

Exploring Employee Job Satisfaction At Pothys Retail Private Limited., Coimbatore

¹Dr. D. Divya, ²Cynthia Raj, ³Diwagar Lakshman P

¹Assistant Professor, Department of MBA (PG), Sri Ramakrishna College of Arts & Science, Coimbatore

²MBA, Department of MBA(PG), Sri Ramakrishna College of Arts & Science, Coimbatore

ABSTRACT

Job satisfaction plays a crucial role in employee motivation, performance, and retention. This study evaluates job satisfaction among employees at Pothys Retail Pvt Ltd, examining key influencing factors such as work-life balance, compensation, and workplace environment. The research uses a Simple Random Sampling method with a sample of 150 employees. Findings reveal that 90.6% of employees are satisfied, with 50% rating their satisfaction as "Excellent" and 40.6% as "Good." Chi-Square analysis indicates no significant relationship between gender and job satisfaction ($p = 0.109$). Correlation analysis shows a weak but positive relationship ($r = 0.155$, $p = 0.058$) between work-life balance and job satisfaction. The study suggests implementing flexible work hours, stress management initiatives, and improved compensation to enhance employee satisfaction. Addressing these factors can create a more engaged and productive workforce, reducing turnover and improving overall company performance.

Keywords: Workplace Fulfilment, Organizational Atmosphere, Rewards and Perks, Commitment and Drive, Role Expectations.

INTRODUCTION

A job is a specific role within a company where a person performs tasks in exchange for pay, benefits, or other rewards. Employees are expected to help the company meet its goals while earning income, gaining experience, and growing in their careers. Today's jobs cater to different skills and interests, creating various work environments and expectations. The roles people take on usually match their expertise and passions, benefiting both the employee and the employer. Job satisfaction depends on factors like job responsibilities, pay, work-life balance, opportunities for personal growth, and relationships with coworkers. It's important for keeping employees motivated and happy in their roles. When employees are happy with their jobs, they perform better and are more likely to stay with the company. Jobs aren't just for earning money but also for personal and professional development.

Job satisfaction is essential for both the well-being of employees and the success of the company. When employees enjoy their work, they are more motivated, engaged, and productive, which leads to better performance, lower turnover, and better customer service. However, if employees are dissatisfied, it can hurt productivity, cause more absences, and create a negative work atmosphere. Companies that focus on a positive workplace culture, offer good benefits, and provide growth opportunities tend to have more satisfied employees. This benefits both the workers and the company by improving morale and efficiency. By focusing on things like job duties, pay, and opportunities for growth, employers can keep their employees motivated and committed.

Also, job satisfaction helps reduce turnover, which can be expensive for companies. Companies that focus on these factors create a better working environment, which leads to greater success.

OBJECTIVE

- To evaluate the overall job satisfaction of employees
- To improve the level of work-life balance and job satisfaction of employees.

Need of the Study: Understanding job satisfaction is crucial for enhancing workplace conditions, boosting employee performance, and reducing turnover, ultimately leading to a more productive and engaged workforce.

Scope of the Study: The study examines key factors influencing job satisfaction, their impact on performance and retention, and variations across industries and demographics to provide actionable insights for improving workplace satisfaction.

Limitation of study: The study may face limitations such as sampling and response bias, subjectivity in job satisfaction, and the challenge of capturing long-term trends. External factors like economic conditions may also influence findings but are not accounted for.

REVIEW OF LITERATURE

Madhavi AVR (2025). A Study of Stress and Its Impact on Job Satisfaction among Bank Employees in Telangana. This study found a strong negative link between stress and job satisfaction among bank employees in Telangana, meaning that higher stress levels lead to lower satisfaction. The study confirmed that stress is a major factor affecting job satisfaction. It recommended implementing stress management strategies to improve job satisfaction and overall employee well-being in the banking sector.

K. Sumithra (2024). A Study on Factors Influencing Job Satisfaction of Employees in Banking Sector of India - An Investigation. This study examined factors affecting job satisfaction in India's banking sector. It found that socio-economic factors like gender, age, job title, and income have a big impact on job satisfaction, while job nature and qualifications do not. The study concluded that understanding personal, job-related, and organizational factors can help improve job satisfaction in the private banking sector.

Suresh Talamala (2023). Locus Of Control and Job Satisfaction: A Comparative Study Between Male and Female Employees in It Sector Bangalore. This study compared male and female employees in the IT sector in Bangalore. It found that having an internal locus of control (believing they control their own actions) leads to higher job satisfaction for IT professionals, regardless of gender. In contrast, an external locus of control (feeling that outside factors control their actions) is linked to lower job satisfaction. The study also found a negative relationship between job stress and an external locus of control. Job satisfaction was higher in areas like promotions, supervision, work nature, and colleague support, but employees were unhappy with their pay and working conditions.

RESEARCH METHODOLOGY

The study adopts the Simple Random Sampling method, ensuring unbiased selection by randomly choosing participants from the population. Data is collected from both primary and secondary sources after defining

research problems and finalizing the research design. The sample consists of 150 employees working at Pothys Retail PVT LTD.

ANALYSIS

TABLE 1: FREQUENCY

1.1 The table shows how satisfied are you with your job overall

Job satisfied overall	Frequency	Percent	Valid Percent	Cumulative Percent
Excellent	73	50	50	50
Good	63	40.6	40.6	90.6
Poor	14	9.4	9.4	100
Total	150	100.0	100.0	

INTERPRETATION

The table indicates that half of the respondents (50%) are highly satisfied with their job, rating it as "Excellent." A significant portion (40.6%) feel their job satisfaction is "Good," while a smaller group (9.4%) report dissatisfaction, rating it as "Poor." This suggests that the majority of employees are content with their jobs, with only a small percentage expressing dissatisfaction. The overall satisfaction rate is relatively high, with 90.6% of respondents indicating positive feedback.

TABLE 2: CHI –SQUARE

2.1 To find relationship between gender vs. job satisfaction in an organization

Null Hypothesis (H₀): There is no significant relationship between gender and job satisfaction.

Alternative Hypothesis (H₁): There is a significant relationship between gender and job satisfaction.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.429 ^a	2	.109
Likelihood Ratio	4.342	2	.114
Linear-by-Linear Association	.031	1	.860
No of Valid Cases	150		

INTERPRETATION

The Chi-Square test results indicate that the Pearson Chi-Square value is 4.429 with 2 degrees of freedom and an asymptotic significance of 0.109, which is greater than the typical threshold of 0.05, suggesting no significant relationship between the variables. Similarly, the Likelihood Ratio test also shows a significance of 0.114, further supporting the lack of a significant association. The Linear-by-Linear Association test yields a value of 0.031 with a significance of 0.860, indicating no linear trend. Overall, the results suggest that the variables are not significantly related

TABLE 3: CORRELATION ANALYSIS

3.1 To find relationship between job satisfaction vs. work-life balance in an organization

		Job satisfaction	Work life balance
Job satisfaction	Pearson Correlation	1	.155
	Sig. (2-tailed)		.058
	N	150	150
Work life balance	Pearson Correlation	.155	1
	Sig. (2-tailed)	.058	
	N	150	150

INTERPRETATION:

The Pearson correlation between job satisfaction and work-life balance is 0.155, indicating a weak positive relationship. The significance value is 0.058, which is slightly above the typical threshold of 0.05, suggesting that the correlation is not statistically significant at the 95% confidence level. This implies that while there is a slight positive association between job satisfaction and work-life balance, it is not strong enough to be considered a significant relationship.

Findings & Suggestions:

- The majority (90.6%) of employees at Pothys Retail Pvt Ltd are satisfied with their jobs, with 50% rating their satisfaction as "Excellent" and 40.6% as "Good." Only 9.4% of employees reported dissatisfaction.
- The Chi-Square test results indicate no significant relationship between gender and job satisfaction (p-value = 0.109), implying that job satisfaction is not influenced by gender.
- The correlation analysis shows a weak positive relationship ($r = 0.155$, $p = 0.058$) between job satisfaction and work-life balance, but it is not statistically significant.
- Enhance work-life balance through flexible hours, wellness programs, and stress management initiatives. Improve compensation, career growth, and employee feedback to boost satisfaction and retention.

CONCLUSION

The study highlights that job satisfaction among employees at Pothys Retail Pvt Ltd is generally high, with the majority expressing positive experiences. However, factors such as stress, salary concerns, and work-life balance need attention to further improve satisfaction levels. The research confirms that gender does not significantly impact job satisfaction, while work-life balance has a weak but positive influence. Organizations should focus on providing better compensation, reducing stress, and promoting a healthy work-life balance to enhance employee retention and performance. By addressing these aspects, companies can create a more engaged and productive workforce.

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