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A Study on Job Involvement With Special Reference to Marketing Professionals in Coimbatore

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ABSTRACT

Job Involvement measures the degree to which a person identifies psychologically with his or her job and considers his or her perceived performance level important to self worth. His degree of Job Involvement results on fewer absences and lower resignation rates. The present study thus concludes that moderate level of job involvement was found among the marketing professionals. The study also concludes that the demographic variables namely age, educational qualification, salary, experience, means of transport, extended benefits, reason for liking the job and training programs attended do influence the level of job involvement of the marketing professionals.

KEYWORDS job, involvement, marketing, professionals, automobile

Introduction

Job Involvement is with the person who is involved in job who is highly motivated and feels a sense of pride in his work. In recent years, it has been found that Job Involvement has become a necessity for an individual to accept fully the organizational demand placed upon him by his membership in an organization.

Human interactions are needs of a man and necessary for society. Favourable organizational environment occurs when people work effectively by raising Job Involvement and job commitment. Establishing interpersonal relationship with the employees and a good support from the superiors seem to be instrumental to the development of responsibility and Job Involvement. Job Involvement has been widely studied by industrial psychologists with special reference to employee's job satisfaction, participation and performance. Job Involvement indicates a person's psychological identification with one's job and work.

The notion of Job Involvement is closely related to motivation. Involvement can result from the fulfilment of motivation and new sources of involvement can generate other motivation. The Job Involvement is grounded in motivation theory: Maslow (1943) proposed that individuals would seek to satisfy their need for self- esteem by becoming involved in their work.

The concept of Job Involvement has much importance because of its important role is providing employee's need and the quality of work life. Job Involvement had been described with reference to several terms and conditions, for instance, central life interest, work role involvement, ego involvement, ego involved performance, occupational involvement, morale and job satisfaction. The attitude of Job Involvement represents the degree to which the total job situation thought as being central to one's life self concept. If an employee is working in an organization for a long period of time his Job Involvement might be increased. The workers called as high job involved group are more satisfied in comparison to low job involved group. Job Involvements have an effect on performance and greater degree of job satisfaction of employees.

The Job Involvement of Marketing Professionals depend on putting their heart and soul in their work. This makes them attend to their work meticulously. It is assumed in many societies that men are traditionally responsible for their families and children, and therefore are likely to invest more effort and time in their work as compared to women. When it comes to Marketing Professionals career choices, favourable working conditions, flexible working hours and the possibility of family life in parallel were indicated as widespread motives for choosing Marketing profession. Moreover the Marketing Professionals are paid as incentives according to their output. This also adds to their involvement. As such who displays high involvement in their jobs consider their work to be a very important part of their lives and whether or not they feel good about themselves is closely related to it how they perform on their job. Thus fostering high levels of Job Involvement and to foster more positive attitudes and behaviours. Therefore investing in conditions, which help to make employees more involved in their jobs, is likely to be important for the growth and profitability of the organization.

Review of Literature

Sharma and Sharma (1978) had studied the Job Involvement in relation to certain demographic variables. The result showed that Job Involvement increased with rises in Job level. High Job Involvement at upper job level was due to increased amount of control.

Anantharaman and Kaliappan (1982) attempted to find out the relationship between age, income, anxiety and Job Involvement of nurses and have found that age is significantly associated with Job Involvement, length of service was positively related to Job Involvement. There is no relationship between income and Job Involvement.

Brown (1996) argues that job involvement will be highest when the work environment: makes one believe that one's work is meaningful; offers control over how work is accomplished; maintains a clear set of behavioural norms; makes feedback concerning completed work available; and provides supportive relations with supervisors and co-workers. Many theorists have hypothesized that highly involved employees will put forth substantial effort towards the achievement of organisational objectives and are less likely to turnover

Singh (1998) explored the relationship on need strength, motivation and job involvement with Job satisfaction and produc-

tivity and absenteeism. Results showed that workers with high and low Job Involvement significantly differed in Job satisfaction scores and insignificantly in performance and absenteeism scores.

Shalini and Stanley (2004) in a study on the effect of employee's anxiety pertaining to various constituents of Job Life and their Job Involvement among the executives have found that employee's high degree of Job Anxiety has a detrimental effect on their Job Involvement. The employees with high degree of Job Anxiety are less involved in their job as compared to those possessing a low degree of Job Anxiety.

Ho, Chin-Chih (2006) Four socio demographic variables, age, SES (i.e., education status, personal income, and position) were shown to be partially statistically significant to work values, job involvement and organisational commitment. Subsequent GLM analysis were shown work values were positively related to job involvement and organisational commitment, and job involvement is positively related to organisational commitment. Results of the proposed model using SEM revealed that job involvement could play an important role with mediation, and that establishing a higher level of job involvement may be more important than focusing only on organisational commitment.

Objectives

1. To assess the level of job involvement of marketing professionals.

2. To study the influence of demographic variables on the level of job involvement of the marketing professionals.

Methodology

The study is descriptive in nature. The researcher collected data from 230 male marketing professionals who are married. Purposive sampling technique was used to select the samples for the study. Self prepared questionnaire was used to collect data from the marketing professionals. It consists of two parts namely demographic profile and job involvement scale developed by Agarwala (1976). Both primary and secondary data was used in the study. The data were analysed using mean, standard deviation, t-test and ANOVA.

Analysis and Interpretation

Table 1: Level of Job Involvement of the Marketing Professionals

S.NO	Level of Job Stress	Frequency	Percentage
1	Low level (32 to 120)	72	31.3
2	Moderate level (121- 133)	108	47.0
3	High level (134 – 192)	50	21.7
	Total	230	100.0

The table 1 depicts that 47% of the respondents had moderate level of Job Involvement, 31.3% of the respondents had low level of Job Involvement and only 21.7% of the respondents had a high level of Job Involvement.

Table 2: Influencing of Demographic Variables on the Level of Job Involvement

Variables	Statistical Tool	Value	Result
Age	ANOVA	F = 13.282 P<0.05	Significant
Educational Qualification	ANOVA	F = 3.803 P<0.05	Significant
Designation	ANOVA	F = .834 P>0.05	Not-Significant
Salary	ANOVA	F = 4.444 P<0.05	Significant
Experience	ANOVA	F = 3.563 P<0.05	Significant
Family type	t-test	t = 1.27 P>0.05	Not-Significant
Target oriented work	t-test	t = 1.28 P>0.05	Not-Significant
Working hours	ANOVA	F = 0.114 P>0.05	Not-Significant
Interpersonal Relationship	t-test	t = 0.63 P>0.05	Not-Significant
Means of transport	ANOVA	F = 3.920 P<0.05	Significant
Extended benefits	ANOVA	F = 18.488 P<0.05	Significant
Training program attended	ANOVA	F = 6.434 P<0.05	Significant
Reason for liking their job	ANOVA	F = 16.984 P<0.05	Significant

The table 2 depicts the influencing variables of job involvement. The findings show that there is a significant difference in Job Involvement scores based on the age of the respondents. The mean scores indicate that the respondents who belong to the age above 41 years had more Job Involvement and the respondents between the age category of 21-30 years had less level of Job Involvement. The middle age group and above have more responsibilities both in work and family and hence they are committed to the work assigned to them.

There is a significant difference in Job Involvement scores based on the educational qualification of the respondents. The mean scores indicate that the respondents who are degree holders had more Job Involvement when compared to the respondents with PG degree. A mere UG degree is enough for sales employment. So when people with PG degree join this job they may develop less involvement due to their under employment.

There is no significant difference in Job Involvement scores based on the designation of the respondents.

There is a significant difference in Job Involvement scores based on the monthly income of the respondents. The mean scores indicate that the respondents drawing between Rs.10, 001 and Rs.20, 000 per month had more Job Involvement when compared with the respondents drawing between Rs.5, 001 and Rs.10, 000 per month. This shows that the involvement is based on their payouts and they are more satisfied that they can meet out their family expenses.

There is a significant difference in Job Involvement scores based on the experience of the respondents. The mean scores indicate that the respondents who had more experience (10 years and above) had more Job Involvement and the respondents who had experience of between 1-5 years had less Job Involvement The more experienced persons have more knowledge and commitment to the institution and to their profession. So they have more Job Involvement..

There is no significant difference in Job Involvement scores based on the respondent type of family. There is no significant difference in Job Involvement scores based on the respondent's work as target oriented.

There is a significant difference in job involvement scores based on the number of training programs attended by the respondents. The mean scores indicate that lesser the number of training programs attended more the job involvement. The less training programs they have exposed may result in more job involvement because they might be still in the learning stage. When the training is more, the expectation is more from the trainees and as such they may lose involvement in the job.

There is no significant difference in job involvement scores based on the number of working hours of the respondents.

There is no significant difference in Job Involvement scores based on the respondent interpersonal relationship at work.

There is a significant difference in Job Involvement scores based on the means of transport of the respondents. The mean scores indicate that the respondents who opt for other means of transport had more Job Involvement. Those who travel by public or other means of transport might be in the lower ranks in the sales cadre. They are involved in the job out of economic necessity.

There is a significant difference in Job Involvement scores based on the provision of the extended benefits given to the respondents. The mean scores indicate that respondents enjoying health insurance as the extended benefits provided by the organization had more Job Involvement. Marketing professionals have to commute in the vehicle very often for the test drive for the customers or for registration of the vehicle etc. So it is mandatory to have health insurance as a benefit. Insurance coverage encourages their Job Involvement.

There is a significant difference in Job Involvement scores based on the reasons for liking the job. The mean scores indicate that respondents who took their job challenging had more Job Involvement. The focus driven persons are more work oriented because mostly they take their work very challenging. As expected salary is also a reason for Job Involvement.

Conclusion

Job Involvement measures the degree to which a person identifies psychologically with his or her job and considers his or her perceived performance level important to self worth. His degree of Job Involvement results on fewer absences and lower resignation rates. The present study thus concludes that moderate level of job involvement was found among the marketing professionals. The study also concludes that the demographic variables namely age, educational qualification, salary, experience, means of transport, extended benefits, reason for liking the job and training programs attended do influence the level of job involvement of the marketing professionals. The study also concludes that job involvement can be predicted from the variables namely age, type of family, number of training programs attended, availability of extended benefits and reason for liking the job.

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