



## **A STUDY ON THE INFLUENCE OF DEMOGRAPHICS ON JOB SATISFACTION WITH SPECIAL REFERENCE TO IT EMPLOYEES IN KERALA**

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### **INTRODUCTION**

Human resources certainly represent the most important resource in all industries. This is why, if the company wants to achieve its objectives, it is essential to pay maximum attention to the employees and attain the atmosphere which results in satisfaction and motivation. Therefore, the management has to perform a series of complex tasks in order to achieve employee motivation and satisfaction at work. Organisations are interested to identify the problem of job satisfaction because if understood, it helps to undertake the steps for improving efficiency and creativity, quality of work life, competitive advantage and finally leading to job satisfaction. In order to have a satisfaction with the job, we need to define our own limitations, secure various choices, adjust work and private life, set new challenges, define objectives clearly, improve and develop new skills, cooperate with others and assist them. But one should have in approach that no theory is good enough to envisage what will satisfy one may be different for others.

Job Satisfaction is regarded as essential fact which guides us concerning fulfilling a goal. That is a complex phenomenon which channels human behaviour. Several motivation theories provided basic answers, such as, what triggers human activity (motives) and how the motivation route comes into being. They are divided corresponding to the content and

processes, depending on the fact whether they were looking for answers to what motivated people or how the motivation process came induces job satisfaction. Work motivation and job satisfaction is a intricate set of influences which make one start working and keep the job on a specific post within the organization. From a personal point of view, that is an inner state which leads to goal realization while being influenced by numerous factors.

## REVIEW OF LITERATURE

**Snežana Urošević, Nenad Milijić (2012)** examined the factors influencing human resource management and progress is becoming more important due to the fact that a man has gained a new place and a new role in all social developments and in their management. The sheer employees' characteristics, i.e., demographic factors, likewise the organisational factors, have a certain influence in this area. By adequate perception of both demographic factors and their influence, it is possible to apply measures to make the employees satisfied and motivated. This paper points out such pulls on the employees' satisfaction and motivation. Also, the interaction of specified demographic factors is presented, such as the professional qualification, years of working experience and age, onto employees recognizing fulfillment and motivation and onto respective consequences.

**Ali, B. J., & Anwar, G. (2021)** investigated and discussed a review of the demographic factors influencing on employee motivation and employee satisfaction and rewards. Human Resource Management is getting more important in the business currently, because people and their wisdom are the most important views affecting the yield of the company. One of the main attributes of Human Resource Management is the measurement of employee satisfaction. Companies have to make sure that employee satisfaction is high including the workers, which is a condition for increasing productivity, responsiveness, quality, and gratitude service.

**Prapti Dhanshetti (2021)** investigated and discussed Information Technology sector has become one of the important parts of India's economic growth with around 4.36 million employees as per NASSCOM report 2020. Job satisfaction of employees is the major challenge for the formations today as satisfied employee work more efficiently leading to increase in production, lower absence, increase in loyalty and more committed employees, hence IT sector which is one of the main sectors with millions of people working are focusing more on retaining of skilled employees. Job satisfaction & IT industry are most generally researched by many investigators but the review of research since both IT sector & Job satisfaction is lacking. This research paper is the review of literature on job satisfaction of employees exactly working in IT sector.

**Brikend AziriJob (2021)** satisfaction represents one of the most complex areas facing today's managers when it comes to managing their employees. Many studies have verified a remarkably large impact on the job satisfaction on the motivation of workers, while the level of motivation has an impact on productivity, and hence also on accomplishment of business

organizations. Unfortunately, in our region, job satisfaction has not still received the proper attention from neither scholars nor managers of various business organizations.

## **STATEMENT OF THE PROBLEM**

Job satisfaction is termed as the point of satisfaction employee's perception with their job. This goes further than their daily duties to face satisfaction with team associates/managers, satisfaction with managerial policies, and the idea of their job on employees' personal lives. It's important to remember that job satisfaction varies from operative to employee. In the same workplace under the same situation, the factors that help one employee feel good about their job may not apply to another employee. For this reason, it is must to have a multidimensional method to employee satisfaction, covering the following topics such as the challenging nature of work, pushing employees to new heights. A level of convenience (short commutes, access to the right digital instruments, and flexible hours), regular appreciation by the immediate superior and the organization as a whole. job satisfaction as any pattern of psychological, physiological, and environmental conditions that cause a person to honestly say that they are satisfied with a job. Job satisfaction refers to whether an employee is cheerful with their job. This could be based on their salary, their relationship with their manager and other workplace elements important to them. Job satisfaction is comparable but different from employee engagement, which describes an employee's excitement, enthusiasm and loyalty to the work and is a strong indicator of increased productivity, profitability and satisfied customers. Competitive pay, which employees continue a good quality of life. The ability of career progression in synchronize with employees' personal progression targets. Job satisfaction is one of the needed parts for every employee. Our study focuses on to recognise the fact that whether the IT employees in Kerala are satisfied with the job environment do they have the job satisfaction.

## **SCOPE OF THE STUDY**

This study focuses on to the factors that the demographic factors that influence the job satisfaction level. So, we have focused on this study which have lot of opportunities in the behavioural science, and this is a wide scope of organizational behavioural area. where in people can focuses in study on what is essential for improving the productivity. How these demographic factors are influencing on their productivity will help them to understand the activities that they should apply in your organization to take to their efficiency level. If efficiency is desired in the company, job satisfaction must be improved. If the job satisfaction is improved, then the employees must be retained in the company for a long time period. In other words, the if there is no job satisfaction in the organisation then they will face so many problems in future such as high attrition rate so the employees will quit the job.

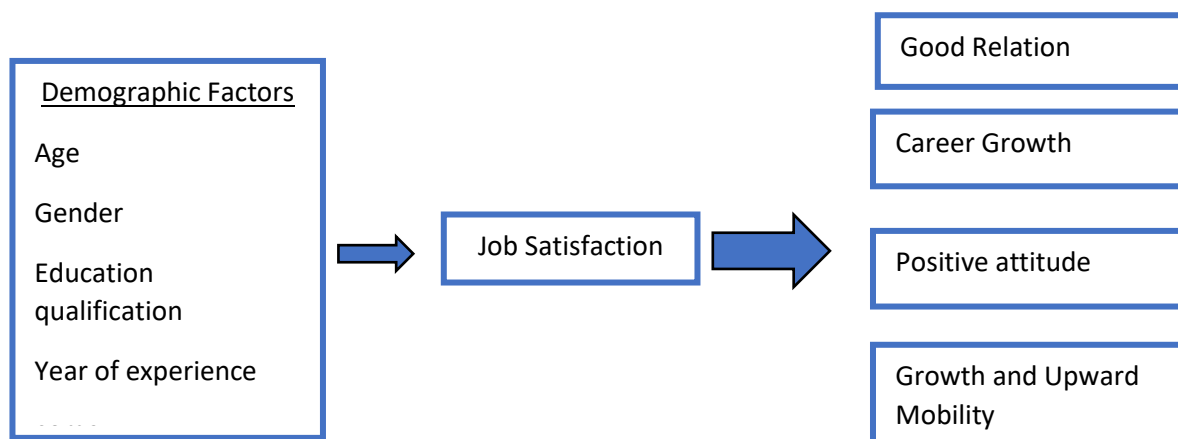
## **RESEARCH OBJECTIVES**

- To analyse the influence of demographic factors on job satisfaction among IT employees in Kerala.
- To gain knowledge and understand the most influencing demographic factors on job satisfaction.

## HYPOTHESIS

- H0:1 There is no significance difference between the age of the respondents and job satisfaction level.
- H:1 There is a significance difference between the age of the respondents and job satisfaction levels.
- H0:2 There is no significance difference between the gender of the respondents and job satisfaction level.
- H:2 There is a significance difference between the gender of the respondents and job satisfaction level.
- H0:3 There is no significance difference between the education qualification of the respondent and job satisfaction level.
- H:3 There is a significance difference between the education qualification of the respondents and job satisfaction level.
- H0:4 There is no significance difference between the year of experience of the respondents and job satisfaction level.
- H:4 There is a significance difference between the year of experience of the respondents and job satisfaction level.

## THEORITICAL FRAMEWORK



## RESEARCH METHODOLOGY

Descriptive Research has been used to conduct the study. Primary data was collected directly from the respondents. The samples were collected using Purposive Sampling technique. Questionnaires were used to collect information from the employees in Kerala. For this purpose, literature and previous studies were studied from reliable journals, studies, reports, websites. Likert scale was used for the survey as it provides a structured way of measuring respondents' opinion.

**TABLE 1**  
**Demographic Profile of the Respondents**

<b>Variables</b>	<b>Attributes</b>	<b>Count</b>	<b>Column N %</b>
<b>Age</b>	20-30	115	76.70%
	31-40	18	12.00%
	41-50	9	6.00%
	51-60	8	5.30%
	Above60	0	0.00%
	Total	150	100.00%
<b>Gender</b>	Male	66	44.00%
	Female	84	56.00%
	Others	0	0.00%
	Total	150	100.00%
<b>Educational Qualification</b>	Bachelor's Degree	73	48.70%
	Master's Degree	57	38.00%
	PHD Or Higher	5	3.30%
	Diploma Courses	15	10.00%

	Total	150	100.00%
<b>Year of Experience</b>	0	87	58.00%
	0-1	63	42.00%
	01 to 2	0	0.00%
	03 to 05	0	0.00%
	05 to 10	0	0.00%
	More than 10	0	0.00%
	Total	150	100.00%

Table 1 shows the demographic profile of the respondents. It gives a better understanding the presence of the respondents towards the employee motivation. It shows the majority (56%) of the females, with an age group of 20-30 (76.7%). Most of the respondents have bachelor’s degree and 57% have less than 1 year of experience.

**Table 2**  
**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.831	0.833	18

The reliability test was conducted to understand how strongly the variables were related to each other. The quality and consistency of the evaluation of variables can be assessed by using Cronbach’s Alpha test.

**Table 3**  
**KMO and Bartlett’s Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.765
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Bartlett's Test of Sphericity	Approx. Chi-Square	646.044
	Df	78
	Sig.	0

The KMO-Bartlett’s test is used to assess the sampling efficiency and determine whether the data utilised in the questionnaire are appropriate. The researcher can categorise or organise the survey items using the information provided by the sampling adequacy. The researcher can better understand the constructs by categorising the data set into interpretable elements after grouping the items that are being looked into. The sampling adequacy explains the strength of the correlation between a given item. From table 3 it is understood that the KMO value is 0.765 which is greater than the acceptance value i.e., (0.5). hence the results shows that the number of samples collected are sufficient and is accepted. This indicates that there is correlation existing in the data collected.

Here, the significance value is less than 0.05 which indicates that the correlation matrix is not an identity matrix and thereby the future exploratory factor analysis can be continued.

**TABLE 4**

**ANOVA**

- H0:1 There is no significance difference between the age of the respondents and job satisfaction level.
- H:1 There is a significance difference between the age of the respondents and job satisfaction levels.

**Age and factors**

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
AP1	Between Groups	0.159	3	0.053	0.518	0.67
	Within Groups	14.914	146	0.102		
	Total	15.073	149			
IN2	Between Groups	5.341	3	1.78	2.231	0.087

	<b>Within Groups</b>	116.499	146	0.798		
	<b>Total</b>	121.84	149			
<b>SU3</b>	<b>Between Groups</b>	7.646	3	2.549	3.659	0.014
	<b>Within Groups</b>	101.687	146	0.696		
	<b>Total</b>	109.333	149			
<b>SU4</b>	<b>Between Groups</b>	4.822	3	1.607	2.785	0.043
	<b>Within Groups</b>	84.252	146	0.577		
	<b>Total</b>	89.073	149			
<b>SA5</b>	<b>Between Groups</b>	6.712	3	2.237	2.549	0.058
	<b>Within Groups</b>	128.122	146	0.878		
	<b>Total</b>	134.833	149			
<b>WE6</b>	<b>Between Groups</b>	2.761	3	0.92	0.818	0.486
	<b>Within Groups</b>	164.332	146	1.126		
	<b>Total</b>	167.093	149			
<b>OC7</b>	<b>Between Groups</b>	3.251	3	1.084	2.204	0.09
	<b>Within Groups</b>	71.789	146	0.492		
	<b>Total</b>	75.04	149			
<b>AP8</b>	<b>Between Groups</b>	6.42	3	2.14	3.111	0.028
	<b>Within Groups</b>	100.44	146	0.688		
	<b>Total</b>	106.86	149			
<b>JS9</b>	<b>Between Groups</b>	1.302	3	0.434	0.746	0.526
	<b>Within Groups</b>	84.938	146	0.582		
	<b>Total</b>	86.24	149			
<b>WE10</b>	<b>Between Groups</b>	5.109	3	1.703	2.043	0.11
	<b>Within Groups</b>	121.724	146	0.834		
	<b>Total</b>	126.833	149			



SA11	Between Groups	8.009	3	2.67	3.509	0.017
	Within Groups	111.084	146	0.761		
	Total	119.093	149			
AS12	Between Groups	6.206	3	2.069	1.564	0.201
	Within Groups	193.127	146	1.323		
	Total	199.333	149			
AP13	Between Groups	1.057	3	0.352	0.489	0.69
	Within Groups	105.183	146	0.72		
	Total	106.24	149			
AP14	Between Groups	20.606	3	6.869	3.698	0.013
	Within Groups	271.187	146	1.857		
	Total	291.793	149			
SU15	Between Groups	1.091	3	0.364	0.548	0.65
	Within Groups	96.783	146	0.663		
	Total	97.873	149			
TD16	Between Groups	0.227	3	0.076	0.103	0.958
	Within Groups	107.166	146	0.734		
	Total	107.393	149			
AS17	Between Groups	1.349	3	0.45	0.722	0.54
	Within Groups	90.925	146	0.623		
	Total	92.273	149			
TD18	Between Groups	2.202	3	0.734	0.971	0.408
	Within Groups	110.391	146	0.756		
	Total	112.593	149			
JS19	Between Groups	2.645	3	0.882	0.896	0.445
	Within Groups	143.629	146	0.984		

	<b>Total</b>	146.273	149			
<b>AP20</b>	<b>Between Groups</b>	0.844	3	0.281	0.365	0.778
	<b>Within Groups</b>	112.489	146	0.77		
	<b>Total</b>	113.333	149			
<b>TD21</b>	<b>Between Groups</b>	1.524	3	0.508	0.761	0.518
	<b>Within Groups</b>	97.416	146	0.667		
	<b>Total</b>	98.94	149			
<b>LS22</b>	<b>Between Groups</b>	2.686	3	0.895	0.989	0.4
	<b>Within Groups</b>	132.174	146	0.905		
	<b>Total</b>	134.86	149			
<b>AP23</b>	<b>Between Groups</b>	2.563	3	0.854	1.361	0.257
	<b>Within Groups</b>	91.63	146	0.628		
	<b>Total</b>	94.193	149			
<b>TD24</b>	<b>Between Groups</b>	4.286	3	1.429	2.162	0.095
	<b>Within Groups</b>	96.487	146	0.661		
	<b>Total</b>	100.773	149			
<b>AP25</b>	<b>Between Groups</b>	4.48	3	1.493	2.083	0.105
	<b>Within Groups</b>	104.693	146	0.717		
	<b>Total</b>	109.173	149			
<b>AP26</b>	<b>Between Groups</b>	4.363	3	1.454	1.162	0.326
	<b>Within Groups</b>	182.73	146	1.252		
	<b>Total</b>	187.093	149			
<b>TD27</b>	<b>Between Groups</b>	1.784	3	0.595	0.726	0.538
	<b>Within Groups</b>	119.549	146	0.819		
	<b>Total</b>	121.333	149			
<b>LS28</b>	<b>Between Groups</b>	6.592	3	2.197	2.454	0.066

	<b>Within Groups</b>	130.748	146	0.896		
	<b>Total</b>	137.34	149			
<b>Incentives</b>	<b>Between Groups</b>	0.464	3	0.155	0.168	0.918
	<b>Within Groups</b>	134.576	146	0.922		
	<b>Total</b>	135.04	149			

Table 4 points out that there is no significance between the age and their job satisfaction. It is seen that p value is greater than the accepted level which 0.05. Here the p value is greater than 0.05, hence null hypothesis is accepted. therefore, there is no significance difference between the age of the respondents and job satisfaction level.

**Table 5**

**Gender**

- H0:2 There is no significance difference between the gender of the respondents and job satisfaction level.
- H:2 There is a significance difference between the gender of the respondents and job satisfaction level.

<b>ANOVA</b>						
		<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>AP1</b>	<b>Between Groups</b>	0.063	1	0.063	0.616	0.434
	<b>Within Groups</b>	15.011	148	0.101		
	<b>Total</b>	15.073	149			
<b>IN2</b>	<b>Between Groups</b>	0	1	0	0	0.988
	<b>Within Groups</b>	121.84	148	0.823		
	<b>Total</b>	121.84	149			
<b>SU3</b>	<b>Between Groups</b>	2.095	1	2.095	2.892	0.091

	<b>Within Groups</b>	107.238	148	0.725		
	<b>Total</b>	109.333	149			
<b>SU4</b>	<b>Between Groups</b>	0.006	1	0.006	0.01	0.919
	<b>Within Groups</b>	89.067	148	0.602		
	<b>Total</b>	89.073	149			
<b>SA5</b>	<b>Between Groups</b>	2.494	1	2.494	2.789	0.097
	<b>Within Groups</b>	132.34	148	0.894		
	<b>Total</b>	134.833	149			
<b>WE6</b>	<b>Between Groups</b>	2.904	1	2.904	2.618	0.108
	<b>Within Groups</b>	164.189	148	1.109		
	<b>Total</b>	167.093	149			
<b>OC7</b>	<b>Between Groups</b>	0.603	1	0.603	1.198	0.275
	<b>Within Groups</b>	74.437	148	0.503		
	<b>Total</b>	75.04	149			
<b>AP8</b>	<b>Between Groups</b>	0.399	1	0.399	0.555	0.458
	<b>Within Groups</b>	106.461	148	0.719		
	<b>Total</b>	106.86	149			
<b>JS9</b>	<b>Between Groups</b>	0.553	1	0.553	0.955	0.33
	<b>Within Groups</b>	85.687	148	0.579		
	<b>Total</b>	86.24	149			
<b>WE10</b>	<b>Between Groups</b>	0.974	1	0.974	1.145	0.286
	<b>Within Groups</b>	125.859	148	0.85		
	<b>Total</b>	126.833	149			
<b>SA11</b>	<b>Between Groups</b>	0.358	1	0.358	0.447	0.505

	<b>Within Groups</b>	118.735	148	0.802		
	<b>Total</b>	119.093	149			
<b>AS12</b>	<b>Between Groups</b>	4.295	1	4.295	3.26	0.073
	<b>Within Groups</b>	195.038	148	1.318		
	<b>Total</b>	199.333	149			
<b>AP13</b>	<b>Between Groups</b>	0.007	1	0.007	0.01	0.92
	<b>Within Groups</b>	106.233	148	0.718		
	<b>Total</b>	106.24	149			
<b>AP14</b>	<b>Between Groups</b>	0.987	1	0.987	0.502	0.48
	<b>Within Groups</b>	290.806	148	1.965		
	<b>Total</b>	291.793	149			
<b>SU15</b>	<b>Between Groups</b>	7.171	1	7.171	11.701	0.001
	<b>Within Groups</b>	90.702	148	0.613		
	<b>Total</b>	97.873	149			
<b>TD16</b>	<b>Between Groups</b>	0.016	1	0.016	0.022	0.884
	<b>Within Groups</b>	107.378	148	0.726		
	<b>Total</b>	107.393	149			
<b>AS17</b>	<b>Between Groups</b>	4.107	1	4.107	6.894	0.01
	<b>Within Groups</b>	88.167	148	0.596		
	<b>Total</b>	92.273	149			
<b>TD18</b>	<b>Between Groups</b>	1.466	1	1.466	1.952	0.164
	<b>Within Groups</b>	111.128	148	0.751		
	<b>Total</b>	112.593	149			
<b>JS19</b>	<b>Between Groups</b>	0.298	1	0.298	0.302	0.583

	<b>Within Groups</b>	145.975	148	0.986		
	<b>Total</b>	146.273	149			
<b>AP20</b>	<b>Between Groups</b>	0.789	1	0.789	1.038	0.31
	<b>Within Groups</b>	112.544	148	0.76		
	<b>Total</b>	113.333	149			
<b>TD21</b>	<b>Between Groups</b>	0.366	1	0.366	0.55	0.459
	<b>Within Groups</b>	98.574	148	0.666		
	<b>Total</b>	98.94	149			
<b>LS22</b>	<b>Between Groups</b>	0.468	1	0.468	0.516	0.474
	<b>Within Groups</b>	134.392	148	0.908		
	<b>Total</b>	134.86	149			
<b>AP23</b>	<b>Between Groups</b>	0.399	1	0.399	0.63	0.429
	<b>Within Groups</b>	93.794	148	0.634		
	<b>Total</b>	94.193	149			
<b>TD24</b>	<b>Between Groups</b>	0.194	1	0.194	0.286	0.594
	<b>Within Groups</b>	100.579	148	0.68		
	<b>Total</b>	100.773	149			
<b>AP25</b>	<b>Between Groups</b>	0.117	1	0.117	0.159	0.691
	<b>Within Groups</b>	109.056	148	0.737		
	<b>Total</b>	109.173	149			
<b>AP26</b>	<b>Between Groups</b>	0.861	1	0.861	0.684	0.41
	<b>Within Groups</b>	186.233	148	1.258		
	<b>Total</b>	187.093	149			
<b>TD27</b>	<b>Between Groups</b>	0.053	1	0.053	0.065	0.8

	<b>Within Groups</b>	121.28	148	0.819		
	<b>Total</b>	121.333	149			
<b>LS28</b>	<b>Between Groups</b>	0.032	1	0.032	0.034	0.854
	<b>Within Groups</b>	137.308	148	0.928		
	<b>Total</b>	137.34	149			
<b>Incentives</b>	<b>Between Groups</b>	0.141	1	0.141	0.154	0.695
	<b>Within Bands</b>	134.899	148	0.911		
	<b>Total</b>	135.04	149			

Table 5 points out that there is no significance between the gender and their job satisfaction. It is seen that p value is greater than the accepted level which 0.05. Here the p value is leaser than 0.05 i.e p value is 0.01 hence null hypothesis is rejected. therefore, there is significance difference between the gender of the respondents and job satisfaction level.

### Education Qualification

- H0:3 There is no significance difference between the education qualification of the respondent and job satisfaction level.
- H:3 There is a significance difference between the education qualification of the respondents and job satisfaction level.

This points out that there is no significance between the education qualification and their job satisfaction. It is seen that p value is greater than the accepted level which 0.05. Here the p value is greater than 0.05, hence null hypothesis is accepted. therefore, there is no significance difference between the education qualification of the respondents and job satisfaction level.

### Year of Experience

- H0:4 There is no significance difference between the year of experience of the respondents and job satisfaction level.

- H:4 There is a significance difference between the year of experience of the respondents and job satisfaction level.

This points out that there is no significance between the year of experience and their job satisfaction. It is seen that p value is greater than the accepted level which 0.05. Here the p value is greater than 0.05, hence null hypothesis is accepted. therefore, there is no significance difference between the education qualification of the respondents and job satisfaction level.

## CONCLUSION

The research study focuses to identify the influence of demographic factors on the job satisfaction level of employees in IT industry in Kerala. To identify the impact of demographic factors affecting job satisfaction Anova test was conducted. Since the study was small scale, the data was examined to find out if the research met the require sampling adequacy that allowed a good fit of a structure using factor analysis, for this purpose bartlett's test for corelation adequacy and the KMO sampling adequacy test was used. In this research study the most influencing in demographic factors is education qualification, age, year of experience on job satisfaction. In these factors are major role in job satisfaction and thus will maintain to increase quality of work life balance and job commitment. The gender in demographic factor is not influencing on job satisfaction so, there is no relationship between gender and job satisfaction.

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