

Determining the Impact of Market-orientated Skill Training on Attitude and Life Quality of Trainees in Technical and Vocational Training, Western Azarbaijan Province, Iran

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Abstract

The aim of this study was to determine the impact of market-orientated skill training on attitude and life quality of trainees in technical and professional training, Western Azarbaijan province, Iran. The population was all trained trainees (700 individuals) of market-oriented courses in the Department of Technical and Vocational Training in Western Azerbaijan during 2015/03/21 to 2015/08/23. According to Morgan table, 250 individuals were randomly selected. A designed questionnaire by researcher was used to collect data. Data were analyzed using path analysis. The results showed that market-orientated skill training had a significant effect on attitude changes but no significant effect was observed on life quality.

Key words: Attitude, Life quality, Education.

Introduction

For many years, technical and vocational training are developed to the job seekers in affiliated centers to the technical and vocational training institutes. The aim of these trainings was designed and implemented for skills transfer to students in the fields such as: repair and restoration of furniture and household appliances, power systems, warm-cold facilities, automobile repairing, welding, plumbing, carpentry, construction, casting, turning and ... (Asil-zadeh, 2008).

Of course, this training has been shown a great success in transfer skills to students and their absorption into the labor market and employment through the waging. In today's society, all following factors can be affected on the technical and vocational training: growing unemployment, demand limiting for skilled and unskilled labor, requirements to new goods and services, the growth rate of technology growth in most of industries and intensification of competition in the various markets (Beidokhti Amin, 2004). A new model for the feature and content of technical and vocational training was developed due to the careful review of technical and vocational training and explore in the society requirements, as well. Now, the main orientation of technical and vocational training was transfer of technology, professional and skills to students and was expected to be wage earners in organizations and companies after successfully completing the course, or constructing a shop such as repairing shop for some household appliances (Saffar-heidari, 1991).

Lack of following factors were greatly reduced and imitated the effectiveness of technical and vocational training that they were: the related training to innovation and creativity, marketing, how to develop and evaluate business plans, market research, financing, business strategies, competition and the requirements of competitive markets and related activities to business laws and regulations. Changing view

from solely technical and vocational training to the entrepreneurship education can improve the effectiveness of these educations and it is led the wage system to the self-employment and entrepreneurship (Salehi, 2004). Thus, this study seeks to answer the question whether skills training of market orientation have significantly impacted on the view and quality of life of technical and vocational training students in West Azerbaijan province.

Methodology

The research method was descriptive. The population was all trained trainees (700 individuals) of market-oriented courses in the Department of technical and vocational training in Western Azerbaijan during 2015/03/21 to 2015/08/23. According to Morgan table, 250 individuals were randomly selected. A designed questionnaire by researcher was used to collect data. Data were analyzed using path analysis.

The study was performed after describing in detail to participants the introductory remarks about the gauges and the purpose of the test, how to response to tests. It can be noted that regarding to ethical considerations, they were assured that the information will be used only in the research and be protected from any abuse after obtaining the consent of the people and giving the necessary knowledge. Following questionnaires designed by researcher were used to measure the variables. The questionnaire contained 23 questions that were assessed following items; 1-4) for measuring market-orientated, 5- 10) satisfaction, 11- 14) effectiveness, 15-19) attitude and 20- 23) life quality. Conceptual model of research is shown in Figure 1. Regard to the purposes of research, questions related to market-orientated, attitude and life quality were analyzed. The validity of questionnaire was confirmed by professors and experts. Cronbach's alpha was used to determine reliability. The results showed that the Cronbach's alpha coefficient for market-orientated, attitude and life quality was 0.74, 0.738 and 0.739, respectively that showed good reliability of measurement tool. Path analysis was used to analyze the data.

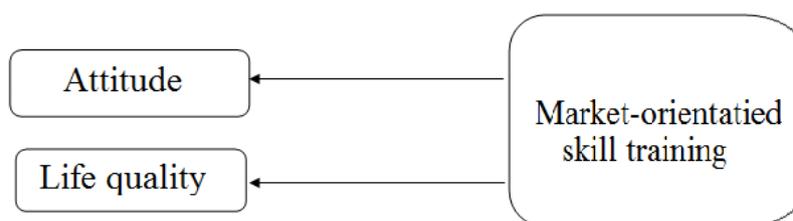


Figure 1. The conceptual model of research.

Results

In order to achieve the objectives of the study, market-oriented skill training on attitude changes of students were examined. Kaiser-Meyer-Olkin (KMO) and Bartlett indices are used to determine the adequacy of the sample, which should be more than 0.7 and Bartlett index should be significant that to all, minimum requirements have been observed in the case of this variable (Table 1).

Table 1. KMO and Bartlett test.

	Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy	0.747
Bartlett test	Chi - square approximation	205.496
	df	10
	Sig.	0.000

As can be seen, the adequacy of the sample in Kaiser-Meyer-Olkin (KMO) and Bartlett test should be more than 0.7 that have been observed in this variable and was more than 0.747. To select the number of components, specific amount value was used that components should be higher than 1.4. Also, the default value was considered 0.30 to determine the appropriate factors (Table 2).

Table 2. Matrix shares.

	Initial	extracted
Attitude 1	1.000	0.973
Attitude 2	1.000	0.545
Attitude 3	1.000	0.614
Attitude 4	1.000	0.636
Attitude 5	1.000	0.501

Extraction method: principal component analysis

Table 3. Total explained variance.

Compon ent	Primary special quantities			Squares sum of extractive loads		
	Total	Variance%		Total	Variance%	
1	2.245	44.908	44.908	2.245	44.908	44.908
2	1.024	20.473	65.381			
3	0.676	13.529	78.910			
4	0.549	10.975	89.885			
5	0.506	10.115	100			

Extraction method: principal component analysis

As can be seen in Table 3, the cumulative percentage of the total variance was set equal to 44.908 for two factors before and after the rotation. As can be observed the first factor include the greatest variance before rotation, and this amount decreases, respectively. While after the rotation, this variance determine in terms of its importance. In Table 3, we observed in rotation and in specific amount that all factors have specific value more than 1.4 indicating the significant importance of the factor. As can be seen, the first question of attitude was removed from the model due to lack of minimum required factor load (Table 4).

Table 4. matrix of "a" component.

	1
Attitude 1	*****
Attitude 2	0.738
Attitude 3	0.776
Attitude 4	0.778
Attitude 5	0.703

Extraction method: principal component analysis

The significant data showed the significant relationship of market-oriented skills training on attitude changes. According to significance (0.001) that path coefficient between the two variables (0.858) and t statistic (3.085), it can be concluded that market-oriented skills training had a significant effect on attitude change.

Table 5. The results of Path analysis.

	Estimation (Regression path coefficient)	t	Sig
Attitude →market orientation	0.858	3.085	0.002

The next objective of study was market-oriented skills training effect study on improving the quality of life. Meyer-Olkin (KMO) and Bartlett indices are used to determine the adequacy of the sample, which should be more than 0.7 and Bartlett index should be significant that to all, minimum requirements have been observed in the case of this variable (Table 6).

Table 6. KMO and Bartlett test.

Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy		0.760
Bartlett test	Chi - square approximation	202.900
	df	6
	Sig.	0.000

As can be seen, the adequacy of the sample in Kaiser-Meyer-Olkin (KMO) and Bartlett test should be more than 0.7 that this amount was 0.747 (table 7).

Table 7. Matrix shares.

	Initial	Extracted
Life quality 1	1.000	0.554
Life quality 2	1.000	0.483
Life quality 3	1.000	0.614
Life quality 4	1.000	0.571
Life quality 5	1.000	0.636

Extraction method: principal component analysis

To select the number of components, specific amount value was used that components should be higher than 1.4. Also, the default value was considered 0.30 to determine the appropriate factors:

Table 8. Total explained variance.

Component	Primary special quantities			Squares sum of extractive loads		
	Total	Variance%		Total	Variance%	
1	2.244	56.111	56.111	2.244	56.111	56.111
2	0.665	16.630	72.741			
3	0.598	14.956	87.697			
4	0.492	12.303	100			

Extraction method: principal component analysis

As can be seen in Table 8, the cumulative percentage of the total variance was set equal to 56.111 for two factors before and after the rotation. As can be observed the first factor include the greatest variance before rotation, and this amount decreases, respectively. While after the rotation, this variance determine in terms of its importance. In Table 8, we observed in rotation and in specific amount that all factors have specific value more than 1.4 indicating the significant importance of two factors. The following table showed the factors matrix that represent allocated factor load to each variable (Table 9).

Table 9. Matrix of "a" component.

	1
Life quality 1	0.744
Life quality 2	0.695
Life quality 3	0.756
Life quality 4	0.798

Extraction method: principal component analysis

As, the results showed all factors have been properly loaded on the variable.

Table 10. The results of Path analysis.

	Estimation (Regression path coefficient)	t statistics	Sig
Life quality →market orientation	-0.197	-1.241	0.215

According to Table 10, the coefficient estimation of the structural equation modeling and t statistic were -0.197 and -1.241, respectively. As far as, t statistic was more than ±1.96, it can be noted that there was no significant relationship between market-oriented skills training and life quality.

Conclusion

The aim of this study was to investigate the influence of professional education of market orientation on attitude and quality of trainers' life in Technical and training in West Azarbaijan, Iran. The results showed that market-oriented skills training on attitude change has a significant effect. Attitude is a beyond temporal factor and there is no depended that whether person is a trainer or employer. Thus, the market-oriented of educational skills could be affected on it. This effect suggests there is possible that this changing in the attitude is led to improve the quality of life and satisfaction with the job in future. In fact, the attitude is a factor that is formed in the early stages of work or at early age. Rarely an individual attitude could be changed in adulthood. For this reason, the attitude of students is affected due to the training changes in educations.

Other results have shown that the market-oriented of training skills has no significantly impacted to improve the quality of life. Quality of life is the extent of job satisfaction and usefulness. If a person is satisfied with his job and achieve good benefits, he has improved quality of own working lives. According to the result of researches, it was suggested to the managers of Technical and vocational training that they have to extend the training skills and improve the attitude of trainers via the supporting of market-oriented culture. Students also have the opportunity to visit expert people and make meetings to learn more about their working conditions and their standard of living.

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