



A study of the impact of occupational values on job satisfaction among labour groups in new employment patterns

Jiaxin Chen ^a, Xiaowen Lin, Mengqin Wang, Jiaoting Wang, Jin Chen*

Chengdu University of Information Technology, Chengdu, Sichuan, 610000, China

^a1392213993@qq.com, *jchjoy@cuit.edu.cn

Abstract. The rapid development of the new economy has given rise to new forms of employment, which have created more employment opportunities. At present, China's flexible employment reaches about 200 million people, and the status and role of new employment patterns of labour groups in the labour market should not be overlooked. In order to better safeguard the employment situation of labour groups in new employment patterns and give full play to the employment role of new employment patterns. The purpose of this study is to understand the current occupational values and work situation of workers in new employment patterns through a questionnaire survey of workers in new employment patterns, to explore the influence of each variable, and to focus on analysing the role of occupational values on job satisfaction, so as to enrich the relevant theories.

Keywords: new employment patterns labour groups; professional values; job satisfaction; influencing factors.

1 Introduction

In recent years, the rapid development of the new economy, which is characterised by intelligence, digitalisation and informationisation, has given rise to a large number of new employment forms with a fine division of labour, covering a wide range of levels and flexible employment modes, attracting more and more workers to engage in new forms of work. Data from the National Bureau of Statistics shows that in 2022, the number of flexibly employed people in China has exceeded 200 million. The new employment pattern labour group has become a large emerging group in China's labour group in the new context, which directly affects China's employment rate, thus affecting the speed of economic construction. Therefore, the analysis of the work values of the new employment pattern labour groups and the discussion of their job satisfaction are of great practical significance, which can not only improve the quality of employment, but also help to increase employment. From the government's point of view, exploring the work values of the new employment pattern labour groups can further understand the structure of work values, guide them to form occupational values adapted to the socialist core values and the development of the market economy in policy making, and

© The Author(s) 2024

I. A. Khan et al. (eds.), *Proceedings of the 2024 3rd International Conference on Humanities, Wisdom Education and Service Management (HWESM 2024)*, Advances in Social Science, Education and Humanities Research 849, https://doi.org/10.2991/978-2-38476-253-8_64

improve the employment rate. From the perspective of enterprises, analysing the impact of the work values of workers in new employment patterns on job satisfaction can allow managers to go into the hearts of their employees, explore a new management path, resolve labour-management conflicts, and improve employees' job satisfaction so as to stimulate the motivation of workers. For the workers, it can help the new industry workers to further understand the work values under the correct guidance, formulate career plans and give full play to their personal values.

2 Literature review

Elizur (1984), from the perspective of work outcomes, argued that occupational values are the degree to which an individual considers a certain work outcome to be important [1]. Ros (Ros, 1999) [2], also has clearly delineated categories of factors influencing occupational values, which include gender, age, education, personal attitudes, regional differences, disciplines, family life background, schooling status, social development, etc. [3].

Our scholars found that there is a correlation between occupational values and job satisfaction and job satisfaction has a mediating role when studying the influence of occupational values on job satisfaction in different groups. The research of Gu Xiaojuan (2022) and other scholars found that there is a positive correlation between the dimension of occupational values and present job satisfaction[4]. Liu Ying et al. (2022) found that there is a correlation between occupational values, job satisfaction and the tendency to leave when studying the relationship between job values and the tendency to leave among post-95 employees, and job satisfaction plays a mediating role between job values and the tendency to leave[5].

In summary, although the relevant studies on professional values and job satisfaction at home and abroad are rich, they mostly focus on the perspectives of enterprise employees, medical and nursing students and college students, etc., and there are quite few relevant studies on the practitioners of new occupations that have emerged in recent years, with the introduction of new technologies, the employment environment and the employment mode have undergone new changes, and the results of the previous research can be learnt to a certain extent but can't be fully in line with the current employment groups. Therefore, it is necessary to take the new employment pattern labour group as the research object, so this paper will investigate the new employment pattern workers' occupational values and job satisfaction by questionnaire, to explore the influence of the group's occupational values on job satisfaction, to enrich the theoretical foundation for the research in this field.

3 Formulation of hypotheses

When studying the influence of occupational values on job satisfaction of new employment form groups, the dimensions of occupational values should be determined first. The author attributes the contents of different occupational values, and through the collection of literature and interviews, it is found that the occupational values of the new

employment form labour groups mainly include development space, working environment, wage income, etc. Therefore, the dimensions of occupational values in this paper are also selected as health care factors, development factors and prestige factors. The next step is to determine how to measure the job satisfaction of the new employment pattern, the dimensions of job satisfaction are single-dimensional and multi-dimensional, Herzberg (1959) pointed out that the motivational factors are the key to the emergence of satisfaction [6], Locke (1976) proposed a variety of dimensions including the work itself, compensation, promotion, recognition and working conditions have a close relationship with job satisfaction [7]. Domestic and foreign scholars have not yet reached a consensus on the specific division of dimensions, and because the new employment pattern group is a newly emerged labour group, there are fewer studies on its job satisfaction at home and abroad, so this survey on the work values of workers in the new employment pattern adopts the most direct way of measurement, i.e., workers in the new employment pattern score their own satisfaction with their own work situation.

Occupational values reflect the needs and motivations of workers and may affect their attitude towards work, i.e. job satisfaction. It can be seen that occupational values and their factors may affect job satisfaction to varying degrees. Accordingly, this paper proposes a hypothesis on the effect of occupational values and their factors on job satisfaction:

H1: There is a significant effect of health care factors of occupational values of labour groups in new employment patterns on job satisfaction.

H2: There is a significant effect of development factor of occupational values of new employment pattern labour group on job satisfaction.

H3: Prestige factor of occupational values of new employment pattern labour group has a significant effect on job satisfaction.

4 Research design and modelling

4.1 Questionnaire design

In order to test the hypothesis, understand the occupational values of the new employment pattern labour group, and analyze the influence of the occupational values of the new employment pattern labour group on job satisfaction, a questionnaire survey is conducted. The survey takes the new employment form labour group as the survey object, adopts the method of random sampling to determine the survey sample, and collects a total of 202 valid questionnaires. The questionnaire is divided into three parts, the first part collects information on individual characteristics, such as gender, age, education and other demographic variables. The second part is the Occupational Values Scale to understand the occupational values of the new employment pattern labour group and study their motivation for choosing a career. The third part is the new employment pattern labourers' rating of their job satisfaction, from high to low "very satisfied" "more satisfied" "generally satisfied" "dissatisfied" and "very dissatisfied" are assigned a score of 5 to 1 respectively, and the higher the score, the higher the job satisfaction.

4.2 Model construction

Through collating relevant literature, it is found that there is a link between occupational values and job satisfaction, and that demographic variables are likely to affect occupational values and job satisfaction. Based on the above analyses, the research model of this study was constructed, as shown in Figure 1.

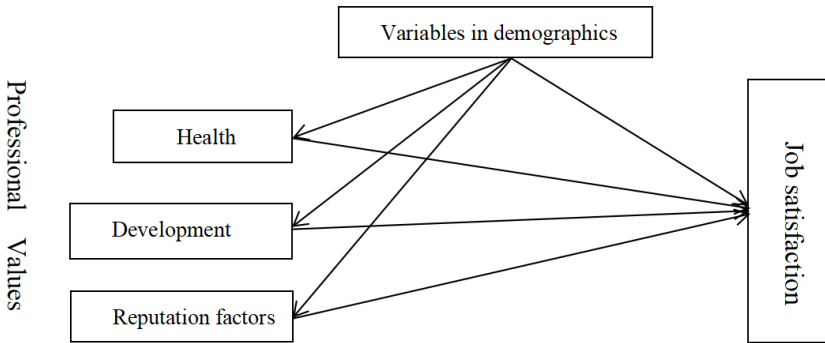


Fig. 1. Schematic diagram of the study modelling

5 Data statistics and analyses

5.1 Descriptive statistical analysis

In order to verify the assumptions made above, to understand the occupational values of the new employment pattern labour group, and to analyse the impact of the occupational values of the new employment pattern labour group on job satisfaction, this paper conducted a questionnaire survey.

The survey to the new employment form of labour groups as the object of the survey, the survey was carried out nationwide, random sampling method to determine the survey sample, a total of 202 valid questionnaires were collected. The basic situation of this sample is basically in line with the general situation of social reality.

5.2 Scale Tests

5.2.1 Reliability Test

In order to measure whether the sample response results of this questionnaire survey are reliable, i.e., whether the survey sample population has truly answered the questions in the scale. From the overall reliability analysis of the new employment pattern occupational values scale, the scale has high internal consistency, and the overall Cronbach's alpha coefficient value of the 17 variables in the scale is 0.956, which is much higher than the academic requirement of 0.8, indicating that the overall reliability of the scale is very good.

5.2.2 Validity test

In order to verify the consistency and rationality of all the research question items in the scale. The author used SPSS software to factor analyse the scale question part by conducting KMO and Bartlett sphericity test on the formal questionnaire, and the overall KMO value of the questionnaire was 0.936, and the significance was <0.05.

5.3 Correlation Analysis

Whether job satisfaction in occupational values in this study is correlated with the three factors of occupational values and demographic variables is further analysed and tested in this paper using Pearson correlation. There is a significant correlation between prestige factor ($r=0.769, P<0.05$), health care factor ($r=0.688, P<0.05$), development factor ($r=0.767, P<0.05$) of occupational values and job satisfaction. To further test what kind of relationship exists between the variables, the variables will be tested by linear regression analysis below.

5.4 Regression analysis

5.4.1 Effect of health care factors and factors on job satisfaction

Table 1. Regression analysis of health care factors and their factors with job satisfaction

| Model | Unstandardised coefficients | | Standardised coefficients | | Significance | Cointegration statistics | | Adjusted R ² |
|-------------------------------|-----------------------------|----------------|---------------------------|--------|--------------|--------------------------|-------|-------------------------|
| | B | Standard Error | Beta | T | | Tolerance | VIF | |
| 1 Health care factors | .908 | .068 | .688 | 13.411 | .000 | 1.000 | 1.000 | .473 |
| 2 Work environment | .229 | .072 | .226 | 3.178 | .002 | .499 | 2.005 | |
| Labour remuneration | .007 | .096 | .006 | .069 | .945 | .336 | 2.980 | |
| Mode of work | .222 | .063 | .231 | 3.550 | .000 | .595 | 1.680 | |
| Labour intensity | .097 | .089 | .089 | 1.090 | .277 | .375 | 2.666 | |
| | | | | | | | | .616 |
| Social insurance and benefits | .334 | .092 | .319 | 3.642 | .000 | .329 | 3.038 | |
| Timeliness of payroll | .012 | .103 | .011 | .121 | .904 | .311 | 3.216 | |
| Hours worked | -.017 | .100 | -.015 | -.171 | .865 | .330 | 3.030 | |

Dependent variable: job satisfaction

The model shows that the correlation coefficient of the independent variable of the occupational values of the labour group in the new occupational pattern, "health factor", to the dependent variable, "job satisfaction", has an R value of 0.473, and the adjusted R² is 0.471, which means that job satisfaction explains 47.1 per cent of the variance of the health factor. This indicates that job satisfaction can explain 47.1% of the variance of health factors. Moreover, the coefficient of significance of the independent variable health care factor is 0.000, which is significant, and the coefficient of influence is 0.688, which indicates that health care factor has a significant positive influence on job satisfaction. As can be seen in Table 1, the correlation coefficient R-value of this regression

is 0.616, and the adjusted R2 is 0.614, indicating that the seven dimensions of health care factors jointly explain 61.4% of the variance in job satisfaction. In summary, hypothesis H1 was verified.

5.4.2 Influence of developmental factors and factors on job satisfaction

Table 2. Regression analysis of developmental factors and their factors with job satisfaction

| Model | Unstandardised coefficients | | Standardised coefficients | | Significance | Cointegration statistics | | | Adjusted R ² |
|--------------------------|-----------------------------|----------------|---------------------------|--------|--------------|--------------------------|-------|------|-------------------------|
| | B | Standard Error | Beta | T | | Tolerance | VIF | R | |
| | | | | | | | | | |
| 1 Developmental factors | .933 | .068 | .767 | 16.908 | .000 | 1.000 | 1.000 | .588 | .586 |
| 2 Hobbies and Interests | .004 | .066 | .004 | .064 | .949 | .402 | 2.486 | | |
| Job Challenges | .050 | .082 | .047 | .605 | .546 | .290 | 3.442 | | |
| Job Autonomy | .288 | .080 | .259 | 3.603 | .000 | .345 | 2.901 | | |
| Training opportunities | -.105 | .076 | -.101 | -1.376 | .170 | .330 | 3.033 | .511 | .494 |
| Development Space | .334 | .092 | .319 | 3.642 | .000 | .329 | 3.038 | | |
| Professional Counterpart | .012 | .103 | .011 | .121 | .904 | .311 | 3.216 | | |
| Social needs | -.017 | .100 | -.015 | -.171 | .865 | .330 | 3.030 | | |

Dependent variable: job satisfaction

The model shows that the correlation coefficient of the independent variable "development factor" with the dependent variable "job satisfaction" is 0.588, and the adjusted R2 is 0.586, which means that job satisfaction can explain 58.6% of the variance of the development factor. This means that job satisfaction can explain 58.6% of the variance of development factors. Moreover, the significance coefficient of the independent variable development factor is 0.000, which is significant, and the influence coefficient is 0.767, which indicates that the development factor has a significant positive influence on job satisfaction. As can be seen from Table 2, the correlation coefficient R value of this regression is 0.511 and the adjusted R2 is 0.494, which indicates that the dimensions of developmental factors jointly explain 49.4% of the variance in job satisfaction. In summary, hypothesis H2 is verified.

5.4.3 Influence of Reputation Factors and Factors on Job Satisfaction

Table 3. Regression analysis of prestige factor and its factors with job satisfaction

| Model | Unstandardised coefficients | | Standardised coefficients | | Significance | Cointegration statistics | | | Adjusted R ² |
|-----------------------|-----------------------------|----------------|---------------------------|--------|--------------|--------------------------|-------|------|-------------------------|
| | B | Standard Error | Beta | T | | Tolerance | VIF | R | |
| | | | | | | | | | |
| 1 Reputation factor | .854 | .050 | .769 | 17.030 | .000 | 1.000 | 1.000 | .592 | .590 |
| 2 Platform visibility | .064 | .082 | .064 | .777 | .438 | .258 | 3.944 | | |
| Platform size | .214 | .088 | .216 | 2.440 | .016 | .221 | 4.518 | .655 | .650 |
| Sense of achievement | .618 | .060 | .595 | 10.277 | .000 | .519 | 1.926 | | |

Dependent variable: job satisfaction

The model shows that the correlation coefficient of the independent variable "prestige factor" with the dependent variable "job satisfaction" is 0.592, and the adjusted R² is 0.590, which means that job satisfaction can explain 59.0% of the variance of the prestige factor. This indicates that job satisfaction can explain 59.0% of the variance of the prestige factor. Moreover, the significance coefficient of the independent variable prestige factor is 0.000, which has reached significance, and the influence coefficient is 0.769, which indicates that the prestige factor has a significant positive influence on job satisfaction. As can be seen in Table 3, the correlation coefficient R value of this regression is 0.655 and the adjusted R² is 0.650, indicating that the three dimensions of the prestige factor jointly explain 65.0% of the variance in job satisfaction. In summary, hypothesis H3 is tested.

6 Conclusion

Through the empirical analysis of the above data and variable surveys, this paper draws the following results:

The results of the questionnaire survey on occupational values of the new employment pattern labour group show that the new employment pattern labourers pay more attention to the health care factor, followed by the prestige factor, and lastly the development factor in choosing a job. The work situation is between generally satisfied and more satisfied, and there is still a lot of room for improvement. This further illustrates the necessity of this research.

By comparing the differences between different categories of new employment pattern workers, it is found that there is a significant difference in health care factors between different educational levels and different age stages of new employment pattern workers, and there is a significant difference in job satisfaction between different genders, while there is no significant difference in other demographic variables in terms of occupational values and job satisfaction.

Through correlation analysis, it can be found that there is a negative correlation between age in demographic variables and health care factor, development factor and prestige factor, i.e., the older the age, the lower the degree of importance for the three factors. Further analysis shows that the correlation between labour remuneration and age among health factors is the most significant. There is a significant positive correlation between educational qualification and health factor, development factor and prestige factor i.e. the higher the educational qualification, the higher the importance attached to the three factors. Further analysing the correlation between educational qualification and many dimensions of the three factors among platform/brand size is the most significant.

Funded project

This paper is one of the stage research results of the 2022 National Innovation and Entrepreneurship Project of College Students of Chengdu University of Information technology, "Research on the Construction of the Ecological System of New Occupational Forms under the Digital Economy" (202210621276).

Reference

1. Elizur, E.(1984)Facets of work values: A structural analysis of work outcomes. *Journal of Applied Psychology*,69(3):379-389.<https://doi.org/10.1037/0021-9010.69.3.379>.
2. Wong, S.W., Yuen, M.(2015)Super's Work Values Inventory: Issues of SubtestInternal Consistency Using a Sample of Chinese University Students in Hong Kong. *Journal of Employment Counseling*,521. <https://doi.org/10.1002/j.2161-1920.2015.00054.x>.
3. Yu, Z.H., Teng, H.C., Dai, H. Q. (2004) A Study of the Professional Values of Contemporary Master's Degree Students,03:1-2.
4. Gu, X.J., Sun, W., Ma, H.Z.(2022)A study on the relationship between professional values and job satisfaction of medical staff in a tertiary hospital in Ningxia China.*Ningxia Journal of Medicine*,05:472-474.<https://doi.org/10.13621/j.1001-5949.2022.05.0472>.
5. Lu, Y., Ye, M.S.(2022)The Relationship between Work Values and Turnover Propensity of Post-95 Employees - The Mediating Role of Job Satisfaction. *Advances in Psychology*,06:2263-2268.<https://doi.org/10.12677/AP.2022.126269>.
6. Herzberg, F. (2016) Herzberg's two-factor theory (revised). People's University of China Press, Beijing.
7. Locke, E.A. (1976) The nature and causes of job satisfaction. *handbook of Industrial and Organizational Psychology*. DOI: <http://dx.doi.org/>.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

