

Parcel Service Employees Demographic Profile and Retention

(A Study with Special Reference to ABT and ARC Parcel Service Company, Coimbatore)

N.Sumathi¹, S. Parimala²

¹*Dept of Aerospace Engineering, Amrita School of Engineering, Coimbatore, Amrita Vishwa Vidyapeetham, Amrita University, India*

²*Professor, Department of Management, SNT Global Academy of Management Studies and Technology, Coimbatore, India*

Abstract: - Recently employees working in the transportation service sector have been facing issues like: heavy work load, deadline, slim down employee benefits etc. Additionally, the safety concerns faced by female employees were important. Moreover, transportation employee like driver faces issues such as increasing fuel cost, unpleasant road conditions and increasing vehicle maintenance cost. On the other hand office level employees'/administrative employees' dissatisfaction towards their job has been notified as lack of career path development that in turn strongly influences their attrition rates from the transportation service sector. Though, the employees in these sectors are better educated and more qualified than ever before, they cannot raise their voice for their welfare/benefits. Since, transportation sector is highly centralized within trucking companies that leads to unpleasant working environment. These issues could be considered as the prime reasons for high rate of employee turnover. At this juncture it is advisable to assess employees' satisfaction towards HRM policies and Organisation factors and its influences on their intention of turnover. The study findings indicated that majority of the employees surveyed at both ABT and ARC were observed to least satisfied with both HR policies and organisation factors adhered in their organisation. The study further reveals that employees turn over intention is close linked with their dissatisfaction towards: organisation and personal fit, remuneration and recognition system, working environment and poor organisation commitment. Thus, it is suggested to the ABT and ARC parcel service companies to adopt strategic recruitment practices of finding right man for right job and always aim to pay them adequate salary and other perks. These organisations are also suggested to adhere very employee friendly work environment in order to enhance their level of satisfaction and to retain them as committed employees.

transportation companies. In the past employees of transportation service sector had been remaining longer with their employers as compared with other industries. As these service companies perfectly align the personal and career objectives of their entire management staff with overall corporate strategy. Compared to other sectors, it's more desirable to work in the transportation and logistics industry.

But, recently employees working in the transportation service sector have been facing issues like: heavy work load, deadline, slim down employee benefits etc. Additionally, the safety concerns faced by female employees were important. Moreover, transportation employee like driver faces issues such as increasing fuel cost, unpleasant road conditions and increasing vehicle maintenance cost. On the other hand office level employees'/administrative employees' dissatisfaction towards their job has been notified as lack of career path development that in turn strongly influences their attrition rates from the transportation service sector. Though, the employees in these sectors are better educated and more qualified than ever before, they cannot raise their voice for their welfare/benefits. Since, transportation sector is highly centralized within trucking companies that leads to unpleasant working environment. These issues could be considered as the prime reasons for high rate of employee turnover. At this juncture it is advisable to assess the employees feel of job satisfaction and address the issues currently faced by the transport service organisation like parcel service companies in order to retain the existing work force.

I. INTRODUCTION

In the past transportation service companies have been successful in attracting skilled workforce and have sufficient staff to manage their businesses effectively due to the effective use of the cultural richness of its workforce. Compared to other industries, the transportation and logistics industry has increased the rate of female employees across all functions and hierarchy levels more strongly. On the other hand, employees prefer to work in small and medium-sized

II. STATEMENT OF PROBLEM

Human Resource Management (HRM) is considered a critical organisational resource that helps an organisation sustain its effectiveness. It is one important area that influences a number of employees' attitudes and behaviour such as intent to leave, levels of job satisfaction, and organisational commitment. On the other side of the coin the workplace environment that is set in place impacts employee morale, productivity and engagement, both positively and negatively. It is generally believed that if employees are

satisfied with their job would perform their duties well and will act committed to their job, and subsequently to their organisation. Thus, it is of utmost importance for employers to identify the factors that affect their employees' job satisfaction level since it would affect the performance of the organisation as well the performance of individual employees. Realising this fact this study aims to analyse the Parcel Service employees' Demographic profile and its effect on Retention.

III. OBJECTIVE OF THE STUDY

This study aims to draw a link between the employees' Demographic profile and its effect on Retention.

IV. HYPOTHESES OF THE STUDY

H₀: Employees length of services significantly influences their satisfaction towards HR policies adhered in the parcel service companies i.e., ABT and ARC.

H₀: Employees Cadre of Job significantly influences their satisfaction towards HR policies adhered in the parcel service companies i.e., ABT and ARC.

H₀: Demographic, Socio-economic status and Job profile of an employee significantly influence their intention to stay in a business firm.

H₀: Demographic, Socio-economic status and Job profile of an employee significantly influence their intention of turnover from the current job in a business firm.

V. METHODOLOGY AND MATERIAL

The current study is both explorative and descriptive in nature. Study is based on the surface transportation (parcel services) services operating in Tamil Nadu. The study is based on the primary data and secondary data. The study applied judgmental and convenience sampling techniques for selection of the sample. The researcher has adopted judgmental sampling technique for defining the entire population of surface transport operators (parcel service operators) throughout Tamil Nadu. And researcher also applied convenience sampling techniques for the collection of primary data. It was observed that out of 205 surface transportation i.e., parcel services companies /firms operating in Coimbatore city, only two companies have more regional offices both at Coimbatore district level and also operates throughout Tamil Nadu i.e., ABT and ARC. ABT has 26 offices at Coimbatore city and ARC has 22 offices operating across Coimbatore city. These two companies are part of their parent company of the Sakthi Group, with its corporate office functioning at Coimbatore city. These two companies were selected as sample. Due to vast spread of these two transportation service providers and difficulties encountered by the researcher in

1. Demographic profile

This section of study briefly outlines the demographic profile of the employees hired in logistics service sector.

TABLE: 1

GENDER OF THE RESPONDENTS

Sl. No	Gender	No. of Respondents	Percentage
1.	Male	340	52.30
2.	Female	310	47.70
	Total	650	100

The table above infers that out of 650 respondents surveyed, 52.30 per cent of employees are male and the rest of 47.70 per cent of sample respondents are female.

Thus, it is concluded that 52.30 per cent of sample respondents are male.

TABLE: 2

AGE OF THE RESPONDENTS

Sl. No	Age	No. of Respondents	Percentage
1.	Under 21 years	252	38.77
2.	21 to 39 years	310	47.69
3.	40 to 59 years	58	8.92
4.	60 and More years	30	4.62
	Total	650	100

From the above data it has been inferred that, 47.69 per cent of employees in logistics service sector are aged between 21-39 years. Followed by, 38.77 per cent of respondents fall under the age group of below 21 years. Further, 8.92 per cent of sample subjects are aged between 40-59 years and the rests of 4.62 per cent of employees fall under the age category of above 60 years.

Thus, it has been observed that 47.69 per cent of employees in logistics service sector are aged between 21-39 years

TABLE: 3

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Sl. No	Educational Qualification	No. of Respondents	Percentage
1.	Below 10 th	84	12.92
2.	H.S.C only	114	17.54
3.	Diploma Holder	143	22.00
4.	Degree Holder	178	27.39
5.	PG Holder	131	20.15
	Total	650	100

Source: Primary Data

The empirical data analysis indicates that, 27.39 per cent of sample respondents' are degree holders. Followed by, 22 per cent of employees' in logistics service sector are diploma holders and 20.15 per cent of respondents' are PG holders. Consequently, 17.54 per cent of sample populations have completed their Higher Secondary education. And the rests of 12.92 per cent of respondents' are educated below 10th standard.

Hence it has been found that 27.39 per cent of employees' in logistics service sector are degree holders.

TABLE: 4
LENGTH OF EMPLOYMENT OF THE RESPONDENTS

I. No	Employment	No. of Respondents	Percentage
1.	1 to 6 months	162	24.92
2.	6 month to 1 year	192	29.54
3.	1 to 3 years	108	16.62
4.	3 to 5 years	76	11.69
5.	5 to 10 years	52	8.00
6.	10 to 15 years	60	9.23
	Total	650	100

Source: Primary Data

The table above infers that out of 650 respondents' surveyed, the duration of employment of respondents' in logistics service sector in 6 month to 1 year is 29.54 per cent and from 1-6 months it is 24.92 per cent. Further, from 1-3 years it is 16.62 per cent and from 3-5 years it is 11.69 per cent. Similarly, from 10-15 years it is 9.23 per cent and from 5-10 years it is 8 per cent.

Thus, it has been concluded that the duration of employment of respondents' in logistics service sector in 6 month to 1 year is 29.54 per cent.

TABLE: 5
MONTHLY INCOME OF THE RESPONDENTS

Sl. No	Monthly Income	No. of Respondents	Percentage
1.	Below `10000	276	42.50
2.	`10000 to `20000	278	42.80
3.	`20001 to `30000	60	9.20
4.	`30001 to `40000	30	4.60
5.	`40001 to `50000	6	0.90
	Total	650	100

Source: Primary Data

The above table indicates the monthly income of the sample respondents' surveyed. It has been inferred that, 42.80 per cent of employees' monthly income ranges between `10000 to `20000. Followed by, 42.50 per cent of sample respondents' earn below `10000 per month. Further, 9.20 per cent of employees' monthly income ranges between `20001 to `30000 and 4.60 per cent of respondents' monthly income ranges between `30001 to `40000. Moreover, the rests of 0.90 per cent of sample subjects' earn between `40001 to `50000 per month.

Thus it has been concluded that 42.80 per cent of employees' monthly income ranges between `10000 to `20000.

TABLE: 6
MANAGEMENT CADRE OF THE RESPONDENTS

Sl. No	Level	No. of Respondents	Percentage
1.	Middle Level Management	135	20.77
2.	Low Level Management	515	79.23
	Total	650	100

Source: Primary Data

The above data indicates the management cadre of the respondents' surveyed, majority i.e., 79.23 plevel management cadre. Further, the rests of 20.77 per cent of employees are in middle level managementcadre.

Thus it has been concluded that majority i.e., 79.23 per cent of sample respondents' are in the low level managementcadre.

TABLE: 7
TYPE OF THE ORGANIZATION OF THE EMPLOYEES

Sl. No.	Type	No. of Respondents	Percentage
1.	Regional Level Service Providers	227	34.90
2.	National Level Service Providers	333	51.20
3.	International Level Service Providers	90	13.80
	Total	650	100

Source: Primary Data

From the above table it has been inferred that out of 650 respondents' surveyed, 51.20 per cent of respondents' are working for the national level service providers. Followed by, 34.90 per cent of employees have opined that they work in regional level service providers. Similarly, 13.80 per cent of respondents' are working for the international level service providers.

Thus it has been concluded that 51.20 per cent of respondents' are working for the national level service providers.

TABLE: 8

SIZE OF THE ORGANISATION OF THE EMPLOYEES

Sl.No.	Size	No. of Respondents	Percentage
1.	Large Scale	291	44.80
2.	Medium Scale	209	32.20
3.	Small Sale	150	23.10
	Total	650	100

Source: Primary Data

The table above indicates that out of 650 respondents' surveyed, 44.80 per cent of respondents' are working in large scale organizations. Followed by, 32.20 per cent of employees' are in medium scale organizations. Further, the rests of 23.10 per cent of respondents' have opined that they are in small scale industries.

Hence it is concluded that, 44.80 per cent of respondents' are working in large scale organizations.

Demographic, Socio-economic status and Job profile of an employee significantly influence their intention to stay in a business firm.

TABLE: 9

RESULT OF ANOVA TEST

ASSOCIATION BETWEEN DEMOGRAPHIC, SOCIO-ECONOMIC STATUS AND JOB PROFILE OF AN EMPLOYEE'S INTENTION TO STAY IN A BUSINESS FIRM

Problems	Source	Sum of Squares	DF	Mean Square	F	Sig
Gender	Between Groups	14.857	4	3.714	16.265	.000
	Within Groups	147.297	645	.228		
	Total	162.154	649	-		
Age	Between Groups	12.945	4	3.236	5.360	.000
	Within Groups	389.431	645	.604		
	Total	402.375	649	-		
Educational Qualification	Between Groups	66.215	4	16.554	10.194	.000
	Within Groups	1047.379	645	1.624		
	Total	1113.594	649	-		
Length of Employment	Between Groups	50.773	4	12.693	5.196	.000
	Within Groups	1575.787	645	2.443		
	Total	1626.560	649	-		
Monthly Income	Between Groups	5.748	4	1.437	1.952	.100
	Within Groups	474.953	645	.736		
	Total	480.702	649	-		
Management Level	Between Groups	17.182	4	4.295	11.970	.000
	Within Groups	231.458	645	.359		
	Total	248.640	649	-		
Type of the organization	Between Groups	11.526	4	2.882	6.719	.000
	Within Groups	276.599	645	.429		
	Total	288.125	649	-		
Size of the organization	Between Groups	37.258	4	9.314	16.100	.000
	Within Groups	373.156	645	.579		
	Total	410.414	649	-		

Level of significance: 5 percent

The data indicates in the above table shows that probability value of ANOVA at 5 per cent level establishes good relationship between the variables tested. Therefore, the hypothesis framed stands accepted and it concluded that the close association between the demographic, socio-economic status and job profile of an employee significantly influence their intention to stay in a business firm.

Demographic, Socio-economic status and Job profile of an employee significantly influence their intention of turnover from the current job in a business firm.

TABLE: 10

Demographic, Socio-economic status and Job profile of an employee significantly influence their intention to intention of turnover from the current job in a business firm.

TABLE: 11

RESULT OF ANOVA TEST

ASSOCIATION BETWEEN DEMOGRAPHIC, SOCIO-ECONOMIC STATUS AND JOB PROFILE OF AN EMPLOYEE'S INTENTION OF TURNOVER FROM THE CURRENT JOB IN A BUSINESS FIRM

Problems	Source	Sum of Squares	DF	Mean Square	F	Sig
Gender	Between Groups	4.464	4	1.116	4.564	.001
	Within Groups	157.690	645	.244		
	Total	162.154	649	-		
Age	Between Groups	40.396	4	10.099	17.995	.000
	Within Groups	361.979	645	.561		
	Total	402.375	649	-		
Educational Qualification	Between Groups	5.455	4	1.364	.794	.529
	Within Groups	1108.139	645	1.718		
	Total	1113.594	649	-		
Length of Employment	Between Groups	85.524	4	21.381	8.949	.000
	Within Groups	1541.036	645	2.389		
	Total	1626.560	649	-		
Monthly Income	Between Groups	46.825	4	11.706	17.402	.000
	Within Groups	433.877	645	.673		
	Total	480.702	649	-		
Management Level	Between Groups	4.982	4	1.246	3.297	.011
	Within Groups	243.658	645	.378		
	Total	248.640	649	-		
Type of the organization	Between Groups	7.502	4	1.875	4.311	.002
	Within Groups	280.623	645	.435		
	Total	288.125	649	-		
Size of the organization	Between Groups	18.999	4	4.750	7.827	.000
	Within Groups	391.414	645	.607		
	Total	410.414	649	-		

Level of significance: 5 percent

The data indicates in above table shows that probability value of ANOVA at 5 per cent level establishes good relationship between the variables tested. Therefore, the hypothesis framed stands accepted and it concluded that the close association between the demographic, socio-economic status and job profile of an employee significantly influence

their intention of turnover from the current job in a business firm.

VI. RESULTS AND DISCUSSION

Demographic distribution of the respondents depicted that 52.30 per cent of sample respondents' are male

and rest of the 47.70 per cent were female. Further, it was observed that 47.69 per cent of employees' in logistics service sector are aged between 21-39 years and 47.54 per cent of employees' in logistics service sector are degree holders. The study observed that 29.54 per cent employment of in logistics service sector have gained work experiences of 6 month to 1 year, they were very young to the current job. The maximum salary of the employees surveyed ranged between `10000 to `20000, which is bare minimum for healthy survival of family with three to four members.

REFERENCES

- [1]. Chandrasekar.K (2011), Workplace environment and its impact on organisational performance in public sector organisations, International Journal of Enterprise Computing and Business Systems (Online), Volume.No.1, Issue.No.1, PP:1-9, January.
- [2]. Norizan Ismail (2012), Organisational Commitment and Job Satisfaction among Staff of Higher Learning Education Institutions in Kelantan, Thesis submitted in the partial award of degree of Master Of Human Resource Management , Graduate School College of Business, University Utara Malaysia.