IMPACT OF AGE ON WORK ENVIRONMENT AND PARTICIPATION OF FEMALE EMPLOYEE IN THE RETAILING SECTOR

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ABSTRACT

The purpose of this research is to know the situation of work participation of the female employees in the retailing sector in Tricity. The research is conducted with the sole purpose to understand the work participation situation of the female employees in the retail sector of the Tricity. The research focuses on the fact that does the age of the female changes their attitude towards the work environment and participation. The females at every age play a different role in the family. Unmarried to married and then the responsibility of kids impacts the perception and situation of the female employee. The study was conducted on a 785 sample size. This sample size was derived from both organized as well as unorganized retail working females. The results concluded that age is not a impactful factor on the judgment of environment.

Keywords: Female Participation, Organized and Unorganized Retail, Tricity, ANOVA, Stereotype

I. INTRODUCTION

Retailing is the only industry that is found to be most engaging and competitive at the same time in India. The maximum employed population of the country is in this sector. Retailing is known to be the backbone of the economy of any nation. This industry has since ever remained in the news for the matter of FDI and the political party has been using the topic for debate since decades now. The importance of this industry can be very well understood (Euwals et al., 2007). The highly engaging industry is also putting out a helping hand to the females of the country in the workforce. The female employees are rising in the industry and there is a substantial reason for this. The industry is highly accommodating ever since the organized retailing has jumped in. The organized retailing has come in India like a blessing and helping molding the shape of the retailing system. The demand of the retailing model increased that brought in working norms and government intervention for the working females (Winters et al., 2008). This is one of the most important reasons why the female work participation over the years started to increase in this sector.

The company understands that the female employees that are working in this sector are among the frontline soldiers of the company. This made the company to provide the staff with proper training and polish each employee to ensure the brand name of the company. This in turn increases the employability of the female work force. The sustainability of the workforce although is completely dependent on the work environment and that the company is providing to the company (Tariq et. al., 2013). There have been companies in the past history that have sustained a very low employee turnover ratio and then there have been companies which has high turnover ratio and have been charged with multiple allegation and penalties for the ill treatment of the workforce. The biggest giant in the industry at times have failed to sustain workforce. This is all due to the failure of maintenance of correct work environment (Fernandez, 2005).

The store environment is a binding factor that is designed to influence the behavior of the employees. The employees of an organization are comfortable and motivated if the work environment is suitable. This in turn helps them to work in favor of the organization and build its image. Image in the modern business world is the most rewarding element (Rafiq, 2012). This helps the business gain sales and momentum in market. Also the
valuation of the company is completely dependent on its image. The brand name ensures that the valuation of the company is high. Merely the assets of the company alone are not enough for a company to earn.

About the study

The area chosen by the researcher to study the details of worker participation is Tricity. The Tricity area comprises of three cities one is Chandigarh which is the capital of two states Haryana and Punjab, second is the city adjacent to the west end of Chandigarh that falls in Haryana is Panchkula, third is the city adjacent to the east end of the city which is Mohali. Comprising of the above mentioned areas Tricity is formed and this is where the researcher has chosen to collect the data from. All the retails stores’ female staff whether organized or unorganized are the population of this study.

The researcher is trying to find out that what the psychological impact is of factors that surround the female employees on the perception of that employee. Whether the surrounding formulated and impact the perception of the employee about their participation effort or the way they feel about inclusion in the company (Chandrasekar, 2011). There are various factors that according to the past conducted studies matter and leave an impact on the formulation of perception of an employee. In order to understand the study there is a need to understand each factor in detail. The details of each factor are as flows:

i. Work Ambience

Work ambience deals with the physical surrounding of the place. Sometimes looking at the physical surroundings researchers don’t believe that the impact of surrounding can be noticed on the performance of an employee.

On the contrary in many researches it has been proven that the impact of tangibility is very high. An employee unlike the customer has to spend many hours every day in the ambience. If the physical surroundings or the ambience is improper it will very negatively impact the employee.

It also helps in the performance of the employee. It makes their work easy if the store has good ambience. In a good store the light will be proper with proper air conditioning and music (Olsen and Mehta, 2006). This will make the customers mood better which will make the job of the employees easier. A happy consumer is comparatively easy to please.

ii. Follow Employees

A very famous proverb can be quoted to make this pint easier to understand “If you sleep next to a dog, you wake up with fleas”. This means that it will always depend on your company that how you will shape up as an employee in the end of the day. When you are introduced to an organisation, the attitude is shaped up based on the things that your fellow employees will tell you (Chatterjee et. al., 2015).

The behavior of the fellow employees matters a lot as if they are knowledgeable and helpful, the other employees feel continues motivated to perform better and be like them. In order to catch up to the fellow hard working employee the behavior tends to get better. Also the work environment gets a positive vibration.

iii. Store Management

Employee satisfaction is a key element to gain participation and the employee satisfaction is directly related to the policies and planning of the management. This factor is about the opportunities and behavior of the management towards its staff. It is always a motivating factor for the employee if the job has a lot of career growth in it. Also the work is if justified and fair in comparison to the amount of salary given to the employee.

iv. Job Security and Recognition

One of the biggest motivating factors for any employee is job security. Due to this factor always the government sector is preferred by most of the Indian for employment. Every human being needs to feel relaxed and that security that provides the feeling is from the work you do and get paid.

Using this to the advantage of making the employees feel secure and motivated due to the security can be done by the management also take the advantage of boosting productivity. Every employee who understands the concept of job security in a particular job is also believes that they are going to have a long running association with the brand (Kanjilal-Bhaduri and Pastore, 2018). This of loyalty is a gift of the efforts done by the management in making the employee feel secure.
v. Customers
Most employees of the organization have one common operation in their day routine in the retailing industry that is to interact and serve the consumers. Consumers are one of the key elements of the everyday operations of the employees. If the consumers belong to a class of educated well behaved and well mannered society, it makes the work of the employees a lot easier.

On the contrary there are also the difficult personality types, they make the work hectic. It becomes hard for them to work under the stress of dealing with difficult consumers. If the association and bonding with the consumers increase then the work becomes lovable.

vi. Company Image
Another factor that helps in raising the bar of association is company image. There is a feeling of proud associated with the fact that the employee is associated with a brand that has good public image. The association also makes the work easy, if the brand is known to the general public it becomes easy for the employee to make the person understand the quality of the product or service. the known brand in itself is an assurance of quality.

II. RESEARCH METHODOLOGY

Research Problem
The literature suggested that there is not much research conducted specifically on the female segment of the population related to work participation. One of the most engaging sectors of the economy is retail; this sector has been ignored as well. It was the need of the hour to research the work participation of females in this sector. The reason is that after the regulations related to female working were made by the government the participation level of the females started to rise. This was to be ensured that a research on work participation in relation to the work environment must be done.

Research Objective
The purpose of this study is to understand the manner in which the behavior related to work environment of the females is influenced. The age can be one deciding factor or not, to understand this researcher conducted the research. To check whether age impacts the behavior of the female employee towards opinion of work environment is the main objective of this research.

Hypothesis

H₀₁a – There is no significant impact of Age in forming the perception of the respondents towards Work Participation.

H₀₁b – There is no significant impact of Age in forming the perception of the respondents towards Self Belief and Analysis.

H₀₁c – There is no significant impact of Age in forming the perception of the respondents towards Work Pressure 1.

H₀₁d – There is no significant impact of Age in forming the perception of the respondents towards Work Pressure 2.

H₀₁e – There is no significant impact of Age in forming the perception of the respondents towards External Factor.

Population and sample size
Since the study is conducted on Female population to find out the work participation in retailing sector, the population aimed is females which are working in retailing industry. The data has been gathered randomly by female employees working in the retail sector. The researcher for data collection visited multiple stores, both organized and unorganized in the area of Panchkula, Chandigarh and Mohali popularly known as Tricity. The target was to collect female employee data from each unit and the targeted sample collection was 785. The self administered questionnaire which was predesigned for the purpose of data collection was scheduled to ensure unbiased and correct answering by the targets. Since the group is female employee that too from only one sector of, the diversity is less and the focus is higher.
Data Collection and Data Analysis

There are 27 items in the questionnaire that has been categorized under 6 major factors. 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’. Believe of many research scholar is that the best way to analyse the data of any kind is to analyse it through the statistical package. There for most of the analysis is done by the help of SPSS (Statistical Package for Social Science).

ANOVA is performed as the hypothesis of the study was to know that the age factor impacts the perception of work environment is the suitable method for testing such hypothesis. Age in this research has been classified in to 3 categories, 18-25, 26-32 and 33 and above years of age with 320, 286 and 179 respondents respectively in each category.

III. DATA INTERPRETATION AND RESULT

There are various factors that contribute to the perception of the employees about the work environment. One of the factors can be age of the employee. In this paper the researcher has focused on the fact whether the factor of age is impacting the thought process of the females about the work participation.

### Table 1.1 Homogeneity Variances’ Test

<table>
<thead>
<tr>
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<th>Levene Statistic</th>
<th>df1</th>
<th>df2</th>
<th>Sig.</th>
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<tbody>
<tr>
<td>Work_Participation</td>
<td>.465</td>
<td>2</td>
<td>782</td>
<td>.629</td>
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<tr>
<td>Self_Belief and Analysis</td>
<td>.445</td>
<td>2</td>
<td>782</td>
<td>.641</td>
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<tr>
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<td>1.649</td>
<td>2</td>
<td>782</td>
<td>.193</td>
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<tr>
<td>Work_Pressure_2</td>
<td>2.131</td>
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<td>.119</td>
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<tr>
<td>External Factors</td>
<td>.241</td>
<td>2</td>
<td>782</td>
<td>.786</td>
</tr>
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</table>

Table 1.1 is showing the results statistics of Levene’s test. Levene’s test signifies that the variance among all three categories is similar on each variable or not. This is done for the comparing, if the variance of all three sample division is different, then ANOVA is not applicable. The Sig. value of Levene has to be above 0.05 in order to signify that the variance of the three is equal and the samples are comparable. In the test above the value of all factors are above the level of 0.05, which means that the categorization or sample divisions on the basis of age are comparable.

### Table 1.2 ANOVA

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
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<td></td>
<td></td>
</tr>
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<tr>
<td>Within Groups</td>
<td>780.081</td>
<td>782</td>
<td>.998</td>
<td></td>
<td></td>
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<tr>
<td>Total</td>
<td>784.000</td>
<td>784</td>
<td></td>
<td></td>
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<tr>
<td>Self_Belief and Analysis</td>
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<tr>
<td>Between Groups</td>
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<td>.007</td>
<td>.007</td>
<td>.993</td>
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<tr>
<td>Within Groups</td>
<td>783.986</td>
<td>782</td>
<td>1.003</td>
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<tr>
<td>Total</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Work_Pressure_1</td>
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<td></td>
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<tr>
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<tr>
<td>Work_Pressure_2</td>
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<td>Within Groups</td>
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<tr>
<td>Total</td>
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<tr>
<td>External Factors</td>
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<td>Within Groups</td>
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<td>.993</td>
<td></td>
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<tr>
<td>Total</td>
<td>784.000</td>
<td>784</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Interpretation:

Table 1.2 is the ANOVA table. The table above shows the variation of opinions that the segments categorized on the basis of age has. The Significance value of the F-test is if above the level of 0.05 signifies that there is no variation in the opinion and the segments. In the test above the values of all the factors are above the level of 0.05.
but one. External factor is a constructs on which the opinion signifies variation. The Sig value of External factors is .027.

**Impact on Hypothesis**

All the above mentioned hypothesis are null hypothesis and all are accepted but the last one. This means that there is no significant impact of age variable on the constructs on work attitude but one. The last construct in the series is ‘external factors’ and it is the only construct in which the opinion has varied to some extent.

**Implication:**

The implication of the result is this that the construct ‘external factors’ is varied on opinion based on age because to a young employee the situations at home are new as their carries is new or their house situation has changed due to marriage. The category 33 and above on the contrary is stable on those matters in comparison and hence the variety in the opinion has been reflected.

**IV. CONCLUSION**

The female participation in India is experiencing a growth but the problem is sustenance. The working women expressed the fact that they are working only because of the financial crunch they are experiencing in the family. The family needs money and most of the women who have quit working in the sector is due to the fact that the male member in the family started to earn better. The work participation attitude of the females has been stereotyped. The female role in the family is to take care of the family, the males are work oriented and are supposed to earn for the family. The system is changing the female participation is increasing but at a slow pace. The female participation in the rural India is still low. Government needs to educate and make the fact of working women in the rural India prominent by providing facilities. The research also brought the fact that age is not a big deciding factor on work environment judgment. In the retailing industry the work environment is effective to all female employees equally regardless of the age.

**REFERENCES**