



EXTRINSIC FACTORS INFLUENCING JOB CHOICE OF SECONDARY SCHOOL STUDENTS: A STUDY WITH SPECIAL REFERENCE TO GENDER DIFFERENCE

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Abstract

There are three main types of factors - (Intrinsic, extrinsic and interpersonal) which tend to motivate the young students in making job choice. (Peter Akosaha-Twunasi et al, 2018). A number of studies have been conducted on the general factors affecting career choice of the students. The present study is specific to the analysis of extrinsic factors including salary, work culture, glamour and additional perks associated with a particular job. The main objective of this study is to explore the significance of extrinsic factors (Salary, work culture, glamour and additional perks) in job selection decision by the secondary school students.

The study was conducted in district Rajouri of Jammu and Kashmir U.T by means of a sample survey. The data were collected from a sample of 240 secondary school students comprising of 120 boys and 120 girls reading in government and private high and higher secondary schools of the selected district. A self developed questionnaire was used as a tool of data collection.

The data were analysed using descriptive statistical tools like mean, range, percentage and tables. The results showed that the intrinsic/job specific factors including — salary, work culture and glamour have significant effect on the process of job choice decision making of the students.

KEY WORDS : Extrinsic Factors, Job choice, Secondary School Students, Salary, Work culture, Glamour, additional perks.

1. INTRODUCTION

The review of Literature related to the topic reflects that the young students all over the world are mostly faced with the dilemma in making career choice decision in their lives (Bundura et al, 2001, Cheruain 1991, Issa and Niwalo 2008, Macgragor 2007, Mc Mahon and Watson 2008, Watson et al, 2010). As per personal knowledge and experience of the researcher, most of the young students are unable to choose a right combination of subjects leading to a right occupation. Each individual undergoing the process of making a career choices is influenced by a number of factors affecting their attitudes (Bundura et. al 2001, Watson et.al, 2010).

As reported by Negesi (2003), the poor financial base of the students belonging to economical poor communities deter their choice of educational programmes and such poor

students are unable to attend training programmes relating to their aspired career lines and jobs.

According to Peter Akosah - Twumari et al (2018), “Career choice is a significant issue in the development of lives of youth because it is reported to be associated with positive as well as negative Psychological, Physical and Socio-Economic inequalities that persist well beyond the youthful age into an individual’s adult life.

Carpenter and Foster (1977) developed a three dimensional frame - work to clarify, the factors influencing career decision. According to this framework, there are three types of factors influencing career decision making. These are:

1. Intrinsic Factors
2. Extrinsic Factors and
3. Interpersonal Factor

They (carpenter and Foster, 1977) have defined these factors as under :-

The term ‘Intrinsic Factors’ have been defined as a set of interests related to a particular profession and its role in the society. In other words, the intrinsic factors can be referred to all those elements which are internally associated with a job sector like - Self-efficacy, out-come perfections and professional development opportunities.

The term “Extrinsic Factors” have been referred to the job specific elements like Salary, Social recognition, job security professional prestige, job assess ability etc. The interpersonal factors have been referred to as the influence of other persons like parents, family members, peers, friends and teachers etc.

Peter Akosah - Twurnasi (et. al 2018) found that all types of factors — Intrinsic, Extrinsic and Inter personal (factors) influence career choice making by the young students.

However, the researcher attempted to explore the significance of four types of extrinsic/job specific factors including — Salary, work culture, glamour and additional benefits (Parks) in the context of job choice decision making.

As per researcher's knowledge and experience, considerable amount of research has been carried out in the area of career education and occupational choice of the secondary school students in India and abroad. A number of researches have conducted on a number of areas falling under cognitive, effective demographical variables. Attempts have also been made to study the career choices of the students in relations to intelligence, scholastic achievement and creativity. The review of related Literature reveals that a very limited amount of research has been done on the significance of various extrinsic factors influencing job choice of the secondary school students. In this context, there seems an immediate need and scope for exploration of significance of extrinsic factors in making of job choice.

Akhlesh (1991) reported that the prestige attribute of a job (Career) significantly influence career choice behaviour of the students. It indicates that the prestige or glamour of a particular job acts as a factor of motivation.

Similarly, Grawal (1973), stated that the prestige attributed to career path does not seem to be affected by economic and industrial achievements.

F.O. Oheivenei and B.O. Nwose (2009) conducted a study on the topic - “Vocational choices among the secondary school students: Issues and strategies in Nigeria”. In this study it was tried to examine the factors and problems associated with vocational choice of secondary school students. The study found that there were two types of factors - individual differences and external factors which influence the career choice among the secondary school students.

The individual differences include - attitude aptitude, self-esteem, gender etc while as the external factors refer to all environmental factors including extrinsic factors associated with job choice of the students.

NEED FOR THE STUDY

The review of related Literature reveals that a large number of studies have been conducted on the significance of intrinsic and interpersonal factors influencing job choice of the secondary school students, but a very limited number of studies seem to have been conducted in the effect of extrinsic factors on the job choice of the students. Hence, there seems an ample scope of exploring the significance of factors like — Salary, work culture, glamour, additional benefits (Perks) in job choice decision making field.

The study is also expected to create awareness among the educated unemployed youth about extrinsic features of various jobs which in turn, would lead to minimisation of the scope of “Square pegs in Round hole” in future. The respondents/students would become able to make rational decisions about their job choice/career decisions.

Hence, the relevance and need for the study are well recognised and fully justified.

OBJECTIVES OF THE STUDY

The following objectives have been setup for this study:-

1. To find out the student's preference to the given factors of job choice.
2. To find out the relative significance of intrinsic factors including salary, work culture, glamour, additional benefits (Perks) in making job choice by the students.
3. To study the gender difference in the preference of job choice factors among secondary school students.

RESEARCH QUESTIONS

The following questions have been setup for the study :

1. Which is the most preferred/significant factor of job choice among the students/respondents.
2. Which is the least preferred/significant factor of job choice among the students/respondents.
3. Is there any gender difference in job choice preference factors among the students/respondents.

STATEMENT OF THE PROBLEM

The statement of the problem of this study is given as under :-

EXTRINSIC FACTORS INFLUENCING JOB CHOICE OF SECONDARY SCHOOL STUDENTS: A STUDY WITH SPECIAL REFERENCE TO GENDER DIFFERENCE

As per this statement, this study (Paper) is concerned with the selected extrinsic factors including — Salary, work culture, glamour of a job and additional benefits (Perks) associated with the job which affect/motivate the job choice behaviour of the secondary school students of district Rajouri of Jammu and Kashmir U.T. Hence, this study is aimed at exploring the significance of the selected extrinsic factors in job choice decision making.

SCOPE AND LIMITATIONS

Though there was a wide scope for collection of data from all the secondary school students of district Rajouri of Jammu and Kashmir U.T., yet it could not be possible to cover all of the schools and students due to number of limiting factors including Covid-19. Consequently, the data were collected from a few schools selected by means of random sampling techniques. However, based on the principles of random sampling, the study is assumed to be representative of the entire U.T of Jammu and Kashmir and the findings of this study can be generalized to all parts of Jammu and Kashmir U.T.

OPERATIONAL DEFINITION

The operational definition of some specific terms used in this paper are given as under :-

1. 'Career' means an occupation chosen by a person as a life time profession.
2. "Extrinsic Sactors" means external variables including —Salary, work culture, glamour and perks/additional benefits.
3. 'Salary' means monthly wages/emoluments.
4. 'Work culture' means sum total of working environment in an organization.
5. 'Glamour' means physical attraction of a job.
6. Additional benefits means perks.
7. 'Job choice' means option to select a job out of available alternatives.
8. Secondary school students means students of 10th class.

2. RESEARCH METHODOLOGY

The research methodology adopted in the study is described as under:-

RESEARCH DESIGN

The study was designed to collect data concerning variables associated with the job choice of the secondary school students including 120 boys and 120 girls (240 students) reading in selected high and higher secondary schools of a selected educational zone. As the study was concerned with the collection and analysis of qualitative data concerned with the job choice factors, it was based on the 'Descriptive Diagnostic' type of research design.

DATA COLLECTION TOOLS

A self developed questionnaire was used to collect primary data from the selected (240) secondary school students.

SAMPLING DESIGN

The Multistage Random Sampling Design was adopted to select 240 secondary school students including 120 boys and 120 girls. These are/were 15 educational zones in the selected district out of which one zone consisting of 12 number of high and higher secondary schools was selected. The sample consisted of the 7 government and 2 private schools (Total 9 high and higher secondary school). All of the students reading in class 10th were selected as respondents for this study.

COLLECTION OF DATA

The data were collected from the respondents by means of a self-developed questionnaire. Total number of 400 questionnaire were distributed among the head of the selected schools for completion by the students/respondents and were collected back after one month. After evaluation for errors and omissions 240 questionnaires of 120 boys and 120 girls were accepted and considered for further processing and analysis.

UNIVERSE AND TIME OF STUDY

The study was initiated with the collection of data during the month of March-April 2022. It took about two months in the preparation, distribution and collection of questionnaires. As the study was based on random sampling design, the entire area of district Rajouri constitutes the universe of this study.

ANALYSIS OF DATA

After collection the data were transferred to a master table/data sheet and coded for further analysis. The tools of descriptive statistics including mean, range, parentage and difference between percentage were used to find out the results.

3. RESULTS AND DISCUSSIONS

As per data analysis, the results are presented and discussed as under :-

FREQUENCY DISTRIBUTION OF RESPONDENTS

The respondents/students consisted of 120 boys and 120 girls reading in government and private schools of the selected educational zone. The frequency distribution of respondents is presented in the table given below:-

Table -1 Frequency Distribution of Respondents (Gender-wise)

S.No.	Type of School	Frequency of Distribution					
		Boys		Girls		Total	
		N	P	N	P	N	P
1.	Government Schools (7 Nos)	85	71	85	71	170	71
2.	Private schools (2 Nos)	35	29	35	29	70	29
Total		120	100	120	100	240	100

Source : Questionnaire

‘N’ denotes number

‘P’ denotes percentage

Description : There are/were 240 respondents/students in the sample comparing of 120 boys and 120 girls out of which 170 belong to government and 70 to private schools. The ratio between boys and girls is 50 : 50.

FACTORS INFLUENCING JOB CHOICE DECISION OF THE STUDENTS

The questionnaire consisted of a question specific to factors influencing the job choice decision of the students. The question runs as under :- “If you like to select your job yourself, What factors will you take in mind in selection of job?”:

- a) Salary (b) work-culture (c) Glamour (d) Additional Benefits (Perks)
(e) All of the above.

The data was collected and analysed using number and percentage of the students preferring a particular factor (Choice). The analytical findings are presented in the table given below:-

Table - 2 Frequency Distribution of Students/Respondents for job choice factors

S.No.	Variable/Factor	Frequency Distribution					
		Boys		Girls		Total	
		N	P	N	P	N	P
1.	Salary	41	34	42	35	83	35
2.	Work culture	02	02	12	10	14	06
3.	Glamour	47	39	29	24	76	32
4.	Additional Benefits (Perks)	00	00	00	00	00	00
5.	All of above	10	08	06	05	16	07
6.	None of above	20	17	31	26	51	21
Total		120	100	120	100	240	100

Source : Questionnaire

‘N’ denotes number

‘P’ denotes percentage

Description : The table 6 above reflects the following results:-

1. 41/120 (34%) of boys and 42/120 (35%) of girls give preference to salary in the selection of job.
2. 47/120 (39%) of boys and 29/120 (24%) of girls give preference to glamour as a factor of choice in job selection.
3. Only 2/120 (20%) of boys and 12/120 (10%) of girls prefer work culture in selection if job.
4. None of the respondents (0%) prefer additional benefits (Perks) in selection of a job.
5. 10/120 (8%) of boys and 6/120 (5%) of girls and total 16/240 (7%) of all the respondents like to consider all of the factors in selection of a job.
6. It was also found that 20/120 (17%) of boys and 31/120 (26%) of girls and 51/240 (21%) of all the students do not like to consider any of the given factors of job choice.
7. The results further show that the majority of students (35%) give first preference to salary followed by glamour 76/240 (31%) while as no consideration was given to additional benefits perks.
8. A considerable strength 51/240 (21%) of all the students gave no consideration to any of the factors.
9. There seems a difference between the choice of boys and girls in selection of a job which is being presented hereunder.

GENDER DIFFERENCE

Some studies have found that there was difference between the job choice of boys and girls. In this context, the difference between the number and percentage of boys and girls with respect to their job choice factors is being analysed and the results are enlisted as under:-

Table -3 Gender Difference

S.No.	Job Choice Factor	Frequency & Difference			
		(a) Boys	(b) Girls	Difference (a-b)	
		N	N	A	P
1.	Salary	41	42	(-)1	4.65
2.	Work culture	02	12	(-)10	142.85
3.	Glamour	47	29	18	47.36
4.	Additional Benefits	00	00	00	00.00
5.	All of above	10	06	04	50.00
6.	None of above	20	31	(-)11	43.14
Total		120	120		

Source : Questionnaire

‘N’ denotes — number

‘A’ Absolute — difference

‘P’ denotes — Percentage difference.

$$\text{Percentage (\%) difference} = \frac{a-b}{a+b} \times 100$$

Description : The results are described as under :-

1. Gender difference in salary : There was a 4.65% difference between boys and girls with respect to salary.
2. Work culture : There was 142.85% difference between boys and girls in the choice of work culture.

3. Glamour : There was a 47.36% difference between boys and girls with respect to glamour.
4. Additional Benefits : There was no difference between boys and girls with respect to additional benefits.
5. All the factors : There was 50% of difference between boys and girls with respect to all the factors of job choice.
6. None of the above : There was 43.14% difference between boys and girls with respect to none of the factors.

ANSWERS TO RESEARCH QUESTIONS

Q.1 Which is the most preferred factor of job choice?

Answer : Being preferred by highest number (83) and percentage (35%) of the students salary is found to be the most preferred factor of job choice.

Q.2 Which is the least preferred factor of job choice?

Answer : Additional Benefits (Perks) is the least preferred factors having 00% preference.

Q.3 Is there any gender difference?

Answer: There is significant difference between boys and girls with respect to their preference to the given factors of choice. Most of the girls (35%) preferred salary while as glamour was the most preferred choice of boys. However, there

was no difference between boys and girls with respect to additional benefits of a job.

4. SUMMARY AND CONCLUSION

The review of related Literature revealed that there were/are several studies conducted on the topic: “Factors influencing Job Choice Of Secondary School Students” which shows that a very few students have been conducted in the significance of Extrinsic factors of job choice. Hence, this study was taken up with the main objective of exploring the significance of extrinsic factors of job choice with special reference to gender difference. Corresponding to each objective (3) there were three research questions which have been answered by analysis of data.

The study was conducted in district Rajouri of Jammu and Kashmir U.T. The data were collected from the secondary school students comparing of 120 boys and 120 girls reading in 10th class in various government and private high and higher secondary schools. A self developed questionnaire was used as a tool of data collection.

The data were analysed using descriptive statistical tools including number, percentage, range etc.

The results showed that the salary was the most preferred factor for girls while ‘glamour’ was mostly preferred by boys. Additional benefits (Perks) was the non-preferred choice factor among both the genders. There were also differences between the boys and girls in preference of job choice factors.

However, there seems an urgent need for conducting a more comprehensive study on the topic.

IMPLICATIONS

The study is very valuable for the interest of the students, parents and teachers as well as for the policy makers to bring about educational and administrative references in future.

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