

A STUDY ON DEMAND AND SATISFACTION: A THEORY OF NEGATIVITY AND LESS-PRODUCTIVITY OF HUMAN RESOURCES WITH SPECIAL REFERENCE TO MANUFACTURING INDUSTRIES IN BANGALORE

Dr.C.Kandasamy

Professor, Department of Economics & Management Studies, AMC College, Bangalore.

**Abstract**

*The present global era is an era of consumerism and promotional trend of consumerism through markets is competitive in nature. The Indians reshape their mind set accordingly. They inculcate it through their demand in various ways without considering their interest, capacity and circumstances they belong. It is the prime burden to cope their level of satisfaction and it usually cultivates negativity in mind and economically less-productivity. Last of all it is a path to drain the huge human resources. The discussion was led through a study on youth of 25-30 years of age possessed Management Degree. The ultimate result showed an alert to prove the equation - "Demand satisfaction <sup>1</sup>". The present study describes the correlation between demand and satisfaction variously in everyday human life.*

**Keywords:** *Human Resources, Demand, Satisfaction, Negativity.*

**Introduction**

In present global era the consumerism is an attraction to engulf all regardless of social, economic, cultural and educational status. The Indians are also very much eager to avail the taste of consumerism. It results a correlation between demand and satisfaction. The demand is a desire and willingness to achieve something while satisfaction never comes with desire fulfillment; it comes only when one has come out of all the desires (Gregory Berns, 2005). The Theory of 'Demand and Supply' of Adam Smith(1871) (Skinner, A.S. (1996) is a common basic theory of economics known to all from unlettered to highly educated who has no attachment to the particular subject. It is a basic theory like cooking without salt. But the relation between demand and satisfaction controls our society and societal relations in various ways. We can feel it while its measurement is never possible. So, there is a mismatch between the two and it is hindrance of equality and justice. It generates negativity in one mind as well as it makes less productive without praise. For example a new married couple and their family generally expect their first child would be male while it is a biologically complex matter and no one is responsible to determine the gender of the would be born baby. Generally this demand brings agony and negativity when a female baby born. It creates lots of troubles to the mother and her female baby inculcating the traditional belief of deprivation and exploitation which this baby has to bear throughout her life. So, the gender gap is also traditional in modern day because the people have wrong connotation that only male can regenerate their family status. So, the investment towards male is a fixed deposit for future and in their connotation male is assets.

The second example gives an interesting feedback after schooling of a baby. When the child born the parents and their family members especially in well off family gossip and fix that their baby would be doctor, engineer or a corporate professional. But they never think about his/her interest/intelligence and so forth. So, from very beginning of his/her educational life he/she has to carry on the light beyond his/her capability.

Interestingly he/she faces torture every day and finally after annual performance when he/she fails to meet their parental demand and satisfaction. While after assessment of his/her talent the educational planning might bring a match between their demand and satisfaction which might be a healthy planning for healthy future of a child. It might be also a proper step to build a nation healthy.

So, if we look the relational pattern of every sphere of our family and society the mismatch is the cause of disharmony. Further the Maslow Theory of Hierarchy of Needs (A. H. Maslow (1943) says about proper integration between demand and satisfaction helping to meet a particular goal of an individual.

At present job oriented education has been promoted throughout the world and a huge younger generation turns their mind set to cope it for their healthy and wealthy future. It vividly promotes through privatization of education. Like many other disciplines there are lots of management schools/colleges emerged only to supply the corporate management professional considering the growing global corporate demand. To access the global scope of employment in each and every family specially in urban area or those who have affinity with urban area makes plan to get management education from their time of school leaving. They choose the management education after their graduation as a career. And after completion of their management degree somehow they would enter into the corporate world to make success their cultivated dream.

### **Research Methodology**

So, the objective of the present study was to examine the correlation between demand and satisfaction in relation to the management educated personnel in corporate world and what was the reality. Secondly it was guided to find out their mental state of human resources in India.

For this purpose 100 young population of Kolkata, only metro city of eastern India within the age bracket of 25-30 years and one in four was female were selected purposively adopting a simple random sampling. They had been completed their management degree (Master of Business Administration) from different private management colleges/institution under West Bengal University of Technology, Punjab Technical University, etc at Kolkata. They were interacted through informal interview in different places in different time after taking their records from their respective colleges where they studied. The interaction and discussion were carried on their past, present and future goal relating to their education and career aspiration.

### **Analysis and Interpretation**

The result reveals that participants in this study were studied different subjects at their graduate level. Among them, 28% was arts background, out of which 50% of them was female. Forty two percent of them were from commerce background and among them only 5% was female. Rest of the participants was of science and engineering background where the gender ratio was equal. In addition to the above it was noticed that 40% of them secured 1st class in their graduation. They had taken admission into Management Colleges through various national level entrance test (CAT, MAT, GMAT, etc). But 30% was taken admission under management quota.

At the time of admission into Management College they were satisfied about the prospect of their colleges because they were ensured cent percent job placement and secondly the educational environment was well standard with highly professional faculties.

After completion of their post graduate degree in management all of them had placed in different Multinational Company only as sale executive. To compete the assigned sales target they were promoted door to door visit, field work.

Sometimes they did promotional activities at public gathering only to sale different products of their particular company.

The incentive as well as service benefit was hide and seek and it was determined their performance in particular job and their employment was as hire and fire basis. After 6 months of their job career 30% of them was quit from their job and among them 10% was female. They were in depressed because they were in crisis to manage their future. It cultivated unhappiness and directionless because there was a gap in between their past aspiration and present position as well as future reality.

### Discussion and Conclusion

The young generation in this global world was more impressed with the taste of consumers' world and they were prepared themselves accordingly. The present education and employment scenario cultivated a high demand to fit to corporate world. But unfortunately they were realized it after their entering into the real world. The policy makers and their initiative were the prime hindrance to drain huge young human resources. The result shows a mismatch between demand and satisfaction.

Thus, if we make a correlation between demand and satisfaction is as

Demand Satisfaction

$$\begin{aligned} \text{Demand} &= (k) \text{Satisfaction} \quad (K=\text{constant}) \\ &= \text{dissatisfaction} \quad (k=\text{dis}) \\ &\quad \text{satisfaction}^{-1} \end{aligned}$$

(Demand is an action for fulfillment of desire towards goal achievement, but it is beyond needs as deficiency and dissatisfaction/ satisfaction<sup>-1</sup> denotes de-motivated and less productivity- negative mental state )

The Maslow's Theory of Hierarchy of Needs explains the action towards satisfaction through fulfillment of needs step by step. The deficiencies of a person push him/her for action towards fulfillment of physiological needs, then safety needs and third need is to achieve self-esteem and last he/she would turn his/her needs for self-actualization. The effort and efficacy of particular person help to meet his/her desired needs.

Comparing the above theory we observe that the demand or direness begins from third step(self esteem). His/her physiological and safety needs have been left because of his/her demands for self esteem and self-actualization. It is the changing aspect of human life in this consumers' world.

But the demand generally inculcates one's dream without considering their interest, capacity, intelligence and the circumstance they belong. And it is the aspect in their life for dissatisfaction. As consequence of this they cultivate negative mental state with de-motivation and less- productivity. Gradually it negatively directs the pathways of future development of the younger generation. As a consequence of this, the drainage of huge potential human resources affects the prosperity and progress of country in real sense.

So, the agenda might be propagated for a positive correlation between demand and satisfaction. Therefore, it would be a technique to bridge the gap of inequality in our society when we would re-link the match between demand and satisfaction. The protection of young human resources is the duty of all concerns in the country. Pushing them into the darkness would be more harmful while the priority according to their interest and capability would save and replace them in proper place with justice and peace.

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