



## Factors influencing job preference: A study on the youths of Assam and Tripura

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### Abstract

The mind-set of young people aspiring to become entrepreneurs plays a significant role in the economic development of any state or country. This research investigates the factors influencing youth job preferences in North-east India, focusing on their inclination towards Government/private jobs versus entrepreneurial ventures. The research incorporates data from 500 young students with diverse educational backgrounds. The findings from the analysis reveal that the gender, state, and infrastructure significantly affect youths' job preferences, whereas field of study and family business involvement have negligible effects.

**Keywords:** Economic development, entrepreneur, youth, job preferences

### Introduction

Entrepreneurial activities play a significant role in reducing unemployment and promoting economic development in a region. As a key driver of job creation and economic growth, youth entrepreneurship has become a major area of focus for nations. Entrepreneurship is a primary catalyst for economic progress, not only involving the operation of one's own business but also representing initiative, innovative thinking, and the creation of social and economic systems that transform human and natural resources into tangible outcomes. Youth employment is a critical issue in many countries, particularly in India, where a significant proportion of the population is in the youth demographic. This age group faces a variety of challenges when making career choices, particularly regarding whether to pursue a career in government or private sector jobs or venture into business/entrepreneurial activities.

The current study aims to analyze the factors influencing youth preferences for employment using binary logistic regression, with the goal of understanding which factors most significantly impact their career decisions. This study seeks to examine the factors related to business activities that encourage youth in the North Eastern regions of the country to engage in entrepreneurial activities.

### Literature Review

Entrepreneurship has gained significant academic attention since the 1980s due to its profound impact on socioeconomic development. Numerous studies highlight the importance of youth entrepreneurship as a key driver of economic growth, offering young people opportunities to create jobs, generate income, and contribute to both local and national economies. According to Atef and Balushi (2015) [1], entrepreneurship holds considerable potential for individuals and economies by decreasing the number of job seekers. The core traits of entrepreneurship—innovation, risk-taking, and proactivity—are central to its study, as noted by Covin and Slevin (1990) [3]. Miller *et al.* (2013) [5] further explain that entrepreneurs face complex decisions in building their businesses, which are neither straightforward nor dependent on a few variables. Entrepreneurship is a way to channel human capital's creative ideas into new ventures, representing innovation and the application of fresh, untested concepts.

Numerous studies have explored the factors influencing youth career preferences. According to studies by Chakraborty *et al.* (2017) [2] and Singh (2019) [7], socio-economic factors, gender, education level, and access to infrastructure play significant roles in shaping career aspirations. For instance, gender differences in career choices have been widely documented, with female respondents often favoring more secure job options such as government employment (McKinsey, 2018) [4]. The family's involvement in business also influences youths' decisions, although the impact varies by region and cultural context. Furthermore, access to quality infrastructure, particularly in terms of education and business facilities, has a profound impact on entrepreneurial inclinations. In the context of India, infrastructural challenges often hinder the growth of youth-led businesses (Rao, 2017) [6].

### Research objectives

The primary objective of this study is to explore the factors influencing the job preference of youth, specifically their inclination towards government/private jobs versus entrepreneurial/business activities. This research finds the influence of selected determinants in the context of their engagement in business or entrepreneurship.

### Research Methodology

To achieve the specific objectives, primary data has been collected through a questionnaire from 500 randomly selected respondents, representing various educational backgrounds studying in Assam and Tripura. A binary logistic regression model is employed to predict the likelihood of a respondent's job preference based on these independent variables.

### Data Analysis

The dependent variable is the youths' job preference, categorized into two groups—Government/private sector jobs and Business/entrepreneurship. The independent variables include:

1. **Field of Study:** The academic discipline the respondent is pursuing.
2. **Gender:** The respondent's gender.
3. **State:** The geographical region of the respondent.

- 4. **Family Business:** Whether the respondent’s family is involved in business activities.
- 5. **Infrastructural Facility:** Access to infrastructure, such as business incubation centers or education facilities.

The binary logistic regression analysis uses five factor scores (independent variables), which are analysed as follows:

The survey (Exhibit-1) shows that 89 % of the respondents prefer to join Government/ Private Job and the rest 11% wants to be involved with business/ entrepreneurial activities.

**Exhibit-1:** Job preference of the youths

Preference	Respondents	In percentage	Cumulative Percent
Preference towards Government/ Private Job	445	89.0	89.0
Preference towards Business/ Entrepreneurship	55	11.0	100.0
Total	500	100.0	

Source: Author’s Calculation from Primary Data (2024)

**Exhibit-2:** Omnibus Tests of Model Coefficients

	Chi-square	df	Sig.	
Step	22.956	5	.000	Step
Block	22.956	5	.000	Block
Model	22.956	5	.000	Model

Source: Author’s Calculation from Primary Data (2024)

The Omnibus Tests of Model Coefficients provide a general test of the overall significance of the model, assessing whether the predictors as a whole significantly contribute to explaining the variation in the dependent variable. Chi-square (22.956) represents the test statistic used to evaluate the significance of the model. A higher Chi-square value indicates that the predictors are likely to be significantly related to the outcome variable. This p-value indicates the level of significance for the test. Since the p-value is less than 0.05, it suggests that the model is statistically significant and the predictors included in the model do have a significant relationship with the dependent variable.

**Exhibit-3:** Summary of the model

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	323.559 <sup>a</sup>	.045	.090

Source: Author’s Calculation from Primary Data (2024)

The model summary (exhibit-3) demonstrates that the model can explain between 4% and 9% of the variation in the dependent variable.

**Exhibit-4:** Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	14.065	8	.080

Source: Author’s Calculation from Primary Data (2024)

Since the p-value (0.080) is greater than 0.05, we fail to reject the null hypothesis. This suggests that there is no significant difference between the observed and expected frequencies, indicating that the model fits the data well.

This output appears to be from a logistic regression analysis, where the dependent variable is "Job preference of the youths." In logistic regression, the goal is to predict the probability of a binary outcome (in this case, job preference) based on the independent variables. The interpretation of each coefficient (B) indicates how the predictor affects the odds of the outcome.

**Exhibit-5:** Variables in the Equation

Factors	B	S.E.	Wald	Df	Sig.	Exp(B)
Field of study	-.127	.117	1.181	1	.277	.881
Gender	-.957	.318	9.065	1	.003	.384
State	.865	.300	8.303	1	.004	2.376
Family Business	.160	.131	1.499	1	.221	1.173
Infrastructural facility	-.283	.146	3.733	1	.043	.754
Constant	1.289	1.018	1.602	1	.206	.276

Source: Author’s Calculation from Primary Data (2024)

The display (Exhibit-5) shows that there is a significant relationship between the dependent variable and three independent factors. These results suggest that the factors of gender, state, and infrastructure have notable effects on the job preferences of youths, while the field of study and family business involvement are less influential in this context. On the other, Field of Study and Family Business do not have a significant impact on job preference (p-values > 0.05).

**Conclusion**

The findings of this study reveal that a significant majority (89%) of youth prefer to join government or private jobs, while only 11% are inclined towards business or entrepreneurial activities. The logistic regression analysis demonstrates that certain factors significantly influence the job preferences of youth in the two states namely Assam and Tripura. Specifically, gender, state of residence, and access to infrastructural facilities has notable effects on youth’s job preferences. In contrast, the field of study and family business involvement were found to have a less significant impact, as their p-values were greater than 0.05. However, future research could explore additional variables, such as socio-economic status, personality traits, or exposure to entrepreneurial role models, to provide a more comprehensive understanding of the factors influencing youth job preferences. The research suggests that policies and initiatives should be focused on promoting youth entrepreneurship, particularly in regions with favorable infrastructure and other supportive conditions.

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