

THE INFLUENCE OF DEMOGRAPHIC CHARACTERISTICS ON THE PERCEPTION TOWARDS JOB SATISFACTION- A STUDY IN SUPER MARKET INDUSTRY, SRI LANKA

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ABSTRACT

The primary aim of the study is to find out the significant mean differences in job satisfaction among super market employees' personal characteristics. Questionnaire was used as the research instrument. Study employed independent samples t- test and one-way ANOVA to test the operational hypotheses. Findings revealed that, there is a significant mean difference in the perception of employees towards job satisfaction on the basis of age ($p = 0.045$), level of education ($p = 0.001$), and marital status ($p = 0.001$), and in contrast, there is no significant mean difference in the perception of employees towards job satisfaction on the basis of gender ($p = 0.81$), occupation level ($p = 0.2$), and job tenure ($p = 0.755$),. Further, researchers suggested that, when drafting the policies in relation to employees, organization's management should consider the differences in the level of job satisfaction among personal characteristics. The study has implications for human resources management and quality of super markets as well as it would hopefully benefit to the organizational managers for effectively managing more contented and more satisfied labour force.

Keywords: Job Satisfaction, Demographic Characteristics, Supermarket