

A focus into job satisfaction: A comparative psychosocial probe of selected correlates among the employees of marketing sector.

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Abstract

The present study was conducted to deals with gender difference in job satisfaction among the employees of marketing sector. Attempts were also made to assess their subjective sense of well being, interpersonal relationship, level of happiness and coping style. The sample size was 50 divided into 2 groups (male- 25 and female- 25). Each group was consisted respondents age ranging between 22-35 years and having minimum 2 years of job experience. The data were collected from marketing sector employees of different Multinational Company. Job satisfaction scale, Subjective well being inventory, interpersonal relationship inventory, Oxford happiness inventory and coping checklist II were administered to assess the level of job satisfaction, subjective sense of well being, quality of interpersonal relationship, level of happiness and coping style. It is revealed that both male and female marketing sector employees are equally satisfied to their job. Significant difference in job satisfaction between the two groups is not revealed in the present study of investigation. Furthermore, job satisfaction is not found to be significantly correlated with all of the selected psychosocial variables for the present sample of study. The results of the present study can be fruitful for further research studies.

Keywords: Job Satisfaction, Gender Difference, psychosocial correlates, marketing sector employees.

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The concept of job satisfaction has been developed in many ways by many different researchers and practitioners. One of the most widely used definitions in organizational research is that of Locke (1976), who defines job satisfaction as "a pleasurable or positive emotional state resulting from the appraisal of one's job or job experiences" (p. 1304)(Locke,E.A. (1976). Others have defined it as simply how content an individual is with his or her job; whether he or she likes the job or not (Spector, P.E. (1997). It is assessed at both the global level (whether or not the individual is satisfied with the job overall), or at the facet level (whether or not the individual is satisfied with different aspects of the job). Spector (1997) lists 14 common facets: Appreciation, Communication, Coworkers, Fringe benefits, Job conditions, Nature of the work, Organization, Personal growth, Policies and procedures, Promotion opportunities, Recognition, Security, and Supervision).

A more recent definition of the concept of job satisfaction is from Hulin and Judge (2003), who have noted that job satisfaction includes multidimensional psychological responses to an individual's job, and that these personal responses have cognitive (evaluative), affective (or emotional), and behavioural components (Hulin, C. L., & Judge, T. A ,2003). Job satisfaction has increasingly made in-roads in the labour economics literature in recent years mainly due to the introduction of subjective measures imported from the field of psychology (Clark, 1997; Sloane and Williams, 2000; Long, 2005). Job satisfaction allows economists to investigate individual well-being in the workplace, alongside traditional labour market research areas such as gender wage differentials and unemployment. According to Clark (1997: 189), "the analysis of job satisfaction may give us a number of insights into certain aspects of the labour market". One specific area of investigation is the study of differing levels of reported job satisfaction by gender. Practically all studies (Clark, 1997; Sloane and Williams, 2000; Sousa-Poza, Alfonso and SousaPoza, Andrés A. 2003; Long, 2005) have shown that females possess higher levels of job satisfaction compared to males, a puzzling outcome when one considers the existence of gender wage differentials in favour of males, as well as occupational segregation by gender, with women occupying jobs with 'lower' prestige. There exist a number of theories as to why females possess higher levels of job satisfaction. These include the role of expectations, a possible difference in work 'values' and female selection into employment. Several research being studied in the field of Job Satisfaction, show that there are gender differences in job satisfaction. It has been studied that though women's role at work are lesser in position and pay, they have lesser complains of dissatisfaction at work. Job Satisfaction depends on the job characteristics, family responsibility and personal expectation of the employees (Flarencis et. al , 2010). A lot of studies state that women face greater work load stress leading to a lower overall satisfaction compared to men. There is a significant gen der difference seen in time management, organisational support, job pressures and pay and increment (Hodson Randy, 1989). The employees' personality and attitude towards women and their growth in the company matter a lot in experiencing a higher job satisfaction as it will not make a difference in one's job satisfaction if being supervised by a woman (Belsky et.al, 1985).

There has been a recent interest in exploring factors influencing job satisfaction with a specific focus on gender differences. Clark (1997) used a large-scale survey to test the proposition that men and women in identical jobs should be equally satisfied. Study results reported that the average job for females was lower in stature and income than for males, yet females reported higher levels of job satisfaction. Sousa-Poza and Souza-Poza (2003) report similar findings from a national household panel survey in the Britain. In a study among women working in the private banking sector, Metle (2001) found that job satisfaction declines with increasing levels of education. Metle (2001) argues that higher levels of education tend to increase employee goal and income expectations. Women participating in the study reported gender discrimination in seniority and qualifications. Men and women working in gender-balanced groups have higher levels of job satisfaction than those who work in homogeneous groups. Employees who work in groups comprised of mostly men tend to show the lowest levels of job satisfaction, and those working in groups of mostly women fall in the middle of the gender-balanced and mostly-men groups (Fields & Blum, 1997). Pook, Füstös, and Marian (2003) surveyed 932 employees in Eastern Europe to explore the impact of gender bias on job satisfaction. Results suggest that women are less likely to receive help from their managers toward advancement and are less satisfied than men with the work they performed. This may be the result of being assigned less-challenging tasks, non-commensurate with their backgrounds. Using data from the U.S. National Study of the Changing Workforce, Bender, Donohue, and Heywood (2005) report that overall women have higher job satisfaction than men and have higher job satisfaction in workplaces dominated by women. However, men and women value job flexibility differently, and once this difference is controlled for, gender composition in the workplace plays no role in determining job satisfaction of women. The term market sector is used in economics and finance to describe a part of the economy. It is usually a broader term than industry, which is a set of businesses that are buying and selling such similar goods and services that they are in direct competition with each other (Fidelity learning sector). Analysts divide the stock market itself into market sectors so that shares of companies that are in direct competition are listed alongside each other. In the bond market it refers to the division of the market by the type of issuer. The term is also used in marketing to describe sections of the mass market that can be specifically targeted in advertising campaigns. In this context it is correctly called Market segment.

The present study was conducted to focus on gender difference in job satisfaction among the employees of marketing sector. Attempts were also made to assess their subjective sense of well being, interpersonal relationship, level of happiness and coping style and the relationship of these psychosocial correlates with the level of job satisfaction.

Hypothesis:

1. There is a significant difference between the mean of male and female marketing sector employees in the level of job satisfaction.
2. There is a significant difference between the mean of male and female marketing sector employees in the interpersonal relationship.
3. There is a significant difference between the mean of male and female marketing sector employees in subjective sense of well being.

4. There is a significant difference between the mean of male and female marketing sector employees in the level of happiness.
5. There is a significant difference between the mean of male and female marketing sector employees in the coping style.
6. There is a significant correlation between job satisfaction and interpersonal relationship among the employees working under marketing sector.
7. There is a significant correlation between job satisfaction and sense of well being among the employees working under marketing sector.
8. There is a significant correlation between job satisfaction and level of happiness among the employees working under marketing sector.
9. There is a significant correlation between job satisfaction and coping style among the employees working under marketing sector.

Research design:

Stimulus variable/s : Gender Differences (Male and Female)

Response variable/s: Job satisfaction, Sense of well being, Interpersonal relationship, Happiness, Coping

This existing study is descriptive in its nature. Well, descriptive research can be defined as describing some particular situation, some phenomena or something. Descriptive researches are those which define the current situation instead of inferring and making judgments (Creswell, 1994). The core goal of the descriptive research is to verify the developed hypotheses that reveal the current situation. This kind of research offers information about current scenario and emphasis on the elements that effect the job satisfaction. Furthermore, the current research is comparative in nature, evaluating the Gender differences in Job Satisfaction experienced by male and female employees of marketing sector.

Method

Participants:

In order to gather data for understanding job satisfaction, a sample of 50 respondents was asked to take part in a self-administered questionnaire. The respondents for the current study were marketing sector employees. The total size of the sample was 50 and divide into two groups of gender (male- 25, female-25). The present research uses a non-probability sampling technique that is convenience sampling. Convenience sampling is a procedure that gains and gathers the appropriate information from the unit of study or sample that are suitably accessible (Zikmund, 1997).

Materials:

1. Job satisfaction was measured using job satisfaction scale. The scale consisted of 34 items. The answer categories for each of the items were agree (A), not sure (NS), disagree(D) and not applicable(NA). The split-half reliability coefficient of the scale is 0.81. The score range is 0-68.

2. Inter-personal relationship was measured by applying interpersonal relationship inventory. The scale consisted of 39 items and these items are divided into 3 domains such as social support, reciprocity and conflict. The test retest reliability for one 2 weeks is found to be 0.91(social support), 0.84(reciprocity) and 0.81(conflict).
3. Sense of well being was measured by applying subjective well being inventory. The scale consisted of 40 items and can be scored by attributing the values 3, 2 and 1 to response categories of positive items and 1, 2 and 3to the response categories of negative items. The minimum and maximum scores that can be obtained are 40 and 120. The test retest reliability for one month is found to be 0.91.
4. Level of happiness was measured using oxford happiness inventory (1980s). This inventory consisted of 29 items and each item having four incremental levels of response, numbered from 0 to 3. The items receive the score same as the response given by the subjects, for e.g., response of 1 gets a score of 1. The higher score denotes the higher level of happiness. The score ranges between 0-57. The alpha reliability for the test is found to be 0.92.
5. Coping was measured by coping checklist II. The test retest reliability for a period of one month is 0.74 and the internal consistency is 0.76.

Statistical tool:

Descriptive statistics and correlation statistics were done using SPSS (version 16.0).

Result

Table 1: The difference in mean (M), standard deviation (SD) and ‘t’ values between male and female marketing sector employees for selected variables. (n=50, male=25, female=25).

Variables	Male		Female		t
	M	SD	M	SD	
JOB SATISFACTION	33.8	9.60	33.84	10.01	0.014
INTERPERSONAL RELATIONSHIP	147.96	5.28	139.80	8.68	4.013**
SENSE OF WELL BEING	70.44	6.69	69.32	11.06	0.433
HAPPINESS	49.68	5.19	46.64	5.32	2.044**
COPING	13.88	5.39	17.88	5.68	2.551**

**p<0.01, *p<0.05

Table 2 the Product moment correlation coefficient value between job satisfaction and other variables for the total group.

Variables	‘r’
Job satisfaction-interpersonal relationship	0.176
Job satisfaction-sense of well being	0.113
Job satisfaction-level of happiness	0.007
Job satisfaction-coping	0.069

**p<0.01, *p<0.05

Discussion:

At a very general level, marketing is broadly about finding out what customers want, then setting out to meet their needs through promoting and selling products and services. Marketing as a discipline is made up of a number of components such as market research, product and service development, price setting, advertising and other forms of promotion, distribution and selling. The complexity of the marketing sector is reflected in the wide range of job titles, roles and career paths available. An in-house role means you are effectively working on the organization's marketing whether that be for a specific brand/product line or for the company overall. Particularly in smaller companies these roles can be quite broad and involve elements of planning, promotion, market research, media relations and advertising and PR. An agency based position offers the opportunity to specialize in a particular 'type' of marketing early in your career. Marketing careers can be developed in a number of ways: by specializing in a marketing function such as research, communications, brand management; or in a type of marketing, such as product, service, consumer or business to business; or within a sector, such as fast moving consumer goods, financial services, public, not for profit or entertainment; or in a marketing consultancy or agency, developing marketing strategies and campaigns for clients or providing expertise on a specific aspect of marketing, such as sales promotion.

The present study was conducted to focus on gender difference in job satisfaction among the employees of marketing sector and on the basis of the present result it is observed that there is no gender difference in job satisfaction among the employees of marketing sector. The mean of job satisfaction of the two sexes i.e. male and female are found to be very close of each other so that the result of the present study of investigation explores that both the male and female employees of marketing sector experience the same level of satisfaction to their job. In case of sense of well being the similar result has been found in the present study. In case of interpersonal relationship, level of happiness and coping the result focuses on different shade of light. It is observed that the male and female employees are found to differ significantly in interpersonal relationship, level of happiness and coping. Furthermore, the mean of male employees are found to be greater in case of interpersonal relationship and level of happiness which indicate that the male employees are more happy in their lives than the female employees and in case of interpersonal relationship the quality of interpersonal relationship of male employees are quite better than the female employees. In the present study of investigation job satisfaction is found not be significantly correlated with any of the selected psychosocial correlates which indicates the process of maintain the personal life and professional life are distinctively well operated by the employees of marketing sector. Furthermore, the determinants of job satisfaction among the employees of marketing sector are not determined by the psychosocial aspects rather the job related factors are more responsible in that determination.

Conclusion:

1. There is no significant difference between the mean of male and female marketing sector employees in the level of job satisfaction.
2. There is a significant difference between the mean of male and female marketing sector employees in the interpersonal relationship.
3. There is no significant difference between the mean of male and female marketing sector employees in subjective sense of well being.
4. There is a significant difference between the mean of male and female marketing sector employees in the level of happiness.
5. There is a significant difference between the mean of male and female marketing sector employees in the coping style.
6. There is no significant correlation between job satisfaction and interpersonal relationship among the employees working under marketing sector.
7. There is no significant correlation between job satisfaction and sense of well being among the employees working under marketing sector.
8. There is no significant correlation between job satisfaction and level of happiness among the employees working under marketing sector.
9. There is no significant correlation between job satisfaction and coping style among the employees working under marketing sector.

Limitation of the study:

1. Respondent's opinions are dynamic; they keep changing from time to time.
2. Some of the respondents might not have given the actual information due to fear of being disclosed.
3. The study was conducted with the limited number of respondent due to time constraint.
Practical implications

Findings of the study provide institutional leaders administrators, and human resources professionals with key information that would enable them to recruit, reward, promote, and retain male and female employees. The finding would also enable the governing body of company to address the issues concerning the gender aspects and job satisfaction accordingly that may affect the amount of productivity.

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