the teacher but also how he/she is comfortable with the profession. There are various external factors which are responsible for the comfortless. At present being the storyteller of social and economic development academicians don't seem to be glad. As a result of which the profession is running with lack of talent pool. In this research study we emphasize on the different dimensions of job satisfaction, impact of different dimensions over the level of job satisfaction of management college teachers and their level of performance. In this study we have used statistical technique like chi-square test of association and multiple regression analysis for data analysis.

9. Jitendra Kumar Singh, Dr. Mini Jain Happy staff are productive staff and productive staff are doubtless to be happy. Employee job satisfaction is incredibly necessary to face the dynamic and ever-increasing challenges of maintaining productivity of the organization by keeping their men perpetually engaged and actuated. Many studies have incontestable an extraordinarily massive impact on the work satisfaction on the motivation of staff, whereas the extent of motivation has an impression on productivity, and hence also on performance of business organizations. Unfortunately, in our region, job satisfaction has not still received the right attention from neither students nor managers of varied business organizations.

10. Dr. LalitaMishra Employee satisfaction is a factor in motivation, retention and goal achievement in the place of work and commitment is a factor that includes no excess work load, treating employee with respect, offer recognition & rewards, fringe benefits and positive management. The purpose of the analysis paper is to review the worker satisfaction and structure commitment and to look at the satisfaction level of teaching and non-teaching workers and its

impact on Commitment. This research paper is descriptive and empirical in nature and purposive sampling technique is used select management colleges. The study is based on primary data, which has been collected through structural questionnaire , filled by teaching and non-teaching staff members take 150 respondents of teaching and non teaching staff of different colleges(10 management college) of Gwalior has been selected on random sampling basis .Percentage method is used for data analysis. According to findings of this analysis paper the worker satisfaction effects commitment of teaching and non teaching workers. Factors affecting employee satisfaction and commitment are rewards, stress, leave, benefits and compensation given to the staff by the management which is important to improve the motivation level and employee satisfaction.

Objectives of the Study

1. To identify the factors of work satisfaction that may affect employee’s performance.
2. To know that Superior and Subordinates inter – personal relationship on the basis of trust, motivation, encouragement.
3. To know that financial policies for subordinates.

4. To study the work environment on the basis of healthy work environment, availability of resources, etc.

Hypothesis of Study

Hypothesis is also called as statement of prediction that has to be proved or denied after testing.

It tells us the predictions or assumptions as on what can happen in research

NULL HYPOTHESIS

H₀: There is no impact of diversity factors on employee performance.

ALTERNATIVE HYPOTHESIS:

H₁: There is a impact of workforce diversity on satisfaction.

Sample Design

By the studying the background of the study, a sampling arrangement has prepared. The standards on which sampling would be conducted are as follows:

Sample type : Convenience Sampling Method

Sample : Employees

Sample size : 100

Area of survey: Jaipur

III. NON PARAMETRIC TEST

One Sample test

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of Income Level equals 3.000.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of Work Experience equals 3.000.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of Relationship Between Superior or Subordinate equals 3.000.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of Superior’s Trust on Me equals 3.000.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of Motivate for Work equals 3.000.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of Income Received equals 3.000.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of Methods of Financial Rewards equals 3.000.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of Methods for Non Financial Reward equals 3.000.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of Differentiate Between Best and Worst Performance equals 3.000.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of Availability of Healthy Environment equals 3.000.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of Capacity of Plant equals 3.000.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of Freedom of Work equals 3.000.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Interpretation: If $p < 0.05$, reject H_0 and accept H_1 . The variances are significantly difference that means there is impact of Diversity factors on employee's performance.

Parametric Test

One-Sample Test

	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Income Level	-16.371	99	.000	-1.550	-1.74	-1.36
Work Experience	-18.794	99	.000	-1.700	-1.88	-1.52
Superior's Trust on Me	99.519	99	.000	1.960	1.92	2.00
Relationship Between Superior or Subordinate	24.348	99	.000	1.560	1.43	1.69
Motivate for Work	30.744	99	.000	1.540	1.44	1.64
Income Received	8.961	99	.000	.870	.68	1.06
Methods of Financial Rewards	13.709	99	.000	1.170	1.00	1.34
Methods for Non Financial Reward	4.156	99	.000	.520	.27	.77
Differentiate Between Best and Worst Performance	9.574	99	.000	1.000	.79	1.21
Availability of Healthy Environment	29.606	99	.000	1.650	1.54	1.76
Capacity of Plant	18.580	99	.000	1.360	1.21	1.51
Freedom of Work	16.634	99	.000	1.270	1.12	1.42

Interpretation: From the above table, $p < 0.05$, thus it can be concluded that null hypothesis is rejected and alternative hypothesis is accepted.

IV. CONCLUSION

In this research, "Workforce Diversity and Work Satisfaction in Retail" we know about the employees situation in an organization. This study focuses on barriers encountered by employees for accepting workforce diversity in retail sector in

city of Jaipur. Discrimination on the basis of age, gender, race and religion was the most frequently observed while barriers encountered for accepting workforce diversity, was largely due to shift swapping and hostile work environment.. Collected the data through primary data analysis (questionnaire) and secondary data analysis (journals, articles). According this study impact on employees from the workforce diversity and work satisfaction in retail. This study clearly emphases that organization should take measures to manage diversity harness and leverage the potential of employees for competitive

advantage. For whichever of this reason that motivate them, it is clear that those who diversify their workforces will have a distinct competitive advantage.

V. REFERENCES:

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