

# A Comparative Analysis of Korean and Central African Construction Laborers Job Consciousness

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**Abstract :** *Recently Korean construction companies have started launching into the world beyond the Middle East to Southeast Asia. Launching into Central Africa has emerged as the blue chips; therefore, it is needed to study the local people and culture of Central Africa. However, launching Korean construction companies into Central Africa may cause some problems between Korean and African construction laborers' thinking. Therefore this comparative analysis of Korean and Central African construction laborers' job consciousness can provide to Korean companies a minimum understanding of these kinds of problems to expect while launching into Central Africa and so using this analysis as a basic data to supply them.*

**Keywords :** *overseas launching, laborer, job consciousness, African construction*

## I. INTRODUCTION

Due to a recent stagnation in the domestic market, the Korean construction companies have started seeking for overseas launching. In the past years they have been launching in Asia and it was successfully made. That business is being extended up to the Middle East, east Europe and Africa.

Well-known Korean construction companies are advancing in launching; they have reached Africa where the culture differences and problems such as the lack of construction materials and communication with the locals might be typical issues. To raise these problems, the local laborer's job consciousness needs to be analyzed. It would be advantageous for Korean construction companies to use Korean laborers but it might not be economic to send Korean laborers overseas.

For an efficient work and technic part, Korean companies need to prepare an effective method to train locals' laborers. Basically making a comparative analysis of the Central African and Korean locals' job consciousness would help Korean companies to choose an effective method to train the local laborers.

## II. JOB CONSCIOUSNESS

Although there are various interpretations of the concept of job consciousness, in general, it has notions of individual and society as a collective term which refer to the feeling of judgement about the job.

There are two ways to approach the view of job consciousness, job as main object in sociology handled as a subject of social movement study related to educative occupation prestige; career aspiration; students' major and career choice; and job preferences studies. Out of social studies, Job as the principal subject has brought enough attention to domains such as business and psychology.

The job consciousness of people whose jobs are identified through a ritual hierarchy with social distance

between them, technician or skilled workers consciousness, professional's vocation and organizers' behavior with other members; overall consciousness and attitude are typical here[1].

According to An [2]'s research, job consciousness refers to job commitment to the profession, ideas, feelings, opinion and potential consciousness. Because these elements are mostly common in today's continuous social activities, job has become the main activity of the modern social life and so job attitude and environment are not privet way of life but they can also affect the whole society structure and the site technician's job environment and satisfaction. After researching on bureaucratic organization and Professionalism, technician's job consciousness and occupational research has been done.

The present research is based on job as the main subject and the Information on the degree of commitment to the profession. And many studies on job consciousness in Korean domestic construction sector; job satisfaction and career changing are being done [3, 4, 5].

## III. COMPARISON OF KOREAN AND CENTRAL AFRICAN LABORERS JOB CONSCIOUSNESS

From April to May 2014, we collected 73 questionnaires of Korean construction laborers in Daegu and Gyeongbuk province and 51 questionnaires in Central Africa regions. Questionnaire for Central African regions have been surveyed by email due to helping our relatives in Central Africa.

There is diversity in the Korean construction laborers education background but many of Central African construction laborers studied up to middle school.

Most of Korean laborers' working experience was between 1 to 10 years and some of them had up to 20 years but many of Central African laborers had 1 to 10 years of working experience.

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The job consciousness of construction *laborers* was measured by using the 5-point Likert scales (very high-5, very low-1). In addition, we used the T-test to compare Korean and Central African laborers' job consciousness.

TABLE 1. Results of T-test

Category	Elements	Korean laborers	Central African laborers	P - value
Job satisfaction	Job importance level	4.1	4.2	0.3633
	Job satisfaction	3.5	3.9	0.0035
	Job aptitude	3.4	4	0.0001
	Job suggestion	2.6	4.2	0.0000
Job sincerity	Job sincerity	3.8	4	0.2527
	Respect of working time	3.9	3.5	0.0063
	Work planning	3.9	3.2	0.0000
Job professionalism	Need of professional education	3.8	3.8	0.7203
	Professional education level	3.2	3.9	0.0000
	Intent to acquire professional education	3.2	4	0.0000
	Professional education learning method	3.5	3.2	0.1803
Personal development and intent to change career	Personal development	3.6	4	0.019
	Intent to change career	2.9	3.4	0.0075

Through statistical analysis of the data, Korean laborers seem to have a higher education background than Central African laborers due to economic and cultural level gap of the two regions. In addition, we would suppose that the work experiences, skill and knowhow and so on of Central African laborer are lower than Korean because Central African laborer whose working experience is between 1 to 10 years are more than Korean.

About the importance of job in life, job satisfaction and attitude both of the two regions laborers were positive but to recommend their job, Korean laborers were pessimistic. For the possibilities of personal development, Central African laborers were optimistic about self-development probably because of the knowledge influence they are getting from other countries especially western influence.

For job attitude, there was not big difference; oppositely to the respect of working hours and work planning, the survey results have placed Korea in higher position probably because Korean construction companies might have a little more effective labor management system. Both the two regions laborers affirmed they need to get more professional education but according to the survey results, Korean laborers seem to be more in need.

Despite The education level gap found between the regions laborers, it's still possible to Korean companies to launch in Central Africa. Both of the two regions affirmed that job is important in their life but there was a difference

about job satisfaction, aptitude and job suggestion as much as Central African laborers consider laborer job as a professional job. Both of the two regions laborers seem to have enough sincerity in their job but for the respect of work the intent to acquire professional education; Central African laborers seem to have more. Korean laborers confirmed they expertise by experience but Central African laborers said they expertise more by education than experience.

About the intent to change career, Korea is in lower position than Central Africa but in majority, both of the two regions laborers would like to change to a similar career. Most of time, the reason why they would like to change their career is to diversify themselves.

## V. CONCLUSION

By the present comparative analysis of Korean and Central African laborers' job consciousness Korean construction companies would provide themselves a basic data when launching into Central Africa. Among job consciousness elements, job satisfaction, aptitude, job sincerity have been the main ones of this research.

After analyzing the personal information of Central African and Korean construction site laborers, Korean laborers seem to have a bit higher education background but that wasn't the case for working experience. For the working time and planning, Korean laborers seem to be in higher position possibly because Korean construction companies might have a little more effective labor management system.

After analyzing this research there is still a need to study exactly the professional education level of Central African laborers to find a better professional education for them. And basing on the job attitude, the climate and cultural differences should be considered to find an appropriate attitude towards Central African laborers.

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