

6.20 The Relationship Between Selected Social Demographic Factors and Job Satisfaction of Non Managerial Employees of Apparel Industry in Sri Lanka

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ABSTRACT

Understand the nature of Job Satisfaction (JS) is not easy and it is a complex concept which can convey a variety of meanings for different people. JS is more of an attitude connected to an internal state. It could be associated with a personal feeling of achievement either qualitative or quantitative. Therefore, the understanding of the nature of JS is very important. When the Sri Lankan apparel industry is taken, the JS of its employees is very low due to number of reasons. In the apparel industry, employee turnover and absenteeism are higher than the other industries. In general it has been identified that social demographic factors are mainly responsible for this situation. In this background, this study attempt to study which Social Demographic factors particularly influence the employee JS? Thus, the study examines the factors that are more important in ensuring JS of non managerial employees of apparel industry in Sri Lanka while controlling some selected social demographic factors. (Age, Gender, Marital Status, Education Level, Salary Scale, Length of the Service, Number of Dependents). Data from 367 apparel industry workers working in 20 garment manufacturing firms were gathered. Primary data was based on questionnaires and summarized data were analyzed by using chi-square analysis and descriptive statistical methods. The researcher tested how significant these selected variables are on employee JS.

The findings of this study indicate that the effect of Age, Gender, Education Level, Salary Scale, Length of the Service were significant on JS. But the effect of the Marital Status and Number of Dependents were not significant.

Key words: - Job Satisfaction (JS), Social Demographic Factors, Apparel Industry Employees