

Insights into career choices by college going students

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Abstract

This study aims to identify the factors on the basis of which career choice is being made by college students. For this, the information is solicited from 111 college going student. It was found that most of them preferred working in private sector and like to stay in India rather than overseas job opportunities. They accorded importance to both monetary and non- monetary factors while choosing career. Further they rated ten traits in order of importance viz. salary, work-life balance, growth, stability, appreciation, prestige and power, decentralization, creativity, innovation and centralization in making career decisions.

Keywords:-Insight, Career, Need, Job, Skills, Preference, Salary

Objective of the study

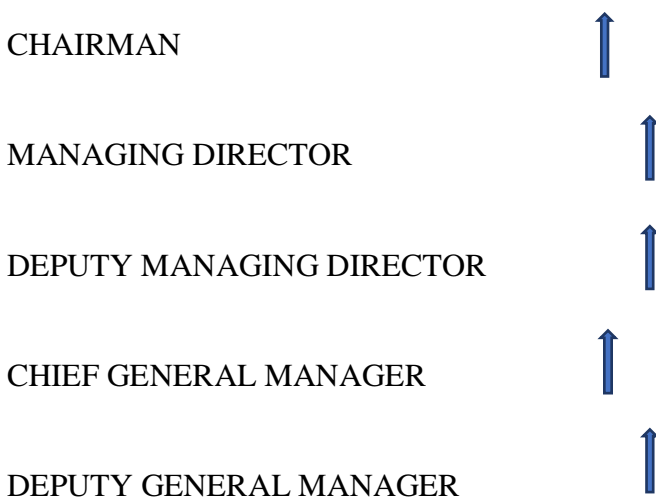
To understand how college going students choose different careers and the factors influencing them.

Introduction

“Career” is the series of job/positions an individual has during his or her entire working life, starting from the basic or lowest level and reaching to the top most one.

For e.g., ‘X’ student clears Probationary Officer (P.O.) exam and joins the bank as Assistant Manager and may retire as the Chairman of the bank.

During his career X holds various positions mentioned as under:



REGIONAL MANAGER



CHIEF MANAGER



MANAGER



DEPUTY MANAGER



ASSISTANT MANAGER

FIGURE:1.1 HIERARCHY IN BANKING SYSTEM (FROM ASSISTANT MANAGER TO CHAIRMAN)

Career is that fundamental aspect that shapes and makes the entire life of an individual. In early stages it gives you a sense of identity along with economic stability, keeping that as the base one plans about family, kids, future expansions of businesses or vertical upward movement in the job, other social obligations, planning about old age and health etc.

Therefore, a good career follows the Need Hierarchy Theory of Abraham Maslow.

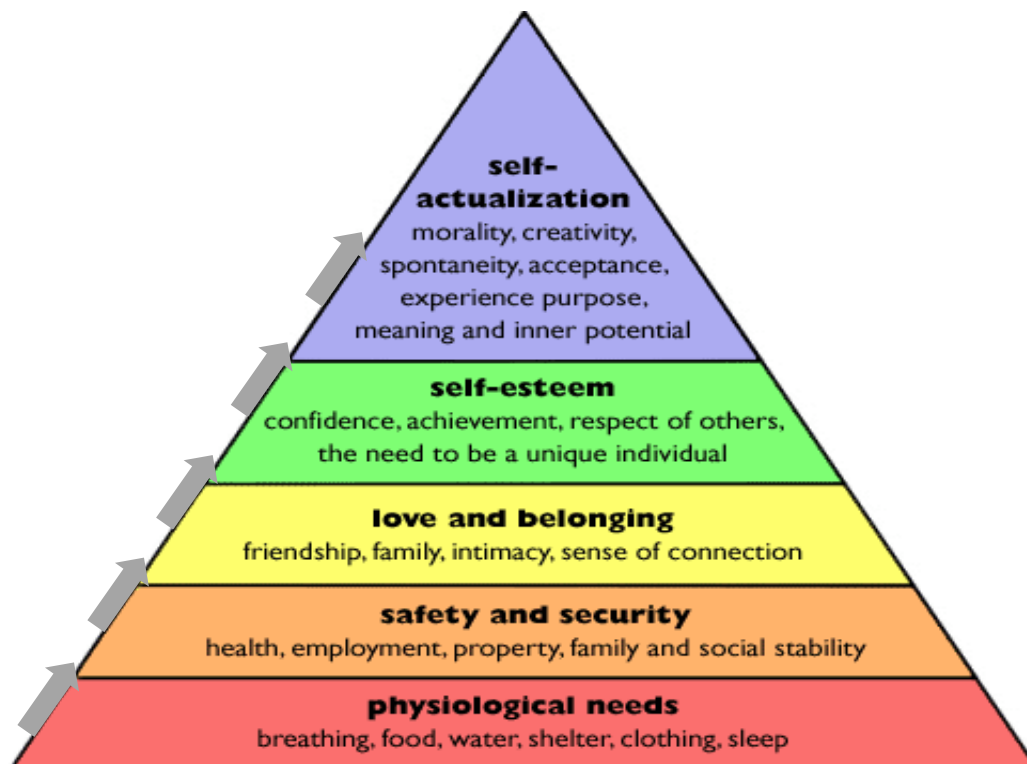


FIGURE:1.2 MASLOW'S HIERARCHY OF NEEDS

As an individual moves along the pyramid of need, it's career is progressing to higher positions to satisfy not only his needs but the needs of the entire family and society at large.

Career decision can't be taken in isolation as it is influenced by:

- **Parent's preferences:** - parents play an important role in diverting their kids to specify career based on their knowledge, experience and choices.

For e.g., kids whose parents are doctor, they prefer to do MBBS., a student from business family will have inclination towards joining the business.

- **ASK:** - Attitude, Skills and Knowledge of the student acts as the main factor on the basis of which career choice is made.

For e.g., a student good in PCM (Physics, Chemistry, Mathematics) will go for engineering.

A student high on altruism will prefer Army, Navy or Airforce etc.

- **Opportunities:** - placement opportunities do play a vital role in choosing the careers. Careers with ample placement opportunities are preferred so that it will be less difficult in finding the job.

- **Compensation:** - the jobs which are paid well along with the good opportunities of growth and appreciation are chosen.

- **Peer effect:** - today is the glare of public life "follow your friends" concept is blindly followed which definitely effects the career we choose.

LITERATURE REVIEW

Behling and others: -Career choice may depend on any of the three factors viz. objective factor, subjective factor, and critical contact.

- **Objective factors:** - are the tangible benefits like salary, career advancement etc.
- **Subjective factors:** - are the social psychological factors such as reputation, prestige, power etc.
- **Critical contact:** - it reflects the candidate observation while interacting with the organization where one has to work.

Bandura, Barbaranelli, Caprara and Pastorelli (2001):-Environment, skills, talent, and academic achievement influences the career choices.

Sax, 1994: -man's career choice is affected more by financial prospects as they have to meet household expenses whereas social values and utility are more important for women.

Suutari, 2003: - reports positive relationship between interests and career choice.

Herbart, 2005: - child who live harmoniously and has full parental support is most likely to be influenced by parents' profession.

Edwen, 2000: - values are attached to different career options. According to him these values stem from educational background, life experiences and the environment.

Mau, 2004 and Gunkeletal, 2013: -in making career decision, combination of intrinsic (personality trait, self-efficacy), extrinsic (salary, security) and interpersonal factors is used.

Research Methodology

In this study both qualitative and quantitative research is done. The sample size is 111 college going students. A questionnaire is used for primary data collection from college going students in Delhi so as to have deep understanding of their preference towards career choices. For secondary data referral is made to books, journals, research papers, newspapers and various other online information.

Sample Description

1. To understand the premise behind career choice, a sample of 111 college going students is taken for the study.

AGE AND GROUP	PERCENTAGE
LESS THAN 18	7.1%
18-25	89.3%
MORE THAN 25	3.6%

TABLE 1.1 PERCENTAGE OF AGE WISE STUDENTS SAMPLE FOR RESEARCH

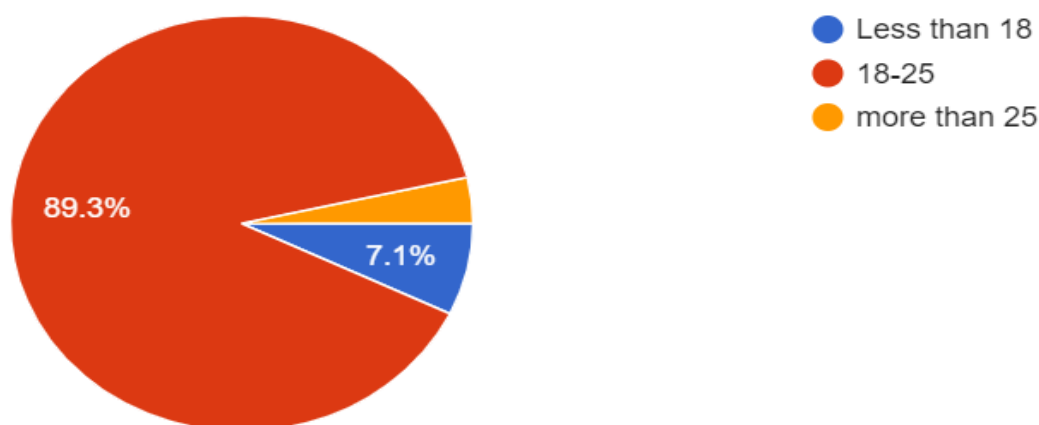


FIGURE 1.3: AGE WISE PIE CHART OF SAMPLE

2. For the holistic view, sample of 111 students comprise both male and female. The categorization is as under.

CATEGORY	PERCENTAGE
MALE	59.8%
FEMALE	40.2%

TABLE 1.2: GENDER WISE PERCENTAGE OF SAMPLE

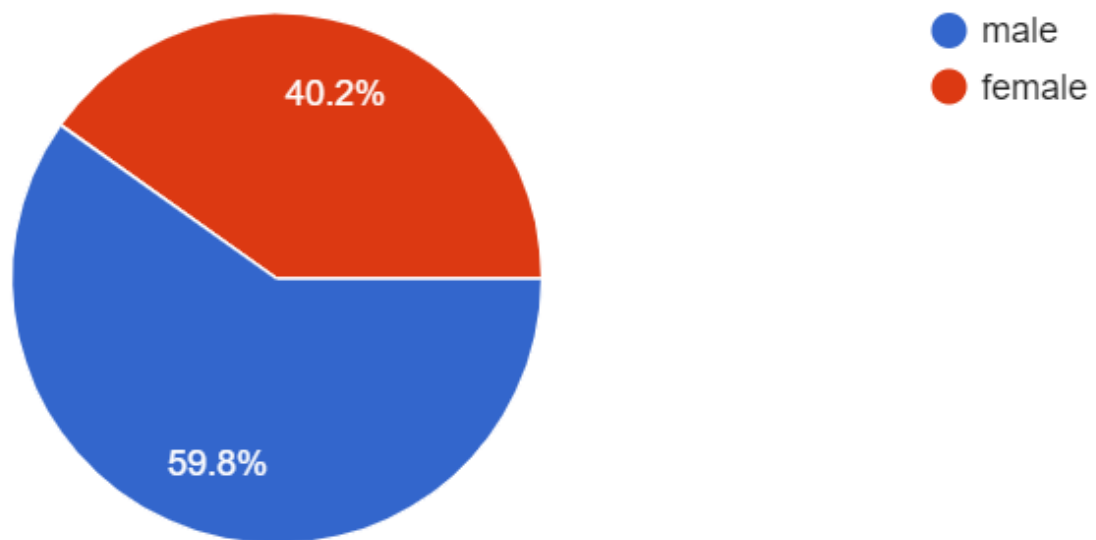


FIGURE 1.4: PIE CHART OF GENDER WISE PERCENTAGE OF SAMPLE

3. Preferred place of work

The old adage that 'go east or west, India is the best' is still clearly reflected in the responses of students as 69.4% of the students want to work in India. Only 30.6% prefer overseas.

Preferred place for job	percentage
India	69.6%
Overseas	30.4%

TABLE 1.3: PERCENTAGE OF PREFERRED PLACE OF WORK (INDIA AND OVERSEAS)

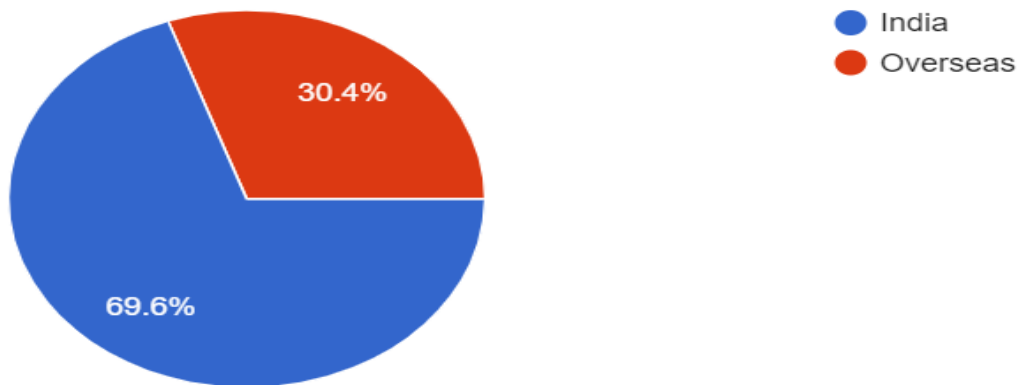


FIGURE 1.5: PIE CHART OF PREFERRED PLACE OF WORK (INDIA AND OVERSEAS)

4. Sector preference of the students

Because of the diversity in the skills, attitude and knowledge of the students – the respondents give their choices as per their area of interest which is seen as under:

Sector preference of the students	Percentage
Banking and insurance	10.7%
Finance	17.9%
Human resource	16.1%
Marketing	14.3%
International business	15.2%
Any other	25.9%

TABLE 1.4: PERCENTAGE WISE SECTOR PREFERENCE OF SAMPLE

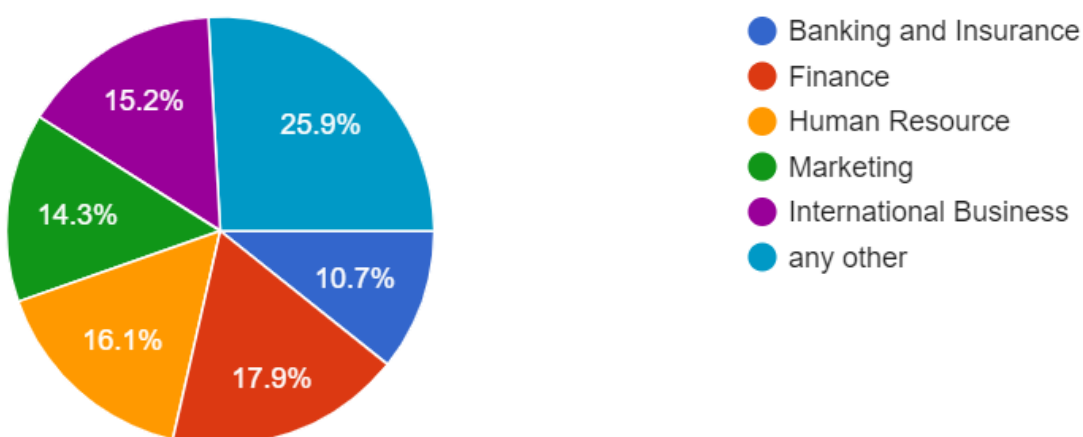


FIGURE 1.6: SECTOR PREFERENCE OF SAMPLE PIE CHART

5. Mode of working

In the post COVID era, the time has changed, we have changed and the way of our working has changed which is moving towards a hybrid model, i.e., blend of online and offline both.

Out of 111 students 66.7% favored the blend of both offline and online as the mode of working.

Only 19.8% students preferred offline mode of working.

Mode of working	Percentage
ONLINE	14.3%
OFFLINE	19.6%
BLEND OF BOTH	66.1%

TABLE 1.5: PERCENTAGE OF PREFERRED MODE OF WORK (ONLINE/OFFLINE/BLEND)

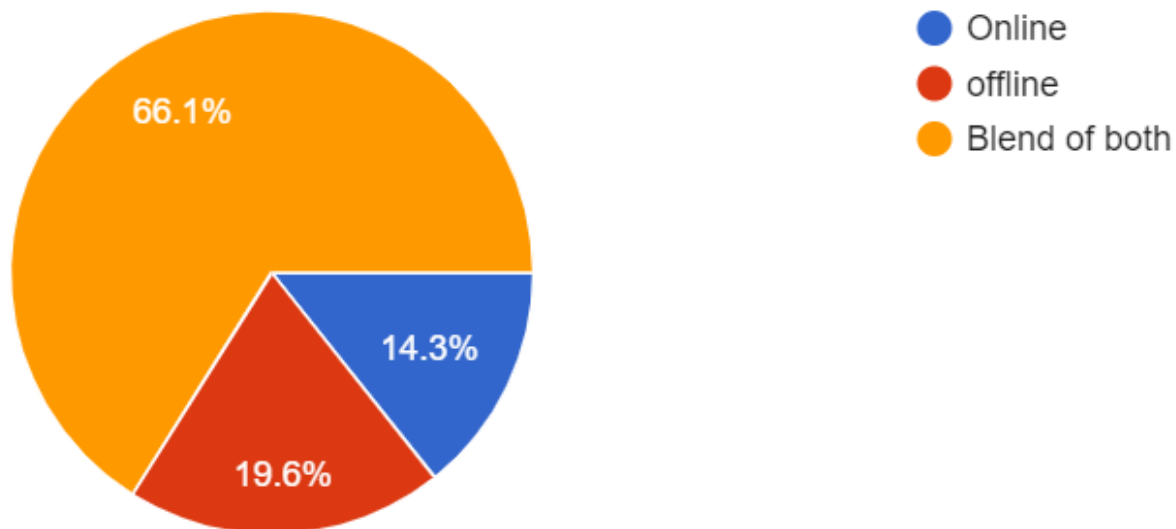


FIGURE 1.7: PIE CHART REPRESENTING PREFERRED MODE OF WORK

6. Continuous upgradation of skills and knowledge through new educative programs.

80.2% of the respondents wants to continuously upgrade their skills and knowledge by learning new things through educative programs. A negligible proportion of students i.e., 3.6% does not want to upgrade themselves.

Continuous upgradation	percentage
Yes	80.4%
No	3.6%
Maybe	16.1%

TABLE 1.6: PERCENTAGE OF SAMPLE INTERESTED IN CONTINUOUS UPGRADATION

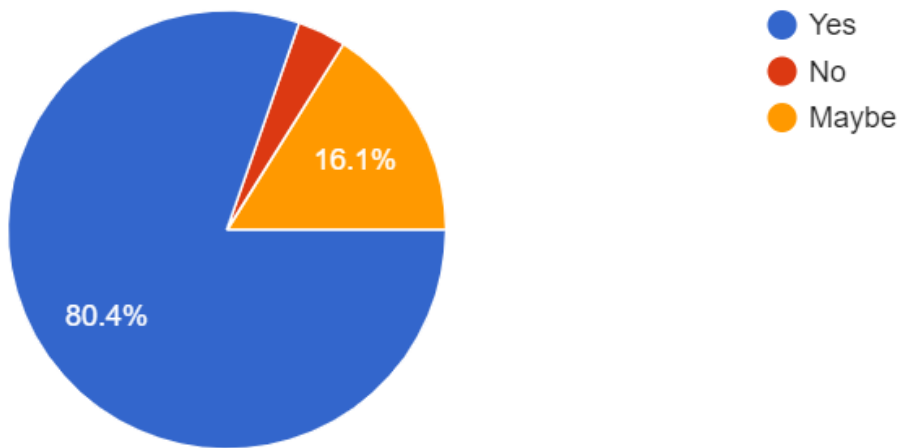


FIGURE 1.8: PIE CHART REPRESENTING SAMPLE INTERESTED IN CONTINUOUS UPGRADATION

7. Domain of knowledge preferred

Out of 111 students, 83 students i.e., 74.8% wants to hold generalist positions like Manager, Administrator etc.

25.2% students prefer to be hard core specialist like CA, CS, CFA etc.

TABLE 1.7: DOMAIN OF KNOWLEDGE PREFERRED BY SAMPLE

DOMAIN	PERCENTAGE
Generalist	74.8%
Hardcore specialist	25.2%

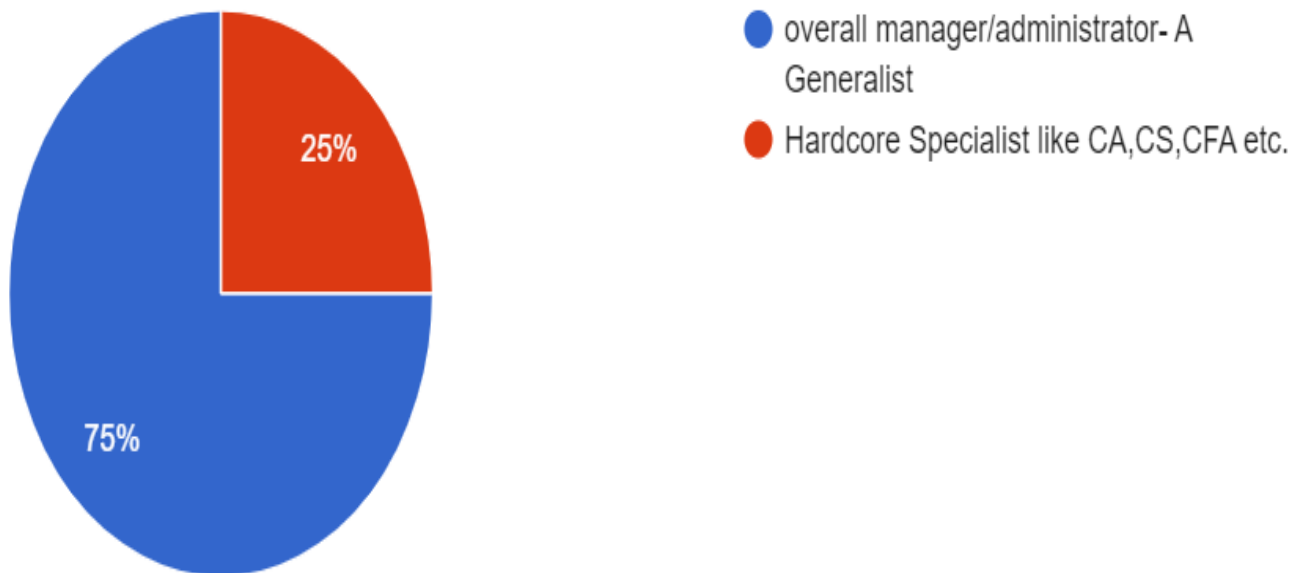


FIGURE 1.9: PIE CHART REPRESENTING DOMAIN OF KNOWLEDGE PREFERRED

8. Major traits of the job are being ranked

All 111 students stated their preference on 10 parameters of job and their responses are tabulated as under:

DOMAIN	RANKINGS
SALARY	1
STABILITY	4
GROWTH	3
APPRECIATION	5
WORK LIFE BALANCE	2
CREATIVITY	6
INNOVATION	9
CENTRALIZATION	10
DECENTRALIZATION	7
PRESTIGE AND POWER	8

TABLE 1.8: MAJOR TRAITS OF JOB RANKED BY SAMPLE

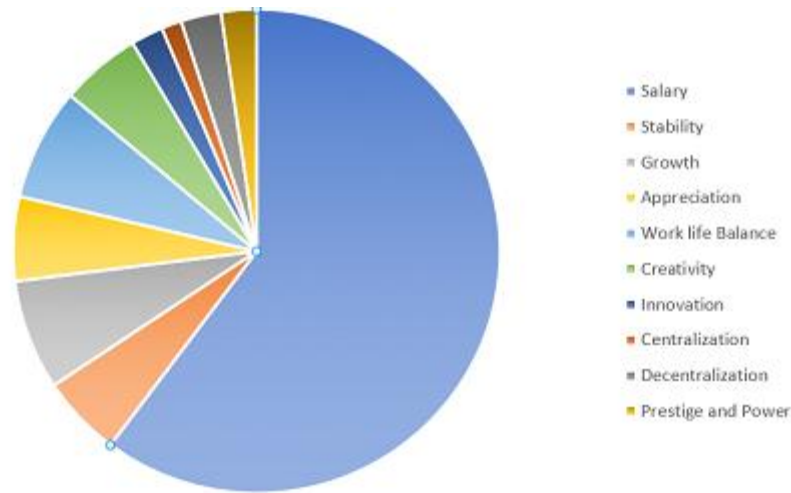


FIGURE 2.0: PIE CHART REPRESENTING MAJOR TRAITS OF JOB RANKED BY SAMPLE

While analyzing the responses of 111 students, it was found that salary was rated as the most important factor in choosing career followed by work-life balance, then growth and finally the last one i.e., 10th is centralization.

Conclusion

In this study, maximum students are in the age group of 18-25 years old with around 59.8% of them are male and 40.2% are female who showed inclination to work in India only and primarily in private sector constituting exactly 50% and rest government and entrepreneurs both in another 50% stake. They like to work in varied fields like human resource, finance, marketing etc. Most of them want to continuously strive for learning new things to keep them updated. Around 75% prefer a generalist cadre, both monetary and non-monetary benefits and are willing to work in a blended mode i.e., offline and online both. The top three tenets in order of importance while making career choice are salary, work life balance, growth and the last one being centralization.

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