Impact of Need Theory for Improving Employment Satisfaction of Y-Generation in Sichuan Enterprise

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Abstract:

As companies gradually shifted from "manufacturing" to "intelligent manufacturing," a new generation of employees represented by "Gen Y" became the leading force in accelerating Sichuan development. The majority of the company still used the traditional management model, which caused low enthusiasm and job satisfaction for younger employees at work and led to a high turnover rate. Therefore, exploration and analysis of the Need Theory were required to develop a better environment for Y-generation in terms of job satisfaction through proper motivation. This paper established research objectives of investigation for Y-generations' expected job satisfaction, influencing and motivating factors to job satisfaction, and analysis of practical strategies in a corporate level of human resource management to Y-generation employees for Sichuan enterprises.

Keywords:

Need Theory; Employment Satisfaction; Y-Generation

1 Introduction

The competition process is a process of reverse growth of companies, which is full of hope and will not be smooth sailing. "Generation Y" employees occupy a significant position in developing an enterprise. If an enterprise wants to grow, it must have sufficient human resources. The competition of "Gen Y" employees is the core of enterprise competition, and the enterprise's human resource reserve is the most direct manifestation of enterprise strength. The popularization of Internet technology has pushed us into the era of the knowledge economy. Today's economy has achieved global development, and the competition between enterprises is more focused on core technology competition. The mastery of core technology reflects the ability of an enterprise's talents, and human competition is manifested in the transformation and application of knowledge (Zhao. 2017) [1]. Therefore, an essential factor in measuring a company's strategic resources is the comprehensive quality of its employees. Companies that can attract top talent are often companies that can take the initiative in competition.

2 Theoretical Basis

2.1 Research study on employment satisfaction

Employee satisfaction refers to the workplace atmosphere that the company gives employees, such as salary and benefits, career promotion, and working environment. When employees work in the company, their inner potential feelings, whether they meet the established standards of their requirements, whether they are happy and satisfied. Employee satisfaction is a relative concept related to employees' expectations (Duan: et al. 2019) [2].

2.2 Research study on self-actualization needs

Self-actualization In the workplace translates to maximizing one's true potential. Employees want to do their best in what they do, and the manager's job is to help them realize this. Through self-realization, employees feel trusted, and empowered- they can control their work and future (Caesens: et al. 2019) [3].

2.3 Research study on the need for respect

Respect needs are generally divided into two conditions: self-esteem and respect by other people. Self-esteem is

manifested explicitly in people's confidence and ability to accomplish something in different social environments to achieve specific achievements (Walsh: et al. 2017) [4].

2.4 Research study on the sense of security

A sense of security needs is the needs of people at a higher level than physiological needs. When the physiological needs are met, people will pursue safety needs. People living in real life will have requirements for labor safety, life stability, family safety, and job security (Naim; & Lenka. 2018) [5].

2.5 Research study on physiological needs at the workplace

If a person wants to survive, they must eat, drink, dress, and sleep. These are the necessary conditions for human existence, the physiological needs theory in Maslow's hierarchy of needs theory (Guo: et al. 2019) [6].

3 Understanding the Impact of Need Theory for Improving Employment Satisfaction of Y-Generation in Sichuan Enterprise

3.1 "Gen Y" employees prefer freedom and pursue individuality

Due to the particularity of the age of birth, this generation of knowledge workers is more open-minded, accepts new knowledge, new culture, and new ideas from the outside world, eager to learn, and eager to be free; regardless of work, dress style and attitude towards life Constantly pursue personalization.

3.2 "Gen Y" employees are stubborn and do not quickly develop a sense of identity

Since 1993, the rapid popularization of Internet technology in China has penetrated every corner of life. "Generation Y" employees are at the age of learning and establishing values, and diversified and multi-level information has provided "Generation Y."

4 The Conceptual Framework for the Research Study

First The unique characteristics displayed. Nowadays, the research results on "Gen Y" employee satisfaction are few and not systematic enough. There is even less related research on this type of employee satisfaction problem from Maslow's hierarchy of needs theoretical model. By referring to other people's research on employee satisfaction, this paper takes Maslow's hierarchy of needs as a perspective. It combines the personality characteristics of "Generation Y" employees to comprehensively study the requirements of "Generation Y" employees and fill the company. There is a gap in the "Generation Y" theory of employee satisfaction.

Second The competition among modern enterprises is fierce, especially for talents. Talents have become an essential element of enterprise development. Statistics show that the turnover rate of Chinese "post-80s and post-90s" employees is over 30%, which is 5% higher than the average level. And these new-generation employees who "go away" make it difficult for many business owners and heads of human resources departments to adapt and cause headaches. Based on the realistic background of poor workplace stability, high turnover rate, and low corporate satisfaction of "Generation Y" employees, this article will start with Maslow's hierarchy of needs theoretical model, starting with the need for self-realization, the need for respect, the need for belonging, and the need for safety.

5 The Countermeasures for the Impact of Need Theory for Improving Employment Satisfaction of Y-Generation in Sichuan Enterprise

5.1 Need Theory

Need theory is a motivational model that explains how the needs for achievement, affiliation, and power affect people's actions from an organizational context.

5.2 Employment satisfaction

Employee satisfaction is usually measured using employee satisfaction surveys. The factors that affect employee satisfaction in these surveys may include salary, workload, management concepts, flexibility, teamwork, resources, etc.

5.3 Y-generation

Y-generation is known as the generation which was born between the early 1980s and the early 2000s. People of Gen Y

can be described as self-confident and ambitious. Sometimes folks think that they are not self-confident but rather arrogant.

5.4 Enterprise team building

Enterprise teamwork can be defined as an organizational culture where teams see the big picture and collaborate to create purpose, strategy, and value across the enterprise, while moving away from self-interest and controlling systems, processes, talent, and projects.

5.5 Self-actualization needs

Self-actualization needs are also referred to as our 'being' needs; these include personal and creative self-growth, which are achieved by fulfilling our full potential.

5.6 Respect needs

Respect means that you accept somebody for who they are, even when they're different from you or you disagree with them. Reference in your relationships builds feelings of trust, safety, and wellbeing. Respect doesn't have to come naturally – it is something you learn.

5.7 Need for belonging

Need for belonging refers to a human emotional need for interpersonal relationships, affiliating, connectedness, and being part of a group. Examples of belonging needs include friendship, intimacy, trust, acceptance, receiving and giving affection, and love.

6 Conclusion

Job satisfaction reflects employees' attitudes toward decision-making and job attributes. This study shows that gender and organizational type influence this job satisfaction relationship in Gen Y. Awareness of one's potential as a professional, personal safety, prospects for advancement, and having a voice within the organization significantly predicted job satisfaction. The findings contradict previous research showing that job security has lost importance to Gen Y. Getting appreciation at work increases job satisfaction for both men and women. Yet even with little appreciation at work, women are still more satisfied than men. We use this finding to extend Generation Y's social role theory and the job satisfaction paradox. Finally, firm type moderates the job satisfaction relationship.

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