

LIFE SATISFACTION FACTORS OF SLUM DWELLERS IN BHUBANESWAR CITY, ODISHA – AN EXPLORATORY STUDY

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Abstract- Satisfaction is a state of life in which everybody expects to be. Indeed, all of us experience satisfaction at different levels in various modes. The present study mainly focuses to identify the satisfaction factors of slum dwellers besides knowing their demographic aspects and the reason to migrate to urban slums from rural villages. It is an exploratory study conducted through a structured questionnaire. A random sampling method was used to collect the primary data from the respondents. The questions were framed on the relevant parameters based on personal experience and interaction with the slum dwellers and the literature review from previous studies. The study reveals a surprising fact that the life satisfaction factors of the respondents is commendable irrespective of the situation in which they are placed. As per the frequency tables the data indicate results that are pertaining to the findings of the study. Out of eight variables three factors have been drawn from the factor analysis namely secured life style, secured living conditions and secured tenure. Indeed, these three factors are the underlying factors that provide life satisfaction to the slum dwellers. The further scope of the study could be done by comparing the slum dwellers of one city with another city.

Key words- Life satisfaction factors, Slum dwellers, Bhubaneswar city, life style, living conditions, secured tenure

I. INTRODUCTION

Satisfaction is a state of life in which everybody expects to be. Indeed, all of us experience satisfaction at different levels in various modes. Thus, satisfaction could be experienced either from actualization of the hierarchy of needs proposed by Abraham Maslow (Maslow, 2013) or by following any other way of life like consecrated life or mendicant life. It is a known fact that satisfaction experienced by self-sacrifice, hard work and perseverance is of greater value than when it is experienced without any effort. "Challenge is the pathway to engagement and progress in our lives. But not all challenges are created equal. Some challenges make us feel alive, engaged, connected, and fulfilled. Others simply overwhelm us. Knowing the difference as you set bigger and bolder challenges for yourself is critical to your sanity, success, and satisfaction" says Brendon Burchard, American bestselling author (Burchard, 2012).

Satisfaction if it is pertained with the goods, it normally focuses on the product itself; if it is concerned with the services, it frequently emphasizes both on functional and technical dimensions, including tangible and intangible dimensions of the total offering (Gronroos, 1984). At times measuring the exact reason for one's satisfaction becomes cumbersome. The impact of satisfaction is inter-linked with the immediate aspect a factor that has been taken in consideration. For instance, if a merchant experiences more satisfaction when his business is doing well, the more interest he makes on his capital. Suppose he received 20 per cent interest on his capital five years ago, and is receiving only 5 per cent now and yet undoubtedly looks more cheerful than five years before. It may be due to rapid

growth of the business than the percentage of interest he receives (Karapetoff, 1903).

Are you satisfied with your life? Are you happy? Are you peaceful? If these questions are asked to a slum dweller, surely the spontaneous response would be "no"! Without any further delay, one would pour out the difficulties faced starting from basic amenities to financial crunch. Even it would be same in the case of others. But by going one step further, if one is asked to compare the present life situation with the past life condition, indeed either a positive or a negative response would be received. At times comparing ones' situational issues with the neighbors who are less privileged, makes the former to be grateful to somebody who could be an individual or an organization or a company for making a difference in them (Arokiyadass, 2013). Thus, satisfaction is a complex reality interrelated with material, emotional and spiritual aspects of a person.

Bhubaneswar, a city located in Odisha in the eastern part of India has become a talk of India with the initiation of Smart City Mission of the Indian central government. It was an overwhelming joy for the people of Bhubaneswar to know that the American Planning Association has announced this year's international excellence award for the Bhubaneswar smart city project. Indeed, the award is recognition of the citizen-driven vision planned to ensure economic growth and improve the quality of life in Bhubaneswar city with the help of technology (Times of India, 2017). Through this study an attempt has been made to find out the life satisfaction factors of the slum dweller in Bhubaneswar city along with demographical aspects of the slum dwellers, to identify the reasons for migrating to urban areas from rural areas and affirm the factors measure the life satisfaction level of the slum dwellers.

II. REVIEW OF THE LITERATURE

A lot of studies (Form, 1973) (Freeman, 1978) (Iaffaldano & Muchinsky, 1985) (Kalleberg, 1977) (Lopez, 1982) (Petty, et al., 1984) have been done to know the satisfaction level in various fields based on relevant aspects of the product or service that have been used or enjoyed so that the drawbacks could be rectified for the further comfort and use. For instance, customer satisfaction of a company can be plotted on a level of one to five. Where level one stands for least customer satisfaction and the last level five stands for the customer delight which shows maximum customer satisfaction. It is very difficult to measure the consumer satisfaction when it comprises the international context because of the differences in the levels and or the formation of satisfaction when cross-cultural consumer groups are analyzed (Veloutsou, et al., 2005).

Judge with his co-researchers proposed a five factor personality traits associated with job satisfaction namely: Extroversion (e.g. sociable, talkative, and ambitious); Conscientiousness (e.g. responsible, dependable, achievement-oriented); Neuroticism (e.g. tense, nervous, highly-strung); Agreeableness (e.g. good-natured, cooperative, trusting); and Openness to experience (e.g. imaginative, cultured, non-traditional). These five factors were correlated with job satisfaction to know which personality trait enhances more job satisfaction (Judge, et al., 2002).

Truly, it is very tough to live in the slum areas. Life in the remote rural villages is far better than in Urban and Metro city slums in certain aspects. Life in the slums is characterized by lack of one or more of the following five conditions: access to clean water, access to improved sanitation, sufficient living area that is not overcrowded, durable housing and secure tenure. Most of the slums in India are very populated, congested, unhygienic living conditions, prone to viral diseases, pollution, lack of sanitation, lack of privacy, etc. People live in constant threat of having their homes bulldozed by the municipal 'slum clearance' department (Puglis, et al., 2014) (Hossain, 2007). The slums in Bhubaneswar city represent similar situations of other cities.

Bhubaneswar is the capital city of Odisha, one of India's poorest states. The largest city of the state has more than 2,000 years of history. This ancient city is also regarded as one of the few planned cities of the country. German architect Otto Konigsberg designed the city in 1946 and it was inaugurated as the state capital in 1948. This city has a population of 8.37 lakh, governed by Municipal Corporation. It comes under agglomeration known as the Bhubaneswar Metropolitan area with population 8.81 lakh (Population Foundation of India, 2012).

As per a study on slum population by Bhubaneswar Development Authority (BDA), considerable population amounting to 2, 00,097, around 30% of total population live in slums. The slum settlements in

the city can be classified into slum colonies belonging to industrial workers, common slums, population squatting on the land belonging to Indian railways and the other government agencies. Lack of civic services, unhygienic living conditions coupled with increase in housing stock deficit gave rise to slum dwelling and its population (Pattanaik, 2015).

The number of slums doubled from 2000-01 to 2007-08 with a 1.62 times growth in the population. The city's annual slum population growth rate is 7.76 percent, more than the city's population growth rate. After the super cyclone of 1999, a survey by the BMC reported 59 notified slums (where dwellers have legal title to land) and 131 non-notified slums. The notified slums had a population of 58,485 covering an area of 1.41 square km. As per the Bhubaneswar slum profile of 2008, there are 377 slums i.e. 99 authorized slums and 278 unauthorized slums with a population of 3, 08,614 (Population Foundation of India, 2012).

1. Factors that Are Used to Identify the Life Satisfaction

Based on the life style of the people dwelling in the slum areas and their necessary aspects of day today requirement, several variables were chosen to find out the satisfaction level of the slum dwellers. They are - the dwelling place, earning capacity (employed), abundance of work, access to basic facilities, sufficient money rotation, quality of life style, socialization and future of their wards. The above-mentioned parameters somewhat resemble the employees' work satisfaction elements such as upward mobility in every role, performance related pay, paid holidays, health care, safe and secure work place, children's perks (Anon., 2016). Satisfaction also involves one of the following three psychological elements: Cognitive (thinking/evaluation), Affective (emotional/feeling), and Behavioral. These three elements are interconnected and interlinked with a person's satisfaction.

Place of Living: Place gives identity, dignity, status, shelter and sentiments. It has a multidimensional construct and may reflect an individual's environment, social interactions, culture, politics, economic, and esthetic perspectives (Kudryavtsev, et al., 2012). 'There is no place like home'. It is an old saying that depicts one's emotional, affective and cognitional attachment towards a place of dwelling. Indeed, Stokowski expressed that places are fluid, changeable, dynamic contexts of social interaction and memory (Stokowski, 2002). From this insight, some scholars have developed the concept of place attachment. Place attachment is described as a positive bond, emotional in content, between groups or individuals and their environment (Jorgensen & Stedman, 2001). Thus, the aspect of place is taken as one of the parameters to know the satisfaction level of the slum dwellers.

Employment: The unemployed are an inescapable cost to a society. They may be unwanted but they do not just disappear. By one way or another they acquire the means to survive. At the same time the society incurs 'management' costs in coping with unemployment. The costs of unemployment are the basis of the competition (Blackburn, 1999). Being employed regularly in particular institution or in a company makes a person happy and paves way not to get worried about the next day sustenance.

Abundance of Work: As it was stated that work is about a search for daily meaning as well as daily bread, for recognition as well as cash, for astonishment rather than torpor, in short, for a sort of life rather than a Monday to Friday sort of dying (Terkel, 1977). People work first of all to have things, not be left behind, to confirm self-worth, to use the tools so that anything less utilized may not be wasteful and to provide for children (Porter, 2004). Individuals engaged in hard work are dedicated and feel happy to be engrossed in their work. They experience vitality, flow and fun while working and work fulfills important psychological needs (Xanthopoulou, et al., 2009). Of course, city like Bhubaneswar will provide ample opportunity to get engaged in any type of work who are looking for a job whereas it is not possible in the village area to get work throughout the year. Both literate and illiterate could find any kind of job for the survival of oneself in this city.

Basic Facilities: Basic facilities or services may include sanitation (both sewer and refuse), water, streets, the public library, schools, food inspection, fire department, police, ambulance, and other health department issues and transportation. City governments often operate or contract for additional utilities like electricity, gas and cable television. Mumbai even provides a lighthouse service. Bhubaneswar municipal corporation (BMC), which is the capital of Odisha, has a slum population of 3.1 lakh people. Out of the identified 377 slums in Bhubaneswar city, only 99 are authorized with residence having land rights (Population Foundation of India, 2012). The rest of slum dwellers do not have land rights but they have other basic facilities.

Sufficient Money: Anything chosen by common approval as a medium of exchange is known as money. The commodity chosen as money should be commonly accepted for making or receiving payment against goods and services or which clear debts. D.H. Robertson defines money as "Anything which is widely accepted in payment of goods or in discharge of other kinds of business obligation" (Agarwal, 2016). Some economists define money in legal terms "anything which the state declares as money is money". Such money possesses general acceptability and has legal power to discharge obligations (Jaiswal, 2016). When somebody possesses money of this value, it gives him/her the capacity to possess commodity and assets that are used for day today and

future purposes. In turn, it brings economic change in the living standard, psychological satisfaction and social recognition.

Quality of Life: Quality of life could be ascribed based on material living standards where income and consumption are taken into consideration; the quality and quantity of job available to generate income; access to health care; standard of education; leisure and social interactions with others; economic and physical safety of oneself and the dependents; natural and living environment set up and overall experience of life (Anon., 2016). As per the Economist report 2005, quality of life comprises of material wellbeing, health of a person, political stability and security, family life, community life, climate and geographic situation, job security, political freedom and gender quality (Natarajan & Angur, 2014). The respondents have experienced if not everything that are stated as part of quality of life but some of the aspects of quality of life.

Socialization: It is one of the aspects of life satisfaction factors. Socialization process could be measured through the following six elements namely politics, history, goals/values, people, performance proficiency and language (Chapman, 2009). The Indian society is based on caste system particularly in the rural set up where so called lower caste people cannot socialize with the higher caste people. But when they move to urban areas either for survival or economic development, it has been noticed that there is a certain level of give and take situation to some extent which makes them to open for socialization. That is why socialization is taken as one of the life satisfaction factors.

Future of the Children: One of the wonderful quotes of Jeremy Corbyn, Labor Party politician of UK is that "everybody aspires to an affordable home, a secure job, better living standards, reliable healthcare and a decent pension. My generation took those things for granted, and so should future generations". This simply means that the future of the children is an important concern of each parent. Some of the parents do not have any saving with them but somewhat they do not hesitate to borrow to educate their children. Some of the parents migrate to urban areas expecting to provide a bright future for their wards through various facilities.

III. OBJECTIVES OF THE STUDY

- To know the demographical aspects of the slum dwellers in Bhubaneswar city;
- To ascertain the reasons for migrating to urban areas from rural areas;
- To identify the factors that measures the life satisfaction level of the slum dwellers;
- To confirm the life satisfaction factors of the respondents staying in slums.

IV. RESEARCH METHODOLOGY

The study was conducted in the slum areas of Bhubaneswar city, Odisha. The contact method employed was personal survey, using a structured questionnaire. Questions were framed based on variables which were identified relevant based on experience and the literature review from previous studies. Random sampling method was used to collect primary data. The secondary data was collected to support the research being carried on from the reputed institutions' libraries, websites, journals, documents, etc. 300 people were contacted but only 232 properly filled questionnaires were received from the respondents. The study has been done only in some of the populated slums of the Bhubaneswar city.

V. RESULTS AND DISCUSSION

1. Socio-Demographic Details of the Slum Dwellers

- Age Groups of the Respondents – Since majority of the respondents are in the age group of below 40 who take a leading role in assuring satisfaction in the family by providing the necessary items.
- Gender, Religion and Caste category– Three fifth of the respondents are found to be men. As per the state statistics of religion, the Hindus stand first in population, in second place the Christians followed by Muslims and other religious people. The data collection also reveals the same sequence. Majority of the respondents are scheduled caste followed by scheduled tribe who flock to cities in search of any type of jobs.
- Education and Marital status– The educational background itself reveals the plight of the slum dwellers. Majority of them are either had primary level of education or secondary level or illiterate. 86% of the respondents are married and the rest are either unmarried or widow/widowers.
- Number of Household Members and Living in– 78% of the family have family members four and above and rest 22% of the families have 3 and below 3 household members. 47% of them live in their own house, 44% of them in rented or leased houses and the rest of them stay with others.
- Occupation and Income – 71% of the respondents are daily laborers and rest 29% get involved in other type of works. 75% of them get income between Rs. 4000/- to Rs. 12,000/-, 22% of them get below Rs. 4000/- which is a meager income and a small number of respondents get above Rs. 12,000/-.
- Duration of the Stay - Majority of the respondents stay in the slum for more than 10 years that is why they have electricity connectivity, ration card, voters ID, etc.

- Who brought you - Around 32% of them came by self in search of job, 54% of them were brought either by siblings, or relatives or friends to make their survival, the rest of the respondents through other persons in search of employment.

- Reasons of migration – 57% of the respondents came in search of employment, 29% of them came to the city because of their siblings, relatives and friends live here and rest with any other reasons. But all of them come with the motive of economic upgradation.

2. Factor Analysis

It is a tool to analyse interrelationships among many variables and to explain the variables in terms of their common underlying dimensions (factors). To explore the most common underlying satisfaction factors of eight variables factor analysis was conducted in the present study.

2.1 Reliability Statistics

Cronbach's Alpha	.917	Number of Items	8
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Cronbach's alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach's alpha is one way of measuring the strength of that consistency (Mishra, 2015). In the above table, Cronbach's Alpha is 0.917 which is excellent in indicating the internal consistency of the items.

2.2 KMO and Bartlett's Test of Sphericity

As per Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy the value for the data set is 0.859 which is adequate and meritorious and is more than the minimum suggested value 0.6, and Bartlett's Test of Sphericity significant value 0.000 is less than 0.01 which is highly significant at one percent level (Hair, et al., 2010). It means that there are significant variances among the factors. Both the tests confirm to apply factor analysis for satisfaction factors of the respondents.

Total Variance Explained (Extraction Method: Principal Component)

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.083	63.541	63.541	2.218	27.726	27.726
2	.723	9.037	72.578	2.212	27.650	55.376
3	.647	8.084	80.663	2.023	25.287	80.663
4	.440	5.501	86.164			
5	.368	4.605	90.769			
6	.334	4.172	94.941			
7	.252	3.146	98.087			
8	.153	1.913	100.000			

The above table shows that three factors with Eigen values greater than 1 were extracted which altogether account for 80.663 per cent of the total variance. After performing rotation, Factor 1 account for 27.726 per cent, factor 2 accounts for 27.650 per cent and factor 3 accounts for 25.287 per cent of the variability in all 8 variables.

Structure Matrix					
Variables		Component			
Sl. No	Cronbach's Alfa	1	2	3	
ST.01	I am satisfied to stay in this place.		.923		
ST. 02	I am satisfied because I am employed.			.908	
ST. 03	I am satisfied because I have abundance of work.		.826		
ST. 04	I am satisfied because I have access to basic facilities.		.769		
ST. 05	I am satisfied because I make enough money.			.900	
ST. 06	I am satisfied because of quality of life.	.863			
ST. 07	I am satisfied because of socialization.	.839			
ST. 08	I am satisfied because of bright future for the children.	.907			

Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.

Factor 1: Secured Lifestyle - Under this category, following three variables are group, namely;

- I am satisfied because of quality of life.
- I am satisfied because of socialization.
- I am satisfied because of bright future for the children.

Most of the rural people of India migrate to towns and cities in search of a better future expecting to standardize their life style and to create bright future for their children. If they find their own kith and kin amidst the crowded population, they feel comfortable in socializing their free time and creating their own network. This is well supported by the scores 0.863, 0.839, and 0.907 respectively for the three variables and contributes 27.726 per cent towards the satisfaction factors of the slum dwellers in Bhubaneswar city.

Factor 2: Secured Living Condition– Three variables are categorized under this factor namely:

- I am satisfied to stay in this place.
- I am satisfied because I have abundance of work.
- I am satisfied because I have access to basic facilities.

The rural people of Indian staying in the slum areas are happy with minimum facilities. The living conditions seem to be favourable to them because they can sustain them by engaging themselves in work. Hence the respondents expressed their satisfaction with the place which is strongly loaded with the score of 0.923, for the availability of abundance of work scoring 0.826 and finally scoring 0.769 for the basic facilities that they enjoy. All together these three variables contribute 27.650 per cent to the satisfaction factor of the respondents.

Factor 3: Secured Tenure– Under this heading, two variables are grouped, namely -

- I am satisfied because I am employed.
- I am satisfied because I make enough money.

The slum dwellers draw their satisfaction by being employed which fetch them regular income to take of the family. This has well supported through the scores obtained as 0.908 and 0.900 respectively by the two variables under this category. Also, they have jointly contributed 25.287 percent towards the satisfaction factor of the respondents. In a nut shell, all the three factors together have contributed 80.663 percent towards the factors that satisfy the slum dwellers in Bhubaneswar city.

➤ **Secured Lifestyle** – Three items are identified under this factor that covers - quality of life, socialization and bright future for the children. This factor plays a prominent role in establishing satisfaction level of the slum dwellers.

➤ **Secured Living Condition** – Three variables are categorized under this factor namely: place of living, availability abundance of work and access to basic facilities. By enjoying a secured living condition, the respondents express that they are satisfied with their present state of life.

➤ **Secured Tenure** – Two variables – employment and enough money are grouped under this factor. Undoubtedly, these two aspects enhance the economic wellbeing of either individual or a family. Thus, this factor reveals an underlying satisfaction among the respondents.

CONCLUSION

A proverbial saying goes like this that it is not how much we have, but how much we enjoy that makes satisfaction. Generally, people have perception that those who live in slum areas are economically underprivileged, socially downtrodden, culturally dominated, politically subdued, mentally demoralized, physically abused and spiritually superstitious. But all these aspects have no valid base to prove others logically and realistically. The present study shows that the slum dwellers who are mainly from rural areas of the state are satisfied with their life by being in the slum areas. It is due to the pathetic situation in the rural areas. Indeed, there is a wider scope of availability of everything compared to a rural and an urban set up. That is why the respondents have positively responded towards the factors that have been put forth to them. The outlook would have been different if a study had been done where the city dwellers live in the slum areas with the available living conditions. Further, the result would be different if a comparative study had been done among cities where slum dwellers are more in number. The study also enlightens the mind set up of the slum dwellers in Bhubaneswar city.

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