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A Benchmark Study on the Job Perception of the Younger Generation - Traditional Jobs or Gig Jobs

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Abstract: ***Today, our labour market has been characterised by traditional workers and gig workers. The decision towards the selection of traditional job or gig jobs will mostly be rely on each individuals' priorities and situation. This Benchmark study on the job perception of the younger generation has been analysed with the 50 respondents who were belong to the various parts of the Thrissur District, Kerala, India. Key aspect of the job perspective of the younger generation are investigated in the study, the kind of job interested among the younger generation that is Traditional or Gig Jobs. The study also emphasizes the challenges faced by these younger generation while selecting the jobs, like stable income, flexi time, secured future. Primary data collected from the younger generation population through the well-defined questionnaire and the Results arrived from the analysis shows a significant relationship between the Kind of Job and the Condition of the Younger Generation. On the other hand, the other objective tried to reveal that there is an association between the Nature of jobs (traditional or gig) and the Challenges faced by the younger generation. While comparing traditional or gig jobs most of the job seekers will opt for a traditional type of jobs especially in Thrissur district of kerala, where the opportunity of gig jobs are very less. An unemployed young worker of the study age group may go for a traditional works as well as some gig works, because Gig jobs provide more flexibility and opportunities to the workers on different projects, besides to it the traditional jobs provide more stability and benefits like healthcare and retirement benefits to the worker. This study provides the random approach towards the job perception of the younger generation population of the Thrissur district.***

Key words: Traditional job, Gig jobs, Flexibility, Income, Younger generation.
JEL Code: J22, J23, J24

I. INTRODUCTION

Young people are always willing to work with technically sophisticated methodologies which are considered as the dignified one among them, even they are not bothered about the physical space where they are working but they believe only in externalities. Nowadays our youngsters select their job for their future growth by depending on several criteria like stable income, flexi time and secured future accordingly they will select their nature of job whether traditional or gig. This Research work mainly concentrates on the job perception of the younger generation in Thrissur district, kerala. Through analysis, the driven results states that majority of the younger generation population are interested in traditional jobs in Thrissur district due to the challenges they faced in the job market. The concept about the Job is changing in today's world due to the choices available among the younger generation. Governments and businesses must come together to give today's young people the skills and opportunities they need to access meaningful employment and thrive in today's job market. (Henrietta Fore, UNICEF Executive Director) The most active productive section of our economy is the Younger Generation, they easily acquire knowledge and skills needed for the job market. The objective of this study is to find out the kind of job (traditional or gig) interested among the younger generation and to analyse the Nature of jobs (traditional or gig) and the Challenges faced by the younger generation. Unlike traditional jobs with fixed schedules, gig work offers the flexibility and autonomy that younger workers crave. (Vik F. 2024). But the results obtained has states that most of the younger generation are craving for traditional jobs due to the stable income and future security.

Their expectations towards jobs are unrealistic, though they are interested to select the traditional professional jobs like doctors, teachers, lawyers etc., but they were dis-interested with the procedures available for receiving those jobs like Interviews, Recommendation letters, Previous experience and so on. This kind of regulatory measures has changed them to find a job to their own preferences like flexible working hours, different types of work places, societal connections in their job and which is provided only in the app-based gig jobs. So, by preferring these gig jobs younger generations have to face some challenges like zero commitment from the employer side, in secured Jobs, unassured incomes etc., and also some multiple barriers such as lack of career guidance to achieve their realistic goals and also less professional choices in finding a desirable and suitable job opportunities.

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"Jobs for life", impression has reduced among these youngsters they expect to change roles and companies throughout their careers, and they also believe in continuous skill development. For them job security means consuming skills to match the existing demands of the labour market. The theoretical view prefers that public policy should aim to harmonize rules for standard and non-standard employment, to ensure workers are able to manage transitions and better to navigate a constantly changing world of work. (Ramy Zeid, et.al. 2023). On one hand many gig workers faced difficulties in maintaining a healthy work-life balance, with their personal lives frequently overlapping with their professional obligations. (Shailaja Pandurang Chikate 2024) this paper reveals that gig jobs provide more flexibility in Job but the other concerns like stable income and secured future are become as a challenging factor so the youngsters of the study area are opting for traditional jobs.

II. THEORETICAL ANALYSIS AND RESEARCH HYPOTHESIS

A. Kind of Job and the Condition of the Younger Generation.

In future, it's clear that the gig economy will continue to grow, but it won't replace traditional employment entirely. (Meraqui 2024). According to the Gig jobs, traditional jobs are also changing in the nature of workforce and technology. But even today some specific jobs come under traditional structures like healthcare, education, and government jobs are following certain regulatory requirement for specialized skills. For the time being our job economy has shifted from agriculture sector to industrial sector to the service sector and now to the gig jobs which is purely based on digital technology and it has been heavily influenced by the availability of digital hardware and internet connectivity. These jobs are more active in urban areas than in rural areas. Younger generation population are ruining with the massive mismatch between the skills they have and the skills what their employers need. The study area belongs to a semi urban where much technically skilled jobs are unavailable and the job seekers also not much equipped with the skilled works. Compared to unemployment, gig-experience could send a positive signal to employers. (Adrian Adermon et al. 2022) Employment market today requires more complex and diverse skills than ever before, consequently it has been contributing a wide drop among the youth employee generation over the past two decades. Subsequently Youngsters in the study area are more willingly taking initiatives to attend government job exams during the early stages of their job quest in the hope of getting those government jobs, but the Agnipath scheme has ignited a debate on the nature of jobs in the government, 'temporary' (gig) jobs have comprised the vast majority of available government employment. (Forum Red Book 2022). A recent McKinsey & Company study on workers' hopes for the future shows that 18-to-29-year-olds are most interested in a hybrid work set-up, (Lexi Mc Menamin 2021). In summary the research work more steadily believes that the younger generation population of the age group between 20 to 30 years were interested in traditional jobs than gig jobs, based on the above discussion, the investigator propose a Research hypothesis. H1

H1: There is a significant relationship between the Kind of Job and the Condition of the Younger Generation.

B. Nature of jobs (traditional or gig) and the Challenges faced by the younger generation

There is a divergence between the skills and the job requirements in the society hence the younger generation has to face several challenges. High incidence of unemployment as well as underemployment, limited opportunities for remunerative jobs, low levels of education and skills, and the quest for identity and dignity (Mamgain & Tiwari 2016) are the decisive issues that unrest the younger generation. Young people face challenges related to employment, education choices, skill development, and long-term career decisions. Currently this is a complex problem, especially in large cities (Tanya Jain, et al. 2021). Undergoing difficulties and challenges among young population in the urban centres are highly reflecting in the semi urban areas also where our study area belongs to. Nowadays younger generations ideologies are changing especially their career aspirations and jobs. Mostly young people are picking their dream job from among the most popular traditional occupations like teachers, lawyers or doctors, their choices are heavily influenced by the social background. (World Economic Forum, 2020). In summary, while entering into the semi urban areas of the Thrissur district are frequently facing the above said challenges, hence their opinion on jobs is related to the theoretical reviews. On these grounds the researcher has framed the hypothesis H2:

H2: There is an association between the Nature of jobs (traditional or gig) and the Challenges faced by the younger generation

III. RESEARCH DESIGN

The researcher of this study used both primary and secondary sources of data collection. The Primary data collected are analysed through the Chi-square Test to validate the hypothesis. The study was conducted among 50 respondents of the younger generation population from the semi urban areas of Thrissur District, Kerala. The selection criteria for the surveyed region are based on the convenient sampling method, Thrissur District which comprises of urban and semi urban area in Kerala has been selected as a study

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area. A Random technique was adopted for collecting data from the younger generation population. Samples from 50 younger generation population especially among the age group of 20 to 30 years was taken from several parts of the Thrissur district. This Primary Data has been collected through a well-structured 'Questionnaire'. The study also focused on the other sources of secondary data, like collecting necessary information from various books, National & international Journals, publications from various websites etc., which concentrates on the traditional and gig jobs.

The word gig economy has become more familiar from 2009. Gig economy, has experienced unprecedented growth in recent years, profoundly altering labor market dynamics. (Shumeng, 2023). Creation of HR policies and legal standards which would promote the sustainability of gig work and, at the same time, protect worker rights, which can contribute to a balanced and fair gig economy (Dr. Sami Ur Rahman, et al. 2024). Various research works done on Balanced and Fair Gig economy, Labour Market etc., but the comparative study on the traditional job and gig jobs among younger generation are not previously studied by researchers so this study has filled the research gap by focussing on "A Benchmark Study on the Job Perception of the Younger Generation – Traditional Jobs or Gig Jobs" which has not widely discussed one. This Research work mainly focusses on the objective to find out the kind of job interested by the younger generation and the challenges faced by the younger generation in both this job, it has been analysed and proved through the primary data collection method. This work has not extensively researched and it has yet to be explored. Thus, the research problem solved and filled the research gap through this research paper. Though this research work has filled the research gap it has some limitations, like restriction of its study area within the parts of Thrissur district and also the population size only to the younger generation especially to the age group of 20 to 30 years alone. Another limitation is the sample size which has limited to 50 numbers.

IV. RESULTS AND DISCUSSION

A. Analysis based on Hypothesis 1:

For the primary data analysis Random technique adopted for the selection of study area. A sample of 50 respondents was taken for the study belong to the age group of 20 to 30 years in Thrissur district and analysed through the Statistical tool the Chi-Square test. Hypothesis 1states that there is a significant relationship between the Kind of Job and the Condition of the Younger Generation. The Chi-square test is used to find out whether there is any significant relationship between the Kind of Jobs and the Condition of the Younger Generation.

Table 1: Kind of Job (Traditional or Gig) interested among Younger Generation

Condition of Younger Generation / Kind of Jobs	Interested	Not Interested	Total
Traditional Jobs	36	4	40
Gig jobs	2	8	10
Total	38	12	50

Source: Primary data

Empirical evidence collected from the age group of 20 to 30 years of younger generation population from Thrissur district has shown on the above table. This research work has framed its Null Hypothesis as there is no significant relationship between the Kind of Job and the Condition of the Younger Generation and Alternative Hypothesis as there is a significant relationship between the Kind of Job and the Condition of the Younger Generation. To prove the hypothesis of this research work, the statistical tool chi squared test has been used and got the calculated value as 21.492. Calculated Value has been analysed at both significance level that is at 5% level and 1% level for 1 Degree of Freedom, the table value of Chi-square test at both these levels are (χ^2 0.05) is 3.84 and (χ^2 0.01) is 6.635. Hence the calculated value is greater than the table value at both the significance level. Consequently, the Null Hypothesis is rejected and accepted the Alternative Hypothesis, this analysis states that there is significant relationship between Kind of Job and the Condition of the Younger Generation.

In this Research work, while analysing the Primary data the researcher come to know that there is relationship between the Kind of Job and the Condition of the Younger Generation. The study also states that the kind of job chosen by the younger generation and their conditions (interested or not interested) on the jobs are definitely closely entangled. Data collected from the semi urban areas of Thrissur district where most of the younger generation population are interested in the traditional jobs has been clearly understand

through the above table. From the 50 respondents 36 of them interested in traditional jobs and only 2 of them are interested in Gig jobs. In Thrissur district people are willing to go for traditional jobs because of its working hours and the workplace permanency etc, it has been clearly stated through the data i.e only 4 respondents are not interested in the traditional jobs out of 40. On the other hand, people not interested in the gig jobs are 8 out of 10 younger generation population. Apart from all other criteria the younger generation population in the semi urban areas of Thrissur district is giving more importance to their interest and not interest on the job while choosing it, has been proved in the above analysis. Thus, the research work has been stated that there is a significant relationship between the kind of job they choose and the condition of the young generation. In today's real world scenario traditional jobs contribute a healthier work-life balance, permanency in the work place etc., which will reduce stress in the working condition. Moreover, Gig jobs have to undergo extraordinarily long or unpredictable hours of job, customer satisfaction, employer satisfaction etc., will lead to heavy burden, dissatisfaction and loss of Job among the younger generation population in the Thrissur district.

B. Analysis based on Hypothesis 2

The study is focussing on hypothesis 2 to analyse the data chi-square test is used to find out whether there is any association between the Nature of jobs (traditional or gig) and the Challenges faced by the younger generation.

Table 2: Nature of jobs (traditional or gig) and the Challenges faced by the younger generation

Nature of Jobs / Challenges faced by Younger Generation	Traditional job	Gig jobs	Total
Stable Income	21	7	28
Flexi-time	2	10	12
Secured Future	8	2	10
Total	31	19	50

Source: Primary data

The existential interpretation of the study helps to frame the Null Hypothesis as there is no association between the Nature of jobs (traditional or gig) and the Challenges faced by the younger generation and Alternative Hypothesis as there is an association between the Nature of jobs (traditional or gig) and the Challenges faced by the younger generation. At 5% and 1% level of significance for 2 Degree of Freedom, the table value of Chi-square for (χ^2 0.05) is 5.99 and (χ^2 0.01) is 9.21. The calculated value attained is 13.851. Hence the calculated value is greater than the table value at both the significance level. Accordingly, the Null Hypothesis is rejected and accepted the Alternative Hypothesis and states that there is an association between the Nature of jobs (traditional or gig) and the Challenges faced by the younger generation.

Choosing a Job by the younger generation is more associated with the Challenges faced by them in the Job market is well interpreted in the table 2. Younger generation in the semi urban areas of Thrissur district is very much interested in selecting traditional job because of the challenges they face in the job market. First and foremost, challenges they come around is a stable income that is 21 respondents believe that they will get constant income from the traditional job and only 7 of them believe it from the gig job. A Stable income always helps the younger generation to plan their family budget effectively; traditional job could cover their financial instability and it is not much possible in the gig jobs because sometimes their payments are according to their job nature, so it causes lot of problems in their life. Hence the younger generation population are imbibed to choose traditional jobs. The second challenge in the job market faced by the respondents are Flexi time, table 2 shows that 10 respondents states that Gig Job will provide flexi time still 2 respondents indicate that they get flexi time under traditional job this has showing a slight change in the nature of job because Flexi time is very much interested by all human beings, especially the younger generations to alter their daily schedule according to the job schedule. This flexi time is not familiar in many traditional jobs are stick to a fixed time. Third and final challenge faced in the labour market is secured future which is more available in traditional jobs and it has supported by 8 respondents besides only 2 of them believed that it is also available in Gig job. Traditional jobs help the employees to involve in the social security measures like health insurance, retirement plans, etc., due to their stability in their income by that they will attain secured future and other positive things in life, but gig jobs, usually absent from these safety procedures, because of their instable income. Even this Gig job holders sometimes cannot handle their emergency monetary circumstances so the younger generation in Thrissur district are more interested to choose traditional job rather than gig jobs.

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From the above discussion of the primary data, it has been proven that out of the 50 respondents in the semi urban areas of Thrissur district majority of the younger generation population at the age group of 20 to 30 years are much interested in choosing traditional jobs than the Gig Jobs. They selected this job due to the challenges faced by them in the job market. Our new economic era is characterized by many short-term contracts and freelance work, by showing divergence with the long-lasting pattern of steady full-time jobs. But the above research work clearly states that the study area younger generation population of 20 to 30 years age group is more interested in traditional job than gig jobs. Thus, the proven wider statistical data analysis of this research work shows that "A Benchmark Study on the Job Perception of the Younger Generation – Traditional Jobs or Gig Jobs" has not been discussed till now in other research work, by this the research gap also fulfilled.

V. RESEARCH CONCLUSION AND IMPLICATIONS

In the concluding remarks, the research work claims that gig jobs will offer flexibility in the working condition and also provide enormous opportunities to the younger generation, still it comprises lot of other challenges. The study has concentrated in a semi urban area of the Thrissur district in kerala, where gig jobs are not more frequently available, though it is difficult to get traditional job respondents were interested and trying to get it, due to the insufficiency of the gig jobs. Thus, the respondents of the Thrissur district are more preferred in Traditional jobs. Gig jobs play a significant role in changing the face of job market in today's modern economy. but it has not much developed in some parts of the economy especially where the study area covers. Gig jobs should increase in the nooks and corners of our economy to reduce the employment related problems. Nowadays gig jobs are challenging the traditional jobs by creating the younger generation to acquire knowledge and their attitude towards their job opportunity. This study is based on the micro level survey with that the researcher proves that younger generation population of 20 to 30 years are more interested in the traditional jobs.

The above results indicates that (1) Our Society should change their attitude towards the job nature and encourage the younger generation to take part in the gig jobs, it may also help to solve our employment problems. With the increase of growing population perspective on job market should be changed achieving traditional full-time job has become difficult. Younger Generation should develop their skills to compete with this new job market. (2) The Government should take initiative measures to increase the gig jobs for our younger generation population in all over the country especially in the semi urban and rural areas. Though there are lot of employment generation schemes has been announced by the government it has effectively increasing the job opportunity among youth employees. Even the government has assisting to create micro level enterprises in the non-farm sectors our job quest has not reaching the end point. The government should ease the rules and regulations imbibed in the Government schemes to the new ventures especially in the researcher's study area where need of new jobs. It also reduces the wide disparity among the states while implementing the new schemes. Thus, this research work suggests that the study area is in need of gig jobs to reduce the dependence on traditional jobs which can reduce the number of unemployed among the above said age group of younger generation population.

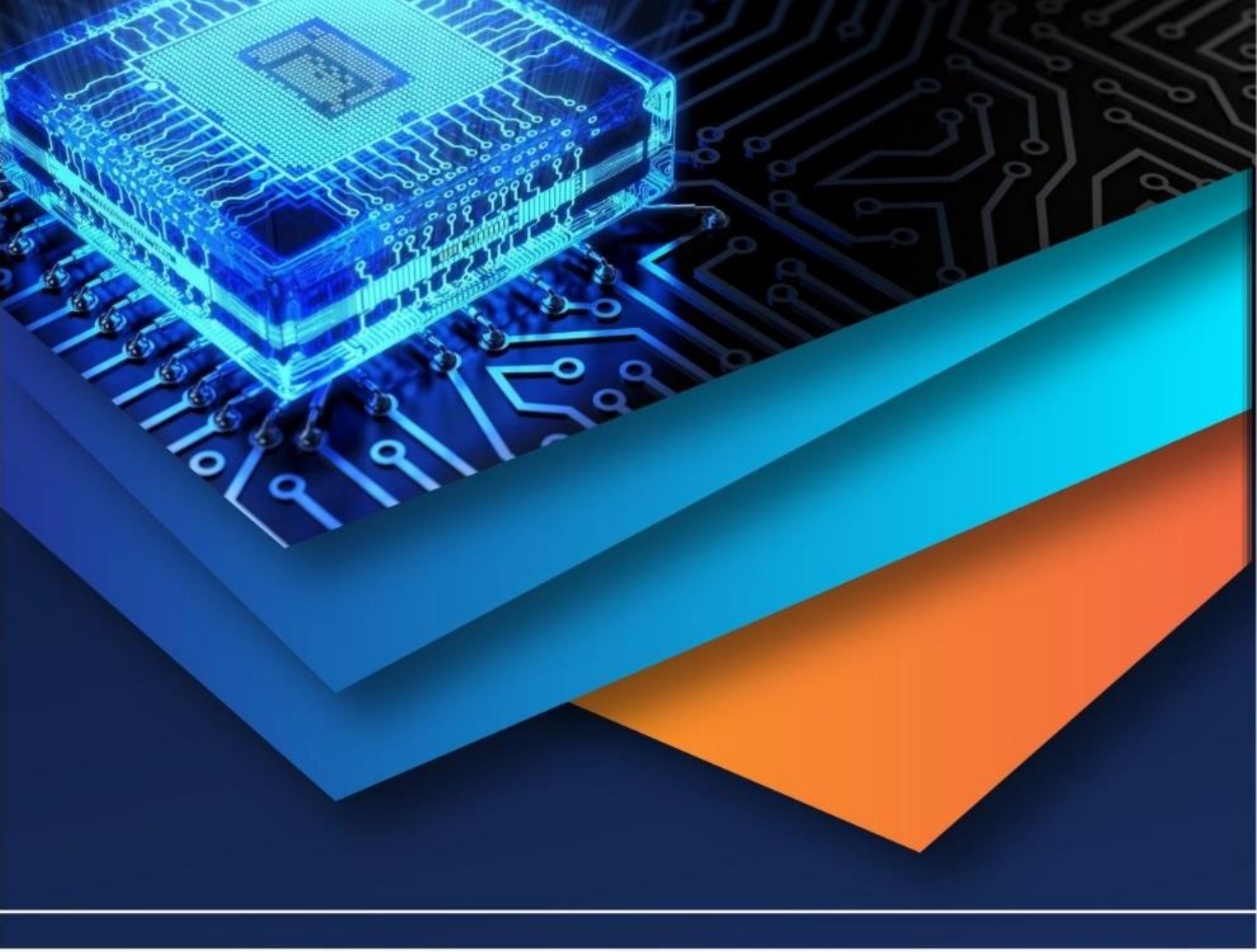
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