

Factors Influencing Work Hours and Employee Satisfaction at the Television Media Firm in Nanchang, China

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Abstract:- This research distributed a questionnaire to 400 film and television media workers in Nanchang, China, and utilized descriptive, correlation, and regression analysis to examine how demographic and corporate characteristics affect employee satisfaction.

The goal of this research is to examine how demographic and employer characteristics affect film and TV staff happiness. The findings show "average" employee satisfaction. Employer and demographic variables impact employee working hours and satisfaction. Employee satisfaction is greater among men. The film and TV sector is largely youthful, although older and more experienced workers are happier. Employee happiness in the film and television media sector varies substantially by job duties. Education has little effect on employee satisfaction. More than half of respondents said their working hours are unpredictable, and employee happiness increases with time worked. The business and performance assessment affect employee working hours and satisfaction, with most film and TV media personnel unsatisfied. Employee satisfaction is negatively correlated with positive contract signing.

Keywords: Working hours, Employee satisfaction, Film and television media industry, Demographic factors.

1. Introduction

A. Background and Statement of the Problem

As Chinese living levels grow, audience aesthetics improve, raising film and TV production quality standards. Editing, lighting, color, audio and visual effects, and post-production synthesis are included. The average salary of film and television workers over 7000 has climbed to 30%, but short production cycles and lack of oversight lead to long hours, overtime, and high technical demands. Let filmmakers seek pleasure and safeguard their health and safety. Many film and TV professionals struggle due to long-term, high-intensity labor, which has raised societal and government concerns. Long hours affect workers both positively and negatively. Moderate working hours promote economic value, quality of life, personal objectives, social contacts, and psychological requirements. Working too long reduces job efficiency, not productivity [1].

B. Purpose of the Study

This article aims to explore: Analyze the differences in working hours and employee satisfaction among different groups of workers with different characteristics in China's film and television media industry, and then analyze the factors that affect working hours and employee satisfaction.

Demographic factors of workers include gender, age, job role, and education level. The employer factors include the nature of the enterprise, whether to sign a labor contract, working hours, performance evaluation, and other factors.

C. Hypothesis

1) *Hypothesis 1*: Demographic significantly affect employee satisfaction.

Women often need to balance the pressure of work and family affairs, which may limit their career development. Young employees may face less work experience and unstable employment, while middle-aged employees may have rich work experience but need to bear more family responsibilities and health problems. Higher education can often cultivate people's innovation ability and critical thinking ability, making them more competitive in the face of professional challenges. When employees' work roles are challenging and have development opportunities, they will feel that their work is meaningful and valuable. Therefore, according to this hypothesis, demographic factors have a significant impact on employee satisfaction.

2) *Hypothesis 2*: Employer factors significantly affect employee satisfaction.

The relationship between long working hours and job satisfaction is affected by stress. Too long working hours will increase employees' occupational stress, which will have a negative impact on employees' satisfaction [2]. Fair and clear performance evaluation is positively correlated with employee satisfaction. The nature of the enterprise (state-owned, private or foreign investment) is expected to significantly affect employee satisfaction. Signing formal labor contract is positively correlated with employee satisfaction.

D. Research Framework

1) *Independent Variables*

Iv1: how gender, age and industry work experience, education level, and job functions affect employee satisfaction.

Iv2: how work hours, performance evaluation, the nature of the enterprise, and contract signing status affect employee satisfaction.

2) *Dependent Variables*

Employee Satisfaction: Including personal concept, work content and enterprise background.

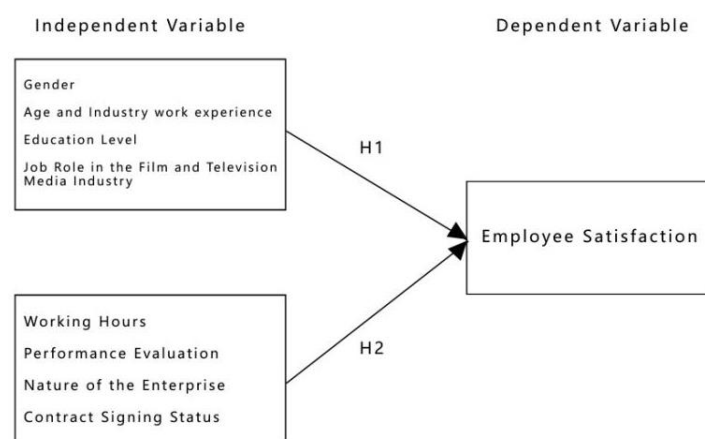


Fig1 Conceptual Framework

2. Literature Reviews

A. Research on the influencing factors of work time length

Film and television media professionals work an average of about 50 hours late at night per week, mainly focused on production, communication, and standby. The average daily commuting time is 1.95 hours. Liu Chongyu's research points out that when wages are low, the substitution effect increases working hours; When wages are high, the income effect causes workers to reduce their working hours. Salary increases, promotions, and rewards are the driving forces behind long-term work[3].

The size of employers and industry types affect overtime pay. The likelihood of large-scale employers working overtime is relatively low, and state-owned enterprise employees have shorter working hours than private enterprises, foreign enterprises, and joint ventures, with the latter having a higher employee fatigue index[4].

B. Research on Employee Satisfaction

1) *How Gender and Age Affect Employee Satisfaction*: Women usually do not need to work long hours or overtime. Men have high career aspirations, women have long career interruptions and low promotion expectations, and physical limitations have affected long-term media work. Men work longer hours due to their income generating responsibilities, especially after marriage[5].

The relationship between age and working time is non-linear: it increases with age and then decreases due to the emphasis on family time.

2) *How contract signing status affects employee satisfaction*: Based on CFPS2016 data, scholar Ding Congming (2020) found that signing a formal labor contract can significantly improve the job satisfaction of employees aged 16-40, with those with a formal contract being 3.55% more satisfied than those without. Fixed term contract employees face a higher risk of unemployment, therefore they are more engaged in work to reduce the chances of being fired[6].

3) *How the nature of the enterprise affects employee satisfaction*: The short working hours of Chinese state-owned film and television media practitioners are seen as advantages, and once these advantages are lost, the low-income disadvantages of state-owned enterprises will be exposed [7]. Foreign and joint venture companies comply with legal working hours, provide better benefits, and have the highest employee satisfaction. Private film and television companies often encounter management and communication issues, insufficient salaries and benefits, and the lowest employee satisfaction.

4) *How performance evaluation affects employee satisfaction*: The recognition and reward mechanism of employee performance evaluation have a significant impact on work time satisfaction. Clear evaluation, fair and sufficient rewards, and promotion opportunities can enhance satisfaction[8].

5) *How Working Hours Affect Employee Satisfaction*: In 2006, Scott Wexler's documentary "Who Needs Sleep" revealed the phenomenon of Hollywood filmmakers working overtime. In the documentary, actors, photographers, directors, and others discussed the importance of establishing more reasonable working hours. Excessive overtime can lead to a decrease in employee satisfaction[9].

3. Research Methodology

A. Population and Sample Size

1) *Defining the Population*: A study focused on eligible workers in the film and television media industry in Nanchang, who were selected due to the impact of working hours and environments on employee happiness. The research population is diverse, covering all ages, genders, educational backgrounds, and work environments, ensuring a comprehensive field landscape that reflects a wide range of experiences and opinions. 2) *Determining the Sample Size*: The sample size is based on population size, accuracy, confidence level, and variance estimation. In the film and television media department of Nanchang, 400 sample sizes have statistical significance for unknown populations[10]. Balancing thoroughness and practicality, with moderate margin of error, providing credible insights while representing diverse demographic experiences. 3) *Sampling Technique*: The study used stratified random sampling to divide the population by demographic factors such as age, gender, education level, and occupation. Sampling by scale at each level to enhance sample representativeness, covering various demographic subgroups. The hierarchical method is conducive to the study of diversified labor force.

B. Data Collection

1) *Survey Design and Administration*: The survey is designed to be quantitative, covering working hours, age, gender, and satisfaction. The questionnaire has strong logic, ranging from demographic analysis to research hypotheses.

2) *Sampling and Data Collection Method*: 400 employees from 10 Nanchang media companies constitute the core data, and stratified random sampling ensures representativeness. Data collection combines online and offline methods, including industry activities and enterprise visits.

A survey was given offline. The offline method comprised industry events and corporate visits for dissemination.

C. Demographics

1) *Age*: Categorized into ranges to identify any age-related trends in working hours and satisfaction.

Gender: To analyze any gender-based differences in the variables studied.

2) *Education Level*: Classified into categories such as high school, undergraduate, postgraduate, etc., to examine the influence of educational attainment[11].

3) *Job Role*: Specific to the film and television media industry, to understand the role-based variations in employee satisfaction and working hours.

4) *Years of Experience in the Industry*: To gauge the impact of industry experience on the variables of interest.

D. Independent Variables

1) *Working Hours*: The amount of hours worked, including overtime, per day and per week, was assessed using questions. This made it easier to measure how closely regular working hours were followed or not.

2) *Performance Evaluation*: Employee perceptions of their performance reviews and their effect on satisfaction were evaluated using questionnaires.

3) *Nature of the Enterprise*: To find out whether the form of the business affected employee happiness and working hours, inquiries focused on the kind of firm (state-owned, private, or foreign-invested) that workers worked for.

4) *Contract Signing Status*: The relationship between formal labour contracts and employee happiness was examined, both in terms of their existence and specifics.

4. Research Results

A. Hypothesis testing results-RH1

1) *Hypothesis 1*: Demographic significantly affect employee satisfaction.

The H1 hypothesis investigates the impact of gender on the happiness of film and television media employees, and shows that demographic characteristics have a significant impact on employee satisfaction. The t-test analysis shows that the average happiness score for males is 2.28, with an SD of 0.48; The average satisfaction score for women is 1.92, with an SD of 1.13. The t-value is 4.16, $p < 0.05$, which is statistically significant, indicating a significant difference in satisfaction levels between male and female employees. The average happiness level of female employees is lower than that of males. This finding is consistent with previous research, which supports hypothesis 1.

Table I. Gender-T test

Gendel	Male		Female		T-test	
	$\bar{X}$	SD	$\bar{X}$	SD	T	Sig.
Employee Satisfaction	2.28	0.48	1.92	1.13	4.16	0.00

There is a significant difference in the average satisfaction score of employees in different age groups, with the younger group having a higher level of happiness. This finding suggests a possible correlation between age and employee satisfaction levels in the film and television media industry. F-test showed that there was a statistically significant difference in satisfaction levels among employees of different age groups ($F=68.49$, $p < 0.05$), indicating that age has a significant impact on employee business happiness.

Table II. Age-F Test

AGE	Under 25		25-34		35-44		45-54		55 and above		F-test	
Employee Satisfaction	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	F	Sig.
	2.82	0.83	2.20	0.64	1.39	0.79	1.00	0.00	2.33	0.00	68.49	0.00

By analyzing data from different years of experience categories, there are significant differences in employee satisfaction ratings. The average score of employee satisfaction shows a clear trend in different categories: employee satisfaction is highest for 1-3 years of work (2.32), slightly lower for more than 10 years (3.01). The satisfaction of employees with less than 1 year, 4-7 years, and 8-10 years of experience gradually decreased (1.81, 1.35, and 1.00, respectively). A high standard deviation indicates that there is a significant degree of variability in employee satisfaction ranking among individuals with comparable levels of experience, which may be attributed to personal circumstances, job functions, or organizational characteristics.

The survey emphasizes the importance of years of experience for the happiness of film and television media employees. The F-test was significant ($F=253.67$, $p<0.001$), indicating a strong correlation between experience years and employee well-being. This indicates that differences in employee satisfaction across the entire business department may be attributed to differences in years of experience. The research results support hypothesis 1, that demographic variables such as years of experience have a significant impact on employee well-being.

Table III. Years of Experience in the Industry-F Test

Years	Less than 1 year		1-3 years		4-7 years		8-10 years		More than 10 years		F-test	
Employee Satisfaction	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	F	Sig.
	1.81	0.72	2.32	0.09	1.35	0.14	1.00	0.00	3.01	0.48	253.67	0.00

The data suggests that there is no meaningful variation in employee satisfaction based on various education levels. This is supported by the F-test result of 0.06 and a p-value of 0.94, which is much higher than the commonly accepted criterion of significance ($p < 0.05$).

The data reveals that there is no statistically significant association between employee satisfaction ratings across various education groups. The correlation values are 0.857 between individuals with a High School education or below and those with an Undergraduate Degree, 0.722 between individuals with a High School education or lower and those with a Postgraduate Degree, and 0.823 between individuals with an Undergraduate Degree and those with a Postgraduate Degree. These values demonstrate mild to moderate positive associations, but, they lack statistical significance. These data indicate that education level does not have a major impact on employee satisfaction in the film and television media business. Consequently, the data does not support the study hypothesis (Hypothesis 1) which proposes that demographic characteristics, such as education level, have a substantial influence on employee happiness.

Table IV. Education Level -F Test

Education	High School or lower		Undergraduate Degree		Postgraduate Degree		F-test	
Employee Satisfaction	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	F	Sig.
	2.09	0.87	2.11	0.91	2.13	0.82	0.06	0.94

F-test showed significant differences in happiness among employees of different job categories ($F(4, N=\text{sample size})=381.40$, $p<0.05$), indicating that job roles have different impacts on employee satisfaction. Analysis shows

that employees in production and technical support positions have higher satisfaction levels (average scores of 3.01 and 2.93, respectively), while employees in creative development, post production, and management positions have lower satisfaction levels (average scores of 2.33, 1.38, and 1.24, respectively). This indicates that employees in production and technical support positions have higher job satisfaction than those in other positions.

The standard deviation reflects the degree of change in employee satisfaction in various functional departments. The standard deviation of employees in technical support positions is relatively low ($SD=0.30$), which means that there is a small difference in employee satisfaction levels in this position.

Table V. Job Role in the Film and Television Media Industry-F Test

Job Role	Creative Development		Post-production		Administration		Technical Support		Production		F-test	
Employee Satisfaction	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	F	Sig.
	2.33	0.00	1.38	0.49	1.24	0.16	2.93	0.30	3.01	0.48	381.40	0.00

B. Hypothesis testing results-RH2

Data analysis shows that there is a significant correlation between independent factors (working hours, performance evaluations, company type, and contract status) and employee happiness in the film and television media industry.

Working hours are positively correlated with employee satisfaction ($B=0.317$, $p<0.001$), indicating that good management of working hours helps to improve satisfaction.

A fair and transparent performance evaluation method can also significantly improve employee satisfaction ($B=0.308$, $p<0.001$), as the effort perceived by employees is recognized and enhances overall satisfaction.

The nature of the enterprise, as a key indicator of employee happiness, has a coefficient ($B=0.432$, $p<0.001$) that shows a significant positive correlation, highlighting the importance of business culture, values, and practices on employee satisfaction.

The status of contract signing is negatively correlated with employee satisfaction ($B=-0.278$, $p<0.001$), indicating that the signing of formal labor contracts may be related to a decrease in satisfaction. This discovery requires further investigation and suggests that the complexity of contract agreements may affect employee perspectives and satisfaction.

Data analysis confirms that employer related variables have a significant impact on employee satisfaction. Factors such as working hours, performance evaluation, organizational type, and contract status significantly affect employee satisfaction. Especially, the negative correlation between contract status and satisfaction needs to be further explored. These findings enhance the understanding of the factors that affect employee satisfaction in the film and television media sector, providing important perspectives for organizational management and policy formulation.

Table VI. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.299	.175		1.701	.090		
1 Working	.317	.064	.224	4.963	.000	.614	1.629
Performance	.308	.043	.267	7.121	.000	.889	1.125

Nature	.432	.042	.441	10.371	.000	.690	1.450
Contract	-.278	.032	-.468	-8.677	.000	.428	2.337

a. Dependent Variable: EmployeeSatisfaction

C. Summary of data analysis results

Table VII. Summary of data analysis results

Research hypothesis	Independent variable	Support/No Support
Demographic significantly affect employee satisfaction.	Gender	Support
	Age	Support
	Experience	Support
	Education Level	No Support
	Job Role	Support
Employer factors significantly affect employee satisfaction	Contract Signing Status	Support
	Working Hours	Support
	Performance Evaluation	Support
	Nature of the Enterprise	Support

5. Discussion & Conclusion

A. Conclusion

1)*Gender distribution*: Among the respondents, males accounted for 51.7% and females accounted for 48.3%, with similar gender ratios. But the average satisfaction score of female employees is relatively low.

2)*Age and work experience*: Among the respondents, 57.8% were aged 25-34 and below, and 24.8% were aged 35-44, indicating that the industry is mainly dominated by young people. However, older employees (aged 55 and above) and younger employees (aged 25-35) have higher levels of satisfaction.

3)*Job roles in the film and television media industry*: In the film and television media industry, post production and actors account for the highest proportion (31.3% and 33.8%). There are significant differences in employee satisfaction among different positions due to differences in job content, intensity, environment, and status.

4)*Educational level*: An analysis of the education level of 400 respondents showed that job satisfaction is not related to education level. Values and recognition are not affected by educational level, and the willingness to recommend companies is also similar.

5)*Working hours*: Working hours are significantly positively correlated with employee satisfaction, while overtime has a significant impact on employee satisfaction, contrary to the results of literature review.

6)*Contract signing Status*: The status of contract signing significantly affects employee satisfaction, and signing a formal labor contract may lead to a decrease in satisfaction, which contradicts the results of the literature review.

7)*Performance Evaluation*: The implementation of a transparent and fair performance evaluation system in the film and television media industry has a positive impact on employee satisfaction, but respondents have relatively low scores on their performance evaluation methods, fairness, and transparency, indicating that the majority of respondents are dissatisfied.

8)*Nature of the Enterprise*: The nature of the company significantly affects working hours and employee satisfaction, with 72.5% of respondents believing that the nature of the company affects working hours, consistent with the results of the literature review.

B. Discussion

1)*Gender*: According to Tekie B M[12] constructed a multi nominal logistic regression model (MNLRM) to demonstrate that men have advantages in salary, benefits, fair training, and educational promotion opportunities. This may be related to traditional social beliefs, where women are more concerned about family and work balance. But women play an important role in the film and television post production industry, and their employee satisfaction may be lower than that of men.

2)*Age and work experience*: The rich experience of older employees can help shorten project cycles and effective communication, bring positive feedback, and enhance an optimistic attitude towards learning new skills and career development[13]. The rapid development of film and television media companies has provided more promotion opportunities for young employees. In contrast, middle-aged employees (aged 35-55) have lower levels of work dedication and resource acquisition due to family responsibilities. Resulting in a decrease in satisfaction among middle-aged employees.

3)*Job roles in the film and television media industry*: The work in the film and television media industry is very difficult, and irregular schedules affect families. Work can disrupt vacation plans at any time. Lack of understanding of filming and post production by pre planning and directors can increase the intensity and duration of post production work. In the promotion of film and television works, directors, planners, and performers are often highlighted, leading to differences in employee satisfaction.

4)*Educational level*: The increasing demand for cultural industry in China has attracted national attention to the film and television industry, which has promoted the development of digital film and television courses in vocational colleges. The influx of vocational college personnel has expanded employment and promotion opportunities, without the need for higher education[14]. Vocational education emphasizes practice and technological progress, and academic qualifications are not equivalent to professional skills and work abilities. The impact of education level on employee satisfaction is relatively small.

5)*Working hours*: As mentioned in Chapter 1 of this article, The average salary of fresh graduates in the film and media industry is 7000 yuan, higher than other industries. Increasing income and working hours can improve employee satisfaction. Anggiani, S[15] found that more holidays and appropriate rest can improve employee satisfaction and business productivity. In the film and television media industry in Nanchang, China, employers and employees should value work life balance and not only pursue high income.

6)*Contract signing Status*: Generally speaking, employees who sign formal labor contracts have higher satisfaction and longer working hours[16]. But in the film and television media industry, the research results are exactly the opposite. This industry is developing rapidly, and young people may not be able to find stable jobs. Completing a movie after signing a contract and changing jobs may be the first choice for young people in the industry.

7)*Performance Evaluation*: Chinese film and television media companies often hire employees at lower basic salaries and pay performance-based wages based on the number of completed projects. Practitioners often need to race against time, extend working hours to earn higher salaries. Short term time pressure may be beneficial, but long-term time pressure can reduce work engagement[17]. Improving the intensity and fairness of the evaluation process can enhance employee satisfaction and organizational performance.

8)*Nature of the Enterprise*: Government units and state-owned enterprises pay a higher proportion of social security and housing provident fund to their employees, providing a stable work platform, but with limited promotion opportunities and lower wages. Foreign funded enterprises are superior to state-owned and private enterprises in this regard, as the latter often requires more working hours and performance evaluations in exchange for higher wages. The culture of state-owned enterprises is stable and traditional, while foreign and private enterprises focus on innovation and change, which affects employee satisfaction.

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