



ORIGINAL RESEARCH PAPER

Management

INFLUENCE OF SOCIO-ECONOMIC AND DEMOGRAPHIC FACTORS ON EMPLOYABILITY OF GRADUATES: A STUDY WITH REFERENCE TO BANGALORE CITY.

KEY WORDS: Graduates, Employability, Socio-Economic, Cities, Rural Areas & Job Attainment

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ABSTRACT

This study was aimed to determine the association between the socio-economic and demographic factors of graduates in Bangalore city and its perennial impact towards self and job. A survey was conducted amongst 65 graduates from different walks of life in Bangalore city. Primarily a simple percentage analysis was applied with respect to Age of Graduates, Gender, Educational qualification, Marital status, Income, Medium of education, their origination and their overall attitude in gaining employment as working professionals. A statistical tool of Chi- square analysis have been used to validate the output and its impact on the level of employability of graduates in rural areas, in close relationship with other variables such as age, qualification, marks obtained gender and their overall attitude and its impact on self and attainment of jobs.

INTRODUCTION

Graduates enjoy at least three minimum advantages in comparison to the lesser qualified workers available in the labor market. They enjoy decent wages, stability in income, and greater growth as they succeed gradually Mincer (1991). The term socio-economic is an important term that is linked with various economic factors such as income, age and educational level of graduates. These factors bear a close relationship and can influence one another on a closer level. There are various studies which have observed a close relationship between employment and unemployment of graduates in the city and graduates in rural areas in correlation with demand, supply, inadequacy, mismatch and suitable employment opportunities available that may result in insecurity, instability among potential job-seekers in comparison to graduates in cities. Employment of graduates is clearly defined by their level of education attained, income, personality and their overall attitude and perception towards work, life and the attainment of a job. Hence it is important for researchers to consider these factors as the socio-economic and demographic factors will have a strong impact on graduates and their attitude in seeking employability. Thus study aims at focusing on the socio-economic factors underlying graduates employability and the determinants of attaining jobs.

Objectives

To have an insight in to socio-economic and demographic factors of respondents and

To analyze the scope of influence on socio-economic and demographic factors that bears an impact on self and job.

Review of Literature

(Visaria, 1998) states that the vital section of India's community is its youth, in particular reference to the employment and unemployment which is a major concern faced by youths in rural areas when compared to the employability in developed cities as the exposure of graduates in rural areas may be minimal, lack of better educational facilities, lack of good teachers and poor infrastructure with the involvement of limited technology that might create an impact on one's attitude and self when compared to the employability of graduates in cities that has greater exposure, technology and infrastructure. Various policies have been formulated for the eradication of unemployment and one important policy being National youth policy (2003) was designed for graduates in rural areas to rise up to challenges. Even the President of says that "India is a country filled with young and vibrant people" India's demographic dividends can be attained on a larger scale only if the nation invests in developing skills to make our youth more employable. Chandrashekar et al (2006) states that inadequate educational facilities in the rural and urban areas leads to lack of opportunities for economic and social development of individuals that might hamper individuals growth and might soil their leadership abilities as well. This study as

highlighted focuses on the employability level of graduates in cities that has a significant relationship on the socio-economic and demographic factors related to jobs, work environment, job satisfaction, level of exposure, professional advancement of graduates that can create a fruitful impact on their personality, attitude and well-being if they are able to attain jobs.

RESEARCH METHODOLOGY

Research methodology is the systematic procedure followed by the researcher in order to have quality result from the research.

Research Approach: Exploratory Research was used.

Research Design: Descriptive research design was adapted.

Tool of data collection: Well structured questionnaires were used to collect the required data.

Study Area: Present study was conducted among 65 graduates across the Bangalore city, India

Sampling Techniques: Convenient sampling technique was used.

Analysis of data: Data analysis was done by using SPSS. A Chi-square analysis was also applied to verify the assumptions and its result.

Limitations of this study: In this study, data collection was conducted through self-assessment questionnaire that may permit bias.

Type of data collection: A well structured questionnaire covers most of the socio-economic and demographic factors that supports this research study.

Hypothesis: It is a proposed assumption or explanation for a phenomenon. It is a supposition is provisionally accepted in order to infer certain events or phenomena, and to provide guidance for future investigation. A hypothesis may be proven either correct or wrong, and must be capable of refutation.

Null Hypothesis (Ho): There is no relationship between socio-demographic factors and employability of graduates

RESULTS AND DISCUSSION

Firstly, the simple percentage analysis in Table 1, with the socio economic profile of the respondents shows that 91 percent of graduates belong to the age group of 21-23 years, in which 25 percent of them are Male and 75 percent of them are female graduates.74 percent of respondents have the educational qualification of BE and the medium of instruction being English being 86 percent, and 92 percent of their medium of education is full time, with 95 percent of the respondents are not having gaps in education, and the marital status of respondents being 91 are single when compared to the married being 9 percent. The results of the chi-square from Table 1.2 depicts that employability skills and demographic profile of the respondents like age, gender, medium of education, any gap in education, marital status and educational qualification. It also seen from the table1.2, the employability skills are divided into low and high level skills of the

respondents. In the above table 1.2 indicates that there is no significant association between the employability skills and demographic profile of the respondents where the (Chi-square: 2.22 significant at .136) Gender (Chi-square: .251 significant at .617) Medium of instruction (Chi-square: .274 significant at .601) Medium of education (Chi-square: .780 significant at .377) Any gaps in education (Chi-square: 1.966 significant at .161) Marital Status

(Chi-square: 2.664 significant at .103) and Educational Qualification (Chi-square: 1.291 significant at .525) the results of the study clearly states that there is no association between employability skills and demographic profile of respondents.

CONCLUSION

The outcome of this study clearly indicates that the socio-economic and demographic factors of respondents on various factors such as graduates age, monthly income, and qualification, medium of instruction, marital status, and percentage obtained and their attitude towards self and job there has been no relationship between socio-demographic factors and employability of graduates in cities, urban or rural areas. The success of graduates in prominent cities is largely determined on their skills, knowledge and overall personality in close relationship with the employability factors that bears no influence on the socio-economic and demographic factors.

Table 1: Socio Economic Profile of the Respondents

Source: Computed results based on primary data.

S. No.	Demographic Profile		No. of Respondents	Per cent
1.	Age Group (in years)	21-23	59	91
		23-26	6	9
		Total	65	100
2.	Gender	Male	16	25
		Female	49	75
		Total	65	100
		B.E	48	74
3.	Educational Qualification	B.Tech	15	23
		MCA	2	3
		Total	65	100
4.	Medium of Instruction	English	56	86
		Kannada	9	14
		Total	65	100
5.	Medium of Education	Full Time	60	92
		Part Time	5	8
		Total	65	100
6.	Any gaps in Education	Yes	3	5
		No	62	95
		Total	65	100
7.	Marital Status	Single	59	91
		Married	6	9
		Total	65	100

Table:1.2: Chi –Square Analysis Depicting The Relationship Between Socio Economic Factors on Employability of Graduates

Particulars	Age group			Chi square	Sig
	21-23 years	23-26 year	Total		
Employability skills	Low	21	4	2.22	.136
	Per cent	84	16		
	High	38	2		
	Percent	95	5		
Employability skills	Gender				

Emplo yabilit y skills		Male	Female	Total	Chi square	Sig	
	Low	7	18	25	.251	.617	
	Per cent	28	72	100			
	High	9	31	40			
	Percent	23	77	100			
Medium of Instruction							
Emplo yabilit y skills		English	Kannada	Total	Chi square	Sig	
	Low	25	5	25	.274	.601	
	Per cent	80	20	100			
	High	34	6	40			
	Percent	85	15	100			
Medium of Education							
Emplo yabilit y skills		Full Time	Part Time	Total	Chi square	Sig	
	Low	24	1	25	.780	.377	
	Per cent	96	4	100			
	High	36	4	40			
	Percent	90	10	100			
Any gaps in Education							
Emplo yabilit y skills		Yes	No	Total	Chi square	Sig	
	Low	0	25	25	1.966	.161	
	Per cent	0	100	100			
	High	3	37	40			
	Percent	8	92	100			
Marital Status							
Emplo yabilit y skills		Single	Married	Total	Chi square	Sig	
	Low	25	0	25	2.664	.103	
	Per cent	100	0	100			
	High	36	4	40			
	Percent	90	10	100			
Educational Qualification							
Emplo yabilit y skills		B.E	B.Tech	MCA	Total	Chi square	Sig
	Low	19	6	0	25	1.291	.525
	Per cent	76	24	0	100		
	High	29	9	2	40		
	Percent	73	22	5	100		

Source: computed results based on primary data
 **Sig at 0.001 level and * sig at 0.05 level

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