

EXAMINING THE CAREER PREFERENCES OF SENIOR SECONDARY STUDENTS ON THE BASIS OF DEMOGRAPHIC VARIABLES

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Abstract:

Background: Every student is different from each other in every aspect especially when it comes on choosing the career. There are various career preferences for example management, teaching, agriculture, science etc and there are various factors like gender, type of school etc which effect the career preference of the students.

Purpose: The purpose of current investigation was to examine the career preference of senior secondary students with relation to their gender, school type, parental occupation and residential setting. **Material and Method:** The sample consisted of (n=193) students of either gender i.e.(Group I, n= 119) girls and (Group II, n=74) boys from private and service background studying either in government or private schools situated in both rural and urban areas. The data was analyzed using percentage. Career preference Scale was used as the data collection tool in this study. **Results:** Analysis of the data indicates that 73.23% of females preferred Human Services and the field of Education whereas 74.34% of males preferred Business Management and Administration **Conclusion:** Research concludes that there are various factors that affect career preference of student and there is a difference between the career preference with respect to the gender, parental occupation, type of school and residential settings. Also it was found that there are various other reasons like women's safety, job security, and willingness of helping others which leads the career preference of women towards human service and education.

Key Words: Career preferences, Gender, Type of school, Father's Occupation, Residential setting, senior secondary students.

1. INTRODUCTION:

In this developing world it has become necessary for an individual to have perfect career preference as per their interest as well as, as per the demand of the changing society where every student think of what he/she has to become in future. One of the crucial and important stages of every individual's (student) life is to find one's own career preference. Career is a term which is defined in a different ways by different authors. Career is well defined by the Oxford English Dictionary as a person's course or progress through life". Career preferences is the opportunity that individual get in order to decide the path of the future life in terms of education, job, interest etc. It is a confusing stage in which one needs to analyze one own self that in which field or career does his/her interest lies. Gender, one of the intrinsic factors, seems to be an important factor influencing preference toward science- and technology-focused careers, in favour of males [1-5]. In many studies, it was found that girls do not find careers and occupations including science and technology interesting, whereas boys were significantly more interested in such career fields. Students' expectations and psychological satisfaction obtained from school subjects [1], school/teacher skills in teaching subjects, socioeconomic status of the family, and other family dynamics; such as parental attitudes and family support toward school subjects [6-9] play important roles in career development, [10] made a study on effects of learning styles on career preferences of senior secondary school students in Jigawa state, Nigeria. Here, the author revealed existence of significant sex difference in learning styles as well as in career preference. The author showed that students' particular learning style greatly affects his choice or preference of one career over the other. The study further revealed that the female students tend to incline to artistic related careers whereas male student's select scientific related careers [11] conducted an online descriptive survey on 444 students. The study sought to the effects of parents' profession, mass

media and personal choice on career selection. The study found that parents' professions or occupations played important roles in career development and the selection of careers for their children. Therefore, the study validates that parent's profession have strong and direct influence on their children. [12] Conducted a survey on factors influencing career choices among high school students in Nairobi County, Kenya. From the population of 27, 614 students, the study purposively sampled 400 students. Findings indicate that parental occupation is one of the factors that influence career choices of students.

Considering all the above-mentioned facts and figures, this study has been taken up with an aim to study the career preference of senior secondary students with relation to their gender, school type, parental occupation and residential setting.

It was hypothesized that there will be no difference between career preference of senior secondary students with relation to their gender, school type, parental occupation and residential setting.

Instruments:

Career preferences scale [13] was used as the data collection tool in this study. The survey comprised of 144 items collected from 15 different career areas namely , Arts, technology and communication , science, technology, engineering and mathematics , law, public safety, correction and security, mechanical manufacturing , industrial manufacturing , business , management and administration , marketing, sales and services, hospitality and tourism , human services , government and public administration, architecture , design and construction , education and training, finance , banking , investments and insurance , health sciences and information technology(IT).

2. MATERIAL AND METHOD:

Sample -In the given study the sample was formed by collecting relevant data from various senior secondary school students through an online mode. The sample consisted of (n= 193) participants further divided into 2 groups (group I, n= 74) which was a boys' group. (Group II n=119) was a girls. The sample comprised of students both from private school as well as government school, Students from both, rural as well as urban areas were selected to form the data for the sample.

Procedure:

The Study aimed to examine the career preference of 193 subjects selected purposively from various senior secondary schools. The Career preference scale was administered on all the subjects. The Subjects were taken from only senior secondary schools. Rapport was established with some of the subjects and some teachers to motivate the students to fill the questionnaire followed by an online study which aimed to examine the demographic information of the subjects like their age, gender, type of school, residential settings and occupation of father. This demographic information was recorded along with their career preference areas through the study.

Statistical Analysis:

Simple Percentage was used to analyze the data.

3. RESULT & DISCUSSION:

The result of present study has been given below and consecutively discussed.

Sample Characteristics:

With regard to socio-demographic details of the subjects 38.34% were males and 61.65% were females.93.29% of subjects belongs to private school and 6.18% belongs to government school. On the basis of father's occupations 50.51% were from business family and 37.62% subject's father were serviceman .Out of the total subjects 93.29% were from urban areas and 06.18% were from rural areas. After analyzing the socio-demographic details it is very astonishing to know that the percentage of private-government school and urban-rural areas is same.

With the close examination of the (table 1) reveals that 79.11% of females had career preference in the Arts, Technology and Communication which leads to the various job opportunities like actor, art director, camera operator, photographer, technical writer, graphic designer etc. whereas the males preference in arts and technology is limited only to 64.45% which signifies that females are more creative and prefers creating and performing arts.

On the another side the most preferred area by the male gender is of business, administration and management that is 74.34% which will take them towards accountancy, advertising manager ,statistician etc. whereas the percentage of females in this area is limited to 66.22% only which shows males are more oriented towards directing , evaluating and orienting business functions.

As mentioned in the study of [14] Gender Differences in Business Performance: Evidence from the Characteristics of Business Owners Survey the female business are less successful than male oriented businesses due to factors such as less startup income , less prior knowledge etc.

Whereas in the field of mechanical engineering the vast difference is seen in the percentage of males and females that is 74.22% of males to 47.31% of females which shows males are more interested in applying practical applications in the situations than females. The analysis of the residential setting showcases almost same preference in the students from both urban and rural areas in the field of business, management and administration that is 75.45% rural areas to 74.33% urban areas.

Table 1- Showing the comparison of percentage distribution of career preference areas among rural, urban and male, female of senior secondary school students

Areas	Gender	No (%)	RS	No (%)
A (Arts, A/V Technology and Communication)	Male	48(64.45%)	Rural	5(41.23%)
	Female	95(79.11%)	Urban	81(44.66%)
B(Science ,Technology, Engineering and mathematics)	Male	41(54.22%)	Rural	4(33.11%)
	Female	61(51.45%)	Urban	82(45.45%)
D(Law, Public safety ,Corrections and security)	Male	33(44.56%)	Rural	5(41.56%)
	Female	74(62.56%)	Urban	86(47.67%)
E(Mechanical Manufacturing)	Male	54(74.22%)	Rural	8(66.56%)
	Female	56(47.31%)	Urban	107(59.23%)
F (Industrial Manufacturing)	Male	42(56.11%)	Rural	5(41.00%)
	Female	36(30.23%)	Urban	73(40.34%)
G (Business, Management and Administration)	Male	55(74.34%)	Rural	9(75.45%)
	Female	79(66.22%)	Urban	134(74.33%)
H(Marketing, Sales and Services)	Male	37(50.09%)	Rural	2(16.16%)
	Female	41(34.44%)	Urban	86(47.12%)
I(Hospitality and Tourism)	Male	42(56.45%)	Rural	6(50.67%)
	Female	78(65.00%)	Urban	109(60.34%)
J(Human Services)	Male	46(62.78%)	Rural	7(58.00%)
	Female	87(73.23%)	Urban	122(67.45%)
K (Government and Public Administration)	Male	37(50.22%)	Rural	6(50.26%)
	Female	70(58.21%)	Urban	85(46.11%)
L(Architecture, Design and Construction)	Male	37(50.45%)	Rural	6(50.34%)
	Female	70(58.45%)	Urban	100(55.00%)
M(Education and Training)	Male	38(51.34%)	Rural	7(58.00%)
	Female	88(73.23%)	Urban	83(45.34%)
N(Finance, banking, Investments, and insurance)	Male	31(41.44%)	Rural	5(41.12%)
	Female	54(45.11%)	Urban	59(32.22%)
O(Health science, care and prevention)	Male	33(44.21%)	Rural	4(33.23%)
	Female	64(53.67%)	Urban	96(53.55%)
P (Information Technology)	Male	53(71.00%)	Rural	8(66.67%)
	Female	77(64.34%)	Urban	113(62.44%)

It appeared from the analysis of the data (Table 2) that the 79.00% of private school students and 66.66% of government school students were interested in hospitality tourism which have wider scope i.e chef and dinner cook , tour guide, travel agent, hotel manager etc whereas when critically examined , results come up with 53.03% of private school students and 83.33% of government school students which shows similar level of career preferences in both mechanical manufacturing and marketing sales & services which showcases that despite of the different school background the interest and career preference is same among the students.

The table also reveals a major difference among the career preference with respect to school type in the field of architecture, design and construction (which open up with architect, construction manager, interior designer etc)

In architecture design and construction the percentage varies from 60.7% in private school to 83.33% in government school and in education and training the number varies from 69.61% to 83.33% respectively.

The another variable which is father’s occupation showcases that the students who have parents in service field prefers the education and training more than the one who belong business class family i.e 84.93% to 61.22% and are devoted in planning and providing the educational services on the another side the students from business family background prefers the business administration and human services sector equally i.e 75.51% on both the fields. A student from both the family background i.e service and business are generous citizens and prefers human services almost equally i.e 75.51% of business families to 76.71% service families respectively.

Table 2- Showing the comparison of percentage distribution of career preference areas among Service, Businessman and Private, Government senior secondary school students

Areas	Type of school	No (%)	Father's Occupation	No (%)
A (Arts, A/V Technology and Communication)	Private	141(77.9)	Business	70(71.42)
	Government	7(58.00)	Service	60(82.19)
B(Science ,Technology, Engineering and mathematics)	Private	111(61.3)	Business	66(67.34)
	Government	9(75.00)	Service	57(78.08)
D(Law, Public safety ,Corrections and security)	Private	74(40.8)	Business	56(57.14)
	Government	6(50.00)	Service	51(69.86)
E(Mechanical Manufacturing)	Private	97(53.03)	Business	63(64.28)
	Government	10(83.33)	Service	38(52.05)
F (Industrial Manufacturing)	Private	66(36.46)	Business	44(44.89)
	Government	3(25.00)	Service	24(32.87)
G (Business, Management and Administration)	Private	150(82.87)	Business	74(75.51)
	Government	11(91.6)	Service	47(64.38)
H(Marketing, Sales and Services)	Private	96(53.03)	Business	50(51.02)
	Government	10(83.33)	Service	30(41.09)
I(Hospitality and Tourism)	Private	143(79.00)	Business	41(41.83)
	Government	8(66.66)	Service	49(67.12)
J(Human Services)	Private	139(76.79)	Business	74(75.51)
	Government	9(75.00)	Service	56(76.71)
K (Government and Public Administration)	Private	106(58.56)	Business	57(58.16)
	Government	9(75.00)	Service	42(57.53)
L(Architecture, Design and Construction)	Private	110(60.7)	Business	64(65.30)
	Government	10(83.33)	Service	28(38.35)
M(Education and Training)	Private	126(69.61)	Business	60(61.22)
	Government	10(83.33)	Service	62(84.93)
N(Finance, banking, Investments, and insurance)	Private	95(52.48)	Business	57(58.16)
	Government	7(58.33)	Service	35(47.9)
O(Health science, care and prevention)	Private	105(58.01)	Business	56(57.14)
	Government	3(25.00)	Service	44(60.27)
P (Information Technology)	Private	118(65.19)	Business	75(76.53)
	Government	6(50.00)	Service	49(67.12)

4. DISCUSSION:

In the survey on career preference the total sample consist of 193 subjects out of which 74 were male and 119 were female of which it is found that 73.23% of females preferred Human Services and the field of Education which lead towards the various career preferences like teaching, professor, cosmetologist, psychologist, special education teacher, counselor etc because of the various reasons like job security, safety and women's emotions of helping others, the same is also stated by [15] in their study "Social Work is “women’s work”: an analysis of student’s perceptions of gender as a career choice determinant". whereas 74.34% of males preferred Business Management and Administration which open various fields like accountant, management analysis , real estate manager etc. As it is also mentioned in the study of [13] that men often score higher on Realistic (and sometimes also on investigative and enterprising) interest and women score higher on social and artistic interest. In this research Out of the total subjects 93.29% were from urban areas and 06.18% were from rural areas and results show that when compared there is no major difference in the career preference of the students from different settings as we can see in the table given above if 75.45% of students from rural settings preferred Business Management then near to it 74.33% of students from urban settings also preferred Business Management.

With regards to the socio-demographic details 93.29% of subjects belong to private school and 6.18% belongs to government school. On the basis of father's occupations 50.51% were from business family and 37.62% subject's father were serviceman. This study reveals that 83.33% of government school students preferred Architecture, Design and Construction as well as in Marketing Sales and services which will take them to the job options like Architect, cabinetmaker, civil engineer, interior designer, constructor manager, buyer and purchasing agent, advertising Salesperson etc. whereas 79.00% of private school students preferred hospitality and tourism this shows the variation in the career preference with respect to the type of school. When we compare the career preference of students with respect to their father's occupation it can be seen through table that student's whose father is servicemen does not have interest in the field of business, the same is concluded by [11] in their study "Career Selection: Role of Parent's Profession, Mass Media and Personal Choice" that parent's profession plays an important role in the career choice of student.

5. CONCLUSION:

Career choice is a very important step for students and every individual have their own preference of interest with this there are various factors that affect the career preference. On the basis of research it can be concluded that there is a difference between the career preferences with respect to the gender whereas study says that residential setting of the individual does not make major difference in the career preference. The study also reveals that there exists a strong difference in career preference of senior secondary students in relation to their parental occupation. Also the type of school (private and government) from where education is gained does not make any difference in the career preference of senior secondary student.

Acknowledgement:

We are extremely grateful to all the participants who took part in our study.

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