

# Impact of Demographic Profile of Employees on Their Performance: An Empirical Investigation with Special Reference to Chhattisgarh Rajya Gramin Bank

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**Abstract –** *Now-a-days, the banking industry is operating in an environment that has become much difficult due to increased competition & fast technological changes and growth of alternative banking institutions. For achieving success in the banking industry and to satisfy the customers, they must satisfy workforce as a source of competitive advantage. The objective of the present study is to examine the impact of demographic characteristics (age, gender, Income, Education and designation) on performance of employees of Chhattisgarh Rajya Gramin Bank.*

**Key Words –** *Employee Performance, Age, Gender, Income, Education, Designation etc.*

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## INTRODUCTION

In today's business environment, in which banks operate has become much complex. This is because of globalization, changes in technology, increased competition which represent new challenges and various opportunities for the banking industry. Demographic have a great implication for organizations and managers of the day. Diversity in demographic factors brings changes in all spheres of an organizational environment. So it is the responsibility of the management to ensure that the diversity contributes in its full to organizational benefits. Age, gender, Income, Education, designation etc, describes the demographic characteristics.

## REVIEW OF LITERATURE

Shields (2016)<sup>1</sup> stated that employee performance has been characterized as how much an employee executes the duties and responsibilities.

There are many activities and approaches by which employee performance can be managed easily but it depends upon on the strategy that the firm employs (Arthur, 2001)<sup>2</sup>.

Baldwin (2008)<sup>3</sup> characterizes worker execution as a methods for completing activities productively and

viably by the employees so as to accomplish the predetermined goals of an organization.

Rath and Conchie (2009)<sup>4</sup> Expressed that employee performance was connected to how well a worker accomplished his or her objectives and targets.

Sundi (2013)<sup>5</sup> work amount, work quality, work freedom, practicality and individual connections are the five essential criteria that can be utilized to check performance of employees.

Yusuf, Mohammed & Kazeem (2014)<sup>6</sup> Employee Performance is the capacity to accomplish the set targets inside the required courses of events and parameters

Age is an important factor in describing how an individual changes after some time and along these lines may influence how execution changes over the long run. Smedley and Whitten (2006)<sup>7</sup> described that distinctions in age could be a potential factor for work Performance.

Gender is a set of characteristics distinguishing between male and female. Researchers have continued to argue that gender is a major factor that enhances performance of the individual in the organization. Knudson (1982)<sup>8</sup> studied whether women trained in management were as assertive

and as competent in their jobs as men with similar training. The results of the study revealed that women were as assertive as men and performed equally well on their jobs as their men counterparts.

Umar (2012)<sup>9</sup> stated that if wages are linked to the performance it become an important aspects of being effective.

Kim and Mohtadi (1992)<sup>10</sup> said that economic development, economic growth and individual ability (potential and work performance) are directly affected by education.

**RESEARCH METHODOLOGY**

**A: Objective of Study**

1. To determine the association of Age of employees on performance at Chhattisgarh Rajya Gramin Bank.
2. To determine the association of Gender of employees on performance at Chhattisgarh Rajya Gramin Bank.
3. To determine the association of Income of employees on performance at Chhattisgarh Rajya Gramin Bank.
4. To determine the association of Education of employees on performance at Chhattisgarh Rajya Gramin Bank.
5. To determine the association of Designation of employees on performance at Chhattisgarh Rajya Gramin Bank.

**B: Population of the Study:**

For this study, the Population is finite and employees from all the Chhattisgarh Rajya Gramin Bank form the Population.

**C: Sample Size:**

The Sample Size for the study is 300. Respondents were from a balanced mix of various demographic factors (age, gender, Income, Education and designation).

**D: Research Hypothesis**

$H_{a1}$ : Employee Age is not significantly associated with Performance

$H_{\beta1}$ : Employee Age is significantly associated with Performance;

$H_{a2}$ : Employee Gender is not significantly associated with Performance

$H_{\beta2}$ : Employee Gender is significantly associated with Performance;

$H_{a3}$ : Employee Income is not significantly associated with Performance

$H_{\beta3}$ : Employee Income is significantly associated with Performance;

$H_{a4}$ : Employee Education is not significantly associated with Performance

$H_{\beta4}$ : Employee Education is significantly associated with Performance; and

$H_{a5}$ : Employee Designation is not significantly associated with Performance

$H_{\beta5}$ : Employee Designation is significantly associated with Performance.

**RESULT ANALYSIS**

**Table-1: (Age)**

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	135.410	3	45.137	44.547	0.000
Within Groups	299.917	296	1.013		
Total	435.327	299			

Interpretation

To test the hypothesis of age is significantly associated with Performance, one-way ANOVA test was conducted. As p value is less than 0.05 as shown in table-1, Hence hypothesis  $H_{\beta1}$  is accepted.

**Table-2: (Gender)**

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	69.656	1	69.656	56.765	0.000
Within Groups	365.672	298	1.227		
Total	435.327	299			

Interpretation

To test the hypothesis of Gender is significantly associated with Performance, one-way ANOVA test was conducted. As p value is less than 0.05 as shown in table-2, Hence hypothesis  $H_{\beta2}$  is accepted.

**Table-3: (Income)**

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.726	3	0.242	0.165	0.920
Within Groups	434.601	296	1.468		
Total	435.327	299			

**Interpretation**

To test the hypothesis of Income is significantly associated with Performance, one-way ANOVA test was conducted. As p value is greater than 0.05 as shown in table-3, Hence hypothesis  $H_{a3}$  is accepted.

**Table-4: (Education)**

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.703	1	0.703	0.482	0.488
Within Groups	434.624	298	1.458		
Total	435.327	299			

**Interpretation**

To test the hypothesis of Education is significantly associated with Performance, one-way ANOVA test was conducted. As p value is greater than 0.05 as shown in table-4, Hence hypothesis  $H_{a4}$  is accepted.

**Table-5: (Designation)**

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.920	1	3.920	2.708	0.101
Within Groups	431.407	298	1.448		
Total	435.327	299			

**Interpretation**

To test the hypothesis of Designation is significantly associated with Performance, one-way ANOVA test was conducted. As p value is greater than 0.05 as shown in table-5, Hence hypothesis  $H_{a5}$  is accepted.

**FINDINGS**

The present study was undertaken to analyze the impact of demographic profile of employees on their performance with special reference to Chhattisgarh Rajya Gramin Bank. The hypotheses were investigated and tested for Chhattisgarh Rajya Gramin Bank with a sample size of 300 employees after scrutinizing the available literature with respect to the framework of study.

The findings of the proposed research work can be summarized as under-

1. Employee Age is significantly associated with Performance.
2. Employee Gender is significantly associated with Performance.
3. Employee Income is not significantly associated with Performance.
4. Employee Education is not significantly associated with Performance.
5. Employee Designation is not significantly associated with Performance.

**CONCLUSION**

Since demographic characteristics have an impact on how well an employee performs, they ought to be emphasized in the management of performance. The study concluded that Age and gender plays a critical role in employee's performance where as Income, Education and Designation is not significantly associated with employee's performance. The employee who are near to the retirement age can also be highly efficient to the organization if the nature of their work to best fit their capabilities, through which the organization can use their potential and increase the motivation towards the work also the organization make properly working environment to use the knowledge and experience. Also the performance is also directly related with the gender of employee.

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