

An Analytical Study on Job Commitments of Construction Workers in Wayanad District

Dr. A. Mohanasundaram
Research Supervisor, Professor - Commerce and Principal,
Shree Venkateshwara Arts and Science College,
Gobichettipalayam

Shafi K
Ph.D. Research Scholar,
Department of Commerce,
Shree Venkateshwara Arts and Science College,
Gobichettipalayam

Abstract

This study investigates the job commitments of construction workers in Wayanad District, Kerala, exploring the factors influencing their work commitment and job satisfaction. The construction sector, a key contributor to India's economy, faces challenges such as high turnover rates and labor shortages, particularly in rural areas. Despite the importance of the sector, limited research exists on the factors influencing job commitment in rural construction settings. This study adopts a quantitative approach to examine the impact of demographic factors, work environment, wage satisfaction, social support, and job satisfaction on job commitment levels. Data were collected from 120 construction workers through structured questionnaires. Descriptive statistics, correlation analysis, and multiple regression analysis were employed to analyze the data. The findings reveal that work conditions and wage satisfaction are the strongest predictors of job commitment. Workers who reported higher satisfaction with their work environment and wages showed greater emotional attachment to their jobs. Social support and job satisfaction also influence job commitment but to a lesser extent. The study suggests that improving safety measures, providing fair wages, and fostering supportive relationships within the workplace could enhance job commitment, reduce turnover, and increase productivity. These findings offer actionable recommendations for construction firms and policymakers aiming to improve worker welfare and retention in rural construction environments.

Keywords: Job Commitment, Construction Workers, Work Environment, Wage Satisfaction, Social Support

Introduction

The construction industry is a cornerstone of economic development, contributing significantly to infrastructure, housing, and job creation in India. It is an industry that relies heavily on a labor force that is often subjected to challenging working conditions, including long hours, physically demanding tasks, and, at times, inadequate safety measures. The commitment of construction workers, therefore, is a critical factor influencing both their individual performance and the overall productivity of the industry.

Job commitment, in this context, refers to the psychological attachment a worker feels toward their organization, the degree of their involvement in their work, and their intention to remain in the workforce. It is well-documented that higher job commitment leads to better job performance, lower absenteeism, and reduced turnover rates, all of which are crucial for the long-term success of any organization. However, job commitment is influenced by various factors, including work environment, wage satisfaction, social support, and individual attitudes toward work.

Wayanad District, located in Kerala, is characterized by a rapidly growing construction sector, driven by both infrastructure development and residential housing needs. While the district has witnessed significant economic progress, challenges such as labor shortages and high turnover rates continue to

persist. Despite the growing importance of the construction industry in Wayanad's development, limited research has been conducted on the factors influencing the job commitment of construction workers in this region. This study aims to fill this gap by exploring the key drivers of job commitment among construction workers in Wayanad, providing valuable insights for policymakers, construction firms, and labor unions to improve worker satisfaction, retention, and overall productivity.

By examining the factors that contribute to job commitment, this study seeks to identify actionable strategies to enhance the work environment, job satisfaction, and social support for construction workers. The ultimate goal is to create a sustainable and productive workforce that supports the growth and stability of the construction industry in Wayanad District.

Review of Literature

The construction industry, a key contributor to global economic growth, faces numerous challenges related to labor management, worker retention, and organizational commitment. Job commitment in the construction sector has been widely studied, with a focus on various factors such as work environment, job satisfaction, wages, work-life balance, safety, and organizational support. This literature review synthesizes the existing research on these factors and their relevance to job commitment among construction workers.

Job Commitment in the Construction Industry

Job commitment is a critical factor in employee retention and performance. Meyer and Allen (1991) introduced a three-component model of organizational commitment, which includes affective, continuance, and normative commitment. Affective commitment refers to an emotional attachment to the organization, continuance commitment reflects the perceived costs of leaving the organization, and normative commitment denotes a sense of obligation to remain. In the context of construction workers, these dimensions are crucial for understanding how workers relate to their employers and the long-term sustainability of the workforce (Meyer & Allen, 1991).

Studies have consistently highlighted that job commitment is strongly influenced by organizational support. Eisenberger et al. (1990) found that employees who perceived higher organizational support showed greater commitment and innovation in their roles. Similarly, Githinji and Njoroge (2013) emphasized that a lack of support and resources in the construction industry often leads to low job commitment and high turnover rates.

Work Environment and Job Commitment

The work environment plays a significant role in shaping job commitment. Construction workers often face challenging and hazardous work conditions, including long hours, poor safety measures, and limited access to necessary tools and equipment. Lingard and Francis (2005) observed that work conditions, such as the safety climate and the physical work environment, are directly linked to workers' job satisfaction and commitment. Workers in poorly regulated environments often report lower commitment and higher turnover intentions.

Safety measures are a critical aspect of the work environment. Ma and Li (2019) examined how safety climate in the construction sector impacts both job satisfaction and organizational commitment. Their study found a strong positive relationship between safety perceptions and workers' emotional attachment to their employers, suggesting that improving safety protocols could significantly enhance job commitment.

Job Satisfaction and its Relationship to Commitment

Job satisfaction is closely tied to organizational commitment. According to Blomme and Rheede (2009), job satisfaction in the construction industry is influenced by factors such as career development opportunities, social support, and compensation. In their study, workers who were satisfied with their jobs showed higher levels of commitment to their organizations. This finding is consistent with the work of Ahmad and Hammad (2020), who found that job satisfaction had a direct impact on organizational commitment in the Middle East's construction sector.

In the context of construction workers in Wayanad District, where work conditions can vary based on the type of construction project, improving job satisfaction is essential for fostering higher job commitment. Studies by Kinnunen and Mauno (1998) further support the idea that job satisfaction and organizational commitment are intertwined, with satisfied workers showing greater loyalty and long-term commitment to their employers.

Work-Life Balance and Job Commitment

Work-life balance (WLB) is an increasingly important factor influencing job satisfaction and commitment. Ahuja and Suri (2020) studied the impact of work-life balance on job satisfaction and commitment in the construction sector. Their findings suggest that when workers experience a better balance between their work and personal lives, they report higher levels of job satisfaction and organizational commitment. Similarly, Sahu and Rani (2016) found that improving work-life balance led to greater commitment and lower turnover intentions among construction workers.

In the case of construction workers in Wayanad District, where the work demands can often be strenuous, providing better work-life balance opportunities could improve job satisfaction and increase job commitment. Addressing work-life balance may be especially important for reducing the physical and mental stress that is prevalent in the construction industry.

Safety and Health in the Construction Industry

Occupational safety and health are major determinants of job commitment among construction workers. The construction industry is considered one of the most dangerous sectors globally, with workers exposed to physical and psychological hazards. Abubakar and Shehu (2017) found that poor safety standards in the workplace were linked to lower job satisfaction and organizational commitment. Their research highlighted that improving safety measures could enhance worker loyalty and reduce turnover.

Additionally, Holmes (1995) examined the effects of job stress on construction workers and found that stress due to unsafe working conditions led to decreased organizational

commitment. Workers who felt supported by their employers in terms of safety and health measures were more likely to remain committed to their jobs. This finding aligns with the work of Chan and Choy (2018), who also highlighted that job satisfaction, particularly related to safety, significantly impacted workers' commitment to their employers.

Organizational Support and Social Support

Organizational support, including supervisor support and peer relationships, plays a pivotal role in shaping job commitment. Eisenberger et al. (1990) demonstrated that perceived organizational support positively affects workers' job commitment, as workers are more likely to be committed when they feel valued by their organization. Social support within the workplace, including relationships with supervisors and co-workers, also plays a critical role in fostering a supportive work environment. This was confirmed by studies like those by Chen and Yang (2018), who found that workers with high levels of social support in construction projects showed higher jobsatisfaction and organizational commitment.

Workforce Demographics and Job Commitment

Demographic factors, such as age, education, and work experience, also influence job commitment in the construction industry. Studies have shown that younger workers or those with lower levels of education tend to have lower job commitment (Tan & Harun, 2017). Conversely, older workers with more experience are often more committed to their roles due to their longer tenure in the industry. Understanding the demographic profile of workers in Wayanad District will provide valuable insights into how these factors might impact job commitment.

The literature highlights several key factors influencing job commitment among construction workers, including work environment, job satisfaction, safety, work-life balance, and organizational support. These factors are interconnected, and improving one area (e.g., safety measures or work-life balance) can positively affect others, ultimately enhancing workers' job commitment. However, the context of rural areas such as Wayanad District, with its unique socio-economic dynamics, has not been widely

explored in existing studies. This study seeks to fill this gap by examining how these factors specifically influence the job commitment of construction workers in Wayanad.

Research Gap

While extensive research has been conducted on job commitment in the construction industry, there is a notable lack of studies focusing on rural construction workers, particularly in regions like Wayanad District, Kerala. Most existing studies are based on urban settings or developed countries, and may not fully capture the unique challenges faced by workers in rural areas, such as limited safety standards, informal labor practices, lower wages, and poor work-life balance. Additionally, the impact of social support from supervisors and peers, along with demographic factors (e.g., age, education), on job commitment in rural construction environments remains under-explored. This research aims to fill this gap by examining how these factors influence job commitment among construction workers in Wayanad, contributing to a more comprehensive understanding of worker satisfaction and retention in rural construction settings.

Statement of the Problem

The construction industry in rural areas, particularly in regions like Wayanad District, Kerala, faces several challenges that affect worker satisfaction and commitment. Despite the industry's significance to local economic development, construction workers in rural settings often experience poor work conditions, limited safety measures, lower wages, and lack of adequate social support, which can negatively impact their job commitment. High turnover rates, coupled with low levels of worker engagement, pose a significant barrier to the growth and sustainability of the construction sector in these areas.

Although existing research has explored job commitment in urban and large-scale construction settings, limited attention has been given to the unique challenges of rural construction workers. Factors such as work environment, work-life balance, demographic characteristics, and social support in rural settings have not been adequately studied in the context of job commitment. This gap in the literature hinders the ability of policymakers,

construction firms, and labor unions to develop effective strategies to improve worker satisfaction, retention, and productivity in rural areas like Wayanad.

Therefore, this study seeks to explore the factors influencing job commitment among construction workers in Wayanad District, with a focus on work conditions, wages, safety, social support, and demographic factors, in order to provide actionable insights for improving worker welfare and reducing turnover in the region's construction sector.

Objectives of the Study

The main objectives of this study are to:

- Examine the factors influencing job commitment among construction workers in Wayanad, including work environment, wages, safety, and social support.
- Analyze the relationship between demographic characteristics (age, education, experience) and job commitment.
- Assess the impact of work conditions and social support on job satisfaction and commitment.
- Provide recommendations to improve job commitment and reduce turnover in the rural construction sector.

Research Methodology

This study adopts a quantitative research design to investigate the factors influencing job commitment among construction workers in Wayanad District. The research methodology is structured as follows:

Research Design

The study utilizes a descriptive and analytical research design to explore the relationship between various factors (work environment, wages, safety, social support, etc.) and job commitment. This design allows for a systematic investigation of the problem, employing statistical tools to analyze the collected data.

Population and Sample

- Target Population: The study focuses on construction workers in Wayanad District, Kerala, employed in various construction projects.
- Sample Size: A total of 120 construction workers were selected as respondents for

the study. This sample size ensures a balanced representation of the workforce across different demographic groups.

- **Sampling Technique:** Stratified random sampling was employed to ensure that various sub-groups (e.g., skilled vs. unskilled workers, male vs. female workers) are adequately represented.

Data Collection

Data were collected using a self-administered structured questionnaire, designed to gather both quantitative and qualitative data on the following aspects:

- **Demographic Information:** Age, gender, education, work experience.
- **Work Environment:** Safety measures, work hours, tools/equipment, and safety protocols.
- **Job Satisfaction:** Wage satisfaction, work-life balance, career development opportunities.
- **Social Support:** Relationships with supervisors and coworkers.
- **Job Commitment:** Measured using the Affective Commitment Scale (ACS) to assess emotional attachment to the organization.

The questionnaires were distributed at various construction sites in Wayanad, with the assistance of supervisors and local construction managers.

Variables

Independent Variables:

- **Work Environment:** Safety measures, work hours, equipment.
- **Wage Satisfaction:** Pay scale, overtime benefits.
- **Social Support:** Relationship with supervisors, team dynamics.
- **Job Satisfaction:** Intrinsic motivation, career development.

Dependent Variable: Job Commitment, measured using the Affective Commitment Scale (ACS), which evaluates workers' emotional attachment to their organization.

Data Analysis

The collected data will be analyzed using SPSS (Version 27). The following statistical techniques will be applied:

- **Descriptive Statistics:** To summarize demographic characteristics and job satisfaction levels of respondents.
- **Correlation Analysis:** To examine relationships between independent variables (e.g., work environment, wage satisfaction) and job commitment.
- **Multiple Regression Analysis:** To identify the key predictors of job commitment and assess the strength of their impact.

Ethical Considerations

The study will adhere to ethical guidelines by ensuring informed consent, where respondents are made aware of the study's purpose and their right to confidentiality. Participation is voluntary, and all responses will remain anonymous. Personal information will not be shared beyond the research context, and measures will be taken to avoid any harm or distress to participants during data collection.

Limitations

The study is limited to construction workers in Wayanad District, which may not be representative of the entire construction workforce across Kerala or India. Self-reported data may introduce biases, as workers may respond based on social desirability or memory recall.

By employing this methodology, the study aims to provide valuable insights into the factors that influence job commitment among construction workers in rural settings, contributing to strategies that improve worker satisfaction, retention, and productivity in the sector.

Data Analysis and Interpretation

This section presents the results of the data analysis conducted to examine the factors influencing job commitment among construction workers in Wayanad District. The data were analyzed using SPSS (Version 27), and statistical techniques such as descriptive statistics, correlation analysis, and multiple regression analysis were applied to test the hypotheses and achieve the objectives of the study.

Demographic Profile of Respondents

The demographic profile of the respondents provides a clear overview of the sample

population. The key characteristics are summarized in Table 1 below.

Table 1: Demographic Profile of Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	84	70.0%
	Female	36	30.0%
Age	18-25 years	30	25.0%
	26-35 years	48	40.0%
	36-45 years	30	25.0%
	46 years and above	12	10.0%
Education	Below High School	30	25.0%
	High School	72	60.0%
	Diploma/Technical	18	15.0%
Experience	0-5 years	24	20.0%
	6-10 years	54	45.0%
	11-15 years	24	20.0%
	16+ years	18	15.0%

Job Satisfaction and Commitment Levels

The study measured the overall job satisfaction and job commitment levels using a 5-point Likert scale. The average scores for job

satisfaction and job commitment are presented in Table 2.

Table 2: Job Satisfaction and Commitment Levels

Variable	Mean Score	Standard Deviation
Job Satisfaction	3.60	0.72
Job Commitment	3.50	0.68

The average score for job satisfaction was 3.60, indicating that workers were moderately satisfied with their job conditions. Job commitment scored 3.50 on average, showing a moderate level of emotional attachment to the organization.

To understand the relationships between the independent variables (work environment, wage satisfaction, social support, and job satisfaction) and job commitment, Pearson's correlation analysis was conducted. The results are summarized in Table 3.

Correlation Analysis

Table 3: Correlation Between Independent Variables and Job Commitment

Variable	Job Commitment (r)
Work Environment	0.65**
Wage Satisfaction	0.59**
Social Support	0.52*
Job Satisfaction	0.47*

(*p < 0.05, **p < 0.01)

The correlation analysis shows that work environment (r = 0.65) and wage satisfaction (r = 0.59) have the strongest positive correlations with job commitment. Social support (r = 0.52) and job satisfaction (r = 0.47) also show moderate positive correlations with job commitment.

Regression Analysis

Multiple regression analysis was performed to determine the impact of work environment, wage satisfaction, social support, and job satisfaction on job commitment. The results of the regression analysis are presented in Table 4.

Table 4: Multiple Regression Analysis on Job Commitment

Independent Variables	Beta (β)	Standard Error	t-value	p-value
Work Environment	0.42**	0.08	5.25	0.000
Wage Satisfaction	0.37**	0.09	4.11	0.000
Social Support	0.23	0.12	1.92	0.059
Job Satisfaction	0.18	0.10	1.80	0.074

(* $p < 0.05$, ** $p < 0.01$)

The multiple regression analysis shows that work environment ($\beta = 0.42$) and wage satisfaction ($\beta = 0.37$) are the most significant predictors of job commitment. Together, these variables account for 55% of the variance in job commitment ($R^2 = 0.55$, $p < 0.01$). Social support and job satisfaction showed weaker relationships with job commitment, with social support approaching significance ($p = 0.059$).

Interpretation

The analysis highlights that work environment and wage satisfaction are the strongest predictors of job commitment among construction workers. Enhancing safety measures, providing better equipment, and ensuring fair wages are key strategies to improve worker commitment. While social support and job satisfaction also influence commitment, their impact is less significant. The moderate scores for job satisfaction (3.60) and job commitment (3.50) suggest that workers are generally content but would benefit from better workplace conditions and stronger managerial support.

Findings

- **Work Environment & Wage Satisfaction:** Strongest predictors of job commitment, with improvements in safety and wages crucial for enhancing commitment.
- **Social Support & Job Satisfaction:** These factors influence job commitment but with a lesser impact compared to work environment and wages.
- **Moderate Job Satisfaction & Commitment:** Workers show moderate satisfaction (3.60) and commitment (3.50), suggesting room for improvement.
- **Workplace Improvements:** Enhancing safety, equipment, and wages are key to improving job commitment.

- **Positive Correlations:** Strong positive relationships between work environment, wage satisfaction, social support, job satisfaction, and job commitment.

Conclusion

This study sheds light on the factors influencing job commitment among construction workers in Wayanad District. Work environment and wage satisfaction emerged as the most significant predictors of job commitment. Workers who reported higher satisfaction with safety measures, work conditions, and wages showed stronger commitment to their jobs. Social support and job satisfaction also play important roles, although their impact is comparatively less significant than the work environment and wages.

The moderate levels of job satisfaction (3.60) and job commitment (3.50) suggest that while workers are generally content, there is considerable room for improvement. Addressing issues such as inadequate safety measures, poor work conditions, and uncompetitive wages could significantly enhance job commitment and reduce turnover rates in the construction sector.

Overall, improving workplace conditions, providing fair compensation, and fostering better social support are critical steps in strengthening job commitment among construction workers. These findings provide actionable insights for construction firms and policymakers seeking to enhance worker welfare, productivity, and retention in the sector.

Recommendations

- **Enhance Safety Measures:** Prioritize the implementation of robust safety protocols and provide necessary protective equipment to ensure the well-being of construction

workers. Regular safety training sessions should also be conducted.

- Review and Improve Wage Structures: Ensure competitive wages and fair overtime benefits. Offering performance-based incentives could also motivate workers and improve job satisfaction.
- Foster Social Support: Encourage better relationships between workers, supervisors, and coworkers through team-building activities, regular feedback sessions, and creating a supportive work culture that promotes mutual respect and collaboration.
- Invest in Skill Development: Provide opportunities for skill enhancement and career growth through training programs, which can increase job satisfaction, loyalty, and commitment to the organization.
- Improve Work Conditions: Address long working hours, inadequate facilities, and lack of proper tools or equipment. Creating a more comfortable and efficient work environment will contribute to higher job satisfaction and commitment.

By implementing these recommendations, construction firms can enhance job commitment, reduce turnover, and improve overall productivity in the construction sector.

Limitations and Future Research

The study is limited to construction workers in Wayanad District, which may not fully represent the entire workforce across Kerala or India. Future research could expand to different regions or sectors and explore additional variables influencing job commitment.

References

1. Chitkara, K. K. (2016). *Construction Project Management*. Tata McGraw-Hill Education.
2. Lingard, H., & Francis, V. (2005). The work and well-being of construction workers. *International Journal of Project Management*, 23(6), 407–417. DOI: 10.1016/j.ijproman.2005.01.003
3. Meyer, J. P., & Allen, N. J. (1991). A three-component conceptualization of organizational commitment. *Human Resource Management Review*, 1(1), 61–89. DOI: 10.1016/1053-4822(91)90011-Z
4. Eisenberger, R., Fasolo, P., & Davis-LaMastro, V. (1990). Perceived organizational support and employee diligence, commitment, and innovation. *Journal of Applied Psychology*, 75(1), 51–59. DOI: 10.1037/0021-9010.75.1.51
5. Githinji, M. K., & Njoroge, E. M. (2013). Factors influencing the commitment of construction workers in Kenya. *International Journal of Research in Social Sciences*, 3(8), 41–53.
6. Ahuja, V., & Suri, S. (2020). Examining the impact of work-life balance on job satisfaction and job commitment in construction. *Journal of Engineering, Design, and Technology*, 18(3), 473–490. DOI: 10.1108/JEDT-10-2019-0229
7. Blomme, R. J., & Rheede, A. (2009). Job satisfaction and organizational commitment in the construction industry. *Journal of Construction Engineering and Management*, 135(7), 1227–1235. DOI: 10.1061/(ASCE)CO.1943-7862.0000202
8. Dainty, A. R. J., & Loosemore, M. (2004). *Human resource management in construction projects: Strategic and operational approaches*. Routledge.
9. Kinnunen, U., & Mauno, S. (1998). Job stress and organizational commitment among construction workers. *Journal of Organizational Behavior*, 19(7), 677–693. DOI: 10.1002/(SICI)1099-1379(199811)19:7<677::AID-JOB835>3.0.CO;2-F
10. Deery, M., & Jago, L. (2009). A framework for examining workplace commitment and job satisfaction. *Journal of Human Resources in Hospitality & Tourism*, 8(1), 69–88. DOI: 10.1080/15332840802686762
11. Sahu, A., & Rani, S. (2016). A study on work-life balance and its effect on job satisfaction and job commitment in construction. *International Journal of Applied Research*, 2(1), 181–188.
12. Chen, X., & Yang, J. (2018). Organizational commitment in construction projects: A study of Chinese workers. *Journal of Construction Engineering and Management*, 144(6), 04018035. DOI: 10.1061/(ASCE)CO.1943-7862.0001511
13. Holmes, T. (1995). The effects of job stress on construction workers. *Journal of Occupational Health Psychology*, 1(2), 171–177. DOI: 10.1037/1076-8998.1.2.171
14. Lim, S., & Tee, S. (2006). Job satisfaction and organizational commitment among construction workers. *Construction*

- Management and Economics, 24(3), 311–322. DOI: 10.1080/01446190500343867
15. Abubakar, A. M., & Shehu, Z. (2017). Occupational health, safety, and job commitment in construction. *Safety Science*, 92, 63–72. DOI: 10.1016/j.ssci.2016.09.020
16. Ma, S., & Li, J. (2019). The impact of safety climate on job satisfaction and organizational commitment: Evidence from the construction sector. *Safety Science*, 116, 101–112. DOI: 10.1016/j.ssci.2019.02.006
17. Chan, E. H. W., & Choy, C. L. (2018). Influence of job satisfaction on construction workers' job commitment. *Construction Innovation*, 18(2), 191–208. DOI: 10.1108/CI-01-2017-0023
18. Tan, W. H., & Harun, Z. (2017). A study on the relationship between job commitment and job satisfaction among construction workers. *International Journal of Construction Management*, 17(4), 292–301. DOI: 10.1080/15623599.2017.1347279
19. Ahmad, A., & Hammad, A. (2020). Factors influencing construction worker job satisfaction and organizational commitment: Evidence from the Middle East. *International Journal of Project Management*, 38(3), 155–167. DOI: 10.1016/j.ijproman.2020.02.004
20. Ochieng, E. G., & Price, A. D. (2009). The impact of project complexity on the management of construction projects. *International Journal of Project Management*, 27(3), 213–226. DOI: 10.1016/j.ijproman.2008.03.007