

Full Length Research Paper

Impact of career selection on job satisfaction in the service industry of Pakistan

Farheen Batul Zaidi^{1*} and Saba Iqbal²

¹Institute of Business and Information Technology, University of the Punjab, New Campus, Lahore, Pakistan.

²Institute of Business and Information Technology (IBIT), University of the Punjab, New Campus, Lahore, Pakistan.

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The selection of a right career is very important for any individual after completing education. A wrong selection in this regard leads to numerous problems in the long run. This research was conducted to know the impact of career selection on job satisfaction in the service industry of Pakistan. The research identifies the factors which are important in the selection of career by the employees of this industry. Survey method was used to conduct the research by using a questionnaire as a tool. The sample size consisted of 200 top or middle management employees of the service industry. The employees having careers as bankers, university teachers, doctors and engineers were considered. Different statistical tests including correlation, regression and cross tabulation were applied to check out the relationship between the two variables. The findings of the study show that significant relationship exists between career selection and job satisfaction. The research also identifies that the career selection based on the consideration of personality traits and values can provide maximum satisfaction. Personality traits have a high impact on job satisfaction. It was also concluded that work content values and career contentment contribute highly in the overall job satisfaction.

Key words: Career selection, job satisfaction, career contentment, personality traits, parental influence.

INTRODUCTION

In the early times of human civilization choosing a career was not that much difficult because at that time career path was determined according to the family background. A cobbler's son became a cobbler. A feudal son became a leader, but now with the passage of time, the trends have changed due to the industrialization. Choices are open to people as well to get the required education and pursue a career life. Today the era is called post-industrialization, knowledge based economy demands more skills to live a professional life. A clear research is needed to help the graduating students so that they can live a successful professional life along with a prosperous personal life.

“A career is the sum total of paid and unpaid work, learning and life roles you undertake throughout your life. The term 'career' was traditionally associated with paid employment and referred to a single occupation. In today's world of work the term 'career' is seen as a continuous process of learning and development” (What is a career). Career selection means a process of choosing a profession or occupation which will lead your future professional life. Job satisfaction needs a person's inner need fulfillment. Whatever occupation he/she has chosen, recognition of its work is important. “If a person is not having a feeling of accomplishment and anything valuable he/she has gain according to the above definition he will not be fully satisfied. “Job satisfaction is positive emotional state resulting from the appraisal of one's job or job experience. Job satisfaction is a result of employee's perception of how well their job provides those things that are viewed as important” (Tella et al.,

*Corresponding author. E-mail: farheen.zaidi@ibitpu.edu.pk.
Tel: 092-042-99230826

2007).

“Service industry is an industry in that part of the economy that creates services rather than tangible objects. Economists divide all economic activity into two broad categories, goods and services” (<http://www.britannica.com>)

Significance of the study

This study provides an insight about the career selection choices available and their impact on overall job satisfaction of an individual. Career selection is the base of an individual's satisfaction from any job in the career he/she chooses to pursue. The study is intended to find out that either only improving the factors related to job can increase the level of satisfaction or there are some other factors improvement needed at ground level before evaluating the satisfaction related to the job itself.

It identifies the most influential factors while choosing a career present in the services industry of Pakistan. It also identifies that, with the existence of all aspects related to job satisfaction, how being in a career of your own choice keeps you motivated or increases the level of satisfaction at the job.

Objectives

The objective of the study is to find out the relationship between career selection and job satisfaction. How career selection of an individual affects its level of job satisfaction in the major sector of Pakistani economy. A survey was conducted to take the view of the individuals who are taking part in the economy by working in the service industry of Pakistan. Conclusions were made on the relationship of two variables with a detail discussion of different statistical parameters contributing to understand the relationship. This studies aim was to find out details about the major areas as:

- i. To identify the relationship between career selection on job satisfaction.
- ii. To identify the factors influencing the career selection, this will represent the most influential factors effecting the career selection in our society.
- iii. To find out the influence of career selection factors on the job satisfaction. This will explain the factor of consideration at the time of career selection which provides maximum job satisfaction.
- iv. To find out which factors effecting the career selection and provide the better contentment in terms of career.
- v. To find out the major contributory factors while measuring the job satisfaction.
- vi. With all necessary factors while measuring the job satisfaction, how much career selection plays a role in the overall job satisfaction of the employees will be also a major area of debate in this research.

Research questions

This research mainly investigates one research question:

- i. Better the career selection will it increase the level of job satisfaction?

Career selection variable is assumed to be independent variable and job satisfaction is assumed to be the dependent variable. Impact of the career selection on the job satisfaction is the major course of this research. With the quantification of the variables, soundness and validity of the relationship will be checked.

To what extent career selection effect job satisfaction is the emphasis of this study. Keeping all the factors in consideration in job satisfaction, what role does this career selection play? The hypothesis to investigate the question made is “The better career selection, higher will be the job satisfaction.

To investigate the main research questions, sub research questions have been made. This will ultimately represent the grounds to answer main research questions.

Sub research questions are as follows:

- i. How much career selection based on parental influence effect the job satisfaction?
- ii. Is career selection base on personality traits highly affects the level of job satisfaction as compare to selection based on values?
- iii. Parental influence, values, environment or personal traits; which factor affects the most while making a career selection?
- iv. Career and personal growth, work content value, career contentment; which intrinsic factor is the most important in job satisfaction?
- v. Does career selection base on personality traits highly effects the career contentment as compare to values?
- vi. How much environmental factor in career selection effects the job satisfaction?
- vii. Rewards and compensation and general working conditions; which extrinsic factor affects the level of job satisfaction?

LITERATURE REVIEW

A career which is in line with your personality can make you adjust to work without any extra effort. Personality assessment can give you a clear picture about what type of job suits you the most. Natural abilities should be considered as well while making any decision related to choosing a career. When you choose the career which is not according to your values, personality and abilities always pull you back in your career life happiness (McGrimmon, 2010).

According to Davidson (2010) environment, family closeness and salary along with personality are influential factors in selecting a career. Borchert (2002) identified the factors which influence the career choices of high school students. He indicated that environment, opportunities and personality are the major basic factors in the process of selection of a career. The most important factor among all factors while choosing any career stream was their own personal willingness to choose that career.

Ferguson (2000) also is of the view that people should choose their career according to their personality. He identified six basic vocational interests including social, investigative, realistic, enterprising, artistic and conventional (SIREAC type's) called Holland Typology. He said that people generically fall into any one of his identified personality types. People should go for those careers which show high similarities between their personality type and work environment. He concluded that, the higher the compatibility between the interest and work environment, the greater will be the chance of success satisfaction.

Parental profession affects the choice of career, as it is the closest influence an individual normally has. High school course work, higher education and vocational training opportunities also influence their career decision. But most of all the personality plays the most important role while choosing a career. Students go for those careers which are similar to their personalities (Schreiner, 2010).

Gioia (2010) explains the reasons why people make bad career choices. She discussed that people selected undesired careers because of various reasons which included their parent's expectations, peer pressure, uninformed decision and poor self image.

The findings of a research on impact of career choice, career satisfaction and job performance showed that the people turn out to be dissatisfied who select a career because of unrealistic goals or under someone's influence. It also explained that people, who choose their career based on their personal choice, feel more satisfied and ultimately perform better at job. The performance at job of these individuals who were satisfied by their careers will also be good (Zaman, 2008).

A job satisfaction pyramid by Halen Harkness (Appendix C) explained about that job satisfaction or unrest, comprises of four level of satisfaction to be evaluate starting from bottom to top as follows job related, industry related, career content related and career self related (Your job satisfaction depends upon how well your needs are met). Chaos in the organization because of bankruptcy, off shoring and global competitiveness made employees uncertain about their jobs which led to job unrest (Harkness, 2005).

A study conducted in Bangladesh to evaluate job satisfaction of bank officers shows that salary, efficiency in work, fringe supervision and co-worker relation are the

most important factors contributing to job satisfaction (Islam and Saha, 2001). In Malaysia one survey was conducted to investigate the relationship between job satisfaction, job characteristics and environmental factors that affect work design in two automotive manufacturing companies. The results showed that job characteristics and environmental factors were significantly related to job satisfaction (Dawal and Taha, 2006).

It was observed in a study on banks that as a person ages, his job satisfaction shows an increasing trend. With age, spiritualism of the person increases, but his alternatives for change decreases. Younger employees have more energy, more expectations and more options and hence have lesser satisfaction with the job (Kamal and Sengupta, 2008, 2009).

Person either could be satisfied or dissatisfied with their jobs but if career contentment is not there with every new job a person has to face the desire to change the job again. This process goes on until a person identifies its contentment with a career. The attitude of believing in your reasoning, skills, opportunities, careful analysis of personal preferences helps him identify his contentment basis. That is what makes a person attitude towards overall satisfaction from a specific career (Garton, 2007).

Job security cannot solely give employees job satisfaction. Only those employees stay at job, which are skilled in giving reason and then recognizing their career contentment and even if they are not satisfied they will try to adjust because they are content with the career (Garton, 2007).

A study on Frederick Herzberg's two factor theory revealed that, not only motivational factors increase the level of satisfaction but also hygiene factors contribute in increasing satisfaction related to job (Maidani, 1991).

A study on the career satisfaction and job satisfaction among community pharmacists showed that job and career satisfaction were influenced by extrinsic factors as compared to intrinsic factors (Murawski et al., 2003).

A study to identify which intrinsic or extrinsic factors affect the career satisfaction of the rehabilitation professionals was carried out. It showed that intrinsic factors turn out to be positively correlated with the career satisfaction as well as the desire to stay at the job and extrinsic factors negatively correlate the career satisfaction but positively correlate with the desire to stay on the job (Randolph et al., 2005).

Job satisfaction can be measured in two forms, facet free items and facet based items. As facet free items identify the job satisfaction as an overall view, feeling on the whole about the job and facet based items identify the job satisfaction through different aspects of the job some of them are intrinsic and some of them are extrinsic in nature (Stellman, 1998).

RESEARCH METHODOLOGY

The aim of the study is to find out the relationship between

independent and dependent variable, this research is called Explanatory research.

This study intends to quantify the relationship between independent and dependent variable, so it is qualitative in nature. This research is basic in nature as it serves to add new finding into existing body of knowledge. In research term, it is called the basic research. Cross sectional data has been considered. The research technique used was survey method. Interviews and questionnaire was used as a tool in the survey method.

Data collection

In this study, both the resources were used to collect the data. Secondary data have been collected from all accessible resources relating to career selection and job satisfaction but this source of data was not sufficient as studies relating to direct relationship of variables were not available. The basic source of data was primary data collection in which survey method was followed by doing interviews and questionnaire.

Primary data collection

Few interviews were conducted before the actual research just to have a fair idea about the variable and their relationship nature. Those small interviews have provided clear idea about all aspects present in the population which can be included to form a detail questionnaire.

Basic tool for the research used in this study was the survey questionnaire (Appendix A). In the start of the questionnaire, different demographics were collected to know about the characteristics of the respondents which can affect the result of the study. Total nine dimensions were considered. 5 point Likert scale has been used to rate the statements. And demographics have been answered through selecting defined multiple choices.

Target population

Target population of this study was those individual working in the service sector of Pakistan. Four basic sectors have been taken for this study, which were telecommunication sector, banking sector, education sector and health sector. Individuals like managers, Grade 1, 2 officers, professors and lecturers and doctors working in those sectors for at least one year were included.

Sample size

Total sample size used in this study was 200. 50 individuals from each above defined sector have been included.

Sampling technique

The sampling technique used was probability sampling. Stratified sampling technique was used to decide the sample size of the data. The questionnaire has been handed over to the respondents personally. Some of them have been returned back immediately and some with the gap of days. The non responsiveness was also faced. Total 350 to 400 questionnaires were served out, of which 250 was returned back and only 200 qualified for the analysis. 50 of them were rather incomplete or filled through carelessness showing biased patterns of responses.

Data analysis

Data was analyzed using statistical package for social sciences (SPSS) version 14. Data has been analyzed through descriptive statistics including frequencies, cross tabulations, graphical and tabular presentation of data after than inferential statistics showing correlations of main and sub hypothesis were used to infer the results.

RESEARCH FINDINGS

The objective of this study was to find out the relationship between career selection and job satisfaction. This study shows that, there is existence of relationship between these two variables and also identify the factors behind career selection with their impact on job satisfaction. After conducting the survey, the data were analyzed in two different portions to find out the actual results. In first portion, questions were discussed in form of descriptive statistics. While the second portion was inferential statistics, in a form of bivariate analysis to find out the existence of relationship between career selection and job satisfaction. Furthermore, the relationship existences of different factors have also been analyzed.

Descriptive statistics

Demographics

The statistics of demographic has been illustrated.

Career selection

The statistics has shown the frequency of responses of all questions belongs to the defined dimensions of career selection. Career selection is the independent variable which was being measured through different dimensions.

Job satisfaction

The statistics has shown the frequency of responses of all questions belongs to the defined dimensions of job satisfaction. Career selection is the independent variable which was being measured through different dimensions.

Demographic influence on study

Demographic of the study shows what characteristics the respondent has in the study. This portion will discuss about how the respondents respond differently while responding to certain questions.

Gender

The statistics (Appendix B- 5.1.1) has shown how gender

difference is viewed differently with certain perspective. The perspective which has been chosen for showing effect is push from parents. Opinion indifference according to gender has been discussed by analyzing the cross table. With the analysis of the frequencies of responses, it has been analyzed that women usually bear more pressure from their parents to pursue a specific career.

Marital status and number of dependents

This has to do with the number of dependents in comparison with their consideration for family responsibilities. Statistics has shown (Appendix B- 5.1.2) that, majority of the participants are married and they do bear maximum number of dependent as compare to single people, meaning that, marital status and numbers of dependents do affect the choice of career. The origin of career choice may leads to those professions with whom they can fulfill their family responsibilities well.

Age

The table (Appendix B- 5.1.3) has shown that consistency over a career life is according to their ages. The statistics has shown the higher the age, the higher will be their job switching. As seen in the table, growth in age results to a decreasing in the ratio of never switching a job. Meaning that with the growth in age people do understand and better differentiate among their preferences, and they switch to find out better opportunity according to their identified preferences.

Number of years spent in a career

This statistics (Appendix B- 5.1.4) represent the effect of being in the same career for a certain time period on the evaluation of satisfaction by a person. The table has shows that with the passage of time in the same career, a person can get the better idea how much this career is in line with what actually makes him satisfy. The people who were spending more years working in the same career were showing low response in disagreement of not enjoying what they are doing. Responses shows that in the middle years of the career, the decrease is gradual in disagreement to this question but at the peak level of the career they better understand their inclination.

Inferential statistics

The statistics below shows the bivariate analysis. This part will focus on testing the existence of relationship between career selection and job satisfaction. In the form

of sub hypothesis, the relationship has been checked between different factors of career selection and job satisfaction.

Correlation of main hypothesis

For checking the existence of relationship, we assume the following statistical hypothesis and applied the Pearson correlation test for checking out the significance.

H_0 : There is no relationship between career selection and job satisfaction

H_1 : There is a relationship between career selection and job satisfaction

In the table (Appendix B- 5.2.1), Pearson correlation test shows the value of 0.595 at the significance level of 0.01 which is stated under the above table. The relationship will be accepted as significant only if the value of significance level (2-tailed) will be less than 0.01. In the above table the value is 0.0001 which is less than 0.01 ($p < 0.01$) so now we can conclude that the relationship is significant and we can reject H_0 .

Now the value of Pearson correlation is ($r = 0.595$) which shows that the relationship between career selection and job satisfaction is positive and the strength of the relationship tends to be strong. It can be concluded that, career selection and job satisfaction has strong positive relationship indicating that, the better the career selection, higher will be the job satisfaction.

Regression analysis

Existence of relationship can be checked by the correlation while regression can provide the proportion variance statistics in the dependent variable held by independent variable, provided the other factors should be kept constant. For checking out the regression analysis, the following hypothesis is assumed:

H_0 : There is no relationship between career selection and job satisfaction

H_1 : There is a relationship between career selection and job satisfaction

In table (Appendix B- 5.2.2) r value was showing the correlation value which has been stated above as well. Next to that, the r square is given which is 35%. In statistics the value of sigma is 0.001 which is less than the 0.05 ($p < 0.05$) so now we can reject H_0 and relationship is stated to be significant. Now r square is 35% which shows that 35% change in job satisfaction is can be predicted by the quadratic equation of career selection.

The table (Appendix B- 5.2.3) has shown the coefficient

value to make the regression line. Now the regression equation is $[y = a+bx]$ becomes $y = 1.095 + 0.529x$. For example $x=5$ then y will be equal to $y = 1.095 + 0.529(5) = 3.74$.

As the figure (Appendix B-5.2.3.a) was showing that the line starts near to the origin and moving upward which is showing a positive relationship among selected variables. It is also showing the relationship between two variables is positive.

With regression analysis, the relationship tends to be positive meaning that, career selection effects the job satisfaction in a positive manner. The better the career selection, the higher will be the job satisfaction. The graphical presentation in the form of histogram will show the normal distribution for both independent and dependent variable. The histograms were showing that is a normal distribution. Histogram for both independent and dependent was been made.

Sub hypothesis

To investigate the sub research question, different hypothesis were made. Here explains the details of the study with different dimensions. It describes the detail findings of the study by showing relationship between different dimensions. Different hypothesis have been made to check out the relationships and to find out the major contributory factors in the research.

Hypothesis 1

This hypothesis aims to find out that how parental influence can affect the level of job satisfaction. To what extent the level of job satisfaction is affected by the selection of career on the basis of parental influence. For checking out this relationship the hypothesis which is being assumed is stated below:

H_0 : There is no relationship between choice of career on the basis of Parental influence and Job Satisfaction

H_1 : There is no relationship between choice of career on the basis of Parental influence and Job Satisfaction

The table (Appendix B-5.3.1) showed correlation value of 0.087 but according to Pearson correlation test, the rejection of null hypothesis based on the significance value should be less than 0.01 or 0.05 ($p < 0.01, 0.05$). In this case, the significance value is 0.218 which is greater than the defined significance level, so the null hypothesis is rejected. It has show that the opinion about relationship of parental influence on job satisfaction is indifferent. Some respondents agree to this fact that the career which was being chosen with the parental influence gives job satisfaction and some do not agree. Maximum response tends to be neutral which makes the indifferent opinion about the effect of job satisfaction caused by career selection influenced by parental side.

Hypothesis 2

This hypothesis aims to identify the effect on job satisfaction cause more either by career selected on the basis of personal traits or selection based on values.

H_0 : There is no relationship between personal traits, values and job satisfaction.

H_1 : There is a relationship between personal traits, values and job satisfaction.

The table (Appendix B-5.3.2) has shown the correlation between three variables. According to the significance test, the null hypothesis is rejected as the significance value is less than 0.01. Table was showing a correlation value for personal traits and job satisfaction in third column and the correlation value is 0.567. Correlation for values and job satisfaction has shown in the second row is 0.505. Comparison of correlation values has shown that, personal trait has a higher number of correlations as compare to values, meaning that career which was being selected on the basis of personal traits has a greater effect on level of satisfaction at job as compare to career which was being selected on the basis of values.

Hypothesis 3

This hypothesis has been made to identify which factor contributes the most, while making a career choice. The factors chosen to be compared were parental influence, environment, personal traits and values, while making the career choice.

H_0 : There is no relationship between Parental influence, Environment, Personal Traits, Values and Career selection.

H_1 : There is a relationship between Parental influence, Environment, Personal Traits, Values and Career selection.

The correlation table (Appendix B-5.3.3) has shown correlation between all selected factors contributing in career selection. The last column show the correlation values for personal traits, environment values, and parental influence with career selection. Correlation for environment and values shows that, while making a career selection most of the respondents have chosen their career considering their environment, values and personal traits with a minute difference simultaneously.

Hypothesis 4

This research question checked which factor affect most on the level of job satisfaction only, in which the factor identified are the determinants of measuring job satisfaction. They partially affect job satisfaction, to find

out which one effect in a greater manner than other. Three factors like work contents, rewards and compensation and career contentment which one affect the job satisfaction level most. Although all of them do effect job satisfaction but which one effect the most as all these dimensions is contributory factor in job satisfaction. The statistical hypothesis for finding was:

H₀: There is no relationship between career and personal growth, work content values, career contentment and job satisfaction

H₁: There is a relationship between career and personal growth, work content values, career contentment and job satisfaction.

The table (Appendix B-5.3.4) has shown that correlation between different dimensions relating to job satisfaction. All of them are showing the correlation with job satisfaction as they partially effect the job satisfaction. Now career contentment and work values correlation shows that 0.745 and 0.761 is the highest rank, meaning that respondents believe between all the partial factors contributing in job satisfaction, career contentment and work values affect the level of job satisfaction more than any others factors determining job satisfaction. Respondent shows level of job satisfaction they have is more influenced by their contentment of career and work values. These two factors play an important part in making them satisfied.

Hypothesis 5

To find out that how much career contentment is being affected by the choice of career being made on the basis of personality traits and values. The factors which affect the most while thinking about career contentment, knowing that the statistical hypothesis was as follows:

H₀: There is no relationship between personal traits, values and career contentment

H₁: There is a relationship between Personal traits, Values and career contentment

The table (Appendix B-5.2.3.b) was showing positive relationship between career choices made on Personal traits and career contentment same for the Values and career contentment. Correlation value for Personal traits and job satisfaction is higher as 0.474 than values which is 0.332. It has shown that respondents feel more contend career wise if they have chosen their career based on their Personal traits.

Hypothesis 6

Environment affect career selection, but how much career choice which is influenced by environment can give satisfaction at job. The statistical hypothesis is as

follow:

H₀: There is no relationship between career choice influenced by environment and job satisfaction.

H₁: There is no relationship between career choice influenced by environment and job satisfaction.

The table (Appendix B-5.3.5 and 5.3.6) of correlation shows the value ($r=0.457$), meaning there was career choice influenced by environment which gives satisfaction and the level of satisfaction can be measured by the strength of the relationship. Like in this case, 0.457 shows a positive strong relationship.

Hypothesis 7

Research aims to find out that satisfaction at jobs generally matters more than personal or career growth perspective in jobs. The statistical hypothesis is as follow:

H₀: There is a relationship between reward and compensation, general working conditions and job satisfaction.

H₁: There is no relationship between reward and compensation, general working conditions and job satisfaction.

The correlation value in the table (Appendix B-5.3.7) has shown after comparison that, reward and compensation affect more as compare to general working conditions on the overall job satisfaction. With a higher correlation value of rewards and compensation which is 0.655 than 0.569, it is estimated that this perspective worth more when talking about overall job satisfaction.

The entire research finding has shown the details of the data with different perspectives. It helped to answer the research question regarding this study to infer the relationship of these two variables.

DISCUSSION

The correlation between career selection and job satisfaction is ($r=0.595$), which is showing a strong positive correlation between these two variables. This means the better the career selection, higher will be the job satisfaction. Selection of career should be based on those factors which can increase the individual motivation to work in a specific professional life; this is the only way to increase the level of job satisfaction. If the career selection is right or the career selection is being made keeping the individual preferences in mind it can give better level of job satisfaction to an individual.

The regression value ($r \text{ square} = 0.345$) which is shows to what extent career selection influencing the job satisfaction. Interpreting the value that 35% change in job satisfaction can be occurred due to the independent variable career selection keeping all other factors

constant.

As the Correlation ($r=0.595$) and Regression was showing ($r\text{ square}=0.35$) meaning thereby is, if from 100 percent only one factor is affecting the other factor to 35% of the total it means that this factor is playing a very important role in the level of job satisfaction. Rest of the factors could be extrinsic and intrinsic relating to work activities, which cannot be ignored but those are not only the enough factors to achieve a fine level of job satisfaction. A level of job satisfaction which can create a desire to further work in the current career and to enjoy the work instead of just taking a job as a source of monetary facilities can only be achieved with a proper selection of career.

A study also reveals some fact about a research in which career interest, career choice and job satisfaction were positively related (Zaman, 2008).

Other factor exists while choosing a career were Personal Traits and Values. With their correlation values comparison, it was shown that job satisfaction can be increased if the career selection were being made on the basis of personal traits. Although, the job satisfaction can also be achieved keeping the Values in mind but the dominant factor is personal traits in career selection to achieve maximum job satisfaction. Environment factor were showing a correlation of ($r=0.457$) meaning thereby was environmental considerations in career selection can also produce job satisfaction but not more than selection based on Personal traits and Values with the correlation values ($r=0.56$), ($r=0.50$). A study also reveal environmental factor significance correlation. (Dawal and Taha, 2006)

These results are contradictory to a research done by Michael (Borchert, 2002). Career contentment dimension of job satisfaction directly deals with the satisfaction of job in career selection terms. In overall job satisfaction, how much they are satisfied at the job because of the career selection they have made. Correlation were checked amongst different factors of career selection against career contentment, the result were showing that people were more satisfied with their career selection whose basis were personal traits with a correlation value of ($r=0.47$) as compare to other career selection basis.

Different factors contribute in career selection. The comparison was being made in different correlation. The decision has been made on the basis of strength of the correlation value of all. In the selected sample the responses were showing that most of them were influenced with their values, personal traits and environment factor with a correlation value of ($r= 0.713$), ($r=0.704$), ($r=0.726$). These three were the dominate factors with little difference while choosing a career selection. As the prominent factors were Environment, Values and Personal Traits but maximum job satisfaction can be achieved by the career selection which were being made on keeping the personal traits in consideration so do the career contentment and parental influence on career selection is showing no effect on job satisfaction

(Borchert, 2002)

As the push from parents were exist in this study it were shown that females in our society do bear that pressure more from their parental side as compare to men and as we have seen that parental influence based career selection effect tends to be negligible on job satisfaction the reasoning of making that parental pressure their personal desire proves to be true by this fact. As the indifference occurrence partially were affected by this elements response. A study is being done on the effect of demographic on job satisfaction. (Islam and Saha, 2001).

Married people with higher no of dependents mostly select their career which can help them to fulfill their family responsibilities. So even if they are not satisfied with their career selection intrinsically but they are getting enough to fulfill their family responsibilities which were their main preferences, overall their level of job satisfaction remains unchanged. It neither increases nor decreases the satisfaction level. This element contributed in showing the effect under Parental influence whose overall effects tends to be indifferent. The effect of this demographic has also found significant in research done by Zaha (Dawal and Taha, 2006).

Identification of preferences can only help you out to have a clear idea about your major satisfaction essentials. As with the passage of time, a person can have a better idea that what are their priorities. In the statistics the mature age leads to lower job switching which were showing a better identification of priorities. A study has also being done on relative importance of demographics in job satisfaction evaluation (Islam and Saha, 2001).

As the people get into one career, with the passage of time they do understand their preferences in term of intrinsic satisfaction. In statistics it were shown that the in the preliminary period of age people tends to be very satisfied with what they have chosen but with passage of time they do understand what are their actual satisfactions intrinsically which can make them work in a way that they feel doing something which they actually wanted to do (Kamal and Sengupta, 2008-09). In Middle Ages ratio disagreeing with the fact that doing something which is not enjoyable to them tends to decline as people starts exploring their intrinsic satisfaction in term of enjoying the work. At the experienced level of their career the ratio against disagreement again increases with a very clear vision of their intrinsic satisfaction level in terms of career. Ultimately this response was contributory in showing career contentment as a dominant factor in determining job satisfaction intrinsically in career term.

LIMITATIONS

There are certain limitation exist regarding this study. This should be in consideration while interpreting the

results and findings of the study. The limitations are as follows:

- i. As the resources were limited regarding some restricted access to some studies. Though the overview of those studies also kept into consideration but this might lay the grounds of the studies only to wide easily accessible information.
- ii. Access to secondary data was difficult as not many studies have been done on direct relationship between our study variables.
- iii. As the sample size of the survey was only from the prominent sectors of service industry and was not too large. So generic representation of service sector trends towards this study might experience some more patterns. This made the study limited to access the pattern of behavior within that selected frame.
- iv. The data collection tool was questionnaire; the response rate was comparatively low. As 350 - 400 questionnaires were distributed amongst which only 250 returned and finally 200 qualified to be used in study because of some careless behavior of responding toward the questionnaire.
- v. Resources and Time dimension did affect the comprehensive study about this topic.
- vi. As the security parameters were there because of the present condition of Pakistan, respondent Institutions were reluctant to allow conducting the survey in their particular boundary.
- vii. This study is limited to the territory of Lahore including chosen sectors in services industry.

Conclusion

The focus of the study was on existence of the relationship between career selection and job satisfaction. Identification of factors which effect the career selection should also be discussed. Overall the study concluded as that there is a relationship between career selection and job satisfaction. Better career selection increases the level of job satisfaction.

Among all factors, those careers which were being chosen based on personal traits can produce maximum job satisfaction as compare to Parental influence, Environment and values. Environment is a factor which is always a dominant factor while making career selection but it does not produce more satisfaction then personal traits and values. Parental influence does effect the selection of career but it does not affect the level of job satisfaction because of the indistinguishable effect of elements prevails, balancing the overall opinion about that factor resulting in indifferent view; with no effect on job satisfaction.

Career contentment can also be achieved by choosing the career on the basis of personal traits. Career contentment and work content values are the most effecting factors contributing in job satisfaction which measure the

intrinsic level of job satisfaction.

Extrinsic factors of job satisfaction are considerable but intrinsic factors contribute more while determining overall job satisfaction. Compromises can be made on some extrinsic factors but intrinsic factors actually provide that level of satisfaction, which is necessary to make a person content in a way to keep him motivated throughout its professional life. As career contentment tends to be a very prominent factor showing that overall job satisfaction can be determined with a clear insight about the contentment of career selection.

Job satisfaction has been explained in so many studies keeping different work related factors in view but this study was focusing to find out job satisfaction determinant from origin level. "All the other factors do prevail but the first step you make towards any job is after you choose to join a specific career." The relationship turned out be strongly positive, indicating that career selection basically provide the ground to be satisfied with a particular job in that career to a being faithful extend even with some compromises at extrinsic level. So if that selection is more clarified, will give you a clear sense that you are doing what you should do.

RECOMMENDATIONS

- i. As the result indicated a strong positive relationship between career selection and job satisfaction showing the need of proper career counseling portal in every institute right from the high school level until universities.
- ii. Environment was a prominent factor while selection of career which indicate that proper knowledge of interest regarding career is missing, a person should be in a habit of evaluating its interest. For that attitude of evaluating interest should be backed up by parents, institutes and companies as well to promote the concept of visualizing your interest and act according to that.
- iii. As different recruitment tools are available for selection at job in addition companies should form a proper career related test to evaluate the interest of an individual at the job regarding that career.
- iv. As the strength of sample size was not that large, so increment of the sample size can add more to the finding body of the research.
- v. This study can be useful to find out the job satisfaction in manufacturing industry of Pakistan and it can be more specified regarding any specific sector like only Health etc.

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APPENDIX

Appendix A. Survey questionnaire

Age:

- | | | | |
|----|-------|----|-------------|
| a) | 22-28 | b) | 29-35 |
| c) | 35-40 | d) | 40 or above |

Gender:

- | | | | |
|----|------|----|--------|
| a) | Male | b) | Female |
|----|------|----|--------|

Educational Background:

- | | | | |
|----|-----------------|----|-----------------------------------|
| a) | Bachelors Level | b) | Masters Level |
| c) | Doctorial Level | d) | Professional Degree(Specify)_____ |

Marital Status:

- | | | | |
|----|----------|----|---------|
| a) | Married | b) | Single |
| c) | Divorced | d) | Widowed |

Number of Dependents:

- | | | | |
|----|----------|----|-----------|
| a) | 1or less | b) | 2 |
| c) | 3 | d) | 4 or more |

For how long you have been in this career?

- | | | | |
|----|-----------|----|-----------------|
| a) | 1-5 yrs | b) | 5-10 yrs |
| c) | 10-15 yrs | d) | 15 yrs or above |

No of years in this job:

- | | | | |
|----|-----------|----|-------------|
| a) | 1-3 yrs | b) | 3-6 yrs |
| c) | 6- 10 yrs | d) | 10 or above |

How many times you have switched your job?

- | | | | |
|----|---------------|----|-------|
| a) | Once | b) | Twice |
| c) | More than two | d) | Never |

Salary (In month):

- | | | | |
|----|----------------|----|-----------------|
| a) | 30,000 or less | b) | 30,000 -50,000 |
| c) | 50,000-80,000 | d) | 80,000 or above |

S/No.	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	My parents are associated to this profession which gave me the insight to join this career					
2	I am into this career because of my parent's expectations					
3	My family is doing a business related to this field, which gave me the exposure to join this career					
4	I have selected this career because most of my family members and friends are into this profession, which is considered as a respectable profession					
5	I need to join a profession which can provide enough money and facilities to fulfill my family responsibilities; this profession has the potential to do that					
6	This career always has greater job opportunities					
7	This profession is comparatively less effective with the economic condition of our country, which create consistency over my career life					
8	I have selected this profession because of the popularity of this profession at the time of selection					
9	This profession always keeps me near to the environment which appeals me the most					
10	My educational background provides me the grounds to pursue this career					
11	My career and my personality is a good fit					
12	This career fully depicts my interest					
13	I have the natural talent and capabilities which is needed in this career					
14	I have joined this career because it has the authority and power to influence others in society					
15	I have selected this career because it provides me a status in society					
16	I have joined this career because it is making a contribution for the betterment of the society					
17	I am into this career because it is among the highly paid profession available in our society					
18	My work schedule flexibility makes me perform well					
19	Rules and regulations are strictly formulated which sometime create problem to perform the duties					
20	My relationship with the co workers is good					
21	I am fully utilizing my skills and abilities in this job					
22	I have the opportunity to learn new skills in this job					
23	My job has a huge potential of career growth					
24	If it is need, training at the work is being provided					
25	I have the support from my organization to carry my further education with work					
26	I am being paid enough for the work I do					
27	If I am fulfilling my duties my job is secure					
28	I am not receiving enough benefits and incentives					
29	I have fair chance of promotion					
30	My job contains activities which are interesting in nature					
31	My work has challenging activities					

32	I have the authority of decision making relating to my work activities					
33	My work is making contribution in the overall environment give me a sense of pride					
34	I receive the recognition of the good work I do					
35	Over all I am having a 'good' feeling about the job in general					
36	Despite the lack of good working condition, I feel satisfied with the job					
37	The idea of spending my whole life in this career is depressing					
38	I am doing something which is not enjoyable to me					
39	I would choose another field if I will get a chance again					
40	If somebody asked me to choose this career I will encourage the person					

Appendix B.

5.1.1. Gender * Push from parents Cross tabulation.

		Count					
		Push from parents					
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Gender	Male	11	27	16	31	28	113
	Female	14	24	15	21	13	87
Total		25	51	31	52	41	200

5.1.2. No. of dependent *Family responsibilities*Marital status cross tabulation.

Marital status			Family responsibilities					Total
			Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Married	No of dependents	1 or less	4	13	10	5	4	36
		2	0	11	5	3	2	21
		3	3	7	3	2	0	15
		4 or more	4	9	7	5	3	28
	Total		11	40	25	15	9	100
Single	No of dependents	1 or less	8	12	16	11	8	55
		2	2	8	6	2	3	21
		3	2	1	2	1	1	7
		4 or more	0	3	4	2	0	9
	Total		12	24	28	16	12	92
Divorced	No of dependents	1 or less	1	1			0	2
		2	1	1			0	2
		4 or more	1	0			1	2
	Total		3	2			1	6
Widowed	No of dependents	1 or less		1				1
		2		1				1
	Total			2				2

5.1.3. Age * How many time you have switched your job? Cross tabulation.

		Count				Total
		How many times you have switched your job?				
		Once	Twice	More than two	Never	
Age	22 to 28	31	15	7	48	101
	28 to 35	11	17	8	16	52
	35 to 40	3	8	8	7	26
	40 or above	4	7	5	5	21
Total		49	47	28	76	200

5.1.4. For how long you have been in this career? * I am doing something which is not enjoyable to me! Cross tabulation.

		Count					Total
		I am doing something which is not enjoyable to me					
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
For how long you have been in this career?	1 to 5 yr	25	49	23	18	4	119
	5 to 10 yr	9	16	12	5	0	42
	10 to 15 yr	3	5	5	3	3	19
	15 yr or above	4	8	5	3	0	20
Total		41	78	45	29	7	200

5.2.1. Correlations.

		Career selection	Job satisfaction
Career selection	Pearson correlation	1	0.595(**)
	Sig. (2-tailed)		0.000
	N	200	200

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

5.2.2. Model summary^b.

Model	R	R square	Adjusted R square	Std. error of the estimate
1	0.595 ^a	0.354	0.351	0.372

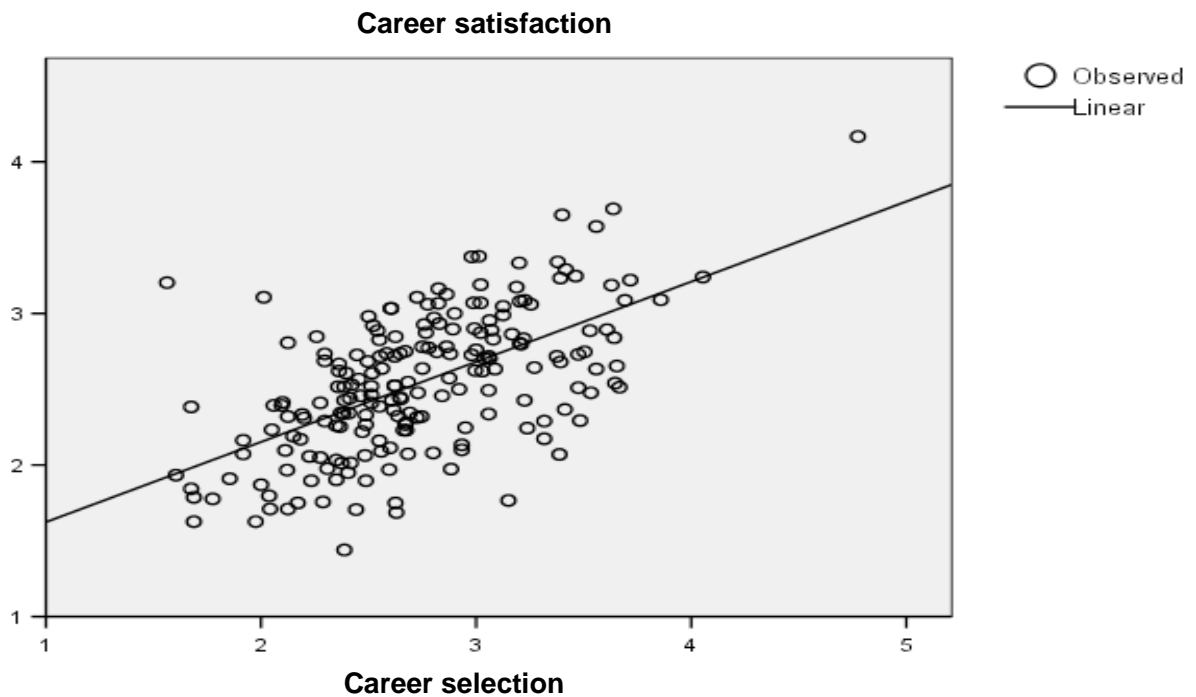
a. Predictors: (Constant), career selection; b. Dependent variable: job satisfaction.

5.2.3. Coefficient.

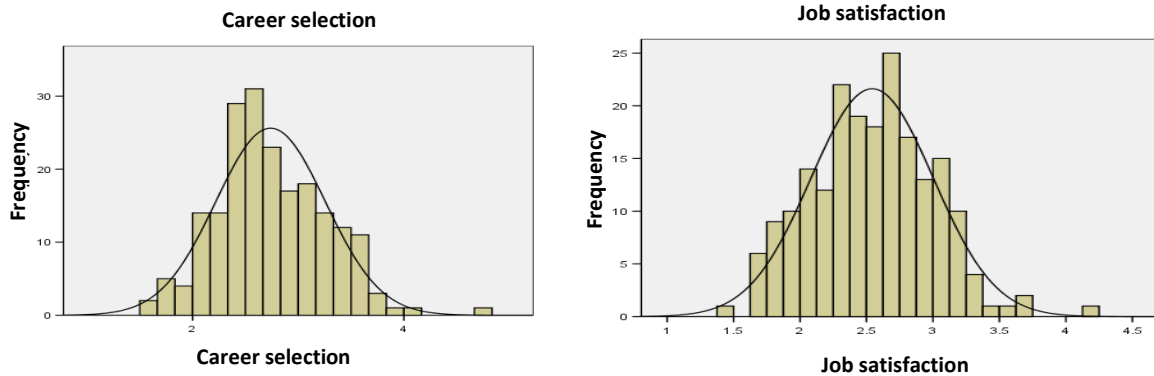
Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. error	Beta		
1 (Constant)	1.095	0.141		7.745	0.000
Career selection	0.529	0.51	0.595	10.417	0.000

a. Dependent variable: job satisfaction.

5.2.3.a



5.2.3.b.



5.3.1. Correlations.

		Parental influence	Job satisfaction
Parental influence	Pearson correlation	1	0.087
	Sig. (2-tailed)		0.218
	N	200	200

5.3.2. Correlations.

		Personal traits	Values	Job satisfaction
Personal traits	Pearson Correlation	1	0.420(**)	0.567(**)
	Sig. (2-tailed)		0.000	0.000
	N	200	200	200
Values	Pearson Correlation	0.420(**)	1	0.505(**)
	Sig. (2-tailed)	0.000		0.000
	N	200	200	

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

5.3.3. Correlations.

		Parental influence	Environment	Personal traits	Values	Career selection
Parental influence	Pearson correlation	1	0.272(**)	0.007	0.185(**)	0.558(**)
	Sig. (2-tailed)		0.000	0.917	0.009	0.000
	N	200	200	200	200	200
Environment	Pearson correlation	0.272(**)	1	0.422(**)	0.352(**)	0.726(**)
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	200	200	200	200	200
Personal traits	Pearson correlation	0.007	0.422(**)	1	0.420(**)	0.704(**)
	Sig. (2-tailed)	0.917	0.000		0.000	0.000
	N	200	200	200	200	200
Values	Pearson correlation	0.185(**)	0.352(**)	0.420(**)	1	0.713(**)
	Sig. (2-tailed)	0.009	0.000	0.000		0.000
	N	200	200	200	200	200

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

5.3.4. Correlations.

		Career personal growth	Work values	Career contentment	Job satisfaction
Career personal growth	Pearson correlation	1	0.466(**)	0.413(**)	0.707(**)
	Sig. (2-tailed)		0.000	0.000	0.000
	N	200	200	200	200
Work content values	Pearson correlation	0.466(**)	1	0.552(**)	0.761(**)
	Sig. (2-tailed)	0.000		0.000	0.000
	N	200	200	200	200
Career contentment	Pearson correlation	0.413(**)	0.552(**)	1	0.745(**)
	Sig. (2-tailed)	0.000	0.000		0.000
	N	200	200	200	200

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

5.5.5. Correlations.

		Personal traits	Value	Career contentment
Personal traits	Pearson Correlation	1	0.420(**)	0.474(**)
	Sig. (2-tailed)		0.000	0.000
	N	200	200	200
Values	Pearson Correlation	0.420(**)	1	0.332(**)
	Sig. (2-tailed)	0.000		0.000
	N	200	200	200

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

5.3.6. Correlations.

		Environment	Job satisfaction
Environment	Pearson correlation	1	0.457(**)
	Sig. (2-tailed)		0.000
	N	200	200

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

5.3.7. Correlations.

		General work conditions	Rewards compensation	Job satisfaction
General work conditions	Pearson Correlation	1	0.251(**)	0.569(**)
	Sig. (2-tailed)		0.000	0.000
	N	200	200	200
Rewards compensation	Pearson Correlation	0.251(**)	1	0.655(**)
	Sig. (2-tailed)	0.000		0.000
	N	200	200	200

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

Appendix C.

