



A STUDY ON MODERATING EFFECTS OF GENDER ON GEN-Z WORKPLACE ANTICIPATION

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Abstract: In recent decades, the world adopts digitalization and people also change their trends and anticipations based on their socioeconomic factors. In the same way Generation Z also entered with their workplace with some anticipations like learning urge, passion based job, ready to take responsibility, freedom to voice out opinion, improve their skill and flexible work timings and location, etc. This study aims to identify the effects of gender on Gen-Z workplace anticipation and the data were collected from those who are pursuing M.Com and MBA as post-graduation in Tiruvallur District. With the help of Descriptive statistics and Independent Sample T-test the data were analyzed and it was found that, there is a highly significance difference of opinion in Intrinsic and Extrinsic Workplace anticipation of Gen-Z with respect to their Gender. It is also concluded that, there is a difference of perception about the work environment expectations among Gen-Z irrespective of their gender.

Keywords: *Workplace anticipation, Generation Z, Socio economic environment, Gender.*

INTRODUCTION

Gen-Z raises people who born in the year from 1996 to 2013 (Bernstein, 2015; Scott, 2016) and they are also called as App Generation, iGeneration and Mobile Generation. They grow up with technology a fortiori and together with World Wide Web, mp3 players, short message, cell phones, PDAs, YouTube, IPADs, media technologies (Kapil and Roy, 2014: 10-11). Gen-Z groups are had unique perspectives and also they will choose their needs and wants based on their social or cultural environment compared with previous generations like Boomers, Millennial, Generation X, etc. Consuming habits and individually basic social values of every generation are formed with the effect of environment and values that surrounds it on growing period (Seckin, 2000: 101).

Mobile Generation individuals are entrepreneurial minded, self-confident, team spirit, happy, technology integrated, socially connected with the people rather than prior generations and also they are ready to grab the opportunities for learning, growth and advance their knowledge personally as well as professionally. At the beginning of their careers, men and women display about equal desires for advancement; however, it is men who tend to win the first promotion (Waller & Lublin, 2015). Gender also costs women more as they become mothers, while men are financially rewarded for fatherhood (Budig, 2014).

Generation Z Individuals' societal and cultural changes may directly or indirectly affect their career outlook. They would need immediate desire to feel satisfaction from their work through rewards, recognition and career growth opportunities and which may leads retention as well as inspire and occupied in the workplace.

REVIEW OF LITERATURE

- **Agung Tri Prasetya, et. al. (2024)** attempted to investigate the Career Expectations of Female Student in relation to Patriarchal and Matriarchal family education in Indonesia. The author has collected data using

Questionnaire from 55 matriarchal and 54 patriarchal cultural background female students. Further the data were analysed statistically by applying ANOVA to compare the two groups and the findings revealed that, there is a difference between their Work Prospects based on their hesitation or inability. The researcher concluded that, individuals career expectations are influenced by their domestic and social phases.

- **E.E.Smith and J.Kruger (2004)** have examined that perception of Graduates regarding workplace expectations. The researcher were used self-administered questionnaire to collect data from 156 graduates who are studying in tertiary Institution in South Africa and the data were analysed with the help of Descriptive statistics and ANOVA. Findings revealed that, highly significant difference between workplace expectations and Gender, Marital Status, Ethnic group and Expected levels of Income of Graduates. He also concluded that, the graduate expectations regarding workplace are too high and not realistic.

SCOPE OF THE STUDY

This study helps to understand the Intrinsic and Extrinsic workplace anticipation of Generation Z Postgraduate students and once the management has a clear understanding about the Gen-Z anticipation, which may leads to effective utilisation of the human resource.

iGeneration have their own intrinsic and extrinsic workplace anticipation based on their socioeconomic factor. This exploration supports to identify those factors which are influencing students' workplace anticipation. Further the results of the study helps to improve the workplace anticipation of Generation Z learners.

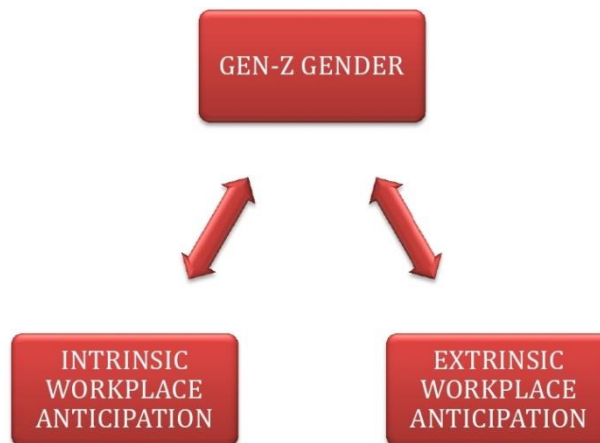
RESEARCH GAP

In spite of the fact that, there is by all accounts an absence of exploration directed in Tiruvallur with respect to postgraduates' anticipation regarding the work environment. Hence this study focused on relationship between the Genders bias on workplace anticipation among Gen-Z postgraduate students.

OBJECTIVES OF THE STUDY

- To Study the Moderating effects of Gender on Intrinsic and Extrinsic workplace anticipation of Gen-Z.
- To analyse the most influencing factor of Gen-Z Postgraduates' workplace expectation in current scenario.

THEORETICAL FRAMEWORK



Source: Construct by the Researcher

RESEARCH METHODOLOGY

This study is mainly based on the analytical and descriptive nature and also this study depends on primary and secondary data. Convenient sampling technique were adopted to select the sample from the population and the self-administered questionnaire were framed based on research objectives and hypothesis to collect data from who are pursuing M.Com and MBA in Tiruvallur District.

Structured Questionnaire consists of 3 parts namely; Demographic variables, Intrinsic and Extrinsic associated questions are asked under Ranking and workplace anticipation related questions as per the requirements of the study.

150 questionnaires were manually distributed to collect data from the respondents but 126 questionnaires only properly returned by the students and same were utilized for this study.

LIMITATIONS OF THE STUDY

- This study is limited to M.Com and MBA students (batch 2022-2024) only and therefore the results cannot be generalized and respondents gave their opinion based on their perception which may change over a period of time.
- Due to time and cost constrain this study only focused on Intrinsic and Extrinsic anticipations among Gen-Z Postgraduate learners.

ANALYSIS AND DISCUSSION

TABLE 1 – DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S. No.	Demographic Profile	Particulars	No. of Respondents	Percentage (%)
1.	Gender	Male	89	70.6%
		Female	37	29.4%
		Total	126	100%
2.	Age	20 Years	33	26.2%
		21 Years	43	34.1%
		22 Years	32	25.4%
		23 and Above	18	14.3%
		Total	126	100%
3.	Degree Pursuing	M.COM	35	27.8%
		MBA	91	72.2%
		Total	126	100%
4.	Family Status	Joint Family	43	34.1%
		Nuclear Family	83	65.9%
		Total	126	100%
5.	Living status	Rural	32	25.4%
		Semi Urban	43	34.1%
		Urban	51	40.5%
		Total	126	100%
6.	Household Income	Below 2,50,000	103	81.7%
		2,50,001 to 3,50,000	17	13.5%
		3,50,001 to 4,50,000	5	4%
		Above 4,50,000	1	0.8%
		Total	126	100%
Reliability Statistics shows that Cronbach's Alpha is 0.982				
Kaiser-Meyer-Olkin measure of Sampling Adequacy is 0.927				

Source: Primary Data

From the Demographic table shows that, 70.6% (89) of the respondents are male and it is found that 34.1% (43) of respondents are falling the age group of 21years. With the help of primary data it is found that 72.2% (91) of respondents are pursuing MBA as Post Graduate Degree and majority of the Gen-Z Postgraduate students lives in Semi urban and their Household Income are below Rs.2,50,000.

T-TEST

H₁: There is a significant difference between the Genders with respect to Intrinsic Anticipation of Gen – Z Students.

TABLE 2 - INDEPENDENT SAMPLES TEST

Group Statistics							
Factor	Gender	N	Mean	Std. Deviation	Sig.	t-value	df
Intrinsic Anticipation	Male	89	3.7528	1.57596	0.01*	-1.633	124
	Female	37	4.2162	1.08359		-1.898	96.595

Denotes:* Indicates 5% Level of Significance

Sources: Computed Data

The above table shows that the P value (0.01) of the factor Intrinsic Anticipation is lesser than the significance value (0.05). Hence, Null Hypothesis is rejected at 5% level of significance. The Intrinsic Workplace Anticipation includes supervisor and Colleagues should be concerned about as an Individual and offer welfares like Health Insurance, provident fund, vacation Time, job Location, Casual Dress code, Recreation facilities and Personal development program related aspects. Hence it is concluded that there is a difference in the opinion of Male and Female Gen-Z Postgraduate students with respect to the Intrinsic Workplace Anticipation.

H2: There is a significant difference between the Genders with respect to Extrinsic Anticipation of Gen – Z Students.

TABLE 3 - INDEPENDENT SAMPLES TEST

Group Statistics							
Factor	Gender	N	Mean	Std. Deviation	Sig.	t-value	df
Extrinsic Anticipation	Male	89	3.4831	1.51029	0.00*	-2.499	124
	Female	37	4.1622	1.03450		-2.907	96.929

Denotes:* Indicates 5% Level of Significance

Sources: Computed Data

Table 3 reveals that the P value (0.00) of the factor Extrinsic Workplace Anticipation is lesser than the significance value (0.05). Hence, Null Hypothesis is rejected at 5% level of significance. The Extrinsic Workplace Anticipation consist of salary based on the performance, passion, learning urge, responsibility, recognition or appreciation, flexible work timings, positive work environment, freedom to voice out the opinion, build adequate opportunities to grow. Hence it is concluded that there is a difference in the perception of Male and Female Gen-Z Postgraduate students with respect to the Extrinsic Workplace Anticipation.

GARRETT RANKING

TABLE 4 – GARRETT RANKING

S. No	Variables	Rank								Garrett Score	Garrett Rank
		I	II	III	IV	V	VI	VII	VIII		
1	Passion	3240	1449	620	616	600	924	798	465	8712	II
2	Professional Growth	2511	1863	1674	1232	1200	616	874	837	10807	I

3	Benefits	1458	1587	1426	1344	950	1012	380	341	8498	III
4	Stress free Environment	891	690	682	1344	650	528	76	403	5264	VI
5	Salary Package	729	1035	930	616	400	660	760	992	6122	IV
6	Infrastructure	243	138	806	728	1200	704	380	186	4385	VIII
7	Flexible working hours	405	1173	744	280	700	528	988	186	5004	VII
8	Job Location	729	759	930	896	600	572	532	496	5514	V

Source: Computed Data (Primary data)

Garrett ranking table shows that Garrett scores of Generation Z Intrinsic and Extrinsic workplace anticipation aspects. The Garrett scores are ranked according to their values. App Generation individuals are given most priority for their professional growth, Secondly they are concerned about their passion, benefits like Insurance, Provident fund, paid vacations, Recreation facilities are graded as third, Fourth priority of Gen-Z was salary package, based on the Garrett score fifth primacy was Job location (flexibility), stress free environment became sixth importance, Seventh priority was Flexible working hours and Infrastructure was eighth priority of Generation Z's workplace climate anticipation.

MAJOR FINDINGS

- From the independent sample T-test found that, there is a difference of opinion in Intrinsic and Extrinsic Workplace Anticipation of Generation – Z Male and Female Postgraduate Learners.
- It is also found that, Generation –Z individuals are given more priority to their professional growth and least priority to Infrastructure of the organisation while choosing a Job in future.

SUGGESTIONS

Few suggestions are given by the Researcher after analysing the Data

- Education Institution may arrange Skill Enhancement courses, Implement Professional Practices and also Tie-up with the Companies during their course duration to enrich the students' perception regarding the workplace environment.
- Employer also can step forward to understand and meet Generation-Z people' expectations can lead to higher fulfilment and efficiency as an Employee.

CONCLUSION

App Generation people are recently entering in to the workplace with their own intrinsic, extrinsic and social values and anticipations. Their workplace expectations may or may not be realistic. Most of the Gen-Z individuals are entrepreneurial minded and they seek opportunities to innovate, ready to accept the task and easily connect with their co-workers or peer team members. The organization to determine which is essential to the Gen-Z ahead of time to lift elegance inside and out of doors the industry as a way to establish a corporate lifestyle and workplace to gain a specific advantage inside the hunt for top skilled employee from the Gen-Z which will turn sustain the institutional growth and continue to be a prevailing business enterprise. It is also concluded that there is a significance difference of opinion in intrinsic and extrinsic workplace anticipation of Generation Z with respect to their gender.

SCOPE FOR FUTURE RESEARCH

- Further studies can attempt on Age-Z Characteristics and their vocation eagerness of Age-Z employees in the Workplace.
- Further research can be done on Intrinsic, Extrinsic or Social Values and its impact on Gen-Z Job Performance.

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