

## **Impact of Demographics on Work Force Participation of Females in the Retailing Industry in Tricity Area (Chandigarh-Mohali-Panchkula).**

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### **Abstract**

*The purpose of the research was to investigate the effect of work environment and work attitude on work force participation. The study was conducted in the retailing sector of Tricity area (Panchkula – Haryana, Chandigarh – Union Territory, Mohali – Punjab) in the hope to know the impact of work environment factors on work participation. The study derived its data from both organized as well as unorganized sector. The retailing kind aimed for the study was MBRT (Multi brand retail trade). The study was specifically conducted on the females in the industry in order to find out their true attitude towards the same. The study was conducted in the current year so the data collected is absolutely fresh and the results are highly implacable to the urban setup. The sample size of the study was 600 and the results showed that the attitude formation is not much impacted via demographics. The implication of the study is that more or less the opinion of the work staff is similar regardless of the demographics.*

**Keywords:** Female Participation, Tricity, Retail, ANOVA, t-test

### **Introduction**

There has been a debate on the retailing structure and FDI for more than a decade but no one worries about the impact of internal environment of a company or industry as a whole in the choice of work. Especially when it comes to female the work environment and structure of work matters more than it matters for the male staff. The slow growth of female work participation is an issue for the country. The growth of an economy is largely dependent on the factor that female employee participation is good or bad in the country. There is no policy that will work towards growth of the nation if it doesn't embrace all sides of it (Aiken, Clarke and Sloane, 2002). At the outset, it is needed that an adequate amount of attention is required on the issue of work force participation by the females.

The research is aiming to find out the factor that how and why the females are impacted by the choice of work based on the work environment and their demographics. Demographics are a way of defining the personality of a person to some extent. The segmentation of people and their judgment of behaviour in the field of marketing on its basis have been done from decades. The study is aiming to find out whether the demographic can be used for ascertaining the work attitude of the females towards the work environment.

Work environment is a big subject. It impacts the psychology and productivity of an employee to a huge extent. The majority of day time of an employee is spent in the company working to serve their role in it. It is therefore the duty of the company towards the employees to make environment safe and work friendly for the employees. It is important for the company to ensure this for the benefit of both the company and the employee (Kinzl et al. 2005). A happy employee is the guarantee of high productivity and loyalty resulting in to low turnover rates for the company.

The retailing industry in India and throughout the world has been struggling with the issues of high labour turnover and many other similar difficulties with the labour staff. The labour related policies and low payout ratios in many countries have been an issue for the leading companies like Wal-Mart and Tesco. There have been reports of labour unrest and strikes, many a times in countries like China and few European nations it has reported that these companies have been fined for paying lower than the mandatory salaries (Castillo and Cano, 2014). In order to win the competition and for cutting the cost, the companies aim to reduce the size of manpower and payouts. On top of all the security of job in the private sector of retailing industry in every country including India and China is very low.

These above mentioned reasons reduce the attachment of an employee towards their work. This reduced attachment directly impacts their satisfaction level of work in the company. Results are high turnover ratios and unhappy employees resulting in to higher cost for the company for new hiring and training of the employees (Clark, 1997). A new employee's in the corporate world of India cost a company big time. Brands like Big Bazaar or Easy day and many others outsource their hiring departments. A new employee at time costs a company twice the annual salary of the employee in training, retaining and paying for the hiring charges and if the employee quits work prior to one year for any reason it leaves the company with a huge loss.

The priority of the companies now shifting to the department of human resource as the need and importance with the increased legal formalities and regulation is pushing the company to do so. Researches such as the one done by the researcher on the importance of work environment in employees satisfaction and retention or demographic variables is establishing it important ground in the field of corporate (Schroffel, 1999). Demographics have been a base factor for the decision making; this has been quoted by numerous studies in the past. This study is trying to achieve similar goals but the segment, time period, area and industry are new. It is important to check the impact for the retailing sector as this sector is the fast growing and most employing industry of the country. Although the organized sector is very less but even then the size of the industry is huge (Castillo and Cano2004). The organized sector as well as the unorganized sector both has been targeted in the study. Data collection in the study has been done from both the sector. Both sectors are highly contributing to the GDP and employment.

## **Literature Review**

The social and economic situation of the country has gone through a big change in past few decades. The situation in the scenario of female participation in comparison to the situation of the economic condition of the country hasn't improved much. On the contrary it has been analysed by researchers that there is an adverse relationship of family income and female employee participation. The family income if rises too much the female intend to quit the work and serve the family responsibilities (Clark, 1997). The annual income of the family of the working female is one of the biggest motivator for the female to work.

Another big reason which forces a female to quit is the work place situations and people. The company policies are always strict and don't always put the life situation of the female employees at ease. Many a times the work ambience and situations doesn't suit the females as much as it is supposed to and this results in quitting. It becomes difficult particularly for women in Indian culture to balance work and family. The responsibility shared by women and men for family in the Indian culture has a huge gap (Aiken, Clarke and Sloane, 2002). So if the work ambience is not good and the pressure in work is high the role of women becomes difficult the attitude is ambiguous towards continuing the work.

The average mindset of most is that it is more important for men to work than the women in the family. This mindset has raised a priority in the mindset of the market to create an imbalance in the work culture. The glass ceiling and other biased issues have taken a substantial notice every now and then in the society (Lee and Brand, 2005). This has always given raise to the factor of job security being less for women in comparison to men. Since the job security for a female is comparatively lower, it also pushes the recognition for work being less in comparison. This gives rise to the feeling of not being able to relate to the work. Although the above mentioned factors are found more at a lower level jobs than managerial,

but the impact is on making the corporate work culture to look like it (Rafiq et al. 2011). This is another factor due to which less amount of females turn to working.

Retail is a kind of industry that has got a lot to with people. It is a part of service industry that has a lot customer dealing on daily basis. In a people oriented industry the environment for a working staff is built more of people than it from infrastructure. The customers play a vital role in increasing or decreasing the vitality of work for the female. The customers can make or break the will of working as they constitute the part of job from where the appreciation and frustration towards the work starts. This is one of the reasons why all females are always willing to work for a bigger brand in retailing industry (Buglear, 2005). The better the brand name of the company is, it ensures the customer will belong to a higher class and will behave to the staff in a much descent way.

All such situation and factors are also depending on the demographics for the employee. If the employees is young and the annual family income is comparatively low than the frustration of the employee is higher and desperation to hold on to the job is higher. But this also makes the small uncomfortable event at the job much bigger frustration. It becomes important for the

### **Rationale of the study**

This study will help the future managers in deciding and designing the work place environment better suited for the females based on their demographics. This will also help in ascertaining the factor that what type of segment is more suitable for the work environment. It'll eventually lead to the reduction in labour turnover rate. Studies like this are required for better understanding of the female psychology. This can be used for affixing the standards that can help pull more female participation in the sector.

### **Research Gap**

It is important to aerating the impact of demographic on opinion towards the work environment as none of such study has been done in the past that has focused on the segment of females only. This study will help ascertain many variables that can utilize to make the work environment more comfortable for the females in the organisation. No study of similar nature has been conducted with the aim to increase the labour participation of the females.

### **Objectives of the Study**

The study aims to find out the impact of demographics on the work environment perception that then later leads to continuation of the work. The situation of the work environment perception in impacting the quitting intentions of the female participant is been established by many studies. The more positive attitude the female employees will have towards the work environment factors, lesser is the chance of writing. In this paper the researcher is trying to establish if the work environment according to the demographics are impacted and should be planned accordingly.

### **Population and Sample Size**

The population of the study is the females working in the retail sector. The data has been collected from both the organized as well as unorganized sector. The data has not been collected from all kinds of retailing but only a very specific type. The aimed type of retailing was MBRT (Multi Brand Retail Trade). It would not have been possible for the researcher to cover all format of retailing in the state.

The area of research was Tricity area (Chandigarh, Mohali, Panchkula). This area of research was aimed by the researcher as this area is the capital of two states and one of the most latest and developed cities on the country. It was chosen as the organized retailing in the city is quite big. The sample size was 785 and the sample was collected with the help of judgment sampling. As the size of the retailing is big and the female only participant data was not available and it was difficult to collect the sample of all female and selected females. So the stores that allowed the researchers to collect the data were the ones in which the data was collected on the basis of judgment.

### Data Instrument and Analysis

The data was collected with the help of the pre drafted questionnaire that covered all the variables needed to cover the work environment. There were 27 variables in the questionnaire and these variables were categorized under 6 construct. Each construct has between 5-7 variables. The items in the questionnaire are recording the perception of the customers one a 5 pointer Likert scale ranging from ‘Strongly Disagree to Strongly Agree’.

To analyse the data further for checking whether the demographics of the targeted population of the study is impactful or not, t-test and ANOVA were used. To analyse the variables exploratory factor analysis was done. The data has the factor saved were then analysed by the parametric test. All the above said analysis of data was made on SPSS (Statistical Package for Social Science).

### Data Analysis and Interpretation

**Table 1.1 EFA of Variable**

Name and Construct of the source	Measure of the construct	Factor Loading	Eigen Value	Variance	$\alpha$	Mean					
<b>Store Management and Colleagues</b>	The store has friendly	.867	6.502	24.082	.836	3.211					
	The store has knowledgeable employees	.828									
	The store has helpful	.799									
	My superior provides guidance and support	.749									
	The company has good career growth opportunities	.743									
	Fellow employees help completing my work for me at	.706									
	The ratio of work to salary is appropriate	.703									
	Salary is credited in time	.615									
	<b>Work Ambience</b>	I like wearing com. Logo on my uniform					.784	3.502	12.930	.775	3.357
The store has attractive displays		.750									
The location of the store is easily accessible to me		.748									
I feel good telling people that I am working here		.639									
It was easy to locate products/merchandise in the		.636									
I feel good looking at co advertisement on tv		.626									
The customers visiting the store are friendly		.531									
<b>Job security and recognition</b>		I feel safe and secure about my job in this organisation	.880	3.097	11.469	.817	3.722				
		I have always been given credit of my work to me.	.864								

	The company recognises me as an asset to the organisation	.844				
	At times I have been rewarded and honoured for the good work	.775				
<b><u>Customers</u></b>			1.734	6.423	.780	3.27
	Customers really appreciate the advice that I provide them with	.735				
	Customers do write good feedback and remarks for the	.703				
	Customers visiting the stores are mostly civilised and	.680				
<b><u>Interiors and Store Décor</u></b>			1.602	5.929	.614	3.11
	The store has pleasant music	.832				
	The store is correctly lit (neither too bright nor dull)	.830				
	It was easy to move around in the store	.774				
<b><u>Company Image</u></b>			1.096	4.052	.785	3.36
	The company is using state of the art technology	.758				
	The company is well advance in its time	.599				

The above mentioned EFA table explains how the variables are contributing in the explanation of the phenomena. The above mentioned factors have been derived from the variables chosen from the study. The factors in table 1.1 are written in the order of the contribution towards the phenomena explanation. The table is suggesting that the Store Management and colleagues is highest contributing factor. The variance explained by the factor 24%. The mean average score of the factor is also pointing towards the opinion of agreement to the variables by the respondent. The leading factors also flowing in the similar direction. The data set is suggesting that till the factor of company image till where the Eigen value remained above 1 the total contribution was 65.03%. Each variable's factor loading score has shown a strong association and is remained high.

The researcher after saving the constructs form the variable preceded towards the parametric test as the normal distribution of data was found. The aim of the study was to find the relevance of independent demographic variables in the opinion formation of the respondents towards the work participation affecting variables. The first logical ground on which he test has been conducted is the marital status of the respondents. The study was aimed in understanding the females in the retail sector. Females work participation in India is highly impacted by the event of marriage. Therefore it was vital to study the presence of the impact of the event on work participation. To check the same t-test was conducted by the researchers on the data to analyse the fact I Table 1.2

**Table 1.2 t-test on the basis of Marital Status**

		Levene's Test for Equality of Variances		t-test for equality of mean		
		F	Sig.	t	df	Sig. (2-tailed)
Store Management and Colleagues	Equal variances assumed	4.597	.062	-1.056	783	.291
	Equal variances not assumed			-1.042	701.740	.298
Work Ambience	Equal variances assumed	.003	.958	.029	783	.977
	Equal variances not assumed			.029	744.250	.977
Recognition and Job Security	Equal variances assumed	.147	.702	.187	783	.852
	Equal variances not assumed			.186	733.311	.852
Consumers visiting the store	Equal variances assumed	2.453	.118	-1.348	783	.178
	Equal variances not assumed			-1.336	713.020	.182
Interior and Store Decor	Equal variances assumed	.167	.683	-.302	783	.763
	Equal variances not assumed			-.301	734.136	.763
Company Image	Equal variances assumed	8.439	.084	1.850	783	.065
	Equal variances not assumed			1.822	692.283	.069

The above mentioned t-test is showing the Levene's value in every case is higher than the level of 0.05 which is an indicator of the fact that the data divided between the marital and single females the variance in both the cases is equal. Now only the equal variance value of the significance level in the 2 tailed will be studied. The 2 tailed significance value if is under 0.05 mark shows that the opinion varies if the marital status of the female employee in a retail business is different. The above table shows that in the Tricity area the value of all the factors is above the mark of 0.05 hence there is no difference in the opinion of the female employees.

Many studies quote in the past that there is an impact of education on the opinion formation towards everything in the work life. The education backgrounds of most of the females are although similar yet there is a difference in level with the different level of work in the organisation. The education is the independent variable that also impacts the work position of the female in the company. Position in the company itself makes an employee have an opinion which is varied from the employee on the different position (Skalli et al. 2008). The education also enlightens ones knowledge to a deeper level that creates understanding to a vast situation. At the same time higher education also creates expectations from the company that creates a negative attitude towards the company which the lower administration or comparatively less educated might not feel. To analyse this variable ANOVA was used for determining whether the independent variable on the selected sample was effective or not.

**Table 1.3 ANOVA based on Education**

		Sum of Squares	Df	Mean Square	F	Sig.
Store Management and Colleagues	Between Groups	4.934	4	1.233	1.235	.295
	Within Groups	779.066	780	.999		
	Total	784.000	784			
Work Ambience	Between Groups	4.870	4	1.218	1.219	.301
	Within Groups	779.130	780	.999		
	Total	784.000	784			
Recognition and Job Security	Between Groups	2.368	4	.592	.591	.669
	Within Groups	781.632	780	1.002		
	Total	784.000	784			
Consumers visiting the store	Between Groups	33.962	4	8.491	8.830	.000
	Within Groups	750.038	780	.962		
	Total	784.000	784			
Interior and Store Decor	Between Groups	5.621	4	1.405	1.408	.229
	Within Groups	778.379	780	.998		
	Total	784.000	784			
Company Image	Between Groups	6.772	4	1.693	1.699	.048
	Within Groups	777.228	780	.996		
	Total	784.000	784			

The above mentioned Table 1.3 shows that the impact of education. The significance level of above 2 constructs out of 6 shows the value below 0.05. This means that only two constructs shows variability of opinion on the basis of education level of the respondents. The first one is the customers visiting the store. The variability of opinion about the consumers that are visiting stores is formed on the basis of interaction and experience with the consumers. The impact of one's education can amplify the experience and momentum of the conversation between the employee and consumers. This makes their experience better and forms a positive opinion and vice versa.

The second construct on which the opinion has varied is the company image. The company image matters as the social image of a person is impacted to a great deal on the basis of the company in which they are working. This is because of the fact that more important and vital the company is to the people in the society the more they value the person working in the company. Education as an independent variable plays a vital role in the importance of company image (Castillo and Cano, 2004). The employee more educated will ask for the company image in the society to be higher. The more educated social circle a person is part of makes them well informed and this makes the level of the company in which you are working also important.

The next important independent variable which the researcher felt was important to check was the annual household income. The annual income of an employee also matters as the opinion on the store is made based on it. A person with higher annual household income will have better expectation from the place of work and on the contrary the person with lower household income will have lower expectation (Bakotic and Babic, 2013).

**Table 1.4 ANOVA based on Annual Family Income**

		Sum of Squares	df	Mean Square	F	Sig.
Store Management and Colleagues	Between Groups	.361	2	.181	.180	.835
	Within Groups	783.639	782	1.002		
	Total	784.000	784			
Work Ambience	Between Groups	2.841	2	1.420	1.422	.242
	Within Groups	781.159	782	.999		
	Total	784.000	784			
Recognition and Job Security	Between Groups	5.044	2	2.522	2.532	.080
	Within Groups	778.956	782	.996		
	Total	784.000	784			
Consumers visiting the store	Between Groups	1.557	2	.779	.778	.460
	Within Groups	782.443	782	1.001		
	Total	784.000	784			
Interior and Store Decor	Between Groups	.830	2	.415	.414	.661
	Within Groups	783.170	782	1.001		
	Total	784.000	784			
Company Image	Between Groups	1.178	2	.589	.589	.555
	Within Groups	782.822	782	1.001		
	Total	784.000	784			

The table 1.4 mentioned above shows that the respondent sample categorized based on the annual household income have shown no variation in the opinion towards the store environment. The significance values of the constructs were higher than 0.05. This means that none of the factor has any variation of opinion on the basis of the division of the sample. The sample thinks the same when it comes to their household income.

### Conclusion

The work environment of a company in India is a big concern for a female to work. The female participation level of the country is low and it is a matter of concern for the development of the nation. It is important to study every angle of the female concern for working. This is important for the government and the companies to know about this so that they can improve the female participation level of the employee.

This study in particularly focused on two aspects that what are the impacts of demographics of a female working that helps form varied opinion towards work environment and the second one is that the which factor is most contributing towards the study. The study shed light on the fact that demographics are not of much importance for the females to form an opinion towards the work environment of the company. The most important factors that matters the most to the employees is the store management and colleagues. As in the policy makers and the way they treat other employees and the fellow staff members with whom an employee is surrounded the maximum (Chandrasekar, 2011). The second most important factor came out to be the ambience of the work place in which the employee has to be surrounded most of the time. The above mentioned were highest contributing factors for a female to make the decision of work in the company. The study basic aim was to foster the fact that internal work environment has an impact on the retention rate of a female. Using the right environment to make a female feel comfortable can help the nation have better female participation ratio.

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