

Factors Influencing the Job Satisfaction of Field Extension Functionaries

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ABSTRACT

The present study was conducted during 2014-15 at Bangalore Rural and Urban districts of Karnataka state with objectives to identify the factors influencing the job satisfaction of Field Extension Functionaries (FEFs). 120 FEFs from Department of Animal Husbandry and Veterinary Services (DAH&VS) and Karnataka Milk Federation (KMF) were selected through simple random sampling. It was found that majority of the respondents (68.33%) were moderately satisfied with their job followed by 20.00 per cent and 11.67 per cent were dissatisfied and highly satisfied with their job respectively. It was found that age, work experience, training received, job involvement, attitude towards work, organisational climate were positively and significantly correlated with job satisfaction whereas job stress was negatively correlated with job satisfaction of FEFs. Testing of regression coefficient revealed that only three variables role performance, social participation, organisational climate were significantly influencing the job satisfaction of FEFs. The coefficient of determination value with ten independent variables indicated that 42.90 per cent of the significant variation in the job satisfaction was explained by the independent variables covered under the study which was found to be significant.

Keywords: Job satisfaction, Field Extension Functionaries, Correlation, Multiple regression analysis

INTRODUCTION

Job satisfaction of the employees is an important indicator of the success and health of an organization. The job satisfaction in the organization greatly facilitates the task of administrators because it creates favourable conditions for the overall progress of the organization (Mishra, 2005). Bhagoliwal (1988) stated that the job satisfaction is the result of various attitudes the employee hold towards his job related factors and life in general. It also refers the extent to which a person pleased or satisfies by the job content, environment of his work and work condition. Progress of any organization greatly depends on job satisfaction level of employees in the organization. In many organisations job satisfaction is the main determinants which will interfere with the performance of the employee. Extension person does not only involve in delivering information to farmers, but should also attempt to make farmers creative, self-confident and competent enough to overcome their own problems and dilemmas (Sulaiman and Hall, 2003). Hence, for accomplishing the organization's mission, extension workers should have level of satisfaction in the organization. Therefore, the present study was undertaken

with following objectives.

OBJECTIVES

- (i) To study the level of job satisfaction of Field Extension Functionaries
- (ii) To identify the factors influencing the job satisfaction of FEFs

METHODOLOGY

The present study was conducted in Karnataka State during the year 2014-15 in two purposively selected districts namely; Bangalore Rural and Bangalore Urban and Field extension functionaries of DAH&VS and KMF were selected as the respondents for the study. The ex-post facto research design was employed for the study with 120 respondents, out of them 30 respondents from each department of each district were selected through simple random sampling.

In the present study job satisfaction of the FEFs was operationalised as the degree to which the FEFs were satisfied or dissatisfied with different aspects of their job.

This variable was measured by using the scale developed by Kherde (1971) with some modification. The scale consisted of ten statements. The scale was presented to the respondents on a four point continuum namely, 'most satisfied', 'satisfied', 'less satisfied' and 'not satisfied', with weight age of 4,3,2 and 1 respectively for all the statements. For the purpose of data collection a questionnaire was developed with the consent of experts of study and covering all the objectives and pre-tested among the respondents from non-sample area. Correlation and multiple regression analysis were used to find out the association between job satisfaction and FEF's characteristics.

RESULTS AND DISCUSSION

It is clearly indicated from Table 1 that majority of the respondents (68.33%) were moderately satisfied with their job followed by 20.00 per cent and 11.67 per cent were dissatisfied and highly satisfied with their job respectively. It can be conclude that majority of respondent had moderate level of job satisfaction hence job satisfaction of an individual depends on the socio-economic, socio-personal, environmental factors, strategic employee recognition, job security, freedom of work and good relation with their co-workers and socio-psychological benefits from his/her job. The results of the present study are in confirmation with the earlier studies like Mishra (2005), Patel (2006), Ratnayake (2012) and Goyal (2013) who reported that the majority of respondents belonged to medium level of job satisfaction category.

Table 1 : Distribution of FEFs according to their level of job satisfaction n= 120

Sr. No.	Level of job satisfaction	Frequency	Per cent
1	Dissatisfied (<23.12)	24	20.00
2	Moderately Satisfied (23.12 to 31.87)	82	68.33
3	Highly satisfied (>31.87)	14	11.67

Mean = 27.53

S.D. = 04.34

Table 2 showed the correlation and regression coefficients between selected independent variables and job satisfaction of FEFs. It is evident from the Table 2 that age, work experience, training received, attitude towards work, job involvement, organizational climate and role performance were positively and significantly correlated with job satisfaction at 1 per cent level of significance ($P < 0.01$) whereas job stress had negative and significant relationship with job

satisfaction at 1 per cent level of significance ($P < 0.01$), while educational qualification, social participation, achievement motivation and information seeking behaviour were found to be non significant relationship with job satisfaction level of FEFs. A careful observation of the results revealed that value of coefficient of determination (R^2) was 0.429 which was observed to be statistically significant at 1 per cent level of significance ($p < 0.01$) on the basis of F-value 6.708.

The results further imply that all the selected twelve independent variables put together had contributed 42.90 per cent of variation in job satisfaction of FEFs. It was also found that only three variable role performance, social participation and organisational climate were the main contributing factors to the job satisfaction of FEFs.

From the Table 2 it was clearly depicted that there was a positive and significant association between the age and work experience with that of job satisfaction. According to Herzberg *et al.* (1957) there is high morale among employee during the starting years of job which later on decreases but during this time job satisfaction level begins to rise and continue to rise throughout the worker's carrier. Findings are in line with findings of Maity (2002) and Goyal (2013) and not in line with findings of Jain (2002). Educational qualification had non-significant relationship with the job satisfaction of FEFs. As most of respondents were recruit on the basis of basic degree of B.V.Sc. & AH and higher education did not fetch any increment and chances of promotion in the job of FEFs which may be the cause of its non-significant relationship with job satisfaction. This finding was according to Maity (2002) and Goyal (2013)

Training received was found to be positively and significantly associated with the job satisfaction. It was concluded by the fact that most of the training programmes conducted for FEFs were to meet the challenges faced by them in the field activities. It would seem natural at first instance that by increasing the number of training courses there will be increase in the efficiency of the performance of FEFs which was accompanied by a corresponding increase in their job satisfaction. The findings were not in line with Jain (2002) who reported that training had negative and non significant relationship with job satisfaction of District Extension Specialists. The job involvement was positively and significantly correlated with the job satisfaction. Respondents agreed that high degree of job involvement is a must for extension workers as most of the time he/she is expected to work unsupervised and away from the office comforts. This

type of work cannot be done with high performance unless total involvement of an individual is required. Therefore it is natural to find out the significant relationship between job involvement and job satisfaction. This finding was in accordance with Mishra (2005) and Goyal (2013).

Table 2 : Correlation and regression coefficient of independent variables with job satisfaction of FEFs

Sr. No.	Independent Variables	Correlation coefficient "r"	Regression coefficient "b"	Standard Error of "b"	"t" value
X ₁	Age	0.346**	0.102	0.083	0.489
X ₂	Educational qualification	0.071	0.008	0.564	0.106
X ₃	Work experience	0.369**	-0.007	0.092	-0.031
X ₄	Training received	0.291**	0.079	0.259	0.778
X ₅	Social participation	-0.022	-0.206	0.266	-2.508*
X ₆	Attitude towards work	0.331**	0.096	0.187	0.962
X ₇	Job involvement	0.381**	0.089	0.152	0.907
X ₈	Achievement motivation	-0.174	-0.004	0.127	-0.047
X ₉	Job stress	-0.306**	-0.143	0.142	-1.637
X ₁₀	Role performance	0.527**	0.383	0.034	3.828**
X ₁₁	Organizational climate	0.323**	0.166	0.075	1.931*
X ₁₂	Information seeking behaviour	-0.041	-0.100	0.085	-1.206
** Significant at 1%, * Significant at 5%				R ² = 0.429, F= 6.708**	

Organisational climate found to be significant with job satisfaction and it is also the one of the main contributing to the job satisfaction of FEFs. A favourable climate perception results in higher efficiency/productivity of the employees there by result in their higher job satisfaction. It is because extension workers have clear mental picture about the climate of the organisation especially *w.r.t.* human relations, supervision and guidance, communication, programme planning, decision making *etc.* This finding is in line with Mishra (2005). Achievement motivation of FEFs is found to be non-significant. It is assumed that achievement motivation directs the individual towards reaching some goals, which he has set for himself. Higher the association of achievement motivation higher will be the individual efforts. Reason for this finding might be due to lack of promotional opportunities available to FEFs, lack of recognition for quality work and work pressure which might have deterred their enthusiasm to strive hard.

There was negative and significant relationship exists between the job stress and job satisfaction of FEFs. This could be due to the fact that any kind of stress decreases the efficiency of a person to perform any activity. The probable reasons for job stress may be due to the FEFs were not well acquainted with the nature of their job and found their job to be highly demanding, inadequate staff in department, poor infrastructural facilities and more work pressure. These findings were in line with the findings of Sandika *et al.* (2007)

and Goyal (2013) who found that job stress had significant and negative association with job satisfaction. Role performance of FEFs was found to be the main factor which influences the job satisfaction of FEFs. Role performance refers as the degree to which the different job duties (activities) were performed by the respondents as the occupants of the post. So it is natural if he/she likes the job activities or his/her role in organisation his satisfaction level automatically will be high. It is an established fact that the performance of any individual is largely affected by the satisfaction which leads to qualitative and quantitative improvement in overall job satisfaction.

CONCLUSION

It can concluded from the results of the study that majority of the FEFs were moderately satisfied with their job. So both departments DAH&VS and KMF should make policy decision for better promotional and transfer opportunities for FEFs. Regular training programme should be organised for extension personnel for updating of know-how and recent advancement in their field. FEFs should given appropriate job responsibility and authority to improve the job performance. They should be given enough freedom to take decision on their own way. Their work should be well recognised by organisation and they should be involved in programme planning and decision making process. Policy makers of both the departments need to pay due attention to weed out undesirable factors/ conditions and to create

conducive working environment to aim effective transfer of technology for sustainable development of the farming community.

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