



A study of the relationship between occupational identity and occupational satisfaction of labour groups in new employment patterns

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Abstract. As an emerging employment mode, the new employment pattern is in line with the rapidly developing Internet environment and the growing group of information technology talents. However, with the rapid development of the new employment mode, its wage forms, rights protection methods and many legal supports are not yet complete. In order to solve the current dilemma, this paper fully researches the occupational identity and occupational satisfaction of labour groups and their relationship, and puts forward specific countermeasures for the soundness of the new employment model while understanding the basic situation of the new employment model labour groups.

Keywords: new employment pattern labour groups; occupational identity; occupational satisfaction; relationship study;

1 INTRODUCTION

The Fifth Plenary Session of the 18th CPC Central Committee mentioned the concept of "new forms of employment" for the first time, and explicitly called for "strengthening support for flexible employment and new forms of employment"[1]. In recent years, with the advancement of mobile Internet technology and the widespread use of information technology, the new business platform economy has developed rapidly, resulting in the emergence of various types of new employment forms that are different from the traditional formal employment model, providing a large number of jobs, as well as creating more flexible employment opportunities for different social groups, and becoming an important channel for workers to increase their income through employment. The number of workers engaged in new employment patterns such as online delivery, online car driving, online hauling and Internet marketing has increased significantly. According to the data of China Sharing Economy Development Report (2023): the transaction scale of China's sharing economy market was about 3,832 billion yuan in 2022, with a year-on-year growth of about 3.9%; due to the impact of the epidemic, online takeaways became an important force in meeting residents' catering consumption demand in 2022; the proportion of net-dating passenger traffic to the total number

of passengers in taxis was about 40.5% in 2022, which accounted for an increase of 6.4 percentage points compared with the previous year by 6.4 percentage points 1.

At present, the form of wages, rights protection and many legal support of the new employment pattern mode are not yet complete, and scholars at home and abroad lack of research on the new industry labour groups, exploring the workers' occupational identity, occupational satisfaction and the relationship between the two in this emerging labour pattern will be of great help to a series of corrections and improvements in the future in the new employment pattern.

2 RESEARCH OBJECT AND METHODOLOGY

2.1 Subjects of study

By gender, 49 per cent of the survey sample was male and 51 per cent female. By age, the 18-30 age group accounted for the largest proportion of the sample, with 45.6 per cent, the 31-45 age group accounted for 36.1 per cent, and the sample of those aged 45 and over accounted for 18.3 per cent. In terms of household registration, rural household registration accounted for 52 per cent and urban household registration accounted for 48 per cent. In terms of education, 33.7% of the sample population had a high school (junior college) or lower education, 30.7% had a college education, 28.7% had a bachelor's degree, and 6.9% had a postgraduate degree or higher, so the new employment pattern includes people with all levels of education. As for the occupations engaged in, 18.8% were in the Internet category such as online taxi drivers and web anchors, 10.9% were in the new media category such as tweeting, novels and designing, 13.9% were in the distribution category such as courier, take-away and logistics, and 56.4% were in the online education and housekeeping service category. The basic situation of the samples taken for this survey is basically in line with the general situation of social reality.

2.2 Research tools

Scaling vocational identity is developed from the concept of self-identity, Erikson³ argues that during the process of identity formation, a person gradually recognises his or her basic characteristics and position and role in society, and that clarification of the role he or she is going to play in the occupational world is an important part of adolescents' identity development process, while Meijers⁴ argues that the individual connects their own interests, abilities, and values to acceptable career goals, and that occupational identity changes as a result of a continuous social learning process, emphasising the process nature of occupational identity. While most of the domestic scales on occupational identity are aimed at measuring the occupational identity of healthcare workers, Hao Yufang's⁵ occupational identity questionnaire for nursing students has five dimensions and 17 items, including occupational self-concept, benefits of staying in the job and the risk of leaving the job, social support and self-reflection, autonomy of occupational choice, and social persuasion. In addition to this, there is also the Teacher Professional Identity Scale developed by Wei Shuhua⁶ et al. including 18 items

and 4 first-order factors, which are role values, professional behavioural tendencies, professional values, and professional belongingness.

Therefore, the scale design of this paper is based on the classification of Hao Yuying's scholars' professional identity scale, and its nursing students' professional identity questionnaire items are decomposed into three dimensions: work content identity, career development identity and professional status identity, totalling 17 items. Job content identity includes seven items: working environment, labour remuneration, working mode (online, offline, etc.), labour intensity, social insurance and welfare, timeliness of salary payment and working hours; career development identity includes seven items: interests, work challenges, work autonomy, training opportunities, development space, professional counterparts and social needs; and occupational status identity includes seven items: platform awareness, platform/brand scale, and occupational social recognition³; and occupational status identity includes platform awareness, platform/brand scale, and occupational social recognition³. Occupational status identity includes 3 items: platform awareness, platform/brand scale, and occupational social recognition. "Generally important", "unimportant" and "very unimportant" were assigned 5 to 1 points respectively, and finally the scores were summed up and statistically derived from the situation of the new employment pattern labour group's career choice orientation.

3 RESULTS AND ANALYSES

3.1 Analysis of the current situation

The cumulative mean scores of the sub-dimensions of occupational values are used to count the overall level of occupational values in the new employment pattern. From the data it can be seen that the highest mean score is job content identity ($M=4.11$), the lowest score is career development identity ($M=3.82$), and the middle score is career status identity ($M=3.87$). Through the survey, it was found that compared with career development and occupational status, most of the new employment pattern labourers pay more attention to the content of their work, including labour remuneration, timeliness of wage payment, and working hours.

The data show that the average job satisfaction score of new employment pattern workers is 3.93, which is between average satisfaction and high satisfaction, and there is still much room for improvement.

3.2 Analysis of the relationship between occupational identity and occupational satisfaction of labour groups in new employment patterns

Whether career satisfaction is correlated with the three factors of career identity and demographic variables in this study is further analysed and tested by Pearson correlation in this paper. According to the knowledge of statistical analysis of the questionnaire, the absolute value of correlation coefficient below 0.3 is no linear correlation, above 0.3 is linear correlation, 0.3~0.5 is low correlation, 0.5~0.8 is significant correlation (moderate correlation), and above 0.8 is high correlation 7 .

3.2.1 Correlation analysis of demographic variables with the three factors

3.2.1.1 Correlation analysis between age and the three factors

Table 1. Correlation coefficients between age and three factors

	Job content recognition	Career Development Identity	Occupational status recognition
(a person's) age	correlation coefficient	-.220**	-.189*
	Sig. (bobtail)	.002	.018
	N	202	202

** . The correlation is significant at the 0.01 level (two-tailed).
 * . The correlation is significant at the 0.05 level (two-tailed).

Through the correlation analysis between age and the degree of influence of job content identity in the three factors, as shown in Table 1, $P=0.002<0.05$ means that there is a significant correlation between age and job content identity, and furthermore, the Pearson correlation coefficient $r=-0.220<0$ means that there is a significant negative correlation between age and job content identity. It means that the older the age, the less the job content is valued, 18-30 years old has the highest value for job content. 45 years old and above has the lowest value for job content. $P=0.007<0.05$ means that there is a significant correlation between age and career development identity, furthermore, Pearson correlation coefficient $r=-0.189<0$ means that there is a significant negative correlation between age and career development identity. It means that the older the age, the less importance is given to career development. $P=0.018>0.05$, meaning that there is a significant correlation between age and occupational status identity, and Pearson correlation coefficient $r=-0.166<0$, indicating that there is a significant negative correlation between age and occupational status identity, the younger the younger they are, the more they care about the sense of achievement brought by their work as well as the visibility of their work platforms or companies, and the size of the platform visibility drives the young people's enthusiasm for their current work, even more so than for the future work. and even more so to provide more convincing work experience support for future work.

3.2.1.2 Correlation analysis between educational qualifications and the three factors

Table 2. Correlation coefficients between education and the three factors

	Job content recognition	Career Development Identity	Occupational status recognition
academic qualifications	correlation coefficient	.192**	.139*
	Sig. (bobtail)	.006	.048
	N	202	202

** . The correlation is significant at the 0.01 level (two-tailed).
 * . The correlation is significant at the 0.05 level (two-tailed).

Through the correlation analysis of the degree of influence of academic qualifications and job content identity, as shown in Table 2, $P=0.006<0.05$ means that there is a significant correlation between academic qualifications and job content identity, and furthermore, the Pearson correlation coefficient $r=0.192>0$ means that there is a significant positive correlation between academic qualifications and job content identity. It means that the higher the academic qualification, the higher the value placed on job content. By analysing the correlation between the degree of influence of academic qualifications and career development identity, $P=0.048<0.05$ means that there is a significant correlation between academic qualifications and career development identity, and furthermore, the Pearson correlation coefficient $r=0.139>0$ means that there is a significant positive correlation between academic qualifications and career development identity. It means that the higher the academic qualification, the higher the value placed on career development. By analysing the correlation between the degree of influence of academic qualifications and occupational status identity, $P=0.022<0.05$ means that there is a significant correlation between academic qualifications and occupational status identity, and furthermore, the Pearson correlation coefficient $r=0.161>0$ means that there is a significant positive correlation between academic qualifications and occupational status identity. It means that the higher the education level, the higher the value placed on occupational status prestige.

3.2.2 Correlation analysis between demographic variables and job satisfaction

From the final results show that there is a significant correlation between occupational satisfaction and age and education respectively, where age is significant $P=0.021<0.05$, and Pearson coefficient $r=-.407$, it can be seen that occupational satisfaction is significantly negatively correlated with age in demographic variables, the younger the age in the employment of the new occupations the lower the occupational satisfaction, which means that because of the process of the emergence of new occupations in the internal and external management structure of the various occupations is not yet very perfect, and young people have higher requirements for these new occupations compared to older people. The internal and external management structure of new occupations is still not very perfect, and young people have higher requirements for these new occupations compared to the elderly. On the other hand, for education, $P=0.003<0.05$, and Pearson coefficient $r=-.201$, indicating that education is significantly negatively correlated with occupational satisfaction, which shows the same as age, and that most of the highly educated labourers have high aspirations for new occupations, so much so that the majority of them have a high level of satisfaction. have a noble pursuit, so that they have higher requirements for the occupation they are in, and they are more eager to give full play to their talents and realise their own value in the new platform.

3.2.3 Correlation analysis of career identity and career satisfaction

Table 3. Correlation coefficients between professional identity and career satisfaction

	1	2	3	4
1 Career satisfaction	1			
2 Job content recognition	.769**	1		
3 Career Development Identity	.688**	.678**	1	
4 Occupational status recognition	.767**	.834**	.727**	1

** . The correlation is significant at the 0.01 level (two-tailed).

From the results, as shown in Table 3, it can be seen that there is a significant correlation between the occupational status identity of occupational values ($r=0.769$, $P<0.05$), job content identity ($r=0.688$, $P<0.05$), and occupational development factors ($r=0.767$, $P<0.05$) and occupational satisfaction and the correlation coefficients are positive, so that all the three dimensions of occupational identity are positively related to the new employment form of the labour group's occupational satisfaction are positively correlated.

4 CONCLUSION

As a result of the study, it was found that the occupational identity of the new employment pattern labour group has a significant impact on occupational satisfaction. Improving employee satisfaction, in the immediate term, is to improve employee motivation and promote more efficient completion of the work content, and in the long term, improving employee satisfaction can provide more support to the enterprise itself and support the development and implementation of corporate strategy.

There is not yet a universally suitable and comfortable model for business management practices in new industries. A strong sense of professional identity helps to improve an individual's overall satisfaction. Employees with a strong sense of professional identity are better able to cope with work pressure and maintain a high level of job satisfaction[8]. Therefore, in the new employment pattern of enterprises need to quickly establish a sound system of comprehensive staff development and promotion channel, sound promotion channel can let the enterprise employees clearly see their future development prospects and potential, so that employees feel the opportunity for personal growth and development, and the company's future strategic objectives and their own future development goals have a clearer understanding of the development of employees to meet the needs of the staff, so that the staff and enterprise Standing on a united front, in order to improve employee satisfaction at the same time to ensure the long-term development of the enterprise.

ACKNOWLEDGEMENT

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).

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