

# A Study of Employment in Organized and Unorganized Retail Sector of Maharashtra

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**Abstract:** *This Research explores the basic features of retail employment and the effects of variables like work environment, employer-employee relationship, training and development, rewards and promotions. These interrelated factors have strong relationship with the overall satisfaction of workers employed in organized and unorganized retail sector. The analysis is carried out only for the total sample of organized and unorganized retail workers. Work environment includes work time and working hours, job insecurity flexibility of arriving and leave workplace, workload Work environment factors like work timings, working hours, frequency of double work / overtime breaks, flexibility to arrive and leave workplace ,setting arrangement, drinking water facilities, supervisor control and job security were studied.*

**Keywords:** Retail Sector.

## I. INTRODUCTION

Retailing is not only an integral part of our economic structure but also shapes, and is shaped by our way of life and the retail sector is increasingly being viewed as an important activity in the economy and its impact on society in general is reality acknowledged it employs a large proportion of the workforce. The increasing importance of the retail sector is reflected in its contribution to GDP. The consumption expenditure is expected to reach nearly US \$ 3600 billion by 2020 from US \$ 1824 billion in 2017 India's touch US \$ 1.5 trillion by 2030 from US \$ 0.8 trillion in 2020. Retail sector expected to it accounts for over 10 per cent of the Country's Goss Domestic product (GDP) and around 8 per cent of employment. Retail: Oxford Dictionary defines retail as a "sale of goods to the public in small quantities" Retailer: Philip Kotler and Armstrong defines the term retailer as a businessman whose sales come primarily from retailing.

Retailing: Retailing is a commercial activity of buying goods in bulk from producers and arranging the goods trifling lots by breaking the substance for selling to consumer for their individual and domestic needs. Retailing is simply the interface between the producer and individual consumer. Thus any firm sells a product or provides a service to the final consumer is said to be performing the retailing activity (Dunne , Lusch and Carver ,2011) the word Retailing has been derived from a French word 'Retailer' which means to break the bulk or cut off a pieces.(Pradhan, 2006)Retailor is a person, agent, agency, company or organization that sells goods to the final consumer needs, developing assortment of products, obtaining market information and financing (Newman and Cullen, 2007). There are many approaches to understanding and defining retailing most emphasize retailing as the business activity of selling goods and services to the final consumer. We have defined retail as, any business that directs its marketing efforts towards satisfying the final consumer based upon the organization of selling goods & services as a means of distribution.

### 1.1 Objectives

The present study aims at the following objectives

1. To study the employment in organized and unorganized retail sector with special reference to Maharashtra
2. To understand the different ways in which consumers choose and evaluate alternative retail services in study area.
3. To study the work environment, employer-employee relationship and satisfaction level of workers.

## II. RESEARCH METHODOLOGY

The choice of suitable research method for a particular problem depends upon the nature & purpose of the research there are number of method in commerce& management research having their own line of approach the researcher prefers to use combination of these research methods for the present study. The research type is descriptive and analytical design will be used in the study the descriptive work will be done. A survey of respondents will be done using a structural questionnaire. For Analytical phase researcher will use facts, figures and information already available and from those data or information analyze those it is make a critical evaluation it is empirical type of research or data based research

### 2.1 Sources of Data

The entire study would be based on

1. Primary data: The primary data collected by observation, Interview, questionnaire which would be circulated amongst consumers and employees in Mumbai , Pune & Ratnagiri district in various shopping Malls, Departmental stores, standalone store and supermarkets also customers of organized and unorganized Retail sector.
2. Secondary data: The secondary data on the other hand collected through information available in various reference books, Journals, periodicals, previous research, Newspapers, websites, Experts opinion, etc. The analysis will be done by using statistical tools to arrive at conclusions.

## III. REVIEW OF LITERATURE

1. Pankaj subhash (2018): His research study indicated that Maharashtra could progress with the help of FDI. FDI is soul in 21st century. Ventures like Walmart, Big Bazar, and Central etc. are playing very crucial roles. FDI is very important not for national interest but also very important for generating optimum job opportunities.
2. Girija Krishnan, (2009): this research is basically related with Study the impact of mall on small shops and Hawkers, researcher focus on impact of mall on small shopen.
3. Sandhya Mehta, (2006): this research is Success Value of Retail Business depends upon services provided by retailers in this research focus on retail businesses success is dependent on services provided by retailer.

### 3.1 Work Environment

Work environment factors like work timings, working hours, frequency of double work / overtime breaks, flexibility to arrive and leave workplace ,setting arrangement, drinking water facilities, supervisor control and job security were studied.

Through this study it was seen that there are many ways in which stores operate according to their location, size, availability of human power security etc. it was observed that a typical unorganized retail enterprise showed great variations in the way in which it operates some stores worked 12 hours working formats.

**Table 1:** Relationship between work environment and overall satisfaction of workers in organized and unorganized retail enterprises

| Work Environment           | Overall satisfaction of workers (%) |                        |
|----------------------------|-------------------------------------|------------------------|
|                            | Organized sector(74)                | Unorganized sector(96) |
| Working Time               | 81.89                               | 26.46                  |
| Working Hours              | 04                                  | 33.89                  |
| Security                   | 74                                  | 42                     |
| Workload                   | 51.33                               | 23.12                  |
| Arriving & leave workplace | 35.79                               | 64.89                  |

Source: primary data

Work environment includes work time and working hours, job insecurity flexibility of arriving and leave workplace, workload etc. organized retail enterprises store timing were mostly fixed 81.89 % workers are satisfied from working hours and unorganized worker to work long working hours and irregular breaks only 26 % of workers are satisfied from

working time. Also in unorganized sector deny official breaks during work only few enterprise gets breaks of 15-20minutes after working for more than 5 hours. Satisfaction percentage regarding working hours very low. In unorganized sector there is no security for job study reveals that in some family emergencies employees take leave employer had employed another worker as replacement. Workload satisfaction organized sector 51.33 % and unorganized sector 23.12 %.

Organized and unorganized workers showed dissatisfaction towards flexibility to arrive and leave work place even after more than normal working hours. Around 70 % of the unorganized workers either stay within or close to enterprise.

### 3.2 Facilities at Workplace

**Table 2:** Relationship between work environment and overall satisfaction of workers in organized and unorganized retail enterprises

| Work Environment    | Overall satisfaction of workers (%) |                        |
|---------------------|-------------------------------------|------------------------|
|                     | Organized sector(42)                | Unorganized sector(26) |
| Hygienic conditions | 54.59                               | 28.23                  |
| Safe drinking Water | 66.97                               | 88.26                  |
| Safety and security | 99.99                               | 93.36                  |

Source: Primary data

Within enterprise prizes, quality environment, proper hygienic condition and facilities like toilets, urinals, safe drinking water facility, availability of first-aid kit and communication with workers play an important role in motivating them to achieve their personal and enterprise goals. Availability of these facilities effect on satisfaction of workers and also health .it is noticed that in unorganized sectors workers engaged in heavy physical activities like move heavy loads, poor working conditions and sitting arrangements are also significant feature of unorganized retail enterprises as compared to organized retail enterprises..

It was seen that Most of the unorganized retail enterprises workers do not have attached toilets and urinals within enterprise premises. Workers in organized sector have toilets and urinals within the retail premises. Also 54.59 percent and 28.23 percent organized and unorganized workers are satisfied with hygienic conditions maintained in latrines and urinals. In case of safe and adequate drinking water in organized sector 66.96 percent feel they have safe water drinking facilities. Safety and security at workplace is also crucial issue 93.36 percent of unorganized sector worker feel secure at workplace and 99.99 percent organized sector worker feel secure at workplace.

### 3.3 Employer-Employee Relationship

It is a human relationship of mutual dependency that has great impact on the people involved. The employer has a moral obligation to look out the welfare of workers. Employer should not only look after payment and good working conditions but there should be real and enduring concern for workers. Thus nature of employer –employee relationships may be clear in some enterprises but in others still unclear.

Formal and informal communication within the enterprise play a vital role in structuring the enterprise activities balancing enterprise objectives. It is observed that workers today wants knowledge about enterprise and if employer fails to communicate workers feel that employer do not see them as important enough to communicate with them.

**Table 3:** Relationship between Employer-Employee Relationship and overall satisfaction of workers in organized and unorganized retail enterprises

| Employer-Employee Relationship    | Overall satisfaction of workers (%) |                        |
|-----------------------------------|-------------------------------------|------------------------|
|                                   | Organized sector(74)                | Unorganized sector(96) |
| Communication                     | 31.75                               | 67                     |
| Career development                | 57.12                               | 10.34                  |
| Goals and Targets                 | 16.84                               | 41.05                  |
| Employees family responsibilities | 36                                  | 51                     |

Source: Primary data

Employer-employee relationship includes communication with employer employee involvement in career development, communication about goals and targets, employer's flexibility with respect to employee's family responsibilities. Around 31.75 percent organized sector reported that they are satisfied due to employer- employee relationship and 67 percent of unorganized sector. Similarly communication in career development 57.12 percent and 10.34 percent satisfaction in organized and unorganized sector .communication regarding the gals and targets with employees shows 16.84 percent and 41.05 percent in organized and unorganized sector respectively and in employee's family responsibility satisfaction percentage 36 percent and 51 percent in organized and unorganized sector respectively.

#### IV. CONSUMER BEHAVIOUR AND SHOPPING PATTERNS

##### 4.1 Internal and External Factors Impacting Consumer Behaviour:

Increase in family size, growth in income, increase in levels of exposure and learning, mounting peer pressure, change in attitudes and lifestyles are some of the factors that impact the growth of consumption in a growing economy like India. These influences can largely be grouped into external factors and internal factors. The external factors that influence consumption are culture, family, demographics, social status, reference groups and even marketing initiatives and sales efforts of organizations. The internal influencing factors result from learning, perception, attitudes, motives, emotions, personality traits, etc. These external and internal factors influence the customer to make the decision to buy following a decision making process. It is hence relevant to say that understanding consumer behaviour for marketing and retailing organizations is not an option but a veritable necessity for competitive survival.

Shopping Patterns and Motivations Shopping patterns in today's retailing context emerge from the customer's attitudinal and behavioural outlook.

##### 4.2 Customer Buying Motives:

###### Personal Motives:

- **Role Fulfilling:** The housewife tends to see grocery shopping as one of her roles to fulfil the need of the family, it is a part of a role to play as a dutiful housewife.
- **Diversion:** people may consider shopping as Recreational activities that may bring them joy and happiness. Shopping may be a welcome relief for some to find happiness as a pleasurable breakaway from their routine.
- **Self-gratification:** People may consider shopping as a medium to express different states of mind and moods. Shopping may relive people from boredom and from tried state of mind too it may be refreshing for the mind to do shopping.
- **Physical Activity:** It may be a motivation for some to do shopping as a physical activity. They may like at walk the aisles of the shop floor enjoying shopping and at the same time gaining the benefits of physical exercise, which may replace the need to do exercises.
- **Sensory Stimulation:** These categories of shoppers look for sensory benefits while shopping. For instance they may enjoy the store displays and visual merchandising. The ambient environment modern retailing provides may motivate some to do shopping.

People may find information of new products and models as they go shopping. Customers may look for sheer learning experience and keeping themselves they may find new learning of products and services during their shopping.

###### Social Motives

- **Social Experiences:** Gregarious people may find themselves shopping with their friends and express themselves. A need to socialize with friends through shopping may be a motivation for some shoppers. Malls serve as a preferred location for their rendezvous.
- **Opportunity to Communicate with People with Similar Interests:** These categories of shoppers look forward to meet and communicate with people with similar interests. Some may find pleasure in meeting co-shoppers with common interests such as in bookstores people with similar interests sharing their views and opinion.

- **Peer Group Attraction:** The motivation to shop may come from shoppers of the same profiles and peers. Customers of same profiles may visit for instance a luxury mall and it is a pleasure for such shoppers to associate with their peers there.
- **Bargaining Pleasure:** It is a social motivation for many people to bargain and shop. They enjoy bargaining and getting the pleasure of having struck a good deal. This pleasure is derived during shopping across profiles of customers. Such a pleasure is often a great motivation to shop for many.

## V. CONCLUSION

To conclude this chapter tries to analyses and understand the basic features of retail employment and the effects of variables like type of work environment, employer-employee relationship. It has observed that these interrelated factors have a strong relationship with the overall satisfaction of workers engaged in organized and unorganized sector.

It was found that the Organized and Unorganized retail workers face different conditions in terms of breaks, holidays or leave related facilities as organized workers are entitled to provisions of the different worker welfare facilities while the unorganized workers are totally left from the employer's attention. Although similarity is observed in terms of tasks like shelf management, customer management and sales, the workload is also comparatively higher in case of the unorganized workers as they have to undertake all the activities for which there are multiple workers in the organized. The Unorganized retail enterprises are more adverse situation and workers are working in painful stressful conditions, engaging in heavy physical activities like lifting heavy loads etc. The study also reveals that unorganized enterprises have poor conditions in terms of sitting arrangements as compared to organized retail enterprises.

Some of the challenges with organized retail enterprises were that workers mostly spent long standing hours and, they also faced high work pressure due to tight deadlines and expectations to meet targets. It was also found that many organized and unorganized workers showed dissatisfaction towards flexibility to arrive and leave work place even after working for more than normal working hours and tress of travelling due to distance. Also workers are often required to work overtime including late nightsand weekends without pay both in organized and unorganized retail enterprises. The workers in the organized and unorganized retail sector reported repetitive movements and discomfoting body posture due to which they face continuous pain in their legs, shoulder and arms. Overall majority of the unorganized workers showed botheration with the enterprise work environment.

1. Understanding consumer behavior is very significant to the success of a retail business.
2. The study of shopping patterns and motives in consumers is not an option but a necessity for competitive survival and growth.
3. Various internal and external factors influence consumer behavior.
4. The customer decision process consists of a few steps of buying and the buying roles are played by a few stakeholders of the buying process. An understanding of these will help retailers become successful.
5. Consumer research can help retailers under- stand and even predict shopper behavior, attitudes and post-purchase behavior as well.

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