

A Study of Job Satisfaction and Life Satisfaction among E-Commerce Staffs

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ABSTRACT

As we know that differences in job satisfaction may be accounted for by life satisfaction variables. Female may place higher value on the ability to balance home and family whereas male may value pay over flexibility; when flexibility is accounted for, satisfaction is equal for male and female e-commerce staffs. The present study was undertaken keeping these conditions in mind. Hence, the job satisfaction and life satisfaction and their relations in male and female e-commerce staffs were systematically measured and compared. Additionally, the relationships of job satisfaction and life satisfaction with each other in both male and female e-commerce staffs separately. For this, purpose 80 male and 80 female e-commerce staffs of Bihar were availability selected and they were administered job satisfaction scale and life satisfaction scale. The t- Test and Pearson's product moment were applied to analyze the data. The results as follows: significant difference between mean job satisfaction scores of male and female e-commerce staffs was obtained. Significant difference between mean life satisfaction scores of male and female e-commerce staffs was obtained. Significant positive relationship between job satisfaction and life satisfaction of male and female e-commerce staffs was obtained. The study aims in making the both (male and female e-commerce staffs) aware of the various stressors and the different coping strategies that can help them maintain with the life satisfaction in a better way, and thus maintaining their emotion. The review concludes with a summary of major research findings, as well as a consideration of future directions and implications for practice and policy.

Keywords: *Job satisfaction, Life satisfaction, Male and Female E-Commerce Staffs*

Trending growth and more online clients in India have increased industry expansion and market competition. Online consumers and Internet usage have grown rapidly worldwide, including in India. India's e-commerce business grew about 35% CAGR from 2009 to 2013, and since then, it has improved (Sharma, 2014). E-commerce in India is expected to account for 6.5% of the retail industry by 2023. It has created jobs, helped customers get better deals, and cut inventory, distribution, and delivery costs. E-commerce business techniques that are open and inclusive have given small manufacturers and merchant partners access to a wide audience. E-commerce has shrunk the planet and expanded marketplaces. This rise in the industry will improve the country's economic

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growth and development. Rapid Internet adoption and e-commerce growth in a globalized culture lead to a country's overall success.

E-commerce involves technology and commercial processes that create and transport information across worldwide networks. Producers, consumers, middlemen, and sellers interact efficiently. E-commerce uses electronic networks for pricing, contracting, payment, and sometimes shipping and delivery. Many comprehend E-commerce. Ecommerce is the major focus of this study, thus it's important to describe it properly. Many inconsistent techniques make it challenging.

This study is important for the e-commerce business, which faces escalating competition in a growing market. These issues include recruiting, engaging, and retaining a high-performing team, attracting new customers, deepening customer relationships, and improving customer service.

Job satisfaction:

People's feelings about their job are called job satisfaction. It's a summed-up impression of the job based on evaluations of different aspects of the job. Certain different meanings can be attached to the phrase "job fulfillment." The full meaning of job satisfaction includes a person's overall attitude, which is a result of many different traits grouped into three areas: (i) Specific job aspects; (ii) Personal conformity; and (iii) Group relationships. Occupational satisfaction is one of the most important problems in behavior management in the workplace. It measures the relationship between what a person wants at work and the benefits that job offers. Many factors—mental, statistical, organizational, and so on—affect a person's happiness at work, which in turn affects the quality and quantity of his output. As a result, it is very important to know how satisfied a man is with his job and what factors are most important to him.

"There is a delight in life that comes as an aftereffect of work. There is bliss in realizing that you have put forth a valiant effort, that you have given the best of your support of the main job. The delight that comes as a consequence of work, gives an internal fulfillment that can be acquired in no other way".

Different meanings exist for the idea of job happiness because it is a complicated and well-studied topic. As defined by Ivancevich and Matteson (2002), job satisfaction is how someone feels about their whole job and how they feel about different parts of their career. It also includes their opinion and perception of how well they fit in with their company.

A person who is highly satisfied with their job generally has positive feelings about it, while a person who is not happy with their job generally has negative feelings about it (Robbins 1993). For researchers to understand these views, Spector (1997) says they need to know how the many complicated and interconnected parts of job happiness work together. Any part of a job that makes you feel happy or unhappy can be found under the category of job happiness. According to Rootdt et al. (2002), job happiness is how someone sees and rates their job based on their own specific wants, desires, and goals that they think are important to them. According to Rothmann and Coetzer (2002), job happiness is a person's response to their job and is based on what they want from their job and what they actually get out of said job.

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Research has linked job satisfaction to organisational productivity, motivation, absenteeism, accidents, mental health, and life satisfaction (Landy, 1978). Present study suggests that work environment communications impact an individual's emotional condition. Medical professionals, lawyers, and teachers identify themselves. Research must include workplace well-being (Judge & Klinger, 2007).

Life satisfaction:

India has always been a family-centered nation. India is known for its family values and domestic support. Life satisfaction in India is influenced by caste, family, health, employment, patrimonial possessions, and more. These are some of the main causes behind India's life satisfaction index. For years, India has been one of the fastest-growing economies. This led to changes in employment demographics, family responsibilities, and dual-career families. Many women work alongside men due to the increase of nuclear families and dual-career households. From an Indian cultural standpoint, this practice is encouraging and harmful to a typical Indian woman's various duties. Life happiness for Indian men and women is mostly based on social acceptability in their jobs or lifestyles.

In general, life satisfaction refers to a person's whole existence and all of its facets. Life satisfaction is being excellent in categories like happiness and morality, with positive sensations outweighing bad ones. An urgent necessity. Modern stress makes it crucial. No one can live peacefully and prosperously without satisfaction. Learning to break everyday tensions, fears, and anxieties is necessary. They'll break him otherwise. A person's well-being, quality of life, and happiness are all referred to as life satisfaction. Pleasure is an organism's ultimate aim, which humans strive for throughout their lives. Without life happiness, inner and exterior alignment suffers. It causes life meaninglessness and emptiness. These paradoxes cause character, value, and productivity crises. The ability to have fun is part of life satisfaction. Happiness increases with enjoyment. Life satisfaction is supposed to lead to happiness and vice versa. Whether someone feels they live a meaningful life is measured by life satisfaction. It may help us analyze societal issues and create relevant policies.

Life satisfaction is a life assessment. The global appraisal of life includes how one feels, how expectations are satisfied, and how numerous aspects are judged. Each person wants to achieve objectives and ambitions in life, which stem from their interactions with people and their present environment. The balance between human desire and the circumstances determines life fulfillment. Anticipated outcomes usually satisfy. Therefore, it is the outcome of comparing an individual's expectations (what they desire) to their actual possessions (what they have) over time.

Life satisfaction is this study's second positive psychology variable. Life satisfaction is difficult to define, thus experts have given several reasons and definitions:

According to Ruut Veenhoven (1996) "Life satisfaction is the degree to which a person positively evaluates the overall quality of his/her life as a whole. In other words, how much the person likes the life he/she leads?" Life satisfaction is a cognitive, critical appraisal of one's life.

Happiness, quality of life, and well-being are a few more psychological concepts that are strongly related to Life satisfaction. "Life satisfaction is the cognitive evaluation of the quality of one's overall life against one's self set standards," Diener et al. (1999) noted. It's

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crucial to happiness. Life satisfaction, positive affect, and negative affect are the three main components of subjective well-being (Huebner 2004).

Rational of the study:

According to previous research, employment and life satisfaction may be linked by fundamental requirements satisfaction. It seems that work and life satisfaction are dispositionally based, and the same factors predict both (Heller et al., 2002). Rain et al. (1991) proposed psychological requirements in over 30 years. Before now, it was untested.

First, most research uses Western samples. The culture has not been considered. Cross-cultural study suggests that culture may affect various relationships (Thomas and Au, 2002; Thomas and Pekerti, 2003). Recent study suggests that particular individualistic cultures may experience pleasure (such as life satisfaction) (Ford et al., 2018). These results raise the issue of whether employment and life satisfaction relationships in the West are also evident in countries with distinct demographics, such as Chile (Heller et al., 2002).

It appears that the paradox that women have higher job satisfaction than men despite lower pay is inconsistent when a variety of variables and work environments are considered, particularly when job and life satisfaction are considered. Further research on gender variations in work satisfaction is needed due to inconsistencies and the possibility for new discoveries.

The research also investigated if life satisfaction affects job satisfaction and whether an employee's off-duty environment indirectly affects their attitude at work. So the research and analysis helped the e-commerce business as a whole identify socio-economic circumstances that cause work unhappiness and strive to fix it.

Objectives of the study:

The following objectives are formulated for the proposed study:

1. To see the difference between job satisfaction of male and female e-commerce staffs
2. To study the difference between life satisfaction of male and female e-commerce staffs
3. To examine the relationship between job satisfaction and life satisfaction of male e-commerce staffs.
4. To examine the relationship between job satisfaction and life satisfaction of female e-commerce staffs

Hypotheses:

The following hypotheses were formulated to empirically validate the above objectives:

1. There would be significant difference between job satisfaction of male and female e-commerce staffs.
2. There would be significant difference between life satisfaction of male and female e-commerce staffs
3. There would be significant relationship between job satisfaction and life satisfaction of male e-commerce staffs.
4. There would be significant relationship between job satisfaction and life satisfaction of female e-commerce staffs.

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Sample:

Data were collected on a total of 160 e-commerce staffs from different location of Bihar. Out of which 80 were taken from male e-commerce staffs and 80 were taken from female e-commerce staffs. Further the age group of e-commerce staffs were 18 to 35 years of age. An availability sampling technique was used to select the respondents of the study.

Research design:

This study used a two-group design (male and female e-commerce staffs) and correlational design to compare job satisfaction and life satisfaction in both groups. It also examined the relationship between job satisfaction and life satisfaction in each group.

Tools used for data collection:

There were two tools used for data collection.

- 1. Life Satisfaction Scale (L-S SCALE):** The research used the Life Satisfaction Scale (Singh and Joseph, 2005) since it is simpler to administer in Indian circumstances. Finally, 40 products were chosen. The responses were graded using Likert's summation. The answer categories Strongly agree, Agree, Undecided, Disagree, and Strongly disagree were given numerical values of 5, 4, 3, 2, and 1 due to the positive wording of all the questions. The scale's creators report .91 (test-retest reliability) after 8 weeks. To test life satisfaction scale validity, correlation coefficients between current and life satisfaction scale scores were calculated. Coefficient of correlation was 0.83. Since specialists rated each item, the scale has face or content validity. The Life Satisfaction Scale has norms: High-136-175, Average-81-135, Low-35-80.
- 2. Job Satisfaction Scale (JSS):** The Singh & Sharma (1986) job satisfaction scale was used to assess PE instructors' satisfaction. The scale measures psychological functioning in any occupation and is widely used. Pilot study statements numbered 80. Only 30 statements made the final after try out. The scale is standardized for engineers, physicians, and instructors. Test-retest reliability is 0.978 for the scale. With a validity value of .743, the scale matches Muthayya's work satisfaction questionnaire.

Procedure of data collection:

To begin with the research, the researcher contacted the different male and female e-commerce staffs from public and private sector of Bihar. Permission was sought from the organization authorities by approaching and explaining details of the study, i.e, purpose and benefits for the working employees, the organization. Also, verbal consent of the male and female e-commerce staffs regarding data collection was taken and they were assured of confidentiality. Working employees who were not willing to give information were not forced to do so and were not included in the sample for the study. First, they were explained briefly about the purpose and the importance of research, which helped in establishing rapport with them. The test was administered in individuals and groups on the available and allocated to the researcher. The scales were administered on them one after the other in the same Order. After collecting the relevant data researcher extended thanks to the participants for contributing their valuable time and helping the researcher in her research pursuit.

RESULTS AND DISCUSSION

Obtained data were analysed with the help of SPSS 24 using different statistical technique and the result were given in the table along with their interpretation and discussion. The data were analyzed and tabled in the light of objectives.

Hypothesis-1: There would be significant difference between job satisfaction of male and female e-commerce staffs.

Table no. 1: Means, SDs, and SED and results of t-ratio of male and female e-commerce staffs on job satisfaction.

Variables	Group	N	Mean	SD	SED	t	P
Job satisfaction	Male	80	63.03	5.296	0.889	7.967	<.001
	Female	80	70.11	5.927			

From the results given in the above table.1 it appears that the mean score of two groups male and female e-commerce staffs were found to be 63.03 and 70.11 respectively. It means that female e-commerce staffs have obtained more mean job satisfaction than male e-commerce staffs. The standard deviations for male and female e-commerce staffs were 5.296 and 5.927 respectively. The t-ratio between the two means came to be 7.967 which was significant beyond .01 level. These finding suggest that female e-commerce staffs had significantly greater amount of job satisfaction than male and female e-commerce staffs. Hence, the hypothesis-1 which states that “there would be significant difference between job satisfaction of young male and female e-commerce staffs” was proved true by the finding of the study.

Female e-commerce workers are more satisfied with their jobs than male and female workers as the t-ratio is substantial. Though male and female e-commerce workers' home social cultures are similar. Current study confirms earlier findings that women are more satisfied with their jobs than men worldwide (Clark, 1997; Donohue & Heywood, 2004; Kristensen & Johansson, 2008; Loscocco & Bose, 1998; Metle, 2001; Mulinge & Mueller, 1998; Sloane & Williams, 2000). When adjusting for specific employment factors, several studies have revealed no gender differences in job satisfaction (Bokemeier & William, 1987; Ehrenberg, 2003; Robst et al., 2003; Westover, 2009).

Marriage may provide married women greater work options than males and unmarried women, enabling them to quit unsatisfying jobs (Carleton & Clain, 2012). Women have better work satisfaction than males overall, however this is not true when marital status is included. Being the major income source has a role, as one large-scale research indicated that married women had better work satisfaction than married males and unmarried women (Carleton & Clain, 2012).

Hypothesis-2: There would be significant difference between life satisfaction of male and female e-commerce staffs.

Table no. 2: Means, SDs, and SED and results of t-ratio of male and female e-commerce staffs on life satisfaction

Variables	Group	N	Mean	SD	SED	t	P
Life satisfaction	Male	80	107.96	12.377	2.21	10.094	<.001
	Female	80	130.31	15.418			

From the results given in the above table 2 it appears that the mean score of two groups male and female e-commerce staffs were found to be 107.96 and 130.31 respectively. It means that female e-commerce staffs have obtained more mean score on life satisfaction than male e-commerce staffs. The standard deviations for male and female e-commerce staffs were

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12.377 and 15.418 respectively. The t-ratio between the two means came to be 10.094 which was significant beyond .01 level. These finding suggest that female e-commerce staffs had significantly greater amount of job satisfaction than male e-commerce staffs. Hence, the hypothesis-2 which states that “there would be significant difference between life satisfaction of male and female e-commerce staffs” was proved true by the finding of the study.

Male and female e-commerce workers have many similarities and distinctions. Research has investigated gender inequalities in several areas. Gender differences impact brain and behavior (Ngun et al., 2011). Another study found gender disparities in personality. Weisberg, Yoing & Hirsh (2011) found that women are more extraverted than men in the Big Five personality.

Many international research have identified gender discrepancies. In an analysis of 13 research, Diener et al. (1999) showed a mean difference in subjective well-being between men and women. However, several research have shown greater male life satisfaction (Goldbeck, Schmitz, Besier, Herschbach, & Henrich, 2007). Present research outcomes differed from earlier ones. Due to field instrumentation and sample age groups, those research have been inconsistent.

Hypothesis-3: There would be significant relationship between job satisfaction and life satisfaction of male e-commerce staffs.

Hypothesis-4: There would be significant relationship between job satisfaction and life satisfaction of female e-commerce staffs.

Table no. 3: Results of Correlation between job satisfaction and life satisfaction of male e-commerce staffs.

Variables	Correlation	Significance level
Job Satisfaction	0.902	< .01
Life Satisfaction		

Table no.4: Results of Correlation between job satisfaction and life satisfaction of female e-commerce staffs.

Variables	Correlation	Significance level
Job Satisfaction	0.941	< .01
Life Satisfaction		

If we look table- 3 we will find that coefficient of correlation between job satisfaction and life satisfaction of male e-commerce staffs was found as 0.902 which was significant at 0.01 level of significance. This, the value of coefficient of correlation was positive meaning thereby that the two variables are positively related. So, the hypothesis-3 that says that “there would be significant relationship between job satisfaction and life satisfaction of male e-commerce staffs” was accepted. In the same way a look at table 4 reveal that relationship job satisfaction and life satisfaction of female e-commerce staffs was 0.941 which was significant beyond .01 level of confidence. Thus, hypothesis -4 which states that “there would be significant relationship between job satisfaction and life satisfaction of female e-commerce staffs. “was also accepted by the finding of the study. From the table 4 and

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5revealed that job satisfaction and life satisfaction was positively correlated from each other.

This research examined job and life satisfaction of Bihar's male and female e-commerce workers who participated in a survey. The research found a good and significant link between job and life satisfaction. The research discovered a considerable correlation between job and life happiness among male and female e-commerce workers. The results show that male and female e-commerce workers' job and life satisfactions are positively and significantly related. Positive connection demonstrates that male and female e-commerce staffs with greater job satisfaction have better life satisfaction. Erdamar and Demirel (2016) showed a favorable link between job and life satisfaction.

Other studies have found the same result (Bonebright, Clay and Ankenman, 2000; Perrone, Webb and Jackson, 2007). Since people spend most of their time at work and make it the center of their lives, job satisfaction affects life satisfaction, so one increases as the other does.

CONCLUSION

The t-test was used to find out the difference between male and female e-commerce staffs on job satisfaction and life satisfaction and pearson correlation was applied to find out relationship between on job satisfaction and life satisfaction of male and female e-commerce staffs separately. The following results were obtained:

1. The results of t- test reveal that female e-commerce staffs obtained significant greater mean score than male e-commerce staffs on job satisfaction.
2. Female e-commerce staffs obtained significantly greater mean score on life satisfaction than male e-commerce staffs meaning thereby that women had significantly greater men than males.
3. Positive and significant relationship between job satisfaction and life satisfaction of male e-commerce staffs was obtained.
4. Positive and significant relationship between job satisfaction and life satisfaction of female e-commerce staffs was found.

Results were evaluated in light of socio-cultural raising practice and workplace contexts. Female e-commerce staffs have significantly higher job satisfaction and life satisfaction than male staffs due to rich social consciousness and expectations of society and workplace environments.

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Conflict of Interest

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