



JOB SATISFACTION: A COMPARATIVE STUDY BETWEEN INFORMATION TECHNOLOGY INDUSTRY AND AUTOMOBILE INDUSTRY

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Abstract: *Job Satisfaction is most indispensable factor for long term survivability of organization. Management has to play a crucial role in improving Job satisfaction among the employees. This study focuses on study of Job Satisfaction in IT industry and Automobile industry. The researches were conducted among 602 employees from Automobile and Information Technology Industries in Pune city with the help of questionnaire. Data has been analyzed with the help of SPSS package. Result shows that IT employees are more satisfied and motivated than Automobile employees.*

Keywords: *Job satisfaction, work motivation, information technology, automobile industry.*

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1) INTRODUCTION:

The most important part of our life is to do some or other work related to one's career. Most of our life is occupied by this activity. Generally from our college life we engaged ourselves with career or profession and slowly it becomes passion of our life. In career life sometimes work gives us positive reaction and sometimes it gives negative reaction. These reactions are nothing but job satisfaction and dissatisfaction. Job dissatisfaction is interpreter of leaving the job.

The term Job satisfaction is define employee's level of happiness and their desire to work. Many factors are responsible for employee's job satisfaction level some are their work itself, their compensation packages, industry benefits, recognition of work, providing employee perks, welfare facilities, organizational climate and moreover organizational philosophy.

The most important constraint in our life to achieve a career goal is nothing but motivation. It is enthusiasm and strength of mind by means of a manner of anticipation that pilot one to keep trying to arrive at bigger elevation is does not matter what possibility of their life be it personal or professional. Motivation can also be considered as whatsoever it takes to support employees to achieve by satisfying their needs. Most important motivational factor is money assert by Akintoye (2000). Abraham Maslow (1943) stated that motivation can be achieved by fulfilling needs. Needs can be categorized by physiological needs to self-actualization needs.

Organizational success is its employee's success stated by Carlyle's in Great Man Theory (1888). This theory suggests that employees are important for organization and it is also important that employees should be satisfied, motivated and productive. Job Satisfaction and Work Motivation have great influence on performance of employees as well as organization. Thus this two variables are undoubtedly most important factors for research.

2) REVIEW OF LITERATURE:

2.1) Job Satisfaction:

Crities (1985) has differentiated between Job Attitude and Job Satisfaction. According to Crities job satisfaction is depend upon some features of job such as duties, task, working condition collectively called as Job Attitude. Job Satisfaction is set of positive or negative feelings about job with employees are associated stated by Keith Davis & John W Newstron (2002). Tobay Marshall Egan, Baiyin Yang, Kenneth R Bartlett (2004) examined effect



organizational learning culture and job satisfaction on motivation to transfer learning and turnover intention. Their study focused on sample of Information Technology Industries from U.S. They examined relationship between organizational cultures, job satisfaction, organizational outcome were variables. Result came from this study that IT employees are associated with learning organizational culture with job satisfaction and motivation to transfer learning. Organizational learning and job satisfaction was negatively influenced by turnover intention. Thakor M.V and Joshi A. W (2005) suggest that success of any organization is depending upon job satisfaction and positive participation of employees in their work. Organizational success is depends upon employees performance, organizational liability, acquiring new skills of job, physical as well as mental health and motivation. Concept of honeymoon effect and hangover effect in relation to job satisfaction is given by W.R.Boswell, J.W.Boudream and J.Tichy(2005).According to them compare with dissatisfaction in old job, employees enjoy high level of satisfaction with new job called as honeymoon effect while followed by a refuse in satisfaction level in job called the hangover effect.

2.2) Work Motivation:

Motivation is nothing but power that allow a person to force towards achieving certain goal. Dunneffe, Hough and Traindis (1990) declared that motivation is a tag of determinants of alternatives to start attempt on a definite task the alternative to enlarge a definite quantity of effort and the alternative to carry on the efforts above a phase of time. Anonymous (2010) stated that motivation has two dimensions. One is from managers point of view, making employees work better, more efficiently & effectively. Other dimensions are from employee's point of view, "enabling employees to do their job in best way with enjoyment and desire." Pinder (1998) stated motivation is nothing but influence of environmental condition and personal inborn belief on his work behavior. Motivation is a set of inner and outer forces that generate job associated behavior that conclude its form, intensity, direction and duration.

2.3) Job Satisfaction and Motivation:

From much previous research it is believed that there is relationship exists between Job Satisfaction and Work Motivation. Motivation helps employees to achieve job satisfaction which results in improve productivity, performance of workforce and there by improve



organizational profitability. Herzberg (1966) had given fundamental relationship between job satisfaction and motivation. He had given two factor theory or motivator-hygiene theory. Moncrief(2010) examine that job satisfaction and work motivation has been affected by economic factors. According to employee needs employer should plan, rewarding, encouraging, economic tools, undoubtedly economic tools are ways of increasing employees work motivation and job satisfaction. YasmineOraman (2011) studied on effective dynamic of work motivation and job satisfaction of textile industry workforce. In investigate the success of psychosocial, economic, organizational and managerial tools above employee's motivation in stipulation of keeping the motivation and job satisfaction of employees in organization. He moved towards with winding up that economics tools by employee are certainly and drastically associated to the intensity of motivation boost apparent by the employee. Second regression model acting a significant part in shaping the stage of job satisfaction apart from economic and psychological tools and has an optimistic outcome on emergent employee motivation with implementation approved to amplify employee's satisfaction.

3) RESEARCH METHODOLOGY:

3.1) Statement of Problem:

To compare job satisfaction level among IT and Automobile industries.

3.2) Objective of study:

The present paper aims to explore relationship between work motivation and job satisfaction of an IT industries as well as Automobile Industries. The objectives of study are

1. Find out the correlation between work motivation and job satisfaction.
2. Find out the difference between IT industry and Automobile industry regarding job satisfaction.

3.3) Hypothesis

1. H_0 : There is significant difference between IT industry and Automobile industry regarding job satisfaction.
2. H_a : There is no significant difference between IT industry and Automobile industry regarding job satisfaction.



3.4) Research Sample:

The researcher has collected data from 301 employees from IT industries and 301 employees from Automobile industries from Pune city.

3.5) Data Collection :

Primary data collected from various automobile industries and IT industries from Pune city. Data has been collected from researcher through structured questionnaires.

3.6) Tools :

Questionnaire method used for data collection. Job Satisfaction Scale developed by Hardeo Ojha is used for data collection. Job satisfaction questionnaire contains 21 questions and all are 5 point Likert scale ranging from 5 to 1.

4) RESULT & DISCUSSION:

Table I

Pearson product – Moment Correlation between Job Satisfaction & Work Motivation

	N	Correlations
Job Satisfaction	602	0.056
Work Motivation		

Appropriate statistical test have been performed keeping in view the nature & level of measurement of variables. Some demographic variables also discussed. The Pearson product moment correlation of 602 respondents is given in table I. The correlation between Job Satisfaction & Work Motivation was 0.056. It is not significant. It means that both factors are not correlated in this study. In fact if the employees are motivated they do better job & got more satisfaction from their job.

Table-II

Age and Job Satisfaction

Age of Respondents	Mean of Job Satisfaction	N.
21 to 25	80.64	98
26 to 30	78.15	318
31 to 35	81.01	168
40 to 45	75.65	16
41 to 44	77.5	2



In this study demographic variables are age, education & gender included for research.. These factors relationship with Job Satisfaction was calculated. Age of respondents divided into four categories & their mean of Job Satisfaction was calculated. It was given in above chart.

From above chart it was found that there was little difference between age & Job Satisfaction. But the respondents from 31 to 35 age group are more satisfied. (Mean = 81.01).

Table II does not properly reflect correlation between age group and job satisfaction as the first slab of age group (21yrs -25 yrs) which show slight increase in satisfaction as compared to second slab(26 yrs-30 yrs) but there is marked increase in level of satisfaction between third slab(31yrs -35 yrs) and again there is reduction in job satisfaction level. Hence these variations in levels of satisfaction throughout the table and no particular trend is followed as per age group, neither the job satisfaction is in descending order of age group nor it is in ascending order. Hence this comparison does not establish any concrete conclusion in comparison between age group and job satisfaction.

Table III
Education and Job Satisfaction

Sr.No.	Qualification	Mean of Job Satisfaction	N
1	B.Sc/BCA	84.00	12
2	B.E./B.Tech	78.57	289
3	B.A./B.Com/BBA	78.47	30
4	Diploma	79.96	25
5	M.Sc/MCA/MCM	79.97	48
6	M.E./M.Tech	77.30	44
7	MBA/M.Com	79.50	137
8	C.A.	75.29	07
9	PG. Diploma	77.80	10
	Total	78.90	602

Education of respondents divided into nine categories & their mean of Job Satisfaction was calculated. It was given in chart. The above Table III Education and Job Satisfaction reflects that job satisfaction is higher as compared to other groups as they are getting maximum benefits and their expectation levels is also low as compared to highly qualified people because they have higher expectation and their job satisfaction is slightly lower.



Table IV
Independent Sample t Test
Gender difference on Job Satisfaction

	N	Mean of Job Satisfaction	Std. Dev.	t Value
Male	499	78.13	8.646	4.807
Female	103	82.64	8.670	

**** P<0.01**

A third demographic variable was gender. Gender differences on Job Satisfaction were calculated. Independent Sample t Test was given in following chart. Mean, Std Dev and t Value was calculated. t value was 4.807 and it is significant at point .01 level. It means that females are more satisfied with their job than male. Generally females have more satisfaction level than male due to maternity benefits, work from home facility, female having same chance of growth and promotion as compared to male, free work culture.

Table V
Comparison between IT and Automobile Industry

	Industry type	N	Mean	Std. dev	Std.Error Mean	t
Job Satisfaction	IT	301	80.62	8.910	.514	4.874
	Automobile	301	77.19	8.375	.483	

**** P<0.01**

Respondents for this study are from IT and Automobile Industry. An independent sample t test is performed to compare if Job Satisfaction differs between IT and Automobile Industry. The results show that there is significant difference between IT and Automobile Industry regarding Job Satisfaction. Table V shows the mean & t value for IT and Automobile Industry regarding Job Satisfaction. For Job Satisfaction mean for IT industry is 80.62 and SD is 8.91 t value is 4.874, which is significant at .01 levels.

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accept first hypothesis that there is a significant difference between IT & Automobile industry regarding employees Job Satisfaction. IT sector is highly competitive & where the projects are time bound. IT sector employees are highly qualified & they take that type of Salaries and more facilities than Automobile Sector. If IT sector employees fulfill management's expectations they get more facilities & benefits. In Automobile industries employees have not this type of benefits. Therefore IT sector employees Job Satisfaction is more than Automobile Sector.

CONCLUSIONS:

The conclusions determined by the results of this research that employees from IT industries are more satisfied than Automobile industries. Generally following factors are responsible for high level of job satisfaction in IT industry. a) Job security. b) Free work culture. c) Attractive pay scale. d) Paternity benefits. e) Work from home facility. f) Flexible working hours. g) Onsite opportunities h) Policies of Compensation and Benefit j) work task factors k) Promotion and Career Development l) Relationship with Supervisor m) recreational activities n) Monitor Performance and Reward for Contribution o) Organization Development p) Leadership Styles.

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