



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Employee Job Satisfaction in Advertising Sector of Nepal

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ABSTRACT

Employee satisfaction is of utmost importance for employees to remain happy and also deliver their level best in any organization. It leads to a positive ambience at the workplace. With the increasing number of digital platforms, print, television and radio, the promotion and publicity business has taken on a large structure as an industry in Nepal. The increasing presence of local and foreign brands and businesses across different sectors in the country has led to the huge flow of advertisements as companies need to sell their products and services. At present, there are large number of people involved in this sector, who work for the promotion and advertisement of the products and services in the physical as well as online workplace.

This study is conducted to find out the Employee job satisfaction in advertising sector where we have selected 80 different employees from different fields ranging from print to digital media and employees in different positions to carry out the job of advertising. The main purpose of conducting the present research is to determine the overall level of employee job satisfaction in advertising sector. The study was conducted using quantitative method. Data were collected by the distribution of questionnaires among 68 employees in selected advertising agencies within Kathmandu valley through fully structured questionnaire. The study uses SPSS for coding the collected data, which encode the alphabet into numerical form and derive the result from it. Data was processed using statistical tools like mean, ANOVA, and correlation.

Results indicate that among various factors, compensation, recognition and appreciation for work, challenging nature of job and feeling of personal accomplishment are the major factors that affect the level of satisfaction among the employees working in the advertising sector.

Key Words: Employee job satisfaction, advertising sector, Millennial

Background of the Study

Technological advancement and continuous innovation has encouraged innovative product development and with it the urgency to advertise them to the masses to sell them. Advertising sector has been growing as one of the biggest sectors involving millions of people where creativity and money is widely aligned. As interesting as it may seem, there exists huge turnover in this sector which is currently affecting many organizations and job status of millions of employees in the world. On a recent article published by *The New York Times*, the average agency annual turnover rate was 30 percent in 2018. It also stated that 87 percent of Millennials rate "professional or career growth and development opportunities" as important to them in a job.

In Nepal, the advertising scene has substantially changed over the last two and a half decades. Initially, it was only focused on print media, radio, outdoor campaigns such as wall paintings along with a small portion of adverts going to television. In the current scenario, there are hundreds of people involved in advertising sectors where they involved in different positions from sales assistant to sales managers and executives. (Sharma 2016)

Spector (1997) described job satisfaction as “the extent to which people like or dislike their jobs. When employee’s works are recognized and appreciated they are motivated to work more effectively and efficiently which is good for the organization as it will increase the productivity and decrease turnover and absenteeism. Development of an organization depends on the performance of their workers and performance of the workers will be more productive only if they are satisfied and happy with their job. Therefore, an organization must invest with adequate concern, funds and other resources on employees by organizing different training and development programs.

The advertising sector in Nepal is having issues regarding workforce situation and employee satisfaction. There is a lack of skilled workforce for the advertising industry which is major factor hindering the level of creativity in advertising sector. Due to the absence of proper training there is scarcity of human resources in the advertising field. Due to this, both the employees and employers are not satisfied with their performance and are not satisfied with their job either (Sharma, 2016).

Zain, Ishak and Ghani (2009) illustrate the factor of job satisfaction as being constituted of employees’ thoughts, feelings, interactions and performance. On the basis of Hawthorne’s studies, Bassett (1994) articulates the working hypothesis of the human relations movement in management has consistently proposed that the satisfied worker is a productive one. Over the recent years, research is moving into reverse direction, inferring that employee performance influences job satisfaction (Bassett, 1994). Locke,(1976) and Spector, (1997) defined job satisfaction as nothing but a positive emotional state resulting from the pleasure a worker derives from the job.

Furthermore, Adhikari, (2009) highlighted that the level of job satisfaction of the employees in the organization plays a vital role for the retention and attraction of the competent human capital in the organization. A satisfied worker tends to be less absent from his or her job, contribute for the benefit of the company and would like to stay in the organization. On the other hand, a dis-satisfied worker has negative attitudes and prefers to remain absent too often, always remains unhappy with the supervisor, tries to leave the company once an opportunity is available, and remains in stress.

Employee job satisfaction is an attitude that people have about their job and the organizations in which they perform their jobs. Numerous factors influence job satisfaction, including salaries, fringe benefits, achievements, autonomy, and recognition, communication, working conditions, job importance, positive affectivity, job security and workplace flexibility. (Mathema, 2006).

Also, Aziri (2011) defined job satisfaction as an overall attitude of liking or disliking of the job. It tends to center on its effect on employee performance in terms of productivity, absenteeism, turnover and organizational citizenship. Slocum and Hellriegel, (2007) have supported this view by defining job satisfaction as the feelings, reflecting attitudes towards a job. Similarly, as proposed by Luthans, (2008) job satisfaction is a result of employee’s perception of how well their job provides those things that are viewed as important.

Robertson & Kee (2016) studied workplace satisfaction in a computer-mediated context, particularly with the use of social media. Results showed that workers’ satisfaction at work is optimistically connected by the quantity of time they spend on Facebook interacting by a colleague. Also showed that part time workers reported having spent the greater quantity of moment on Facebook with their colleagues, and agreement workers reported the greater degree of work satisfaction at the place of work.

Monga et al. (2015) results disclosed that pay, social association, contact, attitude of seniors, workplace surroundings and teamwork have more bearing than the factors of training and progress, honors and recompense, job nature, safety of job, morale and role clarity in determining workplace satisfaction of bank workers. Saner & Eyupoglu (2015) investigated whether job satisfaction exists among bank employees. Study revealed that bank workers were moderately filled with satisfaction with their job.

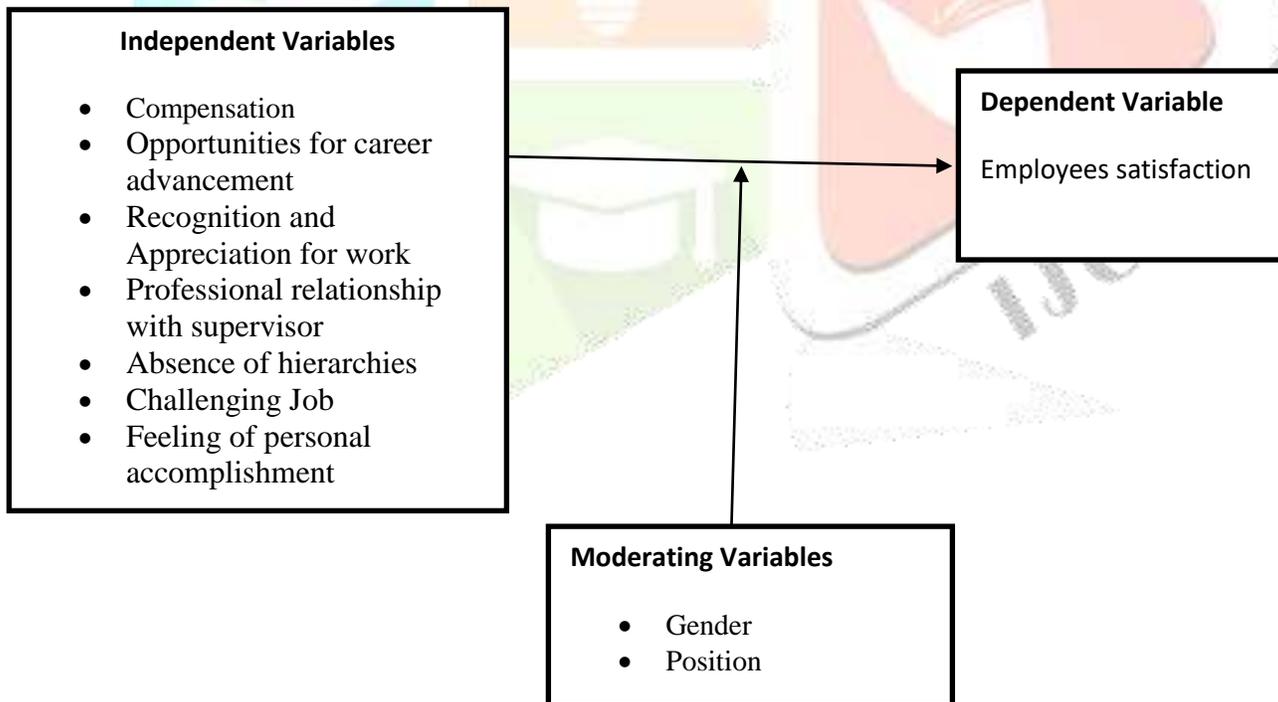
Therefore, the present study is important to highlight the workforce situation and job satisfaction in advertising agencies. This research aims to highlight the factors like work, pay and incentives, supervision, co-workers, working condition affecting employee's job satisfaction.

Statement of the Problem

There are many advantages of getting feedback from employees. However it's done, this is necessary for guiding a business toward its goals. Employee job satisfaction is very important to engage the employee in an organization. At the recent time in Nepal, despite a good pay or work environment there are numerous situations of employees moving from one company to another (Sharma,2016). Not many surveys are conducted on the topics of job satisfaction in the workplace. Advertising sector is one of the sectors in Nepal having a huge employee turnover but lacks surveys on why this situation is existing. There are different factors to motivate different employees. Although a lot of research activities have been conducted in many countries in the world (Basset, 1994; Spector, 1997; Aziri, 2011 & Adhikari, 2009). Nepal is still behind in these issues.

Thus, with a view to explore employee job satisfaction, the study has been conducted. For this, the study was concerned to assess and examine the level of organization's environmental factors, hygiene and other motivational inputs such as pay, promotion, working conditions, supervision and relationship with co-workers that effect on level of employee job satisfaction and what factors are responsible for employee job satisfaction in advertising sector.

Figure 1: Theoretical Framework



Research Methodology

It is a quantitative research based on survey. Nepal has altogether 178 advertising agencies (Nepal Business Directory, 2019). There is no accurate data on the number of employees working in advertising sector. A sample size of 80 respondents was taken based on the study of Davis (2004). Purposive sampling technique was adopted while selecting samples. Primary source of data was used to draw the results. Five Point Likert Scale questionnaire were used to collect data. Questionnaire were prepared based on compensation, opportunities for career advancement, recognition and appreciation for work, professional relationship with supervisors, absence of hierarchies, challenging job and feeling of personal accomplishment. The questionnaires were administered personally and through google forms and forwarded to the respondents using social media. Data has been processed using SPSS version 23.0. Mean, ANNOVA, t-test and correlation matrix were used for data analysis. Mean was used to assess the level of satisfaction. T-test was used to see the opinion difference based on gender, ANNOVA was used to assess opinion difference based on the position of employees and correlation matrix was used to identify the significant and insignificant HR activities in the Nepalese advertising sector.

Analysis and Results

Table 1: Genderwise employee job satisfaction

Gender	Minimum	Maximum	Mean	Std. Deviation
Female	2	5	3.8571	1.00791
Male	3	5	3.8	0.60764
Total	2	5	3.8235	0.79064

Table 1 shows that female and male workers has no much difference in the job satisfaction level based on satisfaction indicators explained by compensation, opportunities for career advancement, recognition and appreciation for work, professional relationship with supervisors, absence of hierarchies, challenging job and feeling of personal accomplishment.

Table 2: Independent Sample t-test

Particulars	t-value	Sig.
Mean difference between groups	.268	.790

Since the p-value (0.790) is greater than the level of significance (0.05), the null hypothesis is accepted which means the level of job satisfaction is not different across the gender of employees working in advertising sector.

Table 3: Position wise job satisfaction

Current position in the company	Minimum	Maximum	Mean	Std. Deviation
Assistant	2	5	3.8182	0.84283
Officer	3	4	3.75	0.44721
Manager	3	5	4	1.06904
Total	2	5	3.8235	0.79064

Result shows that the highest satisfaction is in managerial level and officer level employees are less satisfied among the group of employees. The mean value does not have more difference. Thus, all the employees would be satisfied if the HR activities applied properly.

Table 4: One-way ANOVA test of job satisfaction by current position

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.337	2	0.168	0.264	0.769
Within Groups	41.545	78	0.639		
Total	41.882	80			

p-value i.e. 0.769 is greater than the level of significance i.e. 0.05, the null hypothesis is accepted. It is concluded that there is no significant difference in the satisfaction level among the employees working at different positions in the advertising sector.

Table 5: Identification of prominent and non-prominent factors of employee job satisfaction

	COMP	OCA	R&A	PRS	AH	CJ	FPA	EJS
COMP	1	.324**	0.09	.242*	.368**	.379**	.430**	.443**
	0.007	0.468	0.047	0.002	0.001	.000	.000	
	80	80	80	80	80	80	80	80
OCA	.324**	1	0.23	.426**	0.134	.345**	.299*	0.077
	0.007		0.06	.000	0.276	0.004	0.013	0.531
	80	80	80	80	80	80	80	80
R&A	0.09	0.23	1	.700**	.262*	0.197	.363**	.294*
	0.468	0.06		.000	0.031	0.108	0.002	0.015
	80	80	80	80	80	80	80	80
PRS	.242*	.426**	.700**	1	0.14	.628**	.546**	.445**
	0.047	.000	.000		0.255	.000	.000	.000
	80	80	80	80	80	80	80	80
AH	.368**	0.134	.262*	0.14	1	.440**	.466**	0.125
	0.002	0.276	0.031	0.255		.000	.000	0.309
	80	80	80	80	80	80	80	80
CJ	.379**	.345**	0.197	.628**	.440**	1	.780**	.414**
	0.001	0.004	0.108	.000	.000		.000	.000
	80	80	80	80	80	80	80	80
FPA	.430**	.299*	.363**	.546**	.466**	.780**	1	.530**
	.000	0.013	0.002	.000	.000	.000		.000
	80	80	80	80	80	80	80	80
EJS	.443**	0.077	.294*	.445**	0.125	.414**	.530**	1
	.000	0.531	0.015	.000	0.309	.000	.000	
	80	80	80	80	80	80	80	80

Table 5 shows that the compensation and the satisfaction on job is positively correlated and the relationship between them is significant since p-value i.e. .000 which is less than the level of significance i.e. 0.01. Similarly, the opportunities for career advancement and the satisfaction on job are not significantly related since the p-value is 0.53 which is greater than 0.05. Recognition and appreciation for the job are positively related with the employee job satisfaction on job and the relationship is significant since the p-value is 0.01 which is less than 0.05. Relationship with supervisor and the satisfaction on job are also significantly related since the p-value is .000 which is less than the level of significance 0.01. Absence of hierarchies and satisfaction on job are not significantly related. The challenging nature of job and employee job satisfaction is significantly related since the p-value of .000 which is less than 0.01. Similarly, there is significant relationship between feeling of personal accomplishment and the job satisfaction since the p-value is .000 which is less than the level of significance 0.01.

With reference to the correlation matrix (Table 5), employee of advertising sector in Nepal concerned more on compensation, recognition and appreciation for work, professional relation with supervisors, challenging job and feeling of personal accomplishments. It means Nepalese HR managers should focus on all these elements to maintain high satisfaction level of their employees.

Discussion and Conclusion

Studies conducted by Kapur, (2018) and Oyovwe, Omelozur & Akpojotor (2016) found positive relation between HR activities on employee job satisfaction. This study shows compensation, recognition and appreciation for job, relationship with supervisors, challenging nature of job and feeling of personal accomplishment as significant predictor of employee job satisfaction but career advancement and absence of hierarchy are insignificant predictor of employee job satisfaction. The studies were conducted in different population and the social, economic and educational status of the study areas is different. Thus, the study findings are different. But most of the indicators' impact is same because employees are motivated by the same common factors turnaround the world. Thus, it can be concluded that proper handling of HR activities leverages the satisfaction level of employees at the work place.

Implications of the Study

Practical implications

Findings of the study provide valuable information to the HR professionals regarding techniques of satisfying employees. HR professional can hire, reward, promote and retain employees using these key information. Result would also help the government to develop policies related to manpower development and their use.

Research Implications

This study has considered to the advertising sector and the sample size is low. Robust study can be done in the future taking more samples or considering to the other sector of business except advertising sector.

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