



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

THE IMPACT OF CAREER OPTIONS AND CAREER DEVELOPMENT TRENDS AMONG YOUTH: A QUANTITATIVE STUDY

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Abstract

In today's age of modernisation and globalisation, it has become imperative for the students to make timely and informed decisions about their prospective career options. The study aims to gain an insight into the students awareness regarding current employment scenario in the country and their responsiveness towards career development options available to them. An attempt has been made to study their perception regarding various job available to them. Trends have been derived from thorough analysis of data and students' thought process for a particular job selection. In this paper rigorous analysis of various types of factors which influence the decision of youth regarding their career preference have been made. We used the descriptive research method to investigate the objectives of the study. The data has been collected through questionnaire from 100 students of different colleges. Data was analysed with the help of various type of tests like 3 and 5 point Likert scale, Ranking analysis and chi-square. The findings of the study revealed that the students are much aware regarding the career opportunities which are available to them in India and growth opportunities is the most influencing factor which students must consider while making a career choice.

Key words: Career Preference, Career options, Factors affecting Career Preference.

I. Introduction

In this competitive era, choosing a good career option is a big decision and the irony is that we all are not prepared to take such a big decision. When in school one has to choose between humanities, commerce and science. Earlier, parents greatly influenced the decisions of their children. But now, the generation is much more aware regarding the career options available to them and make their decisions independently. Anybody can have a fear of miscalculating their skills and strengths to have an estimate of their future, therefore choosing a right career is inevitable for students.

So, it has become the need of the hour to understand why students prefer one job over other. It is required to prioritize student's perspective and recruiters demands. This can help the recruiters to tailor their offers to attract the desired candidates that can be the perfect fit for the job. Also student's time and efforts can be channelized well to find their desired jobs.

Sharif, Ahmed and Sarwar (2019) found in their research titled "Factors influencing career choices" the selection of study programme is the major factor, which leads the students to struggle for their desired future career. This study was done to explore the significant roles of parents, peer groups, teachers, future incomes and societal differences by labelling all of such factors as "influencers" on the career choice of young students. They collect the primary data with the help of Google questionnaire. The research participants were the students of different universities of Karachi. They concluded that among various factors, the most powerful was the influence of earning a reputable social status and family pressure to take a move in particular direction.

J. Hellen and M. Kitainge (2015) in their research called "Influence of Career Preference on Academic Performance and Graduation of Male Students" studies the ways in which career preference affects academic performance and graduation of male university students of Kenya. They adopt the case study method and unstructured interviews to gather information. They concluded that the parents played an important role in influencing the career choice of their own children.

Singh and Singh (2015) in their research titled "An Analytical study of career preference of secondary level students of Bareilly" studied the objective to explore the Career preference of secondary level students. This study was conducted through survey method. It concluded that the schools and colleges must arrange career guidance and counselling to provide proper path to the students for their better career preference.

Shahid Kazi (2017) in her study “Factors Affecting students career choices” found the factors that have an impact on students career choices. She conducted her study on a sample size of 432 students from 2 public sector universities in the city of Lahore, Pakistan. She concluded that the MS level students were heavily influenced by their parents in terms of career choices followed by peers, gender, print media, financial resources, interest and others.

Fouad, kim, Ghosh, Chang, Figueiredo (2015) did their research titled “Family Influence on Career Decision Making”. In this they studied the influence of family on career decision in both India and USA. For this they made use of nomological network for family influence scale. The study concluded that there was correlation in family influences in terms of work volition, work values, calling, family obligation and occupation engagement.

Gurav (2020) in his work “A Study of skill development for Employability Enhancement” interviewed 52 students across Shivaji University, Kolhapur. He stated that there is skill shortage in market. For this NSDC was set setup with a target of skilling 500 million people by 2022. The outcomes to them were practical teaching, ICT based teaching, finishing school, employee bank, self-learning etc.

II. Data and Research Methodology

A. DATA

In this study endeavour has been made to collect information from a representative part of the macrocosm and the conclusions are drawn on that base which fits the macrocosm faultlessly. Structured questionnaire consisting of open ended and closed ended questions including dichotomous and multiple choice questions were distributed to 100 respondents in the industrial hub Ludhiana, Punjab. Here judgement as the sampling technique is used. To ensure that the data collection instrument is pertinent, a pilot test study was conducted on 10 respondents. The questionnaires were administered to 115 respondents out of which 100 respondents returned the completed questionnaires. So the response rate comes out to be 86.9%.

B. METHODOLOGY

This study adopted the descriptive survey design. Mean, percentages were calculated to analyse the data. Chi square test at 5% level of significance was applied to test the significance of age and gender in career preference. 3-point and 5-point Likert scale was used to study the level of agreement or disagreement on a symmetric agree-disagree scale for a series of factors.

H1: There is no significance difference between age of respondents and their career preference.

H2: There is no significance difference between gender of respondents and career preference.

III. RESULTS AND ANALYSIS

A. Career preference of Students

- In order to study the career preference by various students firstly they were asked how they feel about their career planning. And the use of 5 point likert scale was made to test and analysis the data.

Table no.1: Feeling about career planning

Options available	Frequency	Likert Scale	Total Scale
Worried	24	5	120
Confident	38	4	152
Excited	26	3	78
Bored	2	2	4
Ready	10	1	10
Total	100		378

CALCULATION OF LIKERT VALUE:

Likert value = Total scale/ total no. of respondents

$$64/100$$

$$= 3.64 \text{ (approx.)}$$

From the likert scale analysis, it is perceptible that students are very much confident about their career planning. In this survey 38 students out of 100 were confident. 24 were worried and 26 were excited regarding their career planning. Only 2 students feel bored about their career planning.

- An attempt was made to find viewpoint of respondents of different age groups towards career choice. To analyse the results the respondents were divided into different age groups from 15 years to 20 years and above. Chi Square test at 5% level of significance was applied to study the association between age of respondents and career choice.

Table no.2: Chi square test to test association between age of respondents and career preference.

Observed	Expected	O.E	(O.E) ²	(O-E) ² /E
10	50*10/100=5	5	25	5
0	40*10/100= 4	4	16	4
0	10*10/100= 1	1	1	1
40	50*56/100= 28	12	144	5.14
16	40*56/100= 22.4	-6.4	40.96	1.82
0	10*56/100= 5.6	5.6	31.36	5.6
0	50*34/100= 17	17	289	17
24	40*34/100=13.6	10.4	108.16	7.95
10	10*34/100= 3.4	6.6	43.56	12.81

$$\chi^2 = \sum (O - E)^2/E = 60.32, \chi^2 (0.05) = 12.592$$

Calculated value was more than table value. Thus, H1 was rejected. It implies that there was significance difference between age and career choice.

- Further, it could be inferred that people of all age groups had different attitude towards their career preference. Additionally, attitude of respondents of different genders towards career choice was scrutinized. The respondents were divided into males and females. The analysis was done by applying Chi Square test at 5% level of significance to study the association between gender of respondents and career preference.

Table no. 3: chi square test to test the association between gender of respondents and career preference

(O)	(E)	O-E	(O-E) ²	(O-E) ² /E
42	50	-8	64	1.28
58	50	8	64	1.28

$$\chi^2 = \sum (O - E)^2/E = 2.56, \chi^2 (0.05) = 3.841$$

Calculated value was less than table value. H₂ was accepted which implies that there is no significant difference between gender and career preference. It suggested that males and females both have same attitude career choice.

B. Awareness and sources of acquiring knowledge regarding career planning

- The respondents were asked questions related the awareness regarding career choice. They were asked to give the extent to which they are aware regarding the career options available to them in India. 3 points on the Likert scale were 'Maybe' (with highest value 1), 'NO' with medium importance (and was assigned value 2), and the third point was 'Yes' (with least value 3). Likert scale value of 2.54 (approx.) indicated that students are very much aware regarding the career options available to them.

Table no.4: Awareness regarding career options

Knowledge source	frequency	Percentage
Seminars	12	12
Business experienced mentors	16	16
Research	54	54
Training	18	18
Total	100	100

Table no. 5: Sources of gaining knowledge

Options available	Frequency	Likert Scale	Total Scale
Yes	37	3	111
No	3	2	6
May be	10	1	10
Total	50		127

- The study stimulated to get an insight into how students gain knowledge regarding career options, no. of options provided to them and the most preferred option were doing research on the relevant topic. Percentages were used to calculate results.
- In order to know the preference of the students, different options were provided to them. This data was analysed with the help of percentage method. From the mentioned information it can be said that most preferred career options are banking with 18 percent. Next come government job, teaching and healthcare with 12 percent each. The rest 46 percent is shared by other career options being corporate sector, accounting, CA/CS/CMA and hotel management etc.

Table no. 6: Options of career preference

Career preference	Frequency	Percentage
Government job	12	12
Corporate sector job	6	6
Healthcare	12	12
Accounting	8	8
Banking	18	18
CA/CS/CMA	10	10
Teaching	12	12
Hotel management	2	2
Engineering	10	10
Business startup	10	10
Total	100	100

C. Factors affecting Career Preference

- The students were asked questions related to the factors they consider while making a career choice. The respondents were asked to rank different factors which influence them. The options were growth opportunity, family influence, monetary benefits, flexible job, required qualifications, good working conditions and self-esteem. The respondents assigned ranks to different options from 1 to 7; whereas 1 was the lowest rank and 7 was the highest rank.
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Table no. 7: Factors influencing career preference

Options available	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	RANK 6	RANK 7	TOTAL*	OVERALL RANK
Weights assigned	7 (w ₁)	6 (w ₂)	5 (w ₃)	4 (w ₄)	3 (w ₅)	2 (w ₆)	1 (w ₇)	-	-
Growth opportunity	30	24	16	16	8	6	-	5.34	1
Family influence	10	10	12	14	24	14	16	3.62	5
Monetary benefits	10	14	14	20	20	14	8	4	4
Flexible job	18	14	20	18	14	6	10	4.86	2
Required qualifications	4	10	8	8	10	28	32	2.78	7
Good working conditions	4	10	10	12	10	26	28	2.96	6
Self esteem	24	18	20	12	14	6	6	4.46	3

CALCULATION OF RANK ANALYSIS*:

$$\begin{aligned}
 \text{Total} &= \frac{x^1w^1+x^2w^2+x^3w^3+x^4w^4+x^5w^5+x^6w^6}{\text{No. of responses}} \\
 &= \frac{30 * 7 + 24 * 6 + 16 * 5 + 16 * 4 + 8 * 3 + 6 * 2}{100} \\
 &= \frac{210 + 144 + 80 + 64 + 24 + 12}{100} \\
 &= \frac{534}{100} = 5.34
 \end{aligned}$$

The overall rank was calculated which revealed that growth opportunities is the most influencing factors in career preference followed by flexible job and self-esteem. It was found that only a few students considers that monetary benefits and family also impacts on their career choice whereas the least influencing factor is required qualifications.

- Further, the respondents were asked the reasons which they consider a hindrance in making a career choice. This helped in identifying the challenges faced by students. Different reasons were listed and percentages were calculated. The main constraints they face is lack of practical knowledge followed by anxious about process of choosing and getting a job and lack of awareness of career options.

Table no. 8: Constraints to career preferences

Constraints	Frequency	Percentage
Practical knowledge	26	26
Lack of awareness of career options	22	22
Anxious about process of choosing and getting a job	24	24
Job insecurity	16	16
Lack of knowledge	12	12
Total	100	100

D. Efforts made by students and Overall satisfaction

- To study the efforts made by the students to upgrade their skills, the respondents were asked regarding different options and percentages were calculated. It is found that mostly students read books followed by organisational training and online courses taken in order to enhance their skills.

Table no. 9: Own's efforts to upgrade skills

Efforts	Frequency	Percentage
Read books	30	30
Organisational training	18	18
Participate in job shadowing	6	6
Join a professional association	10	10
Earn a professional degree	8	8
Take help from mentor	12	12
Take online courses	16	16
Total	100	100

- The respondents were asked regarding the satisfactions level of jobs available in India. The readings of the 100 respondents shows that most of them feels neutral about jobs available in India. 36 of them are satisfied with the jobs available in India. Followed by the dissatisfied, highly satisfied and highly dissatisfied. This can be calculated with the help of 5 point liker scale. Likert scale value of 3.28 (approx.) indicates that students feels neutral about jobs available in India.

Table no. 10: Satisfaction from jobs available in India.

Satisfaction level	Frequency	Likert scale	Total scale
Highly satisfied	6	5	30
Satisfied	36	4	144
Neutral	42	3	126
Dissatisfied	12	2	24
Highly satisfied	4	1	4
Total	100		328

IV.FINDINGS:

- ❖ The Report highlighted that the students are very conscious regarding their career choice. The study reveals that 38 students out of 100 feels very confident about their career planning. Other 26 feels excited and other 24 feels worried regarding their career planning.
- ❖ The study indicates that the 74% of the sample population are aware regarding career options available in India. The population gains this information through career guidance sessions, by attending seminars and by doing research regarding their relative topic.
- ❖ It is found that 46% consider that career guidance is important to them before making any career choice. Rest students like to do research with the help of internet, journal and magazines before choosing best career options.
- ❖ The best option is which students mostly prefer as their career preference is banking followed by government job, teaching and health care.
- ❖ Under factors, we study influencing factors and various types of constraints. We found that growth opportunities is the most influencing factor followed by flexible job and self-esteem which effects their career preference.
- ❖ In this study we found that students face a lot of constraint while making a career choice.

- ❖ 26% of students face the biggest constraint that they just have theoretical knowledge but not the practical one. Other 24% students were anxious about the process of choosing and getting a job. And rest have their other issues.
- ❖ Today's Constant up gradation of skills is required so it's found in the study that out of 100 respondents, 30 read books to do so. Followed by 18 of them take organisational training and 12 take required online courses. The rest of them take help from mentors, join a professional association, earn a professional degree and participate in job shadowing.
- ❖ 42% of the students were feels neutral regarding their satisfactions in career options available in India. So it's seems that the government take necessary steps by providing more options to students in various streams.

V. CONCLUSION:

Earnest efforts have been made to complete this research on analysis of career preference. It examined various aspects that are vital for making a precise career decision. The completed results obtained after thorough study provide useful insights for scholars, strategists and others concerned to have a clear view of what it takes to have appropriate decisions on all aspects associated with career preferences.

It is concluded that students nowadays are well aware of most of the career options available to them. This makes them more cautious and concerned about what all is available to them. For doing this they combine their own efforts to acquire and update their knowledge by the means of researches or asking to their near or dear ones with seeking professional help like attending seminars or career consultations. Today's fast paced life requires them to constantly upgrade themselves. They now try to strike a perfect work life balance. So they prioritize certain career choices over others and banking seems one of them. It is also analysed that they have to face some constraints as well. They think that they do not have adequate theoretical knowledge to match the practical know how's of a particular industry in which they want to work.

So they experience a neutral level of satisfaction about career options available in current Indian market. They also want active government participation in this regard. This leave government with a crucial task of striking parity between rapid population growth and increasing job and growth opportunities. This will fulfil mutual benefits of keeping the people satisfied and growth of economy as a whole.

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