

Understanding The Job Satisfaction And Future Ambition Of Female Sales Executives Working In Retail Shopping Malls Of Visakhapatnam: An Empirical Study

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Abstract

This research paper presents job satisfaction and future ambition of female sales executives working in retail shopping malls of Visakhapatnam. Most of the time, the girls who stopped their education with intermediate and graduation and having economical problems will start their career as sales executives. They work in the shopping malls and sell the products i.e. cloths, jewellery, garments and cosmetics etc. to the customers. The business of the malls depends upon these performance of sales executives. The performance the sales executives is based on their job satisfaction. In this connection the present study is conducted to know about the job satisfaction of the sales executives. This is a quantitative study and adopted a descriptive research design. The researcher selected 94 respondents through convenience sampling method and data collected through a structured questionnaire. The data were analysed through SPSS. The mean age of the respondents is 27.2. The study found that 83% of the respondents are satisfied with their present job. The study found that the salary, living place, years of job experience, education and facilities in the workplace are interrelated to the job satisfaction. The respondents who receive more salary are saving the money. And 66 per cent of the respondents have no ambition and comfortable in the present job. The study suggested that there is a need to provide the capacity building to women regarding their sales profession, customer dealing, marketing etc. Need capacity building on soft skills, team work and management of professional life and personal life.

Keywords: job satisfaction, ambition, female sales executives, business

INTRODUCTION

Employment is an important livelihood source for every human being. It provides work, money and personality development (Tandon, 2020). As we know that in the present days, women work in all sectors i.e. organised sectors and unorganised sectors. Well-educated women get good jobs with more salaries in Government and Corporate companies. And the girls who have low educational qualifications get jobs in shopping malls as sales representatives, marketing managers and sales girls etc. The shopping malls also give more priority to the freshly graduated girls who work more time committedly for less salary. The companies believe that women are the good sellers than the male. As a result, we see many girls and women in the shopping malls. As we know, a shopping mall is a place for shopping for clothes, furniture, cell phones and home needs etc. Nowadays these retail malls are very high in number in the cities. The retail malls are well-decorated, attractive, and air-conditioned and a lot of space for walking and parking (Princy Thomas, 2018). Simply the retail mall is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to easily walk from unit to unit, along with a parking area a modern, indoor version of the traditional marketplace (Mayank Sangal, S.K.S Yadav, 2016). Sales executives / Sales representatives are those who work in the mall or sell products in the mall and other small shops like clothes, jewellery, garments and cosmetics etc. Sometimes they work in managerial positions and supervise the work of the sales girls (Democracy Watch, 2014). The women who work in the malls face a few challenges those are stigma towards the abilities of women, sexual abuse by colleagues, management of family and job, and physical strain while working more time in the malls. The present study is conducted on sales executives/ sales representatives working in the different malls of Visakhapatnam.

Review of Literature

The researcher found a few research papers conducted previously related to the present study and thoroughly reviewed and presented the results below.

Democracy Watch (2014) found that most of the respondents in shopping malls are paid low salaries in Bangladesh. Around half (48%) of the respondents' salary ranges from 4-6 thousand Takas only. Half of the respondents are not satisfied with their salary. The respondents (70%) expectation of their salary range between 6 to 8 thousand takas. Out of 120 respondents, only 28 respondents mentioned that they face some problems related to their jobs such as family and neighbours do not like them to work, delays in returning home, misbehaviour of the authority at the workplace, salary is not paid on time and physical tiredness since they had to stand all day. **Muhammad Kashif Iqbal's (2020)** study conducted in Pakistan revealed that emotional intelligence and perceived social support have a significant positive relationship with job satisfaction and the level of emotional intelligence is high in educated (graduate) sales girls. Perceived social support is a significant positive predictor of job satisfaction. The study revealed that job satisfaction was also significantly influenced by family and co-worker support of employees. **Mutluri (2023) conducted a study on** *Understanding the Problems and Challenges Faced by Female Sales Executives in the Retail Shopping Malls of Visakhapatnam: A Study in Visakhapatnam*. The objective of the study is identification of the problems and challenges they faced by female sales executives at workplace. The study found that majority of the respondents getting ₹13,000–₹16,000/ salary per month. And 97.9% of the respondents worked 9 hours a day, with minimal leave. 98% stated makeup was compulsory. 80.9% reported no women's protection committee in malls. 93.6% felt security in their jobs.

Hiba Abdul Mohsin Abdul Kareem (2021) study found that there are many problems facing working women in Baghdad. These include the negative view of society towards them and the exploitation or extortion they are exposed to as well as the long periods of work that result in additional burdens upon them. The study found that 65% of the workers did not face any stigma. However, it is sometimes met with some objection or criticism, as it is a mixed environment that requires staying late. And 51% of the respondents stated that their work helps in meeting family needs, which is an additional burden on the woman. **Fouzia Arif et al. (2021)** study found that there is a significant positive relationship between workplace harassment and psychological distress. At any organizational level workplace harassment creates an unpleasant working environment and also effects on their psychological health. The women apply different coping strategies to come out of the problem of workplace harassment. The positive relationship of avoidant coping strategy with psychological distress explains that women feel hesitate to report so they try to avoid the situation that could affect their psychological health. **Ayaz et al (2024)** conducted a study on *Echoes of Empowerment: Job Satisfaction among Female Sale Representatives at Mega Malls in Multan, Pakistan*. The objective of the present study is to assess satisfaction among female sales representatives related to interpersonal workplace relationships. The sample size is 384 female sales representatives. The study found that there is high job satisfaction among female sales executives who was associated with good interpersonal relationships, trust, and a supportive environment. Another factor is that the pay and timely promotion had a strong positive impact on job satisfaction.

It is understood that a few studies were conducted on various aspects of female sales executives working in the shopping malls. Only one study was conducted on job satisfaction but that was conducted in Pakistan. The research gap found after review of literature is to study the job satisfaction and future ambitions of female sales executives in Visakhapatnam.

Statement of the Problem

There are a few studies conducted on female sales executives and their problems. Those studies were conducted in the other countries of the world. The research gap found the job satisfaction and ambitions of female sales executives. In this connection, the present study was conducted to know the job satisfaction and ambition of female sales executives working in the shopping malls of Visakhapatnam.

Objectives of the Study

1. To study the socio-economic and demographic profile of the female sales executives working in the shopping malls of Visakhapatnam
2. To study the job satisfaction of female sales executives working in the shopping malls of Visakhapatnam
3. To study the future ambitions of female sales executives working in the shopping malls of Visakhapatnam
4. To provide the appropriate suggestions to promote the quality of life of female sales executives working in the shopping malls of Visakhapatnam

Hypothesis

1. There is a significant association between salary and saving money
There is no significant association between salary and saving money
2. There is a significant association between years of job experience and job satisfaction
There is no significant association between years of job experience and job satisfaction
3. H1 There is a significant association between salary and job satisfaction
H0 There is no significant association between salary and job satisfaction
4. H1 There is a significant association between living place and job satisfaction
H0 There is no significant association between living place and job satisfaction
5. H1 There is a significant association between education and ambition
H0 There is no significant relation between education and future ambition

METHODOLOGY

The present study selected Visakhapatnam as the research setting. Visakhapatnam is one of the important cities and economic capital of Andhra Pradesh state in India. There are many shopping malls available for a range of people. Many women are works as sales executives in these shopping malls. The research approach of the present study quantitative research approach. The study adopted descriptive research design to describe the job satisfaction and future ambitions of female sales executives. The study selected a purposive sampling method (non-probability) and selected 94 respondents from various shopping malls located in the Jagadamba and Siripuram areas of Visakhapatnam. The data were collected through structured pretested interview schedule in the month of January 2024. The data were coded and edited to not having the data errors. The data were analysed through MS Excel 2010 version and the SPSS trial version. Applied descriptive statistics, frequencies, measures of central tendency and chi-square test to know the relationship between the variables.

RESULTS AND DISCUSSION

The data collected from 94 respondents, was analysed, tabulated and presented below. The first table presents the details of Age.

Table No: 1

Distribution of the respondents by their Age

<u>S.No</u>	<u>Age</u>	<u>Frequency</u>	<u>Percentage</u>
1	20-23	20	21.3
2	24-27	32	34.0
3	28-31	26	27.7
4	32 -36	16	17.0
	Total	94	100.0
Mean: 27.2			

The data in the above table revealed that 34 per cent of the respondents are belongs to 24-27 years age group, 27.7 per cent of the respondents are belongs to 28-31 years age group, 21.3 per cent of the respondents are belongs to 20-23 years age group and 17.0 per cent of the respondents are belongs to 32-36 years age group. It is observed majority of the respondents in this study are between 20-30 years age group. The mean age of the respondents is 27.2.

Distribution of the respondents by their Education

S.No	Education	Frequency	Percentage
1	Completed 7th Class	4	4.3
2	Completed 10th Class	36	38.3
3	Completed Inter	32	34.0
4	Completed Graduation	22	23.4
	Total	94	100

The data in the above table discovered that the majority 38.3 per cent of the respondents have completed their 10th class, while 34.0 per cent of the respondents have completed their intermediate and 23.4 per cent of the respondents have completed their graduation.

Table No: 3

Distribution of the respondents by their Caste

S.No	Caste	Frequency	Percentage
1	SC	34	36.2
2	ST	4	4.3
3	BC	56	59.6
	Total	94	100.0

The data in the above table show that the majority (59.6%) of the respondents are belongs to the backward caste community, followed by 36.2 per cent of the respondents from the scheduled caste community. Interestingly there are no representatives from other castes category.

Table No: 4

Distribution of the respondents by their living place

S.No	Where They are Living	Frequency	Percentage
1	Family	84	89.4
2	Hostel	2	2.1
3	Living alone in the room	2	2.1
4	Living in a room along with friends	6	6.4
	Total	94	100.0

The data in the above table revealed that the majority (89.4%) of the respondents are living with their family and attending their job and 6.4 per cent of the respondents live in a room along with their friends and attending their job. A few respondents are staying in the hostel and attending the job.

Table No: 5

Distribution of the respondents by their experience

S.No	Experience	Frequency	Percentage
1	1-2 Years	10	10.6
2	3-4 Years	30	31.9
3	5-6 Years	14	14.9
4	7-8 Years	22	23.4
5	9-10 Years	18	19.1
	Total	94	100.0

The data in the above table revealed that 31.9 per cent of the respondents have 3-4 years of job experience, 23.4 per cent of the respondents have 7-8 years of job experience and 19.1 per cent of the respondents have 9-10 years of job experience.

Distribution of the respondents by their Salary

S.No	Salary in Thousands	Frequency	Percentage
1	9-10	10	10.6
2	11-12	16	17.0
3	13-14	32	34.0
4	15-16	20	21.3
5	17-18	10	10.6
6	19-20	2	2.1
7	25 and above	4	4.3
	Total	94	100.0

The data in the above table revealed that 34.0 per cent of the respondents' salary is between 13-14 thousand per month, and 21.3 per cent of the respondents stated that their salary is about 15-16 thousand. Very few respondents are receiving above Rs. 20,000/-. The study is inline with the study of Democracy Watch (2014) which reported that female sales executives are getting very low salaries.

Table No: 7

Distribution of the respondents by their saving money

S. No	Saving Money	Frequency	Percentage
1	Yes	82	87.2
2	No	12	12.8
	Total	94	100.0

The data in the above table show that the majority (87.2%) of the respondents are saving the money, while 12.8 per cent of the respondents are not saving the money. The majority of the respondents save between Rs.2000/- to Rs.3000/- per month.

Table No: 8

Distribution of the respondents by their salary and saving money

Salary in Thousands	Saving Money		Total
	Yes	No	
9-10	8	2	10
11-12	8	8	16
13-14	30	2	32
15-16	20	0	20
17-18	10	0	10
19-20	2	0	2
25	4	0	4
Total	82	12	94
Pearson Chi-Square: 26.877(a)		Df: 6	Significance: 0.00

Analysis of the data on salary and saving money are cross-tabulated and the result shows that there is an association between the two variables, as it is evident that the respondents who are getting more salary (above Rs. 15,000/-) are saving money and it is proved with the significance at 0.001. The research hypothesis is accepted. The study is in contrast with the study of John Foundation (2019) who found that even with low wages (mostly under ₹5,000) almost all respondents still save something monthly, with 64% saving under ₹1,000, and 18% saving ₹1,001–2,000

Table No: 9

Distribution of the respondents by their job satisfaction

S. No	Job Satisfaction	Frequency	Percentage
1	Average	12	12.8
2	Satisfied	78	83.0
3	Not satisfied	4	4.3
	Total	94	100.0

The data in the above table revealed that the majority (83.0%) of the respondents are satisfied with their job, while 12.8 per cent said average and 4.3 per cent of the respondents said that they are not satisfied with their job. The respondents said that they have some facilities in the malls i.e. water, rest rooms, toilets, weekly off, two times tea and incentives when they reached the targets. These are creating interest to work more time in the organisation. It is reported in the study of Mishra, S., & Gupta, B. (2009) reported that compensation, working conditions and support from management as the most significant predictors of employees' satisfaction. The study is in line with the study of Abraham and Vijayakumari (2016) who reported that the job satisfaction also depends up on the leadership of the managers and immediate supervisors.

Table No: 10

Distribution of the respondents by their experience and job satisfaction

Experience	Job Satisfaction			Total
	Average	Satisfied	Not satisfied	
1-2 Years	0	8	2	10
3-4 Years	4	24	2	30
5-6 Years	0	14	0	14
7-8 Years	8	14	0	22
9-10 Years	0	18	0	18
Total	12	78	4	94
Pearson Chi-Square value: 25.651 (a)		Df: 8	Significance: 0.001	

Analysis of the data on years of experience and job satisfaction are cross-tabulated and the result shows that there is a significant relationship between the two variables, as it is evident that the less experienced sales executives said that they do not satisfied with their job, whereas the respondents who have more years of job experience have satisfied with their jobs. It may be a reason that they understood their responsibilities and performed well and it is proved with the significance at 0.001. The study is inline with the studies of Kanika Soni et al, 2017; Alolayan & Saidi, 2015; Potineni & Lakshmi Narayanamma, 2019; Angayarkanni, & Thamarai Selvi, 2016; Tiwari, 2021 who reported that there is a relationship between job satisfaction and employee experience that is proved in the present study. The alternative hypothesis is accepted.

Table No: 11

Distribution of the respondents by their salary and job satisfaction

Salary in Thousands	Job Satisfaction			Total
	Average	Satisfied	Not satisfied	
9-10	0	10	0	10
11-12	4	8	4	16
13-14	6	26	0	32
15-16	2	18	0	20
17-18	0	10	0	10
19-20	0	2	0	2
25	0	4	0	4
Total	12	78	4	94
Pearson Chi-Square value: 28.848 (a)		Df: 12	Significance: 0.004	

Analysis of the data on salary and job satisfaction are cross-tabulated and the result shows that there is an association between the two variables, as it is evident that the respondents who are getting more salary are satisfied with their job than the people who are getting low salary. It may be a reason that they are happy with the amount and facilities provided by the shopping mall and it is proved with the significance at 0.004. The study is inline with the study of Isabella Sobejano, 2018; Ayaz et al, 2024; Huddleston & Dasar, 2018; Iqbal et al, 2018; Atlaf, 2018; and Mohrenweiser & Pfeifer, 2023 who reported that good wages can lead to job satisfaction. The alternative hypothesis is accepted.

Distribution of the respondents by their living place and job satisfaction

Living Place	Job Satisfaction			Total
	Average	Satisfied	Not satisfied	
Family	12	70	2	84
Hostel	0	2	0	2
Living alone in the room	0	2	0	2
Living in a room along with friends	0	4	2	6
Total	12	78	4	94
Pearson Chi-Square: 14.548(a)		Df: 6	Significance: 0.024	

Analysis of the data on living place and job satisfaction are cross-tabulated and the result shows that the respondents who are living with their family have more job satisfaction than the people living in a room and hostel. It may be a reason that the executives living in the family are getting more psychosocial support from the family members and it is provided with the significance at 0.024. The study is in line with the study of Muhammad Kashif Iqbal 2020; Mossholder et al. 2000 who reported that job satisfaction was also significantly influenced by family and co-worker support of employees. The alternative hypothesis is accepted.

Table No: 13

Distribution of the respondents by their ambitions

S. No	Ambition	Frequency	Percentage
1	Looking for growth in the same sector	12	12.8
2	Looking for the Government Jobs	12	12.8
3	Looking forward to providing the good life to their children	8	8.5
4	No Ambition and comfortable in the same position	62	66.0
	Total	94	100.0

The data in the above table revealed that the majority (66.0%) of the respondents stated that they do not have any ambition and they are comfortable in their present position, while 12.8 per cent of the respondents looking for growth in the same sector, 12.8 per cent are looking for the government jobs.

Table No: 14

Distribution of the respondents by their education and ambition

Education	Ambition				Total
	Looking for growth in the same sector	Looking for the Government Jobs	Looking forward to providing the good life to their children	No Ambition and comfortable in the same position	
Completed 7th Class	0	0	2	2	4
Completed 10th Class	2	0	4	30	36
Completed Inter	2	2	2	26	32
Completed Graduation	8	10	0	4	22
Total	12	12	8	62	94
Pearson Chi-Square value:58.214(a)		Df: 9	Significance: 0.000		

Analysis of the data on education and ambition of the respondents are cross-tabulated and the result shows that there is a significant association between the two variables, as it is evident that the respondents who have a higher education have an ambition to get the government job and a few respondents are looking for the growth in the same sector. The people who have less education have no ambition and some respondents have an ambition that they have to provide a quality of life to their children and it is proved with the significance at 0.000. The alternative hypothesis is accepted.

Table No: 15

Distribution of the respondents by their caste and Ambition

Caste	Ambition				Total
	Looking for growth in the same sector	Looking for the Government Jobs	Looking forward to providing the good life to their children	No Ambition and comfortable in the same position	
SC	0	8	2	24	34
ST	0	0	0	4	4
BC	12	4	6	34	56
Total	12	12	8	62	94
Pearson Chi-Square: 15.109(a)		Df: 6		Significance: 0.019	

Analysis of the data on caste and ambition of the respondents are cross-tabulated and the result shows that there is a significant relationship between the two variables, as it is evident that the scheduled castes respondents' ambition is getting a government job than other communities. It may be a reason that the Scheduled caste communities have hope on reservations and do not have any background properties like other communities. They feel that the job provides security to them and it is proved with the significance at 0.019. The study is inline with the study of Seth.K, 2016; Prakash, 2020 who reported in his study that the scheduled caste and scheduled tribe people are prefers public sector jobs. It is proved in our study.

Table No: 16

Distribution of the respondents by their salary and Ambition

Salary	Ambition				Total
	Looking for growth in the same sector	Looking for the Government Jobs	Looking forward to providing the good life to their children	No Ambition and comfortable in the same position	
9-10 T	0	0	0	10	10
11-12	0	4	2	10	16
13-14	2	4	4	22	32
15-16	0	4	2	14	20
17-18	4	0	0	6	10
19-20	2	0	0	0	2
25	4	0	0	0	4
Total	12	12	8	62	94
Pearson Chi-Square: 63.576(a)		Df: 18		Significance: 0.000	

Analysis of the data on salary and ambition of the respondents are cross-tabulated and the result shows that there is an association between the two variables, as it is evident that the respondents who are taking more salary have the ambition to grow in the same organisation. It may be a reason that they are getting more salary and facilities. They may also get more respect in the organisation and they are looking their future in the same organisation and it is proved with the significance at 0.000

Suggestions and Recommendations

1. There is a need to fix the working hours and increase the salary of the female sales executives working in Visakhapatnam shopping malls.
2. There is a need to provide a transportation facility for the female sales executives because sometimes they work uneven hours or otherwise a monthly travelling allowance should be given
3. There is a need to provide job security to senior female sales executives. It improves responsibility and job performance.
4. Government and Non-government organizations can provide capacity building to women regarding their sales profession, customer dealing, marketing etc. So that they can become more skilled and pursue this profession. Need capacity building on soft skills, teamwork and management of professional life and personal life.
5. The owners of shopping malls should create essential facilities such as toilets, waiting rooms and crèche centres for the sales girls as they work in the shops for long hours.
6. The supervisors should be efficient and provide timely guidance to the female sales executives to improve sales which improve confidence.
7. Conduct weekly meetings and take suggestions from the female sales executive. Suggestions from their experience helping to improve the sales
8. The management of shopping malls should celebrate the success and provide incentives to female sales executives. It creates some more interest in their jobs
9. Provident funds, house rent allowance other benefits should be provided to the female sales executives which improvise the job satisfaction
10. Health competition should be created and internal conflicts should be removed from the employees.

Social Work Implications

Social work is a practice based profession, it promotes social change, social development, social cohesion, empowerment and liberation of the people (Mutluri, 2021). There is a lot of scope to help the female sales executives working in various malls of Visakhapatnam. It is observed that majority of the respondents works 9-10 hours a day with low salary and low job security. The basic facilities are also not available in a few shopping malls. The social workers may do advocacy with the management to bring a human resource management policy for the welfare of female sales executives. Social workers apply its methods social case work, group and social action to promote the development and empowerment of female sales executives. Social workers may provide counselling, create access to mental health resources, and organize stress-management workshops. Organize skill-building programs, education initiatives, and career counselling to help them upskill and move into better roles. The social workers create awareness and connect them on available government or NGO services, such as housing subsidies, free clinics, or food programs. Create more awareness on sexual abuse and suggest the management to form a sexual abuse committee in all the shopping malls which gives protection to sales executives. Formation and strengthening of foster peer support groups, employee associations, or community networks that build solidarity and mutual aid among female sales executives. The social work intervention is also important to promote the job satisfaction among the female sales executives.

CONCLUSION

Overall, this research study presented the job satisfaction and ambition of female sales executives in the shopping malls of Visakhapatnam. It is found that 83% of the respondents are satisfied with their present job and 66 per cent of the respondents have no ambition and comfortable with the present job. Job satisfaction is one of the important parameters for every employee. It is found that the salary, living place, years of job experience, education and facilities in the workplace can improve job satisfaction. The satisfied employees were better in their performance as compared to the dissatisfied employees (Wasaf Inayatand Muhammad Jahanzeb Khan, 2021). Satisfied employees give more effective service to the customers. With this background, the shopping malls need to provide some more facilities to female sales executives and promote job satisfaction among the employees.

LIMITATIONS OF THE STUDY

The sample size of the present study is 94 female sales executives working in various malls of Visakhapatnam. The sampling method selected for the present study is non-probability sampling method i.e. convenience sampling method which has some biasness in selecting the respondents. The study focussed only on job satisfaction and future ambitions of female sales executives. The findings of the study pertaining to sales executives of Visakhapatnam only.

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