

A STUDY OF CAREER ORIENTATION AMONG FEMALE COLLEGE STUDENTS IN RELATION TO SOCIO PERSONAL VARIABLES

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Abstract

The present paper is an attempt to study the career orientation of female college students in relation to socio personal variables- parental education and family income. The main purpose of present study was to compare career orientation of female college students across high and low level of parental education and family income. For present study 200 female college students were selected using random sampling from seven degree colleges' affiliated to Punjabi University Patiala. Career Orientation Scale designed by Tanwar and Singh (1988) and Personal information data sheet was developed by researcher herself to seek information regarding educational status and family income of parents. The significant differences were found in career orientation of female college students across high and low levels of parental education and family income.

Keywords: Career Orientation, Female College Students, Parental Education and Family Income.

Education is the most important tool for changing women's subjugated position in the society. As it is evident from the Census (1951-2011), the literacy rate has increased in our nation, both in case of male group (27.16% to 82.14%) and female group (8.86% to 65.46%). In the last 10 years, women have shown an impressive incremental increase of 11.8 per cent in comparison to 6.8 per cent for males. No doubt, progress is there but question of gender inequality is still wider. According to the Human Development Report of the United Nations Development Programme (2014), India has been ranked 127 among the 152 countries in the Gender Inequality Index. In general, the number of girls enrolled at all levels - primary, secondary and higher education is less than their counterparts. Women enrolment in higher education, which was less than 10 per cent of the total enrolment on the eve of Independence, rose to 41.5 per cent in 2011. However the majority of women in the country are enrolled in non professional graduate level courses. The female work participation rate in organised sector (public and private) increased from 37.81 percent in 1991 to 59.54 in 2011. However, women's participation in public and private sector is still very low as compared to men (National Economic Survey 2012).

There are certain factors that impede women's career paths. The persistence of cultural values and gender role stereotypes strongly support women's childcare, family and domestic responsibilities as priority over career aspiration.

The concept of career development plays an important role in one's life especially in the life of female. Female has to play the dual role of home maker and career. The word 'career' has two different meanings and paths, traditionally it has been a chosen profession or occupation that was pursued and one continued until retirement. The term career orientation, being women specific, came into use during late 1950's and became widespread in the late 1970's, most often in literature of counselling, personal and vocational psychology. It connotes intention to work more or less continuously throughout life, desire to work even when there is no financial need, expecting to derive large amount of satisfaction from work. The researches in vocational psychology have contributed substantially to articulate the complex, interrelated external and internal factors that shape women's career development. (O'Brien et al. 2000; Gomez et al. 2001; Fassinger, 2002; Gupta, A 2007) .Career orientation is the process of managing life,

learning and work over the lifespan. The career orientation among women pursuing higher education is basically a career choice that is consistent with one's interest and abilities, as well as involves decision about which societal role, individual will accept or rejects (Tokar et al., 1998). This is particularly true of women, who have to choose between traditionally female roles (wife and mother) and non traditional roles (career and person).

ROLE OF FAMILY IN CAREER ORIENTATION

There are number of family related factors that influenced the career development of female students such as socioeconomic status of parents, their educational level, and biogenetic factors such as physical size, gender and temperament (Penick and Jespen, 1992). Family influence is an important factor in preparing youth for their roles as workers. Family background provides the basis from which their career planning and decision making evolve. Studies shows that there exists a large influence of traditionalism, family priorities, values, prejudices and cultural expectations (Saluja, 2000; Mukhopadhy, 2001; Roach 2010). Women choose to interrupt their careers because of family responsibilities. There is gender disparity in the selection of career options, jobs, role and responsibility. Women face triple burden of work, family and life biases of male chauvinism (Bamji, 2005; Wizarat and Arya, 2007; Korpershoek, 2012; Barratt et al. 2014).

In this line present research is an attempt to study career orientation of female students in relation to socio personal variables- parental education and family income. Because girls give priorities to home and family than their careers. Hence this study will provide a data base to identify certain parental influences variables to combine career home making role after completing education.

OBJECTIVES OF THE STUDY

- To study and compare career orientation among female college students in relation to parental education.
- To study and compare career orientation among female college students in relation to family income.

METHOD

The study was conducted through descriptive

method of research.

SAMPLE

The population of the study was female students studying in Degree Colleges affiliated to Punjabi University Patiala offering B.A/B.Sc/ B.Com courses. In order to draw the representative sample, seven colleges were selected by giving equal weightage to urban and rural colleges. Then 25 to 30 female students from each college were selected randomly by giving due weightage to stream of study. In the present study 200 female college students of final year (B.A/ B.Sc/ B.Com courses) were included in the sample. For selection of the sample equal weightage were given to socio-personal factors such as parental education and family income.

MEASURES

- Career and Family Value Scale by Tanwar and Singh (1988)
- Background Information Sheet Prepared by the Investigator herself.

PROCEDURE

The investigator personally contacted the identified college female students and administrated the research tools to seek the requisite information on the variables under study. The respondents were made aware about the purpose of the study. The female students were assured that the information given by them would be kept confidential. The collected data was analyzed by using different techniques of statistics such as mean median, standard deviation and t-ratio. In total sample N=200, upper 27% (54) and lower 27% cases were taken as high and low sub groups in parental education and family income.

Results and Discussion

Table 1.1: *Means and SDs of Career Orientation among female college students in relation to Parental education (N=54)*

| Level of Education | Mean | SD | t-value |
|-------------------------|--------|-------|---------|
| High Parental Education | 123.48 | 16.67 | 2.41 * |
| Low Parental Education | 115.33 | 18.38 | |

*Significant at 0.05 level

It is evident from the table that female college students with higher level of parental education have mean career orientation score 123.48 and those with low parental education is 115.33. The SD values are 16.67 and 18.38 respectively. The t-value came out to be 2.41 which is significant at 0.05 level. This shows that there is a significant difference in the career orientation of female college students with high and low parental education. It may further be mentioned that the students whose parents are more educated are more career oriented than those whose parents are less educated. Hence hypothesis I "There will be no significant difference in career orientation among female college students in relation to parental education" is rejected.

Table 1.2: Means and SDs of Career Orientation among female college students in relation to family Income (N=54)

| Level of Income | Mean | SD | t-value |
|--------------------|--------|-------|---------|
| High Family Income | 126.65 | 17.68 | 4.37 * |
| Low Family Income | 111.33 | 18.78 | |

*Significant at 0.01 level

The table 1.2 indicates career orientation of female college students in relation to family income. The female college students with higher level of family income have mean career orientation score 126.65 and those with low family income is 111.33. The SD values are 17.68 and 18.78 respectively. The t-value came out to be 4.37 which is significant at 0.01 level. This shows that there is a significant difference in the career orientation of female college students belonging to high and low family income group. Hence hypothesis II "There will be no significant difference in career orientation among female college students in relation to family income" is rejected.

DISCUSSION

The major findings of the study reveal that there is significant difference in career orientation of female college students across high and low levels of parental education and family income. The results of the present study may be seen in the light of some related research evidence. The results are in

congruence with Gupta (2007) and Anand and Banot (2007) who concluded that career orientation was influenced by socio economic factors and parental education. The career decisions of women are found to be influenced by cultural expectations, family priorities and parental education (Gupta 2008; Kaur 2008; Korpershoek, 2012; Barratt et al. 2014). Thus findings of the present study concluded that parental education and family income have significant impact on girls' career development.

CONCLUSIONS

- There is significant difference in career orientation of female college students in relation to high and low levels of parental education. The students whose parents are more educated are more career oriented than those whose parents are less educated.
- There is significant difference in career orientation among female college students in relation to family income. The female students having high family income are more career oriented than low family income group.

EDUCATIONAL IMPLICATIONS

- Career counseling should be introduced in secondary schools and colleges to equip the girl students to choose a career of their own choice as per their abilities interests.
- Girls should be given freedom for making decisions regarding marriage and career because decision making is related with goal orientation and career concerns.
- Parental education and family income play significant role in the career orientation of female college students. It would be worthwhile if awareness campaigns can be brought, it may lead to better career commitment among female college students pursuing academic and professional stream.
- Colleges and universities should provide insight for educators and students in improving the students' career development process.

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