A STUDY ON IMPACT OF JOB SATISFACTION ON WORKPLACE BEHAVIOUR OF EMPLOYEE WITH SPECIAL REFERENCE TO IT INDUSTRY, COIMBATORE

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Abstract: The present study was conducted to investigate the impact of job satisfaction on workplace behaviour of employees in selected IT industry at Coimbatore. The structured questionnaire was framed and used to collect data from the employees. The sample was 255 employees from IT industry in Coimbatore. The data collected was analysed using the techniques with frequency distribution, mean and standard deviation, ANOVA, correlation and regression analysis. Results show that there was significant correlation between job satisfaction and workplace behaviour. Almost 29 per cent of the variance of workplace behaviour was explained by job satisfaction. In this study it was found that respond to employees feedback, proper feedback mechanism and corrective actions are most expectation of the IT professional.

Index Terms: Job satisfaction, workplace, Behaviour, employee, working environment, relationship, pay and promotion

I.INTRODUCTION

IT industry plays a major role in the economy of the Indian Industry. The revenue generated by IT towards the India was the major contribution. The employees are the key components for the development of the IT industry. The employees' satisfaction in job and their behaviour in working place are most important aspect in IT industry. These two have direct impact with each other. The employees' satisfaction towards their job can be taken care by the management where as the behaviour of oneself can be taken care by the employees at working location.

Job satisfaction is essential for every employee in an industry. Any combination of psychological, physiological and environmental circumstances that cause a person truthfully, to say, I am satisfied with my job (Hoppock, 1935). Vroom (1964) explains job satisfaction as affective orientations on the part of individuals towards work roles which they are presently occupying. Job satisfaction is closely linked to individual's behavior in the work place (Davis, 1985). Kennedy (2012) identifies several internal and external factors can influence employee job satisfaction such as pay, promotion, relationship with colleagues and supervisor, working environment, competency have been found to contribute to the job satisfaction. Chen (2003) identifies work related factors - whether the job is interesting, good relation with management, job security, higher pay, promotion. Barber

(1992) and Danhoff, (1993) identifies turnover, absenteeism, productivity, group cohesiveness, general hygiene, job reward, personal rights, labour and performance appraisal have effect on job satisfaction.

Employee behaviour is defined as an employee's reaction to a particular situation at workplace. Several internal as well as external factors affecting employee behaviour such as leadership, work culture, job responsibilities, effective communication, relationship at work, work life balance. Audra implies behaviour is acceptable and prepares to succeed in job by focusing on code of conduct, interpersonal communication, administrative behaviour, revising the rules.

II.REVIEW OF LITERATURE

Akbar Jan (2016) studied the Level of job satisfaction of IT professionals in Chennai. The factors such as working environment, opportunities for career development, training &development, financial rewards and interpersonal relationship are considered for his studies. He found that all the variables are having positive association with their job satisfaction in IT companies. The interpersonal relationship between the management & employees should be strengthening by motivation, results in increased level of commitment & reduces the employee turnover.

Simranjeet Kaur Sandhar (2015) studied the relationship between the job satisfaction and turnover intention in IT sector, Indore City. Supervisory support, work-life policy, pay and promotion are the factors considered for the study. He found that interested employees in their job have loyalty towards the organization and reduce intention to quit the job.

Hina Sohrab Kiani (2015) studied the employee satisfaction of IT sector in Pakistan by considering the following factors for the study such as pay, interest, motivation, feedback on performance, working environment and training, location, transport, good innovative, personal issues and government policies, social and economic values. The results proved that the quality and productivity is stimulated by the employees' satisfaction and impacts positively on software.

Tsung – Hsien Kuo (2010) studied that factors improving the outcome such as job characteristics, personality traits, and outcome based on employee attitude and transformational leadership. The result showed that the job characteristics and personality traits are having positive relation. Both intrinsic and extrinsic factors affect the leadership behavior perception.

Titus Oshagbemi (2000) studied the satisfaction with co-workers' behaviour amongst UK academics and the results shows that female academics are satisfied with their co-workers' behaviour than male. The relation to co-workers' satisfaction rated using rank analysis and shows the order of satisfaction level from readers, professors, senior lecturers and lecturers. Old age workers obtain more satisfaction compared with younger ones.

Lauren Bradshaw (2011) studied the workers' attitude and job satisfaction. He used salary, leisure time and promotion, environment, culture and social situations as the factors for the study and identifies both the management and workers are the deciding factors on workers attitude and job satisfaction.

III.OBJECTIVES OF THE STUDY

•   To study the level of job satisfaction of employees and the factors affecting job satisfaction of IT employees in Coimbatore city.

•   To study the employees work place behaviour of IT employees in Coimbatore city.

•   To study the relationship between job satisfaction and workplace behaviour of employees in IT sector.

•   To study the influence of demographic factors on job satisfaction and workplace behaviour of employees.

IV.METHODOLOGY

Descriptive Research is the study used for the research. The population included all the employees working in Information Technology sector in Coimbatore city. Random sampling technique is used choose 255 sample size using lottery method. The data was collected through both primary and secondary method. A well structured questionnaire was framed and collected from employees of IT industry through personal visit and using Google forms. Internet, literature review, magazines and journals are the secondary sources used by the researcher. The statistical tools used are Frequency Distribution, Mean and Standard Deviation, Analysis of Variance (ANOVA), Correlation Analysis and Regression Analysis with the support of Statistical software (SPSS package Version 20)
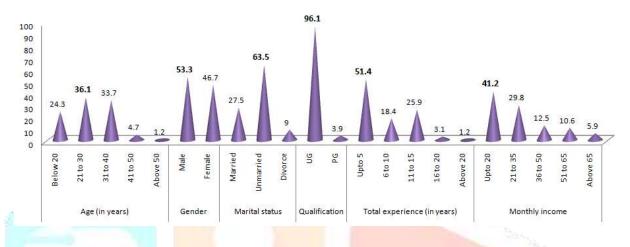
V.ANALYSIS AND INTERPRETATION

This section presents the analysis of the data collected from the respondents.

5.1. DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

Table 1. Demographic Characteristics of the sample

Demographic Variables	Particulars	Frequency	Percentage
Age (in years)	Below 20	62	24.3
	21 to 30	**92**	**36.1**
	31 to 40	86	33.7
	41 to 50	12	4.7
	Above 50	3	1.2
Gender	**Male**	**136**	**53.3**
	Female	119	46.7
Marital status	Married	70	27.5
	Unmarried	**162**	**63.5**
	Divorce	23	9
Qualification	**UG**	**245**	**96.1**
	PG	10	3.9
Total experience (in years)	**Upto 5**	**131**	**51.4**
	6 to 10	47	18.4
	11 to 15	66	25.9
	16 to 20	8	3.1

	Above 20	3	1.2
Monthly income (in thousands)	**Upto 20**	**105**	**41.2**
	21 to 35	76	29.8
	36 to 50	32	12.5
	51 to 65	27	10.6
	Above 65	15	5.9

It is inferred that 36.1 per cent of the respondents belong to the age group of 21 to 30 years, 53.3 per cent of the respondents were male, 63.5 per cent of the respondents were unmarried, 96.1 per cent of the respondents educational qualification is under graduate, 51.4 per cent of the respondents are having total experience upto 5 years and 41.2 per cent of the respondents monthly income level is upto 20,000.

5.2. MEAN AND STANDARD DEVIATION

Table 2. Mean and Standard Deviation of research variables in different age groups

Age		Job Satisfaction	Workplace Behaviour
Below 20	Mean	90.21	19.79
	N	62	62
	Std. Deviation	13.098	2.976
21-30	Mean	94.30	19.96
	N	92	92
	Std. Deviation	12.715	3.165
31-40	Mean	91.53	19.06
	N	86	86
	Std. Deviation	12.415	3.842
41-50	Mean	83.75	18.83
	N	12	12
	Std. Deviation	13.199	1.642
Above 50	Mean	74.33	19.67

	N	3	3
	Std. Deviation	6.351	2.309
Total	Mean	91.64	19.56
	N	255	255
	Std. Deviation	12.966	3.316

A high level of job satisfaction (Mean = 94.30) and workplace behaviour (Mean = 19.96) was seen among 21 to 30 years of age group.

Table 3. Mean and Standard Deviation of research variables in different gender groups

Gender		Job Satisfaction	Workplace Behaviour
Male	Mean	94.09	20.35
	N	136	136
	Std. Deviation	12.497	2.418
Female	Mean	88.85	18.65
	N	119	119
	Std. Deviation	12.978	3.926
Total	Mean	91.64	19.56
	N	255	255
	Std. Deviation	12.966	3.316

A high level of job satisfaction (Mean = 94.09) and workplace behaviour (Mean = 20.35) was seen among male respondents.

Table 4. Mean and Standard Deviation of research variables in different marital status

Marital Status		Job Satisfaction	Workplace Behaviour
Married	Mean	87.69	19.00
	N	70	70
	Std. Deviation	10.847	4.603
Unmarried	Mean	94.30	20.03
	N	162	162
	Std. Deviation	13.273	2.557
Divorce	Mean	84.96	17.91
	N	23	23
	Std. Deviation	11.578	2.678
Total	Mean	91.64	19.56
	N	255	255

		Std. Deviation	12.966	3.316

A high level of job satisfaction (Mean = 94.30) and workplace behaviour (Mean = 20.03) was seen among unmarried.

Table 5. Mean & Standard Deviation of research variables in different educational level

Qualification		Job Satisfaction	Workplace Behaviour
UG	Mean	91.48	19.49
	N	245	245
	Std. Deviation	13.044	3.336
PG	Mean	95.70	21.30
	N	10	10
	Std. Deviation	10.615	2.263
Total	Mean	91.64	19.56
	N	255	255
	Std. Deviation	12.966	3.316

A high level of job satisfaction (Mean = 95.70) and workplace behaviour (Mean = 21.30) was seen among post graduates.

Table 6. Mean & Standard Deviation of research variables in different experience level

Experience		Job Satisfaction	Workplace Behaviour
Upto 5	Mean	92.66	19.91
	N	131	131
	Std. Deviation	13.328	3.166
6-10	Mean	91.28	19.30
	N	47	47
	Std. Deviation	10.862	2.686
11-15	Mean	91.35	19.11
	N	66	66
	Std. Deviation	13.154	4.099
16-20	Mean	86.13	19.00
	N	8	8
	Std. Deviation	14.952	1.690
Above 20	Mean	74.33	19.67

	N	3	3
	Std. Deviation	6.351	2.309
Total	Mean	91.64	19.56
	N	255	255
	Std. Deviation	12.966	3.316

A high level of job satisfaction (Mean = 92.66) and workplace behaviour (Mean = 19.91) was seen among upto 5 years experience group.

Table 7. Mean and Standard Deviation of research variables in different income level

Income		Job Satisfaction	Workplace Behaviour
Upto 20,000	Mean	91.10	19.87
	N	105	105
	Std. Deviation	13.180	3.019
21,000-35,000	Mean	98.84	19.71
	N	76	76
	Std. Deviation	11.107	2.657
36,000-50,000	Mean	83.31	17.88
	N	32	32
	Std. Deviation	8.745	5.896
51,000-65,000	Mean	88.07	20.07
	N	27	27
	Std. Deviation	9.360	1.817
Above 65,000	Mean	83.13	19.27
	N	15	15
	Std. Deviation	14.913	1.710
Total	Mean	91.64	19.56
	N	255	255
	Std. Deviation	12.966	3.316

A high level of job satisfaction (Mean = 98.84) was seen among rs.21,000 to rs.35,000 income group and workplace behaviour (Mean = 20.07) was seen among rs.51,000 to rs.65,000 income group.

5.3. ANALYSIS OF VARIANCE (ANOVA)

Table 8. ANOVA test of research variables and age

	Sum of Squares	df	Mean Square	F	Sig.

			df		F	Sig.
Job Satisfaction	Between Groups	2426.461	5	606.615	3.766	.005
	Within Groups	40274.064	250	161.096		
	Total	42700.525	255			
Workplace Behaviour	Between Groups	45.783	5	11.446	1.042	.386
	Within Groups	2747.143	250	10.989		
	Total	2792.925	255			

There was a significant difference in job satisfaction (F = 3.766 & p<.05) among the respondents of different age groups.

Table 9. ANOVA test of research variables and gender

		Sum of Squares	df	Mean Square	F	Sig.
Job Satisfaction	Between Groups	1742.307	1	1742.307	10.762	.001
	Within Groups	40958.218	254	161.890		
	Total	42700.525	255			
Workplace Behaviour	Between Groups	184.690	1	184.690	17.915	.000
	Within Groups	2608.235	254	10.309		
	Total	2792.925	255			

There was a significant difference in job satisfaction (F = 10.762 & p<.05) and workplace behaviour (F = 17.915) among the gender of the respondents.

Table 10. ANOVA test of research variables and marital status

		Sum of Squares	df	Mean Square	F	Sig.
Job Satisfaction	Between Groups	3270.304	2	1635.152	10.450	.000
	Within Groups	39430.221	253	156.469		
	Total	42700.525	255			
Workplace Behaviour	Between Groups	120.254	2	60.127	5.669	.004
	Within Groups	2672.672	253	10.606		
	Total	2792.925	255			

There was a significant difference in job satisfaction (F = 10.450 & p<.05) and workplace behaviour (F = 5.669) among the marital status of the respondents.

Table 11. ANOVA test of research variables and qualification

		Sum of Squares	df	Mean Square	F	Sig.
Job Satisfaction	Between Groups	171.299	1	171.299	1.019	.314
	Within Groups	42529.227	254	168.100		
	Total	42700.525	255			
Workplace Behaviour	Between Groups	31.625	1	31.625	2.898	.090
	Within Groups	2761.300	254	10.914		
	Total	2792.925	255			

There was no significant difference in job satisfaction and workplace behaviour among the qualification of the respondents.

Table 12. ANOVA test of research variables and experience

		Sum of Squares	df	Mean Square	F	Sig.
Job Satisfaction	Between Groups	1289.053	5	322.263	1.945	.103
	Within Groups	41411.473	250	165.646		
	Total	42700.525	255			
Workplace Behaviour	Between Groups	35.271	5	8.818	.799	.527
	Within Groups	2757.655	250	11.031		
	Total	2792.925	255			

There was no significant difference in job satisfaction and workplace behaviour among the experience of the respondents.

Table 13. ANOVA test of research variables and income

		Sum of Squares	df	Mean Square	F	Sig.
Job Satisfaction	Between Groups	7620.112	5	1905.028	13.576	.000
	Within Groups	35080.413	250	140.322		

	Total	42700.525	255			
Workplace Behaviour	Between Groups	110.875	5	27.719	2.584	.038
	Within Groups	2682.050	250	10.728		
	Total	2792.925	255			

There was a significant difference in job satisfaction (F = 13.576 & p<.05) and workplace behaviour (F = 2.584) among the different income level of the respondents.

Table 14. Correlation among the research variables

		Job Satisfaction	Workplace Behaviour
Job Satisfaction	Pearson Correlation	1	.547**
	Sig. (2-tailed)		.000
	N	255	255
Workplace Behaviour	Pearson Correlation		1
	Sig. (2-tailed)		
	N		255

**. Correlation is significant at the 0.01 level (2-tailed).

There was a significant correlation between job satisfaction and workplace behaviour at 1 per cent level.

5.4. REGRESSION ANALYSIS

Table 15. Regression analysis with workplace behaviour as dependent variable

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.547[a]	.299	.297	2.781

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	836.259	1	836.259	108.130	.000[b]
	Residual	1956.667	254	7.734		
	Total	2792.925	255			

a. Dependent Variable: Workplace Behaviour

b. Predictors: (Constant), Job Satisfaction

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.732	1.246		5.405	.000
Job Satisfaction	.140	.013	.547	10.399	.000

a. Dependent Variable: Workplace Behaviour

Regression analysis was conducted to investigate the relationship between job satisfaction and workplace behaviour. F-Test was statistically significant, which means that the model was statistically significant. The R-Squared is 0.299 which means that approximately 29% of the variance of workplace behaviour was explained by the predictor variable, job satisfaction.

VI.CONCLUSION

In India Information Technology Industry has plays a major contribution towards the economic growth and employment opportunity for the young graduates. Particularly job satisfaction is directly reflects the performance of employees and is performance of organizational objectives. So that every organization should concentrate more on employee welfare and employee benefits at continuously. In this regard especially in IT industry has set of organizational culture to enhance or improve the life style of young professionals. They are in need of making continuous positive progress in attitude, behavioural aspects, skill enhancement, frequent updation related to job, interpersonal relationships, facing technological changes and challenges are so on. Based on this study it found that the common issues like respond to their feedback, proper feedback mechanism and corrective actions are most need and expectation of the IT professional. So the industry should maintain the proper record and feedback mechanism to solve the problems immediately. That makes the huge and marvellous difference in the performance of employees in a future. Individual job satisfactions reflect in the team, team's performance reflects in department, department's performance reflects the organization, organizations performance reflects the industrial economic growth of the country.

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