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The Impact of Professional Attitude on Career Intention in the Logistics Sector Among Generation Z in Hanoi

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Abstract

The study focuses on the exploitation of professional attitude elements affecting the Logistics of Logistics in Hanoi, and proposing practical solutions to create a positive attitude and attract young human resources. Breakthrough research when focusing on the Z gene object in the specific context of Hanoi, combining multidisciplinary factors has never been considered simultaneously, thereby opening a new direction in developing human resources for the logistics industry. The findings of the study are valuable bases for management agencies and training institutions to adjust positive career-oriented teaching programs for the younger generation. With the research method of quantitative and quantitative combinations, the topic has been further surveyed with factors such as income, promotion opportunities, working conditions, social status, personal fit-to-work, and factors related to the working environment. On the basis of research results, the author team suggested that a number of solutions to promote the positive attitude of the Z gene for the logistics industry in Hanoi, becoming a value reference for future human resource development.

Keywords: Gen Z, Logistics, Working Intentions (YĐLV), Occupational Attitude, Hanoi

1. Introduction

The research intention of the working generation Z - the key labor force in the future, who was born in the number of digital era with specific characteristics on thinking, value and desire for occupation - in the context of the intense competition market, where attitudes and individualism are increasingly Highly higher, is very necessary. The Z generation is formed in a booming technology environment, access to multi-dimensional information and tends to prioritize the balance between work and life, the opportunity to develop itself and the dynamic and creative working environment.

This research is not only a simple academic project but also a deep practical meaning, especially for enterprises, educational institutions and management agencies in Hanoi. Through the clarification of the relationship between the career attitude and the intention to work, the study provides a multidimensional look at the psychological and social factors affecting the decision of the young people when choosing a career path. This helps stakeholders can build a strategy to attract and retain talents more effectively, thereby improving competitiveness and sustainable development for long-term logistics industry.

The new and creative research of the study lies in the focus on the Z generation object, a population with a unique characteristics, values and expectations in career, often different from previous generations. While previous studies may have mentioned the career attitude or logistics industry, but rarely go into this unique interference, especially in the context of Hanoi's specific culture and economics. The analysis of specific factors affecting the awareness and intent of Gen Genes not only filled the research gap but also brought new explanations, as a foundation for practical policies and activities.

The main objective of the research topic does not stop at the determination of professional attitude elements affecting the intention to work but also aims to propose specific and feasible solutions. These solutions include from improving remuneration policies, working environment, to raise awareness and career orientation for students from the time of school.

With a scientific approach, thorough research methods and clear goals, the topic not only provides academic values, but also is a male only for policy makers, businesses and training institutions. Thereby, it is important to develop a generation of a passionate Logistics Logistics, especially when Logistics is becoming one of the key economic sectors, playing a spinal role in the global supply chain and in Vietnam, which promotes Sustainable development of logistics industry in the context of global

economic integration.

2. Overview of Research Situation

Research into the impact of professional attitude on career intention within the logistics industry is of particular importance, especially when focusing on Generation Z and the specific context of Hanoi City. A concerning reality has been observed: a significant number of logistics graduates do not choose to pursue careers in the very field they were trained in (Schawbel. D, 2014) [8]. This highlights an urgent need to deeply understand the factors that shape professional attitudes and how they influence the intention to work in logistics, ultimately aiming to predict the future career behaviors of both current students and high school students at the threshold of choosing a major.

Previous studies have consistently shown that professional attitude has a positive correlation with the intention to work in the logistics sector. Specifically, a positive attitude towards the profession acts as a driving force to encourage commitment to the logistics industry, whereas a negative attitude can significantly reduce this intention (Dan Schawbel, 2014; Krueger and Carsrud, 1993; Fugate. M and Kinicki. A. J, 2008) [8, 6, 5]. This further emphasizes the importance of nurturing a positive attitude from the early stages to attract and retain quality human resources for the industry. Various studies have delved into exploring specific factors influencing professional attitude and, consequently, career intention. Blau, P. M. (1964) [4], though his research is quite old, still indicated that company support and positive attitudes from superiors can create strong motivation and foster long-term career intention for employees. Factors like positive attitudes from superiors and intrinsic motivation in work play a crucial role in shaping professional consciousness, thereby encouraging sustainable commitment to the industry and opening up opportunities for advancement. Similarly, more recent research by Vuong Thi Bich Nga (2022) [3] also affirms that a positive attitude towards work, including enthusiasm and passion, combined with a good working environment, significantly influences employees' long-term career intentions in the logistics industry. However, some limitations of these studies include an outdated economic context, a lack of detailed focus on the logistics industry, or a failure to propose specific measures to build and maintain a positive attitude among logistics personnel in the Vietnamese work environment.

Fugate, M. and Kinicki, A. J. (2008) [5] utilized a quantitative method to assess the direct impact of professional attitude and the person-job fit on career intention. Their study clearly identified factors such as interesting work, work environment, promotion opportunities, person-job fit, and income as the most crucial elements. Research results indicated that students' low intention to work in the logistics industry might stem from their less positive professional attitude, as the factors they consider important for career decision-making were either not found or not clearly demonstrated in the logistics field. Nevertheless, a limitation of this study is that it only identified factors without offering specific, practical solutions to enhance career intention. From another perspective, Ozkan and Solmaz (2015) [7] presented a thought-provoking picture of students' negative perceptions towards careers in the logistics and supply chain management sector in Turkey. Students tended to believe that jobs in logistics offer low income, high pressure, difficulty in achieving work-life balance, are boring, and hold low social status; in other words, logistics professionals are not truly respected by society. A limitation of this study is that it focused solely on negative factors, without mentioning the positive aspects of the logistics industry that students might be unaware of.

In the Vietnamese context, Nguyen Thuy Ha (2021) [6] employed a quantitative model to research human resource development in Logistics to adapt to fluctuations and risks. Her research results pointed to a strong correlation between job satisfaction and the intention to work and commit long-term to the industry. Individuals with higher levels of satisfaction tended to adapt better to changes and remain more committed to the industry. Similarly, Trinh Thi Thu Huong (2016) [2], in discussing human resource development for Vietnamese logistics, not only sought to improve quality but also proposed measures to encourage students to pursue careers with a more positive and proactive attitude. However, these studies were limited in that they did not concretely and deeply analyze the specific types of fluctuations and risks facing the Vietnamese logistics industry, nor did they delve into specific policies of businesses in attracting and developing high-quality human resources.

In conclusion, despite numerous valuable research works on professional attitude and career intention in the logistics sector, there remains a significant gap in comprehensive and holistic research on the impact of professional attitude on career intention in the logistics industry among Generation Z. Specifically, existing studies have not deeply explored the unique context of Hanoi City and have not proposed specific, practical recommendations to foster a positive work attitude among Generation Z. Therefore, this research will make an important contribution to filling this gap, providing insightful perspectives and proposing practical solutions to attract and retain young, dynamic talent for the logistics industry, thereby contributing to its sustainable development.

3. Research methods

Based on the research overview and theoretical foundation, the authors have gathered a number of factors affecting the attitude towards career on the intention to work in the logistics sector of Generation Z in Hanoi. The authors' research uses a combination of qualitative and quantitative research methods. In fact, the authors conduct qualitative research through group interviews and expert opinions to examine the suitability of the research model; explore, screen, adjust, and supplement some expressions measuring career attitudes, the influence of career attitudes on the intention to work in the logistics sector. The qualitative research process is carried out in the order of group interviews first, then expert opinions. Specifically, when the group interview results are available, the authors consult experts to be able to build an official research model and adjust the scale. The results of qualitative research are used to build scales, models and are also the basis for building survey questionnaires in the research.

Quantitative research method uses survey questionnaires to test hypotheses and models on factors affecting career attitudes on the intention to work in the logistics sector of Generation Z in Hanoi city. The survey questionnaire for the study includes two parts:

• Part I: Introduction to the topic;
• Part II: Questions related to factors affecting career attitudes on the intention to work in the logistics sector of Generation Z in Hanoi city.

The survey was built on scales that have been verified from the results of previous studies, including 8 observation variables, accompanied by a five-point Likert scale (levels from one to five, clarifying from - completely disagree to - completely agree). The survey subjects were high school students and students studying logistics at universities, colleges and vocational schools through online access links. After the data collection period from December 26, 2024 to January 20, 2025, the authors received 545 valid questionnaires for data analysis.

The results were compiled, analyzed and presented using SPSS software. After collecting data from the survey questionnaires, the research team eliminated the survey questionnaires that did not meet the requirements, then entered the data for analysis:

- Step 1: Check the scale by analyzing Cronbach's alpha reliability coefficient;
- Step 2: Use exploratory factor analysis (EFA) to narrow the scope;
- Step 3: Conduct regression analysis: Linear regression model aims to regress and predict the impact of independent variables on dependent variables.

Currently, the study is looking at eight factors: 1) income and benefits, 2) advancement opportunities, 3) working conditions, 4) social status, 5) personal-job fit, 6) colleagues and management, 7) nature of the work, 8) career path, career potential and personal development.

4. Research Results

4.1 Preliminary Evaluation of the Scale Using Cronbach's Alpha Analysis

The questionnaire survey process was conducted in two steps: preliminary quantitative analysis and official survey. After collecting data from the questionnaires, the research team processed the data using SPSS 22 for descriptive analysis, reliability testing of the scales, exploratory factor analysis (EFA), and identifying correlations among variables in the model via multivariate regression analysis. Specifically:

Descriptive analysis aimed to outline characteristics of the survey sample, including demographic details (age, gender, education level—university, college, vocational, or high school; academic year; place of residence); individual experience with logistics work environments; living in areas rich in logistics resources; and having relatives working in logistics. This analysis helped provide an overview of the sample and its attributes.

A deeper analysis showed that Generation Z's career attitudes toward the logistics field are influenced by various aspects, each having different levels of impact and significance, reflecting this generation's values and priorities.

Table 4.1: Scale Reliability for the "Income and Benefits" Factor

Observed Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pay/benifits - TNDN: Cronbach Alpha = 0,883				
TNDN1	16.83	23.044	.683	.864
TNDN2	16.74	24.597	.654	.871
TNDN3	16.90	21.177	.718	.858
TNDN4	16.75	21.443	.720	.858
TNDN5	16.88	20.110	.783	.847
TNDN6	16.55	23.480	.627	.873

Source: Authors' analysis results

From the preliminary reliability test for the "Income and Benefits" (TNDN) factor in Table 4.1, the overall Cronbach's Alpha is 0.883, indicating strong reliability (>0.6). All item-total correlations are above 0.3, thus meeting the reliability criteria.

Similarly, all ten scales used in the study achieved a Cronbach's Alpha greater than 0.6 – the minimum threshold for reliability. Notably, the scales for "Income and Benefits," "Working Conditions," and "Promotion Opportunities" exhibited particularly high reliability, reflecting Generation Z's top career concerns in the logistics field. In contrast, the scales for "Social Status" and "Career Drawbacks" showed lower reliability and should be refined in future research.

4.2 Exploratory Factor Analysis (EFA) Results

4.2.1 Scale for Attitudes Toward Logistics Careers

Table 4.2: KMO and Bartlett's Test Results for Career Attitude Scale

KMO coefficient (Kaiser-Meyer-Olkin)		0.785
Bartlett's test	Approx. Chi-Square	8436.603
	df	1035
	Sig.	0,00

Source: Authors' analysis results

The results of KMO and Bartlett tests show that: KMO coefficient is 0.785; Chi-Square coefficient of variable groups is 8436.603 with significance of 0.00. These results satisfy EFA conditions (1) and (2): sufficient sample adequacy (KMO > 0.5) and significant intercorrelations among variables (Sig. < 0.05).

According to Table 4.3, eight factors were extracted with eigenvalues > 1, explaining approximately 53% of the total variance, thus meeting EFA conditions (3) and (4).

Table 4.3: Total Variance Explained – Attitude Scale

Factor	Total variance extracted					
	Initial Eigenvalue			Extracted Values		
	Total	% variance	% cumulative variance	Total	% Variance	% cumulative variance
1	4.612	10.026	10.026	4.612	10.026	10.026
2	3.468	7.540	17.566	3.468	7.540	17.566
3	3.232	7.027	24.593	3.323	7.027	24.593
4	2.996	6.512	31.105	2.996	6.512	31.105
5	2.859	6.216	37.321	2.859	6.216	37.321
6	2.662	5.787	43.107	2.662	5.787	43.107
7	2.534	5.508	48.616	2.534	5.508	48.616
8	2.007	4.363	52.979	2.007	4.363	52.979

Source: Authors' analysis results

The analysis results retained 8 factors with a total extracted variance of 52.979%, ensuring the minimum requirement for the model's explanatory level.

4.2.2 Scale for Intent to Work in Logistics

Table 4.4: KMO and Bartlett's Test for Work Intent Scale

KMO coefficient (Kaiser-Meyer-Olkin)		0,691
Bartlett's test	Approx. Chi-Square	382.908
	df	3
	Sig.	0,00

Source: Authors' analysis results

The results of KMO and Bartlett tests show that: KMO coefficient is 0.691; Chi-Square coefficient of variable groups is 382.908 with significance level of 0.00. This result meets conditions (1) and (2) of exploratory factor analysis.

Table 4.5: Total Variance Explained – Intent to Work Scale

Total variance extracted						
Factor	Initial Eigenvalue			Extracted Values		
	Total	% variance	% cumulative variance	Total	% variance	% cumulative variance
1	2.006	66.873	66.873	2.006	66.873	66.873

Source: Authors' analysis results

According to the data analysis results shown in Table 4.20, there is 1 factor extracted at eigenvalue with a value greater than 1. This factor consists of 3 observed variables and explains nearly 67% of the data variation of the observed variables participating in EFA. Thus, the scale measuring the intention to work in the logistics field ensures reliability for use.

4.3 Test Results on Differences in Work Intent in Logistics Among Different Groups

To investigate whether the factors influencing Generation Z's intent to work in logistics differ by demographic groups, the authors used independent samples T-tests. If the p-value (Sig. (2-tailed)) is < 5%, the difference between groups is statistically significant.

Table 4.6: Group Statistics – Work Intent in Logistics

Group Statistics						
		N	Mean	Std. Deviation	Std. Error Mean	Sing. (2 tailed)
Gender						
Y	Male	317	3.6570	.51799	.02909	.447
	Female	228	3.6222	.53667	.03554	
Education						
Y	College/Uni	359	3.6528	.53690	.02834	.526
	High school	186	3.6226	.50414	.03697	
Experience						
Y	Yes	424	3.6487	.50727	.02464	.604
	No	121	3.6206	.58741	.05340	
Relatives						
Y	Yes	287	3.6639	.53714	.03171	.316
	No	258	3.6186	.51262	.03191	
Residence						
Y	Urban	331	3.6393	.55395	.03045	.862
	Rural	214	3.6473	.47991	.03281	

Source: Authors' analysis results

The test results suggest statistically significant differences in work intent in logistics among Generation Z based on gender, education level, family background, place of residence, and practical experience in the field. Specifically: males showed higher intent to work in logistics than females; university/college students had higher intent than high school students; those with prior logistics experience had higher intent than those without; individuals with relatives in the field had higher intent than those without; rural residents had higher intent to work in logistics compared to their urban counterparts.

5. Conclusion and proposals

5.1 Conclusion

This study focused on clarifying the relationship between career attitude (CA) and career intention (CI) of Generation Z in the logistics sector in Hanoi. Beyond merely identifying the level of impact, the research also proposed practical solutions aimed at enhancing the ability to attract and retain young talent in the logistics industry.

The research process was systematically structured, from theoretical foundations to empirical analysis, ensuring comprehensive and reliable results. The findings clearly indicate that career attitude significantly influences the career intention of Generation Z in the logistics field, thereby emphasizing the importance of fostering a positive career perception among young people.

In addition to addressing the gaps in previous studies, this research provides highly applicable insights. Enterprises, educational institutions, policymakers, and Generation Z individuals themselves can leverage these findings to adjust strategies, develop human resources, and shape career orientation in accordance with real-world demands. Ultimately, these contributions are expected to promote the sustainable development of the logistics industry in the future.

5.2 Proposals

For the government

To attract Generation Z and foster a positive career attitude toward the logistics sector in Hanoi, government agencies need to strengthen their role as coordinators between the State, enterprises, and educational institutions. This coordination should focus on developing practical training programs and supporting students in gaining early access to the industry.

At the same time, it is essential to enhance public communication about the logistics sector's potential, income prospects, and career opportunities. The government should also issue policies that encourage enterprises to invest in infrastructure, technology, and professional working environments; establish advanced labor standards that ensure safety and work-life balance; and promote programs for soft skills, digital skills, and lifelong learning.

If implemented comprehensively, these solutions will contribute to building a young, creative, and highly skilled logistics workforce. This, in turn, will enhance business competitiveness and promote sustainable development for both the logistics industry and the broader economy.

For Educational Institutions in the Logistics Sector

Educational institutions need to proactively update their curricula to align more closely with real-world practices, working closely with businesses to design training programs that meet current labor market demands. At the same time, it is necessary to strengthen career orientation activities, provide professional counseling, and invest in modern facilities such as supply chain labs, WMS/TMS systems, RFID applications, and smart warehouses to enhance students' hands-on learning experiences.

In addition to specialized knowledge, universities and training centers should integrate soft skills (communication, teamwork, critical thinking) and digital skills (data analysis, Python programming, Power BI) into their teaching programs. Beyond the classroom, organizing professional competitions—such as warehouse network design contests, route optimization simulations, or international case study debates—will help spark passion and nurture global integration capabilities among students.

If implemented effectively, these solutions will increase the proportion of students choosing logistics as a career path, improve their chances of securing jobs in the right field, and affirm the position of educational institutions as leading logistics training centers. This will contribute significantly to the development of a high-quality logistics workforce for Vietnam.

For Logistics Enterprises

To attract Generation Z to the logistics sector in Hanoi, businesses need to proactively create an ideal working environment that is employee-centered and aligned with the values of younger generations. This involves not only offering competitive salaries but also fostering a positive corporate culture that encourages creativity, values individual input, and promotes work-life balance.

Enterprises should invest in human resource development through specialized training, soft skills enhancement, two-way mentoring, and lifelong learning support. This can include internal bootcamps, international certifications, and job rotation programs. Additionally, promoting the adoption of Logistics 4.0 technologies—such as automated warehouse management systems, SaaS platforms, and comprehensive digitalization—will help create a modern, technology-rich work environment that aligns with Gen Z's expectations.

Establishing transparent career advancement pathways, linking KPIs to real projects, and engaging in ESG activities alongside multi-channel employer branding efforts will further increase the attractiveness of the company to young talent. If these solutions are effectively implemented, the number of Gen Z applicants to logistics jobs could increase by 30–40% within three years, while the employee retention rate among young staff could exceed 85%. This will enhance productivity, strengthen employer branding, and improve long-term competitiveness, contributing to positioning Hanoi as a regional smart logistics hub.

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