



A STUDY OF REALTIONSHIP OF DEMOGRAPHIC VARIABLES AFFECTING JOB SATISFACTION WITH SPECIAL REFERENCE TO KRITI INDUSTRIES PVT. LTD., INDORE

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ABSTRACT The success of any company is directly correlated to the satisfaction of the employees who embody that company. How do companies satisfy their most valued human resources? The answer may be with pay and benefits. Of course, a company's pay and benefits must be competitive but there are lot more other factors like job security, job enrichment, freedom in work, less stressful working environment, better management-employee relations etc that directly or indirectly affects job satisfaction, these factors come under job quality as they improve the quality of job or work. When considering job satisfaction, demographic variables should be considered thoroughly to understand the possible factors that lead to job satisfaction and dissatisfaction. In my research work I emphasis on "age" and "gender.", as one of the very important demographic factor.

KEYWORDS : Job Satisfaction, Demographic ,Age, Gender

I. INTRODUCTION

Hoppock (1935) defined job satisfaction as "any combination of psychological, physiological, and environmental circumstances that causes a person truthfully to say, 'I am satisfied with my job'." Employees may be satisfied with some aspects of their jobs, while being dissatisfied with others. It is understood that employees are able to balance the specific satisfactions against the specific dissatisfactions and arrive at composite satisfaction with the job as a whole (Hoppock, 1935).

The growth of any company is directly linked to the satisfaction of the employees who represent that company. How do companies satisfy their most valued human resources? The answer may be with pay and benefits. Of course, a company's pay and benefits must be competitive but there are lot more other factors like job security, job enrichment, freedom in work, less stressful working environment, better management-employee relations etc that directly or indirectly affects job satisfaction, these factors come under job quality as they improve quality of job or work.

Organizational scholars are always interested in understanding why some people report being very satisfied with their jobs and others express much lower levels of satisfaction. The drive to understand and explain job satisfaction has been motivated by utilitarian reasons (e.g., to increase productivity and organizational commitment, lower absenteeism and turnover, and ultimately, increase organizational effectiveness) as well as humanitarian interests (i.e., the notion that employee deserve to be treated with respect and have their psychological and physical well-being maximized).

When study on job satisfaction is carried out , demographic variables should always be considered thoroughly to understand the possible factors that lead to job satisfaction and dissatisfaction. Herzberg, Mausner, Peterson, and Capwell (1957) identified various characteristics of satisfied/dissatisfied workers. They indicated that spirits are always high when people first start their jobs. It decreases during the next few years and remains at a relatively low level until workers are in their late twenties or early thirties. At this time, job satisfaction levels begin to rise and continue to rise through the leftovers of the workers' careers. The same movement is found in regard to a worker's length of service. Workers begin with high confidence, which drops during the first year and remains low for a number of years. Then as length of service of an employee increases, job satisfaction level of an employee tend to rise.

Workforce is the most significant factor and the only sustainable one to give long-term competitive advantage of an organization. In today's competitive global work environment, there is a strong demand for workforce participation in organizational decision making to achieve the higher productivity of an organization. One aspect of workforce participation is job satisfaction. Job satisfaction is defined as how much employees react towards their work and the extent to which their expectations concerning work have been fulfilled. Understanding job satisfaction is vital for the success of an organization and continues to

be a major topic of research interest.

JOB SATISFACTION

The "Job satisfaction" term was brought to attention by Hoppock. He reviewed 32 studies on job satisfaction conducted prior to 1933. According to him, job satisfaction is "The combination of psychological, physiological and environmental circumstances are the reasons for a person to truthfully say, I am satisfied with my job." This definition points to the factors affecting job satisfaction. It is an integral component of organizational health and an important element in industrial relations. The level of job satisfaction reflects there has to be some relation various aspects of work behavior such as accidents, absenteeism, turnover, and productivity. Job satisfaction is the end feeling of a person after performing a job. The extent to which a person's job fulfills his dominant needs and is consistent with his expectations and values, the more will be the satisfaction for job. Employees need to be happy at work, they need to know that there is a room for them to advance in the organization, and that they are being adequately compensated for their efforts. They want to be confident that they are improving in life as well as in their careers. Workers will be more loyal to an organization when they will think that organization cares about them as people, not just employees.

DEMOGRAPHIC FACTORS

Population or consumer statistics regarding socioeconomic factors such as age, income, gender, occupation, education, family size, and the like are called as demographic factors. These factors exercise a significant influence on job satisfaction. For my study the main elements of demographic factors is considered as "age" and "gender". Few research studies revealed a positive correlation between age and job satisfaction. According to a study by T.N.Guha in "Job Satisfaction among Shoe Factory Workers", 1965- Workers in the advanced age group tend to be more satisfied probably because they have adjusted with their job conditions. However, there is a steep decline after a point perhaps because an individual aspires for better and more prestigious jobs in the later years of his life.

II. LITERATURE REVIEW

Ngozi et.al. (2014), conducted their study on the employees of Owerri Municipal and Oguta Local Government Councils, in Imo State, South East Nigeria to examine the impact of emotional intelligence and gender on job satisfaction. It was observed that emotional intelligence was significantly associated with job satisfaction. Employees who had higher emotional intelligence showed more satisfaction. This research also suggested that Gender had no significant influence on job satisfaction.

Manisha Purohit, 2013, stated in his research work that job satisfaction has become a necessity for employee and laying down a base for good HR Policies and strategies is a need of time for employer to retain his wide-ranging workforce.

Tabatabaei, Ghaneh and Shokri (2011) in their research in one of the Iran industrial company, concluded that there is positive and

significant relationship between job satisfaction and occupational health variables in respect of demographic variables like age, educational level, job experience and salary. Beside, men have more job satisfaction in comparison with women and 12-hours workers have more occupational health score than 8-hours workers.

Demographic variables such as age, gender, race, and education have an effect on job satisfaction. Malik (2011) found that demographic variables, age, job rank, job qualification and years of experience were slightly related to the overall job satisfaction of university faculty members Long L. John(2007) in his research declared that job satisfaction had not any relationship with job title and sex, but job satisfaction was higher in workers with 1-5 years work experience in comparison with who had more than 20 years.

Sarminah (2006) studied on the effects of demographic variables on workers job satisfaction and job leave, results showed that training courses had positive effect on reduction of job leave; job satisfaction had more effect on job leave in comparison with other work characteristics, and workers perceptions about managers support made them more satisfied.

The findings about gender differences related to job satisfaction have been not in agreement from the 1950s to date (Al-Ajmi, 2006). For example, some studies (e.g. Mora and Ferrer-iCarbonell, 2009) find that males show more satisfaction in their job than females. Yet, other studies (Okpara et al., 2005; Clark, 1997; Kim, 2005; Jung et al., 2007) indicate that females have more satisfaction than males. While yet other studies (Linz, 2003; Koyuncu et al., 2004; Eskildsen et al., 2004; Al-Ajmi, 2006; Frye and Mount, 2007) find no significant gender differences in job satisfaction

III. OBJECTIVES OF STUDY

- The main objective of the study is to determine the effect of age and gender on job satisfaction.
- The purpose of this study is to find out what employees see as being important in a workplace for them to be satisfied with their jobs.

IV. RESEARCH METHODOLOGY

A structured questionnaire based on 5 point Likert scale was used in this study. Each statement has 5 options –strongly agree, agree, neither agree nor disagree, disagree and strongly disagree. The final research tool had 11 items for assessing job satisfaction.

Sample size of 100 was taken for the study. Most of the respondents were personally contacted by the researcher so that fair and frank responses could be documented from them. After filling up of the questionnaires, tabulation was done to draw meaningful inference from them.

Table 1 Demographic features of respondents

Demographic variables	Frequency	Percentage (%)
Gender	69	69.0
Male	30	30.0
Female	1	1.0
Missing data	100	100.0
Total		
Age	3	3.0
18-22	19	19.0
23-27	25	25.0
28-32	25	25.0
33-37	16	16.0
38-42	5	5.0
43-47	1	1.0
48-52	4	4.0
above 52	2	2.0
Missing data	100	100.0
Total		

Descriptive Statistics Table 1 reports the results of the demographics of the respondents in the survey. The results indicate that majority (69.0%) of the respondents are males and 30% were female.

Table 2 Effect of Demographic variable on overall job satisfaction

Independent Variable	Coefficient	Std. Error	T- ratio	P- value
Gender	0.201	0.156	1.260	0.203
Age	-0.017	0.046	-0.376	0.706

*Dependent Variable : Overall Job satisfaction

The effect of demographic variables on overall job satisfaction was investigated using simple regression method. The results are reported in Table 2, it shows that demographic variables “gender” have positive insignificant effect on overall job satisfaction, whereas demographic variables “age” shows negative insignificant effect on overall job satisfaction.

Table 3 The effect of gender on elements of satisfaction

Dependent Variable	Coefficient	Std. Error	T- ratio	P- value
Salary	0.527	0.243	2.806	0.038
Work Environment	-0.051	.228	-0.225	0.821
Work Nature	0.092	0.212	0.445	0.664
Organisation Decision Making	0.054	0.245	0.223	0.821
Leadership style	0.327	0.221	1.456	0.144
Interpersonal Relationship	-0.165	0.165	-1.021	0.310
Self Worth	-0.251	0.175	-1.498	0.135
Work Load	-0.171	0.165	-1.024	0.308
Work Autonomy	-0.285	0.168	-1.685	0.093
Social recognition	-0.063	0.194	-0.318	0.744
Supervision	0.951	0.431	2.165	0.037

Independent Variable : Gender, Level of significance at 5 %

In Table 3, the results shows that gender have significant positive effect on satisfaction with salary and satisfaction with supervision. There is significant negative link between gender and satisfaction with work autonomy Gender has insignificant positive (Work Nature, Organisation Decision Making, and Leadership style), and insignificant negative (Work Environment, Interpersonal Relationship , Self Worth, Work Load, and Social recognition) relationship with the rest of the elements in the survey.

Table 4 The effect of Age on elements of satisfaction

Dependent Variable	Coefficient	Std. Error	T- ratio	P- value
Salary	-0.073	0.076	-0.952	0.342
Work Environment	-0.172	0.065	-2.578	0.010
Work Nature	-0.025	0.061	-0.442	0.656
Organisation Decision Making	-0.216	0.070	-3.056	0.002
Leadership style	-0.141	0.065	-2.094	0.038
Interpersonal Relationship	-0.051	0.048	-1.015	0.312
Self Worth	-0.106	0.051	-2.082	0.041
Work Load	-0.090	0.052	-1.970	0.056
Work Autonomy	0.046	0.055	0.941	0.348
Social recognition	-0.032	0.052	-0.601	0.545
Supervision	-0.002	0.112	-0.031	0.971

Independent Variable : Age, Level of significance at 5 %

In Table 4, the results depict that age have insignificant positive effect on satisfaction with work autonomy. However, the rest of the results show that, age of the respondents have significant negative effect on satisfaction with work environment ,organisational decision making ,leadership care ,self-worth, and work load ,whereas age has insignificant negative effect on the rest of the elements work nature , interpersonal relationship , social recognition, supervision.

VI. CONCLUSION AND SUGGESTIONS

In the competitive today's world, organizations need personnel which go beyond the requirement, because without this, organizations would not be able to develop the efficiency of performances. The current study investigated the effect of demographic variables age and gender on overall job satisfaction in a survey of employees of Kriti Industries Pvt. Ltd., using the regression method.

The estimates from the regression analysis indicate that demographic variables do not statistically significantly influence overall job satisfaction in support of the assumption underlying the study. However, there are positive and negative links between demographic variables. Salary and supervision have positive significant effect on the demographic variable gender. Work environment, organizational decision making, leadership care, self worth and work load have negative significant effect on demographic variable "age".

Human resource department need to design proper salary packages to recruit and retain the best candidates and satisfy their expectations, in that they are fair, equitable and free of bias. A salary package is one of the most key factor that influence people to take up employment and stay with organizations. Additionally, in order to recruit and retain talent, it should be prepared to pay salaries that are equivalent or better than others in the labour market. Similarly, rewards should be on a parity with industry norms. The pleasing environment of an organization influences the employees to stay and work more effectively and efficiently in that organization.

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