

Enhancing the Job Enrichment on Job Satisfaction among Women Security Employees working under Shopping Malls in Chennai City

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Abstract--- The private security industry has assumed a more critical role in recent years. With the exponential growth of the Indian economy over the last two decades, the need for security arrangements of industrial complexes, offices, IT parks and other public infrastructures such as airports, metro stations, shopping malls and public utilities has grown manifold. The study aims to highlight the main objective of the study was to find out how working conditions affect the level of job satisfaction and to establish the association between level of satisfaction and demographic variables among women employees in retail malls. Over 90 per cent of this workforce consists of security guards who are at the base of the pyramid, with little to no relevant experience or expertise. Most individuals come in search of employment to urban centres and resort to working as security guards as the last option. The result of exploratory factor analysis listed out the significant factor which is responsible for the high factor loading and after the computation of Exploratory Factor Analysis. Suggestions are provided to both the employer and the employee in order to create a stress free conducive workplace. The researcher has emphasised the importance of the low income women workforce in the economic schemes of the shopping malls and thus the need to address their job stress by providing appropriate coping strategies to achieve job satisfaction.

I. INTRODUCTION

The private security sector has emerged as a major industry by virtue of employment of large manpower, both skilled and unskilled, to meet the flourishing demand of the corporate sector. With the anticipated growth of the industry, the employment opportunities are tremendous. Since, majority of the workforce employed is in the unorganized sector, the potential for skilling is evident. Current time requires private security personnel to multitask and use technology to perform security, safety and facilitation functions. Skill developments, especially Recognition of Prior learning (RPL), reskilling and up skilling were the key issues before the private security sector. Historically, the security industry is a field which has been predominantly comprised of male employees. In recent years, more women have shown interest in security, creating an opportunity for companies to even the playing field and make room for gender equality in the workplace.

By diversifying their workforce and creating skilled teams, security companies can stand out as key players in a very competitive marketplace. A diverse workforce spawns new growth and fosters an environment where unique

perspectives and ideas can be shared among employees. Many question the ability of women to perform the same tasks as men while on the job, but strength is not the only factor when it comes to being a great security guard. A woman does not need to be a professional wrestler in order to handle security guard tasks, but it is important for her to be physically fit. She must also show keen communication, observational skills, and decision-making abilities. Security guards must be honest and dedicated to keeping people safe, whether they are working at large scale event like a concert or in a retail store.

Especially security guards in retail malls provide a visual reminder and greater sense of security for employees and customers and specialize in prevention. Decreasing theft of inventory is priority. Shrinkage costs retailers an average of 1.5% of sales, which is why security for retail stores, shopping centers and malls is in high demand. Unfortunately, theft is on the rise. Retailers must use in-store security mechanisms such as surveillance cameras and security guards to help reduce shrinkage, or they are basically choosing to accept the loss of 1.5% of their revenue. While cameras are great for use in playback of store activity and capturing theft on camera, security guards are a much greater deterrent of theft than surveillance cameras. Stores which only use cameras are not able to prevent theft in the same manner as stores which have guards because criminals are less likely to be active under the supervision of a security guard. Hiring security officers also shows professionalism and that the business is protected and focused on customer safety.

All stores and retail centers have employees, shoppers, parking lots, which are prone to theft and need in-store security. Retail shopping centers and malls all have unique security needs which we will work by preparing a specialized security plan for specific purposes. Shopping center security differs from single retail store security because shopping centers are many stores connected together which customers have to enter and exit stores in order to get to the next store. Customers can consistently be outside to travel from store to store, unlike a stand-alone retail store with only one to two entrances. Security in a shopping center typically serves all of the various tenants and stores, being on call and available should anything arise.

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In general, security guards are the first people that visitors or employees come in contact with at an organization. They serve to protect the organization and help those who are in need of assistance. Since the security guards are often the first contacts, they also serve to provide the first impressions of their security department and the organization as a whole. It is for this reason that human relations are another major role for security officers to fulfill. A human relation, which relies heavily on effective communication skills, is an important role of security officers for many reasons. How security deals and interacts with the public influences the public's view of the entire organization. When met with a friendly greeting and empathetic response, customers are put at ease, feel more positive about the organization and are more likely to follow any instructions the security officer needs to give them. Beginning the customers' visit on a positive note sets the tone for the rest of their time there. Security officers must also deal with a variety of people and situations during everyday activities. Without knowledge of human relations skills, these everyday dealings can be difficult and strained, which in turn leads to bad customer relations within the organization and an overall bad image. If and when an emergency incident should arise, the security guard's human relations skills can determine the outcome of the incident, as they are often first on the scene. If the guards cannot deal with and manage the people involved in the emergency, there is no way they can expect to deal with and resolve the whole incident.

II. STATEMENT OF THE PROBLEM

Women today are breaking that boundary and are playing the dual role of balancing domestic life as well as professional life, giving a boost to their societal status in the process. The major problems for working women arise out of the dual responsibilities of the working woman - domestic work as well as office work. Though more and more women are coming out in search of paid employment and their families also need their income, the attitude towards women and their role in the family has not undergone much change. Women continue to be perceived as weak, inferior, and second-class citizens. Even today, looking after the family and children is generally perceived to be the primary responsibility of the man. Many studies have been conducted to explore the effects of this alarming problem to the physical and psychological health of a person, including the employer. However, very limited occupation such as security guard. So far, researches involving security guard have been focusing on violence against the security guard but there is not much scientific and empirical research on the involvement of security guards with regard to illness in working condition and job satisfaction as security guard has been identified as one of the fastest growing occupation worldwide

III. OBJECTIVES OF THE STUDY

- ❖ To explore the list of factors associated with working condition of women security guards in retail malls.
- ❖ To evaluate the job satisfaction among women security guards in retail malls.

- ❖ To compare the relationship between level of satisfaction and demographic variables of security guards.
- ❖ To recommend means that can reduce exploitation of security guards in order to enhance their job satisfactions.

IV. REVIEW OF RELATED LITERATURE

Ritchie et al (2007), the private security industry in Africa has grown tremendously in recent years. The resulting unemployment and increased economic insecurity fuelled an increase in crime. Private companies stepped into the void and created thousands of security jobs. Unfortunately, these jobs are characterized by poor working conditions, low wages and rampant casualisation. These jobs are important to workers who value them as a crucial source of income. Job satisfaction and work commitment is inversely related to such withdrawal behaviors as tardiness, absenteeism and turnover in any organisation -Yousef (2000). The range of duties for security guard includes monitoring, guiding, maintaining, and most importantly, preventing crimes various alternate terms have been used for security guard. Study of mental health problems as a matter of fact is very common worldwide Charles (2004). However, so far no specific research regarding mental health problems among security guard was found. Previous literature reviews on critical incident and career burnout strongly suggest that substance abuse, personality disorders, depression, and psychosis as types of mental health problems that might present among the security guards Shethriya (2007).

V. MATERIALS AND METHODS

Data collection

The study used a cross-sectional study design. The participants were randomly selected from five selective retail malls in Chennai city. The total number of participants involved in this study was 126 respondents. The participants are required to be able to read and mark on their own. Prior to the data collection, the participants were properly informed of the purpose of the current study and any relevant information was communicated.

Statistical Tools

The collected data were systematically organized and analyzed using SPSS version 19.0. Descriptive statistics were used to summarize the demographic information as well as the score for all scales used in this study. For statistical analysis, regression was carried out to examine the relationship between the dependent variables and the independent variables. The grouping variables were drafted with the use of exploratory factor analysis and the loaded factors were confirmed with the use of confirmatory factor analysis with SEM model.

VI. RESULTS

Table - 1 Demographic profile

Demographic Variables	Particulars	Frequency	Percent %
Age in Years	Below 20 years	23	25
	21 – 30 years	38	42
	31 – 40 years	31	33
	Above41 years	18	19
	Total	110	100
Educational qualification	Never been to school	14	15
	Primary	25	27
	High school	32	35
	Hr. Sec school	28	30
	Diploma	11	12
	Total	110	100
Marital status	Unmarried	61	67
	Married	49	53
	Total	110	100
Family type	Nuclear	82	90
	Joint	38	10
	Total	110	100
Number of family members	Less than three	20	22
	Four	34	37
	Five	38	42
	More than Five	18	20
	Total	110	100
Job Positioning	Checking	37	40
	Surveillance	20	22
	Customer supporting	22	24
	Monitoring	24	26
	Action patron	17	19
	Total	110	100
Monthly income (in Rs)	Less than 7000	27	29
	7001 – 9000	35	38
	9001 – 11000	32	35
	11001 – 13000	18	19
	More than 13001	8	9
	Total	110	100
Total hours working per day	Less than 7 hours.	8	9
	7 – 9 hours.	23	25
	8 – 10 hours.	45	49
	10 – 12 hours.	34	37
	Total	110	100
Physical illness faced during work	Muscle Fatigue	24	26
	Painful Feet	38	41
	Increased Appetite	21	23



Demographic Variables	Particulars	Frequency	Percent %
	Undelivered Physical Illness	37	40
	Total	110	100

VII. INTERPRETATION FOR ABOVE ANALYSIS

From the above table it is clear that majority of the women employees working under retail shopping malls. 25% of the respondents fall below the age group of 20. This might be because of the fresh job opportunities in retail sector after graduation. At the same time, 33% of the respondents belong to the age category of 31- 40 years of age. This is high because, women who fall between these ages look forward to enroll themselves with a job to earn their daily bread. Education is one of the powerful tools for employment in the recent times. Women also are actively

engaged in gathering knowledge through education. Based on the above analysis majority of the women employees are earning monthly income between 7001 – 9000

Secondly, 35% of the women employees are earning between that range of 9001 to 11000 rupees. nearly 29% of the women employees were earning less than 7000 rupees. Due to increase in price of commodities and the standard of living of the people, it is difficult to manage their family with less income and it is also one of the reasons for increased job stress in the workplace.

**Exploratory Factor Analysis for Three main Factors
KMO and Bartlett's Test**

	Job Condition	Job enrichment	Job satisfaction
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.712	.819	.744
Approx. Chi-Square	701.448	701.448	701.448
Bartlett's Test of Sphericity	df	105	105
	Sig.	.000	.000

Rotated Component Matrix for Job Working Condition^a

	Component				
	1	2	3	4	5
JWC7.	.780	.069	.029	.002	.047
JWC10.	.658	.020	.170	.112	.030
JWC9.	.645	.319	.143	.161	.063
JWC14.	.629	.144	.099	.334	-.018
JWC13.	.561	.428	-.022	.333	.053
JWC6	.093	.909	-.034	.088	-.002
JWC8.	.401	.791	.718	.032	-.126
JWC1.	.111	.052	.821	-.152	.043
JWC3	.149	-.059	.817	.206	-.015
JWC11.	.374	-.224	-.005	.685	.027
JWC12.	.173	.318	-.006	.670	-.114
JWC3	.096	.190	.539	.600	-.017
JWC4					
JWC9.	.163	-.030	.122	-.044	.789
JWC5	.104	-.205	-.084	-.175	.654
JWC2	-.277	.251	-.027	.243	.599

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Based on the current study, several constructs were omitted in order to make it effective and it has been allotted with respective factors which will be more competed with

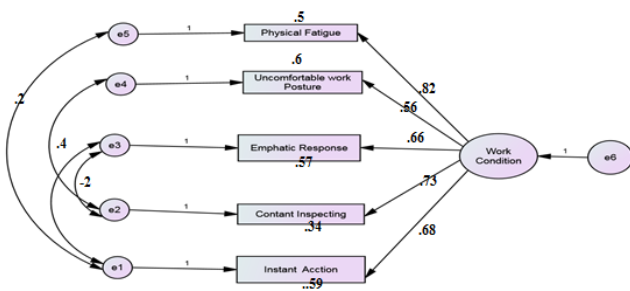
the employees working in the retail sectors as to how often the women employees have

expressed the feeling in a statement relating to their role in their organisation. The researcher has applied EFA for validating the contents in the job stress scale with the use of 14 variables under 5 factorial dimensions.

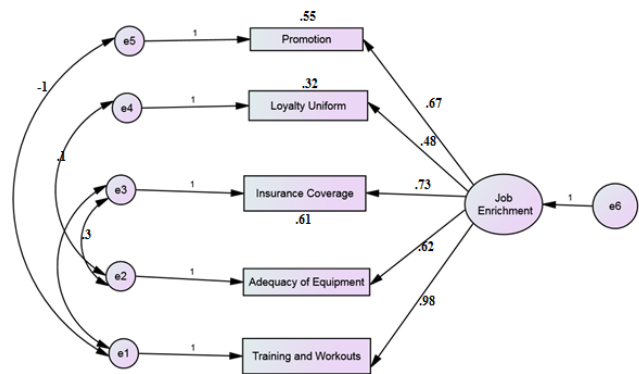
The main principle of exploratory factor analysis and the component is to identify the relationship between the variables, and the large sample size shows more reliable and less sample size moderate relationship among the variables. The ideas of indirect rotation will also be derived from both initial and extraction loadings. The initial communalities will represent the co-relationship between the variables and the other variables. Especially, the communalities represent the squared multiple correlation between the variables before rotation. It mainly denotes that the initial value of the communalities should be .1 and only after the extraction it should be more than .4 is highly acceptable to proceed for the analysis.

Generally, confirmatory factor analysis (CFA) is termed to be a statistical technique and it used to identify the observed variables under the factor loading. It also helps to test the hypothesis in relation with both observed variable and latent variable. On the other part, CFA and EFA are connected to the same procedure based on the result analysis, but in case of exploratory factor analysis, the variables are explored into different factors with various communalities. Correspondingly, confirmatory factor analysis (CFA) is furnished to confirm the factor loading with higher level of significance in related factors.

Confirmatory Factor Analysis for Job Working Condition



Confirmatory Factor Analysis for Job Enrichment



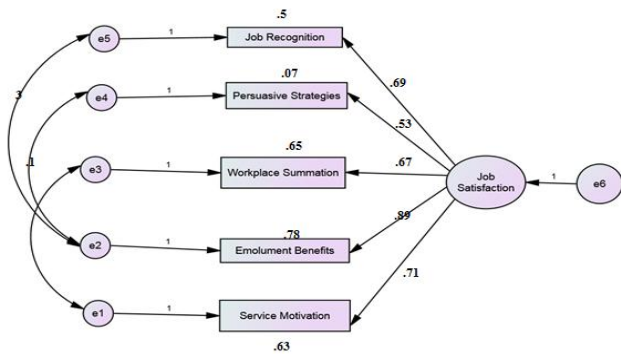
Rotated Component Matrix for Job Satisfaction^a

	Component							
	1	2	3	4	5	6	7	8
JSA13	.836	.106	.063	.018	-.018	-.111	-.067	-.054
JSA12	.704	.117	-.045	.023	-.084	-.059	.307	.056
JSA21	.582	.350	.157	.276	.106	.008	-.057	-.012
JSA14	.568	.321	-.043	.172	-.103	.012	.142	.129
JSA15	.565	.392	.049	.212	.078	-.013	-.157	-.002
JSA11	.511	.098	.161	.052	.338	.080	.195	-.346
JSA20	.509	.473	.156	.284	.040	-.073	-.139	-.068
JSA18	.090	.848	.070	-.004	.065	.038	.115	-.025
JSA17	.218	.671	.064	.123	.193	-.089	.176	-.074
JSA16	.294	.636	-.018	.247	-.036	-.001	.042	.025
JSA19	.398	.608	.161	.129	.164	-.023	-.078	-.147
JSA6	-.056	.127	.757	.004	-.054	.201	.116	-.056
JSA7	.138	.026	.707	.026	.046	-.210	.085	.009
JSA5	-.023	.006	.684	.136	.359	.016	-.140	-.118
JST8	.214	.080	.581	.110	-.111	-.163	.368	.242
JSA23	.166	.244	.029	.733	-.090	-.139	-.035	.007
JSA24	.099	.065	.000	.713	.178	.038	.161	.066
JSA25	.065	.055	.258	.651	.023	.313	.074	-.181



JSA22	.368	.360	.001	.487	.674	-.089	.112	.183
JSA3	-.012	.089	-.082	.041	.791	-.030	.107	.126
JSA4	-.009	.155	.353	.003	.581	.729	-.009	.068
JSA26	-.055	-.016	-.098	.061	.056	.835	-.019	-.051
JSA1	-.079	-.059	.057	-.038	-.095	.665	.763	.445
JSA10	.003	.123	.130	.118	.084	-.019	.863	.012
JSA9	.236	.059	.333	.210	.264	.001	.416	.765
JSA2	.031	-.082	-.014	.036	.220	.110	.015	.814

Confirmatory Factor Analysis for Job Satisfaction



The above figure clearly reveals that in the result of confirmatory factor analysis using SEM analysis, the regression value of all the variables is positively associated with the main factor (job satisfaction). The researcher also stated that SEM analysis reveals the perfect model fit and it is delivered with high factor loadings. Finally, the perfect model fit is identified with the use of model fit indices under measurable values as given below.

Fit statistics	Obtained	Recommended
CMIN/DF	.000	<0.05
GFI	.942	>0.90
AGFI	.904	>0.90
NFI	.883	>0.90
RFI	.882	>0.90
CFI	.958	>0.90
TLI	.936	>0.90
RMSEA	.036	<0.05
RMR	.037	<0.02

VIII. SUGGESTIONS AND CONCLUSIONS

Changing times have necessitated revising one’s attitude and outlook towards people and society around us. Roles assigned to women have undergone drastic changes in both resistance and support. While resistance to newfound roles for women, especially the avatar of women, has considerably reduced, a lot has to be implemented to establish a safe and secure environment for women both at work and at home. Though women have scaled great many heights in finding jobs to suit their educational qualifications and to meet their economic demands, their efforts towards career development is not without obstacles. From sales jobs

to political leadership, women have forayed into every dominion earlier assumed to be for male only. This does not ensure transformation of their lifestyle at par men and largely leads to living up to a role combining both that of men and women. While the women begin to adapt to their dual role, lack of empathy on part of men (because of century old designated cultural and gender roles) complicates the life of women. This along with other physical, domestic, economic and societal factors makes balancing home and work a great task.

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