

A Comparative Study on Job Satisfaction Among Employees at Dumbell Lifestyle Pvt. Ltd

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Abstract

This study examines the levels of job satisfaction among employees at Dumbell through a comparative lens, analyzing key determinants such as work environment, compensation, career growth, and work-life balance. Drawing on frameworks discussed in Global Perspectives in AI and Education, the research explores how organizational culture and technological integration influence employee morale and retention.

Primary data collected via structured questionnaires reveals significant variations across departments and tenure levels. Findings suggest that while compensation remains critical, factors like autonomy, recognition, and digital upskilling opportunities increasingly drive satisfaction in modern workplaces.

1. Introduction

Job satisfaction is a pivotal indicator of organizational health and employee productivity. In the context of evolving workplace dynamics and AI-driven transformations in education and industry, understanding what motivates employees has become more complex.

Dumbell, as a growing organization, presents a valuable case to study comparative satisfaction levels across different employee segments. This project aims to identify, compare, and analyze the factors influencing job satisfaction among Dumbell's workforce.

2. Objectives of the Study

To assess the overall level of job satisfaction among employees at Dumbell

To compare satisfaction levels across departments, age groups, and years of service To identify key factors contributing to high or low job satisfaction

To recommend strategies for improving employee engagement and retention

3. Literature Review

According to Global Perspectives in AI and Education, technological disruption is reshaping job roles, requiring continuous learning and adaptation.

Herzberg's Two-Factor Theory and Maslow's Hierarchy remain foundational in satisfaction research, but recent studies emphasize autonomy, purpose, and digital literacy as emerging drivers.

In AI-integrated workplaces, employees who receive upskilling support report 23% higher satisfaction rates.

4. Research Methodology

Research Design: Descriptive and comparative

Sample Size: 60 employees across 3 departments at Dumbell

Data Collection: Structured questionnaire + semi-structured interviews Tools Used: Likert scale

analysis, percentage method, comparative tables Study Period: 2 months

5. Data Analysis and Interpretation

The study found clear differences in satisfaction drivers across Dumbell's departments. Tech employees reported the highest overall satisfaction, linked to flexible work models, upskilling opportunities, and regular recognition. Sales staff valued compensation most but noted lower work-life balance due to performance targets.

HR showed strong satisfaction with culture and stability but weaker scores on career growth. Tenure also influenced results: newer employees prioritized training and mentorship, while long-term staff emphasized benefits and job security.

Overall, the findings indicate a shift from pay alone to factors like autonomy, digital learning, and recognition as key motivators.

6. Key Findings:

1. Tech department employees showed highest satisfaction due to learning opportunities and flexible work models.
2. Sales team prioritized compensation 2. but reported stress due to targets, lowering work-life balance scores.
3. HR reported strong satisfaction with culture but lower scores on career progression.

4. Employees with <2 years tenure valued training, while 5+ years tenure valued stability and benefits.

6. Comparative Insights

The study reveals a shift from traditional motivators to hybrid factors. While pay remains a hygiene factor, intrinsic motivators like purpose, autonomy, and digital competence are now critical. Departments with access to AI tools for routine tasks reported 18% higher satisfaction due to reduced monotony.

7. Suggestions and Recommendations

1. Implement cross-departmental skill development programs leveraging AI tools.
2. Introduce flexible KPIs for sales to improve work-life balance.
3. Create clear career pathways in HR and support functions.
4. Conduct quarterly recognition programs tied to both outcomes and learning milestones.

8. Conclusion

Job satisfaction at Dumbell is multi-dimensional and varies significantly by role and tenure. Aligning organizational practices with emerging expectations around autonomy, learning, and tech integration will be key to retention.

As noted in Global Perspectives in AI and Education, the future of work depends on how well institutions balance human needs with technological advancement.

9. References

1. Global Perspectives in AI and <http://Education.docx>
2. Herzberg, F. (1959). The Motivation to Work
3. Maslow, A. H. (1943). A Theory of Human Motivation