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SOCIO PSYCHOLOGICAL SECURITY IN CHOOSING PROFESSION: A CASE STUDY OF YOUTH DOING PROFESSIONAL COURSES IN LUCKNOW CITY

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Abstract

Beginning of new century and millennium is witnessing the rapid development of educational activities in the country. The fast changing information technology has created a tremendous opportunity for a student to choose one profession among the different professions available in the country. The enhanced importance of consumer behaviour in the recent development of the information system has provoked an interest in examining the aspirations of youths doing the professional courses in Lucknow city. In the rationale of modern marketing, the firm's existence is dependent on customer's satisfaction. Therefore, the knowledge of "what the present youth thinks" and "what consequently would contribute to his satisfaction" is at the requirement of the marketer. The present study aims to assess the aspirations of youth doing the different professional courses at Lucknow City. To achieve the objective of the study 300 randomly selected students of different institutes of Lucknow City were chosen. The study indicated that the inclination toward government job by the young aspirant is independent with the demographic profile of the respondents. Study also reveals those young aspirants are more interested in grasping the high opportunity job in comparison to high job security. However this trend is independent with the caste category of the respondent.

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INTRODUCTION

Last decade has witnessed a rapid development in the field of information technology. The impact of information technology can be seen in every walk of life. Today business, educational activities, various scientific researches, and mass media communication have gone under several changes. The immense capabilities of Information Technology have promised better life for all. It has converted the whole world into a small global village. It has in turn provided a very important role in creating the aspiration for different professions in the mind of students of every society. Due to liberalized policies of Government and entry of multinationals, education field has witnessed major changes in course content and curriculum.. It has become desirable to know one's perceptions, interpretations, plans, attitudes, feelings, values, and constructions of thought or concepts, so as to match the marketing strategies as per the to their aspirations. Hence targeting student's preferences has become a core issue of the present study. Accessibility of surveyor with the students of Lucknow has motivated to select them as preferred sample for the present study.

Present Study

The present study is part of a larger study which seeks to develop an understanding of the impact of globalization and liberalization issues which affect the career-related decision making patterns of the students seeking professional courses in Lucknow city. The purpose of the study reported herein was to identify perceptions about professional careers, especially

those students who are doing management and engineering degree course in Lucknow city.

The following objectives were used to guide the study:

1. To identify perceptions about professional careers held by students.
2. To identify sources of information used by students in career planning.
5. To identify key influencers in career planning by youth.

Methodology

Present study is an exploratory research study. In order to study the aspiration of youths doing professional courses primary data was collected from the different management and engineering institute imparting professional courses at Lucknow city. For this purpose of the study, two hundred respondents were selected at random from Lucknow city. In case of non-response from any member, it was replaced by next randomly selected respondents. Respondents were given subject awareness. The univariate and bi-variate data analysis technique was used to analyze the data received from the respondents. A result thus received is evaluated and analysis was conducted.

Assumption of Hypothesis

Following hypothesis was made

H1: Intention to join government job by the respondents is independent with the demographic profile of the respondents.

H2: Option of joining govt. / private sector job at same salary is independent with the demographic category of the respondents.

H3: Aspiration of youths of choosing the organization providing high opportunity to grow but less security v/s organization providing high job security but less job security is independent with the demographic category of the respondents.

Scope of the Study

Though the study represent the position of professional aspiration of youths in Lucknow city, due to very small sample size, the finding may not be a true representation and it can not be generalized but it will give a better prospect for future study and may have a wide application in future.

Findings:

Table No. 1: Age Classification of Respondents

Sl. No.	Description	Total No. of Respondent	Percentage
1.	Upto 20 years	78	26
2.	21 to 25 years	190	63.333333
3.	Above 25 year	32	10.666667
	Total	300	100

Inference: Age analysis of respondents indicates that most of respondents fall in the age group of 21-25 years as it was indicated by 63.33 percent respondents in the sample. The respondents in the age group of 20 year and below accounts for 26 percent and the remaining 10.66 percent respondents falls in the age group of above 25 years.

Table No. 2: Sex Classification of Respondents

Sl. No.	Description	Total No. of Respondent	Percentage
1.	Male	243	81
2.	Female	57	19
	Total	300	100

Inference: The data pertaining to sex categories reveals that 81 percent of the respondents belong to male and 19 percent in the female category.

Table No. 3: Caste Category wise Classification of Respondents

Sl. No.	Description	Total No. of Respondent	Percentage
1.	General	214	71.333333
2.	Reserved	86	28.666667
	Total	300	100

Inference: The information pertaining to class category of the respondent reveals that 71.33 percent respondent belongs to general category and 28.66 percent respondent belongs to reserved category.

Table No. 4: Educational Qualification wise Classification of Respondents

Sl. No.	Description	Total No. of Respondent	Percentage
1.	Up to Intermediate	38	12.666667
2.	Up to Graduation	148	49.333333
3.	Post Graduate and above	114	38
	Total	300	100

Inference: The information related to educational qualifications of the respondents indicates that most of the respondents were having graduate degree to their credit as it was indicated by 49.33% respondents in the sample. As many as 38% respondents are having education up to post graduation and others. Only 12.66% respondents were having education qualification up to intermediate only.

Table No. 5: Income Classification of Respondents

Sl. No.	Description	Total No. of Respondent	Percentage
1.	Upto Rs. 5000 per month	52	17.333333
2.	From Rs. 5000 –10000 pm	51	17
3.	Above Rs.10000 pm	197	65.666667
	Total	300	100

Inference: Data relating to the income of the respondents indicated that as many as 17.33 percent respondents were from the monthly income group of up to Rs. 5000 per month. 17

percent respondents were having monthly family income between Rs.5000 to Rs10000 per month and 65.66 percent respondent were having more than Rs. 10000 monthly income.

Table No. 6: Father's Education Wise Classification of Respondent

Sl. No.	Description	Total No. of Respondent	Percentage
1.	Illiterate	17	5.6666667
2.	Upto Matriculate	19	6.3333333
3.	Upto Intermediate	43	14.3333333
4.	Graduate	129	43
5.	Post graduate	85	28.3333333
	Professional qualification and others	7	2.3333333
	Total	300	100

Inference: Professional aspiration of child is greatly influenced by the educational qualification of his father. Keeping this into consideration an attempt was made to the educational qualification of their father. Information thus received indicates that a 73.66 percent respondent belongs to those categories whose father has attained education qualification up to graduation and above. 5.66 percent respondent indicated that their father is illiterate. 6.33 percent respondents revealed that their father is educated upto metric. And 14.33 percent respondent indicated that their father is education unto intermediate.

Table No. 7: fathers Profession-wise classification of Respondent

Sl. No.	Description	Total No of Respondent	Percentage
1.	Farmer	62	20.666667
2.	Engineer	35	11.666667
3.	Doctor	21	7
4.	Managers	20	6.666667
5.	Teachers	62	20.666667
6.	Others	100	33.33
	Total	300	100

Inference: Parental background plays a significant role in the socialization and personality development of the respondents and it has the direct bearing on the different dimension of profession and professionals. Keeping this into consideration an attempt was made to know the profession of their father. Information pertaining to this indicates that a 20.66 percent respondent belongs to those categories whose father is farmer. 11.66 percent indicated that their father is engineer. 7 percent indicated that their father is doctor. 6.66 percent respondent revealed that their father is manager. 20.66 percent respondent indicated that their father was teacher. 33.33 percent indicated other unspecified profession of their father.

Table No. 8: Main Influences

SI No	Factors	No of Respondent	Percentage
A	Newspaper and Journals	93	31
B	Parents	44	14.666667
C	Friends and Relatives	114	38
D	Teachers	27	9
E	Others	22	7.3333333
	Total	300	100

Inference: In the modern society every individual is free to choose an occupation /profession of his own choice, however it is seen that media and other socio-psychological factor affect a lot in motivating an individual to choose a profession. Analysis indicates that friends and relative played an important role in motivating the individual to choose their profession as it was indicated by 38% respondent in the sample. It was followed by advertisement in news paper and journal which constitute 31% respondent in the sample. Parent and teachers have been able to motivate 14.66% and 9% respondent respectively. 7.33percent respondent revealed other unspecified sources which have motivated them in selecting a particular professional course.

Table No. 9: Classification of respondent based on their intention to join nature of organization on completion of their education

Sl. No.	Nature of Organization	Total No of Respondent	%
1.	Private Sector Organization	135	45
2.	Public Sector Organization	41	13.66
3.	Government Sector	71	23.66
4.	Thinking to go abroad	40	13.33
5	Start your own Business	13	4.33
	Total	300	100

Inference: The process of globalization and liberalization has started from 1985 under the leadership of Rajiv Gandhi and it was fueled by the successive government. As a result a substantial amount of job has been generated in private sector as compared to the government and public sector unit. These policies have stimulated the youth to choose their aspired profession. Keeping this into consideration an attempt was made to explore the mood of the student to choose the job after completion of their education. Analysis reveals that 45 percent respondents opted private sector job after completion of their study. 13.66 percent respondent indicated that they want to join public sector job. 23.66 percent are of the opinion that they want to join government sector job after completion of their education. 13.33 percent projected that they are willing to go abroad and 4.33 percent has shown that they will start their own business after completion of their education.

An attempt was made to assess degree of association between student choice of profession with their demographic profile.

Table No 9-A Degree of Association between Student Choices of Profession with Their Age.

SL. No.	Nature of Organization	Below 20	From 21-25	Above 25	
1.	Private Sector	28	91	16	135
2.	Public Sector	5	36	0	41
3.	Govt. Sector	13	45	13	71
4.	Thinking to go abroad	32	8	0	40
5	Start their Own Business	0	10	3	13
	Total	78	190	32	300
$(\chi^2)=35.27937683$					

Inference: The calculated value of the Chi Square test statistics $(\chi^2) = 35.2793$ at 5 percent level of significance is greater than the tabulated value (20.09) with 8 degree of freedom. Hence the hypothesis is rejected indicating that age of the respondent is dependent to their aspirations.

Table No 9-b degree of association between student choice of profession with their Age.

Sl. No.	Nature of Organization	Male	Female	
1.	Private Sector	108	27	135
2.	Public Sector	33	8	41
3.	Got Sector	55	16	71
4.	Thinking to go abroad	34	6	40
5	Start their Own Business	13	0	13

	Total	243	57	300
$(\chi^2) = 38.70047699$				

Inference: The calculated value of the Chi Square test statistics $(\chi^2) = 38.70046$ at 5 percent level of significant is lesser than the tabulated value (9.49) with 4 degree of freedom. Thus the hypothesis is accepted indicating that sex category of the respondent is independent with the aspirations of youth doing professional courses in Lucknow city.

Table No 9-c Degree of association between student choices of profession with their Caste Category.

Sl. No.	Nature of Organization	General	Reserved	
1.	Private Sector	104	31	135
2.	Public Sector	35	6	41
3.	Got Sector	27	44	71
4.	Thinking to go abroad	35	5	40
5	Start their Own Business	13	0	13
	Total	214	86	300
$(\chi^2) = 35.70047699$				

Inference: The calculated value of the Chi Square test statistics $(\chi^2) = 35.7004799$ at 5 percent level of significance is greater than the tabulated value (9.49) with 4 degree of freedom. Therefore the hypothesis is rejected, indicating that professional aspiration of youths is dependent with the cost category of the students of Lucknow city

Table No 9-D degree of association between student choices of profession with their Education Qualification.

Sl. No.	Nature of Organization	Upto Intermediate	Upto graduation	Post graduation and Others	
1.	Private Sector	08	69	58	135
2.	Public Sector	00	20	21	41
3.	Govt. Sector	06	47	18	71
4.	Thinking to go abroad	24	12	04	40
5	Start their Own Business	0	0	13	13
	Total	38	148	114	300
$(\chi^2)=43.9398$					

Inference: The calculated value of the Chi Square test statistics ($\chi^2 = 43.9398$ at 5 percent level of significant with 8 degree of freedom is more than the tabulated value (20.09). Hence the hypothesis is rejected resulting that present education qualification of student is independent with their professional aspirations.

Table No 9-E degree of association between student choices of profession with their

Income.

Sl. No.	Nature of Organization	Upto Rs.5000PM	From 5000- 10000 PM	Above Rs10000 PM	
1.	Private Sector	9	34	92	135
2.	Public Sector	01	01	39	41
3.	Govt. Sector	30	08	33	71
4.	Thinking to go abroad	8	8	24	40
5.	Start their Own Business	4	0	9	13
	Total	52	51	197	3
$(\chi^2)=44.41669305$					

Inference: The Chi Square test statistics (χ^2) at 5 percent level of significance with 8 degree of freedom is 44.416693 which is more than the calculated value (20.09). Hence the hypothesis is rejected resulting that family income of the student is dependent with their professional aspirations.

Table No. 10: Classification of Students based on their preference to join Govt. / Private Sector Job If Offered Same Salary

Sl. No.	Description	Total No of Respondent	Percentage
1.	Government Job	185	61.67
2.	Private Sector Job	115	38.33
	Total	300	100

Inference: The openings up of Indian economy have given a new shape to the entire economic system of India. The corporate scene is under going a process of remarkable change. To survive, sustain and grow in future, it has become necessary to retain the efficient and effective employee in the organization and attract the prospect for future. There is a significant

improvement in the service condition in the private sector also. Keeping this into consideration, an attempt was made to know the mood of youth whether they intend to join private sector or government sector job if they are offered same salary. Analysis reveals that 61.67 percent respondents are in favour of joining government sector job and only 38.33 percent respondents were in favour of joining private sector job.

An attempt was made to assess degree of association between student opinion of joining govt./private sector jobs with their demographic profile.

Table No10-A Degree of association between student opinion of joining govt./private sector jobs with their Age.

Sl. No.	Description	Government Job	Private sector Job	
1.	Below 20 Year s	54	24	78
2.	From 20-25 Years	117	73	190
3.	Above 25 Years	14	18	32
	Total	185	115	300
$(\chi^2)=6.234009$				

Inference: The calculated value of the Chi Square test values shows $(\chi^2)=6.23409$ at 5 percent level of significant is greater r than the tabulated value (5.991) with 2 degree of freedom. Hence the hypothesis is rejected indicating that age of the respondent is dependent with their opinion of joining Govt. or Private sector jobs.

Table No10-B Degree of association between student opinion of joining govt./private sector jobs with their Sex.

Sl. No.	Description	Government Job	Private sector Job	
1.	Male	146	39	158
2.	Female	97	18	42
	Total	243	57	300
$(\chi^2)=1.358109$				

Inference: The calculated value of the Chi Square test statistics $(\chi^2) = 1.358109$ at 5 percent level of significant is lesser than the tabulated value (3.841) with 1 degree of freedom. So, the hypothesis is accepted indicating that sex categories of the respondent are independent with their opinion of joining govt. / Private sector job.

Table No10-C Degree of association between student opinion of joining govt./private sector jobs with their caste category.

Sl. No.	Description	Government Job	Private sector Job	
1.	General	126	59	185
2.	Reserved	88	27	115
	Total	214	86	300
$(\chi^2) = 2.454966$				

Inference: At 5 percent level of significance, the calculated value of the Chi Square test statistics $(\chi^2)=2.454966$ is greater than the tabulated value (3.841) with 1 degree of freedom. Hence the hypothesis is rejected, indicating that caste category of respondent is dependent with their opinion about the joining Govt./ private sector job at same salary.

Table No10-D Degree of association between student opinion of joining govt./private sector jobs with their demographic profile.

Sl. No.	Description	Government Job	Private sector Job	
1.	Upto Intermediate	29	09	21
2.	Upto graduate	88	60	102
	Post graduate and others	68	46	77
	Total	185	115	300
$(\chi^2)=3.951004$				

Inference: The calculated value of the Chi Square test statistics $(\chi^2)= 3.951004$ at 5 percent level of significant is lesser than the tabulated value (5.991) with 2 degree of freedom. Thus, the hypothesis is accepted indicating that education qualification of respondent is independent with their opinion about the joining govt/ private sector jobs.

Table No10-E degree of association between student opinion of joining govt./private sector jobs with their Income.

Sl. No.	Description	Government Job	Private sector Job	
1.	Upto Rs5000PM	37	15	52
2.	From Rs5000-10000PM	37	14	51
	Rs. 10000 and above	111	86	197
	Total	185	115	3
$(\chi^2) = 6.894885$				

Inference: At 5percent level of significant the calculated value of Chi Square test statistics $(\chi^2) = 6.894885$ is greater than the tabulated value (5.991) with 2 degree of freedom. Hence hypothesis is rejected, indicating that education qualification and student's opinion is dependent in respect to their choice of selecting Govt./ Private sector job at same salary.

Table No.11 Classification of students based on their preference of opportunity v/s security

Sl. No.	Description	Total No of respondents	%
1.	Organization that gives more opportunity to grow but less job security	207	69
2.	Organization that gives more job security but less opportunity to grow	93	31
	Total	300	100

I

Inference: The process of globalization and liberalization is on. The growth of private sector economy has opened up many opportunities for the youth to select one out of many. The job hopping has increased significantly. Keeping this into consideration, an attempt was made to know the aspiration of youth in selecting the organization which gives more opportunity to grow but less job security v/s the organization which gives more job security but less

opportunity to grow. The analysis indicates that 69 percent youth were aspiring that organization which gives more opportunity to grow but less job security. In comparison to this only 31 percent preferred to join organization which gives more job security but less opportunity to grow.

Further attempt was also made to assess degree of association between student's opinions about their preference of opportunity v/s security with their demographic profile.

Table-11-A: Degree of Association of Student's preference and Opportunity: Security with their Age

Sl. No.	Description	Up to 20Years of Age	From 20- 25 Years	Above 25 Years	
1.	Organization that provides more opportunity to grow but less job security	61	128	18	207
2.	Organization that gives more job security but less opportunity to grow	17	62	14	93
	Total	78	190	32	300
$(\chi^2) = 5.758332$					

Inference: The calculated value of the Chi Square test statistics $(\chi^2) = 5.758332$ at 5 percent level of significant is lesser than the tabulated value (5.991) with 2 degree of freedom . Hence

the hypothesis is accepted indicating that age of the respondent is independent with their opinion of opting for the job of high opportunity V/s High security job.

Table No 11-B Degree of Association of Students preference of Opportunity? Security with their Sex

Sl. No.	Description	Male	Female	
1.	Organization that provides more opportunity to grow but less job security	170	37	207
2.	Organization that gives more job security but less opportunity to grow	73	20	66
	Total	243	57	300
$(\chi^2) = 11.75034$				

Inference: Chi Square test calculated at 5% level of significance with 1 degree of freedom

$(\chi^2) = 11.75034$ is greater than the tabulated value (3.841). So, the hypothesis that sex categories of the respondent are dependent with their opinion about the choosing the organisation providing high opportunity v/s high security is accepted.

Table No-11-C Degree of Association of Students preference of Opportunity? Security with their Sex

Sl. No.	Description	General	Reserve	
1.	Organization that provides more opportunity to grow but less job security	137	70	207
2.	Organization that gives more job security but less opportunity to grow	77	16	93
	Total	214	86	300
$(\chi^2) = 8.659896$				

Inference: At 5 percent level of significant the calculated value of the Chi Square test statistics $(\chi^2) = 8.669896$ is more than the tabulated value (3.841) with 1 degree of freedom. Therefore, the hypothesis is rejected indicating that caste category of respondent is dependent with their opinion about the choosing the organisation providing more opportunity to grow v/s organisation providing more job security.

Table No 11-D Degree of Association of Students preference of Opportunity? Security with their Education Qualification

Sl. No.	Description	Upto Intermediate	Upto Graduation	Post graduation and Others	
1.	Organization that provides more opportunity to grow but less job security	31	102	74	207
2.	Organization that gives more job security but less opportunity to grow	07	46	40	93
	Total	38	148	114	300
$(\chi^2) = 3.702004$					

Inference: The calculated value of the Chi Square test statistics ($\chi^2 = 3.702004$) at 5 percent level of significant is lesser than the tabulated value (5.991) with 2 degree of freedom. Thus, the hypothesis that education qualification of the respondent is independent with their opinion the choosing the organisation providing more opportunity to grow v/s organisation providing more job security.

Table no: 11 E, Degree of Association of Students preference of Opportunity? Security with their

Income

Sl. No.	Description	Upto Rs5000 PM	Rs5000- Rs10000 PM	Above Rs10000 Pm	
1.	Organization that provides more opportunity to grow but less job security	40	41	126	207
2.	Organization that gives more job security but less opportunity to grow	12	10	71	93
	Total	37	35	128	300
$(\chi^2) = 6.960484$					

The calculated value of the Chi Square test statistics $(\chi^2) = 6.960484$ at 5 percent level of significant is greater than the tabulated value (5.991) with 2 degree of freedom. Thus, the hypothesis that income of the respondent is dependent with their opinion the choosing the organisation providing more opportunity to grow v/s organisation providing more job security.

Conclusions:

India is on the threshold of technological revolution. The concept of education and its utility is gaining a new horizon. The liberalization, privatization and globalization has created many opportunity for the young aspirants to choose one among the various option available to them. Keeping this into consideration it seems necessary to assess the aspirations of youths doing various professional courses at Lucknow.

The education institutes imparting professional courses in the state capital city Lucknow have witnessed phenomenal change over the last few years. The number of competitors among different professional segments has significantly increased. The study indicated that the inclination toward government job by the young aspirant is independent with the demographic profile of the respondents. Hence, there is need to improve in their service conditions by the private sector in order to meet the expectations of the future generation. The study also reveals those young aspirants are more interested in grasping the high opportunity job in comparison to high job security. However this trend is independent with the caste category of the respondent. Hence it is suggested that private sector should make their policies attractive in order to make themselves popular among masses.

Appendix-I- Questionnaire

QUESTIONNAIRE

Socio Psychological Security In Choosing Profession: A Case Study Of Youth Doing Professional Courses In Lucknow City

1. Name :

2. Age :

3. Sex : Male Female

4. Category : General Reserve

5. Educational Qualification: Upto Matriculate

Intermediate

Graduate

Post Graduate and others

6. Family Income (Per Month) : Upto Rs. 5000/-

Rs. 5000/- to Rs. 10000/-

Rs. 10000/- and above

7. Your Father's Educational Qualification

Illiterate

Upto Matriculate

Intermediate

- Graduate
- Post Graduate
- Professional qualification & other

8. What is the Profession of your father?

- Farmer
- Engineer
- Doctor
- Manager
- Teacher
- If any other please specify

9. From where are you doing your present professional course:

.....

10. Who has influenced you most in selecting the present course?

- Newspaper and Journals
- Parents
- Friends and relatives
- Teacher
- If any other please specify

11. After completion of your present course, where would you like to join?

- Private sector organisation

Public Sector Organization

Government Sector organisation

Thinking to go abroad

Start your own business

12. If you are given the same salary structure, where would you like to join?

Government Job

Private Sector Job

13. After completion of your present study, which of the following organisation would you like to join:

Organization that gives you more opportunity to grow but less job security

Organization that gives you more job security but less opportunity to grow

14- How does the qualification you mentioned in Question 5 help you?

Easy to find a good job ()

Earn a lot of money ()

Broaden my knowledge ()

Develop good character ()