

The Influence Of Demography On Work Engagement: An Empirical Study In The Retail Sector .

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ABSTRACT

The Employee plays an important role in every organization; the interest of employee can facilitate to realize the organization's objectives. Prospering work engagement strategy creates a community at a piece place and not simply a work force. Once the workers are effectively and absolutely engaged with their organization, they type an emotional reference to the corporate. Work engagement may be a central conception of positive scientific discipline consisting of resources like absorption, dedication and vigor. The most objective of the study was to look at the impact of demographic variables such as age and gender on work engagement within the retail sector and, secondly, study the correlation between the demographic profile of the respondents and therefore the work engagement. Around one hundred employees were chosen within the retail sector and a random sample was accustomed choose the sample size of the population. SPSS 23.00 was accustomed analyse the information. The outcomes from this study showed that work engagement of the Retail employee is influence by the age group, education and experience but there is no significant influence by gender, designation of the employees and marital status.

Key word: Work Engagement, Absorption, Vigor, Dedication.

Introduction

Work engagement is that the state in which a personal is emotionally and intellectually committed to the organization. Work engagement is comprehensive of semi-permanent emotional involvement and is an antecedent to a lot of temporary generalities of worker

sentiments, like job satisfaction and commitment. Engaged staff return to figure each day feeling a association to their organization, have a high level of enthusiasm for his or her work and perform at high levels. Initially, the organizations want to identify the key drivers of engagement for his or her company to increase the extent of engagement among its staff. From the review of literature, it's found that the prominent drivers of work engagement are superior, performance appraisal and rewards and recognition. Positivism within the environmental point has been recognized in the field of social control behaviour since its origin and is gift in the works of its creation fathers, like Stephen A. Douglas McGregor and patriarch Maslow. However, gift economic conditions and also the quickly ever-changing setting facing today's organizations need a good larger stress on a positive manoeuvre to manage and develop human resources. The context within which positive analysis is conducted refers to a extremely competitive business setting characterised by economic process and technological advances; modification the expectations of employers and staff. Work engagement is conferred here as an rising top-level model within which organizations will invest and develop in their work force to realize real and sustained growth and performance. Some individuals are thought to possess engagement orienting temperament traits that make them susceptible towards being engaged. A number of these are obvious - as an example, the lot of neurotic can give way more quickly and disengage. However, there are subtler traits that illustrate an inclination towards engagement, like self-discipline at work and organizational commitment.

REVIEW LITERATURE

Richard Kipter Rotich, et al., (2016)main purpose of the study to find the influence of optimism in work engagement more that demographic profile. Around 389 managerialemployees from 32 state agencies in Kenya was selected for the study .The result indicate that age positively and significantly correlated with work engagement and optimism influence more as compared to demographic factor to work Engagement.

Valentin Kónya etal (2016) intends to reveal some crucial data on however these characteristics influence structure commitment in Central European organizations. Gender doesn't have any influence on structure commitment and Characteristics of organizations and

most demographic characteristics have very little impact on organizational commitment. The analysis, during this paper, is an element of a broader study, investigation the mutual influence of many leadership and structure behaviour connected variables. It came about in varied non-public and public (state-owned) organizations, from varied fields of operation and various structure sizes from Serbia's Central European Autonomous Province of Vojvodina, as well as, Hungary's Csongrád and Bács Kiskun Counties as an area of a broader study. Assumptive that demographic characteristics of workers influence the extent of their structure commitment is part supported, since the gender of the staff failed to have any influence, whereas alternative characteristics did have influence, like tenure with the present organization, formal education, skilled qualifications and age influence commitment to remain with the organization.

Sunita Shukla et al., (2015)the study examined the overall engagement level of staff and the extent to that demographic variables like completely different designations, years of work experience, qualification, age, gender, marital status and personality among the employee's understudy contributed to their engagement levels. This study was conducted amongst the staff of a number one Indian web-based B2C e-commerce company located within the metropolis Region (NCR) with a sample size of ninety respondents in 2014. The analysis was conducted mistreatment t-tests, ANOVA and multivariate analysis analysis. Results indicate important variations in engagement scores for 3 demographics variables under study i.e., gender, legal status, and knowledge. Female staff within the organization was a lot of engaged in their jobs as compared to their male counterparts. Engagement levels of married and senior staff were also found to be high. The results of multivariate analysis were terribly encouraging as nearly twenty fifth of employee engagement is explained by the temperament of staff solely.

Nishtha, (2017)aims at finding the influence of demographic variables on worker engagement across construction organization i.e. GBP. The boundaries for the info search space are restricted to the {staff} or staff of GBP. During this study, the perception and also the angle of the workers of GBP in relevance worker engagement are wanted. The sample set up of a hundred and ten workers from varied departments of the corporate. it had been found that the degree of worker engagement was considerably high within the organization and there's no important distinction in employee engagement on the premise of demographic

variables. The most causes for higher engagement within the organization were found to be the impression that the firm cares for and values the workers, free and frank communication with immediate supervisor, recognition of one's contributions towards the structure goals, and freedom to participate within the higher cognitive process the method.

OBJECTIVES

1. To study the demographic profile of the Retail Sector.
2. To study the relationship between select demographic variables and work Engagement.

HYPOTHESIS

1. There is no significant difference between the age group and work Engagement in Retail Sector.
2. There is no significant difference between education and work engagement in Retail Sector.
3. There is no significant difference between experience and work engagement in Retail Sector.
4. There is no significant difference between the designation of employee and Work Engagement in Retail Sector.

RESEARCH DESIGN AND DATA ANALYSIS

The studies use both primary and secondary data and primary data was collected through a Utrecht Work Engagement Scale (UWES-17) analytical technique. The secondary data are collected through journal, articles and books. The questionnaire was distributed to 115 employees from the Retail Sector. After eliminating the incomplete responses, 100 samples were obtained. Section 1 consists of questions related to Demographic variable, and second section consists of question related to work engagement. The respondents are asked to give their opinion on a likert scale of 1 to 7 indicating strongly disagree to strongly agree. The SPSS 23.00 version was used for the data analysis. The reliability test was done and the cronbach's alpha values 0.914 (greater than 0.7) indicated that instrument used for the data collection is highly reliable.

Table 1 Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.914	17

Table 1: Reliability Analysis

Scale	Cronbach's Alpha
Overall	.914
Absorption	0.775
Vigor	0.844
Dedication	0.833

Table 2: Illustration of Demographics

Demographic profile (N=100)		Number	Percentage
Gender	Female	35	35.0
	Male	65	65.0
Age	Under 20	5	5.0
	20-29	88	88.0
	30-39	7	7.0
Marital Status	Married	10	10.0
	Unmarried	90	90.0
Education	Intermediate	33	33.0
	Graduate	66	66.0
	Master degree	1	1.0
Designation	Team Member	15	15.0
	Coordinator	39	39.0
	Sales Man	24	24.0
	Sales Women	13	13.0
	CSDC	4	4.0
	Cashier	5	5.0
Experience	1 years	3	3.0
	2 years	9	9.0
	3 years	35	35.0
	4 years	28	28.0
	5 years	18	18.0
	6 years	7	7.0

The demographic profile of the respondents is shown in the table 2. From the study of 100 employees from the retail sector it was found that majority of the respondents are male which is 65 percent and women are only 35 percent. The majority of employees were in the age group of 20-29 total 88 percent of sample. Most of the respondents were unmarried and concerning educational qualification 66 percent were graduate and 33 percent .designation of the respondents were team member, coordinator ,sales man ,sales women , Customer service desk (CSDC) ,and cashier . The majority respondents having 3 year experience 35 percent, 4 year experience are 28 percent.

Table 3 Descriptive Statistics

	Mean	Std. Deviation	N
Time Flies	6.38	.930	100
Forget Everything	6.24	.955	100
I Feel Happy	5.85	1.424	100
Immersed In My Work	6.21	1.289	100
Carried Away	6.30	1.210	100
Difficult To Detach	6.35	.892	100
Meaning And Purpose	6.32	1.034	100
Enthusiastic	6.24	1.006	100
Inspires	6.27	.952	100
Proud	6.47	.717	100
Challenging	6.41	.753	100
Bursting With Energy	6.42	.855	100
Strong And Vigorous	6.36	.785	100
Going To Work	6.51	.835	100
Working For Very Long	6.54	.702	100
Resilient Mentally	6.54	.626	100
Persevere	6.28	.877	100

The mean and standard deviation of the response obtain from the retail sector employee, for each statement in the questionnaire is tabulated as shown above. Of all the statement presented in the statement “working for very long “and “ resilient mentally” had highest rank with a mean value score of 6.54 implying that employee in the retail is work for

long time and are very mentally resilient in work place. Going to work was rank second with a mean score 6.51 and the statement regular proud was rank third rank with a mean score 6.47 which implies that employee feel proud in working in this sector. “ I feel happy” has the lowest mean score value 5.85 which means that due to high work load in retail sector they are not happy with work .

Table 4: Exploratory factor analysis findings and Cronbach’s alpha values

Sl.no	Work Engagement scale ($\alpha=0.914$)	Standard factor load
1	ABSORPTION	0.775
	TIME FLIES	.680
	FORGET EVERYTHING	.509
	I FEEL HAPPY	.664
	IMMERSED IN MY WORK	.818
	CARRIED AWAY	.754
	DIFFICULT TO DETACH.	.461
2	DEDICATION	0.844
	MEANING AND PURPOSE	.685
	ENTHUSIASTIC	.694
	INSPIRES	.665
	PROUD	.519
	CHALLENGING	.448
3	VIGOR	0.833
	BURSTING WITH ENERGY	.766
	STRONG AND VIGOROUS	.638
	GOING TO WORK	.523
	WORKING FOR VERY LONG	.657
	RESILIENT MENTALLY	.788
	PERSEVERE	.522

In addition, for reliability tests of scales, Cronbach’s alpha coefficients were calculated and shown opposite the dimensions in Table 4. Accordingly, self-sufficiency dimension consisting of 3 expressions in work engagement scale has 0.914 Cronbach’s alpha value; absorption dimension consisting of 6 expressions has 0.775 Cronbach’s alpha value; dedication dimension consisting of 5 expressions has .844 Cronbach’s alpha value; vigor

dimension consisting of 6 expressions has .833Cronbach's alpha value. When work engagement was entirely subject to reliability analysis, the Cronbach's alpha value of the scale with 17 questions was found as 0.914.

Table 5 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.852
Bartlett's Test of Sphericity	Approx. Chi-Square
	1068.914
	df
	136
	Sig.
	.000

Table 6 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
AGE	Between Groups	3.184	29	.110	.893	.063
	Within Groups	8.606	70	.123		
	Total	11.790	99			
EDUCATION	Between Groups	4.968	29	.171	.907	.068
	Within Groups	13.222	70	.189		
	Total	18.190	99			
MARITAL STATUS	Between Groups	2.478	29	.085	.442	.992
	Within Groups	13.522	70	.193		
	Total	16.000	99			
GENDER	Between Groups	7.918	29	.273	1.129	.332
	Within Groups	16.922	70	.242		
	Total	24.840	99			
EMPLOYEE DESIGNATION	Between Groups	396.151	29	13.660	.778	.770
	Within Groups	1228.439	70	17.549		
	Total	1624.590	99			
WORK EXP	Between Groups	22.471	29	.775	.868	.051
	Within Groups	62.489	70	.893		
	Total	84.960	99			

The one way ANOVA on work engagement it was found that work age, education and work experience have high influence in the work engagement expect gender, employee designation and marital status has no influence in the work engagement of employee working in Retail Sector.

CONCLUSION

The outcomes from this study showed that work engagement of the Retail employee is influence by the age group, education and experience but there is no significant influence by gender, designation of the employees and marital status. The Work engagement is still emerging, human resource managers in general, and especially those concerned with HRD, can be confident that at least at this stage of the research, Work engagement has a strong and significant relationship with established desirable outcomes. The Recommendation would be for Retail organizations to proactively develop and manage the absorption, dedication and vigor of their nursing workforce in order to achieve outstanding.

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