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Job Satisfaction of Indigenous Women – Working in the Beauty Parlors of Bangladesh

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I. Introduction

A substantial portion of human life is spent in work which is a social reality. It is of greater curiosity all the time to know why people work and how he or she satisfied with the job. Job satisfaction is an indicator of how well a person is doing his or her job. It is an emotional response toward various facets of job and also a psychological state of human being. Job satisfaction has brought higher employment opportunity which consequently amplifies earning level. The extent of job satisfaction among women is an imperative aspect of their work life. Here the key inputs are knowledge, skills, experience and time on job. The level of satisfaction among indigenous women is determined by the fraction outcomes against the desire of employees from their respective employments. In short, job satisfaction is a synchronization of what an organization requires of its employees and what the employees are seeking of the organization.

The new social demand has caused the tremendous growth of the beauty parlors in Dhaka City and the number of beauty parlors in other cities of Bangladesh. There is absence of documentation on the subject of the number of indigenous women workers of the beauty parlors in Bangladesh but it seems that majority of the women workers are indigenous women. Since the scope of income generation among indigenous communities is limited at their own locality, as a result push and pull factors are working to migrate the indigenous women to the urban and sub-urban areas. In addition, some of the ethnic communities in Bangladesh are matrilineal and the women members of matrilineal indigenous society are more economically conscientious and vigorous as mentioned by khaleque (1998). Besides, the interest to work at the beauty parlors which is still new as profession has not yet been developed among the main stream members of the society. All these factors played a vital role behind the major participation from the women indigenous communities to work at the beauty parlors in Bangladesh (Akhter, et.al. 2011).

II. Literature Review

Job satisfaction is one of the most extensively researched concepts within organizational behaviour, much of which is intended to enhance operations within the world of business (Judge, Heller, & Mount, 2002) though there is no universally accepted definition of job satisfaction. Different definitions about job satisfaction with different perspectives are used in various researches (Spector, 1997). Job satisfaction is generally defined in terms of how people feel about their jobs and different facets of their jobs (Rowden, 2002). Riketta (2008) defines this as "a cognitive and/or affective evaluation of one "s job as more or less positive or negative" (p. 472). According to Smith (1969), job satisfaction is defined as "the extent to which an employee has a positive, affective orientation or attitude towards his job, either in general or towards particular facets of it". According to Spector (1997) "Job satisfaction is simply how people feel about their jobs and different aspects of their jobs. It is the extent to which people like (satisfaction) or dislike (dissatisfaction) their jobs". Mohr & Puck (2007) refer to job satisfaction as the "manager"s level of happiness with his current work situation" (p.28), whereas Churchill et al. (1974) define the concept as "all characteristics of the job itself and the work environment which industrial salesmen find rewarding, fulfilling and satisfying; or frustrating and unsatisfying" (p. 255). Hart (2010)

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describes job satisfaction as: "People's emotional reactions to their jobs". According to Locke (1976), job satisfaction is "a pleasurable or emotional state resulting from an appraisal of one "s job or job experiences" (p. 1300). These authors all define job satisfaction differently, but they agree with each other that job satisfaction is about the positive feelings that employees experience during their job. All these definitions have in common the "more or less positive" feeling people have about their jobs. Employees are satisfied when they have a positive attitude towards their job.

Organizations should concern with job satisfaction because according to Beatty (1996) "Job satisfaction can lead to behavior by employees that affects organizational functioning, as well as reflecting on organization functioning". The management has to care about the employees. The management plays an important part in the degree employees are satisfied with their jobs. Hart (2010) suggested that an employee is satisfied when the management appreciates and give recognition the work the employee has done. On the other hand when employees are not satisfied, they will leave (Hart, 2010). When an employee has faith that management has the best interests of the employees at heart; this will lead to satisfaction with his job. An employee is also satisfied with his job when the task he has to do contains variety. When an employee has been treated fairly, this will result in positive satisfaction. According to Haccoun and Jeanrie (1995), "People deserve to be treated fairly and with respect". Buhler (1994) states that lots of difficulties could be arise when a company does not understand the significance of job satisfaction like higher training cost, hiring cost. A good communication system with little uncertainty leads to job satisfaction because through response he knows how he is performing (Hart, 2010). A good regular payment of remuneration positively influences job satisfaction (Hart, 2010). When employees have high job satisfaction, this can mean that the organization is functioning very well. So it is important for the management to be concerned with job satisfaction. Job satisfaction is an indication of how well a company is performing. It is connected with important work-related and general outcomes like lower levels of absenteeism, lateness and turnover as well as higher levels of job performance and organizational citizenship behaviour, life satisfaction and organizational commitment. (Hulin & Judge, 2003).

Bangladesh is a densely populated country of South East Asia that has a rich indigenous presence. There are about 58 tribes living in different parts of the country. Bangladesh has around 1.2 million indigenous people, which is about 1.13% percent of the total population (Khaleque, 1998). Although the population of indigenous people is very few compared to the total population of Bangladesh, they differ in their social organizations, marital customs, rites and rituals, food and other customs from the people of the rest of the country. The mother tongue of the most indigenous people is Tibeto-Burman tongues (Mullah et. al., 2007). There are about 51 indigenous communities lived in Bangladesh. The Population Census of 1991 puts indigenous population at around 1.21 million, and the current estimate is around 2 million. Chittagong, greater Mymensingh, greater Rajshahi, greater Sylhet, Patuakhali and Barguna are the places where indigenous people are mostly living but in Chittagong Hill Tracts is the place where most of indigenous people living. Chakma, Garo, Manipuri, Marma, Munda, Oraon, Santal, Khasi, Kuki, Tripura, Mro, Hajong and Rakhain are some of the well-known adivasi/ ethnic minority communities of Bangladesh.

Indigenous people have lesser opportunities in education and skill development than their mainstream counterparts which are very important for job satisfaction. There is a lack of committed individuals and skilled teachers to encourage the indigenous communities to appreciate the importance and benefits of education. The quality of teaching at the primary level is poor and teaching and learning aids are insufficient (ADB, 2006). Those who live in urban areas have comparatively higher income and the average income per month is Tk. 2279.00 (Mullah,et. al., 2007). The problems relate to various aspects of indigenous peoples viz. social, economical, educational, health, religion, land, law and order situation, self-centered tendency and so on cannot be well-understood due-to lack of necessary and adequate information (Mullah et. al., 2007) but these are very much necessary to understand to determine the level of job satisfaction of indigenous women. Women have been playing a key role in the upliftment of social, cultural, economic and political values since age-old in the mountainous region. The position of women in the study area is, by and large, equal to men; women work 14-16 hours a day and enjoy their life. They never feel bore in harsh and inhospitable geo-climatic conditions but they have molded themselves to contribute optimally through conducive functioning at different subsystem levels (Singh, 2005). Women in the hills, in general, spend more of their time in productive work in integrated manner than the women in the plains (Singh, 2005).

A large number of researches have been conducted in different countries including Bangladesh on job satisfaction. But no attempt has been made in case of measuring job satisfaction of the indigenous women working in beauty parlors of Bangladesh. No literature has been found by the researchers in this perspective. So this research will add a new dimension in existing literature and also will have practical implications.

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III. Objective

The aim of this research study is to identify the factors that affect the job satisfaction of indigenous women who are working in beauty parlors of Bangladesh.

IV. Methodology

Indigenous women workers of the beauty parlors in Bangladesh are the target group of this study. Most of the data required for this study were collected from primary source. The study also used secondary source which includes the various studies conducted on the indigenous communities of Bangladesh. Six divisional towns were selected for collecting the primary data and the study took 240 indigenous women workers of the beauty parlors in Bangladesh as sample for the study. An interview form was prepared and used to collect data from the respondents. The interview form covered various aspects relating to the job satisfaction of the indigenous women workers of the beauty parlors in Bangladesh. The collected data were edited, analyzed and interpreted in line with the research objective. Collected data have been checked, verified and analyzed by using SPSS 16. It should be mentioned here that the researchers appointed ten (10) indigenous students from three universities of Bangladesh after taking a preliminary interview. These indigenous students were given clear ideas about the research issues regarding which they were asked to collect data. The reason behind appointing the students from indigenous communities is that the sample indigenous of beauty parlors will fill free and will be able to communicate properly to provide the required information regarding the research issues. As there is no formal list available, judgment sampling technique was applied to select the sample. The sample sizes of the six divisional towns were as follows:

Area	Number of Respondents
Dhaka	121
Chittagong	50
Rajshahi	21
Khulna	16
Barishal	12
Sylhet	20
Total	240

To identify the job satisfaction of the indigenous women workers of beauty parlors following factors have been considered:

1. Monetary benefits (like wage, fringe benefits, overtime etc.) received by the indigenous women from the beauty parlor owners.
2. Leave facilities like casual leave, maternity leave etc.
3. Motivational facilities like increase of wage, bonus, recognition for better performance etc.
4. Other facilities like job security, behaviors of the parlor owners etc.

The reliability test (Cronbach's Alpha) of this study is 0.651. As the alpha value of beauty parlors is acceptable, the data has internal consistency. Note that George and Mallery (2003) provide the following rules of thumb: "_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor, and _ < .5 – Unacceptable")

Reliability test

Sample Size	Cronbach's Alpha
240	0.651

Survey: 2010

V. Results and Discussion

In this model researchers consider the change in economic condition as the dependent variable, which also represents the job satisfaction of the respondent. Researchers think about 27 factors which may affect the satisfaction level of the respondent. Among these factors only 6 factors significantly affect the dependent factor.

Factors Related to Job Satisfaction

Particulars	Beta	Std. Error	Sig.
(Constant)	1.229	.454	.007
One of the main reasons of working at beauty parlor is to support the family	-.054	.050	.438
The salary/wage paid by the beauty parlor is satisfactory	.145*	.029	.050
The beauty parlor authority provides money for sickness	.108*	.031	. 030
For earning profit or religious festival, allowance/bonus is being offered	.015	.025	.851
Whenever necessary the parlor owner provides maternity leave	.053	.036	.555
If required casual leave is being granted by the owner	.028	.010	.701
For working overtime, extra payment is being offered	.017	.025	.823
Behavior of the owner is satisfactory	.090	.009	.194
Parlor owners arrange proper training facilities	-.087	.028	.355

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Security system in the parlor is good	-.028	.095	.833
There is no risk of sexual harassments while you are at the parlor	.136*	.024	.052
Working condition like space, air, toilet etc. at the parlor is satisfactory	.228*	.044	.027
There is always rest-pause(break) during working time	.107	.040	.198
You are allowed some time to go home and take launch	-.124	.027	.175
You are allowed to take your children home from school during working hour	.086	.031	.253
Your do not being looked down by the employer/customers because you are a indigenous	.162*	.048	.058
If you are sick for some long time, the owner don't sack you immediately	-.024	.008	.729
Your family is happy to see you as a parlor worker	-.056	.038	.572
Your family members help you to work at beauty parlor by taking care of your child	.109	.036	.197
Your husband and or other family members don't take away the salary of beauty parlor	-.045	.024	.599
There is arrangement for drinking water	-.018	.050	.835
There is fire extinguishing facilities at the beauty parlor	-.227	.028	.011
There is First Aid facilities at the beauty parlor	.039	.021	.649
There is child care facilities at the beauty parlor	.009	.027	.907
The beauty parlor authority allows to take leave during religious festival	.259*	.044	.007
The beauty parlor authority provides transport/transport allowance	.037	.030	.700
Overtime work is not mandatory at beauty parlor	-.106	.031	.225

Dependent Variable: By working at beauty parlor, your economic condition developed significantly
** Represents the 5% level of Significance*

The salary/wage paid by the beauty parlour is satisfactory, the management provides money for sickness, there is no risk of sexual harassments while they are at the parlor, working condition like space, air, toilet etc at the parlor is satisfactory, they are not being looked down by the employer/customers because you are indigenous and the beauty parlour authority allows to take leave during religious festival are significantly and positively correlated with the dependent factor. This implies if the authority can ensure these facilities the satisfaction level will be high among the employees. Among the six factors, the factor of 'beauty parlor authority allows taking leave during religious festival (B = .259)' contributes most than the other five factors for the job satisfaction of indigenous women worker at beauty parlor in Bangladesh. Then according to the Beta value, working condition contributes more than the other four factors. Then second most contribution has come from the 'working condition' where the B value of the variable is 0.228.

VI. Conclusion

This study has found that out of the 27 factors which were used to idenfy the level of job satisfaction of Bangladeshi indigenous women workers who are working in the beauty parlors of Bangladesh are positively and significantly correlated only with six factors which are 'the salary/wage paid by the beauty parlor is satisfactory', 'the beauty parlor authority provides money for sickness', 'there is no risk of sexual harassments while you are at the parlor', 'working condition like space, air, toilet etc. at the parlor is satisfactory', 'your do not being looked down by the employer/customers because you are a indigenous' and 'the beauty parlor authority allows to take leave during religious festival'. Among the six factors 'the beauty parlor authority allows taking leave during religious festival' plays an important role for the high level of job satisfaction.

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