

Enhancing Quality of Work Life: Impact on Job Satisfaction Among Female Retail Employees in the Organised Sector

¹Himanshu Shegaye ²Yogita Sure ³Ravindra Gharpure ⁴Sagar Khursange
Research Scholar Assistant Professor Assistant Professor Assistant Professor
^{1,2,3,4}*Central Institute of Business Management Research and Development, Nagpur*

Abstract:

This study looks at the effect of quality of work life (QWL) on satisfaction with work amongst female employees within the structured retail industry. QWL, which includes balance between life and work, stable employment, career progression prospects, and organisational culture, is critical in determining employee happiness and productivity. According to the report, while respondents' major worry is work-life balance, it is closely followed by job stability and prospects for advancement. However, factors like workplace conditions and salary also have a substantial impact on job satisfaction. Statistical research reveals no substantial variance difference between respondents' QWL and satisfaction with work scores, highlighting similar perceptions across both domains. The findings indicate that improving QWL through targeted policies can generate favourable working conditions, minimise turnover, and, ultimately, improve organisational efficiency in the retail industry.

Keywords: Quality of work life, job satisfaction, retail sector, work life balance, etc.

Introduction

In today's corporate surroundings, quality of work-life (QWL) has come to be as an important element impacting employee job satisfaction and performance. QWL comprises a variety of characteristics of an employee's workplace experience, including as work-life balance, stable employment, conditions of employment, opportunity for advancement, and organisational culture. In the past few decades, there has emerged a rising understanding of the special obstacles that female employees confront while managing their career and family duties, notably in the organised retail industry (Rashmi K et al 2023).

Over the last decade, India's organised retail industry has expanded dramatically, adding considerably to the country's GDP. This industry, which is distinguished by large-scale operations, standardised procedures, and an academic work environment, employs a significant number of women (Orellana, L. et al 2023). Despite the prospective possibilities, women in this field frequently face various problems, including lengthy working hours, insufficient work-life balance, restricted job growth options, and gender inequities. These characteristics can have a significant influence on their job happiness and overall work-life balance (Isa, M. et al 2023).

The relevance of investigating QWL among female employees in the organised retail industry stems from its ability to generate organisational success. High QWL can result in enhanced work satisfaction, improved staff morale, and lower turnover rates, eventually improving organisational success. In contrast, poor QWL can lead to job discontent, increased absenteeism, and lower productivity. As a result, knowing the structure of QWL and its effect on job satisfaction is critical for establishing successful human resource policies that build a positive and welcoming workplace.

The purpose of this study is to examine the quality of work-life for female employees in the organised retail industry, as well as the influence on their job satisfaction. This study examines different dimensions of QWL, including as work environment, security of employment, balance between work and life, advancement in their careers possibilities, and organisational support, in order to give insights into the elements that have a substantial impact on job satisfaction in this sector. The study's findings are intended to add to the current body of research and provide practical recommendations for improving the work-life quality and satisfaction with work of female employees in the organised retail sector.

Objectives of the research:

1. To examine the various dimensions of QWL among women employees in the organized retail sector
2. To evaluate the impact of quality of life at work on satisfaction from the job among women employees in the organized retail sector

Literature Review:

In the work of Bhavani, M. et al. (2014), employees are now considered knowledge workers, and what they contribute to the workplace in terms of knowledge and expertise is important for organisations looking to improve their effectiveness. It is critical to keep employees satisfied and at ease while also ensuring a good work environment. If an organization wants to retain its employees and its aiming towards its growth and development, it has to keep in mind the concepts of satisfaction of employees towards their job and the presence of quality in their work life. By keeping this concept in mind, the current article seeks an investigation towards the characteristics of fulfilment of job and the value of job status amongst working women instructors at educational institutions affiliated with the University. For data collection, two hundred and eighty nine female instructors were chosen employing a stratified random approach. With the aim to better understand the link among job happiness and work life quality. The findings from the research suggest that job satisfaction has a favourable influence on the standard of work life for female instructors.

Academic professionals, according to Abebe, A. et al (2023), are crucial to the university's aim and vision. In comparison to Ethiopia, colleges have weaker working circumstances, a lower level of living and commitment, and a higher turnover rate. The primary goal of this study was to look at aspects connected to life at work and how they affect educational staff's organisational devotion in Ethiopia. The study used a design including descriptions and a quantitative approach. The SEM results demonstrate that salary, reward, and work-life balance are all significantly and favourably linked with faculty members commitment to the organisation. In addition, there is favourable connection among quality of life at work and organisational dedication among university academics. As a result, attaining a better life-work balance through effective planning

for human resources is crucial to enhancing faculty engagement and improving institutional service quality.

Pereira et al. (2021) investigated how burnout affects workers' quality of work life (QWL) and perceived contributions to organisational productivity. By combining QWL elements into a structure of workspace (de)motivators, their study used OLS regression models with interaction terms to analyse survey data from 514 employees throughout six European nations. The findings reveal two key perspectives: first, QWL hygiene variables, such as a safe work environment and professional healthcare, significantly increase productivity; second, burnout de-motivators, specifically low efficiency, cynicism, and emotional exhaustion, play an important moderating role in this relationship. These findings emphasise the significance of addressing burnout and mental health concerns in the labour market, since they have an influence on people's quality of life and organisational performance.

Tamsah et al. (2020) investigate the link between training and worker productivity in the public sector, using the recently developed public management paradigm, that sees the community as consumers. The study's goal is to uncover how information sharing mediates this link, which will be analysed quantitatively using SEM-Amos. A purposive sample strategy was used to collect information from Civil Servants using an online questionnaire, yielding 149 answers from those who had taken part in management and other training programs. The results show that leadership and supplementary training improve sharing information more than operational and technical training. However, while these forms of training promote information exchange, they do not increase work-life balance or public service performance.

Rodríguez-Modroño and López-Igual (2021) study the impact of telework and telecommuting arrangements on job quality. They highlight how digitalisation is redefining working conditions through flexible work models. Using multivariable approaches, the study examined data from 35,765 employees in the Sixth European Labour Conditions Survey to determine how different forms of telework affect various variables of job quality. The findings suggest that the gender and the degree of ICT use are important factors in influencing job quality. Occasional teleworkers had the best job quality, whereas highly mobile teleworkers had the lowest level of

job satisfaction and work-life balance. Notably, residence-based teleworkers, particularly women, had higher working time quality than their more mobile colleagues but suffered trade-offs in terms of skills, pay, and future possibilities.

Research Design

The research design for this study is descriptive and analytical. This approach allows for a comprehensive exploration of the various aspects of quality of work life experienced by female employees in the retail sector. The study aims to examine the relationship between quality of work life and job satisfaction among these employees.

Data Collection

Primary data was collected through a semi-structured questionnaire that was distributed to a targeted group of participants. This questionnaire was designed to gather insights on the quality of work life and job satisfaction levels. In addition to primary data, secondary data was obtained from various sources, including research journals, magazines, and online resources, to provide a well-rounded perspective on the topic.

Sampling Technique

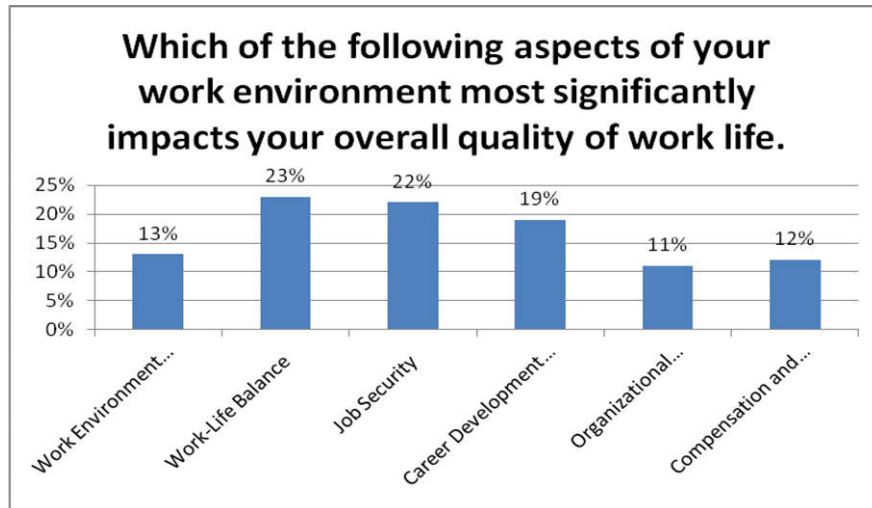
For this research, a convenient sampling technique was employed. This method was chosen to facilitate the selection of participants who were easily accessible and willing to provide the necessary information regarding their work experiences and satisfaction levels.

Sample Size

A total sample of 100 women employees working in the retail sector of Nagpur was selected for the study. This sample size was determined to provide sufficient data to analyze the relationship between quality of work life and job satisfaction effectively.

Dimensions of QWL:

QWL refers to different characteristics of an employee's job performance that influence their overall well-being, contentment, and productivity. Understanding these factors is critical for organisations seeking to improve their workers' working conditions and job satisfaction.



1.1 Aspects of Work Environment

The poll results show that balancing work and life is the most important element influencing the general level of life for female retail employees, with 23% citing it as their top worry. Job security comes closely behind, with 22% of those surveyed ranking it as the most significant factor. Career growth chances are also important, affecting 19% of respondents. Work environment and circumstances, as well as remuneration and benefits, are important to 13% and 12% of those surveyed, correspondingly. Organisational support is seen as the least significant, with 11% of those polled citing it as their primary concern. These findings indicate that, while all aspects of work-life quality are essential, work-life balance, secure employment, and career advancement possibilities are especially significant for female employees in the organised retail sector.

Impact of Quality of life at work and Satisfaction from work:

QWL has a substantial influence on employee job satisfaction since it includes essential variables such work surroundings, equilibrium among employment and personal life, secure employment, advancement possibilities, organisational support, and remuneration. A high QWL increases job satisfaction by fostering a good and supportive atmosphere at work in which employees feel appreciated, safe, and driven. This, in turn, improves morale, lowers turnover, and raises production. In contrast, a bad QWL can lead to work discontent, increased stress, and

increased absenteeism, all of which have a detrimental impact on overall organisational performance. As a result, prioritising and enhancing QWL is critical for increasing work satisfaction and long-term organisational performance.



1.2 Impact of Quality of life at Work on Satisfaction from Job

The study results show that the QWL has a wide-ranging control on satisfaction from job among female retail employees. A total of 50% of respondents indicate a favourable effect, with 18% feeling "very positively" and 32% feeling "positively" impacted, implying that half of employees are typically content with their jobs as a result of strong QWL. However, 39% report having an adverse effect, with 21% thinking "negatively" and 18% thinking "very negatively," showing widespread unhappiness among the workforce. The remaining 11% are "neutral," indicating that among some employees, QWL has no substantial impact on job satisfaction. These findings emphasise the necessity of resolving QWL to improve overall work happiness in retail jobs.

To investigate the influence of the standard of workplace life on satisfaction with employment among working women in the retail industry, an F-test is used, with value at working life as the factor that is independent and work satisfaction as the dependent. The findings are as follows:

F-Test Two-Sample for Variances

	<i>Quality of Work Life</i>	<i>Job Satisfaction</i>
Mean	3.28	2.89
Variance	2.405657	1.977677
Observations	100	100
df	99	99
F	1.216405	
P(F<=f) one-tail	0.165685	
F Critical one-tail	1.394061	

The foregoing results suggest that there exists little difference between the disparities within the QWL and job fulfilment among the questioned female employees in the retail industry. The F statistic of 1.216405 is less than the critical value of 1.394061 at a one-tail significance level, and the corresponding p value of 0.165685 is greater than 0.05. This suggests that the variances of the two samples are not significantly different, implying that the spread or variability in QWL and job satisfaction scores is relatively similar among the respondents.

Findings and Suggestions:

According to the study findings, QWL has a considerable influence on satisfaction with work amongst female retail staff members. Work-life balance is seen as the most important worry, closely followed by job stability and possibilities for advancement. Work environment, salary, and organisational support are all essential considerations. According to the study, positive QWL increases job satisfaction by creating supportive work environments in which employees feel valued and safe. In contrast, a bad QWL might result in discontent, higher stress, and decreased productivity. The research also reveals that there is no significant difference in variance among QWL and work satisfaction levels among questioned women, indicating that both elements vary similarly across respondents.

Organisations must prioritise measures that encourage improved work-life balance, employment stability, and clear prospects for promotion. Enhancing the work environment, updating compensation and perks packages, and providing strong organisational support are all vital. Addressing these issues not only improves morale and minimises turnover, but it also increases productivity and organisational performance. Continuous feedback systems and specialised

assistance programmes may help tailor QWL enhancements to the individual requirements and tastes of female retail employees, resulting in a more pleased and motivated staff.

References:

1. Rashmi, K., & Kataria, A. (2023). The mediating role of work-life balance on the relationship between job resources and job satisfaction: perspectives from Indian nursing professionals. *International Journal of Organizational Analysis*, 31(5), 1316-1342.
2. Orellana, L., Schnettler, B., Miranda-Zapata, E., Saracosti, M., Poblete, H., Lobos, G., ... & Concha-Salgado, A. (2023). Job satisfaction as a mediator between family-to-work conflict and satisfaction with family life: a dyadic analysis in dual-earner parents. *Applied Research in Quality of Life*, 18(1), 491-520.
3. Isa, M., & Indrayati, N. (2023). The role of work–life balance as mediation of the effect of work–family conflict on employee performance. *SA Journal of Human Resource Management*, 21, 1910.
4. Bhavani, M., & Jegadeeshwaran, M. (2014). Job Satisfaction and Quality of Work Life-A Case Study of Women Teachers in Higher Education. *SDMIMD Journal of Management*, 5(2).
5. Abebe, A., & Assemie, A. (2023). Quality of work life and organizational commitment of the academic staff in Ethiopian universities. *Heliyon*, 9(4).
6. Javaid, Z. K., Mahmood, K., & Ali, A. A. (2023). Mediating role of mindfulness between quality of life and workplace stress among working women: Quality of life and workplace stress among working women. *Journal of Workplace Behavior*, 4(1), 68-80.
7. Budur, T., Demirer, H., & Rashid, C. A. (2024). The effects of knowledge sharing on innovative behaviours of academicians; mediating effect of innovative organization culture and quality of work life. *Journal of Applied Research in Higher Education*, 16(2), 405-426.
8. Chacón, A., Avargues-Navarro, M. L., Pérez-Chacón, M., & Borda-Mas, M. (2023). Occupational psychosocial risks and quality of professional life in service sector workers with sensory processing sensitivity. *Behavioral Sciences*, 13(6), 496.
9. Huaman, N., Morales-García, W. C., Castillo-Blanco, R., Saintila, J., Huanchuire-Vega, S., Morales-García, S. B., ... & Palacios-Fonseca, A. (2023). An explanatory model of

work-family conflict and resilience as predictors of job satisfaction in nurses: the mediating role of work engagement and communication skills. *Journal of primary care & community health*, 14, 21501319231151380.

10. Leitão, J., Pereira, D., & Gonçalves, Â. (2021). Quality of work life and contribution to productivity: Assessing the moderator effects of burnout syndrome. *International Journal of Environmental Research and Public Health*, 18(5), 2425.
11. Tamsah, H., Ansar, Gunawan, Yusriadi, Y., & Farida, U. (2020). Training, knowledge sharing, and quality of work-life on civil servants performance in Indonesia. *Journal of Ethnic and Cultural Studies*, 7(3), 163-176.
12. Rodríguez-Modroño, P., & López-Igual, P. (2021). Job quality and work—life balance of teleworkers. *International journal of environmental research and public health*, 18(6), 3239.