



Impact of Various Influential Groups in Career Choice and Job Selection: A Study on Manufacturing Sector of Bangladesh

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ABSTRACT

Purpose : Choosing a career is vital for every individual as people spend a large part of their life by working. The purpose of this study is to identify the impact of different influential groups on choosing the career of an individual and assess the priority of the individuals regarding job selection.

Methodology: As this paper is based on primary data, the data has been collected through a questionnaire and analyzed by SPSS.

Findings: From the study, it is found that relationship exists between gender and various influential parties like family members, colleagues/mentors, classmates, etc. It also reveals that nowadays males are more likely to be influenced by their friends and classmates in choosing their career, whereas the role of a family member in career determination plays a vital role for females. Furthermore, in the second hypothesis, it has been proved that there is a significant relationship between priority in selecting job and gender. Here it has been found that both male workers are mainly inclined by the image of the organization but female workers tend to be influenced by the location of the organization in case of selecting a job.

Limitation: It would be better if we could collect more peoples' insights through interview along with questionnaire survey. But it will be more time consuming. But it can be an avenue for further research initiation for more elaborate information.

Implication: This paper will be helpful for the HR manager to formulate the job circular with motivating information in terms of gender.

Originality/Value: In the previous research works, the influence of classmates and friends in career choice are been ignored while this paper reveals it.

1. Introduction

Career motivation is an important aspect nowadays. Many actors and forces induce a person to choose his/her career in a certain field. Today people cannot be motivated by money only rather they are motivated by other factors as well. According to Urošević &

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Milijić, (2012), in developed countries, money is regarded as relatively low on the motivator scale, because of its less importance it is considered as a regular follow-up. On the other hand, in developing countries, money is considered as a very important aspect. There are several factors that trigger human activity especially a person, his/her perceptions, value system and individual needs. So, every individual should keep in mind that, no theory of motivation provides enough support to envisage what will motivate people, because what motivates some may not necessarily motivate others (Unčanin et al., 2006). It varies from country to country even person to person. To influence the overall motivation of job seekers wider environment, personal traits, attractiveness of the job, image of the organization, social and economic development are considered (Bahtijarević Šiber, 1999). Both top-level and mid-level employees are much more conscious of fulfilling their unmet expectations in searching for a job (Kristof, 1996). Hence, from the employees' viewpoint, job search contains a good fit between the individual, the opportunities and the resources offered by the organization.

According to Alberts et al. (2003), career choice is one of the most concerning matters for young people who are near to end of their schooling/university and it is also influenced by the young person's conceptualization regarding his/ her ability and preferences, and the pursuit of a good association between these and the requirements of a certain job and further influenced by the gender and position in the family (Ginzberg et al., 1951).

In this research paper, we have taken into consideration different levels of employees to identify their career motivation, develop hypotheses and test them to determine the fact that whether gender issue has any impact on career motivation in terms of job search.

Moreover, in the present study, we have tried to examine the influences of different parties (family members, relatives, friends/classmates, colleagues/mentors) in establishing one's career in a certain field and some of the influential factors which have been given highest priority by the respondents, such as, location, salary, supervisor/colleagues/subordinates, image of the organization, and attractiveness of the job/position during selection of a job. It has been found that male workers are mainly inspired by friends/classmates and females are by the family members for choosing a career. It has also been revealed that in career motivation, an image of the organization is treated as one of the most prior factors for selecting a job for males, whereas for females it is the location of the organization. The broad objective of the study is:

- To identify the impact of different influential parties in choosing a career based on gender.
- The specific objectives of the study are:
- To assess the individuals' priority regarding the selection of a job.
- To assess the individuals' priority based on gender.

2. Literature Review

Job search assists in improving one's employment conditions in one's current organization (Wallace & Tauber, 2014). A study showed that job dissatisfaction led to the possible behavioral outcome, named by quitting from the existing job (Rosse & Saturay, 2004). Another study suggested that employees' job search behavior depended on the needs, motivations and/or expectations (Liu et al, 2014). Job search view revealed that motivation is an encouragement for employees to search for a new job (Altman et al, 2016) and it has also been expressed through a study that the contributions of motivated employees could make an organization more valuable and profitable (McKenzie-Mohr & Schultz, 2014).

From the viewpoint of job search motivation factors (Helepota, 2005) defined motivation as "a person's active participation and commitment to achieve the prescribed results. It has been noted that motivating employees is arguably the most important task for a manager to perform because what motivates employees changes constantly (Bowen & Radhakrishna, 1991). For example, the more the income increases of an employee, the less the money becomes a factor of motivation (Kovach, 1987) so it is very crucial to understand the motivational factors (intrinsic and extrinsic). According to Herzberg (1968) motivational factors are derived from inside the job itself and hygiene factors are derived from outside the job and these two factors jointly contribute to measuring the impact of motivation towards satisfaction. Motivation factors can be both internal (intrinsic) factors and external (extrinsic) factors (Hayati & Caniogo, 2012; Lundberg et al., 2009; Deci & Ryan, 1985; Kaufman, 1980). Besides, some researchers have suggested that intrinsic motivation factors contribute to the improvement of employees' job tasks (Almacik et al., 2012; Gallagher & Einhorn, 1976); having fun and enjoying creativity in doing the work/job; bringing happiness due to job satisfaction (Gruenberg, 1980); leading to better job performance (Hayati & Caniogo, 2012). On the other hand, the factors that generate extrinsic motivation are wage, peer relationship, supervision, workplace conditions, and company policy which ultimately relate to employees' social development (Chard et al., 2011). Extrinsic motivation factors contribute to increasing the intrinsic motivation factors as well (Deci & Ryan, 1985 and Ryan & Deci, 2000) as well.

Different types of jobs and employment status were used as construct components for measuring the driven forces of the intrinsic and extrinsic motivation. Moreover, it was found that engineers and higher-ranking technical employees were happy with the intrinsic motivation factors and the assemblers and the lower-ranking employees were motivated by the extrinsic values (Meyer and Nujjoo, 2012). In contrast, it is argued (Kaufman, 1980) that both higher and lower-ranking accountants emphasized the same degree of intrinsic and extrinsic motivation factors for job satisfaction and work

performance. So, from the above argument, it could not be said with certainty that in higher ranking positions, intrinsic motivations are the salient and extrinsic motivations are for lower-ranking employees. Another study categorized the job search motivation factors into three sections (Muslima, Dean & Cohen, 2016): i) salary- is termed as good salary, better salary, satisfied salary and handsome salary and how it contributes to influencing employees' motivation in search of alternative employment; ii). the environment- indicates those factors that derive from outside of job itself (extrinsic motivation factors); and iii). the job characteristics- indicates those factors derived from inside of the job itself (intrinsic motivation factors) e.g. responsibility, recognition, achievement, advancement, and the nature of the job.

Career motivation can be classified gender-wise. A young person's career choice can be influenced by the school (schoolteachers help to determine abilities, aptitudes, inspire and advise the students to take certain subjects or get involved in work experience, or employment.) and the family (parents can provide appropriate support for specific occupational choices) as they can provide information and guidance either directly or indirectly (Small and McClean, 2002). It has also been identified that the young person's gender can be a factor in the choice of career. Creed and Patton (2003) examined that females matured earlier than males in their career perspectives. Even it was further said that males showed a less matured reaction to early work experiences than those of females. Moreover, girls' career choice can be influenced by many aspects involving caring responsibilities whereas boys do not show much (Spitze and Logan, 1992). Males were more likely to enter in science-based occupations than females (Miller et al., 2002). It has been reported that females put more importance on factors, such as facilities for the day, working conditions, career certainty and working hours in career choice (Heckert et al., 2002). On the other hand, males are more interested to run their own business (Small and McClean, 2002). Another study (Noon and Blyton, 1997) showed that females desire more intrinsic rewards than extrinsic rewards from their respective employments. There is ample evidence which reveal that the career choice can be varied based on gender and different factors play a significant role in this perspective. The previous studies showed the influence of the school, the parents and the self but did not show the influences of the classmates, the relatives and the colleagues/mentors in choosing a career. In our paper, it has been expressed that these parties have an influence in job search and career choice.

Since there are few literature reviews on the selected topic, so we have not found enough direct information, as a result, we have taken into consideration the influential factors which play an important role during the job search and which ultimately induces career motivation. Our hypotheses are as follows:

Hypotheses-1

H₀ – there is no relationship between gender and the influence of various motivating parties in choosing the career.

H₁ – there is a relationship between gender and the influence of various motivating parties in choosing the career.

Hypotheses-2

H₀ – there is no relationship between gender and the priority in selecting a job.

H₂ – there is a relationship between gender and the priority in selecting a job.

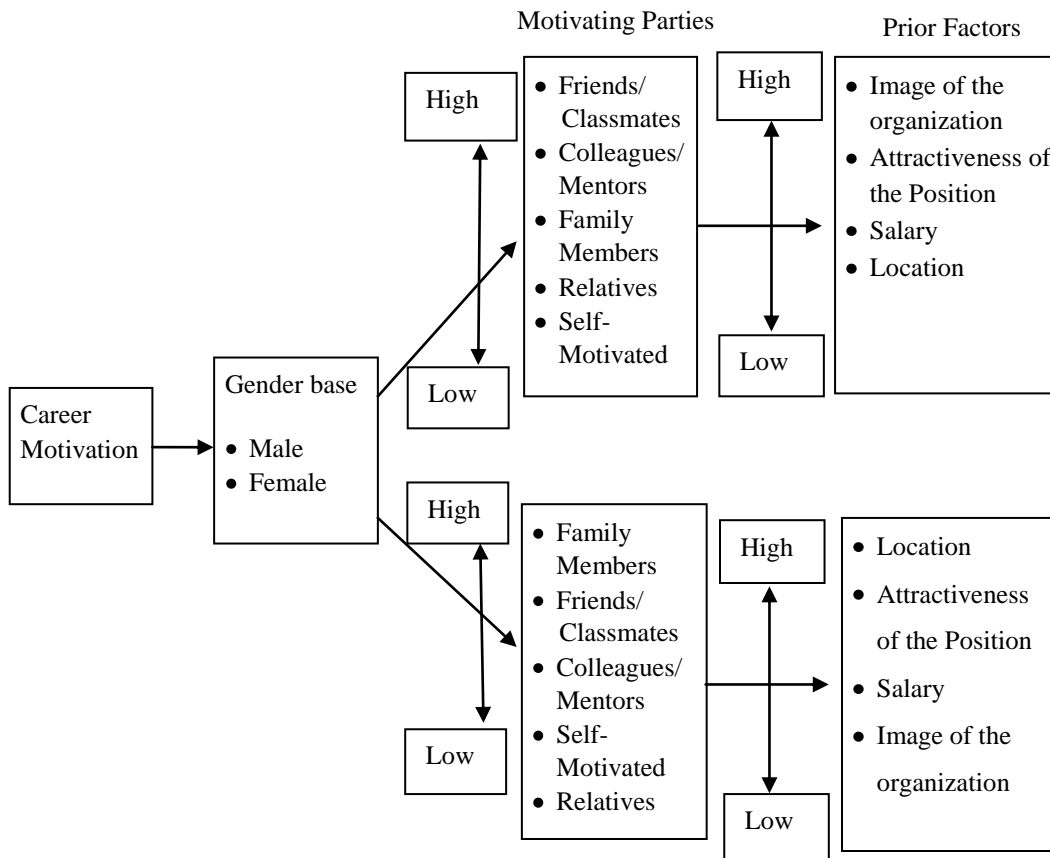


Figure 1. Authors Developed Research Framework. Source: Authors Derived Framework

3. Methodology

A non-experimental survey research design including a combination of qualitative and quantitative data was used to collect information to determine the impact of different

motivating parties for both male and female respondents. A structured questionnaire was prepared for this purpose and both the open-ended and fixed ended questions were contained in this like, sources of recruitment, sources of career motivation, prior factors of job selection etc. Questionnaires were distributed to the respondents via email and social networking sites, such as facebook, Imo, WhatsApp and LinkedIn and before sending questionnaires, the respondents were notified about the purpose of the research. The data were collected with the help of convenience sampling and the total sample was 100 respondents (56 males, 44 females) aged below 25 to above 45. The participants were from a group labeled 'SAMP Employees' (Supervisory, Administrative, Managerial, and Professional) of the manufacturing sector. The collected data were placed in SPSS software and Chi-square tests and ANOVA have been conducted to test the hypotheses. The result shows that an alternative hypothesis has been accepted and revealed that there is a significant relationship between gender and the impact of various influential parties in choosing a career in a particular field. It has been revealed that the majority of the males put the highest priority to the image of the organization in selecting a job and then they focus on the attractiveness of designation/position, salary and then the location of the organization as prior factors. On the other hand, most of the females mainly focus on location, of the organization while choosing a job then they consider other factors like the attractiveness of designation/position, salary, and image of the organization.

4. Results and Discussion

4.1. Test of Hypothesis 1

The following table shows the crosstabulation of gender and various influential parties in choosing career. The table reveals that for male friends/classmates (33 out of 56 respondents) plays vital role in deciding career. Whereas in case of female candidates' family members (21 out of 44 respondents) plays vibrant role in deciding career.

Table 1. Gender * Motivational Parties Cross tabulation

		Influential Parties in Choosing Career					Total
		Self-Motivation	Colleagues/Mentors	Family Members	Friends/Classmates	Relatives	
Gender	Male	2	13	6	33	2	56
	Female	6	4	21	13	0	44
Total		8	17	27	46	2	100

Source: Authors Calculation

Table 2. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.710 ^a	4	.000
Likelihood Ratio	26.257	4	.000
Linear-by-Linear Association	4.408	1	.036
N of Valid Cases	100		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .88.

Source: Authors Calculation

Inference: For Chi-square value 24.710 with degree of freedom, the significance value is .0001 which is less than .05. So, we may reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). It means that there is a significant association between gender and motivating parties in choosing a career.

4.1.1 ANOVA Test 1

Table 3. Influential Parties in Choosing Career

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.457	1	4.457	4.567	.035
Within Groups	95.653	98	.976		
Total	100.110	99			

Source: Authors calculation

The result shows F static is 4.567, with $p < .035$. science p-value is less than 0.05 the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. So, it may be inferred that there is a significant difference in the opinion of individuals about the impact of various influential parties in deciding career. Similarly, the result of various chi-square test is tabulated below:

4.2. Test of Hypothesis 2

The following table shows the crosstabulation of gender and priority in job selection. The table reveals that male candidates are more attracted to the image of the organization but in case of female candidates' location matters the most in case of job selection.

Table 4. Gender * Priority in Job Selection Cross tabulation

		Priority in Selecting Job				Total
		Attractiveness of designation/position	Image of the organization	Location	Salary	
Gender	Male	14	24	4	14	56
	Female	7	3	27	7	44
Total		21	27	31	21	100

Source. Authors Calculation

Table 5. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.160 ^a	3	.000
Likelihood Ratio	41.040	3	.000
Linear-by-Linear Association	4.560	1	.033
N of Valid Cases	100		

Reference: Authors Calculation

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.24

Inference: For Chi-square value 37.160 with degree of freedom, the significance value is .000 which is less than .05. So, we may reject the null hypothesis (H_0) and accept the alternative hypothesis (H_2). It means that there is a significant association between gender and priority in selecting a job.

4.2.1 ANOVA Test 2

Table 6: Priority in Selecting Job

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.018	1	5.018	4.732	.032
Within Groups	103.942	98	1.061		
Total	108.960	99			

Source: Authors Calculation

The result shows F static is 4.732, with $p < .032$. science p-value is less than 0.05 the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. So, it may be inferred that there is a significant difference in the opinion of individuals about the priority in selecting a job after deciding the career.

5. Limitations

Certain limitations of the current study should be noted. The survey was confined only to the employees of the manufacturing sectors. Because of the time limitation, we could not cover the information from service sector employees. In some research papers, it had been identified that career motivation could be influenced by the school or the school teachers. But in our research paper, this motivating party was completely ignored by the respondents. Moreover, some scholars and researchers classified motivation factors as intrinsic factors and extrinsic factors but we have considered these factors as prior factors which the respondents take into consideration while selecting a job. The main limitation of the current research is that there is not enough number of previous literatures on the topic.

6. Conclusions

Choosing a career track is significant for deciding what one will do for a living. Based on the importance of career choice, this paper focused on the influential parties who play a prime role in deciding career based on gender. Furthermore, this paper also focuses on the tendencies of males and females in selecting a job. From this study, it has been found that there is a significant relationship between gender and various influential parties in choosing the career. From this study, it has been found that male and female workers are predominantly influenced by their friends/classmates and family members respectively. Similarly, there is a relationship between gender and priority in selecting a job. Males are mainly inspired by the image of the job and then consider other factors like the attractiveness of designation/position, salary, and location of the organization; whereas female workers are mainly interested in the location of the organization and then consider the other factors.

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