Innovations

An Empirical Study on the Role of Demographics in Job Satisfaction of Employees of IT Industry in Indore City

Dr. Megha Upadhyay
Assistant Professor, International Institute of Management Studies (IIMS), Pune

Professor Robin Neema
Assistant Professor, Vishisht School of Management, Indore
Corresponding Author: Dr. Megha Upadhyay

Abstract
Job satisfaction is that the most generally investigated job attitude moreover together of the foremost extensively researched subjects in Industrial/Organizational Psychology. Job satisfaction affects a personality's general well-being for the rationale that individuals spend an honest a part of the day at work. Consequently, if an individual is dissatisfied with their work, this might result in dissatisfaction in other areas of their life. This study attempts to explore the link exists between demographic factors of employees (age, values and gender) and job satisfaction. Data gathered by means of questionnaires is analyzed by regression test at 5% level of significance. The research results indicate that age, values and gender of employees are significantly related with job satisfaction. The study enables the manager to know the duty satisfaction level of their employees in line with the demographic profile of their area and take effective actions to extend satisfaction level and thus productivity.

Keywords:*1.Job Satisfaction,2. Demographic Factors,3. Organizational Psychology, 4.employee performance.*

Introduction

Job satisfaction is "an individual's general attitude toward his/her job." the foremost widely accepted explanation of job satisfaction was presented by Locke, who defined job satisfaction as "a pleasurable or positive emotion resulting from the appraisal of one's job or job experiences". The cognitive component of job satisfaction refers to beliefs regarding one's job, as an example, feeling that one's job is mentally demanding and challenging. Finally, the behavioral component includes people's actions in relevancy their work. These actions may include being tardy, staying late, or pretending to be ill so on avoid work. There are two varieties of job satisfaction which are supported the extent of employees' feelings regarding their jobs. First one is global job satisfaction, which refers to employees' overall feelings about their jobs. The second is job facet satisfaction, which refers to feelings about specific job aspects, like salary, benefits, and thus the standard of relationships with one's co-workers.Measurements of job facet satisfaction are additionally helpful in identifying which specific aspects of employment require improvements. The results may aid organizations in improving overall job satisfaction or in explaining organizational issues like high turnover.Managers should have an interest in their employees' attitudes because attitudes give warnings of potential problems and since they influence behavior.Managers' interest in job satisfaction tends to center on its effect on employee performance. Satisfied and committed employees, as an example, have lower rates of turnover and

absenteeism. This satisfaction of employeesis influenced by some factors. In our study we study the influence of various demographic factors of employees on their job satisfaction level.

Literature review

Jobs require interaction with co-workers and bosses, following organizational rules and policies, meeting performance standards, living with working conditions that are often less than ideal, and the like. This means that an employee's assessment of how satisfied or dissatisfied he or she is with his/her job is a complex summation of a number of discrete job elements. Therefore, the job satisfaction of an employee can be studied on the basis of various factors. The difficult part is getting agreement on what these factors are. In an effort to resolve these differences we examine six different authors' ideas of what factors to include in job satisfaction.

Cross (1973) identified 6 different factors or characteristics, i.e. firm as a whole, pay, promotion, job itself, supervisor and co-workers for job satisfaction.

Hackmam & Oldham (1975) identified job security, pay, social, supervisory and growth as a factors for job satisfaction.

Khaleque & Rahman (1987) identified the following factors for job satisfaction: coworkers, hours, work environment, recognition, security, desired job, autonomy, benefits, promotion and supervision.

Scarpello & Campbell (1983) identified nature of work, control over work, quality of physical environment, supervisor, coworkers and job reward as factors for job satisfaction.

Smith et al (1965) identified work, pay, promotion, supervision and coworkers as factors for job satisfaction.

Yuzuk (1961) identified communication, hours of work, fellow employes, recognition, work conditions, supervisor and other evaluation and descriptive factors as factors for job satisfaction.

To simplify and compare the above factors, Table 1 relates all the job satisfaction factors from the previous authors work. In this table, the factor 'social' and 'growth' of Hackmam & Oldham is considered under the factor coworker and promotion respectively; factor 'benefits' and 'desired job' of Khaleque & Rahman is considered under the factor 'promotion' and 'job itself/security' respectively; Scarpello & Campbell 's factors 'nature of work' under 'job itself/security', 'control over work' under 'autonomy', 'quality of physical environmen't under 'job/work environment', and 'job reward' under 'promotion'; factor 'work' of Smith et al is considered under 'job itself/security'; and factor 'fellow employes' and 'other evaluation descriptive factors' of Yuzuk is considered under 'coworkers' and 'promotion' factor respectively. In the table we use 'y' for 'yes'.

Examining the table we rate each factor by howmany times an author referenced it.

Table 1:

S.No	Factor	Cross (1973)	Hackmam & Oldham (1975)	Smith et al (1965)	Khaleque & Rahman (1987)	Yuzuk (1961)	Scarpello & Campbell (1983)
1	**Supervisor**	y	y	y	y	y	Y
2	**Co-worker**	y	y	y	y	y	y
3	**Promotion**	y	y	y	y	y	y
4	**Pay**	y	y	y	-	-	-
5	**Job itself/security**	y	y	y	y	-	y
6	**Job/work envt.**	-	-	-	y	y	y
7	**Hours of work**	-	-	-	y	y	
8	**Recognition**	-	-	-	y	y	-
9	**Autonomy**	-	-	-	y	-	y
10	**Communication**	-	-	-	-	y	-
11	**Firm as a whole**	y	-	-	-	-	-

In doing so, we find factor supervisor, co-workers and promotion was referenced by all the six authors as a job satisfaction factor. Factor job itself/security is referenced by five authors, factor pay and job/work environment was referenced by three authors, hours of work, recognition, and autonomy was referenced by two authors, and communication and firm as a whole is referenced by only one author as a job satisfaction factor.

After reviewing and combining the strategic retail factors we are left with eleven factors that are specific enough to relate to job satisfaction factors. Among them in our study we use only those factors which are referenced by at least three out of six authors. Therefore in our study we use six factors as a factor considered for job satisfaction. These are supervisor, co-workers, promotion, job itself/security, pay and job/work environment.
The present study concentrates on the influence of demographic factors on job satisfaction. Age, gender and values are the demographic factors used in the study. The above identified six factors are used to study job satisfaction level of employees.

Objectives

- To find the relationship between demographic factors and job satisfaction of employees of IT Industry.

Hypothesis

- H_0 -There is no significant relationship between demographic factors and job satisfaction of employees of IT Industry.
- H_1- There is a significant relationship between demographic factors and job satisfaction of employees of IT Industry.

Research methodology

To gather the required information for this study, both secondary and primary source of data was used. Secondary data has been collected from journals, magazines, and other documented material.Primary Data is collected through questionnaire. Statements explaining the perception of employees about their job on the considered six factors are formulated. The study and thus the questionnaire include demographic profile of respondents (age, gender, and values) & questions to study Job satisfaction of IT employees.
Job satisfaction is studied by six factors i.e.supervisor, co-workers, promotion, job itself/security, pay and job/work environment.A five point likert scale where 5 is for strongly agree, 4 is for agree, 3 is for neutral, 2 is for disagree and 1 is for strongly disagree, is used in the questionnaire to collect data. Hypotheses are tested at 5% level of significance. Employees of various companies of IT industry of Indore city are selected as the respondents. A random sampling method was adopted to collect data. The sample size of the study is 200 and we analyzethe entire200filled questionnaire.
Linear Regression test was conducted to test the Hypothesis.Demographic factors i.e. age, gender and values are taken as independent variable and selected six factors of Job satisfaction are taken as independent variable for the regression test. Each demographic factor and each factors of Job satisfaction are tested separately.
SPSS 17.0 version is used for data analysis.

Regression models

In the study, bivariate regression model is used. The basic regression equation is:
$Y_i = \alpha_0 + \alpha_i X_i + h_i$
Where,
Yi = dependent or criterion variable,
Xi = independent or predictor variable,
α_0 = intercept of the line
α_i = slope of the line
h_i = the error associated with ith term in the observation.

In the study, six factors of job satisfaction i.e. supervisor, co-workers, promotion, job itself/security, pay and job/work environment are used to study the relationship between demographic factors of employee and job satisfaction of employee. Three demographic factors age, values and gender of employee are considered in the study.

The regression models are thus required to be framed separately on three demographic factors age, values and gender of employee. In these models, α0 and αA/ αV/ αG are the unstandardised coefficients of explanatory variables. α0 is the intercept for the respective models. In αA/ αV/ αG, 'A' 'V' and 'G' stands for age, values and gender of employee. In each model, average of unstandardised coefficients of all six factors of job satisfaction is taken. 'k' is the constant term whose value ranges from 1 to 6 (for six factors of job satisfaction). *h1*, *h2* and *h3* are respectively the random error terms for these three models.

$JS = \sum_{k=1}^{6} \alpha 0, k/6 + \sum_{k=1}^{6} \alpha A, k/6 + h1$ ……...Model(1) $JS = \sum_{k=1}^{6} \alpha 0, k/6 + \sum_{k=1}^{6} \alpha V, k/6 + h2$ …….. Model (2)

$JS = \sum_{k=1}^{6} \alpha 0, k/6 + \sum_{k=1}^{6} \alpha G, k/6 + h3$ …….. Model (3)

Findings

The effect of each demographic factor on each factors of Job satisfaction was tested separately and Separate tables for all the three demographic factors with factors of Job satisfaction are constructed.

In the table 1, the value of R square, intercept, slope and their respective p-value for each factors of Job satisfaction are given (when independent variable is age) and then to find the influence of age of employee on job satisfaction, the average of values of R square, intercept, slope and their respective p-value of all factors of Job satisfaction, is calculated. The regression model, framed on age of employee, is shown at the top of the table.

In the table 2, the value of R square, intercept, slope and their respective p-value for each factors of Job satisfaction are given (when independent variable is Values) and then to find the influence of Values of employee on job satisfaction, the average of values of R square, intercept, slope and their respective p-value of all factors of Job satisfaction, is calculated. The regression model, framed on Values of employee, is shown at the top of the table.

In the table 3, the value of R square, intercept, slope and their respective p-value for each factors of Job satisfaction are given (when independent variable is gender) and then to find the influence of gender of employee on job satisfaction, the average of values of R square, intercept, slope and their respective p-value of all factors of Job satisfaction, is calculated. The regression model, framed on gender of employee, is shown at the top of the table.

Table 1: Age as independent variable:-

	Regression model: $JS = \sum_{k=1}^{6} \alpha 0, k/6 + \sum_{k=1}^{6} \alpha A, k/6 + h1$						
S.N. $k\downarrow$	**Dependent variable**	**R-square**	**R-square Sig.**	**Unstandardized Coefficients (intercept)**	**Unstandardized Coefficients (intercept) Sig.**	**Unstandardized Coefficients (slope)**	**Unstandardized Coefficients (slope) Sig.**
1	**Supervisor**	.270	.000	5.271	.000	-.522	.000
2	**Co-workers**	.326	.000	5.391	.000	-.565	.000
3	**Promotion**	.225	.000	5.259	.000	-.451	.000
4	**Job itself/security**	.344	.000	5.472	.000	-.544	.000
5	**Pay**	.400	.000	5.538	.000	-.601	.000
6	**Job/work environment**	.244	.000	5.340	.000	-.430	.000
	Avg. total	0.302	.000	5.379	.000	-0.519	.000

Table 2: Values as independent variable:-

	Regression model: $JS = \sum_{k=1}^{6} \alpha 0, k/6 + \sum_{k=1}^{6} \alpha V, k/6 + h2$						
S.N. $k\downarrow$	**Dependent variable**	**R-square**	**R-square Sig.**	**Unstandardized Coefficients (intercept)**	**Unstandardized Coefficients (intercept) Sig.**	**Unstandardized Coefficients (slope)**	**Unstandardized Coefficients (slope) Sig.**
1	**Supervisor**	.322	.000	5.606	.000	-1.089	.000
2	**Co-workers**	.367	.000	5.744	.000	-1.158	.000
3	**Promotion**	.270	.000	5.511	.000	-.993	.000
4	**Job itself/security**	.312	.000	5.649	.000	-1.062	.000
5	**Pay**	.282	.000	5.468	.000	-1.020	.000
6	**Job/work environment**	.416	.000	5.882	.000	-1.227	.000
	Avg. total	0.3282	.000	5.643	.000	-1.091	.000

Table 3: Genderas independent variable:-

	Regression model: $JS = \sum_{k=1}^{6} \alpha 0, k/6 + \sum_{k=1}^{6} \alpha G, k/6 + h3$						
S.N. $k\downarrow$	**Dependent variable**	**R-square**	**R-square Sig.**	**Unstandardized Coefficients (intercept)**	**Unstandardized Coefficients (intercept) Sig.**	**Unstandardized Coefficients (slope)**	**Unstandardized Coefficients (slope) Sig.**
1	**Supervisor**	.358	.000	5.244	.000	-.694	.000
2	**Co-workers**	.228	.000	5.067	.000	-.553	.000
3	**Promotion**	.221	.001	5.087	.000	-.542	.001
4	**Job itself/security**	.159	.004	5.039	.000	-.450	.004
5	**Pay**	.204	.001	5.148	.000	-.510	.001
6	**Job/work environment**	.155	.005	5.059	.000	-.439	.005
	Avg. total	0.221	.002	5.107	.000	-0.531	0.002

Analysis and interpretation

The effect of each demographic factor on each factors of Job satisfaction was tested separately and Separate tables for all the three demographic factors with factors of Job satisfaction are constructed.From them, the influence of each demographic factor on Job satisfaction is studied and analyzed separately.

In table 1, the p-value for R-square of factors used to study Job satisfaction is 0.000 i.e. less than α (0.05) therefore all the value of R-square is significant; and there is a relationship between factors of Job satisfaction and age of employees.

It is observed that the value of R-square in case of supervisor is 0.270; therefore 27% of variations in satisfaction of employee from supervisor are explained by age of the employee. Similarly, 32.6% variations in satisfaction from co-worker, 22.5% variations in satisfaction from promotion, 34.4% variations in satisfaction from Job itself/security,

40% variations in satisfaction from pay, and 24.4% variations in satisfaction from Job/work environment are explained by age of the employee. Thus among all the factors used to study Job satisfaction, pay of employees is highly explained by age of the employee.

The estimated regression equation for all the factors used to study Job satisfaction is:

Supervisor = 5.271 – 0.522Age

Co-workers = 5.391 – 0.565Age

Promotion = 5.259 – 0.451Age

Job itself/security = 5.472 – 0.544Age

Pay = 5.538 – 0.601Age

Job/work environment = 5.340 – 0.430Age

Where 5.271, 5.391, 5.259, 5.472, 5.538, and 5.340 are the regression constants or intercepts.

These regression equations shows that by one unit change in age of employee, various factors used to study Job satisfaction changes by 0.522, 0.565, 0.451, 0.544, 0.601, and 0.430 units respectively.

On the basis of the regression model, the estimated regression equation to find the influence of age on job satisfaction is:

Job satisfaction = 5.379 – 0.519Age + *h1*

Thus, this regression equation shows that by one unit change in age of employee, Job satisfaction changes by 0.519 units.

The negative sign with the slope indicates the negative or opposite relationship between age and job satisfaction, i.e. as the age increases job satisfaction goes down and vice versa. It means that youths or young generations are less satisfied from their jobs as compared to old aged employees.

In table 2, the p-value for R-square of factors used to study Job satisfaction is 0.000 i.e. less than α (0.05) therefore all the value of R-square is significant; and there is a relationship between factors of Job satisfaction and values of employees.

It is observed that the value of R-square in case of supervisor is 0.322; therefore 32.2% of variations in satisfaction of employee from supervisor are explained by Values of the employee. Similarly, 36.7% variations in satisfaction from co-worker, 27% variations in satisfaction from promotion, 31.2% variations in satisfaction from Job itself/security, 28.2% variations in satisfaction from pay, and 41.6% variations in satisfaction from Job/work environment are explained by values of the employee. Thus among all the factors used to study Job satisfaction, satisfaction of employees from Job/work environment is highly explained by values of the employee.

The estimated regression equation for all the factors used to study Job satisfaction is:

Supervisor = 5.606 – 1.089 Values

Co-workers = 5.744 – 1.158 Values

Promotion = 5.511 – 0.993 Values

Job itself/security = 5.649 – 1.062 Values

Pay = 5.468 – 1.020 Values

Job/work environment = 5.882 – 1.227 Values

Where 5.606, 5.744, 5.511, 5.649, 5.468, and 5.882 are the regression constants.

These regression equations shows that by one unit change in values of employee, various factors used to study Job satisfaction changes by 1.089, 1.158, 0.993, 1.062, 1.020, and 1.227 units respectively.

On the basis of the regression model, the estimated regression equation to find the influence of Values on job satisfaction is:

Job satisfaction = 5.643 – 1.091Values + *h2*

Thus, this regression equation shows that by one unit change in Values of employee, Job satisfaction changes by 1.091 units.

The negative sign with the slope indicates the negative or opposite relationship between values and job satisfaction, i.e. as the values increases job satisfaction goes down and vice versa. It means that employees having more inherent values are less satisfied from their job.

In table 3, the p-value for R-square of factors used to study Job satisfaction is 0.000 i.e. less than α (0.05) therefore all the values of R-square is significant; and there is a relationship between factors of Job satisfaction and gender of employees.

It is observed that the value of R-square in case of supervisor is 0.358; therefore 35.8% of variations in satisfaction of employee from supervisor are explained by gender of the employee. Similarly, 22.8% variations in satisfaction from co-worker, 22.1% variations in satisfaction from promotion, 15.9% variations in satisfaction from Job itself/security, 20.4% variations in satisfaction from pay, and 15.5% variations in satisfaction from Job/work environment are explained by gender of the employee. Thus among all the factors used to study Job satisfaction, satisfaction of employees from supervisor is highly explained by gender of the employee.
The estimated regression equation for all the factors used to study Job satisfaction is:
Supervisor = 5.244 – 0.694 Gender
Co-workers = 5.067 – 0.553 Gender
Promotion = 5.087 – 0.542 Gender
Job itself/security = 5.039 – 0.450 Gender
Pay = 5.148 – 0.510 Gender
Job/work environment = 5.059 – 0.439 Gender
Where 5.244, 5.067, 5.087, 5.039, 5.148, and 5.059 are the regression constants.
These regression equations shows that by one unit change in gender of employee, various factors used to study Job satisfaction changes by 0.694, 0.553, 0.542, 0.450, 0.510, and 0.439 units respectively.
On the basis of the regression model, the estimated regression equation to find the influence of gender on job satisfaction is:
Job satisfaction = 5.107 – 0.531gender + *h3*
Thus, this regression equation shows that by one unit change in age of employee, Job satisfaction changes by 0.531 units.
Thus, analysis of results revealed that strong relationship exists between demographic factors and job satisfaction of employees, so hypothesis H_1 is accepted.

Conclusion

Evidence indicates that an important moderator of the satisfaction-turnover relationship is the employee's level of performance. Job satisfaction is significant because a person's attitude and beliefs may affect his or her behavior. Attitudes and beliefs may cause a person to work harder, or, the opposite may occur, and he or she may work less. The study observes the strong relationship between demographic factors and job satisfaction. From the findings it was concluded that age, values and gender of the employee of IT industry are significantly related with job satisfaction. Values and Age of the employees are negatively related with job satisfaction. It means that as the values and age of the employee's increases job satisfaction goes down and vice versa. Thus, employees having more inherent values are less satisfied from their job and youths or young generations are less satisfied from their jobs as compared to old aged employees. The study enables the manager to understand the job satisfaction level of their employees according to the demographic profile of their area and take effective actions to increase satisfaction level and thus productivity.

References

1. ***Bello S., Mohammed Nasiru, (2021)****"Demographic Factors and Its Influence on Job Satisfaction in Adamawa State University, Mubi", International Journal of Research and Review, 8(5), E-ISSN: 2349-9788; P-ISSN: 2454-2237*
2. ***Chirchir R. (2016)****, "Demographic Factors and Job Satisfaction: A Case of Teachers in Public Primary Schools in Bomet County, Kenya", Journal of Education and Practice, 7(13) ISSN 2222-1735 (Paper) ISSN 2222-288X (Online)*
3. ***Amarasena T. S. M. et. al. (2015)****, "The Effects of Demographic Factors on Job Satisfaction of University Faculty Members in Sri Lanka", International Journal of Academic Research and Reflection, 3(4). ISSN 2309-0405*
4. ***Eslami J. and GharakhaniD. (2012),*** *ARPN Journal of Science and Technology, Organizational Commitment and Job Satisfaction, VOL. 2, NO. 2*
5. ***Parvin M. M. and Kabir M. M. N. (2011),*** *Australian Journal of Business and Management Research, Factors Affecting Employee Job Satisfaction Of Pharmaceutical Sector****,*** *Vol.1 No.9, pp 113-123.*
6. ***Llorente R. and Enrique F. (2005)****, The Journal of Socio-Economics, Job satisfaction as an indicator of the quality of work, Vol 34, pp 656–673.*
7. ***Macdonald S. and Maclntyre P. (1997),****Employee Assistanc Quarterly, The Generic Job Satisfaction Scale:Scale Development and Its Correlates, Vol. l3 No.2.*

Corresponding Email:megha2807@rediffmail.com
robin.neema@gmail.com