

A STUDY ON FACTORS INFLUENCING TODAY'S YOUTH CAREER CHOICE

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Abstract:

In today's society Career is a sign of status and thus it becomes important for each individual to reach the zenith of success in the life. In order to reach the success it is important that each individual choose an appropriate career according to their best ability. Choosing career has become an important task for students. Factors like parents, guardians, teachers and society plays an important role. Sometimes these factors impose career on students and sometime the monetary factors. This study is to find out the factors which influence students in choosing career and the study is restricted to Kodaikanal town only.

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Introduction:

Ken Robinson once said “Human resources are like natural resources; they're often buried deep. You have to go looking for them; they're not just lying around on the surface. You have to create the circumstances where they show themselves.” Now the question which lies in front of us is how to identify the right resources if the career is chosen due to some pressure or with someone’s choice but not with the choice of a student. A development of any nation is depend on its Human Resource which they produced however the question often stands still whether it has to be developed according to the need of nation or according to the interest of the resource.

Family, Society & teachers plays an important role in identifying the skills, traits, quality of a student and this leads in choosing career for a student however what if these factors are dominated by Money, Power and status?

The study is a reflection of identifying the sources on why a student is not able to identify their career in an appropriate manner which is impacting the whole Human Resource of India. While recruiting an employee, each employer has certain expectation, example:

- ✓ Is the employee educated for the job?
- ✓ Is the employee has the potential to perform the job description?
- ✓ If the employee is self-motivated to lead any task individually?

Identifying these factors is important for an organization. Among these questions an employer can identify the education background quite easily however it is really difficult to identify the motivational level. In 2013, approximate 15 lakh students appeared in 12th class examination among CBSE, ICSE and state boards in which more 40% of the student group joined for Engineering and 20% students joined for Other regular degree courses and rest of the students joined for distance learning program or dropped out of studies.

Looking at this number, it is suspicious to understand that why 40% of the students are heading for Engineering and the answer is an average 15% growth of IT companies in India every year. This is attracting students however during this transaction they are missing out in

identifying their real traits and heading towards a goal which is either chosen by their parents or through the charm of the job.

Recently our State Minister for Human Resource Mr. Shashi Tarur mentioned on his interview that 70% of the colleges and 62% of the universities have lost their standards of producing quality employees due to which now the employers are forced to start up training centers in different cities for fulfilling their need.

So the question comes in front of us as who choose career for the students? What are the factors which influencing while choosing a career? This study is done to find out these questions. Due to the limitation of Time and Resource this study is limited to Kodaikanal.

Review of Literature

Identity development neither begins nor ends in adolescence or early adulthood. Similarly and more specifically, neither is decisions relating to choice of a career or occupation limited to adolescence or early adulthood. Brown and Brooks (as cited in Patton & McMahon, 2006a, p. 5) define career development as “a lifelong process of getting ready to choose, choosing, and typically continuing to make choices from among the many occupations available in our society”. At the same time, choosing a career remains an extraordinary developmental achievement in adolescence and early adulthood. Even though career trajectories no longer may be singular, linear or necessarily stable (Bakshi, 2011), the choice of a career represents a coming of age for youth.

The salience of even an initial career choice can be interpreted using Paul Baltes’ life span theory. Career choice is exemplary of development as selective adaptation, a key idea in Baltes’ life span theory. It both opens as well as closes opportunities; in Baltes’ words, exemplifying a gain-loss dynamic (Baltes, Lindenberger, & Staudinger, 2006). In other words, in choosing one career over another we select to optimize certain characteristics and competencies over others. Each choice allows the building of particular strengths; at the same time each choice precludes other competing choices—that is, one choice is at the cost of other choices. Ontogenetic development is crucially tied to the minor and major choices made by an individual, ranging from how one spends one free

hour in the evening (e.g., go for a walk, read, play sports, watch TV, hang out with friends, play with younger sibling) to key choices such as that of a career. As a result of structure-function bidirectionality (Thelen & Smith, 2006), it is these choices that make who we are both biologically and psychologically. Clearly, career choice is substantially meaningful in helping determine developmental outcomes in adulthood

In similar vein, personhood both impacts and is impacted by career choices. Indeed it is a person who decides to start in a particular career or occupation. This decision to start in a particular career or occupation could have been made with varying degrees of self-awareness, deliberation, liberty, and contentment. Despite varying degrees of deliberation or liberty in making that decision, undeniably the decision is a portal to particular activities, experiences and (hierarchically ordered) social relationships. In participating in these, as well as contributing to creating these experiences (in small or large ways), personhood and other aspects of development are clarified and built. In the careers literature, these ideas resonate with Savickas' description of "postmodern conceptions of a self that is formed, maintained, and revised through interpersonal relationships and work roles, and which evolves during a life course of contribution to and cooperation with a community" (Savickas, 2005, p. 68).

Choosing a career path is pivotal for youth; it is also challenging and in fact burdensome (Gottfredson, 2005). The concepts of a psychosocial moratorium and identity crisis (Erikson, 1968) are corollaries of a society characterized by a confusing multitude of choices, including career choices. In the past 100 years the menu of occupations and lifestyles has expanded to include a considerably larger number of choices, many of which are less limited by sociopolitical boundaries (Gottfredson, 2005). In India, with caste-based occupational role allocation gradually breaking down especially in urban areas (Arulmani & Bakshi, 2011), and with the proliferation of newly-emerging occupations, the choice of a career has become a more complex decision for youth and families to make.

There are many factors which influence a student while choosing career. They are mentioned below:

- ✓ Self Interest
- ✓ Family

- ✓ Society
- ✓ Guardian or Teachers

Self Interest

So many people have different reasons why they choose to be whom they want, that is why personality is unique. One cannot just wake up, work hard and suddenly see himself at the top. Life is very hard. We each probably have some fundamental goals, even if we don't think of them consciously. First of all getting up in the morning is very hard. It is fundamentally an act of optimism because surely you have already realized that most days are not full of happiness. They are full but with something else.

Please choose course based on what they feel they can do, in other words, their capabilities. The opinion of one man is different from another. Today's youth have a different mind unlike their fathers. Our fathers never pursue talent, potential rather to choose to be obedient to their parents. Our youths today are not like that, they are privileged to be in a technological world, a world where one can have enormous information about things. This is the reason why some people enroll to study medicine, engineer, business management etc.

I discovered that youth take decisions, not because they have the capability or enablement, but because of influence. Today one can easily be influenced. In some families, the parents force their children to study one course or the other. Such students who cling to parents decision end up regretting sometime although it is rarely seen.

The one thing successful people never do is to give up. Success comes in all shapes and colors. One can be successful in his/her job and career but they can equally be successful in some other areas. Whatever success they are after there is one thing all radically successful have in common.

Family

Choosing a career is a vital decision that one take in once in life. The choice will determine who you are in the very future. An individual is setting apart into a field his/her heart desires. For some the decision is their own whereas for some it relies on society friends relative's parents, etc, out of which family plays a very important role and influences the individual to take

decisions. Family lays ground rules for their members to shortlist their areas of interest. Some of the families may have members who serve the administration of India and therefore keep the name of the family and pursue IAS or IPS. But there are some families that see the best area of study according to the interest of the individual and leave the option to him/her to conclude with a course and help in selecting the right institution and giving the best options possible to the individual. Whereas there are another set of parents who see the highest the individual should achieve and pressurize them to do so irrespective of what he/she is interested in.

Reputation of the family is also an important factor that makes the family lay options for the individual. There are another set of parents who ensure that the career that their child wants to pursue does not affect his or her future and family life. There are parents who have decided right from the childhood of their child, what they should become and push them to acquire achievement according to their interest.

Parents often have the habit of underestimating or overestimating their children where if they are underestimated a lot they tend to have been. When a student is constantly underestimated by his family, he slowly begins to lower his career goals since he starts to lose faith and belief in himself. However when a student is overestimated, the student begins to believe in himself and increases his career aspirations and starts to dream big. Even though the student may not be capable of achieving those great heights, he/she will still try their best to achieve whatever they are capable of achieving. Thus underestimation plays a negative role on a student and overestimation if taken in the right spirit will play a positive role. In order to achieve big career goals, some of the pre requisites are to have proper coaching and training, in order to avail them, one need to have good financial support. Sometimes, due to the lack of financial support, one tends to lower their career choices and aim for careers which can be easily attained without much expense.

Society

People's future, educational paths and careers are decided by looking outward to the influence of society and economic conditions, and not based on their own personality and preferences. People choose their career based on the influence and pressures put on them by society and not capability by what they want for themselves.

The career choice discussion with friends, parents or teachers probably focuses on set topics as future growth for that career,, demand in society, prestige and honor for that profession, educational path working environment, and of course money. These kinds of discussions show the society around you in approving or disapproving your choice. Obviously they can very strong pressure on your choice.

The society will also direct you into certain career and steer you down certain educational roads before you are old enough to think about your dreams and career plans for yourself. Often it is a case that a student “wakes up” one day at the university working towards the degree and he doesn’t even know why he is studying the subject. It seems that he didn’t even chose the subject, somehow between his parents, teachers, test scores, university and what the society needs. There was a decision about his future. He may even continue in that career in his life, hating it, but staying init because he is powerless to control his future and his fate.

The main influences the young person’s decision making are:

- ✓ Family work traditions or family aspiration for future.
- ✓ Older brother and sisters who strongly influence younger siblings.
- ✓ Negative belief such as “he will never amount to anything” can negatively impact the decision.
- ✓ Peer pressures can sometime limit young people’s decisions.
- ✓ Many young people stick to careers that are safe and known.
- ✓ Where we live and the values that are help within our own sub culture, ethnic group and society influences a young person’s career path.
- ✓ Affordability decided whether family can afford to invest the money on a career choice and this is the deciding factors in many cases.
- ✓ Changing trends in society also influences career choices. Over the past few decades engineering and MBA are the most talked about and now Software Career is what everyone aspire for.
- ✓ Immediate need of an earning member and the child decides to go for job without going for higher studies. This overrides any other thinking for career choice.

The above said are the factors that can decide the career choice in many cases but always. Ultimately it is the handwork and sincerity of an individual that make the difference in his success. Anyone can prosper in the career once they start enjoying it. We always hear the cases where people took a lot of effort to get into a career and state that they are on the wrong profession. We also hear where people become successful where they never wanted to come into the career.

Inspired by Someone

Usually when people decide to choose a certain career path it's not often with their own instincts, rather influence from someone or something at some point in their lives. Sometimes they are driven by their own visions and dreams, but yet again these dreams and visions might have had an external influence. These maybe leadership qualities seen in others by people, or success stories heard, need to contribute towards society.

Firstly leadership qualities can influence you to take a particular career path. When a person sees certain leadership qualities in someone, they become inspired to follow in their footsteps; this doesn't necessarily have to be someone they met in their adult life. This could be someone they looked up to while growing up. They see these qualities and principles and tend to want to be like him/her. It can start from even a small incident or event which will trigger the need to follow in a particular career path. For instance, if a small child sees his father at his work place doing his job in a certain manner. This may include the way he deals with people, integrity, loyalty etc. This may influence his son to want to become the same.

Also success stories heard or seen can be a key factor in people choosing a particular job or career. A good example of this might be the success story of APPLE.inc Co founder Steve Jobs. His success story has inspired may around the world that no matter what barriers or obstacles come their way, they can follow their desired career path no matter what. Just by looking at the fact of where he started and where his name is today has inspired many people around the world. When people hear such success stories, they get the inspiration that they need, to follow a particular career path. Sometimes people interested in a certain field, for example the business world, might get a taste of its success at some point of their life and may work towards it, and make it their clear cut goal.

Contribution towards the society is a very common reason for people to choose careers that will cater towards that desire. There are many people out there today; mostly high school graduates who have this desire to give something back to the society, so they chose degree courses such as Social Work, where they learn how to benefit the society, through their actions.

Students also get influenced to choose their career, this mostly may happens on summer internships they do in various companies in varied industries. They may for instance walk into a well established organization for their internship in a particular department, the finance detriment for example. And they may like the work ethic of how things are done and the enjoyment of the work. And also if there is very little barrier between top and lower management, where the work environment is open and friendly. They may want students to work in such environments, to enter and grow in these firms.

Objective of the Study

1. To study the different Criteria's of choosing career.
2. To find out the Interest of youth towards chosen career.
3. To analysis the Social Pressure faced by today youth to make their choice.
4. To study the Financial Status and Supports from various sources.
5. To find out the Awareness level of students towards different Government Benefits & Policies.

Methodology

The study is based on primary and secondary source, Primary data have been collected from Respondents at Kodaikanal, Primary data are the data collected by the researchers first time and before the research these data are not available in any form. These data were collected through interview technique. The data has been classified on the basis of age, education, qualifications, monthly income, gender, area of interest. Secondary data are collected from Books, Journals, and Online sources.

Sample Design

A sampling design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting the items for the sample. The following is the procedure used in this study.

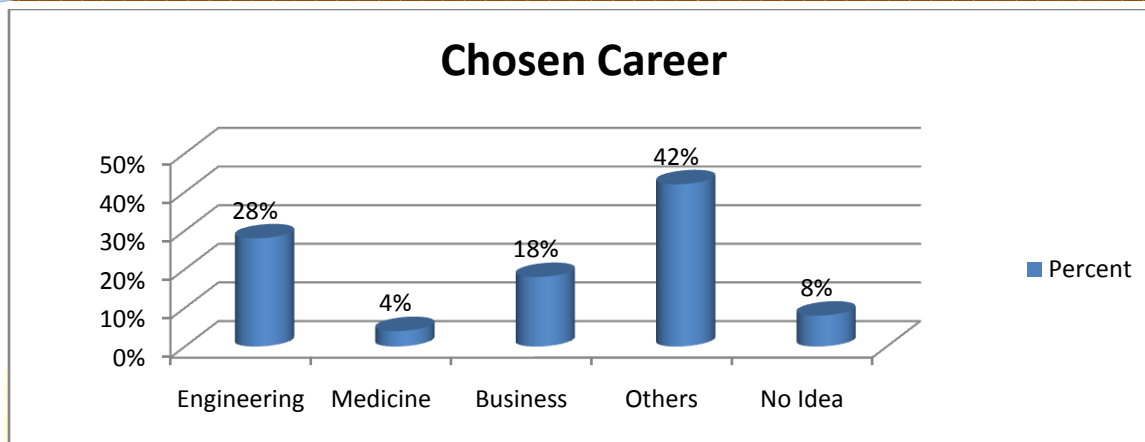
Size of sample: To represent every segment of the universe the sample size included sufficient in number. Since interview technique is observed hence for higher accuracy of the data very small and large sample sizes are avoided. The sample size selected is 50. Large sample size has been avoided due to its difficult to manage and small size of sample is avoided due to improper representation of the universe and one sided result.

Tools of Analysis

The Study is Descriptive and analytical in nature hence the collected data is represented through graphs, charts, tables and statistical tools.

Table 1 - Dream for the Future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Engineering	14	28.0	28.0	28.0
	Medicine	2	4.0	4.0	32.0
	Business	9	18.0	18.0	50.0
	Others	21	42.0	42.0	92.0
	No Idea	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

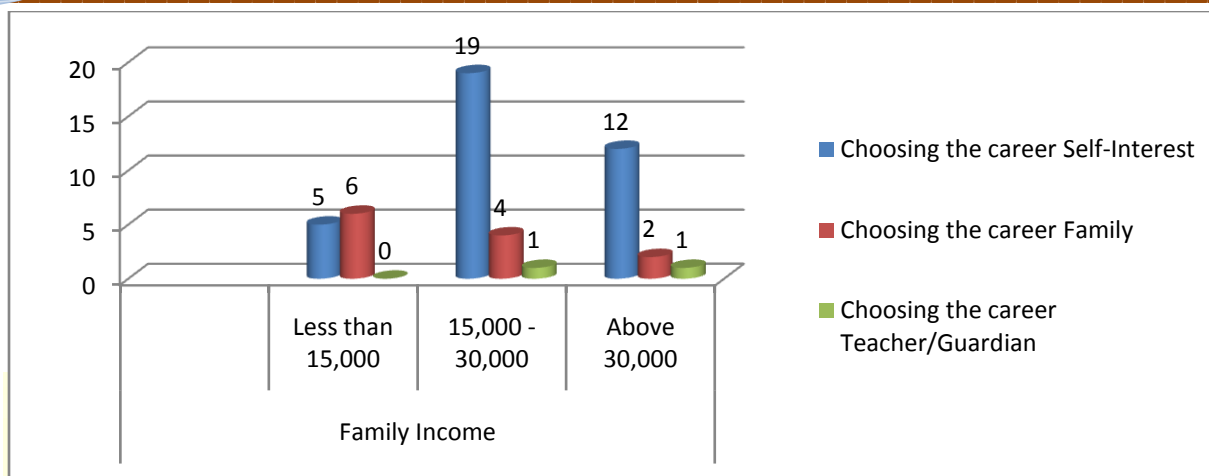


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28% of the respondent are keen to become an Engineer, 4% of the respondent are keen to join Medicine, 18% of the respondent are keen to become Businessman, 42% of the respondent are keen to join for regular graduation to join other career option and 8% of the respondent have no idea on what do they want to do in future.

Table 2 - Relationship between Family Income & choosing the career

		Choosing the career			Total
		Self-Interest	Family	Teacher/Guardian	
Family Income	Less than 15,000	5	6	0	11
	15,000 - 30,000	19	4	1	24
	Above 30,000	12	2	1	15
Total		36	12	2	50



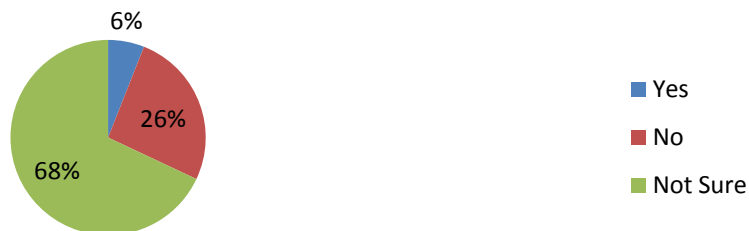
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From the above table, it can be understood that Out of the total respondents of 50 only 11 respondent with the income of below 15000, only 5 have chosen their career with their own interest however 6 have chosen due to the family influence. Out of the total respondents of 50 only 11 respondent with the income of between 15000 - 30000, only 19 have chosen their career with their own interest however 4 have chosen due to the family influence and 1 under the influence of Guardian.. Out of the total respondents of 50 only 15 respondent with the income of between 15000 - 30000, only 12 have chosen their career with their own interest however 2 have chosen due to the family influence and 1 under the influence of Guardian.

Table 3 - Awareness about Merit Based Program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	6.0	6.0	6.0
	No	13	26.0	26.0	32.0
	Not Sure	34	68.0	68.0	100.0
	Total	50	100.0	100.0	

Merit Based Program



INFERENCE

From the above table, 68% of the respondent is not sure about any merit based program, 26% said they have no information on Merit based program and only 6% of the respondent knows about certain merit based program.

Table 4 - Aware of Government Scholarship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	12.0	12.0	12.0
	No	44	88.0	88.0	100.0
	Total	50	100.0	100.0	

Awareness on Government Scholarships

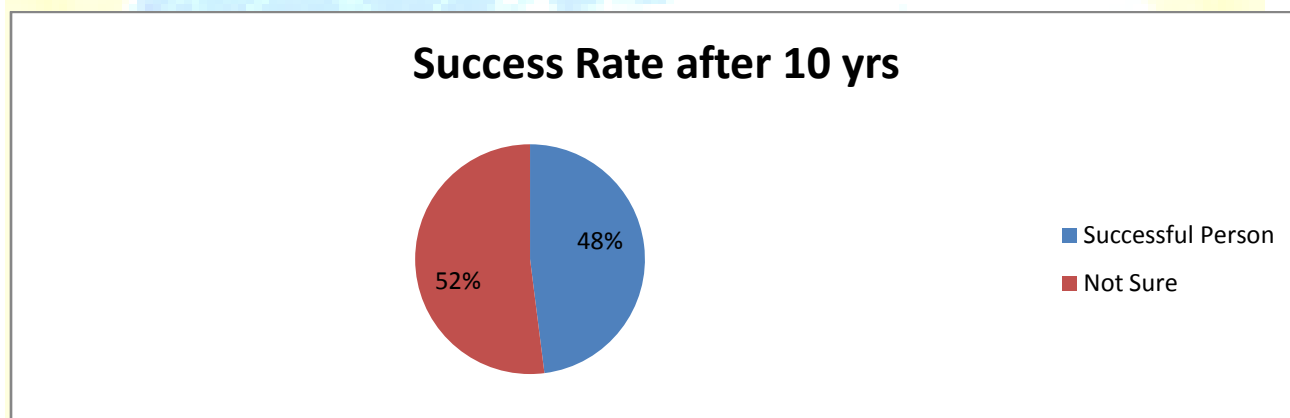


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From the above table, 88% of respondents are not aware of Scholarship program available and only 12% respondent are aware of Government Scholarship program.

Table 5 - Success rate after 10 Years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Successful Person	24	48.0	48.0	48.0
	Not Sure	26	52.0	52.0	100.0
	Total	50	100.0	100.0	



INFERENCE

From the above table, 52% of the respondent are not sure about the success on the chosen career however 48% believe that the will be successful after 10yrs in their respective career.

Conclusion

Career choice is one of the most important tasks on an individual’s life. It is often noticed among the working people that they have chosen a career without understanding their capability and this put them into the wrong choice of career. Hence this study was performed exclusively to

understand how the career is chosen and we have found that there are many factors which influence a student however it can be controlled if Parents and the student itself understand the importance of the choice of career. It is the need of the hour as these students are the future asset for the nation and researching with the small group of students, we see a great potential in this research and can bring a lot of difference in the society and the lives of many students.

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