



A STUDY ON YOUTH ATTITUDE TOWARDS CAREER PROSPECTS

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Abstract

Every day, teenagers make important decisions that are relevant to their future. The time and energy they dedicate to learning and the fields of study where they place their greatest efforts profoundly shape the opportunities they will have throughout their lives. A key source of motivation for students to study hard is to realize their dreams for work and life. Those dreams and aspirations, in turn, do not just depend on students' talents, but they can be hugely influenced by the personal background of students and their families as well as by the depth and breadth of their knowledge about the world of work. In a nutshell, students cannot be what they cannot see. Primary data was collected from 105 respondents by making a structured questionnaire and sent to various group of people. Factors such as frequency of online buying, priority towards online buying and level of satisfaction has drawn from the results. The hypothesis is framed to find how the Demographic factors such as gender, age, income, qualification influence the youth attitude towards career prospects. The collected data was analyzed using chi-square test, ANOVA, correlation, independent t-test and corresponding analysis.

Key words: *Career Prospects, Career Choices, Dream Job, Social Media, Youth Attitude.*

1. Introduction

The aim of this research was to survey the career choices and youth perceptions of influences on their career choice also their satisfaction with career choice. Gender differences were examined in relation to each aspect of the aim. Both quantitative and qualitative methods were used in the survey. Career choices of youth were largely class-specific and gender-specific. Youth ratings for importance of influence on career choice were highest for self. Youth were mostly either very or extremely satisfied with their career choice. Youth justified their importance ratings for various influences on career choice and their rating for satisfaction with career choice. Some gender differences in findings were observed. For example, men identified a higher number of important influences on career choice than women.

2. Youth Attitude towards Career Prospects

Good career planning leads to life fulfillment however; cultural heritage can conflict with youths' personal interests. This systematic review examined existing factors that influence youths' career choices in both cultural settings from around the nation with the aim of identifying knowledge gaps and providing direction for future research. A systematic review strategy was conducted. The ERIC, Psych Info, Scopus, and Informative Platform databases were searched for articles published between January 1997 and May 2018. A total of 30 articles were included in the review, findings revealed that youth from collectivist cultures were mainly influenced by family expectations, whereby higher career congruence with parents increased career confidence and self-efficacy. Personal interest was highlighted as the major factor that influenced career choice in individualistic settings, and the youth were more independent in their career decision making. Bicultural youth who were more acculturated to their host countries were more intrinsically motivated in their career decision making. Further research is imperative to guide the understanding of parental influence and diversity, particularly for



bicultural youths' career prospects and their ability to use the resources available in their new environments to attain meaningful future career goals.

3. Review of Literature

Buss, R. (1992) in his paper have summarized that In India B-schools are growing like mushrooms but it is losing its magnetism. Study is to find out gap between management education and industry expectations. Re-engineering process emphasizes to bring the desired changes in the management institutes to sustain in the globalized world and add meaning to the education industry.

Jorgensen, B. (1992) in his paper Trends, Issues and Challenges in Management Education and business could play a decisive role in social uplifting and add fuel to entrepreneurial spirit in a society. The business schools face several challenges in terms of imparting quality education. External environmental forces and stakeholders continuously put pressure on the business schools to adapt the changes happening in the business world.

Linder J.C. and Smith H.J.(1992) have opined that, Globalization and technological changes have made difficult for organizations to survive in the competitive world. As a result the importance of management education has increased many folds. The Education Institutions need to strive to achieve balance between the education cost and the quality.

4. Objectives of the Study

The paper concentrates on the detailed discussion on the following objectives.

1. To understand youth attitude towards career choices.
2. To understand the awareness of youth towards various ideas of income.
3. To understand their dream job and how it helps the nation.

Understanding youth attitude help find the future of the nation which is led by them.

To understand what are their awareness regarding passive income. And which business they invest in order to gain profits

5. Methodology

The study is based on primary sources of data collected from a sample of 105 sample respondents in the age group of less than 25 years. The data is collected using Convenience Sampling method and the results are drawn from a sample frame of tri cities of Warangal. The secondary sources of data collected from existing literature, journals, articles and web sources.

6. Results and Discussion

The reliability is analyzed through Cronbach's Alpha. For a sample size of 105 respondents, total of 21 variables are used for analysis. The computed Cronbach's alpha value is .709 and this shows the variables and responses have high internal consistency.



Table -1, Result of Reliability

		N	%
Cases		105	100.0
	Excluded ^a	0	.0
Total		105	100.0
Reliability Statistics			
Cronbach's Alpha		N of Items	
.709		21	

Source: Field Study

a) Summary of Demographic Profile

In the sample size of 105 respondents as mentioned in table -2, about 40 % of the respondents comprise of female and the rest of 60% are of male respondents. As a conclusion, it can be observed that survey consists high number of males only.

The study is based on field survey. Among the total respondents drawn for the study, approximately 40 percent of the respondents are female and 60 percent of the respondents are male. From the age classification, about 69 percent of the respondents are in the age group of 18-20 years and about 18 percent of the respondents are in the age group of 20-22 years. From the Qualification of the respondents, approximately 24 percent of the respondents possess B.Tech and 40 percent of the respondents possess MBA.

Table -2: Demographic Profile of Respondents

Gender of Sample Respondents					
	Gender	Frequency	Percent	Percent	Cumulative Percent
1.	Female	42	40.0	40.0	40.0
2.	Male	63	60.0	60.0	100.0
	Total	105	100.0	100.0	
Age of Sample Respondents					
	Age of sample respondents	Frequency	Percent	Percent	Cumulative Percent
1.	below 18 years	7	6.7	6.7	6.7
2.	18-20 years	72	68.6	68.6	75.2
3.	20-22 years	19	18.1	18.1	93.3
4.	prefer not to say	7	6.7	6.7	100.0
	Total	105	100.0	100.0	
Qualification of sample respondents					
	Qualification	Frequency	Percent	Percent	Cumulative Percent
1.	B.Tech	25	23.8	23.8	23.8
2.	B.Com	6	5.7	5.7	29.5
3.	B.Sc	7	6.7	6.7	36.2
4.	BBA	6	5.7	5.7	41.9
5.	MBA	42	40.0	40.0	81.9
6.	Others	19	18.1	18.1	100.0
	Total	105	100.0	100.0	

Source: Field Study



B) Analysis on association between Gender category and Career Choice

The results presented in table-3 shows the association between sample of gender and career choice. Here about 38.1% female are interested to business, 40.5% female are interested in doing MNCs 14.3 % female interested in doing govt jobs, 7.1% female are interested in doing others. Similarly 57% men are interested in business, 23% men are interested in MNCs, 14% men are interested in govt jobs, 4.8% are men are interested in others. Here most women are interested to work in MNCs. Here most men are interested to work in business. The chi-square test is applied to test the hypothesis: There is no significant association between gender and career the computed p-value is 0.222 which is greater than $\alpha = 0.05$ (5% level of significance), hence null hypothesis is accepted. Therefore, it is to conclude that, there is no significant association between age and career choice.

Table-3: Career choice of respondents

gender of sample respondents			career choice of sample respondents				Total
			Business	Working in MNCs	Government jobs	Others	
1.	Female	(f)	16	17	6	3	42
		(%)	38.1%	40.5%	14.3%	7.1%	100.0%
2.	Male	(f)	36	15	9	3	63
		(%)	57.1%	23.8%	14.3%	4.8%	100.0%
Total		(f)	52	32	15	6	105
		(%)	49.5%	30.5%	14.3%	5.7%	100.0%
Chi-Square Tests							
			Value	df	Asymp. Sig. (2-sided)		
Pearson Chi-Square			4.393 ^a	3	.222		
N of Cases			105				

Source: Field Study

C) Association between Age Category and Best Business to Invest

The survey results on association in between Age category of the respondents and perception on Best Business to invest for better career is studied and the results are shown in table-4.

Table-4: Association between Age Category and Best Business to Invest

Age of sample respondents			best business to invest				Total
			Internet cafe	Food industry	Travel agency	Radio station	
1.	below 18 years	(f)	2	5	0	0	7
		(%)	28.6%	71.4%	0.0%	0.0%	100.0%
2.	18-20 years	(f)	2	49	4	17	72
		(%)	1.9%	46.7%	3.8%	16.2%	68.6%
3.	20-22 years	(f)	0	10	3	6	19
		(%)	0.0%	9.5%	2.9%	5.7%	18.1%



4.	prefer not to say	(f)	0	3	1	3	7
		(%)	0.0%	2.9%	1.0%	2.9%	6.7%
Total		(f)	4	67	8	26	105
		(%)	3.8%	63.8%	7.6%	24.8%	100.0%
Chi-Square Tests							
		Value	df	Asymp. Sig. (2-sided)			
Pearson Chi-Square		19.642 ^a	9	.020			
N of Cases		105					

Source: Field study

The results presented in table-4 shows the association between age and best business to invest in Below 18 years 28% are respondents to invest 50% in internet café and 71% people are investing in food industry and about 7.45 and vice versa. Here below 18 years are mostly interested in food industry, 18-20 years are mostly interested in food industry, 20-22 years are mostly interested in food industry, Prefer not to say age group are interested in food industry and radio station. The chi-square test is applied to test the hypothesis: There is no significant association between age and best business The computed p-value is 0.020 which is less than $\alpha = 0.05$ (5% level of significance), hence null hypothesis is rejected. Therefore, it is to conclude that, there is a significant association between age and perception on best business for choosing career.

D) Association between Qualification and Expected Likely Monthly Income

An attempt is made to review the qualification of the respondents and their perception on likely monthly income through starting a career is studied and presented in table-5. The results presented in table-6 shows the association. With qualification monthly income here B.Tech, here is no significant association between age category and qualification and monthly income The computed p-value is 0.446 which is greater than $\alpha = 0.05$ (5% level of significance), hence null hypothesis is accepted. Therefore, it is to conclude that, there is a significant association between qualification and monthly income.

Table-5: Association between Qualification and Expected Likely Monthly Income

			likely monthly income					Total	
			30k	50k	45k	75k	1lakh		
qualification of sample respondents	B.Tch	(f)	0	2	4	7	12	25	
		(%)	0.0%	1.9%	3.8%	6.7%	11.4%	23.8%	
	B.Com	(f)	1	1	2	1	1	6	
		(%)	1.0%	1.0%	1.9%	1.0%	1.0%	5.7%	
	BSC	(f)	2	1	0	3	1	7	
		(%)	1.9%	1.0%	0.0%	2.9%	1.0%	6.7%	
	BBA	(f)	1	0	1	2	2	6	
		(%)	1.0%	0.0%	1.0%	1.9%	1.9%	5.7%	
	MBA	(f)	5	1	12	8	16	42	
		(%)	4.8%	1.0%	11.4%	7.6%	15.2%	40.0%	
	Other	(f)	2	1	6	1	9	19	
		(%)	1.9%	1.0%	5.7%	1.0%	8.6%	18.1%	
	Total		(f)	11	6	25	22	41	105
			(%)	10.5%	5.7%	23.8%	21.0%	39.0%	100.0%



Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.199 ^a	20	.446
N of Cases	105		

Source: Field Study

E) Qualification wise Perception on Career Choice

An attempt is made to understand the qualification wise respondents perception on Career choice. Overall results show that, 49.5 percent of the respondents prefer Business as career choice. About 30.5 percent of the respondents prefer to work in MNCs, and about 6 percent of the respondents prefer other career choice. Qualification wise results show that, highest proportion of the students prefers Business as career choice to excel in career. Chi-square test results no significance as p- value is 0.981 which is higher than 5 percent significance level and the results supporting the acceptance of the null hypothesis. Hence, the results prove no significant association between Qualification of the respondents and the career choice of sample respondents.

Table-6: Association between Qualification and perception on Career Choice

Career Choice of Sample Respondents			Qualification of sample respondents						Total
			BTECH	B.Com	BSC	BBA	MBA	Other	
1.	Business	(f)	13	3	4	3	19	10	52
		(%)	12.4%	2.9%	3.8%	2.9%	18.1%	9.5%	49.5%
2.	Working in MNCs	(f)	7	1	1	2	15	6	32
		(%)	6.7%	1.0%	1.0%	1.9%	14.3%	5.7%	30.5%
3.	Government jobs	(f)	4	1	1	1	5	3	15
		(%)	3.8%	1.0%	1.0%	1.0%	4.8%	2.9%	14.3%
4.	Others	(f)	1	1	1	0	3	0	6
		(%)	1.0%	1.0%	1.0%	0.0%	2.9%	0.0%	5.7%
Total	Total	(f)	25	6	7	6	42	19	105
		(%)	23.8%	5.7%	6.7%	5.7%	40.0%	18.1%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.898 ^a	15	.981
N of Cases	105		

Source: Field Study

F) Association between Job Aspects of Respondents and Qualification

Results presented in table-7 reveal that, about 29 percent of MBA students have given high concern for career growth. Total proportion of the respondents given importance to career growth is 61 percent. About 17 percent of the respondents have given importance to company growth and approximately 22 percent of the respondents have given importance to Financial growth. The chi-square test is applied to test the hypothesis: There is no significant association between Job aspects of



the respondents and the Qualification of the respondents. The computed p-value is 0.002 which is less than $\alpha = 0.05$ (5% level of significance), hence null hypothesis is rejected. Therefore, it is to conclude that, there is a significant association.

Table-7: Association between Job Aspects of Respondents and Qualification

job aspects of sample respondents			Qualification of Sample Respondents						Total
			BTECH	B.Com	BSC	BBA	MBA	Other	
1.	career growth	(f)	16	3	3	3	30	9	64
		(%)	15.2%	2.9%	2.9%	2.9%	28.6%	8.6%	61.0%
2.	company growth	(f)	2	2	3	1	4	6	18
		(%)	1.9%	1.9%	2.9%	1.0%	3.8%	5.7%	17.1%
3.	financial growth	(f)	7	1	1	2	8	4	23
		(%)	6.7%	1.0%	1.0%	1.9%	7.6%	3.8%	21.9%
Total		(f)	25	6	7	6	42	19	105
		(%)	23.8%	5.7%	6.7%	5.7%	40.0%	18.1%	100.0%
Chi-Square Tests									
			Value		df		Asymp. Sig. (2-sided)		
Pearson Chi-Square			11.756 ^a		10		.302		
N of Cases			105						

Source: Field study

Conclusion

Youth priorities for good quality work are expanding, but they are not reflected in the reality of the work they do. Youth value work which is stimulating, looks after their wellbeing, and allows them to grow. They want work that is interesting and fulfilling, secure and fairly rewarded, with clear career prospects, in an inclusive and diverse work environment where they feel respected, and where good mental health is supported. Prioritizing the quality of work is viewed as a ‘privilege’ by youth. For those who prioritise quality, there is a perception that they are in a privileged position to do this due to financial security, which enables them to be selective. Those who feel like they cannot prioritise quality often decide to take any job that provides an income. This is also tied to lack of opportunities in some local areas and lack of opportunities for younger age groups (16-18). Results prove that majority of the respondents prefer to mould their career in Business followed by Working in MNCs. Among the best business to invest, majority of the respondents have opined Food industry followed by Radio station. Results show that, majority of the respondents expecting a monthly income of 75 k to 1 lakh per month. Results further show that, Career growth is been given highest priority among the job aspects.

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