

ABSTRACT

In apparel industry in the world, one of the main challenges is employee job satisfaction. So apparel industry spending lot of money to keep their employees satisfied but still there are employee turnovers, continuous complains and fluctuation of production performance. Therefore, the main objective of the research study was to Analysis of the Association between Job Satisfaction and Demographic Factors of Employees at ABC Apparel (Pvt) Ltd. There are five main demographic factors identified age, gender, education, marital status and length of services to find the relationship with their job satisfaction. A sample of 332 team members under wages board labour act selected from different departments based on a stratified random sampling technique. Questionnaire survey method applied to collect data for the study. After developing the questionnaire, a pilot test was conducted to measure the validity of the measurements. Pearson Chi-Square and Cramér's V values used to analyze collected data with visualizing Stacked Bar Charts. In keeping with the study Age groups, Education, Length of Service, Marital Status and employee job satisfaction were no significant association with each other. It was concluded that there was a significant association between gender and employee job satisfaction. Females are more satisfied than males in the company. Study was identified significant association with demographic factors of employees and their job satisfaction. Hence, it had been concluded that employee demographic factors has relationship between their job satisfaction.

Keywords: *Employee Job Satisfaction, Demographic factors, Apparel Industry.*