

PERCEPTION OF WOMEN GRADUATES TOWARDS MARKETING AS A CAREER OPTION.

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Abstract:

Participation of women workforce in business sectors is comparatively low because most of the women usually choose conventional jobs like doctor, teacher, nurse, banker or administrative post in government jobs. The present study analyzed the preference of women graduates about marketing jobs in India. The aim of the survey was to find out causes of less participation of women in marketing sectors. The study was Descriptive in nature. Cross-sectional study was done in this research.. Convenience sampling method was followed. The data collected was analyzed by using Pearson Correlation and Multiple Regression through SPSS version 25. Social factors were identified as major cause of less participation of women in area of Marketing. The findings of this study will provide direction to educational institute to bridge the gap between the education outputs and the market needs.

Keywords: Women graduates, Marketing career option, Women Participation, Working women, Marketing sector, Perceptual factors. Psychological factors. Social factors.

Introduction:

In the past, men were only the earning members of the family. Women were expected to run the family and manage their children. There was a gender gap in education and occupation of men and women. Working women had limited career options. Most of the jobs in business world were men dominated. Women usually choose conventional jobs to become doctor, teacher, nurse, or work in a bank or choose any administrative post in government jobs. Participation of women workforce in business sectors was very low. Women were considered low skilled. However due to globalization, status of women has changed in family and society. Women have become financially independent. They are also contributing financially to the society and economy. They are considered as co-bread earner in due to dual-income families. The employment rate of women in various sectors has increased. But still in the marketing sector the male employees are

more than the women employees. This research will analyze barriers to choose marketing as their career for females. This research will also identify the reason of low participation rate of women in Marketing. The results will be helpful for university, government, employers to identify the barriers in choosing marketing jobs for women. The findings will assist relevant authorities in facilitating an increase in female employment in business sectors .

Objectives:

- 1.To analyse the challenges of women graduates in choosing marketing as their career option.
- 2.To examine the reasons of women graduates to choose marketing as their career option.
- 3.To identify the cause of less preference in marketing jobs for women.
- 4.To recommend practices that can enhance women participation in marketing jobs.

Literature Review:

Factors affecting Women Career choices:

Sepehri et al. (2010) explained the cause of low participation of women in marketing roles due to role conflict between work and family..**The Law Society, 2010** highlighted multiple roles of women in their work and family. **Abu Bakar, 2012** stated that women get less help from their husband in sharing the family responsibilities .**Pacilli (2011)** stated that women participation can increase in business sectors if more part-time jobs are available especially for married women with children. **Lim, Tan & Chan, 2013** found that working women face difficulty to manage family and work equally .**Ali& Manke, 2014** identified self-efficacy as one of the psychological factor that influences women career choices. **Simpson, 2004** stated that women are less willing than men to join leadership positions as they don't want to sacrifice their time and energy . **Knutson and Schmidgall (2006)** indicated the glass ceiling as major cause of women to advance in their career. **Nieva, Gutek and Schiffler's (2006)** and **Becker's study (2006)** found lack of proper education of women as a major cause to their career progress. **Amaratunga et al., (2008)** stated that women do not prefer to join business sectors due to long working hours which they cannot manage due to their responsibility of childcare. **Abdullah et al. (2008)**, explained the reason of low participation of women in business sector is due to their family responsibility, lack of affordable and high-quality childcare options . **Amaratunga et al., 2008** found Culture change as a career barriers for women to join industry . He stated that women with low education level,lack of soft skill training get less opportunities in the business sector. **Sparrowe and Iverson (1999)** found lack of proper education, training , experience and skill as major cause of women slow career advancement . **Brownell, Diaz and Umbreit (2006)** indicated poor career planning and unhelpful boss to progress in business sector. **Domenico et al. (2006)**, highlighted the importance of women's education level to work in business

sectors. **Abdullah et al, 2008** stated that due to their family responsibility most women have to work on part time basis but part-time women workers efforts are less recognized in terms of pay and promotion . **Amaratunga et al., 2008** stated that most of the organizations are less considerate for working women family commitments. **Abdullah et al. (2008)**, explained the need of support system for working women to join business sectors.. **Subramaniam, 2013** mentioned the presence of glass-ceiling as the institutional barrier for women participation in business sectors. It included the wrong selection practices and gender inequality (**TalentCorp & ACCA, 2013**). **Booz et al.** mentioned that, to encourage women in business sectors, training programs encouraging entrepreneurship, professional improvement, and business skills must be organized. From the review of literature, it is evident that there are various factors which are responsible for low participation of women in business sectors.

Methodology:

The study was descriptive in nature. Both primary and secondary data was used for the study. The primary data was collected through self designed questionnaire. Secondary data was collected through the published researches and articles . The target population of this study were women graduates aged between 20-30 years of private university in India. Convenience sampling method was used in this research. Sample size was 500 respondents, out of which 375 responses were received so response rate was 75%. Close-ended questions were used on a 5-point Likert scale. The responses on likert scale ranged from 1 to 5 (1=strongly disagree and 5=strongly agree). The data collected was analyzed by reliability test, descriptive Analysis, Pearson Correlation Analysis and multiple linear regression analysis using Statistical Package for Social Science Software version 25 .

Hypothesis

H0: Social Factors, Organizational factors, Cultural factors, Personality Factors, Government Factors, are not positively associated to the decision of women graduates to choose marketing as their career option.

H1: Social Factors, Organizational factors, Cultural factors, Personality Factors, Government Factors, are significantly and positively related to decision of women graduates to choose marketing as their career option.

Analysis

Table 1	
Test of Reliability of the scale	
Reliability Statistics	
Cronbach's Alpha	N of Items
0.920	16

Interpretation: Table 1 indicates the cronbach alpha value greater than 0.7 which proves that the reliability of measurement scale is good.

Descriptive Analysis

Table 2 Descriptive Statistics			
	Mean	Std. Deviation	N
Perception	2.9576	.40065	375
Social Factors	2.8557	.72728	375
Organizational Factors	3.3431	.59650	375
Cultural Factors	3.0519	.67842	375
Personality Factors	3.0574	.65117	375
Institutional Factors	3.1136	.64385	375
Government Factors	3.4821	.65133	375

The above table has been ranked on the basis of individual variable mean. It was found that government factors have got highest mean of 3.48. Institutional factors also have much impact with mean of 3.11. Cultural and personality factors are almost with equal mean that is 3.05. Organizational factors have mean of 3.34. Social factors have the lowest mean of 2.85. It was revealed that Government factors have great impact on decision of women graduates to choose marketing as their career option.

Pearson Correlation

Correlations

		P	SF	OF	CF	PF	IF	GF
P	Pearson Correlation	1	.521**	.479**	.460**	.323**	.392**	.264*
	Sig. (2-tailed)		.000	.000	.000	.004	.000	.020
	N	375	375	375	375	375	375	375
SF	Pearson Correlation	.521**	1	.567**	.640**	.566**	.608**	.202
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.078
	N	375	375	375	375	375	375	375
OF	Pearson Correlation	.479**	.567**	1	.612**	.445**	.681**	.407**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	375	375	375	375	375	375	375
CF	Pearson Correlation	.460**	.640**	.612**	1	.499**	.680**	.111
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.334
	N	375	375	375	375	375	375	375
PF	Pearson Correlation	.323**	.566**	.445**	.499**	1	.586**	.127
	Sig. (2-tailed)	.004	.000	.000	.000		.000	.270

	N	375	375	375	375	375	375	375
IF	Pearson Correlation	.392**	.608**	.681**	.680**	.586**	1	.265*
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.020
	N	375	375	375	375	375	375	375
GF	Pearson Correlation	.264*	.202	.407**	.111	.127	.265*	1
	Sig. (2-tailed)	.020	.078	.000	.334	.270	.020	
	N	375	375	375	375	375	375	375

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

From the correlation analysis

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.586 ^a	.343	.287	.33836

a. Predictors: (Constant), GF, CF, PF, SF, OF, IF

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.594	.282		5.652	.000
	SF	.179	.077	.325	2.311	.024
	OF	.135	.100	.200	1.340	.184
	CF	.107	.088	.182	1.216	.228
	PF	.001	.078	.001	.010	.992
	IF	-.062	.099	-.099	-.621	.536
	GF	.076	.067	.123	1.132	.261

a. Dependent Variable: P

P value of Social factors is less than 0.05 that is 0.024, it shows that social factors are significantly and positively related to decision of women graduates to choose marketing as their career option. P value of Organizational factors, Cultural factors, Personality factors, Institutional factors, Government factors are .184, .228, .992, .536, .261 respectively are more than 0.05, it indicates that these factors are not significantly and positively related to decision of women to choose marketing as their career option.

Conclusion:

Although there have been increasing number of women joining business sectors in India. It was found during the literature review that there are various challenges faced by women to choose marketing as their career option, which included the social and cultural factors, organization or institutional factors, perceptual or personality factors and government factors. The findings of the current study revealed that among all the above factors social factors greatly influenced the decision of women graduates to choose marketing as their career option and was identified as major reasons behind low participation of women in area of Marketing.

Recommendation

As women are expected to perform multiple roles in their personal life so flexible working hours must be provided by the business sectors to encourage women talent in marketing roles. Strong support is also needed from the spouse or family of working women so that they can handle the demands of business sectors and customers. Specific policies can be designed to promote women workforce in field of marketing in various business sectors. Creating job opportunities for young women through marketing as a career option is regarded as one of the ideal solutions to encourage women workforce in business sectors. This can be achieved if women graduates are well equipped with the necessary marketing skills through education and training programs. Hence, Training programs must be organised for women graduates to learn marketing skills.

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