Influence of Age, Gender and Area on Job Involvement of Employees in Electronic Industry in Chennai and Bangalore

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Introduction

Job Involvement refers to the psychological and emotional extent to which someone participates in his/her work, profession, and company. Showing up to work on time is half the battle. Top performers are engaged in their work and have high job involvement. There have been several studies that directly correlate high job involvement with job satisfaction and how it makes a difference in the organization.

Furthermore, job involvement is important to individuals because it can influence their quality of life, given that work occupies such a large amount of people's everyday lives (Brown, 1996). Throughout the literature, job involvement is either defined by, linked with, or a determinant of job engagement. However, the concepts are distinct from one another. According to Saks (2006), job engagement reflects how employees utilize themselves throughout performance on their jobs, and includes two additional elements of emotion and behavior. Therefore, job involvement is the strict cognitive evaluation of one's job and how it pertains to whom that person is as an individual, while engagement additionally reflects one's affect toward his/her job and the resulting behaviors they exhibit.

REVIEW OF LITERATURE

Anatharaman and John (1983) have made a study on job involvement based on a sample of 10 managers, 35 supervisors and 80 workers from one of India's largest business organizations. The data are analyzed with the statistical application of mean, t-test, and correlation. This indicates that the managers were found to be more involved in their job than supervisors and workers. The age, tenure, and education of the respondents are positively correlated with their job involvement.

The concept of job involvement was first introduced by Lodahl and Kejiner (1965). They related the job involve-ment to the psychological identification of an individual

with the work or importance of work in the individual's self image. It has a direct correlation with job satisfaction and also influences the work performance, sense of achievement and unexplained absenteeism (Robinowittz and Hall, 1977). However, there is a significant difference in the level and extent of job involvement in different types of work (Tang, 2000).

RESEARCH METHODOLOGY

SAMPLING FRAMEWORK

AREA

The study was conducted in Chennai and their neighborhood, and Bangalore and their neighborhood. Chennai has maximum number of electronic companies in Sriperumpudur and in the Chennai city. Similarly in Bangalore, electronic city is there. So these two places were found to be the potential places for conducting the survey. So the researcher finds Chennai and Bangalore as the most suitable places to conduct this research. Throughout the work the researcher has made two clusters of areas. Here, Chennai represents the Chennai and their neighborhood, Bangalore represents the Bangalore and their neighborhood.

SAMPLING TECHNIQUE

In this study, the researcher has adopted the convenient sampling technique for selecting the sample. Convenient sampling procedure is used to obtain those units or people most conveniently available. Researchers generally use convenient samples to obtain a large number of completed questionnaires quickly. There will not be bias in the responses in using the convenient sampling since the respondents voluntarily participate in the survey. As the respondents show interest to fill up the questionnaire, the error rate will be minimal. Especially many internet surveys are conducted with volunteer respondents, who either intentionally or by happenstance visit the website. In this scenario the respondents who are met personally and through net are not forced to fill up the questionnaire. The purpose is explained to them and their involvement in the study is left to their choice. So convenient sampling was the best sampling method available in this situation.

B.DATA COLLECTION

Primary Data

The primary data was collected by two methods

1. Survey through Web Hosting

2. survey through Hard Copy Circulation

An exclusive website (www.vimoha.com) is designed and the questionnaire was hosted. The URL link is sent to employees in electronic industry in Chennai and Bangalore. The respondents can log into the website and fill up the questionnaire. The filled in questionnaire are saved in the e- mail. The filled-in- questionnaires were then downloaded for the analysis.

An effort is also taken to circulate the questionnaire personally to the employees for collecting data. The respondents are explained about the purpose of the research, and assured that their data will kept confidential and used only for the academic purpose.

Secondary Data

The necessary secondary data to support the research regarding quality of work life and electronic industry have been collected from the Indian Institute of Management-Bangalore, libraries of management institutes, and university library. Sufficient data have been collected from electronic sources also.

SAMPLE SIZE DETERMINATION

To determine the samples for the main study the following formula has been applied.

$$M = \frac{2(Z_1 - \alpha/_2 + Z_1 - B)^2}{\Delta^2} + \frac{Z_1{}^2 - \alpha/_2}{4}$$

Where,　Δ　$= \mu_1 - \mu_2 / \delta$　　$\mu° =$　mean

　　　　Δ^2　= mean level　　　$\sigma =$　standard deviation

As per pilot study the QWL dimensions descriptive are taken for the sample size determination. The mean of QWL dimensions was found to be   30-32. The mean of work-life balance was found to be 32.7 and 31.5 in Chennai and Bangalore respectively. From the result, the delta (Δ) value is found to be 0.19. The result obtained was 395. Expecting a non-response rate of 20 percent, around 480 questionnaires were distributed for the study in Chennai and in Bangalore. Also the questionnaire was hosted in web. Finally, in Chennai and their neighborhood, 125 responses were received from web and 350 responses were received in hard form. And in Bangalore 150 responses were received from web and 325 responses were received in hard form. Out of the received responses in the study area, the elimination of cases with missing data resulted in 410 responses in Chennai, and 405 responses in Bangalore. Out of the completed questionnaire, the first 400 in each study area have been taken for the study.

INSTRUMENTS USED

1. Job Involvement – developed by Rabindra N. Kanungo (1982)

   E.OBJECTIVES

   1. To find out the job involvement of respondents in electronic industry in Chennai and Bangalore

   2. To find out the influence of age, gender and area on the job involvement of respondents in electronic industry in Chennai and Bangalore

RESULTS AND DISCUSSION

JOB INVOLVEMENT

It denotes the extent of ego investment by individuals in their jobs. The deeply job involved person lives, eats, and breaths, the job, as it were. Naturally, with deep involvement in the job, one puts heart and soul into the work, and is further egged on to perform superbly. It is noteworthy that

motivation and job involvement mutually reinforce each other. That is, motivation urges people to get job involved, and more job involved the person is, the more the individual is motivated.

The level of job involvement among the employees, and the influence of demographic variables in the job involvement are explained below.

Table 1- Job Involvement of the Respondents

| Level of Job Involvement	Chennai		Bangalore	
	Number	Percentage	Number	Percentage
Low	34	8.4	55	13.8
Medium	285	71.3	280	70.1
High	81	20.3	65	16.3

Source: Primary Data

Table 1 explains the level of job involvement among the employees of Chennai, Bangalore and their neighborhood.

In Chennai, it is seen that 8.4 percent of the employees have low level of job involvement, 71.3 percent of the employees have medium level of job involvement, and 20.3 percent of the employees have high level of job involvement.

In Bangalore, 13.8 percent of the employees have low job involvement, 70.1 percent of the employees have medium level of job involvement, and 16.3 percent of the employees have high job involvement.

Job involvement is found to be at the moderate level among majority of the employees in both places. While considering high job involvement, it is found to be more among Chennai employees compared to Bangalore employees.

Table 2 - Job Involvement Based on Gender and Area
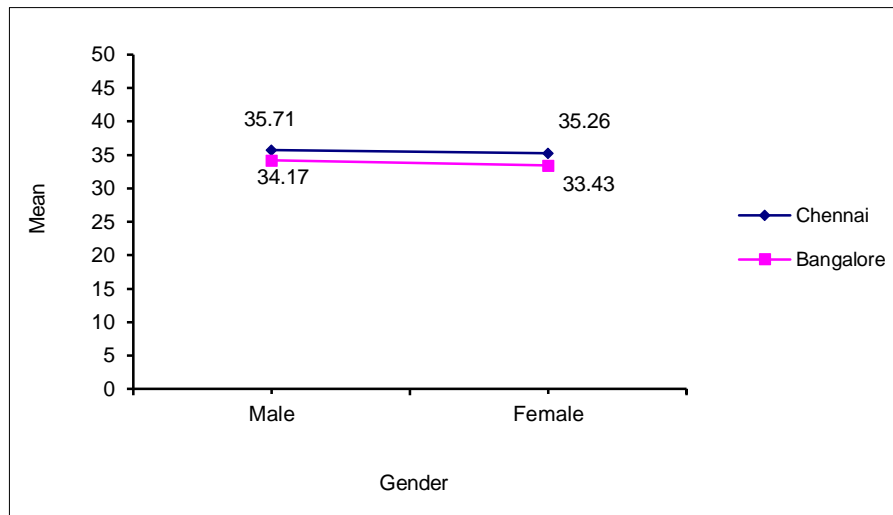
Table 2- Job Involvement Based on Gender and Area

Source	F – value	P-value	Bonferroni value
Gender	1.069	0.302(NS)	
Area	8.485	0.004**	-
Gender * area	0.066	0.798(NS)	

Source: Primary Data   **- 5 Percent level of Significance   NS- Not – Significant

Figure 2 explains the mean value for job involvement among the employees based on the gender and area. The job involvement is high among the male employees in Chennai with a mean value of 35.71 and low among the female employees with a mean value of 33.43.

In Bangalore, job involvement is high among the female with a mean value of 35.26 and low among the male with a mean value of 34.17. It has been found that the job involvement is high among the male than female employees in both Chennai and Bangalore.

Ho: 2.1 – There is no significant difference in the job involvement among the employees based on gender.

Ho: 2.2 – There is no significant difference in the job involvement among the employees based on the area.

Ho: 2.3 – There is no interactive effect of gender and area with job involvement among the employees

In order to examine the formulated hypotheses, ANOVA test is executed. Table –2 discuss the ANOVA result for the job involvement among   employees based on   gender and area.

From the test result, it is implied that   gender does not have impact on the job involvement of the employees. This is because the F-value is 1.069 and the P-value is 0.302. Hence the hypothesis Ho: 2.1 is accepted.

Area wise analysis, indicate that   job involvement level of the employees differs. Since the F-value is 8.485 and the P-value is 0.004, the hypothesis Ho: 2.2 is rejected at 5 percent level.

Gender and area when combined together has interaction with job involvement of   employees. Since the F-value is 0.066 and the P-value is 0.798, the hypothesis Ho: 2.3 accepted.

It is revealed from the discussion that gender has no independent and interactive effect in the job involvement level of the employees.

Figure – 3. Job Involvement Based on Age and area
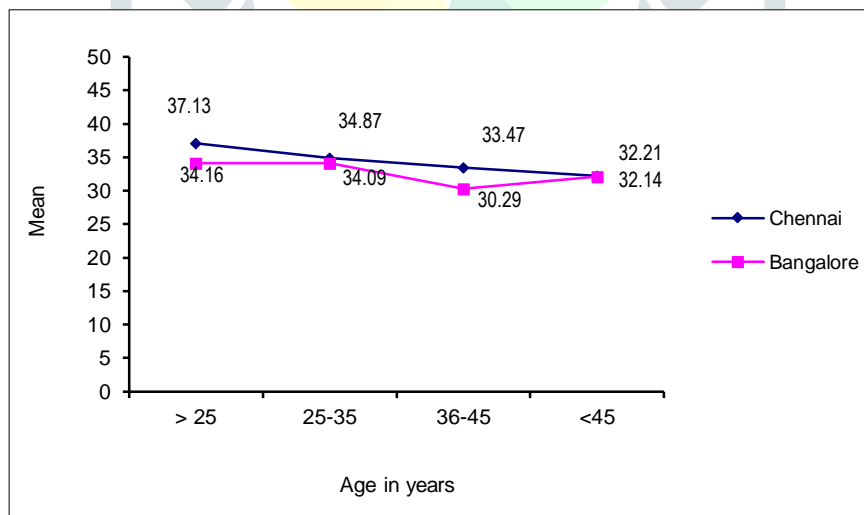
Table- 3. Job Involvement Based on Age and area

Source	F – value	P-value	Bonferroni value
Age	7.799	0.000*	Less than 25 years Vs other age groups
Area	0.034	0.853(NS)	
Age * area	4.817	0.002**	

Source: Primary Data,   *- 1 Percent Level of Significance , **- 5 Percent Level of Significance
NS- Not-Significant

Figure 3 discusses the mean value for job involvement among the employees based on age and area. In Chennai, it is observed that those who are in the age group of less than 25 years are highly involved in job with a mean value of 37.13 and employees in the age group of above 45 years are found to have less involvement in job, with a mean value of 32.21. Figure 3 clearly shows that job involvement decreases upto certain age and slowly increases after 35 years.

In Bangalore,   job involvement is high among the employees in the age group of 25-35 years with a mean value of 34.09 and low among the employees in the age of above 45 years with a mean value of 32.14. It has been noted that the job involvement decreases as the age increases in both Chennai and Bangalore.

Ho: 3.1- There is no significant difference in the job involvement among the employees based on age.

Ho: 3.2 – There is no significant difference in the job involvement among he employees based on the area.

Ho: 3.3 – There is no interactive effect of age and area in the job involvement among the employees

To find out whether the job involvement level varies, ANOVA test is carried out. Table – 3 shows the ANOVA result for the job involvement among the employees based on the age and area.

From the result it is inferred that age has a significant influence in the job involvement among the employees. The F-value is found to be 7.799 and the P-value 0.000, hence the hypothesis Ho: 3.1 gets rejected at 1 percent level.

But in the area wise analysis, job involvement level is found to be similar among all the employees. This is so because the F-value is 0.034 and the P-value is 0.853. Hence the hypothesis Ho: 3.2 is accepted.

Age and area when put together interacts with job involvement among the employees. The computed F-value is 4.817 and the P-value is 0.002. So the hypothesis Ho: 3.3 gets rejected at 5 percent level.

The Bonferroni test also shows that there is variation between the employees in the age group of less than 25 years and employees in the age group of 26 -45 years.

The job involvement is at a higher level among the younger employees in Chennai but in Bangalore the middle aged employees have a higher level of job involvement. This finding is in concordance with the findings of the research conducted by **Sarah and Preetam (1989).** They examined 48 dual career families to analyze the nature of job involvement. This study shows that the demographic variables like age, education and income contribute 8 percent to the total variance of job involvement.

The high job involvement among the younger employees may be due to their urge to achieve and prove themselves in the competitive job market. Because, the more involved they are in the job, the more will be the benefits they get in the form of promotions, salary hikes etc.

FINDINGS AND CONCLUSION

1 .Job involvement is found to be in the moderate level among the employees in both places. Comparing the level of job involvement of employees reveals that the Chennai, employees have more level of job involvement than Bangalore.

2. Gender does not influence the job involvement of employees. It is also noted that there is no interactive effect of gender and area in the job involvement of employees.

3. Both in Chennai and Bangalore, the job involvement is at higher level among the youngsters. Age significantly influences the job involvement of employees. The age and area when combined together influences the job involvement of employees.

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