

Job Satisfaction among Media Practitioners: A Research Investigation into Professionals in the Delhi-based Media Industry**Mohammad Fariyad¹, Md Zishan², and Sandeep Kumar³**¹Dean, School of Journalism and Mass Communication, Maulana Azad National Urdu University, Hyderabad, India²Assistant Professor, Centre for Media and Mass Communication Studies, Jamia Hamdard, New Delhi, India³Independent Researcher, Patna, Bihar, India*Corresponding author, e-mail: zishan789@gmail.com**Received:** 10-10-2024, **Accepted:** 15-11-2024 **Available online and Published:** 31-12-2024

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Abstract

Job satisfaction is a critical factor influencing employee performance, productivity, and overall organizational success. In the context of the media industry in India, which encompasses various sectors such as print, broadcast, digital media, and entertainment. Primarily, this research paper aims to explore the determinants of job satisfaction among Indian media industry professionals, analyze the challenges faced by them, and propose strategies for improving job satisfaction levels among them. A survey method has been employed to collect the data and provide a comprehensive analysis of the present study. The findings of the study shed light on the unique challenges faced by media industry employees in India and offer recommendations for organizations to enhance job satisfaction and overall employee well-being.

Keywords: *Employee, Job satisfaction, Media Industry, Media Professionals, India*

Introduction

Job satisfaction refers to how people perceive and act toward their jobs. Positive and favorable sentiments toward the job reflect the job satisfaction of the employees and on another hand, negative and unfavorable sentiments of the employees reflect the job dissatisfaction of the employees (Armstrong, 2006). An employee is a major asset for an organization for its development and progress.

If employees feel satisfied and secure within the organization, there is a higher probability of rapid growth in the organization. It is a responsibility of an organization to take care of its employees at any stage and help them to feel secure and happy (Davis & Newstrom, 2002). A sense of achievement and accomplishment on the job gives an employee much satisfaction, which is directly linked to personal growth and organizational productivity. It is an essential component for achieving recognition,

promotion, and income for an employee (Kaliski, 2007). The concept of job satisfaction is subjective in nature, though a good number of psychologists and sociologists try to identify the major factors that determine job satisfaction among employees (Das & Roy, 2019). Maslow's hierarchy of needs is one of them, which defines a different stage of satisfaction among an individual i.e. physiological needs, safety needs, love and belongingness, self-esteem, and self-actualization (Hopper, 2020). Victor Harold Vroom in his expectancy theory suggests that the three key elements that stimulate motivation among employees i.e. expectancy, instrumentality, and Valence, create a motivational force in a way that brings happiness and avoids pain among employees (Lunenburg, 2011). Herzberg's two-factor motivational theory highlights two major factors that stimulate motivation among employees (Herzberg, 1974). The first factor is motivators which lie with achievement, recognition, work condition, responsibility, advancement, and growth and another one is demotivators, which include- bureaucracy, relationships, status, salary and job security, etc. (Nickerson, 2023). Overall, the satisfaction of an employee leads to the growth of the organization.

The Indian media industry is among the leading industry which gives a good amount of employability. Statista, a statistical portal, estimated that as of the end of 2022, the print media industry employed approximately ninety-three thousand individuals, while the television industry employed approximately six hundred forty thousand individuals, and the digital media industry employed approximately ninety-seven thousand seven individuals (Basuroy, 2021). The Indian media

and entertainment industry will be expected to contribute around Rs. 430,401 crores by the end of 2026, as per PWC's media industry forecast report (Zishan & Rahman, 2023). It is only dedicated human resources that help it to achieve this figure and it also shows the number of workforces and employees accommodated here. The work culture especially in the media industry is very competitive and stressful. There is no fixed office timing, salary structure, personal growth, and recognition in most media organizations which leads to dissatisfaction among employees. Therefore, it becomes necessary for a media organization to evaluate the job satisfaction of their employee timely so that the organization may lead growth and success.

Review of literature

A research study done by Valaei and Jiroudi (2016) found that payment, promotion, supervision, operating conditions, coworkers, and the nature of the work were some important factors behind the motivation of employees' job performance. The above study helps manager and decision-makers prioritize their action plan according to employee satisfaction (Valaei & Jiroudi, 2016). Rimscha and Bjorn (2015) observed that job satisfaction among media professionals in Switzerland is strongly driven by their autonomy and their risk space. In contrast, media organization tries to avoid giving them their space, that's the main reason behind their less satisfaction in the workspace (Rimscha & Bjorn, 2015). Lyimo and Tarimo (2022) revealed that there is a strong relationship between payment structure and job satisfaction in Tanzania. The study recommended that compensation and other social benefits must be given to media professionals to ensure their job satisfaction

(Lyimo & Tarimo, 2022). George Pollard (1995) found that Canadian newspaper workers were more satisfied than broadcast workers due to some intrinsic factors like- autonomy, authority, and control of work, and some extrinsic factors such as job security and income. The study also revealed that despite the satisfaction of their work, newspaper workers were not very interested in recommending their friends to pursue a news organization as a career (Pollard, 1995). Han and Lin have surveyed to examine job satisfaction levels among journalists in the Xinjiang region of China (2021). The study reveals that journalists' professional aspirations influence their job satisfaction through various mechanisms. Journalists who agree with the watchdog function of the media report higher levels of extrinsic satisfaction, while those who place more emphasis on the media's propaganda function report higher levels of intrinsic satisfaction (Han & Lin, 2021).

Nagori and Singh found in their study a negative relationship between job stress and job satisfaction. It also reveals that job satisfaction does not vary among English and Hindi newspaper employees (Nagori & Singh, 2019). Thomas and Nellyullathil in their study reveal that young journalists enjoy moderate levels of professional freedom and job satisfaction. They found that their professional freedom is curbed more by organizational pressure than by social pressure. (Thomas & Nellyullathil, 2017). Kumar and Kumar have done a study to

examine job satisfaction among women journalists, the study reveals that women journalists are competing with male colleagues both in print and electronic media though job satisfaction among them is moderate in nature (Kumar & Kumar, 2015). Rajaram and Keerthika found in their study that the work-life balance dimensions are reliable predictors of job satisfaction among Indian women journalists. The study further reveals that work-life balance may fluctuate on the basis of the nature of work, family structure, and monetary position (Rajaram & Keerthika, 2017).

Statement of problem

Job satisfaction is one of the major factors to determine the progress of any organization. If it fails, the organization's progress and development will be failed as well. The media industry is also one of the leading industries, where a large number of employees work. Considering the competitive and stressful nature of jobs in the media industry, it is crucial for organizations to assess the individual progress and mental well-being of employees in a timely manner. This not only ensures the continuous progression of an organization, but also fosters trust, promotes mutual understanding, bridges communication gaps, and cultivates a positive attitude of employees towards the organization. The present study explores all these aspects and is helpful to gain insights into the overall satisfaction of the employees, identify areas for improvement, and enhance the working relationship between the organization and its employees.

Objectives of the Study

1. To identify the various attributes and demographic profiles that contribute to

- and retain job satisfaction among professionals in the media industry.
2. To carry out the comparative analysis of the different job satisfaction factors with respect to various demographic profiles of professionals in the media industry.
 3. To analyze and measure the degree of association among the different job satisfaction factors in the media industry.
 4. To identify the factors of job satisfaction on the basis of different demographic profiles of media industry professionals.

Research Methods

The principal research method employed for this study is a comprehensive survey approach. To fulfill the study's objectives, data collection was facilitated through the use of a structured questionnaire as a research tool. The survey targeted individuals working in various professional capacities within the media industry in New Delhi, India, including roles such as reporter, editorial staff (News), technical staff, and program staff. The data collection spanned from November 2022 to April 2023. A shared Google form garnered a

total of 162 responses, with 150 deemed suitable for analysis, while the remaining responses were deemed incomplete.

A purposive sampling method was employed, and data were collected through a structured questionnaire. The questionnaire comprised two sections: the first section included nominal data such as Gender, Age, Marital Status, Education, Professional Affiliation, Professional Status, Industry Experience, Monthly Income, etc. The second section involved ordinal data, consisting of five constructs, namely Job Security-related Factors, Payment-related Factors, Organization Coworker-related Factors, Organization Supervision-related Factors, and Individual Growth Opportunities-related Factors. Each construct featured five statements following a three-point Likert scale, except for Job Security-related Factors, which included eight statements using a three-point Likert scale. Subsequently, the data were analyzed using the SPSS statistical tool, employing various statistical methods such as Percentage, Mean, Standard Deviation, Independent Sample t-test, ANOVA, and Correlation, etc.

Major findings of the study:

Demographic Profile of Respondents

Table1. Demographic profile of the respondents

		No. of respondents	Percentage (%)
Gender	Female	23	15.3
	Male	127	84.7
Marital Status	Single	88	58.7
	Married	62	41.3
Education	Diploma	11	7.3
	Graduate	19	12.7
	Post Graduate	106	70.7
	M.Phil/ Ph.D.	14	9.3



Professional association	Print Media	17	11.3
	Electronic Media	53	35.3
	Digital Journalism	76	50.7
	Any other	4	2.7
Language	Hindi	125	83.3
	English	19	12.7
	Any other	6	4.0
Professional status	Reporter	37	24.7
	Editorial Staff (News)	94	62.7
	Programme Staff	19	12.7
Media industry experience	1-3 yrs.	33	22.0
	4-8 yrs.	44	29.3
	9-15 yrs.	40	26.7
	16- 24 yrs.	32	21.3
	Above 24yrs	1	0.7
Monthly income	Below 15,000 INR	13	8.7
	15,001-30,000 INR	41	27.3
	30,001-50,000 INR	64	42.7
	50,001-75,000 INR	19	12.7
	Above 75,000 INR	13	8.7

Table 1 shows the demographic profile of the respondents. In terms of gender, 15.3% were female and 84.7% were male. 58.7% of the respondents were single and 41.3% were married. 7.3% were diploma holders, 12.7% were graduates, 70.7% were postgraduates and 9.3% of the respondents were either M.Phil. or Ph.D. holders. 11.3%, 35.3%, and 50.7% of the respondents were associated with print media, electronic media, and digital journalism respectively. 83.3% of the respondents reported their language as Hindi and 12.7% of them reported their language as English. 24.7% of the respondents were working as reporters, 62.7%

were working as editorial staff and the remaining 12.7% of the respondents were working as program staff. 22% of the respondents had 1-3 years of experience, 29.3% were having 4-8yrs of experience, 26.7% were having 16-24yrs of experience and only one respondent had experience of above 24 years. 8.7% of the respondents reported a monthly income of below Rs.15,000, 27.3% reported a monthly income of Rs.15,001-Rs.30,000, 42.7% reported a monthly income of Rs.50,001-Rs.75,000 and 8.7% of the respondents reported monthly income of above Rs.75,000.

Comprehensive Examination of Constructs through Descriptive Analysis

Table 2. Descriptive analysis of constructs

Construct	Mean	S.D.	Skewness	Kurtosis
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JS	2.1117	0.50690	-0.269	-0.667
PR	2.4893	0.17879	-0.437	0.730
OC	2.5293	0.67957	-1.199	-0.051
OS	2.5747	0.33920	-0.393	-1.059
IG	2.5800	0.31750	-0.191	-0.886

Job security, Payment Related, Organization Coworker, Organizational Supervision, and Individual Growth are the five parameters that have been identified, classified, and considered to be the parameters affecting job satisfaction levels in the media industry in this study. Table 2 shows the descriptive analysis with respect to all five parameters. It is reported that the average satisfaction level (mean value) of the first job satisfaction parameter Job Security is 2.1117 which shows the respondent's satisfaction with Job Security they find in their respective media industry. The satisfaction level of respondents is considered with respect to Job Security received being at par with their working environment, dispute settlement, atmospheric conditions, and employment security. However, the work schedule provided by the media industry is an area where lies some amount of dissatisfaction among the respondents. Several existing studies also revealed detrimental effects on employee innovation due to job insecurity (Pech, 2001; Probst et al., 2007; S. De Spiegelaere et al., 2014). Job security gives opportunity to employees for attaining a high level of creativity and innovation at the workplace leading to the survival, continuity, and overall development of organizations (Durrani & Kahwaji, 2023).

The second parameter related to Payment shows a mean value of 2.4893 which quite clearly states that the respondents are satisfied with the payment factors like timely credit of salary, judicious salary, bonus, gratuity, etc., medical services, insurance

benefits, and welfare fund. However, their discontent regarding periodic revision of pay and arrears among the respondents was found. The existing study suggests that payment is crucial for employees' happiness within the organization, and it is ranked as one of the significant predictors of employee happiness and satisfaction (Agwu, 2013; Hosie et al., 2023) and it has also been marked that satisfaction in payment improves job performance within the organization, contributing to high organizational performance (Hosie et al., 2023; Rony & Suki, 2017).

The mean value, 2.5293, of the third parameter Organization Coworker shows that there is satisfaction among the respondents with regards to fostering team spirit, cooperation, support from colleagues in need, recognition of performance, adequate professional freedom, and democratic control over decisions. Existing studies also suggest that mutual understanding and cooperation among coworkers may reduce their stress and increase their job satisfaction within the organization (Babin & Boles, 1996). A high level of job satisfaction is contingent upon a good relationship among colleagues (Alegre et al., 2016). The organization's service quality remains consistent, irrespective of the coworker's individual experience with the organization (Snipes et al., 2005).

The fourth parameter pertaining to Organizational Supervision has a mean value of 2.5747, indicating respondents' satisfaction with the supervision they receive from their employer in terms of respect for opinions, ideas, beliefs, and actions, a sound supervisory

structure and facilities, encouragement to fulfill social obligations, and adequate equality. However, some respondents expressed dissatisfaction with their level of participation in the policy-making process. Existing studies done in the area of Organizational Supervision suggest that Supervisor's ability to provide emotional and technical support and guidance on work-related tasks leads to job satisfaction (Robbins & Odendaal, 2003). High or low morale in the workplace is possible only by the supervisor's contribution (Ramsey, 1997). The supervisor's attitude and behavior towards employees may also be a contributing factor to job-related complaints (Sherman & Bohlander, 1992). Further, supervision is a predictor of job satisfaction, which in turn determines job performance and organizational citizenship behaviors (Ladebo, 2008).

The mean value of 2.5800 for the fifth parameter, Individual Growth, indicates that respondents are satisfied in terms of sufficient

opportunity and freedom, adequate promotion, placement and transfer opportunities, feedback mechanisms, and the development of skills, knowledge, and expertise. The existing study suggests that individuals with a growth mindset are satisfied with their work and are confident that success is achievable through their efforts (Yeager & Dweck, 2012). They consider their achievements as crucial, viewing them as a token of their superiority and perfection (Burnette et al., 2013). Further, they desire to exceed their strength and search for new, more innovative strategies (Dweck, 2017; Karwowski, 2014). Individual growth encompasses the sense of belongingness in the organization which in turn leads to job satisfaction.

The responses for all five parameters are negatively skewed and platykurtic, indicating the presence of very few and infrequent outliers within the dataset.

Comparative analysis of Job Satisfaction factors across various Demographic profiles

Table 3. Comparative analysis with respect to Gender

Gender	Male Mean Value [N=23]	Female Mean Value [N=127]	Sig. (p-value)
JS	2.3859	2.0620	.004**
PR	2.3652	2.5118	.000**
OC	2.7391	2.4913	.108
OS	2.6000	2.5701	.698
IG	2.5130	2.5921	.273

** Significant at $p < 0.05$.

Table 3 shows slight differences between male and female respondents regarding various job satisfaction factors. Specifically, the mean value for the Job Security factor was 2.3859 among males and 2.0620 among females. For the Payment Related factor, mean values were 2.3652 among males and 2.5118 among females. Regarding the Organization Coworker factor,

mean values were 2.7391 for males and 2.4913 for females. The Organizational Supervision factor showed mean values of 2.6000 for males and 2.5701 for females. Additionally, the Individual Growth factor had mean values of 2.5130 for males and 2.5921 for females. Notably, the independent sample t-test indicated a significant difference in job security and payment-related factors between genders.

Table 4. Comparative analysis with respect to Marital Status

Marital Status	Single	Married	Sig. (p-value)
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	Mean Value [N=88]	Mean Value [N=62]	
JS	2.1648	2.0363	.127
PR	2.4955	2.4806	.619
OC	2.5705	2.4710	.379
OS	2.4795	2.7097	.000**
IG	2.5477	2.6258	.139

**** Significant at p < 0.05.**

Table 4 illustrates slight differences between single and married respondents concerning various job satisfaction factors. Unmarried respondents reported higher mean values for Job Security, Payment Related, and Organization Coworker factors (2.1648, 2.4955, and 2.5705, respectively) compared to married respondents. On the other hand, married respondents had higher mean values

for Organizational Supervision and Individual Growth Factors (2.7079 and 2.6258, respectively) compared to single respondents. The independent sample t-test revealed a significant difference only for organizational supervision between marital status groups, indicating that married employees reported greater satisfaction with this factor.

Table 5. Comparative analysis with respect to Education

Education	Diploma Mean Value [N=11]	Graduate Mean Value [N=19]	Post Graduate Mean Value [N=106]	M.Phil./Ph.D. Mean Value [N=14]	Sig. (p-value)
JS	2.3977	2.4408	2.0071	2.2321	.001**
PR	2.5273	2.5263	2.4830	2.4571	.599
OC	2.4182	2.4947	2.5604	2.4286	.835
OS	3.0000	2.7474	2.4811	2.7143	.000**
IG	2.7818	2.6421	2.5604	2.4857	.077

**** Significant at p < 0.05.**

Table 5 presents a comparative analysis of various job satisfaction factors concerning education. Graduate respondents showed a high mean value (2.4408) for the Job Security Factor. For Payment Related Factors, both Diploma and Graduate respondents reported high mean values (2.5273 and 2.5263, respectively). Postgraduate respondents exhibited a high mean value (2.5604) for the Organization Coworker factor. Diploma respondents reported high mean values of 3.0000 and 2.7818 for Organizational Supervision and Individual Growth, respectively.

Significant differences were observed for the Job Security and Organizational Supervision factors among different education groups. The one-way ANOVA post hoc test results indicated significant differences between post-graduate and graduate groups for the job security factor. Additionally, for the organizational supervision factor, significant differences were found between the diploma and post-graduate groups, graduate and post-graduate groups, and post-graduate and M.Phil./Ph.D. groups.

Table 6. Comparative analysis with respect to Professional Associations

Professional Association	Print Media Mean Value [N=17]	Electronic Media Mean Value [N=53]	Digital Journalism Mean Value [N=76]	Others Mean Value [N=4]	Sig. (p-value)
JS	1.9118	2.2642	2.0559	2.0000	.034**
PR	2.4471	2.5358	2.4711	2.4000	.095
OC	2.4588	2.4075	2.6263	2.6000	.326
OS	2.8706	2.6075	2.4947	2.4000	.000**
IG	2.7176	2.6528	2.5079	2.4000	.010**

**** Significant at $p < 0.05$.**

Table 6 presents a comparative analysis of various job satisfaction factors concerning professional associations. In terms of Job Security and Payment-related factors, respondents affiliated with Electronic Media recorded high mean values of 2.642 and 2.5358, respectively. Those associated with Digital Journalism showed a mean value of 2.6263 for the Organization Coworker factor. Regarding Organizational Supervision and Individual Growth, respondents linked to Print Media achieved high mean values of 2.8706 and 2.7176, respectively. A notable difference exists in Job Security, Organizational

Supervision, and Individual Growth factors of job satisfaction among different professional association groups. Post hoc tests using one-way ANOVA revealed significant differences, indicating that Print Media and Electronic Media groups significantly differ from each other in the Job Security factor. Additionally, for Organizational Supervision and Individual Growth factors, the Print Media and Electronic Media groups, Print Media and Digital Journalism groups, and Print Media and other media groups were found to significantly differ from one another.

Table 7. Comparative analysis with respect to Professional Status

Professional Status	Reporter Mean Value [N=37]	Editorial Staff (News) Mean Value [N=94]	Programming Staff Mean Value [N=19]	Sig. (p-value)
JS	2.1520	2.0984	2.0987	.857
PR	2.4811	2.5000	2.4526	.548
OC	2.6216	2.6128	1.9368	.000**
OS	2.6757	2.5404	2.5474	.113
IG	2.8000	2.5596	2.2526	.000**

**** Significant at $p < 0.05$.**

Table 7 presents a comparative analysis of various job satisfaction factors concerning the professional status of the respondents. The Reporter category achieved a high mean value of 2.1520 for the Job Satisfaction factor, while the Editorial Staff related to news attained a high mean value of 2.5000 for the Payment

Related factor. Regarding the Organization Coworker, Organizational Supervision, and Individual Growth factors, the Reporter group secured high mean values of 2.6216, 2.6757, and 2.8000, respectively.

Significant differences were observed in the Organizational Coworker group and Individual Growth factors among different professional status groups. One-way ANOVA post hoc tests indicated that the Reporter and Programme Staff group, as well as the Editorial

Staff and Programme Staff groups, significantly differed from each other in terms of Organizational Coworker factors. Additionally, for the Individual Growth factor, the entire Professional status group exhibited significant differences from one another.

Table 8. Comparative analysis with respect to Industry experiences

Experi ence	1-3yrs Mean Value [N=33]	4-8yrs Mean Value [N=44]	9-15yrs Mean Value [N=40]	16-24yrs Mean Value [N=32]	Above 24yrs Mean Value [N=1]	Sig. (p-value)
JS	2.1667	2.0170	2.1219	2.1719	2.1250	.670
PR	2.5333	2.5045	2.4700	2.4500	2.4000	.335
OC	2.1212	2.3591	2.7850	2.8500	3.0000	.000**
OS	2.6303	2.5227	2.5450	2.6188	2.8000	.529
IG	2.5879	2.6318	2.4800	2.6313	2.4000	.176

**** Significant at p < 0.05.**

Table 8 presents a comparative analysis of various job satisfaction factors based on respondents' industry experience. Individuals with 16-24 years of experience showed a high mean value of 2.1719 for the Job Security factor. Those with 1-3 years of experience scored a notable mean value of 2.5333 for the Payment Related factor. Respondents with over 24 years of experience recorded elevated mean

values of 3.0000 and 2.8000 for the Organization Coworker and Organizational Supervision factors, respectively. Regarding the Individual Growth factor, respondents with 4-8 years and 16-24 years of experience demonstrated high mean values of 2.6318 and 2.6313, respectively. Post hoc tests using one-way ANOVA revealed a significant difference in the experience group concerning the Organizational Coworker factor of Job Satisfaction.

Table 9. Comparative Analysis with respect to Monthly Income

Monthly Income	0- 15,000 INR Mean Value [N=13]	15,001- 30,000 INR Mean Value [N=41]	30,000- 50,000 INR Mean Value [N=64]	50,001- 75,000 INR Mean Value [N=19]	Above 75,000 INR Mean Value [N=13]	Sig. (p- value)
JS	1.8077	2.2409	1.9785	2.4605	2.1538	.000**
PR	2.3231	2.4585	2.4813	2.6211	2.6000	.000**
OC	2.5385	2.5854	2.2625	2.9789	3.0000	.000**
OS	2.3231	2.5073	2.5313	2.8421	2.8615	.000**
IG	2.5385	2.4683	2.6094	2.8211	2.4769	.001**

**** Significant at p < 0.05.**

Table 9 shows a comparative analysis of various job satisfaction factors based on monthly income. Respondents with a monthly income of Rs.50,001-Rs.75,000 showed high mean values (2.4605 and 2.6211) for the Job Security and Payment Related factors, respectively. For the Organization Coworker and Organization Supervision factors, respondents with a monthly income above Rs.75,000 scored high mean values (3.0000 and 2.8615). Additionally, respondents in the

Rs.50,001-Rs.75,000 income group had a high mean value of 2.8211 for the Individual Growth factor. One-way ANOVA post hoc tests indicated a significant difference in income groups for all job satisfaction factors. Specifically, lower and higher income groups, as well as medium and lower income groups, showed significant differences for Job Security, Payment Related, Organizational Coworker, Organizational Supervision, and Individual Growth factors of job satisfaction.

Association among Job Satisfaction Factors

Table 10. Correlation Analysis (Pearson correlation)

Constructs	JS	PR	OC	OS	IG
JS	1	.435**	.555**	.668**	.488**
PR		1	0.152	.418**	.661**
OC			1	.471**	.418**
OS				1	.603**
IG					1

** . Correlation is significant at the 0.01 level (2-tailed).

Table 10 displays Pearson's correlation coefficients between each pair of variables, with corresponding p-values indicating the level of significance reported at the end of the table. Notably, all correlation values among independent variables are positive, indicating a direct and significant relationship among factors. However, the correlation between Payment Related and Organizational Coworker factors is positive but not statistically significant (0.152). The strongest correlation is observed between Job Security and Organizational Supervision (.668), followed by correlations such as Payment Related and Individual Growth (.661), Organizational

Analysis of Variation of Constructs

Supervision and Individual Growth (.603), Job Security and Organizational Coworker (.555), Job Security and Individual Growth (.488), Organizational Coworker and Organizational Supervision (.471), Job Security and Payment Related (.435), Payment Related and Organizational Supervision (.418), and Organization Coworker and Individual Growth (.418). All correlation values are highly significant ($p < 0.001$) at a 1% level of significance. Additionally, the correlation values between any two independent variables are not excessively high (not exceeding .80), indicating the absence of multicollinearity.

Table 11. Variation of Constructs for different Demographic variables

Constructs	JS		PR		OC		OS		IG	
	F	P	F	P	F	P	F	P	F	P
Gender	8.341	0.004	14.25 6	0.000	2.61 7	0.108	0.151	0.698	1.210	0.273

Marital Status	2.358	0.127	0.248	0.619	0.778	0.379	18.735	0.000	2.218	0.139
Education	6.191	0.001	0.627	0.599	0.287	0.835	13.658	0.000	2.331	0.077
Professional Association	2.964	0.034	2.160	0.095	1.163	0.326	6.992	0.000	3.951	0.010
Language	2.896	0.058	15.607	0.000	6.231	0.003	6.683	0.002	3.374	0.037
Professional Status	0.154	0.857	0.604	0.548	9.179	0.000	2.217	0.113	25.477	0.000
Experience	0.591	0.670	1.150	0.335	8.362	0.000	0.797	0.529	1.605	0.176
Income	5.896	0.000	8.345	0.000	7.204	0.000	9.494	0.000	5.034	0.001
*F= F value, P= P value										

Table 11 reveals variations in job satisfaction constructs across different demographic variables. Specifically, for groups classified by gender, there is a significant difference in Job Security (F value 8.341, p-value 0.004) and Payment Related (F value 14.256, p-value 0.000) factors, with a significance level below 0.05. This suggests that respondents of different genders have significant variations in their opinions on job satisfaction within the media industry concerning Job Security and Payment-related factors.

Furthermore, groups with different marital statuses exhibit a significant difference in the Organizational Supervision factor (F value 18.735, p-value 0.000). Similarly, groups with varying levels of education show significant differences in the factors of Job Security (F value 6.191, p-value 0.001) and Organizational Supervision (F value 13.658, p-value 0.000), with significance levels below 0.05. In addition, groups with different professional associations demonstrate significant differences in Job Security (F value 2.964, p-value 0.034), Organizational Supervision (F value 6.992, p-value 0.000), and Individual Growth (F value 3.951, p-value 0.010), with significance levels below 0.05.

The significance level for Payment Related (F value 15.607, p-value 0.000), Organization Coworker (F value 6.231, p-value 0.003), Organizational Supervision (F value 6.683, p-value 0.002), and Individual Growth (F value 3.374, p-value 0.037) is below 0.05 among groups classified by the language of respondents. This indicates significant variations in opinions on job satisfaction related to these factors based on respondent language. Moreover, groups with different Professional Statuses exhibit a significant difference in Organizational Coworker (F value 9.179, p-value 0.000) and Individual Growth (F value 25.477, p-value 0.000) factors, with a significance level below 0.05. Groups with different levels of experience also show a significant difference in the Organization Coworker factor (F value 8.362, p-value 0.000).

Finally, the significance level for all job satisfaction factors is below 0.05 among groups classified by income, indicating significant variations in opinions on job satisfaction derived from Job Security, Payment-related, Organization Coworkers, Organizational Supervision, and Individual Growth factors within the media industry based on income groups.

Discussion and Concluding Remarks

Job satisfaction has a direct impact on the well-being and productivity of individuals within any organization. Various factors, including personal factors (such as age, sex, education, and intelligence), job factors (such as work type, required skill, occupational status, and industry size), and management factors (including salary, job security, promotion, coworkers, and supervision), contribute to job satisfaction in the media industry. A satisfied employee who demonstrates higher levels of job loyalty and commitment is essential for achieving higher productivity with lower costs

In this study, to achieve Objective 1, which is “to identify the various attributes and demographic profiles contributing to and retaining job satisfaction among professionals in the media industry, we conducted a descriptive analysis of respondents' demographic profiles and different job satisfaction factors (refer to Table-1 and Table-2). The findings reveal a comprehensive representation of various demographic profiles (gender, marital status, education, professional association, professional status, experience, and income) within the Delhi-based media industry professionals. Furthermore, it indicates the presence of job satisfaction, although the level of satisfaction is not as high as desired. Identified problem areas with low satisfaction levels include job security derived from the provided work schedule, periodic revision of pay and arrears, democratic control over decisions, participation in the policy-making process, promotion, and other grievances. The possible reason for job insecurity among media professionals may be the uncertainty of a job nature and the rapidly changing scenario of the media industry. Additionally, key factors were identified that could enhance job satisfaction among media professionals, such as individual growth through sufficient opportunities and freedom for skills, knowledge, and expertise development. Another crucial factor is

organizational supervision provided by employers to media professionals.

For achieving objective 2, which involves conducting a comparative analysis of job satisfaction factors among professionals in the media industry across various demographic profiles, the findings indicate differences in satisfaction levels related to gender, marital status, educational qualification, professional association, professional status, work experience, and income level. These results align with a 2016 study by Valaei and Jiroudi, supporting the notion that job satisfaction in the media industry varies based on factors such as age, gender, marital status, and educational qualifications (Valaei & Jiroudi, 2016).

To achieve objective 3, i.e. ‘To analyze and measure the degree of association among the different job satisfaction factors in the media industry’. The analysis and interpretation of the data suggest that there is a high correlation and association among the various factors of job satisfaction which indicates that enhancement of any one factor positively impacts all the other factors and thus it will be beneficial for the development of the media industry.

To achieve objective 4, i.e. ‘To identify the factors of job satisfaction on the basis of different demographic profiles of media industry professionals’. The study reveals that demographic factors do not uniformly impact the level of job satisfaction. Gender, marital status, educational qualification, professional association, language, professional status, experience, and income exhibit significant variations in the responses of media professionals. The study further suggests that media organizations should identify dissatisfaction reasons and implement appropriate measures to enhance job satisfaction based on the specific circumstances. Media organizations should regularly take action to create and maintain a high level of job satisfaction. A positive correlation among all job satisfaction factors

implies that efforts to improve one factor will positively influence other factors, ensuring an enhanced level of satisfaction among media industry professionals.

In conclusion, this study underscores the critical importance of job satisfaction in influencing the well-being and productivity of individuals within the media industry. Personal, job-related, and management factors contribute significantly to job satisfaction, with a satisfied employee exhibiting heightened job loyalty and commitment, thereby contributing to increased productivity with lower costs. The analysis of demographic profiles and job satisfaction factors revealed a comprehensive representation of various attributes within Delhi-based media industry professionals. Despite the presence of job satisfaction, certain problem areas were identified, such as low satisfaction levels in job security, pay revision, democratic decision-making, promotion, and other grievances. The study suggests that job insecurity among media professionals may stem from the uncertain nature of their work and the rapidly changing landscape of the industry. Further, a comparative analysis demonstrated variations in satisfaction levels across different demographic profiles. The high correlation among various job satisfaction factors suggests that improvements in one aspect positively influence others, indicating the potential for beneficial developments in the media industry. The study revealed that demographic factors impact job satisfaction non-uniformly, with significant variations in responses based on gender, marital status, education, professional association, language, professional status, experience, and income. The findings emphasize the need for media

organizations to identify specific dissatisfaction reasons and implement targeted measures to enhance job satisfaction. Regular actions to maintain a high level of job satisfaction, considering the positive correlation among all factors, are crucial for fostering a positive work environment for media industry professionals.

While this research study acknowledges certain limitations, it is imperative to note that due to the relatively small size of the target population, purposive sampling was employed to ensure a highly representative sample. Additionally, to mitigate potential sampling bias, Google Forms were utilized. It is important to recognize that the findings of this study offer limited generalizability, primarily applicable to media professionals based in Delhi, as well as those with comparable socio-demographic profiles.

The conducted research study holds significant potential for future exploration. Its academic and practical relevance is noteworthy. Limited attention has been devoted to evaluating job satisfaction within the Indian media industry, indicating a need for an in-depth study to enhance comprehension. Given the subjective nature of job satisfaction, numerous critical areas warrant further investigation. Additionally, a comparative analysis based on the personality factors of media professionals could provide valuable insights. Moreover, replicating the present study on a national scale by sampling from diverse regions across India would contribute to a more comprehensive understanding of the subject.

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