

## **Career Perceptions of Students**

**Archana S Menon**\*

**Dr.Santha S.**\*\*

---

### **Abstract**

Career perceptions mean the aspiration of the students about the type of work and career to be achieved. Choosing a career is important for individuals as it brings out them who they are. The career chosen by the individuals has a significant impact on their personal lives, relationships, families, and surroundings.

### **Background**

#### **Aim**

The current study has been undertaken to analyse the career perceptions of students of Ward V and VI, Aikaranadu Grama Panchayath.

### **Materials and Methods**

The scope of the study is confined to the career perceptions of students. For the study, 50 students studying in 9<sup>th</sup> and 10<sup>th</sup> standard (academic year 2016-17) of Ward V and VI, Aikaranadu Grama Panchayath were selected. Analysis was done via statistical software 17.0. using statistical tool, viz percentages, rank test and chi-square test were used.

---

\* **Student Post Graduate Department of Commerce and Research Centre, St. Peter's, College, Kolenchery, Ernakulam, Dist., Kerala**

\*\* **Associate Professor in Commerce Post Graduate Department of Commerce and Research Centre, St. Peter's, College, Kolenchery, Ernakulam, Dist., Kerala**

## Results

The present study focused on the career Perceptions of Students revealed that most of the respondents preferred Teaching/Medicine as the proposed career because of 'better working condition'. Vocational guidance helped them to choose the career. The ability of the parents to pay college fees was the most important family factor which affected the career perceptions of students. The expectations of the society were the major cultural factor that affected the respondent's career perceptions. 'Parents/Guardians' played an important role in the enhancement of career perceptions of the students.

## Conclusion

Most of the respondents preferred teaching/medicine as their proposed career. The reason behind their preference was better working condition. The ability of the parents to pay college fees and the "expectations of the society" were the important family and cultural factors that affected the career perceptions of students.

**Key words: Career perceptions, Career developments, Family environment, Friedman Repeated Measures Analysis of Variance on Ranks.**

## MANUSCRIPT

### Introduction

Career perceptions are the goals which an individual set out to achieve either in his current profession or his desired profession. It clearly defines as to what an individual need from his work. It is the path that an individual wants his career to follow. The need for vocational guidance and counselling varies across cultures. Ramachandran (2012)<sup>1</sup> in a study stated that family businesses constituted a significant proportion of businesses in India. Family businesses were considered as providing financial security and typically, the joint family system used to encourage the next generation to join the family business. Youth were forced to make choices that would be suggested by their peers, friends, parents, and others. Arulmani & Nag Arulmani, (2004)<sup>2</sup> observed in a study that poor career planning could result in delayed decision-making with regard to career and cause long lags in career development. Arulmani & Nag Arulmani, (2006)<sup>3</sup> in their study found out that students who made career choices without

professional counselling and guidance were likely to choose careers that were trending, instead of careers that might be suitable for them.

### **Significance of the study**

Career has become an inevitable part of students' life which is the turning point of their life. Career developments facilitates a student to select a career or subject to undertake in future. Career gives great pleasure to individuals and helps them to contribute to their family and society as per their discretion. People spend a significant part of their life for their career. Hence, the decision about one's career is matter of lifelong satisfaction. Career perceptions derived from high school level and it passes through higher secondary level, degree level and post graduate level. After completion of class 10 board exams students are always worried about the stream to choose for the future courses. In this context, the present study titled "career perceptions of students" assumes greater importance.

### **Scope of the study**

The present study mainly focussed on 9<sup>th</sup> 10<sup>th</sup> standard students (academic year 2016-17) in Ward V and VI, Aikaranadu Grama Panchayat. The study analysed the career perceptions of students.

### **Objective of the study**

The main objective of the study was to analyse the Career perceptions of students of Ward V and VI, Aikaranadu Grama Panchayat.

### **Hypotheses of the study**

H<sub>01</sub> There is no difference in the reasons for preference of proposed career among students of Ward V and VI, Aikaranadu Grama Panchayat.

H<sub>02</sub> There is no difference in the family, cultural and general factors affecting career perceptions of students of Ward V and VI, Aikaranadu Grama Panchayat.

## **Research Methodology**

### **Selection of sample**

There were in all 60 students studying in 9<sup>th</sup>10<sup>th</sup> standard during the academic year 2016-17 in Ward V and VI, Aikaranadu Grama Panchayat. Questionnaires were issued to all the students. 10 students responded but did not complete the questionnaire. Therefore, the total number of respondents of the study was limited to 50.

### **Collection of data**

The study was based on both primary and secondary data. Secondary data were collected from journals and various websites. Primary data required for the study were collected by using structured questionnaire.

### **Tools of Analysis**

Statistical tool like percentage, Friedman Repeated Measures Analysis of Variance on Ranks have been applied via. SPSS16.0 for analysing the objectives of the study.

### **Period of study**

The survey was conducted during the period of December 2016.

### **Career Perceptions of Students-Analysis**

The study revealed that 52 per cent of the respondents were females and the rest 48 per cent of them were males (Table 1 ).82 per cent of the respondents' families have two children and 12 per cent of them have one child and 4 percent of them have 3 children and the remaining 2 per cent have four children (Table 2 ).30 per cent of the fathers of the respondents were casual workers.28 per cent of them were having private job and 16 per cent of them were Government employees and another 14 per cent of them were farmers. Only 12 per cent of them were business men. (Table 3). 60 per cent of the respondents' annual family income was less than Rs.100000. 28 per cent of them have family income of Rs.100000 to 200000 and another 6 per cent each have family income of Rs. 200000 to 300000 and Rs. 300000 to 400000 respectively (Table 4).46 per cent of the respondents got career guidance through career guidance and counselling classes provided by the teachers at their school. 18 per cent of the respondents got career guidance

through vocational counselling teacher. 24 per cent of them got career guidance through 'Inviting Guest to Speak on Careers' and 8 per cent of them got through 'Career day' and the remaining 4 per cent got career guidance and counselling at their school through career club (Table 5).

34 per cent of the respondents preferred Teaching as the proposed career. 28 per cent respondents preferred Medicine and 16 per cent preferred banking field. 12 per cent preferred communication technology as their career and 8 per cent of the respondents preferred nursing as their profession and the remaining 2 per cent preferred architecture as their proposed career (Table 6). The main reason for choosing the proposed career by the respondents was 'better working condition' (Mean score 3.66). Second reason was 'job security' (Mean score 3.33) and 'better salary' (Mean score 2.81) was third reason for choosing the proposed career by the respondents. (Table 7). The first hypothesis of the study was that there is no difference in the reasons for preference of proposed career among students of Ward V and VI, Aikaranadu Grama Panchayat. Friedman Repeated Measures Analysis of Variance on Ranks was applied to know whether there is any significant difference in the reasons for preference of proposed career among the students. The test result revealed that there is a significant difference in the reasons for preference of proposed career among students since the p value (0.000) is less than 0.01. Therefore, the null hypothesis **H<sub>01</sub> is rejected**. (Table 7). 42 per cent of the respondents' parents preferred doctorate degree as the highest level of education for their children and 32 per cent preferred Master degree and 10 per cent of the respondents' parents preferred Bachelor degree in arts/ science/commerce and only 2 per cent preferred Post-secondary diploma and 14 per cent of the respondents' parents preferred Engineering/medicine Degrees (Table 8). Most the respondents' parents' aspiration about their children after education was 'go into employment'. 16 per cent aspired to 'go to college for further training'. Only 6 per cent of the parents aspired to 'join the family business' and the remaining 10 per cent respondents' parents' aspired to 'go to university' for higher studies after education (Table 9). 92 per cent respondents received vocational guidance at school and the rest 8 per cent did not receive any vocational guidance (Table 10).

72 per cent respondents said that vocational guidance helped them to choose the career to a very great /great extent. 6 per cent respondents opined that vocational guidance helped to choose their

career to a small extent and the remaining 22 per cent of the respondents had no opinion in this regard (Table 11).

The major family factor was the 'Ability of Your Parents to Pay College Fees' (Mean Score 7.35). The second family factor was 'Occupation of Your Parent' (Mean Score 6.33). Chi square test result revealed that there is a significant difference in the family factors affecting the respondents' career perceptions since the p value is 0.000 which is less than 0.01 (Table 12).

The major cultural factor affecting the career perceptions was the 'Expectations of Society' (Mean Score 4.26). 'Cultural Practices' was the second factor (Mean Score 3.75). The chi-square test result revealed that there is a significant difference in the cultural factors affecting the Respondents' career perceptions since the p value is 0.000 which is less than 0.01 (Table 13). 'Motivation by Teachers / Parents' was the major (general) factor that affected the students' Career perceptions (Mean Score 3.89). 'Subjects Offered in School' was the second factor (Mean Score 3.46). Chi-square test was applied to know whether there is any significant difference in the general factors affecting the Respondents' career perceptions. The test result revealed that there is a significant difference in the general factors affecting the Respondents' career perceptions since the p value (0.000) is less than 0.01 (Table 14).

The second hypothesis was that there is no difference in the family, cultural and general factors affecting career perceptions among students of Ward V and VI, Aikaranadu Grama Panchayat. Chi-square test result given in Tables 12, 13 and 14 revealed that there is a significant difference in the family, cultural and general factors affecting career perceptions among students since the p values are 0.000 which is less than 0.01. Therefore, the null hypothesis **H<sub>02</sub> is rejected**. 'Parents/Guardians' played an important role in the enhancement of career perceptions of the students (Mean score 4.24). 'School administration' was the second agency which played an important role in the enhancement of career perceptions of the students (Mean score 3.69). Chi-square test result revealed that there is a significant difference in the opinion of the respondents about the enhancement of career perceptions of students (Table 15).

## Conclusion

The present study focused on the career Perceptions of Students revealed that most of the students preferred Teaching/Medicine as the proposed career because of 'better working condition'. Vocational guidance helped them to choose the career to a great extent. The ability of the parents to pay college fees was the important family factor which affected the career perceptions of students. The 'expectations of the society' was the major cultural factor that affected the respondent's career perceptions. 'Parents/Guardians' played an important role in the enhancement of career perceptions of the students.

## References:

- Arulmani, G., & Nag-Arulmani, S. (2004). Career counselling: A handbook. New Delhi, India: Tata McGraw Hill.
- Arulmani, G., & Nag-Arulmani, S. (2006). Work orientations and responses to career choices: Indian regional survey (WORCC-IRS). Bangalore, India: The Promise Foundation.
- Ramachandran, K. (2012). Indian family businesses: Their survival beyond three generations (Working Paper Series). Retrieved from: [http://encubeindia.com/uploads/Indian\\_family\\_businesses.pdf](http://encubeindia.com/uploads/Indian_family_businesses.pdf).

**Table 1 Gender of the Respondents**

Gender	Frequency	Percent
Male	24	48
Female	26	52
Total	50	100

Source: Primary data.

**Table 2 Number of Children in the Family of the Respondents**

Number of Children	Frequency	Percent
1	6	12
2	41	82

<b>3</b>	<b>2</b>	<b>4</b>
<b>4</b>	<b>1</b>	<b>2</b>
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data.

**Table 3 Occupation of the Father of the Respondents**

<b>Occupation of the Father</b>	<b>Frequency</b>	<b>Percent</b>
<b>Government Employee</b>	<b>8</b>	<b>16</b>
<b>Private Job</b>	<b>14</b>	<b>28</b>
<b>Business</b>	<b>6</b>	<b>12</b>
<b>Farmer</b>	<b>7</b>	<b>14</b>
<b>Casual Work</b>	<b>15</b>	<b>30</b>
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data.

**Table 4 Annual Family Incomes of the Respondents**

<b>Annual Family Income (Rs)</b>	<b>Frequency</b>	<b>Percent</b>
<b>Less than 100000</b>	<b>30</b>	<b>60</b>
<b>100000 - 200000</b>	<b>14</b>	<b>28</b>
<b>200000 - 300000</b>	<b>3</b>	<b>6</b>
<b>300000 - 400000</b>	<b>3</b>	<b>6</b>
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data.

**Table 5 Career Guidance available to the Respondents at School**

<b>Career Guidance available at the school</b>	<b>Frequency</b>	<b>Percent</b>
<b>Career Guidance and Counselling classes</b>	<b>23</b>	<b>46</b>
<b>Vocational Counselling Teacher</b>	<b>9</b>	<b>18</b>
<b>Careers Club</b>	<b>2</b>	<b>4</b>
<b>Career Day</b>	<b>4</b>	<b>8</b>

<b>Inviting Guest to Speak on Careers</b>	<b>12</b>	<b>24</b>
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data.

**Table 6 Proposed Career Preferred by the Respondents**

<b>Career</b>	<b>Frequency</b>	<b>Percent</b>
<b>Teaching</b>	<b>17</b>	<b>34</b>
<b>Nursing</b>	<b>4</b>	<b>8</b>
<b>Medicine</b>	<b>14</b>	<b>28</b>
<b>Architecture</b>	<b>1</b>	<b>2</b>
<b>Communication Technology</b>	<b>6</b>	<b>12</b>
<b>Banking</b>	<b>8</b>	<b>16</b>
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data.

**Table 7 Reason for the Preference of the proposed Career**

<b>Reason</b>	<b>Mean</b>	<b>Rank</b>
<b>Employment opportunity</b>	<b>2.60</b>	<b>4</b>
<b>Better Salary</b>	<b>2.81</b>	<b>3</b>
<b>Better Working Condition</b>	<b>3.66</b>	<b>1</b>
<b>Job Security</b>	<b>3.33</b>	<b>2</b>
<b>Self-Satisfaction</b>	<b>2.60</b>	<b>4</b>

Source: Primary data.

$\chi^2 = 27.613$  with 5 degrees of freedom significant at 1% level.

$\chi^2$

**Table 8 Parent's Perceptions about Highest Level of Education of Respondents**

<b>Level of Education</b>	<b>Frequency</b>	<b>Percent</b>
<b>Post - Secondary Diploma</b>	<b>1</b>	<b>2</b>
<b>Bachelor Degree</b>	<b>5</b>	<b>10</b>
<b>Master Degree</b>	<b>16</b>	<b>32</b>

<b>Doctorate Degree</b>	<b>21</b>	<b>42</b>
<b>Engineering/Medicine Degrees</b>	<b>7</b>	<b>14</b>
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data.

**Table 9 Parents' Aspiration about Respondents after Education**

<b>Parent's Perceptions</b>	<b>Frequency</b>	<b>Percent</b>
<b>Go into Employment</b>	<b>34</b>	<b>68</b>
<b>Join the Family Business</b>	<b>3</b>	<b>6</b>
<b>Go to University for Higher Studies</b>	<b>5</b>	<b>10</b>
<b>Go to College for Further Training</b>	<b>8</b>	<b>16</b>
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data.

**Table 10 Vocational Guidance Received by the Respondents at school**

<b>Variable</b>	<b>Frequency</b>	<b>Percent</b>
<b>yes</b>	<b>46</b>	<b>92</b>
<b>No</b>	<b>4</b>	<b>8</b>
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data.

**Table 11 Role of Vocational Guidance in Choosing Career by the Respondents**

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
<b>To a Very Great Extend</b>	<b>13</b>	<b>26</b>
<b>To a Great Extend</b>	<b>23</b>	<b>46</b>
<b>Neutral</b>	<b>11</b>	<b>22</b>
<b>To a Small Extend</b>	<b>3</b>	<b>6</b>
<b>To a Very Small Extend</b>	<b>0</b>	<b>0</b>
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data.

**Table 12 Family Factors Affecting Respondents Career Perceptions (Friedman Repeated Measures Analysis of Variance on Ranks)**

Family Factors	Mean	Rank
Occupation of Your Parent	6.33	2
Level of Education Attained By Parents / Guardians	5.83	3
Age of Your Parents	4.70	4
Ability of Your Parents to Pay College Fees	7.35	1
Location of Your Home ( Urban / Rural )	4.47	5

Source: Primary data.

$\chi^2 = 67.196$  with 9 degrees of freedom significant at 1% level.

**Table 13 Cultural Factors Affecting Respondents' Career Perceptions (Friedman Repeated Measures Analysis of Variance on Ranks)**

Cultural Factors	Mean	Rank
Cultural Practices	3.75	2
Early Marriage	2.39	4
Expectations of Society	4.26	1
Child Labour	2.48	3
Lack of Role Models	2.12	5

Source: Primary data.

$\chi^2 = 87.857$  with 4 degrees of freedom significant at 1% level.

**Table 14 General Factors Affecting Respondents' Career Perceptions (Friedman Repeated Measures Analysis of Variance on Ranks)**

General Factors	Mean	Rank
Career Guidance Availability	3.27	3
Subjects Offered in School	3.46	2
Motivation by Teachers / Parents	3.89	1
Ability of Resources	2.22	4
Performance of Students	2.16	5

Source: Primary data.

$\chi^2 = 62.993$  with 4 degrees of freedom significant at 1% level.

**Table 15 Opinion of the Respondents about Various Agencies/Persons in the Enhancement of Career Perceptions of Students (Friedman Repeated Measures Analysis of Variance on Ranks)**

<b>Variables</b>	<b>Mean</b>	<b>Rank</b>
<b>Government</b>	<b>2.71</b>	<b>4</b>
<b>Society</b>	<b>3.04</b>	<b>3</b>
<b>School Administration</b>	<b>3.69</b>	<b>2</b>
<b>Parents / Guardians</b>	<b>4.24</b>	<b>1</b>
<b>Others</b>	<b>1.32</b>	<b>5</b>

Source: Primary data.

$\chi^2 = 114.195$  with 4 degrees of freedom significant at 1% level.