

A Study of Job Satisfaction in Employees working with Fast Food Chains in India with special reference to fast food outlets in Bhopal

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ABSTRACT

It is the era of immense competition amongst various organizations working and surviving under this extremely competitive world itself has become a challenge for employees. It is an evident fact that no organization can work efficiently if its employees aren't dedicated enough towards achieving its goals. This research covers the rapidly growing fast food industry in India which includes several international food chains. Though organized Fast Food chains fall under hospitality industry but considering the demand and service structure they are termed as Quick Service Restaurants (QSRs). According to a research by CRISIL the fast food market is estimated to grow up to Rs 70 billion in India by the year 2016. The reason for this extreme growth in India can be claimed as growth in purchasing power of people, globalization, rise of nuclear families and changing lifestyles. With regular challenge of providing quick and satisfactory service to the customers, it must be interesting to study how much heed is paid towards employee satisfaction by a management with tremendous focus on customer satisfaction.

Keywords: Customer satisfaction, Employee Job satisfaction, Fast food chains, Globalization, Quick service restaurants

I. Introduction

Today's professional world has led several challenges for people. Employees now a day's put all their efforts to give result oriented performance in their work because it is the work which defines a person's worth in the organization as well as society. It is the quality of manpower working in an organization that builds the worth of an organization. Complete utilization of employee's competence is the skill of management for which it certainly requires its workforce to be in harmony with the working environment. Several studies have been done about the nature of work in fast food industry which claims it to be dehumanizing and rough. These jobs are usually characterized as low paying, part time earning, limited growth prospects and controlled environment. Employees are expected to remain quick and courteous throughout the working hours which sometimes become hectic thing specially during peak hours.

II. Importance of Job Satisfaction:

Various intellectuals and management researchers have conceptualized Job Satisfaction in various ways. Though one of the most accepted definitions is by Locke (1976), who defined it as a pleasurable or positive emotional state resulting from the appraisal of one's job or job experiences. Hoppock defined job satisfaction as any combination of psychological, physiological and environmental circumstances that cause a person truthfully to say I am satisfied with my job (Hoppock, 1935). Vroom views that job satisfaction focuses on the role of the employee in the workplace. Thus, he defines job satisfaction as affective orientations on the part of the individuals toward work roles which they are presently occupying (vroom, 1964). The term job satisfaction refers to the attitude and feelings people have about their work. According to Davis and New Storm (1999), job satisfaction is an experience, which has various aspects. The most significant aspects are those, which are relevant to working conditions and the nature of work. Low job autonomy, low job security, low wages and lack of expectation for promotion negatively affect job satisfaction of employees (Guest, 2004 and Silla et al., 2005).

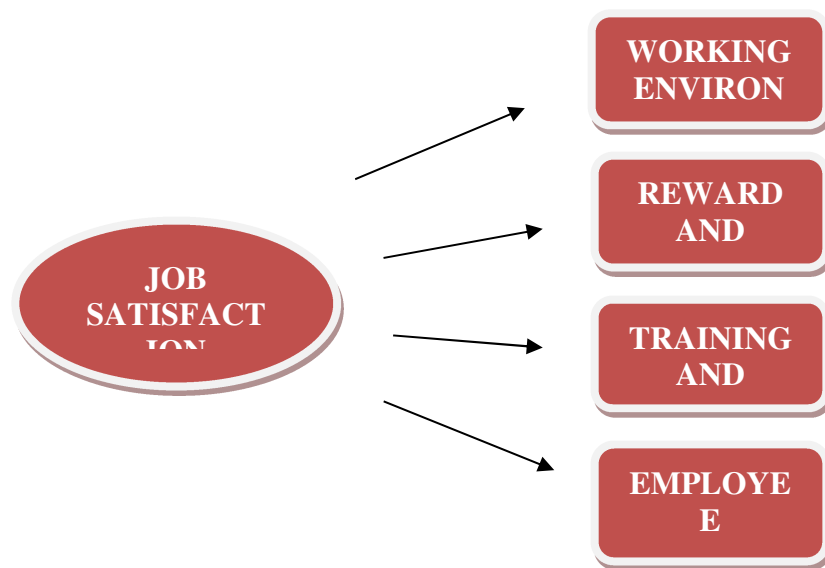


Fig. 1 Variables of Job Satisfaction

III. A Glance in the Fast-food industry:

The advent of fast food industry can be linked to United States of America where it is considered as a regular food item and is consumed in a large amount. Though the presence of fast food cannot be denied since ages and is being consumed in several countries in various forms and variations and are sold on small stalls, markets and are recognized by quick preparation and convenient service. It is more like finding a normal samosa or vada – pav on an Indian street. The revolution in the fast food industry was noticed somewhere round the beginning of twentieth century when Automats were introduced in America where customers could collect prepared food from a display cabinet or a vending machine which was a convenient and time consuming system for them. Since then the phenomena of fast food boomed and several market players came on the floor and soon became huge national and then international fast food brands e.g. Mc Donald's, Burger King, white city were first few market leaders.

3.1 What is Fast Food:

Fast food can be simply defined as easily available, reasonably priced and quickly served and nicely fits into the modern and busy life style. Even though it is not much preferred food by health aware people for them being high in calories, saturated sugar, fats and salt, still there is no shortage of fast food loving people in India as well. Traditional Indian food cannot be completely catered under the category of fast food.

3.2 Employee fulfillment in Fast Food Industry:

Indian fast food industry is of a significant size and has been growing at a rapid pace. It consists of several multinational and local brand outlets. While the nature of work in the multinational brands has widely been studied, studies in the Indian context are surprisingly low. Many studies have been conducted to determine the nature of work in the fast food industry. People have always debated about the dehumanizing nature of work in this industry. There is now a term "Mc Job" which reflects these types of jobs that has become a growing phenomenon around the world.

IV. REVIEW OF LITERATURE:

The concerned literature with the research work in the area of job satisfaction of employees has been presented depicting the research work done by various scholars so far in this area and also illustrates the future scope of research in this field. Y Prabhavathi Et al conducted a research on Indian Fast Food industry in the year 2014

with an objective to analyze the spending behavior and food consumption of consumers segment for developing new marketing strategies in fast food sector and to analyze the consumer's consumption and expenditure towards fast food with respect to gender and the conclusions says that Young, unmarried, working professionals and well educated persons form the major consumer segment in fast food sector. Fast food restaurants provide satisfaction to the young consumers in the form of matching their taste needs and providing a stress free environment to hang out with friends. In a research conducted by Suman Devi and Ajay Suneja they have stated that significant level of difference exists in the satisfaction level of employees working in public sector banks and private sector banks. The observation has resulted points like employees of Private sector banks are much more satisfied with their pay increments ,freedom, training and development activities etc. Anita Goyal and N.P. Singh had a study of fast food in India in which the results indicate that the young Indian consumer has passion for visiting fast food outlets for fun and change but home food is their first choice. Consumers demand more and more information related to hygiene issues and nutritional values of the products of fast food outlets. Minal Kashyap et al tell in their research on Fast Food Industry in India that consumers in today's market are more fascinated to western culture and increase in the facilities offered by fast food services driving the growth of the industry. In the research of Saba Sattar and Nimra Ali in 2014 , they have studied factors affecting employee satisfaction by discussing variables such as promotion, leadership, work environment and job satisfaction. According to their research, the variables with least impact on job satisfaction are work environment and Job stress. Muhammad Rizwan ET. Al conducted the study to find the impact of employee satisfaction on employee loyalty. The research brings out the fact in clear proportion which says that workplace environment contribute more than 23%, reward and recognition contributes more than 12% and teamwork contribute more than 45% to employee job satisfaction. Stephen I Dugguh et.al in his research conclude that managers should use those factors that impact employee performance and keeps them content and motivated psychologically so that they may contribute in the performance and productivity of the organization. A theoretical approach to job satisfaction by Mucahit celik tells that the biggest milestone of work satisfaction is attitudes that are emotional stations coming out of bio-psycho-social actions. Mark G. Resheske investigated job satisfaction among full time faculty of the College of Human Development at a Wisconsin University. The results indicate that overall the faculty of the College of Human Development is satisfied with their current employment. Geeta Kumari and K M Pandey conducted a study on Job satisfaction in public sector and private sector. The present findings imply that job performance of individuals with high versus low job ambivalence may fluctuate such that job performance is comparatively high when positive beliefs and affective experiences are salient and thus predominate at a certain point in time but that their performance may be comparatively low at other times when negative beliefs and affective experiences are salient and predominate. Rafael Munoz de Bustillo Llorente and Enrique Fernandez Macias conducted a study on Job Satisfaction which proposes two response mechanisms for situations of discontent with work. The first would be to change jobs. Those who are not satisfied with their jobs will try to change it, and will try to do so as many times as necessary until they find a job that fits their expectations. The second response mechanism would act precisely in those situations, and would consist of reducing work expectations until they adapt to the type of job available. Adeyinka Tella carried out a study in 2007. The findings of this study reveal that a correlation exists between perceived motivation, job satisfaction, and commitment, although correlation between motivation and commitment was negative. M M Nurul Kabir conducts a study on job satisfaction which attempts to evaluate job satisfaction of employees in different pharmaceutical companies. The result shows that salary, efficiency in work, fringe supervision, and co-worker relation are the most important factors contributing to job satisfaction. A research work on Employee Satisfaction by Ekta Sinha in which she found the employees to be satisfied on the basis of five factors namely Empowerment & Work Environment, Working Relation, Salary & Future prospects, Training & work Involvement and Job Rotation. Dr Ruchi jain and Surinder kaur conducted a study on on job satisfaction in Dominoes where the employees of Dominos are basically well satisfied with these factors: work environment, duties and responsibilities, refreshment & recreation facility, grievance handling procedure, fun at workplace, health & safety facility.K. R. Sowmya and N. Panchanatham studied Factors influencing job satisfaction. It was found that the employees have significant inclination towards optimistic supervisory behavior and pleasant organizational setup. Employees must be cared for and counseled in order to increase their satisfaction level in the organization based on the aspects identified as per above analysis. Dr. R.Anitha in

2011 conducted a research on job satisfaction which shows that organizations lack the relationship between workers and supervisors, it should be given due consideration. The organizations also lack on certain factors such as working conditions, Canteen, rest room facilities, rewards, and recognition and promotion policy.

V. CONCLUSION:

All the above researches prove that growth and prosperity of any organization depends tremendously on its workforce for which employee satisfaction is a must. Factors that were considered by above researchers as parameters of job satisfaction were promotions, income, training and development, healthy working environment, cordial relationships with coworkers. Employees would definitely stay at a workplace where they are paid well, mentored, empowered, appreciated, promoted and trusted. For an industry, promptly focused on providing quality service to its customers keeping pace with time and consumer crowd at the same time and on the other hand it has customers with concerns like taste ,hygiene and cleanliness along with speedy service, it becomes hard-hitting to provide a pleasant working ambience to employees. Fast food is a very fast growing industry in the world as well as India therefore it is inevitable to study the response of people working within this industry about the issue of job satisfaction.

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