



A Study on the Effectiveness of Career Guidance Services provided to the Clients

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Abstract: This study examines the effectiveness of career guidance services in assisting clients with their career paths. Through various tools such as Percentage Analysis, Reliability Analysis, Chi-Square, Correlation, Friedman, and Kruskal-Wallis H, we assess clients' awareness, satisfaction, and obstacles encountered within a sample size of 113 clients. While our organization has effectively raised awareness about available resources, areas for improvement include personalized guidance plans and increased access to skill-building workshops. Despite challenges, overall client satisfaction remains positive, and we're actively addressing obstacles such as navigating job markets and accessing networking opportunities. Through continuous improvement and client feedback, we're committed to providing effective career guidance services empowering individuals to achieve their professional goals.

Keywords – Career guidance services, Counselling, Clients, Organization, Career paths.

I INTRODUCTION TO THE TOPIC

INTRODUCTION

Career guidance services play a crucial role in assisting clients in navigating their career paths effectively. These services are designed to provide individuals with the necessary tools, resources, and support to make informed decisions about their professional futures. The effectiveness of career guidance services can be measured by their ability to empower clients to identify their strengths, interests, and values, as well as to explore various career options that align with their goals. Additionally, effective career guidance services should help clients develop essential skills such as resume writing, interviewing, and networking, thereby enhancing their employability and overall career success. Moreover, ongoing support and guidance throughout the career exploration and decision-making process are essential for ensuring that clients feel confident and equipped to pursue their chosen career paths. Ultimately, the effectiveness of career guidance services can be assessed by the extent to which they enable clients to make informed decisions, achieve their career goals, and thrive in their chosen professions.

Effective career guidance often begins with the use of assessment tools to help individuals understand their interests, skills, values, and personality traits. These tools can provide valuable insights into suitable career paths. One-size-fits-all approaches may not be as effective as personalized guidance tailored to each client's unique needs, preferences, and goals. Career counselors who take the time to understand their clients' backgrounds and aspirations are more likely to provide effective guidance. Providing clients with up-to-date information about labor market trends, job opportunities, educational requirements, and skill development resources is crucial. Access to relevant resources can empower clients to make informed decisions about their careers. Helping clients set realistic career goals and develop action plans to achieve them is essential. Breaking down long-term objectives into manageable steps can increase clients' motivation and commitment to their career development process. Offering workshops, seminars, or training programs on topics such as resume writing, interview skills, networking, and job search strategies can enhance clients' employability and confidence in navigating the job market.

OBJECTIVES OF THE STUDY

1. Assessing clients awareness of career guidance services by the organization.
2. Identifying the areas of improvement in career guidance services provided by organization.
3. Assessing how clients are satisfied with the career guidance services from the organization
4. Identifying obstacles encountered by clients of career guidance organization

SCOPE OF THE STUDY

A study focusing on the effectiveness of career guidance services provided to clients holds significant scope for investigation and analysis. Such a study could encompass a range of aspects, including the impact of personalized counselling approaches, the relevance and accessibility of information and resources provided, the efficacy of skill development programs, and the long-term outcomes for clients in terms of employment placement, job satisfaction, and career advancement. By employing

both quantitative and qualitative research methods, researchers could explore factors influencing the effectiveness of career guidance services, such as counsellor-client interactions, the suitability of assessment tools, and the role of follow-up support. Additionally, comparative studies across different demographic groups or geographic regions could provide insights into how cultural, socioeconomic, and institutional factors may influence the delivery and reception of career guidance services. Overall, such a study has the potential to inform the development of more targeted and impactful interventions aimed at enhancing individuals' career decision-making processes and outcomes.

NEED OF THE STUDY

1. Understanding what aspects of career guidance services are effective and which ones need improvement is crucial for enhancing the overall quality of these services. Research can identify best practices, innovative approaches, and areas for enhancement. Evaluating the effectiveness of career guidance services allows practitioners to tailor their approaches to better meet the needs of clients. By identifying strategies that lead to positive outcomes, counsellors can better support individuals in achieving their career goals.
2. Research on the effectiveness of career guidance services can contribute to the professional development of career counsellors and practitioners. By staying informed about evidence-based practices, professionals can continuously improve their skills and knowledge.
3. Research on the effectiveness of career guidance services adds to the body of knowledge in the field of career development. It contributes to theoretical understanding, informs practical applications, and fosters collaboration among researchers, practitioners, and policymakers.

LIMITATIONS

1. Some clients may have expectations regarding their career that are unrealistic and do not align with market realities or available opportunities, posing challenges in meeting their satisfaction.
2. Shortage of time and resources might limit the organization's ability to thoroughly evaluate client expectations and satisfaction.
3. Sufficient time is necessary for data collection, analysis, and interpretation in this study is the major limitation.

II REVIEW OF LITERATURE

1.S. Santilli M. C. Ginevra, I. Di Maggio, S. Soresi, L. Nota (2022), stated that an online group of career counselling for unemployed young adults during the COVID-19 pandemic was developed. The participants were involved in online group career counselling intervention, based on the Life Design for an inclusive and sustainable future. Results indicated at post-test on increased scores on career adaptability, resilience, future orientation, and propensity to identify inclusive and sustainable actions for the future than pre-test.

2.Zehra Keshf, Saeeda Khanum (2021), stated that Career guidance and counselling (CGC) is vital for smooth career development. CGC is an emerging field in the country. CGC needs of undergraduates and the services available to them have not been explored extensively through research. Two main themes emerged, CGC needs of undergraduates and available CGC options for undergraduates, along with 10 subthemes in total. Undergraduates needed self-awareness, direction, decision-making skills, information and guidance, emotional management, job search skills, and practical exposure. Some CGC services like one-to-one sessions, job fairs, career seminars were available but seldom utilized by undergraduates.

3.Yusni Mohamad Yusop, Alia Sarah Asri (2020), mentioned that the emergence of computer and ICT decades ago has gradually changes the lives of every individual in all parts of the globe. Through the use of internet and technology in career counselling services and resources, both counsellors and clients are affected, both positively and negatively, which can assist career counsellors and practitioners in finding ways to enhance their services. Hence, this systematic literature review paper will discuss on how technology-assisted career counselling is applied.

4.Falco and Summers (2019), mentioned that the intervention had a positive impact on the participants' career decision-making and STEM self-efficacy. Emotional stability, positive affect, life satisfaction, and effective functioning have all been identified as indicators of well-being that are positively related to this important developmental task. It was evaluated whether a career group intervention that included four sources of self-efficacy and addressed perceived career barriers was effective in improving career decision self-efficacy and science, technology, engineering and self-efficacy for adolescent girls.

5.G Supriyanto, I Widiaty, A G Abdullah, Y R Yustiana (2019), stated that the use of information technology and communication (ICT) is widely applied in student career guidance services. In addition to increasing student accessibility in obtaining career information, the use of ICT can also be used as a reference system in decision making known as expert systems. The application of expert systems in educational guidance greatly helps students achieve: learning success, specialization in education and training, student performance, achievement and self-evaluation. Given the lack of development of expert systems in the field of student career guidance, it is very necessary for continuous development, especially in aspects of uncertainty arising from application and user factors.

III RESEARCH METHODOLOGY

RESEARCH DESIGN

Research design refers to the plan or strategy that outlines how a researcher intends to conduct a study. It encompasses the overall approach to achieving the research objectives and addresses questions such as what data will be collected, how it will be collected, from whom, and when.

This paper has employed a descriptive research method. This study aims to analyze the effectiveness of career guidance services provided to clients. Thus, a descriptive research design is adopted to analyze the overall satisfaction of clients on the services.

METHOD OF DATA COLLECTION

Primary data collection is the process of gathering data directly from a first-hand source. In other words, it's data that's collected by the organization that expects to use it.

This paper is solely based on the primary data. Self-administered questionnaires have been used to collect the data. The questionnaire method was employed while the data was collected.

SAMPLING SIZE

The sampling size refers to the number of individuals, objects, or observations included in a study. It is important because it affects the accuracy and reliability of the study's results. The sample size for this study is 113 clients.

TOOLS FOR DATA ANALYSIS

- Percentage Analysis
- Reliability Analysis
- Chi – Square
- Correlation
- Friedman
- Kruskal-Wallis H

SCALING METHOD

A scaling method refers to a technique used to assign numbers or values to objects, individuals, or concepts in order to represent their characteristics or attributes. A scaling method used in this questionnaire is 5 point Likert Scale which is employed to measure subjective or abstract constructs such as attitudes, opinions, perceptions, or behaviors. This scaling method helps us quantify and analyze clients perceptions and experiences with the career guidance services in a structured and understandable way.

IV DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

Table No: 4.1.1
Awareness of the career guidance services offered by the organization.

S. No.	Awareness of the career guidance services offered by the organization	Frequency	Percent
1.	Strongly Agree	21	18.6%
2.	Agree	76	67.3%
3.	Neutral	13	11.5%
4.	Disagree	3	2.7%
	Total	113	100.0%

Inference

From the above Table No: 4.1.1, we infer that 18.6% of the respondents strongly agree about awareness of the career guidance services offered by the organization, 67.3% of the respondents responded agree, 11.5% of the respondents responded neutral, 2.7% of the respondents responded disagree. Hence, we conclude that majority of respondents agree that they are aware of the career guidance services offered by the organization.

4.2 Reliability Analysis

Hypothesis Statement

H_0 is the scales are not reliable

H_1 is the scales are reliable

Table No: 4.2.1
Cronbach's Test

S. No	Cronbach's	N of Items
1.	0.81	20

Inference

From the Table No: 4.2.1, we infer that the calculated Cronbach's Alpha is 0.81. As the calculated Cronbach's Alpha is greater than 0.7, we reject the hypothesis and conclude that scales are reliable and used for further investigation.

4.3 Chi-Square Test

Hypothesis Statement

H_0 : There is no significant relationship between age and organization assists in obtaining additional scholarships for education.

H_1 : There is a significant relationship between age and organization assists in obtaining additional scholarships for education.

Table No: 4.3.1**Age and Organization assists in obtaining additional scholarships for education**

S. No.		Value	df	Asymptotic Sig. (2-tailed)
1.	Pearson Chi-Square	27.49	12	0.007
2.	Likelihood Ratio	26.55	12	0.009
3.	Linear-by-Linear Association	10.35	1	0.001
	N of Valid Cases	113		

Inference

From the above Table No: 4.3.1, the calculated Pearson Chi-Square significant value is 0.007 which is less than 0.05. Hence Null hypothesis (H_0) is rejected and Alternative hypothesis (H_1) is accepted. Therefore, it is inferred that there is a relationship between age and organization assists in obtaining additional scholarships for education.

4.4 Correlation**Hypothesis Statement**

H_0 – There is no correlation between the professionalism and knowledge of career advisor and continuous follow-up of the organization.

H_1 – There is a correlation between the professionalism and knowledge of career advisor and continuous follow-up of the organization.

Table No: 4.4.1**The professionalism and knowledge of career advisor and Continuous follow-up of the organization**

S. No.			Professionalism and knowledge of career advisor	Continuous follow-up of the organization
1.	Professionalism and knowledge of career advisor	Pearson Correlation	1.000	.339
		Sig. (2-tailed)		.000
2.	Continuous follow-up of the organization	Pearson Correlation	.339	1.000
		Sig. (2-tailed)	.000	

Inference

From the above correlation Table No: 4.4.1, the calculated correlation coefficient is 0.339, there is relationship between professionalism and knowledge of career advisor and continuous follow-up of the organization. Since p-value (0.339) > 0.05, we accept the null hypothesis. It can be concluded that there is low correlation between professionalism and knowledge of career advisor and continuous follow-up of the organization.

4.5 Friedman Test**Hypothesis Statement**

H_0 - There is no relationship between awareness of career guidance services, services received helps in career development, effectiveness of career guidance services, encountered difficulties in accessing appropriate career guidance services.

H_1 - There is a relationship between awareness of career guidance services, services received helps in career development, effectiveness of career guidance services, encountered difficulties in accessing appropriate career guidance services.

**Table No: 4.5.1
Friedman Test**

S. No.		Mean Rank
1.	The awareness of career guidance services offered by the organization	2.58
2.	The career guidance services received helps in career development	2.37
3.	The career guidance services provided by the organization is effective	2.35
4.	Encountered difficulties in accessing appropriate career guidance services	2.70

Test Statistics	
N	113
Chi – Square	9.91
df	3
Asymp. Sig	0.019

Inference

From the above Table No: 4.5.1, the calculated Friedman significant value is 0.019 which is less than 0.05. Hence Null hypothesis (H_0) is rejected and Alternative hypothesis (H_1) is accepted. Therefore, it is inferred that there is a relationship between awareness of career guidance services, services received helps in career development, effectiveness of career guidance services, encountered difficulties in accessing appropriate career guidance services.

4.6 Kruskal Wallis Test

Table No: 4.6.1
Kruskal Wallis Test

		N	Mean Rank
The career guidance service is useful and will recommend to friend or colleague	0 – 5 years	47	29.12
	6 -10 years	11	45.05
	Above10 years	7	40.14
	Total	55	

Test Statistic	
	The career guidance service is useful and will recommend to friend or colleague
Chi – Square	9.00
df	2
Asymp. Sig.	0.011

Inference

From the above Table No: 4.6.1, the calculated Kruskal Wallis significant value is 0.011 which is less than 0.05. Hence Null hypothesis (H_0) is rejected and Alternative hypothesis (H_1) is accepted. Therefore, it is inferred that there is a relationship between experience and career guidance service is useful and will recommend to friends or colleague.

V FINDINGS

- 1.The Cronbach's Alpha value is greater than 0.7 hence, the scales H1 is reliable.
- 2.There is a relationship between age and organization assists in obtaining additional scholarships for education.
- 3.There is low correlation between professionalism and knowledge of career advisor and continuous follow-up of the organization.
- 4.There is a relationship between awareness of career guidance services, services received helps in career development, effectiveness of career guidance services, encountered difficulties in accessing appropriate career guidance services.
- 5.There is a relationship between experience and career guidance service is useful and will recommend to friends or colleague.

VI SUGGESTIONS

- 1.Organize regular sessions to gather feedback from clients about the career guidance services they received. This helps understand what worked well and what needs improvement from their perspective.
- 2.Regularly evaluate counsellors and advisors' performance and compare it with industry standards to identify areas needing improvement in service delivery.
- 3.Track the outcomes of clients who have received career guidance services. This could include tracking employment rates, job satisfaction levels, and career advancement opportunities.
- 4.Make sure that clients have easy access to resources such as career websites, books, and workshops. These resources can provide additional support and information beyond individual sessions.

VII CONCLUSION

Finally we can conclude that, while our organization has effectively raised awareness among clients about available career guidance resources, there are areas where our services could be improved to better meet their diverse needs. Through regular feedback sessions, we have identified several areas for enhancement, including the need for more personalized guidance plans and increased access to resources such as skill-building workshops. Despite these challenges, overall client satisfaction with our career guidance services remains positive. We are actively addressing obstacles encountered by clients, such as navigating complex job markets and accessing networking opportunities. By prioritizing continuous improvement and listening to client feedback, we are committed to providing effective and supportive career guidance services that empower individuals to achieve their professional goals.

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