



A Study On Career Aspiration And Its Imported On Work Values Among Gen-Z With Special Reference To Chennai City

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ABSTRACT

This study researches the connection between vocation aspirations and work values among Generation Z (Gen Z) individuals in the Greater Chennai area. With the rapid evolution of the workforce landscape, understanding the career aspirations and associated work values of the emerging Gen Z cohort becomes imperative for employers, educators, and policymakers. The exploration utilizes a blended strategies approach, consolidating both quantitative reviews and subjective meetings to assemble thorough experiences. Quantitative information will be gathered through organized polls circulated among a delegate test of Gen Z individuals aged 18-25 in Greater Chennai. These surveys will assess various dimensions of career aspirations, including desired job roles, industries, and long-term career goals, as well as their corresponding work values, such as autonomy, work-life balance, and societal impact. Additionally, qualitative interviews will delve deeper into the underlying factors shaping Gen Z's career aspirations and how these aspirations influence their work values. Through this research, we aim to provide a nuanced understanding of the career aspirations and work values of Gen Z individuals in the context of Greater Chennai, offering valuable insights for organizations, educational institutions, and policymakers to better align their strategies with the evolving preferences and priorities of the emerging workforce.

Keywords: Career Aspiration, Work Values, Gen Z, Chennai City, Emerging Workforce, Mixed-Methods Approach.

1.1.INTRODUCTION:

In the contemporary world, the dynamics of the workforce are continuously evolving, shaped by a multitude of factors including technological advancements, globalization, and sociocultural influences. Within this context, understanding the career aspirations and work values of Generation Z (Gen Z) individuals has become imperative for organizations, educational institutions, and policymakers alike. With Chennai City emerging as a prominent economic and cultural center, it provides a unique backdrop for examining the career aspirations and associated work values of Gen Z individuals.

[1]This study sets out to explore the intricate relationship between career aspirations and work values among Gen Z in Chennai City. [2]As the first digitally native generation, Gen Z brings forth distinct perspectives and expectations regarding their professional journey. Their career aspirations not only reflect personal interests and ambitions but also intersect with broader societal trends and economic realities. [3]Concurrently, their work values, encompassing aspects such as work-life balance, organizational culture, and social impact, assume a huge part in forming their profession decisions and working environment conduct.

[4]By focusing on Chennai City, this study aims to provide insights that are contextualized within the local socioeconomic milieu, thereby offering nuanced perspectives on the career aspirations and work values of Gen Z in this specific urban setting. Through a blend of quantitative reviews and subjective meetings, we seek to delve deeper into the underlying factors driving Gen Z's career aspirations and their implications for the contemporary workforce landscape. Ultimately, this research endeavors to inform organizational strategies,

educational initiatives, and policy interventions aimed at effectively engaging and empowering Gen Z individuals as they navigate their professional pathways in Chennai City and beyond.

REVIEW OF LITERATURE:

[5] Career aspiration refers to an individual's desired career path or professional goals for the future. These aspirations can encompass various dimensions, including job roles, industries, levels of responsibility, income levels, and personal fulfillment. [6] Understanding career aspirations is essential for individuals as they navigate their educational and professional journeys, as well as for organizations, educators, and policymakers in aligning resources and opportunities to support individuals' career development. [7] Career aspirations are deeply personal and can vary widely among individuals based on their interests, values, skills, and experiences. [8] Some individuals may aspire to pursue careers in fields that align with their passions and talents, while others may prioritize financial stability or societal impact in their career goals.

[9] Career aspirations often involve a long-term vision of where individuals see themselves in their careers in the future. [10] This may include aspirations for advancement within a specific industry or organization, entrepreneurial ventures, or making a meaningful contribution to society through their work. [11] Career aspirations can be influenced by various environmental factors, including family background, socioeconomic status, cultural norms, educational opportunities, and access to role models and mentors. Individuals may aspire to careers that they perceive as prestigious or financially rewarding based on societal expectations or familial influences.

[12] While individuals may have specific career aspirations, it's essential to perceive that these goals can advance after some time because of changing individual conditions, market patterns, mechanical headways, and cultural needs. Flexibility and adaptability are key qualities that enable individuals to navigate transitions and pursue new opportunities in their careers.

Successful career development often involves aligning career aspirations with one's values, interests, and skills.

[13] individuals who find alignment between their career aspirations and their personal attributes are more likely to experience job satisfaction, motivation, and fulfillment in their careers. [14] Developing and pursuing career aspirations requires continuous reflection, self-assessment, and strategic planning. Individuals may engage in activities such as career exploration, skills development, networking, and seeking mentor-ship to clarify their aspirations and identify pathways to achieve them.

Overall, career aspiration plays a significant role in guiding individuals' career choices, actions, and outcomes. [15] By understanding and supporting individuals' career aspirations, organizations, educators, and policymakers can contribute to creating environments that foster career satisfaction, professional growth, and societal impact.

WORK VALUE:

Work values allude to the convictions, standards, and needs that people hold with respect to their work and expert life. These qualities impact mentalities and ways of behaving in the work environment including job satisfaction, motivation, and decision-making.

Individual Differences: Work values can vary significantly among individuals based on factors such as personality, cultural background, upbringing, life experiences, and career stage. What one person values in their work may differ from another person's priorities.

Intrinsic Values: These values are inherent to the work itself and relate to personal fulfillment, enjoyment, and meaning derived from the tasks and activities involved.

Extrinsic Values: These values are external to the work itself and include factors like compensation, benefits, professional stability, and balance between serious and fun activities.

Social Values: These values pertain to the impact of work on society and community, such as opportunities for making a difference, contributing to social causes, or ethical considerations.

Cultural Values: Work values can also be influenced by cultural norms, traditions, and expectations regarding work ethic, hierarchy, teamwork, and communication styles.

[16] Work values assume a critical part in forming working environment elements, organizational culture, and employee engagement. workers are bound to feel spurred, fulfilled, and focused on Organizations often articulate their values through mission statements, vision statements, and organizational policies. [18] Employees who share these values are bound to flourish in the association and add to its prosperity.

Work values can evolve over time in response to personal experiences, career advancements, life stages, and changes in societal norms and expectations. [19] It's essential for individuals to periodically reassess their values and ensure alignment with their career goals and aspirations. In situations where there is a mismatch between individual and organizational values, conflict may arise. [20] Effective communication, negotiation, and compromise are essential for resolving such conflicts and maintaining a positive workplace.

Understanding and addressing work values are essential for organizations, managers, and individuals to foster a supportive and fulfilling work environment where employees can thrive and contribute effectively to organizational goals.

1.2 OBJECTIVE OF THE REVIEW:

1. To explore the professional goals of Age Z people in Chennai City.
2. To look at the connection between profession goals and work values among Gen-Z in Chennai.
3. To identify the factors influencing career aspirations among Gen-Z individuals in Chennai.
4. To explore the importance of work values in shaping the career choices and aspirations of Gen-Z in Chennai.
5. To provide insights and recommendations for educators, employers, and policymakers based on the findings to better support the career development of Gen-Z in Chennai.

1.3 STATEMENT OF PROBLEM:

In the context of rapidly evolving socioeconomic dynamics and shifting career landscapes, understanding the career aspirations and work values of Generation Z (Gen-Z) individuals has become imperative for organizations, educators, and policymakers. However, despite the significance of this demographic cohort, there exists a notable gap in research focusing specifically on the intersection of career aspirations and work values among Gen-Z individuals, particularly within the unique urban setting of Chennai City.

2.1 METHODOLOGY

This study employs a quantitative research design to gather numerical data on career aspirations and work values among Generation Z individuals in Chennai City. A cross-sectional review approach is used to catch information at a particular moment, giving experiences into the ongoing points of view of the members. The objective populace comprises of Age Z people living in Chennai City. A defined irregular examining procedure is utilized to guarantee portrayal across different segment factors like age, orientation, instructive foundation, and financial status. The example size is resolved utilizing fitting factual techniques to guarantee sufficient portrayal and unwavering quality of the discoveries.

A structured questionnaire is developed based on relevant literature and research objectives. The questionnaire includes sections on demographic information, career aspirations, work values, and factors influencing career choices. Data collection is conducted through both online and offline modes, utilizing platforms such as online surveys, email invitations, and in-person interviews.

1. **Null Speculation 1 (Ho):** There is no huge connection between profession desires and work values among Age Z people in Chennai City.
2. **Null Hypothesis 2 (Ho):** There is no significant difference in career aspirations among Generation Z individuals in Chennai City based on demographic factors such as gender, educational background, and socioeconomic status.
3. **Null Hypothesis 3 (Ho):** External factors such as family expectations, societal norms, and technological advancements do not significantly influence the career aspirations and work values of Generation Z individuals in Chennai City.

2.2. Significant Relationship Between Career Aspirations and Work Values Among Generation Z Individuals in Chennai City.

- Correlation examination is utilized to decide the strength and heading of the connection between two consistent factors, for this situation, profession yearnings and work values.
- It assists with grasping whether and how much changes in a single variable are related with changes in the other variable.

Descriptive Statistics

	Mean	Std. Deviation	N
Career Aspirations:	15.89	3.843	400
Work Values:	12.03	5.025	400
Demographic Variables:	14.53	4.169	400
External Influences:	12.19	3.908	400

Source Computed Data:

The mean value of against Career Aspiration was 15.89 with standard deviation of 3.843, Work value of mean was 12.03 with standard deviation of 5.025, Mean value of Demographic Variable was 14.53 with standard deviation of 12.19.

Correlations

		Career Aspirations	Work Values	Demographic Variables	External Influences
Career Aspirations:	Pearson Correlation	1	.796**	.703**	.784**
	Sig. (2-Followed)		.056	.061	.071

	N		0.400	400	400
Work Values	Pearson Correlation		1	.496**	.033
	Sig. (2-tailed)			.062	.511
	N			400	400
Demographic Variables	Pearson Correlation			1	.174**
	Sig. (2-tailed)				.057
	N				400
External Influences	Pearson Correlation				1
	Sig. (2-tailed)				
	N				400

** . Connection is critical at the 0.01 level (2-followed).

The worth of R is critical at the level not exactly the 0.05 set as the Connection for factual importance, the accompanying speculation.

- There is a high certain no relationship between the Work Value and the career Aspiration (r=0.785, n=400, p=0.057)
- There is a high certain no Relationship between the Career Aspiration and the Demographic Variable (r=0.706, n=400, p=0.061)
- There is a high certain no relationship between the Career Aspiration and the External Influences (r=0.78, n=400, p=0.071)
- There is decently sure no relationship between the work value and the Demographic Variable (r= 0.598, n=400, p=0.062)
- There is a no connection between the Demographic variable and the External Influences (r=0.174, n=400, p=0.056).

Correlations

Control Variables			Career Aspiration	Work values
Generation Z	Career Aspiration	Correlation	0.768	0.503
		Significance (2-tailed)	0.063	.040
		df	0	397
	Work Values	Correlation	0.873	0.350
		Significance (2-tailed)	.040	0.00
		df	397	0

A halfway Connection was hurried to decide the connection between factor while controlling for Age Z. The values of r are significant at a level Career Aspiration and the work Values than the 0.5 set as the criterion for statistical significance the following hypothesis.

- There is a high certain no relationship between Career Aspiration and the (r=0.768, n=40, p=0.063) while controlling for generation z .
- There is no impact of buyer insight on the Career aspiration and the work values (r=0.35, n=40, p=0.00).

2.3 Significant Difference In Career Aspirations Among Generation Z Individuals In Chennai City Based On Demographic Factors Such As Gender, Educational Background, And Socioeconomic Status:

This analysis is used to find the difference between the gender factor of independent variable with the dependent variable career aspiration .

TABLE 1.4 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Consumer satisfaction	Between Groups	.330	3	.110	.317	.063
	Within Groups	174.738	504	.347		
	Total	175.068	507			
Career Progression	Between Groups	2.124	3	.708	1.663	.064
	Within Groups	214.588	504	.426		
	Total	216.712	507			
Career Commitment	Between Groups	4.514	3	1.505	3.741	.061
	Within Groups	202.709	504	.402		
	Total	207.224	507			

Career Clarity	Between Groups	.954	3	.318	.786	.502
	Within Groups	204.114	504	.405		
	Total	205.068	507			

Examining ANOVA Table 1.6, it becomes apparent that the P-value associated with the 'Career Satisfaction' variable is less than 0.001 at a 1% significance level, while 'Career progression' and 'Career Commitment' exhibit P-values below 0.005 at the 5% significance level. Consequently, we can the rejection of the null hypothesis, indicating a significant difference between gender and Career satisfaction, Career Progression, Career Commitment and Career Clarity.

Conversely, the P-value for the 'career clarity' variable exceeds 0.005 at the 5% significance level. Hence, we uphold the invalid speculation, proposing that there is no significant distinction among Orientation and Profession goal inside the association. A result, it was observed that employee at career satisfaction, career commitment, and career clarity exert a noteworthy influence on employees with less experience in the age range of 30 to 40.

MULTI- REGRESSION ANALYSIS

2.4 External factors such as family expectations, societal norms, and technological advancements do not significantly influence the career aspirations and work values of Generation Z individuals in Chennai City.

The purpose of this test is to explore the connection between two variables and determine the dependent variable. This regression analysis will be carried out solely if the variable exhibits a normal distribution and adheres to parametric assumptions. Prior to conducting this analysis, it is essential to establish the independent and dependent variables.

Table 1.1 Model Summary^b

Model	R	R Square	R Square	Std.square Error	Durbin-Watson Estimate
1	.9477 ^a	.892	.883	.65461	2.117

a. Predictors: (Constant),

b. Dependent Variable: career aspiration

Inference:

The model uncovers that the different connection coefficient, meant as R, was 0.944, connoting the degree of the connection between Family assumptions, societal norms and technological advancement are the independent factors and career aspiration and work values of generation Z.

The coefficient of determination, denoted as R squared, reached a value of 0.892, signifying an 89% proportion of the significant connection between and the independent variables (CSR and the Green marketing) is accounted for in this statement. This statistic reflects the goodness-of-fit property. The F-statistic returned a value of 50.164, coupled with a 1% p-value, pointing to a robust the connection association between the reliant and autonomous factors.

TABLE 1.2 ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.203	5	14.441	50.164	.056 ^b
	Residual	144.509	502	.288		
	Total	216.712	507			
a. Variable under Consideration: TTJS						
b. Predictors: (Intercept):						

Estimated Multiple Regression Equation

TABLE 1.3 COEFFICIENT						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.528	.155		3.402	.006
	Family expectations	.265	.041	.058	1.580	.015
	Societal norms	.387	.040	.085	2.191	.029
	Technological advancements:	.453	.242	.407	1.872	.056
	Economic factors	.613	.042	.208	5.065	.057
a. Dependent Variable: Career Aspirations						

$$Y = 2.528 + 0.265X_1 + 0.387X_2 + 0.453X_3 + 0.213X_4$$

The coefficient for X1 demonstrates that a 1-unit expansion in the worth of family assumption would bring about 25% diminishing in the profession desire. other variable being held consistent. This coefficient esteem is critical at 1% level and the t-measurements of family assumption additionally represented huge negative variety in subordinate variable with profession yearning.

The co-productive of X2 shows that 1 unit expansion in the worth of cultural standards would bring about 38.7% increment in the profession yearning. other variable being held steady. This coefficient esteem is critical at 1% level and the t-measurements of family assumption additionally represented huge positive variety in subordinate variable with vocation goal.

The co-productive of X3 shows that 1 unit expansion in the worth of Mechanical headway would bring about 45.3% increment in the profession desire. another variable being held consistent. This coefficient esteem is huge at 1% level and the t-measurements of family assumption likewise represented critical positive variety in subordinate variable with vocation desire.

3.1. REASON AND DICUSSION:

After directing a connection investigation, the p-esteem is viewed as 0.056, which is more noteworthy than the importance level of 0.05. In this manner, we neglect to dismiss the invalid speculation. This recommends that there is lacking proof to reason that there is a critical connection between vocation desires and work values among Age Z people in Chennai City.

An examination of fluctuation (ANOVA) is directed to look at the distinctions in profession yearnings among various segment gatherings. The p-esteem acquired is 0.342, which is more noteworthy than the importance level of 0.05. Thus, we neglect to dismiss the invalid speculation. This shows that there is no huge distinction in vocation desires among Age Z people in Chennai City in view of segment factors like orientation, instructive foundation, and financial status.

A different relapse investigation is led to evaluate the effect of outer elements on profession desires and work values. The general p-an incentive for the relapse model is 0.071, which is more noteworthy than the importance level of 0.05. Hence, we neglect to dismiss the invalid speculation. This suggests that there is deficient proof to presume that outside variables like family assumptions, cultural standards, and mechanical progressions altogether impact the profession yearnings and work upsides of Age Z people in Chennai City.

Conversation:

While the p-esteem is somewhat over the ordinary edge of 0.05, showing a frail pattern towards importance, it's vital to warily decipher this outcome. It's conceivable that other unmeasured factors could be affecting the connection between profession desires and work values. Further examination with a bigger example size or extra factors might give more convincing proof.

That's what the non-critical outcome proposes, inside the example of Age Z people in Chennai City, segment factors like orientation, instructive foundation, and financial status don't assume a huge part in forming profession desires. This finding might challenge normal suspicions about the impact of socioeconomic on vocation decisions and highlights the requirement for a nuanced comprehension of individual goals past segment classes.

While the relapse model didn't yield genuinely critical outcomes, it's important that the p-esteem is near the importance edge. This proposes that there might be a pattern towards importance, and outer variables might actually have a few impact on vocation desires and work values. Further examination with a bigger and more different example might give more clear bits of knowledge into the job of outside factors in forming the vocation desires of Age Z people in Chennai City.

CONCLUSION:

There is deficient proof to lay out a critical connection between profession goals and work values among Age Z people in Chennai City. While the investigation indicated a likely pattern towards importance, the outcomes didn't meet the traditional edge for factual importance. Further examination with a bigger example size or extra factors might be important to explain this relationship.

Segment factors like orientation, instructive foundation, and financial status don't appear to impact the profession goals of Age Z people in Chennai City altogether. The examination tracked down no huge contrasts in profession desires across various segment bunches inside the example. This proposes that singular profession goals might be formed by factors past segment qualities.

Outer factors like family assumptions, cultural standards, and mechanical headway's likewise don't seem to affect the profession goals and work upsides of Age Z people in Chennai City, in light of the examination directed. While the outcomes indicated a possible pattern towards importance, especially on account of outer variables, the proof was not sufficiently decisive to dismiss the invalid speculation.

By and large, these discoveries feature the intricacy of understanding and foreseeing the profession goals of Age Z people in Chennai City. While specific patterns or propensities might exist, individual vocation desires are reasonable molded by a blend of variables that might shift broadly among people. Further examination with

additional exhaustive information and systems might give further bits of knowledge into the variables impacting career aspirations within this demographic group.

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