

## **A STUDY ON JOB SATISFACTION TOWARDS ONLINE JOB IN THOOTHUKUDI CITY**

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### **ABSTRACT**

This study aims to determine whether online job results in job satisfaction for employees. It is critical to learn about employees' perspectives on online job. In this research, Researchers have taken data from primary sources through questionnaires using snow ball method. Respondents receive advantages like less stress, time saves and money spent on commuting, more productive working, and the ability to take breaks and refuel at work. The drawbacks of online job include increased work hours and a decline in social engagement. There is no difference between online job and offline job. It is concluded with online job is alternative way of offline job as both has no difference.

**KEYWORDS:** Online job, Job Satisfaction, Work from home, Employees & Communication.

### **INTRODUCTION**

Online job is defined as people working from their home or from other location of their choice other than the working area by payment which is provided by the employer. Working from home is having lots of use in recent years. Since the growth of the networking from home indicates the employee can finish their work within their own premises. Work will be done remotely

It depends on telephoning / telecommunication arrangements where an does not require staying during the business hours with their employer. In today's growing world there is an urgent need for working at home. To improve the employee retention during the busy and stress filled life we require some leisure time. Through online job you can have free access towards a specific job through fewer interruptions from fellow employees in the office and communication time is also wider. With increasing numbers of employees working

online job using home as a working destination it is clear that improved employee retention it leads to increased staff motivation with less stress also. It also saves home working can help retain working parents with childcare responsibilities. A huge expenditure towards installing a separate work office area and other facilities. A person involves in working from home can do his office work as well as home required assignments simultaneously. Allowing employees to work from home in order to encourage a better work/life balance can lead to improvements in health and well-being. The system of working from home has some salient characteristics to fulfill its objectives and to provide all the required services, thereby solving all problems of the stake holders. Online Job system should have characteristics to fulfill its objectives to provide all the required services and to solve all problems of the stake holders.

### **STATEMENT OF THE PROBLEM**

This topic is chosen because the study helps to understand the employee job satisfaction towards online job. Nowadays, online job has become more popular among various organizations according to their convenience.

This online job meets with various problems while working. The major problem arises because of non availability of Network, loss of data or WiFi connection, inconvenient/ loss of power supply, etc. Employers and Employee's were not able to work successfully for a long period of time during their working hours. So this analytical study is based on employee job satisfaction towards online job.

### **OBJECTIVES OF THE STUDY**

1. To study the socio economic conditions of the respondents.
2. To measure the level of satisfaction among the employees.
3. To study the benefits of employees towards online job.
4. To examine the self appraisal level of employees towards an online job.
5. To study the factor influencing to change online job.

## LITERATURE REVIEW

### FOREIGN REVIEW

#### ❖ JOB SATISFACTION

1. **Pen-Yuan Liao (2011)** applied social exchange theory to develop a model of the processes linking work-family conflict to job attitudes. A sample of 236 employees in Taiwan's high technology industry was tested. It was found that the influences of work-family conflict on job satisfaction are both direct and indirect. This implies that employees cannot be completely satisfied with their jobs if their organizations do their best to enhance the employees' perceived qualities of leader-member exchange and perceived organization support but do not put any effort into reducing the employees' work-family conflict.
3. **P. Balasubramanian and N. Vasanthakumar (2012)**, stated in their article on "A Study on Job Satisfaction of Library Professionals with Reference to Colleges Imparting Management Education" examined the issues related to the job satisfaction of the library professionals working in colleges imparting management education in and around Madurai, Tamilnadu. They attempt to evaluate the job satisfaction of library professionals based on a questionnaire survey method.
4. **Singh & Jain (2013)** highlights on employees' job satisfaction and its impact on their performance. Employees' attitude reflects the moral of the company. Happy employees play an important role in the areas of customers' service and sales as they are the one to interact with the customer on a daily basis. Work environment is the key factor in job satisfaction. Good work environment and good working conditions lead to job satisfaction at the same time helps in increasing employee work performance, profitability, customer satisfaction as well as retention.
5. **Singhapakdi, Sirgy, Lee, Sensasu, Yu and Nisius (2014)** Carried out a study to shed more light on gender disparity in job satisfaction in the context of western versus Asian managers. Using a self-administered survey both in the US and Thailand, and confirmatory factor analysis, they established that gender disparity in job satisfaction in Thailand is driven mainly by significant gender disparity in lower-order Quality of Work Life (QWL) and organizational socialization. Reilly and Spencer (2015) carried out a study to examine the effects of age and tenure on job satisfaction. Using a British

household panel survey, they established that tenure shares a non-monotonic relationship with job satisfaction for females.

6. **Bojadjiev, Petkovska, Misoska and Stojanovska (2015)** examined the effects of the perceived work environment on public employee feelings of job satisfaction. Using a clustered random sample of 169 employees working in one local government municipality in Macedonia who filled in a questionnaire, a Pearson correlation coefficient, they established that recognition was a strong predictor of job satisfaction, followed by opportunities for professional advancement and work self. All, of the above studies exposed conceptual gaps. **Yu and Wright (2016)** have analyzed that the workers belonging to a lower level of occupation are more likely to be unsatisfied with the job. In this, about 20% of machinery operators, drivers, sales workers, and laborers have a low level of job satisfaction. Along with the job satisfaction level in an individual industry has been evaluated. These industries include forestry, agriculture, fishing, recreation, and arts services. Among these industries, the level of job satisfaction is found to be high among the workers. It has been found to be 38%. In terms of defining other services, 37% of workers are satisfied with their jobs.
7. **Tahghighi et al (2017)** have defined that more satisfied workers, stimulate positive actions. This helps in improving the company identification of variables. It affects the level of employee satisfaction. In addition to this, job satisfaction has been also affected by customer loyalty in direct and indirect ways. The value of the type of services received by customers contributes to defining customer satisfaction.

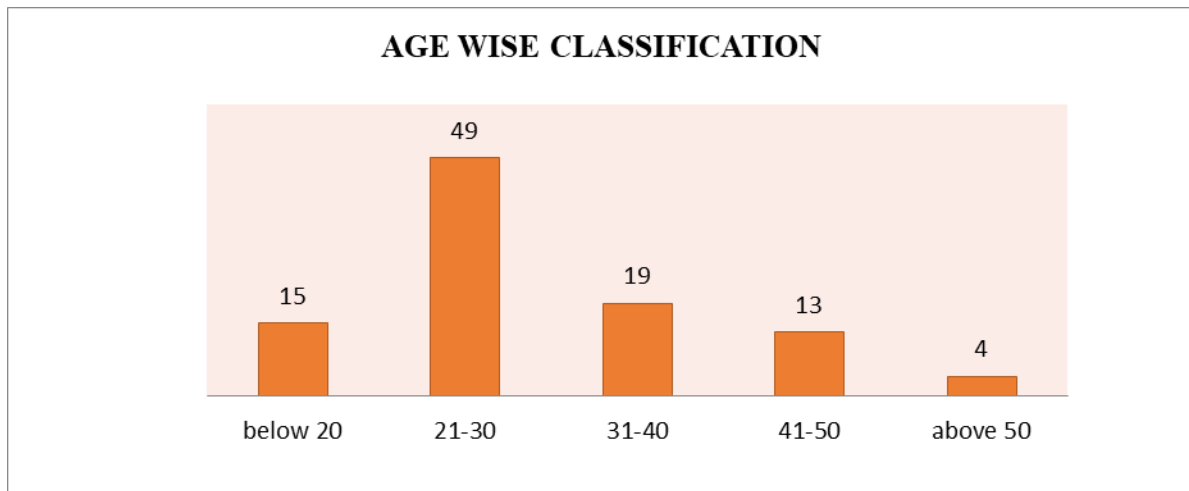
## DATA ANALYSIS AND INTERPRETATION

**TABLE 3.1**

### AGE WISE CLASSIFICATION

| AGE      | NO OF RESPONDENTS | PERCENTAGE (%) |
|----------|-------------------|----------------|
| Below 20 | 20                | 15             |
| 21-30    | 66                | 49             |
| 31-40    | 26                | 19             |
| 41-50    | 17                | 13             |
| Above 50 | 6                 | 4              |
| TOTAL    | 135               | 100            |

Source : Primary Data



### Interpretation

Table 3.1 clearly exhibits the age wise classification of the respondents. Out of 135 respondents 15% of the respondents belongs to the age group of below 20 years, 49% of the respondents belong to the age group of 21-30 years, 19% of the respondents belong to the age group are 31-40 years, 13% of the respondents belong to the age group above 41-50 years, and 4% of the respondents belongs to the age of above 50 years.

Thus, the study has majority respondents as the age group between 21-30 years.

**TABLE 3.2**

**GENDER CLASSIFICATION OF RESPONDENTS**

| Gender | No of respondents | Percentage (%) |
|--------|-------------------|----------------|
| Male   | 60                | 44             |
| Female | 75                | 56             |
| TOTAL  | 135               | 100            |

Source : Primary Data

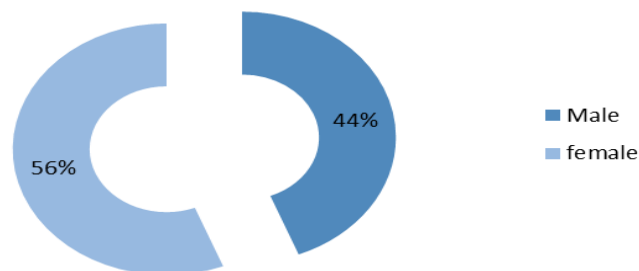
**DETAILS OF RESPONDENTS' CURRENT EMPLOYMENT****GENDER CLASSIFICATION OF RESPONDENTS****Interpretation**

Table 3.2 portrays gender classification of the respondents. Out of 135 respondents 44 percent of the respondents are Male and 56 percent of them are Female.

Thus, the study concentrates more on Female respondents.

**TABLE 3.3****DETAILS OF RESPONDENTS' CURRENT EMPLOYMENT**

| Employed at the moment | No of respondents | Percentage (%) |
|------------------------|-------------------|----------------|
| Yes                    | 121               | 90             |
| No                     | 14                | 10             |
| Total                  | 135               | 100            |

Source : Primary Data

### Interpretation

Table 3.3 depicts that 90 percent of the respondents are Current Employment, 10 percent of the respondents are not Working.

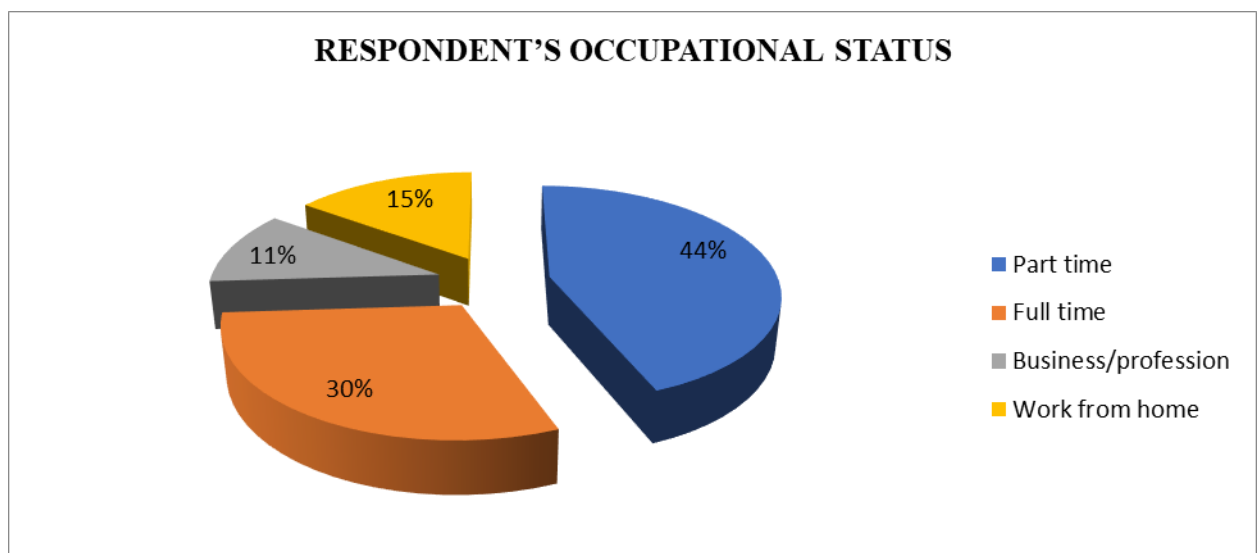
Thus, majority of (90%) the respondents are Currently working.

**TABLE 3.4**

#### RESPONDENT'S OCCUPATIONAL STATUS

| Occupation          | No of respondents | Percentage (%) |
|---------------------|-------------------|----------------|
| Part time           | 59                | 44             |
| Full time           | 40                | 30             |
| Business/profession | 16                | 11             |
| Work from home      | 20                | 15             |
| <b>Total</b>        | <b>135</b>        | <b>100</b>     |

Source : Primary Data



### Interpretation

Table 3.4 reveals that occupational status of the respondents. Out of 135 respondents, most of 44 percent of the respondents belongs to part time job and 30 percent of the

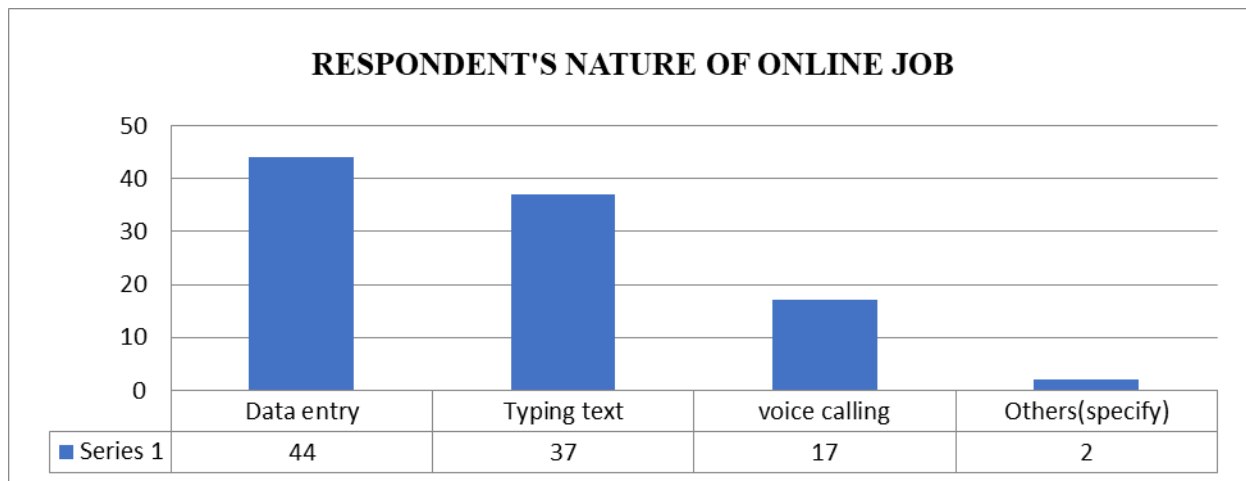
respondents belongs to full time job and 11 percent of the respondents belongs to Business/ Profession and 15 percent of the respondents belongs to Work from home.

Thus, most of them are doing Part Time Jobs.

**TABLE 3.5**  
**RESPONDENT'S NATURE OF ONLINE JOB**

| Types            | No of respondents | Percentage (%) |
|------------------|-------------------|----------------|
| Data entry       | 60                | 44             |
| Typing text      | 50                | 37             |
| Voice calling    | 22                | 17             |
| Others (Specify) | 3                 | 2              |
| <b>Total</b>     | <b>135</b>        | <b>100</b>     |

**Source : Primary Data**



### Interpretation

The above table 3.5 reveals respondent's online nature of job. Out of 135 online jobbers, that 44 percent of the respondents perform Data entry, 37 percent of respondents are performing Typing text, 17 percent of respondents performing Voice calling and 2 percent of respondents performing other Jobs like web developer.

Thus, it is evident from the above table 44% of the respondents, are working Data entry related jobs.

## GARRETT RANKING METHOD

Garrett ranking technique is used to rank the preference indicated by the respondents on different factors. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value. It is calculated by percent position=  $100(R_{ij}-0.5)/N_j$

Where,

$R_{ij}$  = Rank given for the  $i$ th variable by  $j$ th respondents

$N_j$  = Number of variable ranked by  $j$ th respondents.

**TABLE 3.6**

### FACTORS OF JOB SATISFACTION

| Serial number | $100(R_{ij}-0.5)/N_j$ | Calculated value | Garrett value |
|---------------|-----------------------|------------------|---------------|
| 1             | $100(1-0.5)/8$        | 6.25             | 80            |
| 2             | $100(2-0.5)/8$        | 18.75            | 68            |
| 3             | $100(3-0.5)/8$        | 31.25            | 60            |
| 4.            | $100(4-0.5)/8$        | 43.75            | 53            |
| 5             | $100(5-0.5)/8$        | 56.25            | 47            |
| 6             | $100(6-0.5)/8$        | 68.75            | 41            |
| 7             | $100(7-0.5)/8$        | 81.25            | 32            |
| 8             | $100(8-0.5)/8$        | 93.75            | 20            |

| Serial number | Factors           | Rank 1 | Rank 2 | Rank 3 | Rank 4 | Rank 5 | Rank 6 | Rank 7 | Rank 8 |
|---------------|-------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| 1             | Good experience   | 58     | 12     | 11     | 10     | 1      | 1      | 6      | 36     |
| 2             | Remuneration      | 12     | 28     | 25     | 6      | 10     | 9      | 12     | 33     |
| 3             | Stress free       | 8      | 23     | 30     | 11     | 14     | 15     | 8      | 26     |
| 4             | Professional      | 12     | 17     | 15     | 28     | 13     | 10     | 21     | 19     |
| 5             | Rewards           | 12     | 10     | 19     | 17     | 19     | 16     | 30     | 12     |
| 6             | Skill development | 24     | 19     | 11     | 11     | 11     | 19     | 15     | 25     |
| 7             | Promotion         | 22     | 18     | 14     | 9      | 8      | 5      | 23     | 36     |
| 8             | Good training     | 20     | 22     | 12     | 5      | 8      | 9      | 18     | 41     |

| Serial number | Factors           | Rank 1 | Rank 2 | Rank 3 | Rank 4 | Rank 5 | Rank 6 | Rank 7 | Rank 8 | Total |
|---------------|-------------------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| 1             | Good experience   | 4640   | 816    | 660    | 530    | 47     | 41     | 192    | 720    | 7646  |
| 2             | Remuneration      | 960    | 1904   | 1500   | 318    | 470    | 369    | 384    | 660    | 6565  |
| 3             | Stress free       | 640    | 1564   | 1800   | 583    | 658    | 615    | 256    | 520    | 6636  |
| 4             | Professional      | 960    | 1156   | 900    | 1484   | 611    | 410    | 672    | 380    | 6573  |
| 5             | Rewards           | 960    | 680    | 1140   | 901    | 893    | 656    | 960    | 240    | 6430  |
| 6             | Skill development | 1920   | 1292   | 660    | 583    | 517    | 779    | 480    | 500    | 6731  |
| 7             | Promotion         | 1760   | 1224   | 840    | 477    | 376    | 205    | 736    | 720    | 6338  |
| 8             | Good training     | 1600   | 1496   | 720    | 265    | 376    | 369    | 576    | 820    | 6222  |

| Factors           | Average | Rank |
|-------------------|---------|------|
| Good experience   | 56.63   | I    |
| Remuneration      | 48.62   | V    |
| Stress free       | 49.15   | III  |
| Professional      | 48.68   | IV   |
| Rewards           | 47.62   | VI   |
| Skill development | 49.85   | II   |
| Promotion         | 46.94   | VII  |
| Good training     | 46.08   | VIII |

### Interpretation

Out of 135 respondents **IRank** for Good experience, **II Rank** for Skill development second, **III Rank** for Stress free, **IV Rank** for Professional, **V Rank** for Remuneration, **VI Rank** Rewards, **VII Rank** Promotion, **VIII Rank** for Good training.

These are the factors and job satisfaction of the online jobbers.

### LIKERT SCALE METHOD

Rating the Job satisfaction of Company purpose and leadership

For finding the job satisfaction of company purpose and leadership LIKERT FIVE POINT SCALE was used for computing total score certain weight have based on various degree of opinion.

STRONGLY AGREE – 5

AGREE – 4

NEUTRAL – 3

DISAGREE – 2

STRONGLY AGREE – 1

**TABLE 3.7**  
**COMPANY’S PURPOSE AND LEADERSHIP**

| <b>Factors</b>    | <b>Strongly Agree</b> | <b>Agree</b> | <b>Neutral</b> | <b>Disagree</b> | <b>Strongly Disagree</b> | <b>Total</b> |
|-------------------|-----------------------|--------------|----------------|-----------------|--------------------------|--------------|
| Company’s Value   | 360                   | 244          | 0              | 4               | 0                        | 608          |
| Company’s Mission | 295                   | 256          | 0              | 18              | 3                        | 572          |
| Company’s Vision  | 265                   | 284          | 0              | 18              | 2                        | 569          |
| Senior leadership | 250                   | 248          | 0              | 44              | 1                        | 543          |

| <b>Factors</b>    | <b>Average</b> | <b>Rank</b> |
|-------------------|----------------|-------------|
| Company’s Value   | 4.50           | I           |
| Company’s Mission | 4.23           | II          |
| Company’s Vision  | 4.21           | III         |
| Senior leadership | 4.02           | IV          |

**Source : Primary Data**

### **Interpretation**

Job satisfaction is based on company purpose and leadership is highlighted on the basis of job satisfaction.

Out of 135 respondents, **I Rank** for Company's value is basis of Job satisfaction. **II Rank** for Company's vision, **III Rank** for Company's mission, **IV Rank** for Senior leadership.

## CHI – SQUARE

Chi-square test (karl pearson)

**H<sub>0</sub>:** There is no significant difference between Educational qualification and Basis of incentives.

**H<sub>1</sub>:** There is a significant difference between Educational qualification and Basis of incentives.

**TABLE 3.8**

### DIFFERENCE BETWEEN EDUCATIONAL QUALIFICATION AND BASIS OF INCENTIVES

**Observed frequency (O)**

| Educational qualification<br>Incentives | Work based | Hour based | Result based | Higher education | Total |
|-----------------------------------------|------------|------------|--------------|------------------|-------|
| Higher secondary                        | 5          | 1          | 3            | 2                | 11    |
| Under graduate                          | 13         | 11         | 8            | 5                | 37    |
| Post graduate                           | 16         | 22         | 12           | 2                | 52    |
| Diploma                                 | 7          | 4          | 6            | 2                | 19    |
| Profession                              | 4          | 5          | 5            | 2                | 16    |
| Total                                   | 44         | 43         | 34           | 13               | 135   |

**Expected frequency (E)**

| Educational qualification<br>Incentives | Work based | Hour based | Result based | Higher education | Total |
|-----------------------------------------|------------|------------|--------------|------------------|-------|
| Higher secondary                        | 3.58       | 3.50       | 2.77         | 1.05             | 10.9  |
| Under graduate                          | 12.05      | 11.78      | 9.31         | 3.56             | 36.7  |
| Post graduate                           | 16.94      | 16.56      | 13.09        | 5.00             | 51.59 |
| Diploma                                 | 6.19       | 6.05       | 4.78         | 1.82             | 18.84 |
| Profession                              | 5.21       | 5.09       | 4.02         | 2.54             | 16.86 |
| Total                                   | 43.97      | 42.98      | 33.97        | 13.97            | 135   |

### Chi-square test: Difference between Educational qualification and Basis of incentives.

| O     | E     | O-E  | (O-E) <sup>2</sup> | (O-E) <sup>2</sup> /E       |
|-------|-------|------|--------------------|-----------------------------|
| 5     | 3.58  | 1.42 | 2.01               | 0.56                        |
| 13    | 12.05 | 0.95 | 0.90               | 7.46                        |
| 16    | 16.94 | 0.94 | 0.88               | 0.05                        |
| 7     | 6.19  | 0.81 | 0.65               | 0.10                        |
| 4     | 5.21  | 1.21 | 1.46               | 0.28                        |
| 1     | 3.50  | 2.5  | 6.25               | 0.78                        |
| 11    | 11.78 | 0.78 | 0.60               | 0.05                        |
| 22    | 16.56 | 5.44 | 29.5               | 1.78                        |
| 4     | 6.05  | 1.05 | 1.10               | 0.18                        |
| 5     | 5.09  | 0.09 | 0.08               | 1.57                        |
| 3     | 2.77  | 0.23 | 0.05               | 0.21                        |
| 8     | 9.31  | 1.31 | 1.71               | 1.30                        |
| 12    | 13.09 | 1.09 | 1.18               | 1.08                        |
| 6     | 4.78  | 1.22 | 1.48               | 0.30                        |
| 5     | 4.02  | 0.98 | 0.96               | 0.23                        |
| 2     | 1.05  | 0.95 | 0.90               | 0.08                        |
| 5     | 3.56  | 1.44 | 2.07               | 0.58                        |
| 2     | 5.00  | 3    | 9                  | 1.8                         |
| 2     | 1.82  | 0.18 | 0.03               | 0.01                        |
| 2     | 2.54  | 0.54 | 0.29               | 0.11                        |
| Total |       |      |                    | $\sum[(O-E)^2/E]=$<br>19.51 |

Degrees of freedom = (r-1) (c-1)

$$= (20-1) (5-1)$$

$$= 19 \times 4$$

$$= 15$$

Table value = 24.996

Calculated value = 19.51

Since the calculated value (19.51) is less than table value (24.996), the null hypothesis is accepted. Hence, it is concluded the there is a significant difference between Educational qualification and Basis of incentives.

## **FINDINGS & SUGGESTIONS**

This chapter deals with the majority findings of the study. Based on the findings and suggestions, conclusions were drawn. This chapter was discussed in concise and summary format rather than descriptive form.

### **FINDINGS**

- The study clearly shows that (49%) of the respondents are of the age group between 21-30.
- Majority (56%) of the respondents are Female.
- Majority(44% ) of the respondents are doing part time job.
- Majority (90%) of the respondents are Current Employment.
- Most of ( 44%) of the respondents are working in data entry online job.

### **SUGGESTION**

- Try to apply for all available opportunities of the website for online job.
- For most of the jobs salary details, nature of the work, job description, company details etc. are not explained properly.
- An incomplete job profile can make a deserving candidate not apply for that particular post. Therefore the job portal/ social recruiting site have to make sure these details are available in their websites.
- Duplication of job posting can be avoided by the employers and the online job portals/Social media; as there are many job postings done by same employers across various job portal and social media.
- If the jobseeker is using more than one job portal he / she might apply in both, this can increase the difficulty in tracking the application.
- Need free Wi-Fi facilities to work properly without any interruption.
- Need of private room or cabin to work without any disturbance.

- Try to give more incentives and rewards for the employees who are more attentive and active.
- Provide reasonable leaves and holidays to your employees for their relaxation.
- Generate promotion facilities to your employees who perform their duty in a full pledged manner.

## **CONCLUSION**

Online job is lot more comfortable for lots of people. Employees can save a great deal of time and money since they don't have to travel so often, which means people will have lot more time for work and for themselves, too Less travelling will also help reduce traffic congestion and environmental pollution. Besides working at home does not mean staying all day long, people can choose to work in their garden or backyard, wherever makes them feel convenient to work. Moreover, employees are under less stress with flexible working schedule.

To be fair, there are still some disadvantages of teleworking. For instance, working from personal space will reduce face to face interactions among colleagues. However, the problem is solved thanks to the internet. As for now, people from around the globe can easily contact and work with others from distances. Another drawback is that some people may get distracted from work by external factors. The situation requires employers to be highly awarded of what they should and should not do for their paid jobs.

Job portal is application which connects employer and job seekers where employers are the source of the resources and the job seeker can find apply for their targeted job.

This situation has prompted many job portals to look for the ways that has been widely accepted and fully in job searching in this sense the job portals assumes importance ad we could develop such as efficient system which is used by lot many job hunters and employers.

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