

# A Descriptive Study on Productivity of Generation Z Employees in Call Centers of Bhopal

Marrim Khan<sup>1</sup>, Sumit Kishore Mathur<sup>2</sup>, Nileshwari Yadav<sup>3</sup>, Om Prakash Kumar<sup>1</sup>  
and Chintan Rajani<sup>4</sup>

<sup>1</sup>Department of Business Management and Studies, IES University, Bhopal, M.P. 462044 India

<sup>2</sup>Oriental College of Management, Bhopal, M.P 462021 India

<sup>3</sup>Department of Management, Truba Institute of Science and Commerce, M.P. 462044 India

<sup>4</sup>School of Management, RK University, Gujarat India

**Keywords:** Generation Z, Call Centers, Workforce Productivity.

**Abstract:** This study examines the productivity of Generation Z employees within selected call centers in the Bhopal Division, recognizing the pivotal role of this generation in the modern workforce landscape. Those who are born in between 1990 and early 2010, Generation Z brings forth distinct characteristics, expectations, and work methodologies, warranting a focused investigation into their contributions to workplace productivity. With this generation increasingly entering the workforce, particularly in dynamic settings like call centers, there is a pressing need to comprehend their impact on productivity. The study is prompted by the realization that the workforce is undergoing a notable generational transition, with Generation Z gradually replacing or collaborating with previous generations across industries. By delving into the productivity of Generation Z within call centres, this research, with a sample size of 100 respondents, aims to furnish employers and managers with valuable insights necessary for formulating effective strategies to leverage the potential of this emerging workforce where key findings suggest a consistent approach to productivity across different age groups within the Generation Z cohort, emphasizing the stability of productivity-related values and behaviours among younger employees in the workforce.

## 1 INTRODUCTION

In recent years, scholars have redirected their research focus from Millennial, who have been extensively studied for decades, to Generation Z—the demographic born between 1997 and 2013 (Michael D, 2019). This transition stems from the acknowledgment that each generation (Chillakuri B, 2020; Thach L, Riewe S, and Camillo A, 2020), including Millennials and Generation Z, harbors distinct expectations related to work and aspirations, in spite of exhibiting some shared behaviours (Schroth H, 2019). It is imperative for organizations aiming to attract this cohort to comprehend the unique anticipation of Generation Z job seekers. Notably, the expectations of Gen Z job seekers differ from those of their predecessors, and yet, they constitute a significant portion of the global population, comprising of about one-third from 7.7 billion people worldwide, with a substantial presence in emerging

countries (Thach L, Riewe S and Camillo A, 2020). As organizations prepare for this influx of new employees, it becomes imperative to adapt to the distinct characteristics and expectations that Generation Z brings to the workforce.

The modern workplace landscape is undergoing a transformative shift, driven by the influx of a fresh cohort entering the workforce—Generation Z, born between the mid-1990s and early 2010s, arrives with a distinct skill set, values, and attitudes that significantly influence the dynamics of various industries. In the realm of call centers, where efficiency, communication, and adaptability are paramount, understanding the productivity of Generation Z employees is crucial for optimizing operations and ensuring organizational success. In contrast to earlier generations, Generation Z came of age in a digital era characterized by rapid technological advancements and unprecedented access to information. This exposure has not only

shaped their communication styles but has also cultivated a strong inclination toward innovation. Call centers, as hubs of customer interaction, benefit from these characteristics as Generation Z employees effortlessly navigate diverse communication channels and leverage advanced tools to enhance productivity.

## 2 LITERATURE REVIEW

Generation Z encompasses individuals born between 1995 and 2010, a span characterized by the widespread expansion of the World Wide Web. (Wood, 2013). This cohort is recognized by a multitude of names, many of which underscore their close association with technology, the internet, and social media. Some commonly employed labels include Internet Generation or IGen (Dorsey, 2016), Post Millennials, Centennials (Dorsey, 2016), Digital Natives (Mohr & Mohr, 2017; Seemiller & Grace, 2016), Plurals, Gen Wii, and Generation Text (Flippin, 2017). The adoption of such nomenclature for Generation Z stems from the fact that they are the first generation born into a world characterized by global connectivity, where the Internet has been omnipresent throughout their lives, deemed an essential tool for daily lives (Turner, 2015). Additionally, the behaviours of learning and work among Generation Z are shaped by various influences by unique experiences inherent to their upbringing, such as they enter into the job place with limited experience, the extra use of gadgets and social platforms, participation in social justice movements, and exposure to a culture that gives importance to safety as a priority. (Schroth, 2019). As Generation Z enters the workforce, they bring forth unique characteristics that manifest in their skills, needs, expectations from employers, and workplace behaviour.

P.S. Sibi's (2023) study explores how personal traits and the influence of social life affect Generation Z's loyalty to tourism websites. Unlike previous models, it considers factors like perceived compatibility and innovativeness, alongside subjective norms, in shaping trust and usefulness. This research highlights the crucial role of the personal characteristics and social influence in Generation Z's e-loyalty toward tourism websites, offering insights into technology adoption in this demographic.

Thang Nguyen's (2022) study highlights understanding the anticipation and career aspirations of Generation Z seeking for job is crucial for organizations. Focused on Vietnam, the study aims to

bridge research gaps in transition and emerging economies. It investigates the preferences of Vietnamese Generation Z job seekers, revealing a greater emphasis on intangible attributes like office atmosphere and workplace ethics over physical features when evaluating job

Meilani, Tan, Murwani, Bernarto, and Sudibjo (2021) undertook a study focusing on Generation Z faculty members in private Indonesian universities. The research delved into the individual motivations, job satisfaction, and organizational commitment of these faculties, examining their impact on overall performance. Employing an exploratory research approach, structured interviews were conducted to gather data from 10 faculty members and their respective supervisors in five private universities across Indonesia. The study yielded managerial implications, emphasizing the importance of providing clear targets and procedures, granting autonomy, and establishing clear career guidelines to retain Generation Z faculty members.

Alexandra Broennimann's (2017) research centered on Generation Z within the hospitality management student population in Switzerland. The study investigated their evolving needs, upbringing, characteristics, and job preferences, emphasizing the impact of digitalization. Notable findings included limited multitasking proficiency and a desire for societal change. Broennimann provided valuable insights and recommendations for the hospitality industry to better engage and manage Generation Z.

### 2.1 Research Objectives

1. To understand and profile the Gen Z through their characteristics, values & Behavior.

#### Hypotheses

**H01:** There exists no notable contrast in the characteristics Values & Behaviour of Gen-Z Male and Female Employees towards the Productivity.

**H02:** There exists no notable contrast in the characteristics, Values & Behaviour of Gen-Z Employees' age group between 18-23 Years and 24-28 Years towards the Productivity.

#### Data Analysis

For the examination of the demographic profile of Generation Z employees of Bhopal Division and the identification of the variables most closely linked to productivity within Generation Z, descriptive statistics were employed. The overall means and standard deviations of all constructs were computed, test, ANOVA, Regression are applied in utilizing the Statistical Package for the Social Sciences (SPSS) to fulfil this objective.

### 3 RESULTS

**H01:** There exists no notable contrast in the characteristics Values & Behaviour of Gen-Z Male and Female Employees towards the Productivity

With a p-value of .825 exceeding the .05 threshold (at a 5% level of significance), it suggests acceptance of the null hypothesis for the Characteristics of Gen-Z Male and Female Employees, for the Values of Gen Z male and female employees is also not significant at .802, likewise Behaviour of Gen Z male and female employees is not significant at .837. Therefore, H01 (There exists no notable distinction in the Characteristics, Values & Behavior of Gen-Z Male and Female Employees towards the Productivity) is accepted. Hence, it may be concluded that Characteristics, Values & Behavior of Gen-Z Male and Female Employees do not differ for the Productivity.

**H02:** There exists no notable distinction in the Characteristics, Values & Behaviour of Gen-Z Employees' age group between 18-23 Years and 24-28 Years towards the Productivity.

Given that the p-value of .078 exceeds the .05 threshold (at a 5% level of significance), the null hypothesis is retained for the Characteristics of Gen-Z Employees' age group between 18-23 Years and 24-28 Years, for the Values of Gen Z employees' age group between 18-23 Years and 24-28 Years is also not significant at .223, likewise Behaviour of Gen Z employees' age group between 18-23 Years and 24-28 Years is not significant at .227. Therefore, H02 (There exists no notable distinction in the Characteristics, Values & Behaviour of Gen-Z Employees' age group between 18-23 Years and 24-28 Years towards the Productivity) is accepted. Hence, it may be concluded that Characteristics, Values & Behaviour of Gen-Z Employees' age group between 18-23 Years and 24-28 Years do not differ for the Productivity.

Table 1: Showing t -test for significant difference in characteristics, values & behaviour of gen-z male and female employees.

Characteristics	Gender	N	Mean	SD	t-Value	p-value (0.05)
Characteristics	F	123	10.56	3.59	.221	.825
	M	377	10.47	3.65		
Values	F	123	10.54	3.71	.251	.802
	M	377	10.44	3.83		
Behavior	F	123	10.83	3.80	.205	.837
	M	377	10.74	3.92		

Table 2: Showing T -Test For Significant Difference In Characteristics, Values & Behaviour Of Gen-Z Employees' Age.

	Age	N	Mean	SD	t	p
Characteristics	18-23	310	10.7	3.5	1.766	.078
	24-28	190	10.2	3.7		
Values	18-23	310	10.63	3.6	1.221	.223
	24-28	190	10.20	4.0		
Behaviour	18-23	310	10.93	3.8	1.209	.227
	24-28	190	10.49	4.1		

### 4 FINDINGS

The findings of the study indicate that there is no statistically meaningful contrast in the productivity-related traits between male and female employees of Generation Z. The analysis encompassed various aspects of professional traits, work habits, and personal attributes, and the results indicate a consistent pattern of similarity between male and female employees belonging to Generation Z. It is found that both male and female Gen-Z employees exhibited comparable levels of professionalism in their work. This includes factors such as punctuality,

adherence to company policies, and commitment to their roles.

The study findings indicate that there is no statistically noteworthy distinction in the traits of Generation Z employees within the age groups of 18-23 years and 24-28 years concerning their productivity. This implies that, within the context of the studied parameters, the productivity-related characteristics of Generation Z employees remain relatively consistent across the specified age brackets of 18-23 years and 24-28 years.

The study's results suggest that there is no statistically meaningful variation in the productivity-related values between two distinct age groups within the Generation Z employee cohort. Specifically, the comparison between individuals aged 18 to 23 years and those aged 24 to 28 years reveals a lack of substantial variance in their attitudes, beliefs, and perspectives concerning productivity. This suggests a consistency in the values embraced by Generation Z employees across these age brackets when it comes to their approach and commitment to work output.

## 5 CONCLUSIONS

The study on Generation Z productivity in Bhopal Division call centers reveals valuable insights into this emerging workforce. Notably, Generation Z's digital proficiency matches the technological demands of call centers, highlighting a shift in work preferences towards remote options. Adapting organizational structures to embrace digital transformation and flexibility can enhance productivity and job satisfaction among Generation Z employees.

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