



RELATIONSHIP BETWEEN JOB SATISFACTIONS ON DEMOGRAPHICS VARIABLE AMONG PRIVATE SECTOR BANK EMPLOYEES- CUDALORE DISTRICT

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ABSTRACT This article focuses on the analysis of job satisfaction perceived by private sector bank employees in Cudalore district. The employees working in Indian overseas bank were selected for the study. The study indicates that the job satisfaction perceived by the bank employees is medium and the demographic variables such as gender, age, educational qualification, experience, marital status, and income significantly influence the job satisfaction perception of employees.

KEYWORDS : Demographic variables, job satisfaction, banking sector.

INTRODUCTION

Job satisfaction results from the employee's perception that the job content and context actually provide what an employee values in the work situation. It can be defined as "a pleasurable or positive emotional state resulting from the appraisal of one's job or job experience". This positive emotional state is highly contributory to an employee's physical and mental wellbeing. Organizationally speaking high level of job satisfaction reflects a highly favorable organizational climate resulting in attracting and retaining better workers. Job satisfaction can also be defined as the extent of positive feelings or attitudes that individuals have towards their job. When a person says that he has high job satisfaction, it means that he really his job, feels good about it and values his job highly. It has been established that highly satisfied workers have better physical and mental wellbeing. It is highly debatable as to which one is the cause and which one is the effect but they are correlated. On the other hand, serious job dissatisfaction results in stress and tension which is usually the cause of variety of physiological disorders. For a meaningful and systematic analysis of the problem encountered a suitable formulation of a methodology for the study is indispensable. Thus rendering solution to the problem identified. Employees negative or unfavorable attitude towards their jobs are called job dissatisfaction. It is expressed through employees behavior directed towards leaving the job, raising voice and neglecting and shrinking from responsibilities. Hence job satisfaction improves the employees' productivity and reduces their absenteeism and turnover rates. The study intends to find out the influence of the demographic variables over the job satisfaction perceived by the employees. Also it attempts to understand the job satisfaction perceived by the employees.

REVIEW OF LITERATURE

A number micro and macro studies have undertaken by the researcher and scholars on various aspects of job satisfaction of employees both at national and international level. Some of the selected studies are presented below as review of literature.

Herzberg, Mausner, Peterson and Capwell (1957) find that at the beginning stages of career the job satisfaction and morale of employees seem to be very high. During next five years it seems to be decreasing and in late twenties and early thirties Job Satisfaction level begin to rise again for next years. Herzberg (1957) in his study states that males are more satisfied in job as compared to females. The study finds workers with more education are having more satisfaction than those who are not. The author concludes that a clear conclusion cannot be drawn concerning the relationship between demographic factors and job satisfaction. Berns (1989) in his study on job satisfaction of vocational education teachers in Northwest Ohio finds that the overall job satisfaction increases with the age. The author opinions that education is also having an impact upon the job satisfaction of employees.

Grady (1985) states that the years of experience are having an influence upon the job satisfaction of employees. Fetsch and kennington (1997) in their study on balancing work and family on cooperative extension: History, effective programmes, and future directions finds that there is a direct relationship between the marital status and job satisfaction of employees. They found both divorced and married one as more satisfied than those unmarried and widowed.

Nestor and Leary (2000) in their study on the relationship between

tenure and non-tenure track status of extension faculty and Job satisfaction states that there is no relationship between gender and Job satisfaction. In the opinion of Riggs and Beus (1993) state that as the number of areas of responsibility increased for female agent's job satisfaction also increased well. The opposite of this was the result found for men: when the areas of responsibility increased; the job satisfaction level showed a decreasing trend.

Bowen (1994) in his study on job satisfaction and commitment states that females are always more satisfied than males in organizations. Musa Shallal (2011) conducted a study on Job satisfaction among women in United Arab Emirates. The result of the study shows that three major demographic factors- age, education and income have a great impact upon the Job Satisfaction of employees. The output of the study says working females with education beyond secondary level are more satisfied with jobs than those who are not up to that level. Locke (1969) found that satisfied workers are more involved and committed to duties while dissatisfied workers are having negative attitude and as a result increased absenteeism and turnover in the organization. Bas and Ardic (2002) states that, the importance of employee's personal attributes and demographic characteristics on job satisfaction has been studied by many. Almost all the researchers found demographics as the change agents, which forms employee's attitude towards different aspects of job.

Job satisfaction is defined as gratifying poignant situation or condition after an employee is praised for the accomplishment on the job (Locke, 1969). Job satisfaction is basically the positive feelings, thoughts and attitude of a person towards different aspects of the job (Rogers et al., 1994). It can be stated as an

Optimistic emotive and sentimental condition derived from the contentment and happiness an employee gets from the job (Spector, 1997). Generally, job satisfaction is the attitude of the employee towards various aspects of the job but there are some variations to this general thinking (Wanous & Lawler, 1972). It is the feedback that results when an employee compares the actual output with the expected output (Smith, 1992).

Research design. Descriptive research is employed with a view to describe the employee opinion, attitude, feelings towards job satisfaction. Area of study. The research was conducted at private sector bank employees in Cudalore, district. Which is a big organization to enable effective research to be done. Sample size. The study aims at getting information from 200 employees in all departments which is equivalent to 50% of the total population 1:2.

OBJECTIVES OF THE STUDY

- To study the level of job satisfaction among private bank employees
- To find out the relationship between job satisfaction factors and demographics variables

1. Overall job satisfaction perceived by the employees.

Level job satisfaction	Frequency	Percent
Low	03	1.5
Medium	77	38.5
High	120	60.0
Total	200	100.0

The Table 1 indicates that among the total respondents, 60 percent of the employee's state that the job satisfaction is high, and 38.5 percent of the employee state that the job satisfaction is medium and 1.5 percent of the employees state that the job satisfaction is low. Since only

minimum number of employees has perceived low level of job satisfaction. Most of the employees have high and medium level of job satisfaction.

2. Inter correlation between job satisfaction factors and demographic variables

Factors	Source	Age	Experience	Material status	Income	Gender	Designation	Qualification
Working Environment	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	415						
Appreciation.	Pearson Correlation	.876**	1					
	Sig. (2-tailed)	.000						
	N	415	415					
Promotion.	Pearson Correlation	.230**	.173**	1				
	Sig. (2-tailed)	.000	.000					
	N	415	415	415				
Safety and Security.	Pearson Correlation	-.115*	-.097*	-.016	1			
	Sig. (2-tailed)	.019	.049	.751				
	N	415	415	415	415			
Responsibilities.	Pearson Correlation	.646**	.721**	.128**	.109*	1		
	Sig. (2-tailed)	.000	.000	.009	.026			
	N	415	415	415	415	415		
Relationship with Supervisors.	Pearson Correlation	.672**	.788**	.099*	-.139**	.686**	1	
	Sig. (2-tailed)	.000	.000	.043	.004	.000		
	N	415	415	415	415	415	415	
Pay.	Pearson Correlation	.669**	.502**	.114*	.140**	.298**	.334**	1
	Sig. (2-tailed)	.000	.000	.020	.004	.000	.000	
	N	415	415	415	415	415	415	415
Nature of Work.	Pearson Correlation	.275**	.272**	.074	.404**	.683**	.173**	.186**
	Sig. (2-tailed)	.000	.000	.131	.000	.000	.000	.000
	N	415	415	415	415	415	415	415

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

HO: There is no relationship among the dimensions of career development and quality of work life.

Clearly indicates that among the seven demographical variables (0.876) is found to be highly correlated with job satisfaction factors. The result shows that job satisfaction factors is positively and significantly correlated with age, experience, martial status, income, designation and educational qualification and also it is negatively correlated with income

The r values 0.876,0.646,0.672,0.669 from the shows that factors of job satisfaction is significantly and positively correlated with age, experience, educational qualification, marital status, gender and gender. Compared to other demographical variable like income it can be inferred that employees with high working environment, appreciation, promotion, safety and security, responsibility, relationship with supervisor and nature of work.

Findings and suggestion

The study implies that the overall job satisfaction perceived by the bank employees high and medium level of job satisfaction and few of them are low level of job satisfaction. So the organization taking necessary steps.

The inter- correlations among the job satisfaction factors, it is found that there is relationship among the demographic variables of age, experience, designation, qualification, martial status and gender except that there is no relationship between job satisfaction and income. So the level of relationship between job satisfaction and demographic variable of monthly income is low. Hence due to the present Indian economic scenario they cannot fulfil their needs so the job satisfaction is affected. Indeed Monthly income must be focused for the improvement of the job satisfaction of the private bank employees.

CONCLUSION

The present study reveals that majority of the employees' perceived only high and medium job satisfaction. So the organization must identify the factors, which lead to poor job satisfaction. And also take action towards the job satisfaction. Because poor job satisfaction may result in less productivity and it is injurious for the employees as well as for the organization. The demographic factors also significantly contribute for the high perception of job satisfaction. So employees

have to identify the factors and take measures to improve job satisfaction

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