

THE INFLUENCE OF DEMOGRAPHIC VARIABLES ON WORK ATTITUDES OF BUSINESS EXECUTIVES

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ABSTRACT

This study investigated the relationship of demographic factors (age, gender, educational level, number of dependents, marital status, income and years of experience) to work attitudes of business executives. Participants were 257 business executives randomly selected from service and manufacturing organizations in Chennai. Measures of biographical data and organizational commitment, career commitment, job involvement, and job satisfaction were administered to the sample. One way ANOVA and t test were used to analyse the data collected. Results showed that all demographic factors except gender and marital status significantly influence the work attitudes of business executives. Findings suggest the need for organizational managements and psychologists to consider the factors investigated when designing programmes for increasing the work attitudes of business executives.

KEYWORDS: Work Attitudes, Organizational Commitment, Career Commitment, Job Involvement, Job Satisfaction, Demographic Variables.