

Research on the Influencing Factors of Occupational Stability of Guangzhou Employees in the Fast-Moving Consumer Goods Industry

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Abstract: In China, the preferred methods of conflict management are largely sociologically prescribed, but these methods may reduce workplace efficiency. This research examines factors that may affect worker efficiency, as efficiency is critical to the successful functioning of an organization. Some relatively unexplored personality variables, namely creativity and resilience, respect for others, attribution of success (to self) and attribution of success (to others), as well as some of the more common variables of work quality, promotional opportunity, remuneration, and career path. The three research objectives are; to explore the occupational stability of employees in the fast-moving goods industry in Guangzhou, to evaluate the influencing factors of occupational stability, and to improve employee retention and loyalty in the FMCG industry in Guangzhou.

Keywords: Occupational Stability; Guangzhou Employee; Fast-Moving Consumer Goods Industry

1. Introduction

After nearly 30 years of reform and development, China's market economy has made remarkable achievements. The fast-moving goods industry has developed rapidly, and there is still huge market potential and development space. The rapid development of fast-moving sales in my country is due to the characteristics of rapid turnover and repeated purchases by consumers, which makes the entry barrier of the industry low, and it is easy to expand sales scale and operating income, thus attracting more and more enterprises to enter. In addition, the vast market demand brought about by the level of modernization, and the accelerated pace of people's life drives the continuous development of the industry. Like other industries, employees in the fast-moving goods industry also need to maintain specific occupational stability to support the industry's growth in a more decisive direction. This paper studies the factors affecting the occupational stability of employees in the fast-moving goods industry in Guangzhou, which helps employees in the fast-moving goods industry to maintain occupational stability, thereby promoting the continuous development of the industry.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Studying the factors affecting the occupational stability of employees in the fast-moving goods industry in Guangzhou will help employees in the fast-moving goods industry maintain occupational stability, thereby promoting the continuous development of the industry. Relevant scholars have discussed occupational stability, but there is still insufficient research on the occupational strength of employees in the fast-moving goods industry. This paper studies the occupational stability of employees in the fast-moving goods industry, which helps to enrich related theories and provide a reference for associated industries.

2.2 Practical meaning and value

The closest concept is job performance, a general term that can include several different components, while productivity is a more specific concept. There have been many studies on job performance, some of which show that good job performance contributes to achieving desired organizational outcomes. On the other hand, some papers use a concept called productivity. Nonetheless, they

examined this variable in specific tasks without investigating personality factors that might contribute to employee productivity, such as unique attributes of creativity and resilience.

3. Understanding the Influencing Factors of Occupational Stability of Guangzhou Employees in the Fast-Moving Consumer Goods Industry

3.1 Organizational commitment.

Employees dedicate themselves to their work organization emotionally, intellectually, and behaviorally. Then, how to improve the organization's performance, retain the enterprise's core talents, and enhance the employees' sense of commitment to the enterprise has become one of the main contents of enterprise human resource management. The existing research mainly has two main lines in the monographs on organizational commitment in recent years. One is to focus on organizational commitment itself. Measurement, the second is to study and explore the cause-and-effect variables of organizational commitment, especially the formation mechanism of the organization.

3.2 Occupational stability for work engagement

It is assumed that the actual level of work engagement at a particular point in time can be divided into two unrelated latent factors: a characteristic, a stable element, which reflects the stability of work engagement over time and features of similar traits, and a factor that varies occasionally, Represents a temporary change in work effort at a particular point in time. These two components account for all the differences in actual job engagement levels. Stability and variation models also assume that various factors are affected by temporal changes in previous measurements, representing the effects of homeostatic processes and adaptive mechanisms over time (Demerouti; & Bakker. 2011)^[1].

3.3 Work stability

A stable job is one that an employee can hold for a long time. For example, a person can work in the same company for decades or in a stable field for many years. These jobs also provide stability to employees in other ways, such as consistent hours and wages. By contrast, less stable job opportunities may include freelance or part-time jobs, and these roles may offer less consistency in wages and hours. Another example is working in a declining industry or company. For example, technological advancements may lead to job losses in specific industries as automation takes precedence over manual work. These industry changes may impact employees by saving costs by reducing labor, benefits, or hours worked. (Mahmood: et al. 2019)^[2].

4. The Conceptual Framework for the Research Study

4.1 Occupational stability

Occupational stability is the duration an employee stays with their current job without disruption. Employers need to foster a sense of job stability for their loyalty and satisfaction.

4.2 Fast-Moving Consumer Goods

FMCG has a short shelf life due to high consumer demand (e.g., soft drinks and confectionery) or perishables (e.g., meat, dairy, and baked goods). These commodities are purchased frequently, consumed quickly, at low prices, and sold in large volumes. They also have high turnover when they are on store shelves.

5. The Influencing Factors of Occupational Stability of Guangzhou Employees in the Fast-Moving Consumer Goods Industry

When studying the influencing factors of occupational stability, the influencing factors of occupational stability are usually divided into several levels according to specific indicators. The influencing factors of occupational stability are divided into external, individual, occupational, organizational commitment, and job satisfaction. Occupational stability involves three levels, namely the

social level, the intermediate level, and the individual level. Factors at the social level refer to those influencing factors related to the macroscopic development and changes in society; factors at the intermediate level mainly refer to the factors associated with the groups and organizations to which individuals belong, and elements at the individual level mainly refer to the quality and social characteristics of individuals. Those engaged in high-end occupations have more robust occupational stability, and young people involved in low-end work have more dangerous occupations and change jobs relatively more frequently. Values and personality characteristics can affect an individual's career choice and willingness to move, thereby affecting employees' career stability. The importance of the new generation of blue-collar workers and their impact on occupational stability are studied, and it is believed that values have a significant moderating effect on employees' turnover intention, and some deals can promote or hinder individual occupational stability (Chander: et al. 2019)^[3].

6. Conclusion

The freshness and interest of the profession are essential factors for whether to choose to enter the industry in the early stage, but after being able to maintain stability, that is, after long-term employment, employees who rely only on interests are more likely to leave, but similar long-term jobs will also lead to burnout. Salary is not a positive factor in attracting these practitioners when they first enter the industry. Still, in the long-term employment stage, if the corresponding job promotion and suitable Salary cannot be obtained, the employee's career interest will be exhausted due to salary issues and heavy workload. In addition, better training and promotion mechanisms in different jobs are also important in motivating employees to continue working hard. The higher the personal love and recognition of work, the higher the sense of value, the better the professional experience at work, the stronger the career stability, and the more willing to continue to obtain career development in the industry. From the perspective of the fundamental research, the above factors constitute a worker's professional experience, and professional background will directly affect a worker's willingness and inclination for employment, that is, occupational stability. A good career experience will make employees more willing to continue working in the industry, thereby obtaining long-term career development.

References

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