



STUDY OF INFLUENCE BY FAMILY ON CAREER DECISIONS OF INDIAN MANAGEMENT STUDENTS

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Abstract: Choosing a career is an important step in one's life and choosing the right career is essential to achieve success and happiness. Many individual's look up to their families for guidance as to reap benefits from their experience in career selection. They therefore have a substantial effect on their career decisions though it may vary from family to societies to cultures. This study is based on the influence of family on career decisions of Indian students and therefore takes into account students who study or have studied in India. In the study it has been found that family members have a positive and significant effect on the career decisions and there is no difference in the guidance provided to children based on gender. This study will be useful to career consultants and academicians and educational institutions to provide better guidance to the students as well as to the parents for deciding better prospects for their children which align with their interests.

Index Terms - Career decision, Family, Indian students.

I. INTRODUCTION

The purpose of this research study is to analyze in order to obtain a profound understanding of the family influence on student's Career Decision-making. Usually a family with more experience provides more exposure to the grownups in choosing the right career for them. Since in India, we have a large number of degree holders, therefore the families are more focused on providing good education. This is done by financially supporting, role modelling, understanding the various aspects and directing the career work. Also, Independency is the most important aspect for this generation. In their prospect, it is not a luxury but a necessity. Indian parents desire stable jobs and strong career opportunities for their children and hence mold them into mainstream career but certainly their perception and particular expectations of their child's success can have a great influence on their beliefs and choices in career actions. To understand this influence of family's being positive or negative affects the career behaviors related to problem solving and decision-making, a theoretical and empirical approach can be used. It should also be contemplated that individual having an adequate emotional and mental support from their families are more subjected to inconclusiveness while making career decision. Parents do play an important role in laying career path by being a role model and also by providing them with sufficient guidance and exposure during their career life. They provide opportunities for their children to learn, develop and nurture under their guidance and support. An inclination is noticed to follow the foot-steps of the parents when the family is seen as happy and flourishing by a juvenile. Eventually, this research will identify how family influences the career decision-making processes. It will also educate professionals about how to incorporate the family as a way to avoid delays in the desired career paths of emerging adults.

II. LITERATURE REVIEW

In a study conducted by (Mtemeri, 2017) who did the research on the subject "Factors influencing the choice of career pathways among high school students in Midlands Province, Zimbabwe" attempted to examine factors that affect the choice of career paths among university students in Midlands Province of Zimbabwe where 1010 respondents took part in the study. It was found that both the family, Nucleus as well as extended family most frequently mother and father were part of the study that resulted positive and significantly influences on the student's career decision taking. It was found in a study conducted in China by (Liu, 2016) that both families and teachers play important roles in influencing students' decision-making regarding PG education. The findings were established in two phases: 1) there was negative correlation between the family impact of the parents who did not opt for higher education on their children career planning and 2) there was positive relationship between the family who opted for higher education and were capable of influencing their children in making career decision making. Also, parents provide much guidance to their children and often children also seek their experience without which they also feel reluctant to pursue their wishes. Their support and guidance are always asked for so that they don't end up making the same mistakes that their parents did. There is also a sense of confidence among the children when they seek advice from their family members and parents (Jeffrey Taylor, 2004).

(Joseph, 2012) conducted the research on the subject “The Effect of Family Control and Involvement on Career Development”, the research was conducted with the sample size of 381 respondents, the presented data was collected on the basis of semi structured interviews and survey. The qualitative results conveyed that financially powerful families and educational support, supported the children for their successful development and the families with poor capital structure were not able to provide better Education to their children. The financial constraint is another factor which leads to opting for different career paths or admitting into a low ranked university which may not provide enough resources for the proper development of a student. This was found in a study conducted at three universities of technology where 69.2% of students exclaimed that lack of sufficient family income led them into different career paths (A. Shumba, 2013).

A study based on “Dynamic Influence of Family on College and Career Choices of Underrepresented Minorities in the Biomedical Sciences”, conducted by (Slovacek, 2015) concluded with the importance of family involvement on the student academic decisions changing from time to time during the school and college and also the financial, emotional and psychological dependency during the college life. The results enjoyed a significant reliance of the student on its relatives. Another study conducted by (Tillman, 2015) showed that parents affiliated to teaching field had a high degree of influence on their children's career choices as compared to parents not having a teaching career. (Baskin, 2013) research focused on the association of peer and family belonging with career Decision making, which were mediated by academic motivation, psychological distress. The results showed that family belonging had significant indirect association with career decision making while the association of peer belonging with career decision making was in-significant.

(Kakkad, 2015) did the study on “A study on the factors influencing students’ decision to study abroad”, as higher education has been seen as a competitive sector around the globe. This kind of schooling can be obtained by the most excelling students or the ones with strong financial support. This research was focused upon the amount of exposure offered by the family which was quite significant upon students. (Lee, 2002) in his research examined the “Family structure and influence in family decision making”, stated that perhaps the mothers of occupational status make a great measurable difference in influencing the adolescent’s decisions making. The findings were in the context of the comparative resource contribution theory; where the mothers, who pursue their profession have considerable influence and adolescents are mainly affected and dependent on their mothers’ professional status. In a study conducted on the subject “The effect of family influence on the career choice of adolescents” by (Paloş, 2010), seeks to understand and define the family climate impacting on adolescent career decision making. The sample size of this study was 60 and conducted via the questionnaire and adult attachment scale where the results, picture the various variables that affect the process of career decision making.

(James, 2015) in his study named “Factors influencing career choice among undergraduate Students in an African university context: The Case of Agriculture Students at Makerere University, Uganda”, describes factors influencing choice of agrarian careers among undergraduates in an African University context with specific reference to perceptions of students in the School of Agricultural Sciences at Makerere University. The main goals were to: establish the factors which influence career choice among BSc in Agriculture; determine students’ perceptions towards farming as a career after university; and describe the services and support available to students at the university. Findings found that students relied on their personal experiences and desires (30.2 percent) and pressure from their parents (15.5 percent) when making choices. Contrary to extant literature, 73 percent of students said they were willing to return to the land as farmers 27.2 percent would prefer to look for jobs. A study put forward by (LAUREN LINDSTROM, 2007) explains the role of family in career development and post-school decisions and employment with learning disabilities. Family process in this study includes: relationship, involvements, love and support received, aspirations, which further resulted that interactions in family of students with learning disability influence their career decisions.

A research conducted by (Fouad, 2016) on the subject “Family Influence on Career Decision Making: Validation in India and the United States” describes the parental effect in the United States and India which was being studied with the population size of total of 136 US participants and 377 participants from India. The study supports the construct validity and different ways in which family control both in India and United States. There was even a connection in family impact which was predicted in the following ways with family responsibility, breach of job, work principles, occupational involvement and calling. Career counsellors use various strategies to frame the career counselling model for various children based on the data provided by the family and various influences regarding family background and the interest of the children. They make the family members an essential part of the career counselling process, thereby adding them as an asset for the development of child’s future (Chope, 2002).

In a study conducted by (Georgia Koumoundourou, 2011), it was found that the career related decisions of males are more affected by the parents and have lower self-evaluating capabilities which is in contrast to the females having more self-evaluating capabilities and lower dependence on their parents. This study was conducted in Greece and can be different based on various social and economic factors affecting the culture in a country. Family of origin plays an important role in the career development which provides guidance to the future career of individuals in a particular race. The social and economic factors do play an important catalyst in deciding the career path for individuals. In this study, the author has identified various family related variables and correlates them to career development of persons from diverse backgrounds (Brown, 2004). (Bates, 2015) in his study concluded that the influence of family and parents is up to a moderate level and may affect the career choices of an individual though there are other factors which are non-separable and lead to various career choices.

Another study conducted by (Consoli, 2006) shows various other demographic and social factors which affect the career decision making such as religion, gender, rules in a family, language, legal status, demographic factors, etc. which collectively stimulate the career authentication and decision-making process leading to various paths for various individuals even with similar interests as these factors make everyone unique. (Suzanne H. Lease, 2009) in their research study focused on if there is a difference between the relations of maternal and paternal attachment, parenting styles, career locus of control on career decision making based on the gender of student. The results showed that locus of control was important for male students, thus Parents influence was lesser towards male’s career decisions while more for female students. The study done by (cultter, 1995) shows how parents influence the

interest and aspirations in adolescent's career choices, along with parental influence how the socioeconomic status, gender, and race effect these decisions. The results show positive association between parent's role in career choices of adolescent; and how parents and career counsellor can use this influence to their advantage.

(Fulya Cenkseven-Önder, 2010) study was to study the impact on career making decisions in high-schoolers from the parenting style and parental attachment levels. Results showed that the parents that are authoritative are more influential on the career decisions of students than the parents who are neglectful. Also, the students who had medium attachment with parents were more decisive than others in terms of career or life decisions. The research accomplished by (Weiqiao Fan, 2014) is based on family intrusiveness influencing the career decision choice, while measuring the mediating effect of family orientation and personality traits of individual. The sample was obtained from Hong Kong and USA. The significant influence of family orientation was showed by Hong Kong sample only while the same was insignificant for USA sample as it is more liberal in nature.

(Oğuzhan Kırdök, 2018) research study focuses on the career decision making being impacted by the locus of control of the high-schoolers. The results emphasised that students with external locus of control had difficulties with career decision making thus required the parents support and advice while the same was not true for students with internal locus of control who were highly decisive in career choices. (Azmat, 2013), study highlights the factors shaping career decisions Of Pakistani industry students. Particularly, the effect of family and father employment was Concentrated. Business graduates were somehow self-sufficient, but the effect of father's employment and heavily affected industry. The data were gathered from The Lahore Business School to study and demonstrate the negative effect among variables Sex control, value of money over job decision-making.

III. RESEARCH GAP

Previous researchers have also conducted work on how a family impact the career decision-making of the students in different parts of the world. These studies have examined the different aspects of this relationship. The researcher of this work shall target the family members and children in India. It would be interesting to learn about how the family members influence their children about making choices for the longer lasting career. Previous research done in this field were almost in the western contexts and those work are not preferred in India. The work done in this study is focused in the Indian context on how Indian families affect the career decision taking for long-term career.

IV. RESEARCH OBJECTIVES

- 4.1. To study the relationship between family influence and career decision making.
- 4.2. To identify any significant difference in career decision making and family influence on the basis of gender.

V. RESEARCH METHODOLOGY

5.1 Research Type

The study is conclusive in nature.

5.2 Research Design

Research is quantitative causal in nature since it primarily explores the possibility of cause and effect relationship of following variables including Family influence & career decisions and checking if there is any significant statistical difference between male and female while considering above two variables.

5.3 Research Hypothesis

H_{0a} No association exists between Family Influence & Career decision.

H_{1a} Career decision is positively associated with Family Influence.

H_{0b} There is no significant difference in Family influence on the basis of Gender.

H_{1b} There is significant difference in Family influence on the basis of Gender.

H_{0c} There is no significant difference in Career decision on the basis of Gender.

H_{1c} There is significant difference in Career decision on the basis of Gender.

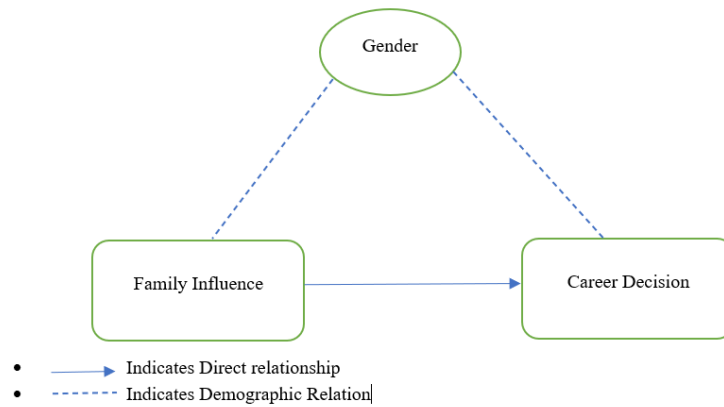


figure 1. hypotheses model

5.4 Population for Research

Students pursuing management courses across India

5.5 Sampling Consideration

- 5.5.1 Population: Students pursuing management courses across India
- 5.5.2 Sample Size: 416 respondents were taken as a sample size.
- 5.5.3 Sample Element: Individual management students
- 5.5.4 Sampling Frame: Individual Students pursuing management courses across India
- 5.5.5 Sampling unit: Individual Students pursuing management courses across India
- 5.5.6 Sampling Size Calculation: The sample size (n) is calculated according to the formula:

$$n = z^2 * p * (1 - p) / e^2$$

Where: $z = 1.96$ for a confidence level (α) of 95%, p = proportion (expressed as a decimal), e = margin of error.

$$z = 1.96, p = 0.5, e = 0.05$$

$$n = 1.96^2 * 0.5 * (1 - 0.5) / 0.05^2$$

$$n = 0.9604 / 0.0025 = 384.16$$

$$n \approx 384$$

The recommended sample size is equal to 384

The sample size for this study is 416

- 5.5.7 Sampling Technique: Simple random probability was used to sample the population.

5.6 Variables Used

- 5.6.1 Independent variable: Family Influence
- 5.6.2 Dependent variable: Career decisions

5.7 Scale Used

The Likert scale was used for measurement of the responses by organization for analysis of questionnaire, 1-5 Likert scale in which 1 being the least agreeableness and 5 being the most agreeableness used for evaluating the questionnaire.

5.8 Instrument Used for Data Collection

Adapted questionnaire from the Standardized questionnaire was the tool used for collecting the data. The Likert scale (1-5 in which 1 being the least agreeableness and 5 being the most agreeableness) used for evaluating the questionnaire.

5.9 Tools Used for Data Analysis

- 5.9.1 To check the reliability of the questionnaire Reliability test was applied with help of Cronbach Alpha.
- 5.9.2 Relationship between dependent and independent variable were analysed using Linear regression.
- 5.9.3 Independent T-test was used to analysis any statistically significant difference between male and female on family influence and career decisions.

VI. DATA INTERPRETATION & ANALYSIS

Table 6.1 show the results of the Cronbach alpha's Test used to check the reliability of the variable in the questionnaire, explaining all the variables including 'Family Influence, Career Decision' were reliable since the reliability value was more than 0.7. Thus, allowing the researchers for further Research.

Table 6.1 Cronbach's Reliability Test

S.No.	Variable	Cronbach's Alpha Value	Items
1.	Family Influence	0.710	7
2.	Career Decision	0.871	7

Hypothesis 1 proposes, career decision would relate positively with Family Influence. As table 6.2 Shows this positive relationship is evident since R^2 is 0.263, this R^2 indicates that family influence explains 26.3% variance in the career decisions; ($\beta = 0.787$, $p < .05$). Thus, H_0a is rejected and H_{1a} is fully supported.

Table 6.2 Regression Analysis result with Career decision as dependent Variable

Variables of main effect	B	R^2
Family Influence	0.619***	0.263

N=416

* $P < .05$; ** $P < .01$; *** $P = .000$.

Independent T-test reveals that there is no statistically significant difference between male ($\bar{x} = 18.10$, $\sigma = 5.81$) and female ($\bar{x} = 18.27$, $\sigma = 4.90$) for Family Influence ($t = 0.336$, $P = 0.737$), since significance value is more than 0.05. Thus, H_0a is not rejected.

Table 6.3 Descriptive statistics results related to t-test on Family Influence

Gender	N	Mean	Standard deviation
Male	219	18.10	5.81
Female	197	18.27	4.90

Independent T-test reveals that there is no statistically significant difference between male ($\bar{x} = 17.99$, $\sigma = 6.73$) and female ($\bar{x} = 17.51$, $\sigma = 6.23$) for Career Decision ($t = 0.726$, $P = 0.468$), since significance value is more than 0.05. Thus, H_0a is not rejected.

Table 6.4 Descriptive statistics results related to t-test on Career Decision

Gender	N	Mean	Standard deviation
Male	219	17.99	6.73
Female	197	17.51	6.23

VII. FINDINGS OF THE STUDY

The study aimed to fulfil two objectives which are explained as follows:

- 7.1. To study the relationship between family influence and career decision, which according to this study was evident and stated that career decision is 26.3% varied due to family influence. Similar results were shown by various other studies on similar lines.
- 7.2. To identify if there is any significant difference in family influence and career decision on the basis of gender i.e. male & female, for which the study showed that there was no significant difference in both family influence and career decision on the basis of gender. Thus, stating that male and female are both equally influence by family and are equally decisive while making career choices.

VIII. LIMITATIONS AND SCOPE FOR FURTHER RESEARCH

- 8.1. The study was slightly biased since major portion of the responses were from under-graduate management student, and thus were answered accordingly. While a study can also be conducted taking into equal consideration for both under-graduate management students as well as post-graduate management students.
- 8.2. This study was done on how the family effect on career decision-making. There are several other variables that can also impact career decision-making.

IX. IMPLICATIONS

- 9.1. This study may be useful to the education industry in order to focus on the factor that have a direct or indirect effect on career decision-making.
- 9.2. This research is being provided for further study.

X. CONCLUSION

The effect of family influence on career decision making was investigated in this report. The Under-graduate and Post graduate students of the various management colleges / universities filled out questionnaires across India and by applying tests such as reliability, t-test and regression, the data was analyzed. It has been concluded that the making of career choices depends on the Influence of Family. Family impact has a beneficial effect on career decision-making in Under-graduate and Post-graduate. This research encourages students to choose the right career because the perception of parents is beneficial, since interest, abilities and clear expectation of the success of parents will affect the interest of their children.

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