

Job Satisfaction of the Women Employees in it and BPO Sector in Chennai City

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ABSTRACT

Women constitute around half of the world population. In the early era, women were labeled as weaker section and they were dependent on men. Their literacy rate and work participation rate are comparatively lower than that of their male counterparts, which confirmed their disadvantageous position in the society. Now in the modern societies, women are coming out unhesitant to participate in all sorts of activities. Job Satisfaction is a vital factor for a person working in any sector. This will create miracle in the place where they work. Once a person gets the job satisfaction he or she will start loving their job. Innovations are possible. This will uplift the individual's standard of living as well as the employer benefits from the employees. In this paper, the researcher has to analyse the job satisfaction of women employees in IT and BPO sector with various statistical tools like weighted arithmetic mean ONE WAY ANOVA and chi – square test.

Keywords: job satisfaction – work participation-modern society.

INTRODUCTION:

The millennium has witnessed the onset of a revolution in terms of emergence of new industries and fields of work, employment, economic wellbeing and increased women participation in workforce. Though the change may not have permeated at all levels and penetrated all sections of society, it has definitely aided and assisted the middle class and higher middle class women to achieve economic independence, societal prominence and self esteem.

The global expansion of software and IT enabled services has opened up new vistas for women. The major resource required by the software and services outsourcing in India is a steady supply of educated technical labour or 'knowledge workers'. The industry is considered to provide a good avenue for the employment of women, who have conventionally not opted for technical occupations, but have the essential knowledge base and flexibility to adjust themselves to the outsourcing industry.

The participation of women in BPO and IT industry has been seen as a critical enabling factor for continued growth of the industry. Today BPO and IT companies are recognizing women on board at all levels and this helps the organization to make good business sense. Therefore BPO and IT companies are trying to develop and involve women for higher roles and functions.

Most of the people talk about exploitation of women in call centers. Despite the physical stress, mundane nature of the job and low status of call center work, women constitute about 70 percent of the total workforce in BPO and IT sector. According to an independent research it has been found out that women are satisfied and enjoy their work at BPO and IT sector. BPO and IT sector job gives them more freedom and autonomy.

Women especially in India have found out that, the wages that they earn through a BPO and IT sector job help them to experience freedom and autonomy. In India the women mobility has always been controlled by men even in case of highly educated and independent women.

ROLE OF WOMEN IN BPO'S AND IT SECTORS:

It is impressive that in just six years India's telecommunication costs came down by 97 Percent, creating a cost - efficient and high-quality telecommunication network. Indian Call Centres: Social and Cultural Effects The tremendous growth of Indians call centres in the last few years has generated considerable social and cultural developments in Indian society. Both positive and negative impacts of outsourcing are discernable across different aspects of Indian social and cultural life, including language, identity, gender, and the emergence of western lifestyle.

In India's patriarchal society, the emergence of call centres is nothing less than a social reform movement as far as economic, social and cultural empowerment of women is concerned. Call centres often prefer hiring women as they are seen to be more hard -working, patient, attentive, loyal, less aggressive, and have better interpersonal and analytical skills than m Thus, a booming call centre industry has provided employment to thousands of young women in urban locations, earning salaries that are very good by Indian standards.

Urban women, who otherwise might have remained unemployed and have married off young after graduating from colleges, are now being seen as assets to their family. The gender neutral and international working atmospheres in call centres have the potential to further female empowerment. Although call centres have quickly changed women's status in the family, they are slow in improving their social status.

Employment in call centres for women is still considered to be less dignified work due to odd working hours such as night shifts, and is also sexually stigmatized. However, the image of call centres constantly being projected as women friendly, the pursuance of the policy of zero tolerance for sexual harassment in the work place, and transportation facilities for picking and dropping at home have all gradually shed the urban middle class's inhibitions in saying that their daughters are working in call centres

STATEMENT OF THE PROBLEM:

Now, women are participating in all spheres of activities. The fact remains that the citadels of excellence in academic, politics, administration, business and industry are no longer the prerogatives of men in India. Women work as stenographers, telephone operators, broadcasters, journalists, doctors, lawyers, auditors, engineers, teachers, police officers, airhostesses, receptionists, clerks, salesgirls, secretaries, executives and so on. But they are only very minor percentage. More than 90 percentages of the women labourers are employed in the unorganized sector. This has some social and economic impact on their families now, women are entering labour market increasingly in large number. Employment outside home makes women economically independent and safe. Outside employment opportunities enhance the social standing of a woman in their home as well as in the society. Her contribution to the prosperity of the family is thus more visible and she also has more voice because of being less dependent on others.

Most of women are illiterate. So the entrepreneurs are, by exploiting the women labour force, enjoying more profitable returns. But in the long run, it won't stand, as now the women are well aware of their rights in the field. Further to improve industrial efficiency, the entrepreneurs have no other options other than to satisfy their employees irrespective of their sex. Hence in this study, an attempt is made by the researcher to study how far the women employees involved in the IT industry are satisfied with their job.

OBJECTIVE OF THE STUDY:

The study has been made with the following set of objectives.

- To find out the satisfaction level of women Employees in the IT industry.
- To offer suitable suggestion based on the findings of the study.

METHODOLOGY:

The research was based on both primary data and secondary data. Primary data was collected by using questionnaire and secondary data have been collected from journals, websites and so on. The researcher has not possible to study the entire population of women employees in the IT industry in Chennai. So the researcher has collected only limited respondents i.e. 120 respondents of women Employees in the IT and BPO industry. The researcher has been select the method of sampling is convenient sampling method.

HYPOTHESES:

The researcher have been framed with the following hypothesis

- There is no relationship between age and work experience of the respondents in the women Employees.
- There is no relationship between marital status and payment of women workers in the IT industry.

LITERATURE REVIEW:

R.N. Show a study relating to job satisfaction of women employees in call centre found that majority (92.4%) of the employees were satisfied with their job. Economic rewards and relationship with peer were significantly related to job satisfaction. In demographic expects, those women who are relatively younger, lower rank, holding junior appointments, less qualified and newer in service have low satisfaction level in their relationship with peers. Similarly, older employees with higher rank, holding senior appointment with better qualification and longer job tenure have low satisfaction on economic rewards. He also found poor promotion prospect has contributed significantly to lower satisfaction among the call centre employees. Based on the results of the study, he suggested that more economic rewards and review the promotion system to enhance job satisfaction among them .

Locke (2017) provided an extensive review of the literature in the psychology field, concluding that a negative correlation coefficient between job satisfaction and employee turnover was almost always obtained .Job satisfaction was positively and significantly related to the probability of quitting. Moreover, he found that job satisfaction was quantitatively more important than wages. He also demonstrated that the causality ran from job satisfaction to future quitting behaviour Raeissi and Tavakoli (2002) researched with stress and found that a small amount of stress can bring about an increase in personnel's efficiency, while too much stress results in negative mental and physical changes.

Herman (2005) explains that the benefits can be treated as the payment or entitlement, such as one make under an insurance policy or an employment agreement, or public assistance program or more generally something of value or usefulness. Benefits may also be seen as a reflection of justice in society Dr. G. Ganesan and N. Divya (2013) describes the impact of perceived leadership style on employee job satisfaction towards their institution of banking industry in India. So that, the leaders will be able to better understand the employee's expectations and increase their job satisfaction in banking institutions. Opkara (2002) states about the factors such as pay, the nature of work,supervision, relationships with co-workers and opportunities for promotion have been found to contribute to job satisfaction.

ANALYSIS AND INTERPRETATION:

Table 1: Socio Economic Details

S. No	Particulars		No. of Respondents	Percentage (%)
1	Age	15 to 25 years	32	26.67
		25 to 35 years	42	35.00
		35 to 45 years	30	25.00
		45 years and Above	16	13.33
		Total	120	100.00
2	Marital Status	Married	69	57.50
		Unmarried	51	42.50
		Total	120	100.00
3	Literacy level	School Level	7	5.83
		Diploma Holders	15	12.50
		Under Graduates	51	42.50
		Post Graduates	40	33.33
		Engineering Graduates	4	3.34
		Professional	3	2.50
		Total	120	100.00
4	Income level	Below Rs. 10, 000	15	12.50
		Rs.10,001 – Rs.20, 000	50	41.67
		Rs.20,001 – Rs.30, 000	35	29.17
		Above Rs. 30,001	20	16.66
		Total	120	100.00

S. No	Particulars		No. of Respondents	Percentage (%)
5	Nature of Work	Administrative	7	5.83
		IT Based	113	94.17
		Total	120	100.00
6	Type of Work	Customer Service	7	5.83
		Online Marketing	3	2.5
		Software Development	30	25.00
		Accounting	30	25.00
		HR management	15	12.5
		Back Office support	35	29.17
		Total	120	100.00

Source: Primary Data

While analysing the socio economic profile of the respondents, 35 per cent of the respondents are age group of 25 to 35 years, 57.50 per cent of the respondents are getting married, 42.50 per cent of the respondents having Under Graduates level of education, 41.67 per cent of the respondents are earning Rupees. 10001to Rupees. 20000, 94.17 per cent of the respondents having IT Based work of women employees and 29.17 per cent of the respondents are worked in Back Office support.

Table 2: Opinion about the Welfare Measures

S. No	Particulars	HS	S	NS	Total
1	Washing facility	30 (25.00%)	73 (60.83%)	17 (14.17%)	120 (100.00%)
2	Sitting facility	42 (35.00%)	68 (56.67%)	10 (8.33%)	120 (100.00%)
3	Lighting facility	38 (31.67%)	71 (59.17%)	11 (9.16%)	120 (100.00%)
4	Drinking water facility	30 (25.00%)	68 (56.67%)	22 (18.33%)	120 (100.00%)
5	Ventilation facility	35 (29.17%)	75 (62.50%)	10 (8.33%)	120 (100.00%)
6	Medical facility	19 (15.83%)	42 (35.00%)	59 (49.17%)	120 (100.00%)
7	Credit facility	19 (15.83%)	58 (48.33%)	43 (35.84%)	120 (100.00%)
8	Crèche facilities	17 (14.17%)	68 (56.67%)	35 (29.16%)	120 (100.00%)
9	Emergency facilities	20 (16.67%)	47 (39.17%)	53 (44.16%)	120 (100.00%)
10	Compensation to workers	29 (24.17%)	57 (47.50%)	34 (28.33%)	120 (100.00%)
11	ESI benefits	25 (20.83%)	73 (60.83%)	22 (18.34%)	120 (100.00%)
12	Attitude of Management	23 (19.17%)	51 (42.50%)	46 (38.33%)	120 (100.00%)

Source: Primary Data

Table shows that 60.83 per cent of the respondents are satisfied with washing facilities, 56.67 per cent of the respondents are satisfied with sitting facilities, 59.17 per cent of the respondents are satisfied with lighting facilities, 56.67 per cent of the respondents are satisfied with drinking water facilities, 62.50 per cent of the respondents are satisfied with ventilation facilities, 49.17 per cent of the respondents are not satisfied with medical facilities, 48.33 per cent of the respondents are satisfied with credit facilities, 56.67 per cent of the respondents are satisfied with crèche facilities, 44.16 per cent of the respondents are not satisfied with

emergency facilities, 47.50 per cent of the respondents are satisfied with the compensation to workers, 60.83 per cent of the respondents are satisfied with ESI benefits and 42.50 per cent of the respondents are satisfied with the attitude of management.

ONE WAY ANOVA:

QUALIFICATION – SATISFACTION ON HEALTH, SAFETY & WELFARE MEASURES:

H0: There is no significant difference among the Qualification of the respondents with respect to the Satisfaction on Health, Safety & Welfare Measures provided by the IT and BPO Sector.

A one-way between-groups analysis of variance (ANOVA) was conducted to explore the significant difference among the Qualification of the respondents with respect to the Satisfaction on Health, Safety & Welfare Measures provided by the IT and BPO Sector.

Variable	Qualification				F - value	p - value
	School Level (7)	Diploma (15)	UG / PG (91)	Professional / Engineer (7)		
Satisfaction on Health, Safety & Welfare Measures	61.37	62.48	64.44	63.38	6.479	0.000**
	5.102	4.839	3.749	4.453		

Interpretation:

As the P value is lesser than Sig. Value (0.01) in case of Satisfaction on Health, Safety & Welfare Measures Score, the Null Hypothesis is rejected. Apart from reaching statistical significance, the actual difference in the mean score among the Qualification groups is also moderate (61.37 to 64.44).

The Mean score of the Satisfaction on Health, Safety & Welfare Measures in case of the Qualification Group – UG/PG (M = 64.44) is more than other groups. Hence, the respondents belong to UG/PG Qualification group have more Satisfaction on Health, Safety & Welfare Measures provided by the Automobile Companies than others.

Hence, there is a significant difference among the Qualification of the respondents with respect to the Satisfaction on Health, Safety & Welfare Measures provided by the Automobile Companies.

Table 3: Weighted Arithmetic Mean of Opinion about Welfare Measures

S. No	Particulars	HS	S	NS	Total	Rank
1	Washing facility	90	146	17	253	IV
2	Sitting facility	126	136	10	272	II
3	Lighting facility	114	142	11	267	III
4	Drinking water facility	90	136	22	248	V
5	Ventilation facility	105	159	10	274	I
6	Medical facility	57	84	59	200	XII
7	Credit facility	57	116	43	216	X
8	Crèche facilities	51	136	35	222	VIII
9	Emergency facilities	60	94	53	207	XI
10	Compensation to workers	87	114	34	235	VII
11	ESI benefits	75	146	22	243	VI
12	Attitude of Management	69	102	46	217	IX

Source: Computed Data

While analysing the data, first rank goes to ventilation facility, second rank goes to sitting facility, third rank goes to lighting facility, fourth rank goes to washing facility, fifth rank goes to drinking water facility, sixth rank goes to ESI benefits, seventh rank goes to compensation to workers, eighth rank goes to crèche facility, ninth rank goes to attitude of management, tenth rank goes to credit facility, eleventh rank goes to emergency facilities and the last rank goes to medical facility.

Table 4: Working Condition of Workers

S.No	Particulars		No of Respondents	Percentage (%)
1	Nature of appointment	Permanent	71	59.17
		Casual	26	21.67
		Seasonal	23	19.16
		Total	120	100.00
2	Work experience	Below 2 years	11	9.17
		2 to 4 years	12	10.00
		4 to 6 years	28	23.33
		6 to 8 years	39	32.50
		Above 8 years	30	25.00
		Total	120	100.00
3	Emergency leaves	Pitiably	15	12.50
		Normally	57	47.50
		imitably	48	40.00
		Total	120	100.00
4	Salary calculation	Time rate	0	0
		Day rate	113	94.17
		Others	7	5.83
		Total	120	100.00
5	Payment to make Employees opinion	Agreed	57	47.50
		Not agreed	63	52.50
		Total	120	100.00
6	Salary payment	Highly satisfied	15	12.50
		Satisfied	56	46.67
		Not satisfied	49	40.83
		Total	120	100.00
7	Bonus payment	Less than Rs. 4000	5	4.17
		Rs. 4000 – Rs. 6000	30	25.00
		Rs. 6000 – Rs. 8000	47	39.16
		Rs. 8000 – Rs. 10000	23	19.17
		Rs. 1,0000 and above	15	12.50
		Total	120	100.00
8	Opinion regarding bonus	Highly satisfied	28	23.33
		Satisfied	65	54.17
		Not satisfied	27	22.50
		Total	120	100.00

Source: Primary Data

59.17 per cent of the respondents are appointed permanently in the match industry, 32.50 per cent of the respondents are getting experienced 6 to 8 years, 47.50 per cent of the respondents are normal level of emergency leaves, 94.17 per cent of the respondents are calculating wages of piece rate, 52.50 per cent of the respondents are not agreed to opinion of payment to workers, 46.67 per cent of the respondents are satisfied with wage payment, 39.16 per cent of the respondents are getting bonus of Rs. 600 to Rs. 800 and 54.17 per cent of the respondents are satisfied with opinion regarding bonus.

Table 5: Human Relation

S.No	Particulars		No of Respondents	Percentage (%)
1	Relationship with co – Employees	Cordial	22	18.33
		Normal	63	52.50
		Hostile	35	29.17
		Total	120	100.00

S.No	Particulars	No of Respondents	Percentage (%)	
2	Relationship with superiors	Cordial	20	16.67
		Normal	53	44.17
		Hostile	47	39.16
		Total	120	100.00
3	Opinion–disciplinary procedure	Severe	50	41.67
		Normal	68	56.67
		No such procedure	2	1.66
		Total	120	100.00
4	Opinion–co-Employees help	Strongly agree	38	31.67
		Agree	72	60.00
		Disagree	10	8.33
		Total	120	100.00
5	Freedom in work	Strongly agree	23	19.17
		Agree	59	49.17
		Disagree	38	31.66
		Total	120	100.00
6	Suggestion for improvement	Strongly agree	10	8.33
		Agree	38	31.67
		Disagree	72	60.00
		Total	120	100.00
7	Management’s interest towards employee’s welfare	Strongly agree	5	4.17
		Agree	67	55.83
		Disagree	48	40.00
		Total	120	100.00

Source: Primary Data

52.50 per cent of the respondents are normal level of relationship with co-employees, 44.17 per cent of the respondents are normal level of relationship with superiors, 56.67 per cent of the respondents are normal level of opinion about the disciplinary procedure, 60 per cent of the respondents having agreed with opinion about the co- employees help, 49.17 per cent of the respondents having agreed with freedom in work, 60 per cent of the respondents having disagreed with the suggestion for improvement and the 55.83 per cent of the respondents having agreed with the management’s interest towards employee’s welfare.

Table 6: Age and Work Experience of the Respondents – Cross Tables

S.No	Age	Below 2 years	2 to 4 years	4 to 6 Years	6 to 8 Years	Above 8 Years	Total
1	15 to 25 years	6	8	14	4	0	32
2	25 to 35 years	5	4	7	14	12	42
3	35 to 45 years	0	0	3	13	14	30
4	45 & Above	0	0	4	8	4	16
Total		11	12	28	39	30	120

Source: Calculated Data

FINDINGS:

The following findings of the study:

- 35 per cent of the respondents are age group of 25 to 35 years.
- 57.50 per cent of the respondents are getting married.
- 42.50 per cent of the respondents having graduate level of education.
- 41.67 per cent of the respondents are earning Rs. 20001 to Rs. 30000.
- 94.17 per cent of the respondents having productive work of women employees.
- 60.83 per cent of the respondents are satisfied with washing facilities.

- 56.67 per cent of the respondents are satisfied with sitting facilities.
- 59.17 per cent of the respondents are satisfied with lighting facilities.
- 56.67 per cent of the respondents are satisfied with drinking water facilities.
- 62.50 per cent of are satisfied with ventilation facilities.
- 49.17 per cent of the respondents are not satisfied with medical facilities.
- 48.33 per cent of the respondents are satisfied with credit facilities.
- 56.67 per cent of the respondents are satisfied with crèche facilities.
- 44.16 per cent of the respondents are not satisfied with emergency facilities.
- 47.50 per cent of the respondents are satisfied with the compensation to workers.
- 60.83 per cent of the respondents are satisfied with ESI benefits.
- 42.50 per cent of the respondents are satisfied with the attitude of management.

First rank goes to ventilation facility, second rank goes to sitting facility, third rank goes to lighting facility, fourth rank goes to washing facility, fifth rank goes to drinking water facility, sixth rank goes to ESI benefits, seventh rank goes to compensation to workers, eighth rank goes to crèche facility, ninth rank goes to attitude of management, tenth rank goes to credit facility, eleventh rank goes to emergency facilities and the last rank goes to medical facility.

- 59.17 per cent of the respondents are appointed permanently in the IT Industry.
- 32.50 per cent of the respondents are getting experienced 6 to 8 years.
- 47.50 per cent of the respondents are normal level of emergency leaves.
- 94.17 per cent of the respondents are calculating salary of day rate.
- 52.50 per cent of the respondents are not agreed to opinion of payment to employees.
- 46.67 per cent of the respondents are satisfied with employees payment.
- 39.16 per cent of the respondents are getting bonus of Rs. 6000 to Rs. 8000.
- 54.17 per cent of the respondents are satisfied with opinion regarding bonus.
- 52.50 per cent of the respondents are normal level of relationship with co- employees.
- 44.17 per cent of the respondents are normal level of relationship with superiors.
- 56.67 per cent of the respondents are normal level of opinion about the disciplinary procedure.
- 60 per cent of the respondents having agreed with opinion about the co- employees help.
- 49.17 per cent of the respondents having agreed with freedom in work.
- 60 per cent of the respondents having disagreed with the suggestion for improvement.
- 55.83 per cent of the respondents having agreed with the management's interest towards employee's welfare.

SUGGESTIONS:

The detailed analysis of job satisfaction of women worker in the IT Industry has made the researcher to offer the following suggestions for the betterment of the match units.

- Since many employees are coming from distant part of the city, the management can organise mini – canteen, which can be of mobile type. Employees can refresh themselves at work.
- With regard to the safety measures, good housekeeping, maintenance of emergency gateways, provision of alarm, fire resistance and training them are necessary to minimize the risks.
- The organisation may also institute loan facilities for emergency requirements and for marriage occasions.
- Frequent medical check-up should be provided to them since the employees' health helps in the growth of organization.
- The employer may provide crèche facilities to the babies of the women workers so that they can concentrate in their works and improve productivity.
- The management may call for suggestions from the employees for the improvement of the IT industry and also ask the opinion of employees in implementing the welfare measures.
- Periodical wage revision must also be undertaken by the employer so as to improve the employees' morale towards the organization.

CONCLUSION:

Overall inference drawn from the survey is that the working conditions, fringe benefits, social security measures and industrial relations are to be improved. The women workers are not happily at present because the

satisfaction level is only for medium level of fringe benefits, opinion about the welfare measures and so on. So, if the management takes the remedial steps so that, also it will be better for the health condition of its employees. It will also provide cent percent protection of the women workers.

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