

A focus into job satisfaction: A comparative psychosocial probe of selected correlates among the employees of marketing sector.

Priyankar Singha*
University Of Calcutta
Souvik Raychoudhuri**
University Of Calcutta

Abstract

The present study was conducted to deal with gender difference in job satisfaction among the employees of marketing sector. Attempts were also made to assess their subjective sense of well being, interpersonal relationship, level of happiness and coping style. The sample size was 50 divided into 2 groups (male- 25 and female- 25). Each group consisted of respondents age ranging between 22-35 years and having minimum 2 years of job experience. The data were collected from marketing sector employees of different Multinational Company. Job satisfaction scale, Subjective well being inventory, interpersonal relationship inventory, Oxford happiness inventory and coping checklist II were administered to assess the level of job satisfaction, subjective sense of well being, quality of interpersonal relationship, level of happiness and coping style. It is revealed that both male and female marketing sector employees are equally satisfied to their job. Significant difference in job satisfaction between the two groups is not revealed in the present study of investigation. Furthermore, job satisfaction is not found to be significantly correlated with all of the selected psychosocial variables for the present sample of study. The results of the present study can be fruitful for further research studies.

Keywords: Job Satisfaction, Gender Difference, psychosocial correlates, marketing sector employees.

This study was conducted under the Department of Psychology, University of Calcutta, Kolkata in 2012-present to award Ph.D. degree.

Correspondence concerning this article should be addressed to Priyanka Singha, Research Scholar (Ph.D.), University of Calcutta, West Bengal. Email ID: priyankarsingha86@gmail.com

Authors: *Priyanka Singha, Research Scholar (Ph.D.), Dept. of Psychology, University of Calcutta.

** Dr. Sauvik Raychaudhuri, Associate Professor, Dept. of Psychology, University of Calcutta, West Bengal. (INDIA)