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Television Industry Professionals' Organizational Goal And Job Satisfaction – A Study With Special Reference To Malayalam Tv Channel – An Empirical Study

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Abstract: *The exploration directed on the subject, “Organizational Goal and Job Satisfaction of the Television Industry Professionals” is essentially a near examination of a specific region’s channel. The information was gathered by data analysis of different validity tests in AMOS and IBM SPSS V.21. The study centers around discovering that organizational culture has a considerable impact on the productivity of television industry professionals. The research focused on finding out the level of professionals’ commitments towards their organization. The research reveals that Age has notable significance in the work culture of television industry professionals and employees over 35 age rarely switch jobs in this industry and prefer working in the same environment taking into account the various variables under study like work environment, individualism, organizational goal and motivation.*

Keywords: *Organizational Goal, Television Industry Professionals, Productivity.*

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I. Introduction

The study topic is related to the Organizational goal and job satisfaction of the Television Industry Professionals of the Malayalam Channels. In general, Organisation culture refers to an organisation’s unique combination of norms, values, beliefs, ways of behaviour, and more. It is how beliefs and expectations are welcomed by the members of the organisation. Viewing organisations as culture with a system of shared meaning among their members is a relatively recent phenomenon. Until the 1980s, organisations were simply considered to be rational in how they controlled and coordinated the actions of their workforce. Organisations have hierarchical levels, departments, powerful relations, and employees. They have personalities just like individuals and can be conservative or flexible, hostile or friendly, creative or conventional. Organisational theorists have recognised the crucial role an organisation’s culture has in the lives of its members.

It is fairly proved that culture is the most important as well as an effective factor which determines the success or failure of an organization. The culture is defined and studied under three dimensions: beliefs, behaviours and communication. If an organisation has institutional permanence, the possibility of accepting certain models of behaviour becomes self-evident to its members. The same result is achieved by organisational culture. The ability to explain and predict the behaviour of people at work is enhanced by the understanding of what makes up organisational culture and how it is created, sustained and learned. The accomplishments of an organisation to a large extent depend on the capabilities, competence, efficiency and effectiveness of its employees. The development of employees’ capability, competence and responsibility depend on the organisation’s adopted cultural system, making it an essential management tool. The development of human beings is closely related to the improvement, effectiveness and productivity of organisations. As such, employees are everything to an organisation; one cannot imagine an organisation that is immune to the requirements of Human Resource Development (HRD) to obtain and improve its capabilities for consistency and renewal. The commitment an employee shows towards their organization is the binding force that an organization will require for stabilized environment. The commitment can be identified through the employee’s attitude in the work place. It has its base with how much the professional has (1) a solid faith in and acknowledging the institute’s objectives and qualities; (2) a readiness to apply extensive exertion for the benefit of the organization; and (3) a powerful urge to stay with the association.

II. Objectives Of The Research

The primary objective is to review and compile the organization goal and Job satisfaction in television media industry with special reference to Malayalam TV channels.

The secondary objectives are:

- To propose the conceptual framework and to analyze the causal relationship between study variables.
- To analyze the influence of age groups on study variables.

SCOPE OF THE RESEARCH

This work would encompass research in areas like organizational culture, employee commitment, causal variables, inter-relationships and demographics. The research would highlight the importance of organizational culture and organizational commitment in the work life of employees with special reference to Malayalam TV channels. The research would help both the organizations and employees get benefit from each other. Organizations would think of the culture and commitment existing at workplace and employees will exhibit their best when they have conducive atmosphere. Several thousands of employees working for Malayalam TV channels would find a chance to experience a great change in their working style and working conditions.

III. Review Of Literature

The chapter digs out similar study conducted in television industry across the world and compare their findings with our results.

In recent years, **Chalaby's Analysis (2013)** made an analytical study on Pan-European television industry. His analysis mentioned that in the context of globalization, the European channels formed a minority of transnational channels which were broadcasted across Europe. This brought a great shift in the strategy of many Pan-European channels in 1990s. He presents four types of localization such as local advertising, subtitling, programs at regional level and dubbing. He also advises that similar strategies, at the time of acceleration of globalization and competitive plethora of markets, are imperative to overcome cultural diversity in multicultural environment.

For **Wambui et al (2013)** diversity includes comprehension, acceptance, acknowledgement and celebration of differences among people varied in age, class, creed, gender, ethnicity, race and public status. They prove that social, economic, political gains and interaction of companies with different clients are mandatory at workplace in all the organizations to manage diversity. It is also realized that diverse work groups bring out high value, extreme productivity and reputation to their organization. Similarly, enhancement of motivation of the employees is very much possible when given respect to the differences found in workplace.

Montgomery & Ramus (2011) delineate that there is a strong direct link between motivation of the employee and performance of employee at work. They say that the performance of the motivated employees can be visibly seen in comparison with the performance of de-motivated employees. For them, goal difficulty and goal setting methods are independent variables.

Maicibi (2007) underlines three important major types of non-monetary rewards. They are the need for the power, need for affiliation and need for achievement. The organization desirous of its employees to be more powerful, has to come forward offering promotions to the employees. Facilities such as housing, learning, development opportunities and fulfilling the aspirations and needs of employees will make the commitment of the employees more strong.

In all the above findings, the inter relation among the employees, the behaviours and attitudes shown in the work environment find a solid impact towards formulating the work culture. It is found imperative that the commitment of the employees depend on the organizational culture. A healthy work culture stimulates positive energy and increases productivity.

IV. Research Methodology

Research Methodology discusses the research design, the questionnaire used for data collection, the sampling plan, area of the study, statistical tools that are employed in deriving the results and the limitations of the study.

RESEARCH DESIGN

Research Design is basically the system or plan for an examination that aides the collection and investigation of the information. The research design shows the techniques for examine i.e. the methods employed to collect the data and the techniques used for examining the study.

The present study was chosen to analyze the impact of organizational culture and organizational commitment in fostering interest among employees working for Malayalam TV channels, at work place, for productive outcome. Television industry has won the hearts of all people providing entertainment round the clock. For successful running of the channels the employees must operate in harmony. The channels cannot run without its employees. The combination of descriptive and exploratory research design has been used to get the proposed outcome.

SAMPLING DESIGN

Sampling Design involves four noteworthy areas: Population, Frame, Sampling method and Sample size estimation.

The study is based on primary data. The Likert scale ranging from 1 to 5 was used (1 = Strongly Disagree; 5 = Strongly Agree) and is the technique used for data collection. The survey method through structured questionnaire is adapted to collect primary data as it is found suitable for this research.

STATISTICAL TOOLS USED FOR ANALYSIS

- ANOVA and
- SEM (STRUCTURAL EQUATION MODELLING)

HYPOTHESIS FOR THE PRESENT STUDY

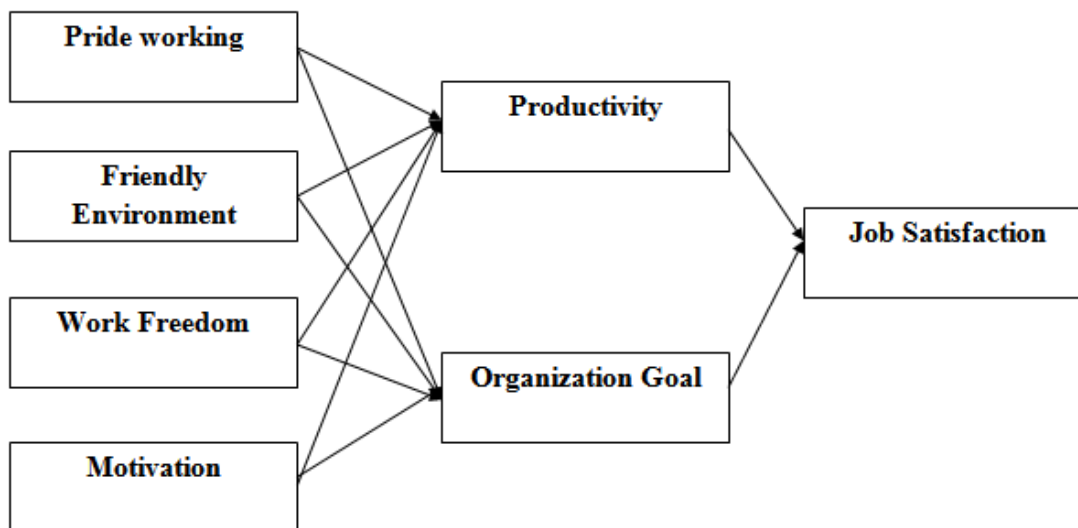
- H₀₁: There is a significant difference between Age groups with respect to perception about Pride Working.
- H₀₂: There is a significant difference between Age groups with respect to perception about Friendly Environment.
- H₀₃: There is a significant difference between Age groups with respect to perception about Work Freedom.
- H₀₄: There is a significant difference between Age groups with respect to perception about Motivation.

LIMITATIONS OF THIS RESEARCH

A few significant limitations of this research are highlighted below:

- Data was collected as responses to Questionnaire issued only to the employees of Malayalam Television Industry based in 2 cities in Kerala and 1 in Middle -East.
- These data then were used to test the various hypotheses. On account of the same, the observed relationships might have been overstated in some cases and may even have been susceptible to method bias.

CONCEPTUAL FRAME WORK



ANALYSIS

ONE-WAY ANOVA (AGE)

- H₀₁: There is a significant difference between Age groups with respect to perception about Pride working.
- H₀₂: There is a significant difference between Age groups with respect to perception about Friendly Environment.
- H₀₃: There is a significant difference between Age groups with respect to perception about Work Freedom.

H₀₄: There is a significant difference between Age groups with respect to perception about Motivation.

TABLE NO: 1

ANOVA						
	Variance	Sum of Squares	Df	Mean Square	F	sig
Pride Working	Between Groups	8.524	2	4.262	.178	.837
	Within Groups	8973.338	374	23.993		
	Total	8981.862	376			
Friendly Environment	Between Groups	9.756	2	4.878	.275	.760
	Within Groups	6628.000	374			
	Total	6637.756	376	17.722		
Work Freedom	Between Groups	10.037	2	5.019	.503	.605
	Within Groups	3734.366	374			
	Total	3744.403	376	9.985		
Motivation	Between Groups	18.357	2	9.178	1.010	.365
	Within Groups	3397.542	374	9.084		
	Total	3415.899	376			

****Significant at p<0.05**

Analysis:

It can be seen from table 1 that the p value is not significant at 5% levels for Pride Working, Friendly Environment, Work Freedom and Motivation, therefore null hypothesis is accepted.

Discussion:

There is no significant difference between Age groups with respect to perception about Pride Working. There is no significant difference between Age groups with respect to perception about Friendly Environment. There is no significant difference between Age groups with respect to perception about Work Freedom. There is no significant difference between Age groups with respect to perception about Motivation.

V. Structural Equation Modelling (Sem)

The observed, endogenous variables were:

- (i) Productivity Level
- (ii) Organizational Goal
- (iii) Job Satisfaction

The observed, exogenous variables were:

- (i) Pride Working
- (ii) Friendly Environment
- (iii) Work Freedom
- (iv) Motivation

The unobserved, exogenous variables were:

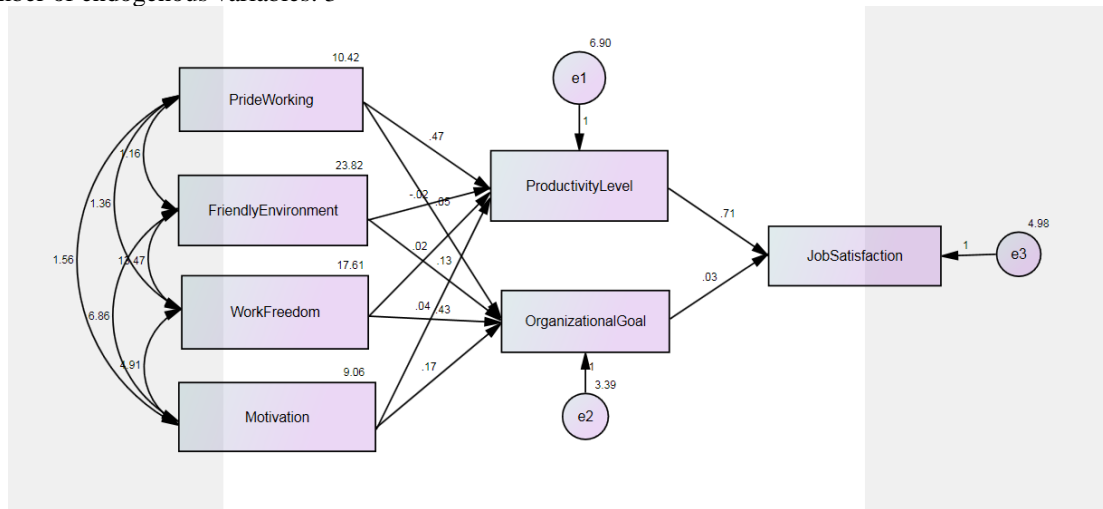
- (i) e1 (error term for Productivity Level)
- (ii) e2 (error term for Organizational Goal)
- (iii) e3 (error term for Job Satisfaction)

Variable counts (Group number 1)

Number of variables in your model: 11

Number of observed variables: 8

Number of unobserved variables: 3
 Number of exogenous variables: 8
 Number of endogenous variables: 3



Source: Primary Data

TABLE
Major Model Fit Indices Summary

Parameters	Acceptable values for Good Fit	Research Model values
GFI	>0.9	0.958
AGFI	>0.9	0.932
CFI	>0.9	0.948
RMSEA	<0.06	0.042
RMR	<0.10	0.17

The Goodness of Fit index (GFI) value was 0.958, Adjusted Goodness of Fit Index (AGFI) value was 0.932 and Comparative Fit index (CFI) value was 0.948. All these values were greater than 0.9 indicating a very good fit. It was found that Root Mean Score Error of Approximation (RMSEA) value was 0.042 (lesser than 0.06) and Root Mean Square Residual (RMR) value was 0.17 (lesser than 0.2).

VI. Suggestion

The result of this research suggests that Malayalam Television Industry need to focus on its Organizational Culture in order to retain their Human Resource talent. Better Training, Freedom to Perform and Work Life Balance support will drastically reduce Work-related stress that is prevalent in the Malayalam Television Industry. Intense Market competition should not result in exerting and over working their employees. On the contrary, innovative thinking and synergy among various teams should be encouraged to come out with better output than being pressured to follow the leaders in the Television Industry. Fresh ideas and good execution is the need of the hour for Malayalam Television Industry to sustain the competition.

VII. Conclusion

Organization Culture is of paramount importance as this could determine a Media Channel's eventual success or failure. While it may not be easy to manage this vital element, it would be worthwhile to address this in a sustainable manner as it could be turned in to a very vital asset for the Organization. Organization Culture has a positive and significant impact on employee productivity levels. Organization Commitment has a vital role as a variable between Organizational Culture and Employee performance.

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BIOGRAPHY

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