



## A Systematic Study on The Reasons for Young People's Preference For Bpo Jobs in Mumbai

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Article History	Abstract
Received: 06 June 2023 Revised: 05 Sept 2023 Accepted: 13 Dec 2023	<p><i>Jobs in business process outsourcing are those that provide young, talented people the chance to work and facilitate consumers looking for solutions to a variety of difficulties. Excellent verbal and written communication skills are necessary for these positions. Customers may contact staff members through calls, chats, emails, etc. with questions. They must routinely present information to clients and respond to various concerns about the goods and services they receive. A business process representative directs customers to information-rich web pages on the client website. These representatives must put in a lot of effort to meet SLAs based on process requirements and quality standards while managing several jobs at once. Typically, businesses hire recent graduates or young college graduates for the Telle-caller positions or back-office tasks. This paper examines the use of primary data analysis in SPSS software to ascertain the reasons behind young people's interest in BPO careers and the association between different variables.</i></p>
CC License CC-BY-NC-SA 4.0	<p><b>Keywords:</b> Outsourcing, Processes, Digital Technology, young people, Primary data analysis</p>

### 1. Introduction

BPOs are the institutions which combine technology with human skill. It facilitates the customers to solve their enquiries and complaints easily. It carries out the process of simplifying the data driven practices that serve the business needs in this complex business world. BPO combines the work of data collection, intelligence of people, cloud, and ecosystem of partnerships. (*Business Process Outsourcing (BPO) Services / Accenture, n.d.*) India is an important destination for outsourcing and in the next decade about 10% growth is expected in this sector. Most of the big companies are now involved in the outsourcing services. (*Business Process Outsourcing to India - Wikipedia, n.d.*) BPO first started in India in late 1980s. Since then India accounts for 60% of the global offshoring market for BPO services. (*BPO India: A Success Story, n.d.*) A liberalized telecom policy of India escorted the growth of telecom service providers in the country for the introduction of internet protocol telephony and drastically lowered the cost of calls. Onshore outsourcing, nearshore outsourcing, Knowledge process outsourcing, Legal process outsourcing, Research process outsourcing, and many other activities started in BPO. Outsourcing is always valuable to both primary and supportive business processes as it provides economy of scale and primary process can be concentrated due to services provided by BPOs.(Duan et al., 2009). Efficiency is very important for BPO jobs since they provide speed of delivery and operate at a low unit cost to remain competitive. In a BPO the efficiency and service is more important feature. To achieve efficiency BPOs focus on selection, implementation and use of technology.(Wuellenweber et al., 2009). Nowadays tendency is growing that western countries like USA, Canada, Europe etc. outsource various business processes from low cost call centers to knowledge intensive value added services. And number of providers of BPO services are increasing with its demand.(Wickramasinghe & Kumara, 2009)

It seems a safe bet to say that process standardization is desirable (Lee & Kim, 1997; Manrodt & Vitasek, 2004) and, particularly in service industries, offers technical interchangeability, compliance with regulations, and improved customer confidence (de Vries, 1999). Also, many expect that standardized business processes are better to outsource and there are empirical indications that business process standardization reduces the risks of BPO (Wuellenweber & Weitzel, 2007). Yet,

despite the importance of both areas — process standards and outsourcing — neither the outsourcing nor standardization literature has so far offered a conclusive picture of the value of process standardization to business process outsourcing. Through BPO economies of scale can be easily achieved by the companies and skills are easily available at low cost moreover through process standardization clear and precise processes are determined and objectives of companies are easily satisfied by the service providers. Other advantage is uniformity of process activities facilitates effective communication and coordination between exchange partners.(Wuellenweber et al., 2009)

**Objectives Of The Study**

- 1) This study generates practical awareness and information about methods for enhancing job happiness.
- 2) Determining how to inspire employees via job satisfaction techniques is helpful.
- 3) To determine the degree of job satisfaction of the individual.
- 4) That organisation can use this report to guide future research efforts.
- 5) Knowing how satisfied the employer is with welfare measures is useful.
- 6) The organisation can identify the areas where the employees are not satisfied with their jobs thanks to this study.
- 7) This research aids in the company's managerial decision-making.

**Scope of the study**

The study covers the data taken from the students at various colleges of Mumbai and suburban region and also their relatives who have completed their studies. It covers the students studying in Undergraduate, graduate and post graduate level.

**Limitations of the study**

1. As human desires are limitless, this attitude may occasionally vary from person to person.
2. Job satisfaction cannot be accurately measured because it is a mental attitude.
3. The lack of time prevents in-depth research and analysis.

The veracity of the responses provided by respondents in the questionnaire determines the accuracy of the primary data obtained.

**2. Materials And Methods**

For conducted research a structured questionnaire in google form was prepared and asked from various young people.

**Analysis and interpretation**

Data analysis was done with the help of SPSS. 100 Number of Respondents were asked the questionnaire in Google form, out of 16 students data was missing and 84 Respondents replied.

**Table 1:** Frequency Table Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-28	1	1.2	1.2	1.2
	18- 21	69	82.1	82.1	83.3
	22-24	14	16.7	16.7	100.0
	Total	84	100.0	100.0	

Interpretation: 69 respondents were in Age group of 18-21, 14 Respondents were in Age group of 22-24 and only 1 respondent was in age group of 25-28

**Table 2: Frequency Table for not having interest in BPO JObs**

	Responses	Percent of Cases	
		N	Percent
NO INTEREST REASON <sup>a</sup>	shift problem	42	30.9%
			68.9%

monotonous job	7	5.1%	11.5%
no chance of growth	41	30.1%	67.2%
Other	5	3.7%	8.2%
salary is comparatively less	41	30.1%	67.2%
Total	136	100.0%	223.0%

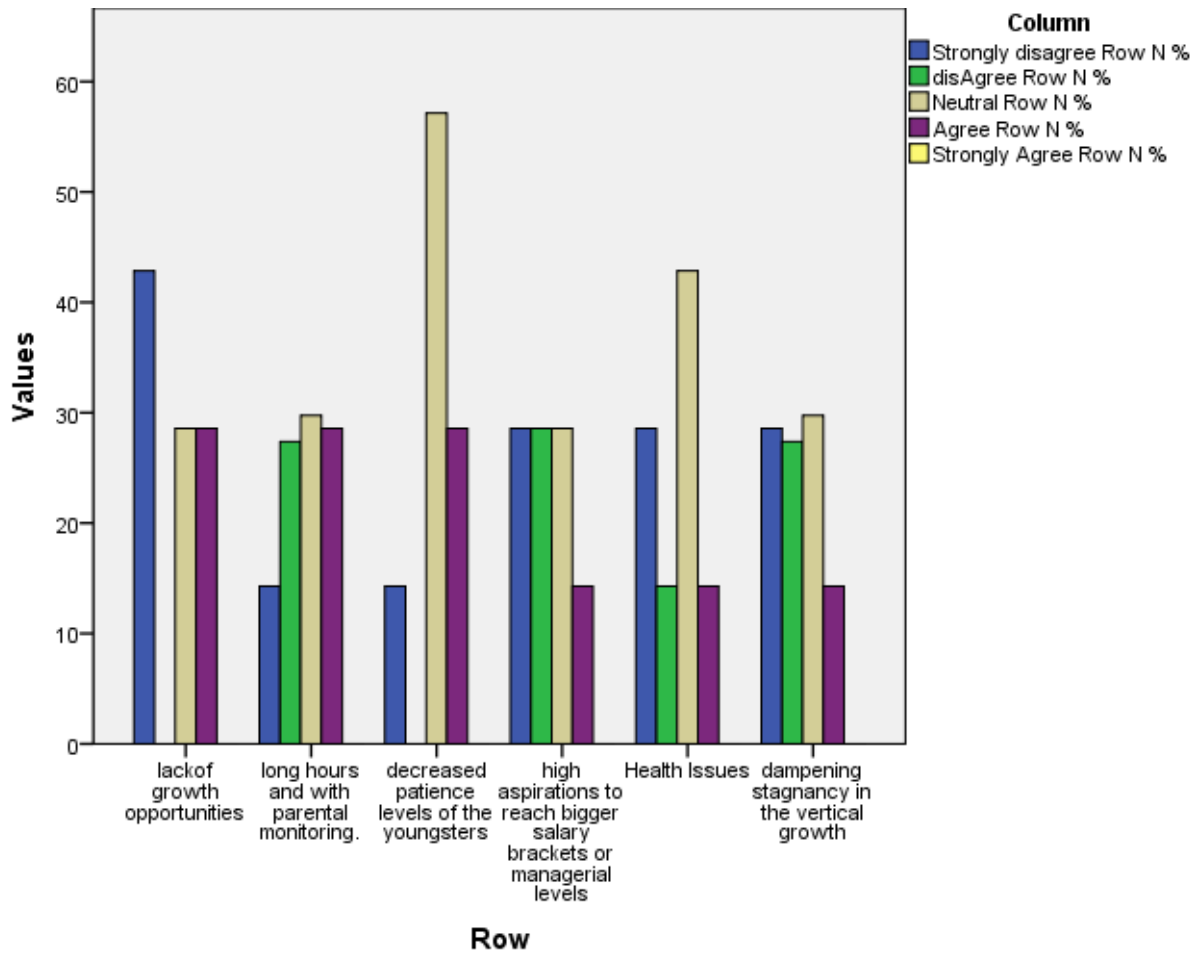
Dichotomy group tabulated at value 1.

Interpretation:42 Respondents replied that Shift problem is the reason for doing the job, 7 Respondents replied that monotonous job was the reason, Again 41 respondents felt no chance of growth and salary is comparatively less is the reason for not having interest and 5 respondents replied that for any other reason they are not interested.

**Table 3:** On a scale from 1 (Strongly disagree) to 5 (Strongly Agree) how much you disagree or agree to the following issues faced by BPO employees, even though you are working in the same industry?

Frequency Table for Likert Scale Question

	<b>Strongly disagree</b>	<b>Dis Agree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
	<b>Row N %</b>	<b>Row N %</b>	<b>Row N %</b>	<b>Row N %</b>	<b>Row N %</b>
Lack of growth opportunities	42.9%	0.0%	28.6%	28.6%	0.0%
long hours and with parental monitoring.	14.3%	27.4%	29.8%	28.6%	0.0%
decreased patience levels of the youngsters	14.3%	0.0%	57.1%	28.6%	0.0%
high aspirations to reach bigger salary brackets or managerial levels	28.6%	28.6%	28.6%	14.3%	0.0%
Health Issues	28.6%	14.3%	42.9%	14.3%	0.0%
dampening stagnancy in the vertical growth	28.6%	27.4%	29.8%	14.3%	0.0%



Interpretation: Respondents Strongly disagree the reason Lack of growth opportunities at highest and for long hours and with parental monitoring the Respondents gave Strongly Agree the highest percentage, under decreased patience, the maximum respondents were Strongly agreed, and for high aspirations Strongly disagree, disagree and Strongly Agree had similar kind of reactions and percentages. For health issues maximum respondents strongly agreed and for dampening stagnancy in the vertical growth, respondents gave mixed reactions and lower percentage was to Agreed Scale.

### 3. Results and Discussion

#### Hypothesis Testing:

Null Hypothesis(H<sub>0</sub>): There is no significant association between the preference of the young people for doing BPO jobs and Gender of the young people

Alternative Hypothesis(H<sub>1</sub>): There is significant association between the preference of the young people for doing BPO jobs and Gender of the young people

#### **GENDER \* Interested Crosstabulation**

		Interested			Total	
		Yes	No	Maybe		
GENDER	Male	Count	11	15	18	44
		Expected Count	14.1	15.7	14.1	44.0
	Female	Count	16	15	9	40
		Expected Count	12.9	14.3	12.9	40.0
Total	Count	27	30	27	84	
	Expected Count	27.0	30.0	27.0	84.0	

Interpretation:

Here is some sample output looking at a crosstab of **Gender** and **interest towards doing BPO jobs** from the above data

- Crosstab shows frequencies of one variable for each level of the other

- Count refers to the observed frequencies (from the data)
- expected counts are the expected frequencies

<b>Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.744 <sup>a</sup>	2	.154
Likelihood Ratio	3.799	2	.150
Linear-by-Linear Association	3.595	1	.058
N of Valid Cases	84		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.86. Output shows Pearson chi-square and "Asymp. Sig." (significance level) for the crosstab above. If "Asymp. Sig." is less than .05 then the residuals differ as a function of the independent variable

- So here the chi square is not significant (sig is greater than  $\alpha = 0.05$ ), so we would fail to reject the  $H_0$ . This means that we are not rejecting the hypothesis that Gender and interest towards doing BPO jobs are independent (in other words, there is not a relationship between the two variables).

<b>Symmetric Measures</b>			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.211	.154
	Cramer's V	.211	.154
N of Valid Cases		84	

The Pearson chi-square **test** essentially tells us whether the results of a crosstab are statistically significant. That is, are the two categorical variables **independent** (unrelated) of one another. So basically, the chi square test is a correlation test for categorical variables.

#### 4. Conclusion

Young people today are very keen to take on the occupations that are accessible in the market. Owing to their graduate and undergraduate degrees, large corporations are reluctant to hire these young minds and instead favour professionals. Young people with merely graduate or undergraduate degrees are stuck with call centre positions, and businesses have no choice but to hire new hires with fresh perspectives who can commit a lot of time to calling, which will boost their communication abilities from an early age. Yet, it is required of businesses to offer young people a variety of resources to help them grow and develop in local surroundings and discover greater chances once they leave the BPO. Shift work causes many health problems for those who work at the BPO, and those who must work overtime and spend extended periods of time away from their loved ones owing to financial concerns have learned to cope by turning to medicines to keep them awake all night. The sector must identify answers to these issues, and in order to thrive, it is also important to give young people opportunities.

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