



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor: 5.2  
IJAR 2016; 2(3): 525-528  
www.allresearchjournal.com  
Received: 09-01-2016  
Accepted: 12-02-2016

**Devika Phukan**  
Research Scholar,  
Dibrugarh University,  
Assam, India.

**Dr. Jyotiprasad Saikia**  
Associate Professor,  
Sociology Department,  
Dibrugarh University,  
Assam, India.

## **Factors affecting career choice of women in beautician course: A study in Sivasagar district**

**Devika Phukan, Dr. Jyotiprasad Saikia**

### **Abstract**

Beautician course is one of the significant parts of the fashion industry. This fashion industry is worth of 2% of the value of the entire world economy. This beautician course, in the present time, is considered in demand as career choice. The University Grants Commission in India has introduced community college scheme under which courses like beautician course etc. are included. In this study, an attempt was made to explore the various factors like gender, education, socio-economic factors, etc. affecting the career choice of women in beautician course. The significance of the study was to expose women to the diverse factors involved in beautician career. For this study total 50 respondents were selected from the students who enrolled in the beautician course under community college in Sivasagar town, Assam. Data required for the study were collected from the respondents with the help of a self-structured questionnaire. The results of the study were analyzed with the help of simple frequencies and tables.

**Keywords:** Career choice, community college, gender, beautician course, etc.

### **1. Introduction**

Career is considered as those actions taken by an individual in his or her lifetime in the path his or her occupation. It can be defined as an individual's general course of actions through a phase of life, as in some profession (Dictionary.com). Barley (1989) defined career as a structural property of an occupation which could be identified as a sequence of positions held by an ideal practitioner. Career also refers to the pattern of work related experiences in the course of an individual's life (Greenhaus, 2000). Choosing a career is considered as a significant decision that influenced the entire future of an individual. Every individual carries the unique environment, personality and opportunity through the realization of which they make career choices.

A person's career aspiration represents his or her orientation towards a particular occupation. There can be several factors affecting the career aspirations of an individual. It can be influenced by gender, socio-economic status and family support (Domenico and Jones, 2007). In addition to this factors passion, salary etc. also influence in the career choice of an individual. It has been found that family plays the most critical role in the career choice of individuals (Guerra and Brungart-Rieker, 1999; Lankard 1996; Mickelson and Valusco 1998). Various Career choice theories also indicate the role of family in the career choice of individuals. The Social Learning Theory indicates the possible influences the family has on career development of individual. In the family, it is the parents who play the important role in influencing upon the career choice of individuals. The parents can be considered as 'value socializers' in shaping their children's perceptions on occupation or career related decisions (Austin, 1984).

Moreover, personality of the individual also influences upon his or her career decisions. Various studies have revealed that career decision making self-efficacy is related to healthy personality. Social cognitive variables also play a significant role in the career decisions of Indian individuals. It has been noticed in a study that beliefs about the prestige attributes of a career significantly influence career choice behavior of an individual (Akhilesh, 1991).

In India, there are different layers of socio-economic status. The socio-economic status also plays a significant role in the career decision of an individual. According to Mau and Bikos (2000), socio-economic status of the family plays a significant role in the career aspirations of an individual.

**Correspondence**  
**Devika Phukan**  
Research Scholar,  
Dibrugarh University,  
Assam, India.

Besides these, parents' occupation also has influence upon the career choice of their children (Trice, 1991). The family size also matters in this regard (Downey, 1995).

Gender is considered to be a significant factor in the career choice of individual. Today, many careers or occupations tend to be sex-typed. Some careers have been recognized as male dominated, for example-mathematics, engineering, etc. however, some other careers have been viewed as appropriate careers for women. It has been found out that generally, women tend to be more attracted towards those careers which provide them the opportunity to interact in a social environment. For example, health-care, social services, beauty-care, etc. (Meikle, 2008).

At present, beauty care sector has been gaining importance as a career choice both among male and female. At present more and more people are interested in the career of beautician and owing beauty salons. There is also increasing demand for the services of those beauty salons as more and more women have grown more conscious of their beauty and looks (The Times of India, 2011).

### Concept of Community College under University Grants Commission

The idea of establishing Community colleges in India was declared in the Conference of State Education Ministers which was held on 22<sup>nd</sup> February, 2012. In order to finalize the concept and framework of the Community College scheme, a Committee of Education Ministers of nine States was constituted. After detail consultations with the concerned authorities, the Committee presented a Report to the Government of India. The Government accepted the report and thus, decided to introduce the scheme during the 12<sup>th</sup> Five Year Plan. The main objectives of the scheme are as follows:

- To make higher education relevant to the learner and the community.
- To integrate relevant skills into the higher education system.
- To provide skill based education to students currently pursuing higher education but actually interested in entering the workforce at the earliest opportunity.
- To provide employable and certifiable skills based on National Occupational Standards with necessary general education to Senior Secondary pass outs with general education and vocational educational background.
- To provide entrepreneurial orientation along with required skill training for self-employment and entrepreneurship development, etc. (UGC Guidelines for Community Colleges, 2012-2017).

### 2. Objectives

The main objective of the study was to find out the factors affecting the career choice of women in beautician course. The primary objectives of this study are:

- To explore the factors that are influential for women enrolled in beautician course in their career choice.
- To explore the obstacles that are faced by the women enrolled in beautician course in their career choice.

### 3. Significance of the study

The purpose of the study was to explore the factors influencing up on the career choice of women in beautician course and the barriers they faced in this regard. In order to advise women in their career choice and development process, there must be some understanding of the various

factors affecting the women in their career related decisions. By exploring the various family, education, demographic, social and individual factors and how these factors influence their career choice, this study will definitely help in the guidance of women in their career choice and development. The study may be of significance to educational administrators, career counselors, teachers and women students, as it may reveal the factors that influence career choice of women in beautician course. The study may be useful for planning career guidance programmes also.

### 4. Methodology of the study

Fifty women students, enrolled in beautician course under Community college scheme of U.G.C. in Sibsagar Girls' College were selected for the study. The sample was drawn by using the purposive sampling technique. In order to collect the primary data from the respondents, a self-structured questionnaire was used. The secondary data were collected from books, journal, reports, etc. The collected data were analyzed with the help of the simple frequencies and diagrams.

### Delimitations of the study

The present study has been delimited to the women students enrolled in beautician course under Community college scheme of U.G.C. in Sibsagar Girls' College, Sivasagar, Assam.

### 5. Factors affecting career choice of women enrolled in beautician course

#### Age of the respondents and the career choice of women enrolled in beautician course

It has been found in this study that age plays a significant role in the career choice of women in beautician course. In this study, among 50 respondents, majority of them, i.e. 42 (84%) respondents are below the age level of 25 years. And the rest 8, i.e. 16% respondents were above the age level of 25 years. Women of younger age group are more interested to take beautician course as a career.

#### Marital status of the respondents and the career choice of women enrolled in beautician course

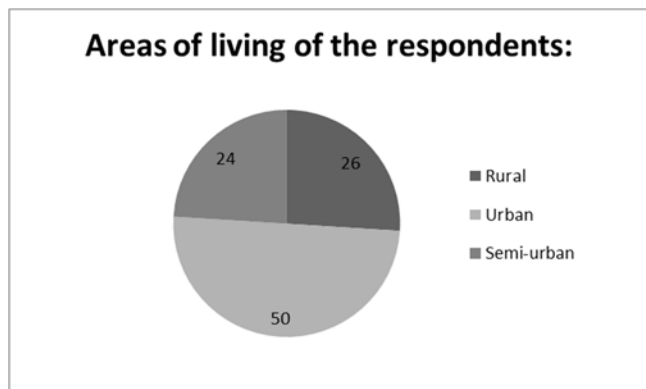
Table 1: Marital status of the respondents.

Marital Status	Number of respondents	Percentage of respondents
Single	42	84%
Married	8	16%
Divorced	0	0%
Widowed	0	0%
Total	50	100%

As indicated in the Table 1, majority of the respondents, i.e. 42 (84%) respondents were single. And the rest 2, i.e. 16% were married. However, there were no divorced and widowed respondents in this study.

#### Area of living influencing the women in their career choice of beautician course

In this study, it has been asked to those 50 respondents, to state their area of living. In response to this question, it has been found that 13 respondents, i.e. 26% respondents belong to the rural areas, 25, i.e. 50% respondents belong to urban areas and the rest 12, i.e. 24% of the respondents belong to the semi-urban areas. It has been described below with the help of a pie-diagram:-



It has been noticed that women of rural areas are more interested in choosing beautician course as a career. However, women of both rural and semi-urban areas are almost equally interested in this career.

**Income of the family of the respondents and their career choice in beautician course**

The financial status of the family influences career choice of individuals (Pfungst, 2015). Therefore, it has been asked to the respondents to state the monthly income of the family of the respondents. The responses of the respondents have been mentioned in the following table:

**Table 3:** Income of the family and career choice of women in beautician course

Income level of the respondents	Number of the respondents	Percentage of the respondents
Below 10,000	26	52%
10,001-20,000	18	36%
20,001-30,000	4	8%
Above 30,000	2	4%
Total	50	100

It can be noticed in the above mentioned Table 3, that majority of the respondents, i.e. 26 (52%) respondents' monthly income is below Rs.10, 000. 18, i.e. 36% respondents' income level is between Rs.10, 001 to Rs.20, 000 and 4, i.e. 8% respondents were between the income level of Rs. 20,001 to Rs. 30,000. Only 2, i.e. 4% respondents' income level is above Rs. 30,000.

**Level of education and career choice of women enrolled in beautician course**

It has been noticed in this study that majority of the respondents, i.e. 26 (52%) were higher secondary or 12<sup>th</sup> pass. After that 15, i.e. 30% of the respondents were B.A. pass, 7, i.e. 14% respondents were M.A. pass and the rest 2, i.e. 4% were at any other educational level. The results have been mentioned below with the help of a table:

Level of education of the respondents	Number of respondents	Percentage of respondents
H.S.	26	52%
B.A.	15	30%
M.A.	7	14%
Any other	2	4%
Total:	50	100%

**Educational factors influencing the career choice of women in beautician course**

It has been asked to those respondents that what educational reasons had made them to choose the beautician course as

career choice. In response to this question it has been found that 31, i.e. 62% of the respondents believe that it is related to the courses (Home Science) they read in their higher secondary courses. 12, i.e. 24% respondents believe that their educational level can fetch to this beautician career and the rest 7, i.e. 14% respondents believe that getting degree in beautician course from a reputed college can help them to improve their knowledge and skills in this particular career.

**People influencing the women in their career choice of beautician course**

It has been asked to the respondents to mention the people influencing in their career choice of beautician course. The responses of the respondents have been mentioned in the following table:

**Table 2:** People influencing women in their career choice of beautician course

People influencing the respondents	Number of respondents	Percentage of the respondents
Relatives	17	34%
Teachers	6	12%
Friends	19	38%
Others	8	16%
Total	50	100%

In the above mentioned table 2, it has been noticed that majority of the respondents, 19 (38%) respondents were influenced by their friends to choose the career in beautician course. After that, 17, i.e. 34% respondents were influenced by relatives, 6, i.e. 12% respondents were influenced by teachers and the rest 8, and i.e. 16% were influenced by other people to choose their career in beautician course.

**Reasons of the women for choosing career in beautician course**

In this study, it has been asked to the respondents to state the reasons for choosing career in beautician course. In response to this question it has been found that 21, i.e. 42% respondents have enrolled themselves in beautician course as a career choice because they want to start their own business and become economically independent. 15, i.e. 30% respondents have chosen the beautician course as their career because they are interested in the field of fashion, beauty etc. 5, i.e. 10% respondents have chosen this career because according to them it is appropriate career for women. On the other hand, the rest of 9, i.e. 18% respondents have chosen this career as a result of their parents' willingness.

**6. Obstacles faced by women enrolled in their career choice of beautician course**

There are several obstacles involved in the career choice of women enrolled in beautician course. In this particular study it has been asked to the respondents if they have faced problem in their career choice in the field of beautician course. It has been noticed that 33, i.e. 66% respondents said that they have faced problems in choosing beautician course as a career. However, the rest 17, i.e. 34% said that they have not faced problems in this regard. It has been further asked to those 33 respondents who faced obstacles in this regard that what type of obstacles they have faced in this regard. It has been found in this study that the following obstacles have been faced by the respondents in their career choice of beautician course:-

- People still have negative attitude towards beautician career.
- The beautician career is costly to some extent because of the high rates of beauty products and other necessary equipments.
- There is no governmental provision for engagement of the respondents after completing the course in beauty care. At present, it is almost a career of private sector. They need to establish their own business or get involved in beauty salons run privately.
- It requires good infrastructure facilities. People get attracted towards a beautifully set up beauty salons with modern facilities.

## 7. Conclusion

Career choice of women in beautician course is affected by factors like educational level, financial status, parental influence, and many other factors. At present, the career in beautician course has been increasing at a rapid speed. Women have considered the beautician career as a specific and appropriate career for women. It reflects the gendered view of career choices of women. However, with the help of this career, most of the women want to gain economic independence and thus, empower themselves. Despite of the negative attitudes of people towards this career, women are coming forward in this field. Community college scheme has provided a platform for all those women, who want to establish themselves and become economically and socially empowered, through the beautician course under government colleges.

## 8. References

1. Bandura A, Barbaranelli C, Caprara G, Pastorelli C. Self-efficacy beliefs as aspirations and career trajectories. *Child Development*, 2001; 72:187-206.
2. Brochert M. Career Choice Factors of High School Students. Master's thesis. University of Wisconsin-Stout, 2002.
3. Mattoo IM. Career choices of secondary students with special reference to gender, type of stream and parental education, *Research on Humanities and Social Sciences*, 2013; 3(20):55-61.
4. Mesa MV. Factors influencing career aspirations among girls in public secondary schools in Nyamira North district, Nyamira Country-Kenya, Master's Thesis, University of Nairobi, 2013.
5. Narendran R. Are the female entrepreneurs of beauty salons in India, victims of bad publicity? *International Journal of Diversity in Organization, Communities and Nations*. 2011; 11(1):47-56.
6. Splaver S. *Your personality and your career*. New York, NY: Julian Messner, 1977.
7. Super D. *The psychology of careers*. New York, NY: Harper and Brothers, 1957.
8. UGC website: UGC Guidelines for Community Colleges, 2012-2017, 2-3.
9. Yadav RK. A study of relationship between socio-economic status and vocational preferences of adolescents in the Ahirwal region of Haryana. *Journal of All India Association for Educational Research*. 2000; 12(3-4):41-46.