

A Study on Job Seekers Preferences in Job Attributes and Decision-Making Factors in Chennai City

Journal of Development Economics and Management Research Studies (JDMS)
A Peer Reviewed Open Access International Journal
ISSN: 2582 5119 (Online)



Crossref Prefix No: 10.53422
10(16), 170-176 for Development Economic Studies (CDES)
Reprints and permissions
<https://www.cdes.org.in/>
<https://www.cdes.org.in/about-journal/>

A Study on Job Seekers Preferences in Job Attributes and Decision-Making Factors in Chennai City

R. Yoganand¹

Abstract:

Job preference in this context is defined as preferring one job or profession over others. Choosing the right job for young people in the twenty-first generation is becoming increasingly important, as they must consider a variety of factors such as job attributes, decision-making processes, personal factors, socio factors, and job search strategies. In this paper we were study more about on Job Attributes and Decision-Making factors. The study's objectives were to determine which factors is highly influenced by Job seekers. The study's target population is pursuing undergraduate and postgraduate students. A sample size of 135 was used. To collect data from UG and PG students, the study used Convenient Sampling and Snow Ball sampling techniques. The study used a descriptive survey design. Data were gathered using a self-administered questionnaire (Likert 5.5 Scale). The Research tools used in this research such as Independent Sample T-Test, One-way ANOVA, and Correlation. The conclusion has been determined job attributes factors are highly influenced the job seekers. As this study was conducted on university students such as UG and PG students who are currently pursuing universities, future research should be conducted on school students, Professional Course students and diploma students.

Keywords: Job preference, Job seekers, Factors influencing, Job Attributes, Decision-Making Processes.

INTRODUCTION

Job market refers to employers are searching for employees and the employees are searching for jobs. It is also called the working for labor market. There is no physical place for the job market. The job market will fluctuate depending upon the demand of the employee as well as supplying of the employee within the country's economy so the job market is the most significant one to the country's economy and it is directly linked with the demand for goods and services. They are several factors that affect the job market such as the overall level of economic activity, industry trends, and demographic shifts. For example, the business may

¹ Final year, Department of Accounting and Finance, Ramakrishna Mission Vivekananda Evening College (Autonomous), Mylapore, Chennai-600004.

expand their operation as well as create new job opportunities for job seekers' when the economy of the country's growth increases, but when the country's economy faces recession many business employers reduce their workforce to cut cost. There is another factor that affects the job market is the size and competition of the labour force Demographic trends, such as changes in population size, age distribution, and educational attainment can impact the availability of workers and the types of skills that are in demand. So this paper is mainly focused on job seekers, today job seekers face more challenges in the job market with a range of Decision-making processes and job attributes. Employers should aware of the factors influencing the job seeker's preferences then the company can get a newly skilled and talented person in the country. The research aims to understand and explore factors influencing job seekers' preferences with a particular focus on job attributes as well as decision-making processes. This paper mainly helps the employer to know the job seeker's preferences for the company. This paper is based on a literature review and a survey of job seekers in Chennai. These findings provide valuable information about factors that influence job seeker's preferences and most important factor is job attributes such as salary, job security, work-life balance, work-life benefits, etc., and another important factor is Decision-making processes such as Skill level, Roles, and Responsibilities of job, Familiarity of job, Relevant of education of job seeker studies, there are another some factors are there but in this paper, we mostly see and talk about these two factors in-depth. Overall this paper provides useful insights for employers to search for employees to attract and retain top talent in Chennai and a framework for understanding the complex factors influencing job seekers' preferences in the Job market.

OBJECTIVE OF THE STUDY

- To investigate whether gender influence job attributes to prefer the job in job market.
- To investigate whether Educational Qualification Group influence job Attributes in the job market.
- To Determine whether job candidates prefer the job based on their skill level.
- To Determine whether job postings by companies are related to skill requirements.

REVIEW OF LITERATURE

CHARALAMBOS L. IACOVOU, LARRY SHIRLAND, & L. THOMPSON (2004) explored about Job Selection Preferences of Business Students. The results indicate that graduate business students are more concerned with work culture, flexibility, and ease of commute and less concerned with company recognition compared to undergraduates. The findings also show that work culture seems to be especially relevant to female MBA students, while geographical location seems to be least relevant to male MBA students. The direct effect of Student Status and the interaction effect of gender by students' status were found to be statistically significant was not found to be significant, so as per the results of the hypothesis are not supported with the results. Our results suggest that to be effective with their recruitment efforts, employers and placement professionals must take into account both key desirable job attributes and the unique needs of their targeted business student sub-populations.

KAVYA PRADEEP, & SREEYA B (2009) explored Personal Preference in Choosing a Job. This study explored that most of the youth prefer a job that has job satisfaction, job security, salary, or pay and mostly they prefer a job through their passion and interest. The findings of this study suggest that Anyway what young men and young ladies say they need from their employment is more comparative than various and if youngsters have more data about the subtle elements of work, pay, and ways of life they are less worried by sexual

orientation generalizations. It in this manner appears to be likely that sexual orientation isolation can be lessened by drawing in youngsters with data, counsel, and direction which centers around the substances of occupation undertakings, pay, and way of life. Along these lines, there should be a superior method for motioning to youngsters the advantages of specific vocation decisions. They also had a realistic sense of the salary to expect upon entering the workforce. It is concluded that job preferences will include all factors such as job security, passion or interest salary and work environment, etc.

OORO HELLEN (2017) explored the factors influencing career choices among university students: a survey of students in the school of business and economics, Kisii university. The Results revealed that gender strongly influenced the student's career choice. The findings also showed that age is the second strongest factor influencing the choice of career. The study also found that Peer group and parental guidance had a moderate influence on the student's choice of career. The researcher suggested further research on other Faculties at Kisii University because the study concentrated on the School of Business and Economics. Another research needs to be carried out in a private university because this study was conducted in a public university. Finally, another research can be done in the School of Business after the above recommendations had been implemented by the School of Business so that the findings are compared with these findings.

MASDIAH ABDUL HAMID (2020) explored Job Selection Preferences: What Do Young Adults Want? The results show that the students ranked flexible work schedule and work-life balance, initial salary, and, an opportunity for advancement as the three most important employment factors. On the other hand, the practitioners ranked factors of initial salary, an opportunity for advancement, and employer reputation and prestige as the three most important employment factors.

SHARIQ MOHAMMED (2021) analyzes the Employment Preference of Undergraduate Accounting Students in Oman. It shows that This study was based on factor analysis to find the important factors, which influence the choice of employability among the students of the University. The students were from the specialization of accounting. The factors, which were significant in the study, were the financial outcome, starting salary, ability to work independently, prospects, good income and accounting knowledge starting salary, the ability to work independently, prospects, and employer's reputation. These finding corroborated with the study conducted which showed that job prospects factors, high earnings, and availability of jobs, were the most important factors that influence career choice among students.

RESEARCH METHODOLOGY

The study used a descriptive survey design. The study's target population is pursuing undergraduate and postgraduate students. The sample size is 135 was used. To collect data from pursuing UG and PG students, the study used Convenient Sampling and Snow Ball sampling techniques. Primary Data was used, Data were gathered using a self-administered questionnaire (Likert 5.5 Scale). The data is analysed and interpreted with the help of the SPSS Software package. The Research tools used in this research such as Independent Sample T-Test, One-way ANOVA, and Correlation.

ANALYSIS AND DISCUSSION

H0: There is no significant difference between preferences of job in gender and Job Attributes.

H1: There are significant differences between preferences for jobs in gender and Job Attributes.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
job_attri	Female	18	1.8889	.39503	.09311
	Male	116	1.9203	.54234	.05035

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
job_attri	Equal variances assumed	.366	.546	-.236	132	.407	.814	-.03137	.13317	-.29480	.23206
	Equal variances not assumed			-.296	28.044	.385	.769	-.03137	.10585	-.24818	.18544

INFERENCE:

Utilizing the Independent Sample T-Test method, it is revealed that a p-value exceeding 0.05 signifies acceptance of the Null Hypothesis and rejection of the Alternative Hypothesis. Therefore, there lacks substantial variance in job preference relating to gender and Job Attributes. This reveals an absence of interdependence between gender and job attributes such as Salary, Job security, Work-Life Balance and benefits.

H0: There is no significant difference between preferences for jobs in the Educational Qualification group and Job Attributes.

H1: There is a significant difference between preferences for jobs in the Educational Qualifications group and Job Attributes.

Group Statistics

	Educational qualification	N	Mean	Std. Deviation	Std. Error Mean
job_attri	Pursuing Under Graduation	112	1.9464	.51926	.04907
	Pursuing Post Graduation	23	1.7283	.54310	.11324

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
job_attri	Equal variances assumed	1.728	.019	1.821	133	.035	.071	.21817	.11879	-.01877	.45511
	Equal variances not assumed			1.760	30.820	.044	.087	.21817	.12342	-.03360	.46994

INFERENCE:

After conducting an analysis with the Independent Sample T-Test, it was uncovered that a p-value lower than 0.05 was found. This suggests rejecting the Null Hypothesis and embracing Alternative Hypotheses instead. As such, there exists a meaningful difference in job preference among individuals grouped by Educational Qualifications relative to job attributes. These results indicate how influential these characteristics can be on one's future professional direction including aspects like salary, Job security, work-life balance and Benefits.

H0: Job seekers have not selected the job as per the skills required.

H1: Job seekers have selected the job as per the skills required.

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
per_factors	Between Groups	.089	1	.089	.334	.565
	Within Groups	35.472	133	.267		
	Total	35.561	134			
skill_factors	Between Groups	.175	1	.175	.776	.380
	Within Groups	29.930	133	.225		
	Total	30.105	134			

INFERENCE:

An investigation was conducted using ANOVA to establish if job seekers show a preference for jobs based on skill requirements. The Null Hypothesis is Accepted and the Alternative Hypothesis is Rejected since the p-value exceeds 0.05, indicating that job seekers do not exhibit such preferences. Job searchers' main objective seems to be securing employment rather than seeking positions that match specific skills requested by prospective employers.

H0: There is no significant differences and relationship between skill level and job Advertisements posted by the companies.

H1: There is a significant difference and relationship between skill level and Job Advertisements Posted by the Companies.

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
REPUTATION.	Between Groups	.152	1	.152	.200	.655
	Within Groups	101.107	133	.760		
	Total	101.259	134			
JOB ADVERTISEMENT	Between Groups	.319	1	.319	.303	.583
	Within Groups	140.081	133	1.053		
	Total	140.400	134			

Correlations

		JOB ADVERTISEME NT	SkillLevel
JOB ADVERTISEMENT	Pearson Correlation	1	-.036
	Sig. (1-tailed)		.338
	Sum of Squares and Cross-products	140.400	-4.133
	Covariance	1.048	-.031
	N	135	135
SkillLevel	Pearson Correlation	-.036	1
	Sig. (1-tailed)	.338	
	Sum of Squares and Cross-products	-4.133	92.859
	Covariance	-.031	.693
	N	135	135

INFERENCE:

After running both ANOVA and Correlation tests, it was concluded that the value of p value is greater than 0.05. This indicates acceptance of Null Hypothesis while rejection of Alternative Hypothesis; hence there seems to be no significant difference and relationship between skill level and job advertisement posted by the company. Consequently, recruiters from this particular organization don't seek out skilled candidates for a position based on requirements defined in its advertisements or assess the worker familiarity or suitability otherwise resulting in an overlap with what job seekers want versus employer's priorities when recruiting staff members who can help meet their objectives effectively over time periods.

CONCLUSION

The result of Independent Sample T-Test shows There is no significant difference between Gender as well as Job Attributes, and also it shows There is significant difference between Educational Qualification group as well as job attributes, The result of ANOVA shows that Job Seekers have not prefer the job based on skill level and also it shows that There is no significant differences and relationship between skill level and job Advertisements posted by the companies. Based on this research conducted on factors influencing job seeker's preferences in the job market in Chennai in respect of job attributes factor and decision-making processes, it is concluded that most of the job seekers in Chennai prefer job attributes factor such as Salaries, Job security, Work-life benefits, Work-life balance, and so on comparing to Decision-making processes factor. As this study was conducted on university students such as UG and PG students who are currently pursuing universities, future research should be conducted on school students, Professional Course students and diploma students.

REFERENCE

1. Charalambos L. Iacovou, Larry Shirland, & L. Thompson, (2004): Job Selection Preferences of Business Students, *Journal of Applied Business Research*, Volume 20, Number 1.
2. Anura De Zoysa & Kathy Rudkin, (2007): Australian Employment Patterns and Course Participation Preferences of Accounting Students, *International Review of Business Research Papers*, Vol.3 No.2, pp. 22 – 35.
3. Kavya Pradeep, Sreeya B, (2019): Personal Preference in Choosing a Job, *International Journal of Innovative Technology and Exploring Engineering (IJITEE)* ISSN: 2278-3075, Volume-9, Issue-1.
4. Roberto Demagalhaes, Harold Wilde, Lisa R. Fitzgerald, & Eide Bailly, (2011): Factors Affecting Accounting Students' Employment Choices: A Comparison of Students' and Practitioners' Views, *Journal of Higher Education Theory and Practice* vol. 11(2).
5. Muhamad Khalil Omar, Azzarina Zakira, Shekerin Ismail, Jeanie Sim Ley Sin & Venesha Selvakumar, (2015): Job selection preferences of Accounting Students in Malayasian private iniversities, *International Accounting and Business conference, IABC 2015, Procedia Economica and Finance 31 (2015)*, pp 91- 100.
6. Pritika Singh Baliyan & Son Pal Baliyan, (2016): Employment Preference of Undergraduate Accounting Students in Botswana: Perceptonal Analysis of Practitioners and Students, *International Journal of Business and Management*; Vol. 11, No. 12; 2016 ISSN 1833-3850, E-ISSN 1833-8119, Published by Canadian Center of Science and Education.
