

**A STUDY ON ORGANIZATIONAL COMMITMENT AND JOB
SATISFACTION AMONG SALES CONSULTANTS OF INSURANCE
COMPANIES IN BATTICALOA**

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ABSTRACT

This research is to examine the relationship between organizational commitment and job satisfaction among the sales consultants of insurance companies in Batticaloa District. The objectives of this research are to find out the level of organizational commitment among the sales consultant of insurance companies in Batticaloa District, to find out the level of job satisfaction among the sales consultant of insurance companies in Batticaloa District, and also this study to find out whether there is a relationship between organizational commitment and job satisfaction among the sales consultant of insurance companies in Batticaloa District.

In order to achieve research objectives, quantitative methodology has been applied for this research and questionnaires were used to collect data from 200 sales consultants of insurance companies in Batticaloa district. Collected data were analysed by using univariate and bivariate analyses. The study considers as organizational commitment in independent variable with three appropriate dimension and job satisfaction as dependent variable with six appropriate dimensions. The finding first and second objectives have shown that high levels of organizational commitment and job satisfaction contribute among the sales consultants of insurance companies in Batticaloa District. Finding for the third objective indicates that organizational commitments (Affective, Continuance and Normative Commitments) have significant positive relationships with job satisfaction among the sales consultants in insurance companies in Batticaloa District. Eventually this report recommends some actions for improving organizational commitment and job satisfaction among the sales consultant of insurance companies in Batticaloa District.

Keywords: Affective commitment, Continuance commitment, Normative commitment, Job satisfaction,

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