

JOB SATISFACTION OF AGRICULTURAL GRADUATES IN SELECTED AVENUES OF EMPLOYMENT

Job satisfaction not only helps in increasing efficiency but also provides intrinsic motivation for work. Job satisfaction is conducive to the all round development of the organisation because directly and indirectly it influences attitude, morale and production level of the employee.

Specialisation of the activities in the field of agriculture demands intrinsic interest in the employee and incentive for work. To provide interest in work and make the job satisfactory and pleasant there is tremendous need for research in "job satisfaction". It is only from a scientific research the organisation can know the factors contributing to job satisfaction which enables the organisation to take necessary steps to improve satisfaction of the employees on the job.

The study was confined to Alleppey district of Kerala. The respondents were agricultural graduates working in the State Department of Agriculture, Kerala Agricultural University and commercial banks. Totally 110 agricultural graduates of which 60 from the Department of Agriculture, 30 from banks and 20 from the Agricultural University were selected.

Job perception, job performance and job satisfaction of the agricultural graduates were considered as the dependent variable of the study. Procedure used by Susilkumar (1984) was used to measure job perception. Job performance was measured by the self-rating method used by Susilkumar (1984). The job satisfaction ladder which was originally devised by Cantril (1965) and followed by Perumal (1975) with modification was used for measuring job satisfaction.

Age, sex, education level, training undergone, rural-urban background, level of aspiration,

achievement motivation, job involvement, job security, job esteem, job environment, job attitude, job supervision, job relationship and job motivation were taken as the independent variables of the study. Statistical methods such as percentage analysis, simple correlation, path analysis chi-square tests and kruskal-wallis test were employed in the analysis and interpretation of data.

Table 1 shows that about half of the respondents were in the high perception group and half of them in the low group; in the three avenues of employment. Majority of the agricultural officers in banks and University rated themselves as high performers. Majority from banks were in 'high satisfaction category' whereas the other two were in the 'low satisfaction category'.

There was no difference in job perception and job satisfaction of the respondents in the three avenues. But in case of performance, the agricultural officers of the State Department of Agriculture stood high compared to the other two groups.

From Table 2, it is evident that there was significant relationship between job perception and job performance, job perception and job satisfaction and also between job performance and job satisfaction in the case of State Department of Agriculture and banks. In the case of Agricultural University also positive relationship was established among all the dependent variables. But significant positive relationship was noticed only between job perception and job performance.

Job security, job attitude and job motivation established inter-relationship with maximum number of other variables in case of Department of Agriculture. For banks, three

Table 1. Extent of job perception, job performance and job satisfaction in the three avenues of employment (values given in percentage)

Avenues of employment	Job perception		Job performance		Job satisfaction	
	High	Low	High	Low	High	Low
Department of Agriculture (n - 60)	48.33	51.67	50.00	50.00	40.00	60.00
Banks (n - 60)	53.33	46.67	56.67	43.33	60.00	40.00
Agricultural University (n - 20)	50.00	50.00	55.00	45.00	45.00	55.00

Table 2. Inter-correlation among dependent variables

Inter-correlation	Dept. of Agriculture	Bank	Agri. University
Perception - performance	0.4849*	0.6644*	0.6139
Perception - satisfaction	0.3118*	0.5279*	0.1626
Performance - satisfaction	0.3148*	0.5638*	0.3989

variables viz., job security, job esteem and job attitude could establish inter-relationship with maximum number of other independent variables. For Agricultural University, job attitude only could establish inter-relationship with

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maximum number of other independent variables. The most important factor which contributed much to job satisfaction, both directly and indirectly is job motivation for all the three categories. The contribution of job attitude to job satisfaction was also high except for the department personnel. But the direct and indirect contributions of job esteem to job satisfaction were negative for all the three avenues of employment.

Agricultural graduates working in banks felt higher satisfaction in their job followed by the agricultural graduates in the University and the Department of Agriculture, respectively. But the results revealed responses of job satisfaction in extremes within the Department of Agriculture.

The most important factor contributing job satisfaction was job motivation in case of the three avenues of employment. Hence it is quite clear that all the organisations should motivate the employees for better performance, which will ultimately results in higher satisfaction.

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