

## Age, Gender and Marital Status as Factors of Job Satisfaction among Print-Media Workers

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### Abstract

Having established a gap in literature regarding job satisfaction among print-media workers, this study investigated age, gender and marital status as factors of job satisfaction among print-media workers. Using convenient sampling method, a total of 199 participants were selected for the study. There were 107 males and 92 females; with their ages ranging between 20 – 67 years. 114 of the participants were married; 78 never married; 2 divorced; and 4 widowed. The highest educational qualification was master's degree, while the least was ordinary level school leaving certificate. Three hypotheses were tested and the results indicated that age and gender were significant factors of job satisfaction among the selected population. (Age:  $df = 197, t = -.169, p < .001$ ; Gender:  $df = 197, t = -.227, p < .05$ ). However, marital status did not significantly predict job satisfaction ( $df = 4, F = .291, p > .05$ ). The findings have significant implication for recruitment and policy making in organizations.

**Keywords:** - Job Satisfaction, print-media, workers, gender, marital status

### 1. Introduction

Job satisfaction has been defined differently by scholars as: An attitude, an internal state which can be associated with personal feelings of achievement either qualitative or quantitative (Mullins, 2005); “a pleasurable or positive emotional state, resulting from the appraisal of one’s job experiences” (Oshagbemi, 1999, quoting Locke); an individual’s general attitude towards his or her job (Robins, 2001) and the feelings and attitude one has about his job (Riggio, 2000). In essence, it is a worker’s attitude towards their job, whether positive (satisfied) or negative (dissatisfied). Job satisfaction is also considered one of the two “summary markers of adult vocational adjustment,” along with success (Jepsen & Sheu, 2003). Jepsen et al (2003) stated that general job satisfaction is one of the five global career status outcomes (along with performance, persistence, economic stability, and identity) that employees seek through career counseling.

Several personal characteristics, such as age, gender, and personality, have been reported to affect job satisfaction (Walker and Sorce, 2009). Age may have direct effect (Oshagbemi, 2003), or other factors such as stress (Fairbrother & Warn, 2003) and personality (Judge & Bretz, 1992). (Westerman & Yamamura, 2007; Jepsen & Sheu, 2003) have also established that job tenure (i.e. the number of years a worker has put into service) can also affect the individual’s level of job satisfaction. In other words, as people progress through the career life stages, their job satisfaction is expected to increase. As the individual gains more work experience, they will be able to move closer to their ideal work situation and they will therefore attain more job satisfaction (Walker et al. 2009).

Despite the above, it needs be mentioned that survey data does not always provide support for this progression. In a 25-year study of 169 high-school graduates, it was found that the average job satisfaction scores remained the same during the adult years, whereas the average job congruence (measured by the similarity between the individual’s major in college and the position held at the time of the survey) increased significantly (Jepsen & Sheu, 2003). Davis (2004) also found no evidence to support the hypothesis that older people tend to be more satisfied with their jobs than younger people, and no statistically significant generational differences have been found for job satisfaction in recent research (Macky, Forsyth & Boxall 2008).

As discussed by Oshagbemi (2003), the relationship between age and job satisfaction is uncertain. Two different explanations exist: linear and curvilinear. The linear relationship is explained by the ideas of accommodation (adjusting to the workplace) and an increased ability to obtain more rewarding jobs due to seniority and experience.

The curvilinear relationship is explained by the idea that stress on the job increases over time as changes in the environment, increased pressure to perform at higher levels, and a desire to retire earlier, all collide.

Although gender has been reported to affect job satisfaction from time to time, overall there is very little evidence to support the idea that gender directly influences job satisfaction (Oshagbemi, 2003). Contradicting survey results on this matter further confuse the theory, although it has been determined that men and women have differences in what needs are satisfied by a job (Kifle & Desta, 2012), which may impact how they respond to satisfaction questions (Oshagbemi, 2003). There is a dearth of literature regarding how marital status influence job satisfaction, particularly among print-media workers. In the light of the foregoing, the purpose of this study was to examine age, gender and marital status as factors of job satisfaction among print-media workers. The following hypotheses were tested.

- i. Older people will be significantly more satisfied with their jobs than younger people
- ii. Female print-media workers will be significantly more satisfied with their jobs than male print -media workers.
- iii. Marital status will significantly predict job satisfaction among print-media workers.

### 1.1.Method

**Design:** - This study adopted a cross-sectional ex post facto survey research design

**Participants:** - participants in this study were 199 conveniently sampled print-media workers; there were 107 males and 92 females; with their ages ranging between 20 – 67 years. 114 of the participants were married; 78 never married; 2 divorced; and 4 widowed. The highest educational qualification was master's degree, while the least was ordinary level school leaving certificate.

**Sampling procedure:** - samples were conveniently selected for participation in the study. Despite the adoption of convenient sampling method, participant's consent was got before requesting them to respond to the research instrument.

**Instrument of data collection:** Minnesota Job Satisfaction Questionnaire was used to measure Job Satisfaction. The responses ranged from 'strongly agree – strongly disagree', with a score above the mean being interpreted as high job satisfaction, while scores below the mean are interpreted as low job satisfaction. Author reported an Alpha reliability of the entire scale to be .91, while for this study; an Alpha reliability of the entire scale was .81.

**Procedure for data collection:** - After obtaining permission from the appropriate authorities, study participants were approached and after seeking their consents the research instrument was administered on them. Participants completed and returned the questionnaires same day since the approximate time of response was 10minutes.

**Statistical Analysis:** - The SPSS version 17.0 was used in the analysis of the data collected. First and second hypotheses were tested with the student t-test for independent samples, while the third hypothesis was tested with the one way analysis of variance

### 1.2 Result

The present study examined Age, Gender and Marital Status as Factors of Job satisfaction among Print-media workers. A total of 199 conveniently sampled print-media workers participated in the study; there were 107 males and 92 females; with their ages ranging between 20 – 67 years. 114 of the participants were married; 78 never married; 2 divorced; and 4 widowed. The highest educational qualification was master's degree, while the least was ordinary level school leaving certificate. Three hypotheses were tested.

Results of hypotheses 1 and 2 are presented in table 1, while the result of hypothesis 3 is presented in table 2.

Table 1 showed the summary of t-test analysis done to compare young workers to old workers on job satisfaction among print media workers. The result showed that age was a significant predictor of job satisfaction among print-media workers. Younger workers are more dissatisfied with their jobs compared to the older workers. The first hypothesis was thus accepted.

Gender was also found to be a significant predictor of job satisfaction among print-media workers as shown in table 1 also. Female workers were more satisfied with their jobs compared to their male counterpart. The hypothesis was thus accepted.

The third hypothesis was tested with a one way analysis of variance and the result is presented in Table 2. The analysis of the third hypothesis showed that marital status is not a significant predictor of job satisfaction among print-media workers ( $df = 4, F = .291, p > .05$ ). The third hypothesis was thus rejected.

Marital status did not significantly predict job satisfaction among print-media workers. Therefore, whether one is married or not does not have a significant influence on such an individual's level of job satisfaction. In other words, factors other than marriage would account for level of job satisfaction among this set of workers.

#### **4. Discussion**

In congruence with the finding of this study that age significantly predicted job satisfaction among print-media workers, several other studies have shown that older workers are more satisfied with their jobs than younger workers (Hunter, 2007; Lorber & Skela, 2012). Although, it needs be mentioned also that some other researchers have found that age is not a significant predictor of job satisfaction in some other places (Lamont, 2007). Some of the reasons advanced in literature for age difference in job satisfaction (particularly in the Western world) include the benefits that come with maintaining a long career, including higher salaries, better benefits and success in the workplace. Although this present study also found age as a significant predictor of job satisfaction among print-media workers, it may not be as a result of pay package or better benefits

Further explanation could be the fact that most young people are still upwardly mobile and with the age on their side, they are mostly looking for greener pastures hence their high turn-over intention. The difference in value orientation between the old and the young could also be an explanation for the difference. The younger workers have different values and motivations compared to the older workers. The older workers most probably would have different goals and motivations compared to the younger workers and this may account for some of the differences in their job satisfaction.

Again, someone who is close to retirement may not be ready to take any action against the organization if he considers such an action as not being in his own personal interest, whereas the younger workers may not mind such action since they are at advantage as regards age and mobility. Some researchers have observed that most young people have seen corporations act disloyally to their parents, so they have no qualms about changing jobs rapidly. In fact, many do not expect to stay in a job or even career for too long (Armour, 2005). Many also think that they can 'get more by trying new companies and careers (Safer, 2007), and it is also a way out of companies when no career development opportunities are presented (Trunk, 2007). They are also unwilling to compromise, and rarely settle for a job when they think they can do better elsewhere (Schmitt, 2008 Gerdes, 2007; Rowh, 2007).

The result of the second hypothesis that established a significant statistical gender difference in the job satisfaction among print-media workers is in line with the findings of Okpara, Squillace, & Erondy, (2005) who had previously established same result in a similar but extensive study conducted in the United States of America. Despite the congruence in the present study finding, researchers like Pitts, Jarry, Wilkins & Pandey (2006); and Mabekoje (2009) at different times and in different studies have reported no significant difference in the level of job satisfaction of men and women. They asserted that women are no less satisfied than men. The possible explanation given for this finding was that female workers most possibly should have the same expectations as their male counterparts and so the same job satisfaction. Sloane and Ward (2001) however, went a step further by asserting in their own research report that women over the age of 35 have significantly high job satisfaction.

Within the culture in which the present study was conducted, the patriarchal system could have accounted for the result observed. In a male dominated culture, a woman is expected to take whatever is given to her as a privilege and not a right, so, she is more or else not to complain, rather she should take whatever her experience is as her fate. Although, other reasons (beyond the scope of this study) may have accounted for the result observed, it has been ascertained that gender significantly predicted job satisfaction among print-media workers.

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**Table 1. Summary of t-test comparing means based on age and gender on job satisfaction among print media workers**

	Variables	N	Mean	SD	df	t	Remark	
Job satisfaction	Age	Young workers	131	65.86	13.778	197	.169	P < .05 (.001) Sig.
		Old Workers	68	65.56	7.502			
	Gender	Male	107	65.579	9.743	197	-.227	P < .05 (.033) Sig.
		Female	92	65.967	14.212			

**Table 2. Post Hoc Tests**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
single	78	64.8462	11.22622	1.27112	62.3150	67.3773
married	114	66.2982	12.78476	1.19740	63.9260	68.6705
divorced	2	63.0000	4.24264	3.00000	24.8814	101.1186
widowed	4	69.5000	5.50757	2.75379	60.7362	78.2638
Total	199	65.7588	11.98746	.84977	64.0830	67.4346

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