



## A STUDY ON INFLUENCE OF DEMOGRAPHIC PROFILE OF EMPLOYEES ON THE PERCEPTION TOWARDS EMPLOYEE SATISFACTION LEVEL

**N.SORNAKUMARI**

*Assistant Professor, Dept of Commerce (SFS), Madras Christian College, Chennai, Tamilnadu, India.*

### Abstract

The researcher considered the demographic variables of employees, namely age, gender, marital status, social status, religion, number of dependents, place of residence, distance in km from work place, dwelling status, education, present position, experience, income, status of the spouse and type of branch. The significant differences between these groups are demographic variables are clearly expressed in the form of one way analysis of variance.

**Keywords:** Demographic Profile, Employees, Perception, Satisfaction level.

### INTRODUCTION

Job satisfaction has been taken as dependent variable. Independent variables are job aspects environment, skill, management, authority, job security, encouragement, training course, relationship in job environment, salary, working hours, stress and preference factor. The main purpose of the study is to identify the levels of job satisfaction among employees of retail sector bank and the factors contributing to job satisfaction.

### OBJECTIVES

The present study is aimed at finding out perception of employees through different dimension and density of satisfaction levels. More specifically we can furnish the objectives as follows

- To identify the influencing factors responsible for satisfaction or dissatisfaction of the bank employees.

### METHODOLOGY

Bank employees in this study refer to clerks, officers, and managers. To achieve the objectives of the study 240 surveys were sent (through questioners) to 15 retail sector banks situated in districts of Chennai. Therefore all the questionnaires were returned having response rate of 100%. The questionnaire using 5-Scale Likert (1 Strongly satisfied, 2 Satisfied, 3 Neutral 4 Strongly dissatisfied 5 Dissatisfied) design to test the impact of all the variables.

### INFLUENCE OF AGE ON THE FACTORS OF EMPLOYEE SATISFACTION

The significantly different among the three age groups of employees, namely below 35 years, 36 to 45, and above 45 is identified in the form of one way analysis of variance.

**TABLE - 1**  
**ANALYSIS OF VARIANCE OF AGE**

S.No	Particulars	F	Sig.
1	Environment	1.500	.225
2	Skills and knowledge	3.490	.032
3	Management	.236	.790
4	Authority And Freedom	.595	.552
5	Job Security	4.169	.016
6	Encouragement	2.097	.125
7	Training Course	4.292	.015
8	Relationships In Job Environment	2.259	.106
9	Salary	2.036	.132
10	Working Hours	.269	.764
11	Stress/Problems	7.713	.001
12.	Preference &Importance	4.329	.014

Source : Computed data

From the above table it is found that the 'f' values of Skills & Knowledge (F=3.490, p=0.32), Job Security (F=4.169, p=0.016), Training course (F=4.292, p=0.015), Stress (F=7.713, p=0.001) and preference (F=4.329, p=0.014) are statistically significant at the 5 % level.

#### INFLUENCE OF GENDER ON THE FACTORS OF EMPLOYEE SATISFACTION

The significant differences among the employees based on gender, namely male and female is identified in the form of one way analysis of variance.

**TABLE - 2**  
**ANALYSIS OF VARIANCE OF GENDER**

S.No	Particulars	F	Sig.
1	Environment	2.616	.107
2	Skills and knowledge	7.115	.008
3	Management	1.408	.236
4	Authority And Freedom	.138	.711
5	Job Security	.920	.338
6	Encouragement	4.707	.031
7	Training Course	.572	.450
8	Relationships In Job Environment	.007	.932
9	Salary	6.369	.012
10	Working Hours	.880	.349
11	Stress/Problems	10.684	.001
12.	Preference & Importance	4.795	.029

Source : Computed data

From the above table it is found that the 'f' values of Skills & Knowledge (F=7.115, p=0.008), Encouragement (F=4.707, p=0.031), Salary (F=6.369, p=0.012), Stress (F=10.684, p=0.001) and preference (F=4.795, p=0.029) are statistically significant at the 5% level.

#### INFLUENCE OF MARITAL STATUS ON THE FACTORS OF EMPLOYEE SATISFACTION

The significant differences among the three groups of employees based on their marital status, namely married, unmarried and widow/widower is identified in the form of one way analysis of variance.

**TABLE - 3**  
**ANALYSIS OF VARIANCE OF MARITAL STATUS**

S.No	Particulars	F	Sig.
1	Environment	1.033	.357
2	Skills and knowledge	2.260	.106
3	Management	6.518	.002
4	Authority And Freedom	4.692	.010

5	Job Security	1.221	.297
6	Encouragement	.216	.806
7	Training Course	.603	.548
8	Relationships In Job Environment	5.167	.006
9	Salary	.610	.544
10	Working Hours	.726	.485
11	Stress/Problems	1.589	.206
12.	Preference &Importance	1.738	.178

Source : Computed data

From the above table it is found that the 'f' values of Management (F=6.518, p=0.002), Authority & Freedom (F=4.692, p=0.010) and Relationships in Job Environment (F=5.167, p=0.006) are statistically significant at the 5 % level

#### **INFLUENCE OF SOCIAL STATUS ON THE FACTORS OF EMPLOYEES SATISFACTION**

The significant differences among the five groups of employees based on their social status, namely OC, BC, MBC, SC and ST is identified in the form of one way analysis of variance.

**TABLE - 4**  
**ANALYSIS OF VARIANCE OF SOCIAL STATUS**

Source : Computed data

<b>S.No</b>	<b>Particulars</b>	<b>F</b>	<b>Sig.</b>
1	Environment	1.414	.229
2	Skills and knowledge	9.294	.000
3	Management	7.007	.000
4	Authority And Freedom	1.793	.130
5	Job Security	2.141	.076
6	Encouragement	.966	.427
7	Training Course	1.691	.152
8	Relationships In Job Environment	3.552	.008
9	Salary	1.173	.323
10	Working Hours	3.170	.014
11	Stress/Problems	1.719	.146
12.	Preference &Importance	.190	.944

From the above table it is found that the 'f' values of Skills & Knowledge (F=9.294, p=0.000), Management (F=7.007, p=0.000), Relationships in Job Environment (F=3.552, p=0.008) and Working Hours (F=3.170, p=0.014) are statistically significant at the 5% level.

#### INFLUENCE OF RELIGION ON THE FACTORS OF EMPLOYEE SATISFACTION

The significantly different among the three groups of employees based on their religious status, namely Hindu, Christian and Muslim are identified in the form of one way analysis of variance.

**TABLE - 5**  
**ANALYSIS OF VARIANCE OF RELIGION**

Source : Computed data

S.No	Particulars	F	Sig.
1	Environment	2.988	.052
2	Skills and knowledge	1.932	.147
3	Management	2.651	.072
4	Authority And Freedom	.010	.990
5	Job Security	5.071	.007
6	Encouragement	.792	.454
7	Training Course	.965	.382
8	Relationships In Job Environment	2.054	.130
9	Salary	.123	.884
10	Working Hours	3.076	.048
11	Stress/Problems	1.478	.230
12.	Preference &Importance	.037	.963

From the above table it is found that the 'f' values of Environment (F=2.988, p=0.052), Job Security (F=5.071, p=0.007), and Working Hours (F=3.076, p=0.048) are statistically significant at the 5 % level.

#### INFLUENCE OF NUMBER OF DEPENDENTS ON THE FACTORS OF EMPLOYEE SATISFACTION

The significantly different among the four groups of employees based on the number of dependents namely below 3, 4 to 6, 7 to 9 and above 9 is identified in the form of one way analysis of variance.

**TABLE - 6**  
**ANALYSIS OF VARIANCE OF NO. OF DEPENDENTS**

S.No	Particulars	F	Sig.
1	Environment	.321	.726
2	Skills and knowledge	5.752	.004
3	Management	2.104	.124
4	Authority And Freedom	2.053	.130

5	Job Security	.605	.547
6	Encouragement	2.569	.078
7	Training Course	.442	.643
8	Relationships In Job Environment	1.291	.277
9	Salary	2.461	.087
10	Working Hours	.677	.509
11	Stress/Problems	2.344	.098
12.	Preference &Importance	1.146	.319

Source : Computed data

From the above table it is found that the 'f' values of Skills & Knowledge (F=5.752, p=0.004) is statistically significant at the 5 % level.

#### **INFLUENCE OF PLACE OF RESIDENCE ON THE FACTORS OF EMPLOYEE SATISFACTION**

The significantly different among the three groups of employees based on the residence, namely rural, urban and semi urban is identified in the form of one way analysis of variance.

**TABLE - 7**  
**ANALYSIS OF VARIANCE OF PLACE OF RESIDENCE**

<b>S.No</b>	<b>Particulars</b>	<b>F</b>	<b>Sig.</b>
1	Environment	.875	.418
2	Skills and knowledge	8.622	.000
3	Management	2.428	.090
4	Authority And Freedom	1.732	.179
5	Job Security	1.700	.185
6	Encouragement	1.318	.269
7	Training Course	7.080	.001
8	Relationships In Job Environment	1.933	.147
9	Salary	.872	.419
10	Working Hours	20.672	.000
11	Stress/Problems	2.138	.120
12.	Preference &Importance	.316	.729

Source : Computed data

From the above table it is found that the 'f' values of Skills & Knowledge (F=8.622, p=0.000), Training course (F=7.080, p=0.001) and Working Hours (F=20.672, p=0.000) are statistically significant at the 5 % level.

#### **INFLUENCE OF DISTANCE IN K.M FROM WORK PLACE ON THE FACTORS OF EMPLOYEE SATISFACTION**

According to distance from the workplace, the employees of the banks are divided into four groups. The employees of the first group (E1) have the distance of below 10 kms, second group employees (E2) have 11-20 kms, third group employees (E3) have 21-30 kms and the fourth group (E4) have above 30 kms. The significant differences among the four groups of employees, according to distance from the work place is identified in the form of one way analysis of variance.

**TABLE - 8**  
**ANALYSIS OF VARIANCE OF DISTANCE IN K.M FROM WORKPLACE**

<b>S.No</b>	<b>Particulars</b>	<b>F</b>	<b>Sig.</b>
1	Environment	3.434	.017
2	Skills and knowledge	9.984	.000
3	Management	17.657	.000
4	Authority And Freedom	2.969	.032
5	Job Security	5.833	.001
6	Encouragement	1.344	.261
7	Training Course	11.802	.000
8	Relationships In Job Environment	9.936	.000
9	Salary	11.029	.000
10	Working Hours	4.075	.007
11	Stress/Problems	2.070	.104
12.	Preference &Importance	9.061	.000

Source : Computed data

From the above table it is found that the 'f' values of Environment (F=3.434, p=0.017), Skills & Knowledge (F=9.984, p=0.000), management (F=17.657, p=0.000), Authority & Freedom (F=2.969, p=0.032), Job Security (F=5.833, p=0.001), Training course (F=11.802, p=0.000), Relationships in Job Environment (F=9.936, p=0.000), Salary (F=11.029, p=0.000), Working Hours (F=4.075, p=0.007), and preference (F=9.061, p=0.000) are statistically

significant at the 5 % level.

#### **INFLUENCE OF DWELLING STATUS ON THE FACTORS OF EMPLOYEE SATISFACTION**

The significantly different among the three groups of employees according to their dwelling status, namely Rented (E1), Owned (E2) and Quarters (E3) are identified in the form of one way analysis of variance.

**TABLE - 9**  
**ANALYSIS OF VARIANCE OF DWELLING STATUS**

S.No	Particulars	F	Sig.
1	Environment	.353	.703
2	Skills and knowledge	3.624	.028
3	Management	13.140	.000
4	Authority And Freedom	3.341	.037
5	Job Security	1.998	.138
6	Encouragement	1.644	.195
7	Training Course	3.516	.031
8	Relationships In Job Environment	13.662	.000
9	Salary	2.785	.063
10	Working Hours	1.868	.156
11	Stress/Problems	1.682	.188
12.	Preference &Importance	1.039	.355

Source : Computed data

From the above table it is found that the 'f' values of Skills & Knowledge (F=3.624, p=0.028), management (F=13.140, p=0.000), Authority & Freedom (F=3.341, p=0.037), Training course (F=3.516, p=0.031) and Relationships with Job Environment (F=13.662, p=0.000) are statistically significant at the 5 % level.

**INFLUENCE OF EDUCATIONAL QUALIFICATION ON THE FACTORS OF EMPLOYEE SATISFACTION**

The significant differences among the five educational groups of employees, namely S.S.L.C, Plus 2, Graduate, Post Graduate and others are identified in the form of one way analysis of variance.

**TABLE - 10**  
**ANALYSIS OF VARIANCE OF EDUCATIONAL QUALIFICATION**

S.No	Particulars	F	Sig.
1	Environment	3.148	.026
2	Skills and knowledge	1.905	.129
3	Management	7.254	.000
4	Authority And Freedom	3.246	.022
5	Job Security	4.662	.003
6	Encouragement	1.858	.137
7	Training Course	8.265	.000
8	Relationships In Job Environment	5.987	.001

9	Salary	.542	.654
10	Working Hours	1.152	.329
11	Stress/Problems	.396	.756
12.	Preference &Importance	1.817	.144

Source : Computed data

From the above table it is found that the 'f' values of Environment (F=3.148, p=0.026), management (F=7.254, p=0.000), Authority & Freedom (F=3.246, p=0.022), Job Security (F=4.662, p=0.003), Training course (F=8.265, p=0.000) and Relationships in Job Environment (F=5.987, p=0.001) are statistically significant at the 5% level.

#### INFLUENCE OF PRESENT POSITION ON THE FACTORS OF EMPLOYEE SATISFACTION

The significantly different among the three types of position of employees, namely Senior level, Middle level and Junior level is identified in the form of one way analysis of variance.

**TABLE - 11**  
**ANALYSIS OF VARIANCE OF PRESENT POSITION**

Source : Computed data

S.No	Particulars	F	Sig.
1	Environment	1.058	.349
2	Skills and knowledge	5.440	.005
3	Management	2.507	.083
4	Authority And Freedom	5.820	.003
5	Job Security	.132	.877
6	Encouragement	2.001	.137
7	Training Course	.427	.653
8	Relationships In Job Environment	1.400	.248
9	Salary	2.656	.072
10	Working Hours	4.542	.011
11	Stress/Problems	.686	.504
12.	Preference &Importance	1.254	.287

From the above table it is found that the 'f' values of Skills & Knowledge (F=5.440, p=0.005), Authority & Freedom (F=8.265, p=0.003) and Working Hours (F=4.542, p=0.011) are statistically significant at the 5 % level.

#### INFLUENCE OF EXPERIENCE ON THE FACTORS OF EMPLOYEE SATISFACTION

According to experience, the employees of the banks are divided into six groups. The employees of the

first group (E1) have the experience of below 5 years, second group employees (E2) have 5 to 10 years, third group employees (E3) have 11 to 15 years, fourth group employees (E4) have 16 to 20 years, fifth group employees (E5) have 21 to 25 years and the last group employees (E6) have above 25 years' experience. The significant difference between the six groups of employees is identified in the form of one way analysis of variance.



**TABLE - 12**  
**ANALYSIS OF VARIANCE OF EXPERIENCE**

S.No	Particulars	F	Sig.
1	Environment	1.294	.273
2	Skills and knowledge	4.045	.003
3	Management	4.608	.001
4	Authority And Freedom	2.746	.029
5	Job Security	.965	.427
6	Encouragement	2.011	.093
7	Training Course	3.585	.007
8	Relationships In Job Environment	3.585	.007
9	Salary	2.438	.047
10	Working Hours	1.665	.158
11	Stress/Problems	2.802	.026
12.	Preference &Importance	.538	.708

Source : Computed data

From the above table it is found that the 'f' values of Skills & Knowledge (F=4.045, p=0.003), management (F=4.608, p=0.001), Authority & Freedom (F=2.746, p=0.029), Training course (F=3.585, p=0.007), Relationships in Job Environment (F=3.585, p=0.007), Salary (F=2.438, p=0.047) and Stress (F=2.802, p=0.026) are statistically significant at the 5% level.

**INFLUENCE OF MONTHLY INCOME ON THE FACTORS OF EMPLOYEE SATISFACTION**

The significant difference between the five income groups of employees, namely below 10000, 10001-20000, 20001-30000, 30001-40000 and above 40000 is identified in the form of one way analysis of variance.

**TABLE - 13**  
**ANALYSIS OF VARIANCE OF INCOME**

S.No	Particulars	F	Sig.
1	Environment	1.281	.277
2	Skills and knowledge	4.953	.001
3	Management	1.207	.308
4	Authority And Freedom	1.515	.198
5	Job Security	3.553	.008
6	Encouragement	1.509	.200
7	Training Course	2.901	.022

8	Relationships In Job Environment	1.745	.140
9	Salary	1.202	.310
10	Working Hours	1.228	.299
11	Stress/Problems	.717	.581
12.	Preference &Importance	.572	.683

Source : Computed data

From the above table it is found that the 'f' values of Skills & Knowledge (F=4.953, p=0.001), Job Security (F=3.553, p=0.008), and Training course (F=2.901, p=0.022) are statistically significant at the 5 % level.

#### **INFLUENCE OF STATUS OF THE SPOUSE ON THE FACTORS OF EMPLOYEE SATISFACTION**

The significant difference between the two groups of employees classified on the status of spouse namely Employed and Unemployed is identified in the form of one way analysis of variance.

**TABLE - 14**  
**ANALYSIS OF VARIANCE OF SPOUSE STATUS**

Source : Computed data

<b>S.No</b>	<b>Particulars</b>	<b>F</b>	<b>Sig.</b>
1	Environment	.775	.379
2	Skills and knowledge	3.700	.055
3	Management	1.021	.313
4	Authority And Freedom	5.774	.017
5	Job Security	.457	.500
6	Encouragement	.693	.406
7	Training Course	4.424	.036
8	Relationships In Job Environment	2.182	.141
9	Salary	.385	.535
10	Working Hours	.218	.641
11	Stress/Problems	18.269	.000
12.	Preference &Importance	.190	.663

From the above table it is found that the 'f' values of Skills & Knowledge (F=3.700, p=0.055), Authority & Freedom (F=5.774, p=0.017), Training course (F=4.424, p=0.036) and Stress (F=18.269, p=0.000) are statistically significant at the 5% level.

#### **INFLUENCE OF TYPE OF BRANCH ON THE FACTORS OF EMPLOYEE SATISFACTION**

The significant difference between the two types of branch group of employees, namely Rural and Urban is identified in the form of one way analysis of variance.

**TABLE - 15**  
**ANALYSIS OF VARIANCE OF TYPES OF BRANCH**

S.No	Particulars	F	Sig.
1	Environment	.747	.388
2	Skills and knowledge	5.733	.017
3	Management	3.404	.066
4	Authority And Freedom	3.383	.067
5	Job Security	4.030	.046
6	Encouragement	.858	.355
7	Training Course	34.570	.000
8	Relationships In Job Environment	6.280	.013
9	Salary	2.916	.089
10	Working Hours	.320	.572
11	Stress/Problems	8.879	.003
12.	Preference &Importance	.124	.725

Source : Computed data

From the above table it is found that the 'f' values of Skills & Knowledge (F=5.733, p=0.017), Job Security (F=4.030, p=0.046), Training course(F=34.570, p=0.000), Relationships in Job Environment (F=6.280, p=0.013) and Stress (F=8.879, p=0.003) are statistically significant at the 5 % level.

### CONCLUSION

The research finds that bank executives are satisfied with their job regarding the components affected by them. The employee satisfaction is obtained by the factors of environment, skills and knowledge, management, encouragement, job security, authority and freedom, relationship of business environment, training course, pay, working hours, stress and problems and preferences.

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