

Study of Factors Affecting Attitude Formation Towards Labor Market Offer of Albanian Youth in Urban Areas

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Doi:10.5901/mjss.2013.v4n2p337

Abstract

This paper is a study result of Albanian youth, living in rural areas, attitude toward qualities of employment offer. This is a selective attitude. Salary / monthly income insured by the offer prevail on its formation. Psycho-social and emotional attitude is similar to that of an individual who is trying to get an employment to provide immediate needs for life. Age, educational level, family economic level, previous experiences of labor market and gender are factors that constrain the attitude of young people towards employment offer. In particular, education is the factor with the greatest impact on it. Private business sector is valued by young people as the main operator of labor market and as the preferable one. Public sector is preferred by young people with university education. Educational system development policies, which will provide youth education by giving priority to their technical and professional performances according to labor markets developments, is in line with young people expectations for employment.

Key words: Quality, offers, employment, youth behavior

1. Introduction

Young people are an active part of the population, they have to deal with complex problems and challenges of labor market (Partners Albania, 2010). Labor market offer for young people are conditioned by a number of factors, such as: (i) country's macroeconomic developments, (ii) results achieved in sustainable economic growth in the regions and different areas of the country (iii) support and environment generated by business development policies, (iv) policies and achievements of the educational system, etc. ("MJAFT & Instituti Agenda, 2007).

In a free market economy, youth employment offer is generated by three main sectors, which are, at the same time the main actors of labor market: (i) public sector, (ii) private business is, (iii) family business or self-employment. These offer distinguished from each other by their qualities. Among them we can rank, differences in labor contract, career opportunity, salary / monthly income, working hours, working place distance, working conditions, employment continuity, etc. These qualities are considered as most important for forming the youth attitude towards offer produced by these sectors. Normally, young's decision to accept an employment offer comes as the result of its judgment and estimation regarding these qualities, considered separately or all together simultaneously. The importance and the role of these qualities, to a considerable extent, conditioned by the characteristics and psychosocial constitution of the young as member of a social community with distinct economic features. It varies depending on gender, age, educational level, family economic status, previous experience in labor market, etc..

In order to optimize the effects of these factors on forming youth attitude towards employment offer, it is required to quantitatively evaluate them and on these basis build indicators that can serve for the offers evaluation.

The work presented has as its main purpose the assessment of the effects of gender, age, educational level, family economic status, previous experiences, on their attitude formation towards labor market offers. The study was carried out for young people who live in urban areas of the country. The aim of this paper is to formulate recommendations for new developments on job qualities offers through the assessment and the identification of attitude variability.

2. Methodology

2.1 Study purpose

Study of youth, who live in urban areas, attitude towards employment offers, referring to its qualities and characteristics.

2.2 Study goal

Identifying appropriate developments in labor market offers, in accordance with the differences of young people attitude towards them, considering their economic environment, training, psycho-social qualities and educational level.

2.3 Hypotheses

This study performance was based on these hypotheses:

1. Youth attitude towards an employment offer has an emphasized selective character related to the offer qualities.
2. Factors such as economic environment, gender, psychosocial formation and educational level, affects youth attitude towards employment offer.

2.4 The method used

Young people who live in different towns of the country were interviewed and the answers were used as data for carrying out this study. To evaluate the employment offer, young people were asked to give their evaluation about employment offer's features such as: Contract, career opportunity, salary / monthly income, working hours, distance, working conditions and labor continuity. This evaluation was expressed in: very important (4 points), important (3 points), less important (2 points) and minor (1 points).

The data were statistically processed using SPSS Statistics program. To evaluate the statistic differences of young people attitude towards employment offers, conditioned by gender, age, educational level, economic status and employment experiences, the variance analysis was conducted following the GLM procedure for linear model with constant factors:

$$Y_{ijklmn} = \mu + a_i + b_j + c_k + g_l + p_m + e_{ijklmn}$$

Ku: Y_{ijkn} - scoring value for the factor that affects in assessing the labor market offer

μ - general average

a_i - effect of sex ($i=1,2$)

b_j - effect of age ($j=1,3$)

c_k - effect of education level ($k=1,4$)

g_l - effect of economic status of family ($l=1,3$)

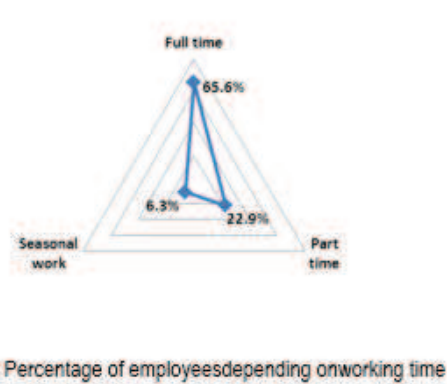
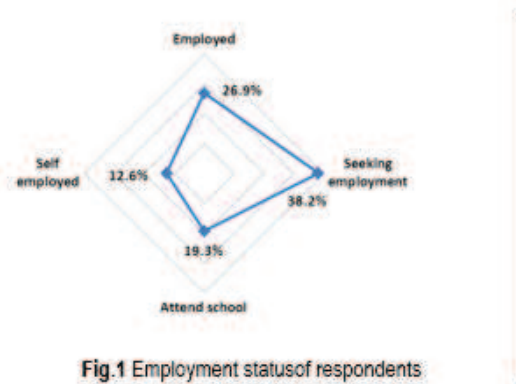
p_m - effect of previous experience in employment ($m=1,2$)

e_{ijklmn} - residuals $N(0, \sigma^2_e)$

The "Least square" means of scoring value, corresponding to different factors, evaluated by appropriate linear model, was used for estimating the effects of those factors in young people attitude towards employment offers.

2.5 Sample description

Were interviewed, chosen randomly, 641 young people living in towns of Shkodra, Tirana, Durres, Elbasan, Korce, Berat, Vlora and Saranda. 51.95% were boys and 48.05% girls. About 26.4% were 16-20 years old, 48.5% were 21-25 years old and 25.1% were 26-30 years old. About 9.7% had completed the basic education, 14.8% secondary professional education, 60.0% secondary education and about 16.5% university education. About 26.9% were employed and 12.6% self-employed. 388 were unemployed. 211 of them were seeking work. Among 117 young unemployed that attended school, about 71.8% were in secondary education and 28.2% continue their university studies (Fig. 1). Percentage of young people grouped by labor time, are shown in Fig.2



The structure selected according to group-age and their educational levels given in detail for each gender in Figure 3

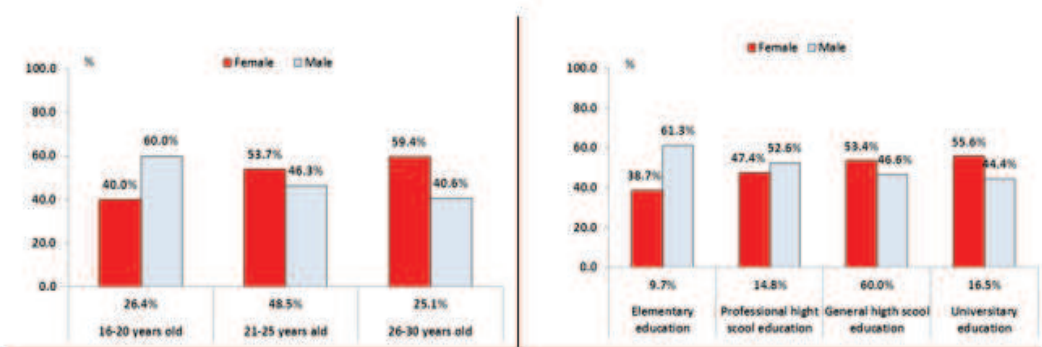


Fig. 3 The structure of the sample by age group and educational level of the youth

3. Results

The data presented in Figure 4 shows that salary/monthly income and contract work are two characteristics of the employment offer, assessed by the majority of young people (about 58% of all respondents). The career opportunity of an employment offer is less valued. Only about 3% of young people interviewed, of whom about 84% were university educated, refer to this characteristic as a criterion to make a decision regarding its acceptance. It is almost equal the share of young people that refer to working conditions, distance and hours as criteria to assess the quality of the offer. The data presented in Figure 5 gives a much clearer picture regarding young attitude and evaluation for these employment offers qualities. In fact, the salary is estimated with 3.48 point and the working contract with 3.14 points. Referring to the methodological criteria used, according to which the maximum value of the average is 4, the above evaluations for these two qualities indicates that they are considered as most important by the youth. Even young people who preferred other qualities for assessing an employment offer (about 42% of the respondents) considered salary and working contract as important ones (≥ 2 point).



Fig. 4 Assessment of youth for qualities of labor offer



Fig. 5 Scoring value of the features which condition the offer's choice

The variance analysis showed that the effect of gender, age, educational level, economic level and employment experience are different for different qualities of the offer (Table 1). The youth attitude is affected by all analysed factors ($p < 0.05$, 0.01) for assessing the working contract except for the economic level. Salary is the quality for which the assessment of young people is not affected by all factors included in the study, except for the gender one. Both girls and boys consider equally important this quality. For work place distance were not observed statistically proven differences caused by the factors included in the study, except for the gender factor. Girls and boys have different attitudes towards this quality for assessing a job offer. Age, educational level ($p < 0.01$) and previous job experiences ($p < 0.05$) affects different attitudes of young people to career opportunity. The opportunity for employment continuity is assessed in different ways, from youth with different age, educational level ($p < 0.01$) and economic level ($p < 0.05$). Gender and employment experience does not affect youth attitude towards this characteristic. Work schedule evaluation is affected not only by having or no previous experience in employment ($p > 0.05$). The observed differences on assessing working conditions are only a consequence of different educational level.

Referring to R^2 values we can affirm that the linear model used for explaining variations in young people assessments, for different characteristics of the employment offer, caused by the analyzed factors, is an effective statistical explanatory model. This model explains about 49% - 68% of the total variances. Consequently, the results

obtained can be considered statistically representative. In these circumstances, in order to judge about the evaluative attitude of young people, detailed for each gender, age group or their educational level and expressed quantitatively, for each of the employment offer qualities, it can be used the "least squares" averages estimated by the linear model. (Table 2, 3, 4)

Table 1. Degree of freedom, tests of significance and residual main squares for scoring value corresponding to different offer features

Item	df	Contract	Career opportunity	Salary / monthly income	Working hours	Distance	Working conditions	Labor continuity
Sex	1	*	NS	NS	*	*	NS	NS
Age	2	**	**	**	*	NS	NS	**
Education level	3	*	**	**	*	NS	*	**
Economic level	2	NS	NS	**	*	NS	NS	*
Previous experience in employment	1	**	*	**	NS	NS	NS	NS
Residual	633							
Residual mean square		1.03	0.86	1.12	0.82	0.88	1.01	0.92
Model R ²		.68	.54	.59	.61	.49	.51	.55

NS-non significant, *P<0.05, **P<0.01

Table 2. The "Least square" means of offer's features scoring value corresponding to sex of responder

Feature of offer	Female	Male
Contract	3.12±0.04 ^a	3.94±0.06 ^b
Career opportunity	2.09±0.03 ^a	2.15±0.05 ^a
Salary / monthly income	3.65±0.05 ^a	3.72±0.04 ^a
Working hours	3.04±0.04 ^a	2.11±0.03 ^b
Distance	3.65±0.06 ^a	2.92±0.05 ^b
Working conditions	3.01±0.05 ^a	2.93±0.02 ^a
Labor continuity	2.68±0.03 ^a	2.51±0.02 ^a

* Means with common superscript on the same row do not differ significantly (P<0.05)

Table 3. The "Least square" means of offer's features scoring value corresponding to age of responder

Feature of offer	Age		
	16-20 year old	21-25 year old	26-30 year old
Contract	2.03±0.01 ^a	3.12±0.05 ^b	3.26±0.02 ^b
Career opportunity	2.05±0.03 ^a	3.41±0.06 ^b	3.50±0.02 ^b
Salary / monthly income	3.25±0.03 ^a	3.71±0.03 ^b	3.69±0.03 ^b
Working hours	2.13±0.02 ^a	2.25±0.06 ^a	3.27±0.03 ^b
Distance	2.24±0.04 ^a	2.41±0.02 ^a	2.38±0.02 ^a
Working conditions	2.89±0.03 ^a	2.90±0.01 ^a	2.82±0.03 ^a
Labor continuity	2.06±0.05 ^a	3.65±0.03 ^b	3.87±0.01 ^c

* Means with common superscript on the same row do not differ significantly (P<0.05)

Table 4.The “Least square” means of offer’s features scoring value corresponding to education level of responder

Feature of offer	Education level			
	Elementary education	Professional high school	General high school	Universitary education
Contract	1.65±0.02 ^a	2.12±0.02 ^b	3.21±0.02 ^c	3.86±0.04 ^d
Career opportunity	1.05±0.02 ^a	2.01±0.01 ^b	2.36±0.01 ^c	3.05±0.02 ^d
Salary / monthly income	3.02±0.04 ^a	3.51±0.03 ^b	3.09±0.02 ^a	3.23±0.05 ^{ab}
Working hours	1.86±0.01 ^a	2.45±0.01 ^b	2.27±0.02 ^b	2.34±0.04 ^b
Distance	1.14±0.03 ^a	2.11±0.04 ^b	2.48±0.03 ^c	2.22±0.04 ^{bc}
Working conditions	1.72±0.03 ^a	2.06±0.05 ^a	2.42±0.02 ^b	2.86±0.02 ^{bc}
Labor continuity	2.06±0.02 ^a	3.12±0.03 ^{bc}	2.64±0.04 ^{ab}	3.67±0.03 ^c

* Means with common superscript on the same row do not differ significantly (P<0.05)

The assessment for the qualities that an employment offer must have, varies between boys and girls only for contract work, schedule and distance. Contract is more considered by boys, while for girls schedule and working distance is considered much more important (Table 2).

Young people aged 21-30 years are sensitive to the work contract. Young people aged 16-20 years old, are generally tolerant to an employment offer qualities. For them is very important to be employed, even if the employment offer is not qualitative. Salary /monthly income is important for them, although even for this quality they are much more tolerant than young people, aged 21-30 years (Table 3).

Educational level is one of the most important factors in the attitude formation of young people towards employment offer (Table 4). The selection level of young people with elementary education is low.

Consequently, this young group is the main contingent of the black market.

Also, in young people with vocational secondary education this selection level is low but, unlike the one with lower education, this attitude, to a large extent, is conditioned by the fact that they prefer self-employment (Figure 6). Fig.6 illustrates youth perception about the opportunities given by labor market operators, public sector, privat business, family business and self-employment, to employment offers that have the qualities object of this study. As it is shown in the figure, the young assess that public sector provides, more than other sectors, employment offers that assure working contract, career opportunities, good working conditions and acceptable time-schedule. Meanwhile, they distinctly think that privat business and self-employment is an opportunity to secure a job with higher salary or monthly income. Family business employment or self-employment is seen as much more sustainable, while this kind of employment does not provide good working conditions, and often is informal.

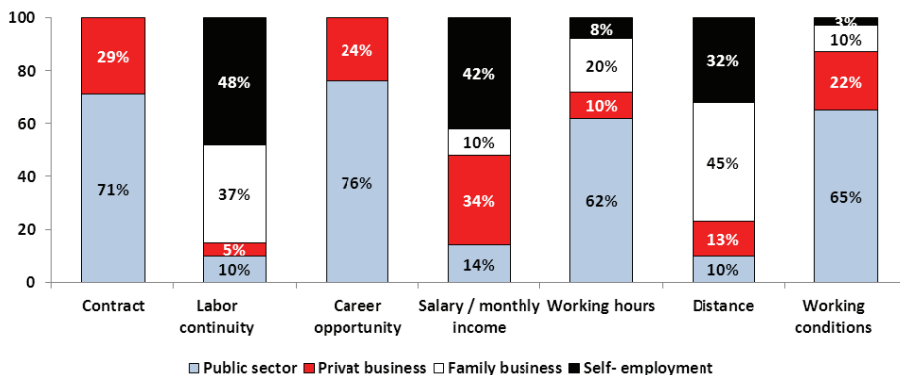


Figure 6. The perception of the youth to the possibilities of providing offer qualities by different operators

By combining young people's perceptions towards offers qualities provided by different operators with their quantitative estimation for them, it is possible to assess the trend of young people preferences for employment, depending on gender, age or educational level (Figure 7). As it is shown, about 49.9% prefer private business employment offers, while the difference between boys and girls in this preference is not a big one. This preference is more pronounced among young people with basic education, and to almost half with vocational secondary education (50.5%) and general secondary education (57.1%). These offers are highly regarded by the youth of 16-25 years age group and less valued among young people aged 26-30 years (36.4%).

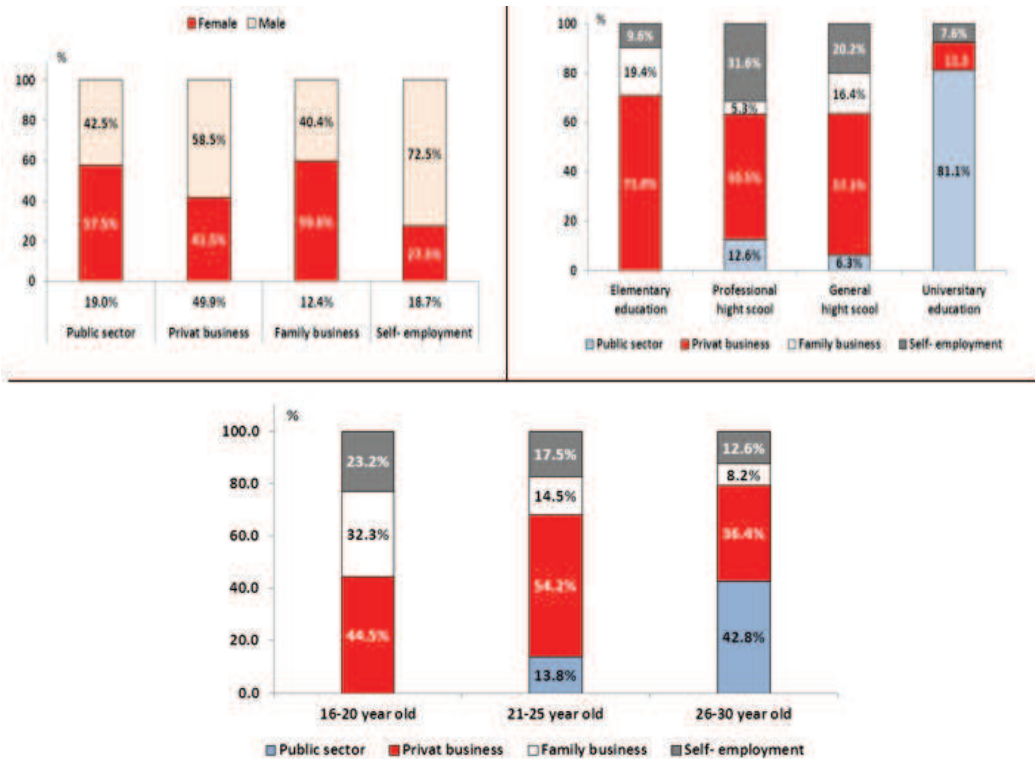


Figure 7. Preferences of youth for employment sector depending on gender, age and educational level

Labor market offers provided by public sector is much more appreciated by young people with university education (81.1%) and 26-30 years age group (42.8%). Girls prefer more than boys a public sector employment (57.5% vs 42.4%), while boys consider self-employment as an alternative employment much more than girls (72.5% vs 27.5%). Youth with vocational secondary education (31.6%) and 16-25 years old (40.7%) are much more propitious to this employment alternative.

Business family employment is less appreciated by young people. Girls are more likely than boys to choose this way of employment (56.6% vs 40.4%). Young people aged 16-20 years are more prone to this alternative employment than young people of the other age groups (32.5% vs 14.5% and 8.2%).

4. Discussion

Young people's attitude toward labor market offerings is a product of the action and interaction of a significant number of factors. The above data show that qualities of employment offers are part of the main factors. Selective attitude of young Albanians living in urban areas, toward these offers is conditioned, to a large extent, by these qualities. Meanwhile, it is

important to note that this attitude is often the product of a non-integral assessment of these qualities. Young people are more likely to be selective even to special qualities of the offer. Salary / monthly income prevails in this attitude formation. Such situation is similar to that reported in other countries (Jonathan Evans, J. and Wei Shen., 2010). The overweight that young people attribute to this offer quality (3.48 points), makes it an important indicator, which affects and should be used for explaining youth attitude in the labor market. The underestimation showed by youth towards career opportunities offered by the job (2.5 points), reveals that actually the psycho-social attitude of the Albanian youth towards labor market offers is similar to the one of an individual seeking an employment for assuring immediate needs for living. This attitude is reinforced by the fact that young people are willing to accept overtime work and to tolerate poor conditions of work or workplace distance, just to secure a job. This is reflected also by the low level of assessment that young people have toward the necessity of a working contract. The high frequency of youth informal employment is a consequence of this approach (ILO, 2004.). Such attitude is strongly related with the country economic development level. It is due to the lack of sufficient policies and programs to support youth employment opportunities. Such finding is similar to what other authors report (Cathryn L. Thorup, 2004; Stavreska, A. 2006; Vallai Carbanese and Gian Rosas, 2007). Young people's attitude toward employment offer is conditioned to a considerable extent by their age, educational level, family economic level, previous experience in the labor market and much more less by the gender (La Cava et al. 2006; Ignjatovic, M. 2010). The results of the above data show that with increasing educational level youth evaluations towards employment qualities converge to offers that provide employment contract, continuity and career opportunities. The demand for a better and sustainable employment is higher with an increased level of youth education. Educated youth feel much more safe and able to face the labor market challenges. Consequently, the need to steadily develop educational system performances, aiming to provide youth with higher technical and professional skills in line with labor market developments, is a priority. This requirement is compatible with the current trend of educational system developments in EU countries (Maarten HJ, 2006; Evans, J. 2007). Differences in youth evaluation towards employment offers, as product of their differences in educational level, evidences similarities with youth of other countries of the region towards educational needs.

As young people in Macedonia (Talleski, D. et al., 2006), Slovenia (Ignjatovic, M. 2010), Kosovo (Çabiri, Y., Xhillari, L. 2006) etc., their attitude highlight the need for education in order to have much more success in finding a good job, stable and non-informal. The attitude of young people toward labor market offers provided by different operators is an important indicator for the development of youth employment policies and programs. The above data indicate private business as one of the leading operators in the labor market. Youth expectation for these business offers is very high. Public sector is regarded as the best opportunity for employment of young people with university education. Young people with vocational secondary education tend to self-employment alternative. Employment in the private business is preferred by young aged 16-25 years, while young aged 26-30 years are more prone to public sector employment. This is expected because this age group is formed by young people who finish university. Family business employment is the less valued by all age-groups. It is not considered as an effective alternative for youth employment. These results evidence the need to develop employment policies for young people who live in urban areas. Their objective should be the labor market capacity development, giving priority to private business.

5. Conclusions

Albanian youth who live in urban areas have a selective attitude toward qualities of an employment offer. Salary / monthly income provided prevail in this attitude formation. This attitude is similar to a considerable extent to the attitude of an individual who seeks a job to provide immediate needs for life. Youth attitude towards employment offers is significantly conditioned by their age, educational level, family economic level, previous labor market experiences and in a not very large measure by gender. With an increased educational level youth assessments toward an offer converge to the one that provide employment contract, continuity and career opportunities. Youth education is a factor that affects the reduction of informal labor market. Private business is valued by young people as the main operator of labor market, and the most likely to be chosen one. Public sector is preferred by young people with university education. Youth educational system policies and developments, that provides them with technical and professional skills is in line with their employment expectations.

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