

A STUDY ON FACTORS INFLUENCING STUDENTS CAREER DISCERNMENT IN SOUTHERN TAMILNADU

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ABSTRACT

Career is an important element in every individual's life. It the life time developmental process of individuals which consist of five stages from exploration, establishment, Mid-career, late career, decline. In the primary stage of exploration individual has discern about the career. This stage the individual explore widely about the how the individual explore their knowledge towards their desired choice of career. The career discernment deals how an individual perceive the term career and its necessity in their life. There are several factors were influence in the individual career perception this may helps them to discern the career and based on that they might decide their career.

Keywords: Career Awareness, Choice of Career, Career Discernment, Career Development, Career Perception, Explore Career Knowledge.

INTRODUCTION

Career discernment is how an individual perceive the term of career. Career is a position of specialized occupation or work that somebody does for an extensive time of their living. Person's accomplishment and pleasure depends on how exactly they choose their career which fits for them. If an individual choose the right career which fits for them then their work life is successful one. If they enter the career which will not fit for them they suffered in work life. Globally 75.8 million young people as compared to other age groups were unemployed, mainly due to career mismatch. Career discernment helps individuals to realize the necessity of career. Career discernment has two important development stages from career perception and career awareness. Career perception is the aspiration of students about the career. Choosing a career is important for individuals to bring out them who they are. The career chosen by them has a significant impact on their personal lives, relationship, families and surroundings (Kavitha & Anupam, 2021).

Career Perception

Career perception is about if an individual once choose desired career can't choose another. If frequent change of career will affect the entire career path of individual. Recurrent career change implicates the inability of individual. Entering career without planning leads to failure in work life as well as stress in personal life. Early career decision is necessary for

success and happiness of life. It is necessary to have career related skills before entering it (Marciniak et al., 2022).

Career Awareness

Career awareness is the attitude, knowledge of individual in desiring their own career. The level of career awareness directly influences how important and impactful decision is going to be done in their occupational life. If the individual had great career awareness, the success of work life and personal life will be high. The career awareness relates with the necessary steps to take attain the specific career, know about the occupational trends, aware about the opportunities available in the specific industry, aware about the knowledge and skill required to perform better, aware about the world of work, aware about career is life time need (Ramadhani & Suharso, 2020).

Factors Influencing Career Discernment

The career discernment is about individual developmental stage in deciding their own career. It consists of career perception and career awareness. Individual career discernment influenced by various demographic factors like gender education, residential area, father and mother's qualification, socio economic class, family type, physical disability, parenting style of the children, birth position in family and so on. Gender is a sexual orientation or biological category of individual as male and female. Desiring career is mandatory for male, when it's mandatory they must have more discernment about their own career. But in recent female is also required to desire their career but it is not mandatory it's optional for them. When it's become optional which means career discernment for females is less when compared with male (Lamanauskas & Augienė, 2019).

Education level of individual is also influence the career discernment of individual, if the individual has technical education then they has more career discernment (Tang et al., 2008). Other than technical education individual who has degrees such as arts and science they has less career discernment match with individual who did technical education as their choice of occupation. Career discernment of individual is influenced by the pattern of education. And also the parent's education level also influences the individual career discernment. If the parents are educated they might contribute their knowledge on their own children's career decision. In certain cases the educated parents has more influence in choice their children's career. In that cases the parents level of education has higher influence in career discernment. When compared with the illiterate parents does not influence in career discernment of individual (Dar, 2019).

Residential area is the individual who has their residency in urban cities has more exposure than the individual who residing in rural areas, individual level of exposure is based on the place where they are residing at. This residential area will influence the individual career discernment in desiring their career (Humayon et al., 2018).

Socio economic class of individual is about the combination of education, income and occupation, where as it can be measured in three terms like upper class, middle class, and upper middle class. The socio economic factor of individual is also influence the career discernment in

deciding their choice of career. In upper class the level of education and income is high and this class people's occupation could be a white collar professional one. So individual who belongs to the upper class they has higher career discernment. People from the middle class have minimum level of education and sufficient income and their type of occupation is blue collar employees they has minimum level of career discernment when compared with the upper class.

Family type is also factor which influences the individual career discernment. In recent days people moving from joint family to nuclear family. In joint family the individual has so many relatives and each of them may contribute their knowledge in individual career decision as well as they have the option to discern the career. But in nuclear family consist of parent and child so they could not acquire certain career information from the relatives. So the people who belongs to the nuclear family has lower career discernment when compared with the person's career discernment who comes from joint family. Physical disability of the individual is also a factor which influence the career discernment.

Objective of the Study

- To know the student perception about career and importance of grooming career to life success.
- To investigate the student expectations and priorities which influence while choose their career.
- To find the students career awareness and expertise in deciding their own career.
- To study the occurrence of students commit to explore their career related knowledge.

Hypothesis

H₀: Management students' career planning does not significantly differ regardless of their gender group, undergraduate degree, residential area, father's qualification, mother's qualification, Socio-economic class, family type, physical disability, birth position in their family.

METHODOLOGY

A structured questionnaire was used in collecting the data to find out the factors influencing career discernment of students. Probability method was choosing to collect the information from the respondents. Management students from the colleges in southern districts of Tamil Nadu were respondents for this study. Data were collected from 489 management students among 15 colleges. And the methods such a, Weighted Average Method, Mann - Whitney U Test, Kruskal Wallis H Test, were used to carry out the research (Ebifa et al., 2018).

Data Analysis & Interpretation

A gender based analysis is essential to know the perception and awareness of career. Hence the study has included gender analysis as a significant source to sort out the student's career perception and awareness. The gender based analysis related to career perception, career and awareness is presented in the above table. The analysis is carried out with Mann-Whitney test. The P value of career perception and career awareness is 0.000 and they are rejected. The mean rank of career perception of male is 311.71 and female is 146.95 related to career

perception. Related to career awareness, the mean rank of male is 306.14 and female is 155.14. It is noted from the table that there is a significant difference in career perception and career awareness among male and female respondents where male respondents outnumber the female respondents (Kaneez & Medha, 2018).

Gender Category			Mean Rank	Sum of Ranks	Mann-Whitney U	Z	Asymp. Sig. (2-tailed)
Career perception	Male	91	311.71	90708.00	9396.000	-12.999	0.000
	Female	98	146.95	29097.00			
Career awareness	Male	91	306.14	89088.00	11016.000	-12.106	0.000
	Female	98	155.14	30717.00			

An educated person will analyze the pros and cons of a given job or choice of things. In this regard the UG educational qualifications of respondents are taken in to account to find the career perception and career awareness. The UG educational qualification of respondents is analyzed in the above table related to career perception and career awareness. The analysis is carried out with Kruskal-Wallis test Table 1. The P value of career perception and career awareness is 0.000 and they are rejected. The mean rank value of career perception of B.A. graduate is 111.50, B.Sc. graduate is 68.00, B.Com./B.B.A is 326.75, and B.E. graduate is 301.92, B.Tech. graduate is 225.50. The mean rank value of career awareness of B.A. graduate is 102.50, B.Sc. graduate is 86.00, B.Com./B.B.A is 331.40, and B.E. graduate is 314.81, B.Tech. graduate is 187.25. It is noted from the table that there is a significant difference in career perception and career awareness where B.Com./B.B.A. and B.E. respondents outnumber the respondents other under graduation programmes. Respondents with B.Sc. have the least value related to career perception and career awareness (Igere, 2017).

UG Educational Qualification	N	Mean Rank	Kruskal-Wallis H	df	Asymp. Sig.	
Career perception	B.A	54	117.50	249.542	4	0.000
	B.Sc	72	68.00			

	B.Com / B.B.A	180	326.75			
	B.E	111	301.92			
	B.Tech	72	225.50			
Career awareness	B.A	54	102.50	275.002	4	0.000
	B. Sc	72	86.00			
	B.Com / B.B.A	180	331.40			
	B.E	111	314.81			
	B.Tech	72	187.25			

A place of residence will give people more things to be known. This is not an exception related to career perception and career awareness too. Hence the study has included residential area of respondents to know the career perception and career awareness. The residential area of respondents is detailed in the above table related to career perception and career awareness. The analysis is carried out with Kruskal-Wallis test. The P value of career perception and career awareness is 0.000 and they are rejected. The mean rank value of career perception of gramapanchyat is 169.70, town panchyat is 183.88, municipal is 266.19, and corporation is 357.86. The mean rank value of career awareness of gramapanchyat is 157.10, town panchyat is 168.13, municipal is 304.81, and corporation is 338.41. It is noted from the table that there is a significant difference where respondents from corporation have the highest mean rank value and respondents from gramapanchyat and town panchyat have least mean rank value related to career perception and career awareness among the respondents' residential areas Table 2.

Residential Area		N	Mean Rank	Kruskal-Wallis H	Df	Asymp. Sig.
Career perception	Grama Panchyat	90	169.70	133.499	3	0.000
	Town Panchyat	144	183.88			
	Municipal	144	266.19			
	Corporation	111	357.86			
Career awareness	Gramapanchyat	90	157.10	165.276	3	0.000
	Town Panchyat	144	168.13			
	Municipal	144	304.81			
	Corporation	111	338.41			

A fathers' role is crucial in every pace of his child's life. Hence the educational qualification of respondents' father is taken in to account to know the career perception and career awareness. The educational qualification of respondents' father related to career

perception and career awareness is sorted out in the above table. The p value of perception and awareness is 0.000 and the result is rejected for all three. The mean rank related to career perception of school level is 54.50, diploma is 224.75, graduate is 275.68 and post graduate is 382.84 table 3. The mean rank value of school level is 69.50, diploma is 206.75, graduate is 299.68 and post graduate is 342.11 related to career awareness. It is found from the table that there is a significant difference among the educational qualification of respondents' fathers where post graduate leads and diploma and graduate holders moderately lead related to career perception and career awareness (Singh et al., 2014).

Father's Qualification		N	Mean Rank	Kruskal-Wallis H	df	Asymp. Sig.
Career perception	School level	54	54.50	174.493	3	0.000
	Diploma	180	224.75			
	Graduate	198	275.68			
	Post Graduate	57	382.84			
Career awareness	School level	54	69.50	166.700	3	0.000
	Diploma	180	206.75			
	Graduate	198	299.68			
	Post Graduate	57	342.11			
	Post Graduate	57	393.26			

As a parental role, a mother thinks lot than a father on concentrating on a child's future Table 4. In order to make in a child's life, a mother should be educated to some extent. In this context, the educational qualification of respondents' mothers is taken in to account for the study. The educational qualification of respondents' mother related to career perception and career awareness is sorted out in the above table. The p value of perception and awareness is 0.000 and the result is rejected for all three. The mean rank related to career perception of school level is 54.50, diploma is 194.64, graduate is 262.88 and post graduate is 386.30. The mean rank value of school level is 69.50, diploma is 186.93, graduate is 279.89 and post graduate is 346.70 related to career awareness. It is found from the table that there is a significant difference among the educational qualification of respondents' fathers where post graduate leads and diploma and graduate holders moderately lead related to career perception and career awareness (Park et al., 2018).

Mother's Qualification	N	Mean	Kruskal-	df	Asymp.
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			Rank	Wallis H		Sig.
Career perception	School level	54	54.50	219.039	3	0.000
	Diploma	126	194.64			
	Graduate	219	262.88			
	Post Graduate	90	386.30			
Career awareness	School level	54	69.50	179.219	3	0.000
	Diploma	126	186.93			
	Graduate	219	279.89			
	Post Graduate	90	346.70			

Socio-economic class is said to be the major contributor in a country's economic growth and development. In this context, the socio-economic class of the respondents is identified to know the career perception and awareness Table 5. The above table classifies the socio-economic class of respondents related to career perception, career awareness. The p value of perception and awareness is 0.000 and the result is rejected for all three. The mean rank related to career perception of lower middle class is 140.90, middle class is 172.97, upper middle class is 279.50 and high class is 416.49. The mean rank related to career awareness of lower middle class is 126.50, middle class is 197.92, upper middle class is 279.49 and high class is 386.81. It is found from the table that there is a significant difference among the respondents' socio-economic class where the high class respondents excel than the other socio-economic classes related to career perception, career awareness and career expectation (Lin, 2019).

Socio-economic class			Mean Rank	Kruskal-Wallis H	Df	Asymp. Sig.
Career perception	Lower Middle Class	0	140.90	280.955	3	0.000
	Middle Class	84	172.97			
	Upper Middle Class	04	279.50			
	High Class	11	416.49			
Career awareness	Lower Middle Class	0	126.50	219.691	3	0.000
	Middle Class	84	197.92			
	Upper Middle Class	04	279.49			
	High Class	11	386.81			

A family's liberty in decision making depends upon the type of family in which one leads the life. In this context, the family type of respondents is chosen for the study. The family type analysis of the respondents is detailed in the above table relating to career perception and career awareness. The analysis is carried out with Mann-Whitney test (Maina, 2013). The p value of career perception is 0.000, career awareness is 0.010 and career expectation is 0.002 Table 6. The mean rank value of joint family is 201.38 and nuclear family is 285.02 related to career perception. The mean rank value of joint family is 228.62 a nuclear family is 260.04 related to career awareness. The mean rank value of joint family is 224.58 and nuclear family is 263.74. It is noted from the table that there is a significant difference where the respondents of nuclear family outdo the respondents of joint family related to career perception and awareness (Abdo & Majid, 2016).

Family Type			Mean Rank	Sum of Ranks	Mann-Whitney U		Asymp. Sig. (2-tailed)
Career perception	Joint Family	34	201.38	47124.00	19629.000	6.715	0.000
	Nuclear Family	55	285.02	72681.00			
Career awareness	Joint Family	34	228.62	53496.00	26001.000	2.563	0.010
	Nuclear Family	55	260.04	66309.00			

The government has been offering more schemes to differently challenged people in aspects like pursuing education and running a business etc. Hence the study has included the physical disability as an important factor to know the career perception and career awareness. The analysis is carried out with Mann-Whitney test. The p value of career perception and career awareness is 0.021 and they are rejected whereas the p value of career expectation is 0.086 and it is accepted Table 7. The closed question of whether the respondents are physically disabled has been responded. Related to career perception, the mean rank value of yes is 323.19 and no is 242.36. Related to career awareness, the mean rank value of yes is 322.06 and no is 242.39. Hence there is no significant difference among the respondents related to career perception and career awareness. It is noted from the table that there is a significant difference where physically disabled respondents have more scope than non-disabled respondents related to career perception and career awareness (Sharma & Ahuja, 2017).

Physical disability		Mean Rank	Sum of Ranks	Mann-Whitney U		Asymp. Sig. (2-tailed)

Career perception	Yes	6	323.19	5171.00	2533.000	2.311	0.021
	No	73	242.36	114634.00			
Career awareness	Yes	6	322.06	5153.00	2551.000	2.315	0.021
	No	73	242.39	114652.00			

The parental type is very essential for bringing up a child. Depending upon the parental state, the child will inculcate a relation with its parent Table 8. Hence the study has chosen the relationship with parents during decision making to know the career planning. The above table presents the parental types which have an effect in building a relation with the parent. The p value of career perception and career awareness is 0.000 and they are rejected. The mean rank value of authoritative parent type is 149.64, authoritarian parent type is 318.75 and permissive parent type is 218.71 regard to career perception. The mean rank value of authoritative parent type is 181.53, authoritarian parent type is 314.72 and permissive parent type is 204.84 regard to career awareness. The mean rank value of authoritative parent type is 144.07, authoritarian parent type is 322.64 and permissive parent type is 217.63 regard to career perception. It is found from the table that there is a significant difference based on parental type and the authoritarian parents outweigh the other parental types.

Table 9						
STUDENTS' CAREER DISCERNMENT BASED ON THEIR RELATIONSHIP WITH PARENTS DURING DECISION MAKING						
Relationship with Parents during decision making			Mean Rank	Kruskal-Wallis H	df	Asymp. Sig.
Career perception	Authoritative	05	149.64	114.872	2	0.000
	Authoritarian	01	318.75			
	Permissive	83	218.71			
Career awareness	Authoritative	05	181.53	92.459	2	0.000
	Authoritarian	01	314.72			
	Permissive	83	204.84			

Preferences among siblings are given according to their ordinal numbers. In this context, the respondents' birth position in family is included in the study to know the career perception and awareness. A sort of analysis on respondents' birth position in family is detailed in the above table. Kruskal-Wallis Test is used for the analysis. The p value of career perception and career awareness is 0.000 and they are rejected. The mean rank value of respondents' first position as

sibling is 362.59, second position is 204.50 and third position is 103.10 related to career perception. The mean rank value of respondents' first position as sibling is 318.03, second position is 228.00 and third position is 137.30 related to career awareness. The mean rank value of respondents' first position as sibling is 354.33, second position is 211.50 and third position is 103.10 related to career perception. It is found from the table that there is a significant difference where the respondents who were born in the first position are given more liberty to have a career perception and career awareness Table 9.

Birth position in family		N	Mean Rank	Kruskal-Wallis H	df	Asymp. Sig.
Career perception	First	183	362.59	248.140	2	0.000
	Second	216	204.50			
	Third	90	103.10			
Career awareness	First	183	318.03	113.591	2	0.000
	Second	216	228.00			
	Third	90	137.30			

The internal thought and external appearance make a personality. A person's external behaviour reflects his/her attitude. In this context, the respondents' personality is taken in account to know the career perception and awareness. The personality of respondents is sorted out in the above table relating to career perception and career awareness. Kruskal-Wallis Test is used for the analysis. The p value of career perception and career awareness is 0.000 and they are rejected Table 10. The mean rank value of realistic personality is 340.11, investigative personality is 311.38, artistic personality is 198.50, social personality is 173.75, enterprising personality is 216.50 and conventional personality is 54.50 related to career perception. The mean rank value of realistic personality is 314.81, investigative personality is 304.81, artistic personality is 227.30, social personality is 223.63, enterprising personality is 135.50 and conventional personality is 36.50 related to career awareness Table 11. It is noted from the table that there is a significant difference where the realistic and investigative personality respondents outweigh the other personality traits related to career perception and career awareness (Albien & Naidoo, 2016).

Personality	N	Mean Rank	Kruskal-Wallis H	f	Asymp. Sig.
Career perception	Realistic	111	340.11	220.454	0.000

	Investigative	144	311.38		
	Artistic	90	198.50		
	Social	72	173.75		
	Enterprising	18	216.50		
	Conventional	54	54.50		
Career awareness	Realistic	111	314.81	200.763	0.000
	Investigative	144	304.81		
	Artistic	90	227.30		
	Social	72	223.63		
	Enterprising	18	135.50		
	Conventional	54	36.50		

FINDINGS, SUGGESTIONS

It is noted from the table that there is a significant difference in career perception, career awareness and career expectation among male and female respondents where male respondents outnumber the female respondents. It is noted from the table that there is a significant difference in career perception, career awareness and career expectation where B.Com./B.B.A. and B.E. respondents outnumber the respondents other under graduation programmes. Respondents with B.Sc. have the least value related to career perception, career awareness and career expectation. It is noted from the table that there is a significant difference where respondents from corporation have the highest mean rank value and respondents from gramapanchyat and town panchyat have least mean rank value related to career perception, career awareness and career expectation among the respondents' residential areas. It is found from the table that there is a significant difference among the educational qualification of respondents' fathers where post graduate leads and diploma and graduate holders moderately lead related to career perception, career awareness and career expectation. It is found from the table that there is a significant difference among the educational qualification of respondents' fathers where post graduate leads and diploma and graduate holders moderately lead related to career perception, career awareness and career expectation. It is found from the table that there is a significant difference among the respondents' socio-economic class where the high class respondents excel than the other socio-economic classes related to career perception, career awareness and career expectation. It is noted from the table that there is a significant difference where the respondents of nuclear family outdo the respondents of joint family related to career planning of management students in southern districts of Tamil Nadu. Hence there is no significant difference among the respondents related to career perception and career awareness whereas in career expectation there is a slight difference in the mean rank value of yes. It is noted from the table that there is a significant difference where physically disabled respondents have more scope than non-disabled respondents related to career perception and career awareness. It is found from the table that there is a significant difference based on parental type and the authoritarian parents outweigh the

other parental types. It is found from the table that there is a significant difference where the respondents who were born in the first position are given more liberty to have a career planning. It is noted from the table that there is a significant difference where the realistic and investigative personality respondents outweigh the other personality traits related to career perception, career awareness and career expectation.

CONCLUSION

A study using structured questionnaire among the management students of southern districts of Tami Nadu with reference to the parameters of career discernment of management students are subjected to conditioning the career perception, career awareness and career expectations by the factors residential area, parental educational level, socio economic class, family type and the personality type of the individual has very important factor in students career discernment.

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