

Work Life Quality Analysis at Big Bazar: A Case Study

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Abstract

In current scenario the importance of QUALITY OF WORK LIFE has been increasing. It describes about professional environment and humanistic values that are degraded to some extent. As professionals are unable to balance both their professional and personal life. This variation has made organization to make new policies; it leads to enhance job satisfaction and performance of employee. The level of performance has been referred to QUALITY OF WORK LIFE. It is a method in an organization that helps its members at all levels to participate actively and efficiently. This study focuses on performance of employee. The parameters which have been selected to observe the QWL in this study are social factors, economic factors training and development, of the employees. The main objective of this study is to examine the various factors influencing QUALITY OF WORK LIFE at Big Bazaar. The sample size taken for this study is 100 samples the methodology followed for taking sample is questionnaire method in Big Bazaar at Hyderabad. The technique used for this sample is correlation. The variables used in this test are quality of work life is an independent variable and performance of the employee is dependent variable.

Key words: Performance of employee, employee job satisfaction, job security.

I. INTRODUCTION

Quality of Work Life refers to the level of satisfaction, involvement, performance, and commitment those experiences with respect to their lives at work. Quality of labor Life is that the degree to that people square measure ready to satisfy their vital personal wants whereas used by the firm. Companies interested in enhancing employees Quality of Work Life generally try to instill in employees the feelings of security, equity, pride, internal democracy, ownership, autonomy, responsibility, and flexibility. They try to treat workers during a honest and demonstrate manner, open communication channels at all levels, offer employees opportunities to participate in decisions affecting them and empower them to carry on with their assignments. It has also been associated with organizational changes aimed at increasing the levels of job widening and job enrichment. Crucially, the thought is that of accomplishing higher levels of involvement and thereby motivations are the attractiveness of the work itself instead of through up the terms and conditions of work. Quality of life phenomena explored in early studies included job satisfaction, organizational climate, and the learning of new tasks. Quality of labor life may be outlined because the atmosphere at the workplace provided to the individuals on the task. QUALITY OF WORK LIFE program is another dimension in which organization has the responsibility to provide excellent working conditions where employees can perform excellent work as well as economic health of the organization.

II. OBJECTIVES

- To study and understand the quality of work life at Big Bazaar, hyd.
- To examine the various factors those are influencing QWL at Big Bazaar.

- To analyze the factors those are influencing Quality of Work Life upon the employee performance.

III. REVIEW OF LITERATURE

K. R.Nia& Maryam Maleki (2013)¹, studied on the connection between quality of labor life and organizational commitment members at monotheism Azad University beneath 127 faculty members with sample size of ninety seven subjects through random representative sampling. Spearman's correlation coefficient, multiple correlation methodology, LISREL, Friedman Test was used for data analysis. The T-statistic and Fisher statistic are applied to measure the demographic variables. Result showed that there's positive relation between the QWL and organizational commitment it means that organization commitment is that the result high QWL. H. Mohammadia& M. A. Shahrabib (2013)² conducted research on relationship between quality of work life and job satisfaction, it is an empirical investigation. Questionnaire in likert scales format and distributed among eighty-six full time staff of 2 governmental agencies in Islamic Republic of Iran, Supreme Audit Court and Interior Ministry and t-test used to examined the hypothesis. The outcome indicated that different working components have much influence on job satisfaction. Ayesha T. (2012)³, evaluated the standard of labor lifetime of the college members of personal universities in East Pakistan with the target is to analyze the factors poignant the general perception of QWL. Dimensions of QWL was taken truthful competition, growth security, work and life system, development human capacities, social integrate, social relevance. The method used for information assortment was cluster sampling. Spearman's rank correlation technique was applied which is suitable for ranking data and the test is non-parametric. Results after test showed dimensions are significantly co-related with QWL. There is extremely satisfaction within the feminine relating to QWL dimensions compared to male. Teaching experience is less than one year is more positive about their QWL and its related dimensions compared to experienced teachers.

IV. RESEARCH METHODOLOGY

It is the scientific way to resolve the research problem. This includes discovering all possible means of solving research problem; study the different methods one by one and arriving at the best conceivable method considering the resources at the clearance of the researcher.

DATA COLLECTION METHOD

PRIMARY DATA: The primary data is gathered through questionnaire in BIG BAZAAR distributed among the employees to gather information

SECONDARY DATA: The secondary data has been composed from books, websites, digital libraries, journals, and online database

RESEARCH TOOLS

A prepared questionnaire has been set to get the collected information from the respondents. The questionnaire covers of a change of questions obtainable to the respondents for their response. The types of questions are used in this survey are:

1. Multiple choice questions
2. Closed ended questions

SAMPLE SIZE: 100

RATIO: 2:1

STATISTICAL METHODS USED

1. Bars & charts
2. Percentage analysis

STATISTICAL TOOLS USED:

VARIABLES:

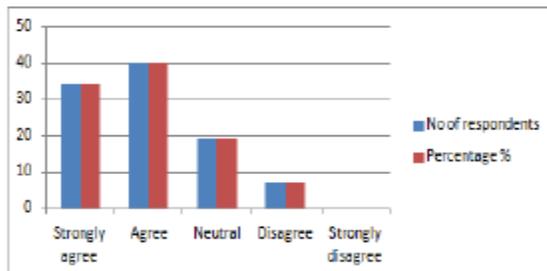
Independent variable: Quality of work life is an independent variable

Dependent variable: Performance of the employee is dependent variable

V. DATA ANALYSIS AND INTERPRETATION

1. To what extent your job allows you to use your skills and abilities

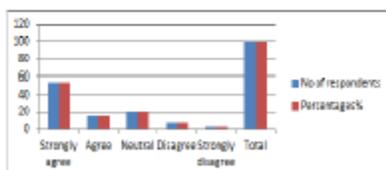
Particulars	No of respondents	Percentage %
Strongly agree	34	34
Agree	40	40
Neutral	19	19
Disagree	7	7
Strongly disagree	0	0
Total	100	100



Interpretation: The employees agree (40%) and strongly agree for using their skills and abilities in their job and few of the employees are disagree (18%) for using their skills and abilities.

2. To what extent Pay and compensation package is adequate to comparison to performance

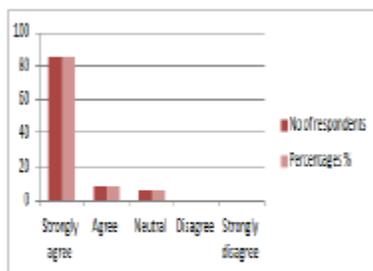
Particulars	No of respondents	Percentage %
Strongly agree	55	55
Agree	15	15
Neutral	20	20
Disagree	8	8
Strongly disagree	2	2
Total	100	100



Interpretation: The employees strongly agree (48%) that there would be fair pay and compensation and few of them are neutral (20%).

3. To what extent Recognition and rewards are given

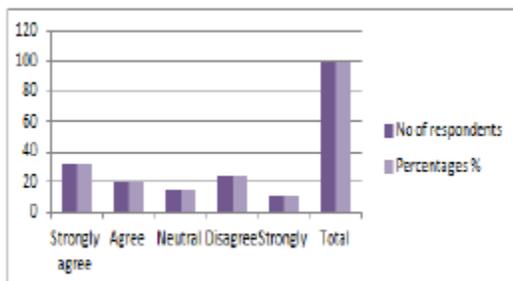
Particulars	No of respondents	Percentages %
Strongly agree	86	86
Agree	8	8
Neutral	6	6
Disagree	0	0
Strongly disagree	0	0
Total	100	100



Interpretation: The employees strongly agree (86%) that there will be recognition and rewards in BIG BAZAR.

4. Is the organizational atmosphere is based on fairness, integrity, and trust

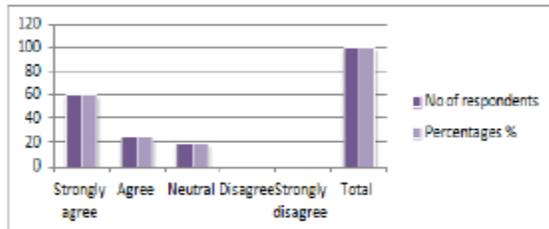
Particulars	No of respondents	Percentages %
Strongly agree	32	32
Agree	19	19
Neutral	15	15
Disagree	24	24
Strongly disagree	10	10
Total	100	100



Interpretation: Here most of the employees strongly agree (28%) that the organizational atmosphere is based on fairness, trust, and integrity and few of them are disagree (21%) with atmosphere in the organization.

4. To what extent medical facilities provided by the organization suites your health needs

Particulars	No of respondents	Percentages %
Strongly agree	59	59
Agree	23	23
Neutral	18	18
Disagree	0	0
Strongly disagree	0	0
Total	100	100



Interpretation: Here most of the employees agree (20%) and strongly agree (60%) for the reason of the medical facilities provided by the organization which suits their health needs, and few are neutral (20%).

Hypothesis

Ho- Quality of work life doesn't impact on performance of the employee

H1- Quality of work life has impact on

performance of the employee

CORRELATION TEST

PARTICULARS	QUALITY OF WORK LIFE	PERFORMANCE OF EMPLOYEE
STRONGLY AGREE	45.5	58.3
AGREE	21	21
NEUTRAL	16.5	15
DISAGREE	12	3
STRONGLY DISAGREE	2	0.66

	COLUMN1	COLUMN2
COLUMN1	1	
COLUMN2	0.9827	1

Correlation value(r) = 0.987

Table value: 0.878

Conclusion: Calculated value of correlation value is 0.987 is greater than the table value 0.878 where H1 is accepted, and we reject H0. hence there is a

relationship between the quality of work life and performance of the employee

VI. FINDINGS

1. Majority of the employees agree and strongly agree for using their skills and abilities in their job.
2. Most of the employees strongly agree that there would be fair pay and compensation
3. The employees accepted that there will be recognition and rewards in BIG BAZAR.

4. Here employees strongly agree that the organizational atmosphere is based on fairness, trust, and integrity.

5. Here majority of the employees agree and strongly agree for the reason of the medical facilities provided by the organization which suits their health needs, and few are disagree.

VII. SUGGESTIONS

Work should be distributed among employees uniformly. There should be Transparent in communication both ways (Top level to Low Level vice versa) more motivational classes on the attitudinal of the employee towards a job. Suggestion schemes should improve in the organization so that employees will be effective towards work.

VIII. CONCLUSION

After conducting an intense study on quality of work life in BIG BAZAR following conclusions are derived. Organization ought to specialize in the profit that are aimed to words self-improvement of the workers. Organization should maintain appropriate balance of work. Opportunity for career growth should improve. Benefits provided by the organization are excellent to satisfy the worker personal desires. Organization ought to specialize in the coaching sessions to encourage the workers. Organizations must be compelled to give scope for the worker development. There is no discrimination at workplace. The relationship with superior at workplace is good. On the total the standard of labor life smart.

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WEBSITES

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