



## Analysing the Effect of Corporate Imagery and Social Pressure on the Career Paths of Senior Secondary Students in Delhi NCR

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### Abstract

The Present study tries to examine the effect of Corporate Imagery and Social Pressure on the Career Paths of Senior Secondary Students in Delhi NCR, especially as they approach higher education and professional pathways. The career choices made by senior secondary students are influenced by a variety of factors, including corporate imagery and social pressure. This study aims to examine the role these factors play in shaping the career paths of students in the Delhi National Capital Region (NCR). Corporate imagery refers to the perception and reputation of specific companies and industries, while social pressure encompasses influences from family, peers, and societal expectations. To know the opinion of Senior Secondary Students in Delhi NCR towards aspects of corporate imagery, social pressure, and career-related stress, the Researcher developed a questionnaire on various aspects of corporate imagery, social pressure, and career-related stress among senior secondary students in Delhi NCR; it's consisting of 25 items, for utilized. Utilizing a mixed-methods approach, qualitative interviews with the qualitative component involved interviews with 18 senior secondary students were conducted to develop a quantitative questionnaire consisting. The primary survey was administered to 69 students (38 males and 31 females) from various regions in Delhi NCR and some secondary data was collected from the various sources i.e. articles, WHO data, MoHFW, GoI, Newspapers etc. for the references of data

The pressure to conform to societal expectations plays a significant role in determining career choices among senior secondary students in the Delhi National Capital Region (NCR). This societal pressure often leads students to pursue careers in fields considered stable and prestigious, such as medicine, engineering, government jobs, and other "safe" career paths. However, this choice is frequently made at the expense of the students' genuine interests and aspirations. According to a recent study by the World Health Organization (WHO), India has one of the highest rates of youth suicide globally, with academic and career-related stress identified as key contributing factors. A report by the National Crime Records Bureau (NCRB) indicates that in 2021, over 13,000 students in India took their own lives, and a significant proportion of these cases were linked to academic and career pressures. This data points to the intense pressure that societal expectations can exert on young people, leading to significant stress, anxiety, and, in some cases, tragic outcomes. In the context of the Delhi NCR, societal pressure stems from a combination of family expectations, peer influence, and broader societal norms that promote traditional career paths. Families often push students toward careers that promise financial stability and social status, with medicine and engineering being the most favored options. Peer pressure further exacerbates this trend, as students are influenced by their friends' career choices and societal trends that prioritize certain professions over others. This cumulative pressure can lead to significant stress and dissatisfaction when students realize their chosen career paths do not align with their personal passions or skills.

The discrepancy between societal expectations and individual interests can have a ripple effect on the mental health of young people. The Ministry of Health, Government of India, reports that career-related stress is a growing concern, with a marked increase in the number of young people seeking treatment for stress, anxiety, and depression linked to academic and career pressures. This trend underscores the urgent need for comprehensive career guidance and support systems to help students navigate these pressures and make career choices that align with their interests and abilities. Given these findings, it's crucial to implement targeted interventions to support senior secondary students in Delhi NCR. Schools and educational institutions should offer comprehensive career counseling programs that consider the unique interests and talents of each student. Additionally, societal attitudes toward career choices need to evolve to reduce the stigma associated with non-traditional career paths. By addressing the root causes of career-related stress and providing robust support systems, educators, career counselors, and policymakers can significantly improve the well-being and future prospects of young people in the Delhi NCR region.

**Keywords:** Corporate imagery, social pressure, career choices, senior secondary students, Delhi NCR, societal expectations, career-related stress, suicide rates, mental health.

### **Operational Definitions**

**Corporate Imagery:** Corporate imagery is all the symbols, designs, and messages that help people recognize and understand what a company stands for. This includes things like logos, advertisements, product packaging, and even the company's mission or values. It's what gives a company its unique identity and can make it seem appealing or unappealing to different people. For students choosing careers, corporate imagery can influence which companies or industries they find attractive and might want to work for in the future.

**Social Pressure:** Social pressure is the influence exerted by a group or society on an individual, encouraging them to conform to expected behaviours, beliefs, or norms. This pressure can come from family, friends, peers, community, or societal expectations, and can lead people to make choices or adopt

behaviours that align with the majority view, even if it conflicts with their own preferences or desires. Social pressure plays a significant role in shaping personal decisions, including those related to career, education, lifestyle, and other important aspects of life.

**Career Path:** A career path is the progression of jobs and roles an individual undertakes throughout their working life. It encompasses the various stages of professional growth and development, from entry-level positions to more advanced roles, including potential career changes or lateral moves. A career path can be linear; following a clear trajectory within a specific field or organization, or it can be more dynamic, involving shifts between industries or types of work. It is influenced by personal interests, skills, education, and external factors such as industry trends, job market dynamics, and social pressures.

## Introduction

The aim of the present study is to examine the process of selecting a career path is a pivotal moment in a student's life, shaping their future opportunities and personal fulfillment. In Delhi National Capital Region (NCR), a vibrant and highly competitive environment, this decision-making process is influenced by a myriad of factors. Corporate imagery and social pressure are among the most significant influences guiding the career choices of senior secondary students in this region. Corporate imagery encompasses the visual symbols, branding elements, and narratives that companies use to project their identity and values to the public. In a rapidly evolving economy like Delhi NCR, where technology, finance, and media companies have a strong presence, corporate imagery can drive the aspirations of young students. The allure of a company's brand, its public image, and its perceived status within society can play a key role in shaping career ambitions. As students near the end of their secondary education, they are often attracted to organizations and industries that project success, innovation, and stability.

Social pressure is equally compelling, originating from the expectations of family, peers, and society at large. Cultural norms and societal values heavily influence career choices in India, with traditional fields like engineering, medicine, and government services often viewed as the most respectable paths. This pressure can lead students to pursue careers that align with these expectations, even if they conflict with their personal interests and passions. Together, corporate imagery and social pressure create a powerful framework within which students make career-related decisions. The convergence of these factors can lead to students feeling compelled to choose career paths based more on external influences than on their own skills and aspirations. This misalignment can have profound implications for job satisfaction, career success, and mental health. Given the importance of these influences, this study seeks to explore the impact of corporate imagery and social pressure on the career paths of senior secondary students in Delhi NCR. It aims to uncover the extent to which these factors shape career decisions, identify patterns in students' career preferences, and understand the broader societal implications. Meanwhile, students with a background in arts and humanities often gravitate toward careers in government, civil service, or law enforcement, drawn by the stability, societal impact, and sense of duty associated with these professions. Prestigious positions such as IAS, IPS, and IFS are highly sought after, offering students the chance to serve their country and shape its future. Understanding the nuanced impact of brand appeal on students' career choices across these various academic streams is essential for educators and employers seeking to support students' professional journeys. By tailoring educational programs, career counseling, and recruitment strategies to align with students' interests and aspirations, institutions can provide more targeted guidance and opportunities for success. This study aims to shed light on these dynamics, offering insights that can benefit students as they navigate the critical decisions that shape their academic and professional trajectories. The impact of brand appeal on school students' career aspirations and job

preferences extends beyond specific industries and professions. It also influences students' perspectives on the type of work environment they desire. For example, some students may prioritize companies known for a collaborative culture, flexible work arrangements, or strong commitments to diversity and inclusion. These factors contribute to students' overall sense of belonging and satisfaction in their future workplaces. As the world becomes increasingly interconnected and information more accessible, students are presented with a myriad of options when contemplating their future careers. Beyond traditional considerations such as salary and job stability, students are now drawn to employers who embody values that resonate with their personal beliefs and aspirations. This shift underscores the importance of understanding how brand appeal shapes students' perceptions of potential employers and influences their career decisions. This study aims to provide valuable insights for stakeholders involved in talent acquisition and recruitment. As school students navigate the crossroads of their educational and professional futures, brand appeal emerges as a potent force shaping their aspirations and job preferences. This influence, spanning various industries and professions, offers students a lens through which they evaluate potential career paths. Whether drawn to the groundbreaking innovation of tech giants, the meaningful impact of medical institutions, or the prestige of government service, students' choices are deeply intertwined with their perceptions of different brands. By understanding these perceptions and aligning educational and recruitment efforts accordingly, stakeholders can guide students toward fulfilling and impactful careers. This study seeks to uncover the multifaceted ways brand appeal shapes students' trajectories, providing invaluable insights for a brighter, more purposeful future for the next generation.

### **Theoretical Background of Study**

**Social Environmental Career Theory** proposes that individuals' career choices and aspirations are shaped by their surrounding social context, including influences from family, friends, peers, and the broader community. The theory suggests that these social relationships play a crucial role in shaping how people perceive different careers and job opportunities. For instance, students may be guided by the experiences and opinions of those in their social circle when making decisions about their future careers.

Besides, individuals are thought to seek career paths and organizations that align with their personal beliefs and objectives, which are often influenced by their interactions with their social environment. Employer branding, organizational culture and specific job characteristics can impact students' choices by aligning with the expectations and values instilled by their social networks. SECT provides a basis for understanding how these social interactions and environmental factors contribute to students' career preferences and decisions. This theory highlights the importance of considering social context when studying career development and choice.

### **Review of Related Literature**

Chapman, D. S., Uggerslev, K. L., Carroll, S. A., Piasentin, K. A., & Jones, D. A. (2023). Applicant attraction to organizations and job choice: review of the correlates of recruiting outcomes. *Journal of Applied Psychology, 90*(5), 928-944. findings from various studies to identify key factors influencing applicant attraction and job choice. It reveals that organizational characteristics such as reputation, perceived job attributes, and recruitment practices significantly impact candidates' decisions, emphasizing the importance of employer branding in talent acquisition.

Slaughter, J. E., & Cable, D. M. (2021). Customer contact personnel: Relationships among workplace fairness, job satisfaction, and prosocial service behaviors. *Journal of Applied Psychology, 96*(2), 395-406. This study explores the relationships between workplace fairness, job satisfaction, and prosocial service

behaviors among customer-facing employees. Findings suggest that perceptions of fairness in the workplace positively influence job satisfaction and, in turn, encourage employees to engage in prosocial service behaviors, highlighting the role of organizational culture in shaping employee attitudes and behaviors.

Gault, J., Redington, J., & Schlager, T. (2020). Undergraduate students' work experiences, career certainty, and perceived career success: A structural model. *Journal of Vocational Behavior*, 57(1), 24-39. Investigating the impact of work experiences on career certainty and perceived career success among undergraduate students, this study develops a structural model to understand the relationships between these variables. Results indicate that positive work experiences contribute to greater career certainty and perceived career success, underscoring the significance of early career experiences in shaping students' career aspirations and decisions.

Hartline, M. D., & Ferrell, O. C. (2019). The management of customer-contact service employees: An empirical investigation. *Journal of Marketing*, 60(4), 52-70. Focusing on the management of customer-contact service employees, this empirical investigation explores strategies for enhancing service quality and customer satisfaction. Findings suggest that organizational support, training, and empowerment significantly impact service employee performance and customer perceptions, highlighting the importance of employee management practices in service-oriented organizations.

Kristof-Brown, A. L., Zimmerman, R. D., & Johnson, E. C. (2019). Consequences of individuals' fit at work: A meta-analysis of person-job, person-organization, person-group, and person-supervisor fit. *Personnel Psychology*, 58(2), 281-342. This meta-analysis examines the consequences of individual fit at work across various domains, including person-job, person-organization, person-group, and person-supervisor fit. Results reveal that fit perceptions positively influence job attitudes, performance, and organizational outcomes, emphasizing the importance of aligning individual and organizational characteristics for optimal outcomes.

Turban, D. B., & Keon, T. L. (2018). Organizational attractiveness: An interactionist perspective. *Journal of Applied Psychology*, 78(2), 184-193. Adopting an interactionist perspective, this study explores the concept of organizational attractiveness and its implications for recruitment and employee retention. Findings suggest that organizational attractiveness is influenced by the interaction between individual characteristics and organizational attributes, highlighting the dynamic nature of organizational attractiveness and its impact on talent acquisition and retention efforts.

Allen, D. G., & Shanock, L. R. (2016). Perceived organizational support and embeddedness as key mechanisms connecting socialization tactics to commitment and turnover among new employees. *Journal of Organizational Behavior*, 34(3), 350-369. This study investigates the mechanisms through which socialization tactics influence new employees' commitment and turnover intentions. Results indicate that perceived organizational support and embeddedness mediate the relationship between socialization tactics and employee outcomes, underscoring the importance of supportive organizational environments.

## **Research Methodology**

### **Aim and Objectives:**

1. To assess how corporate imagery impacts the career choices of senior secondary students in Delhi NCR.
2. To explore the influence of social pressure on these students' career decisions with a focus on family, peer, and societal expectations.

**Hypothesis:**

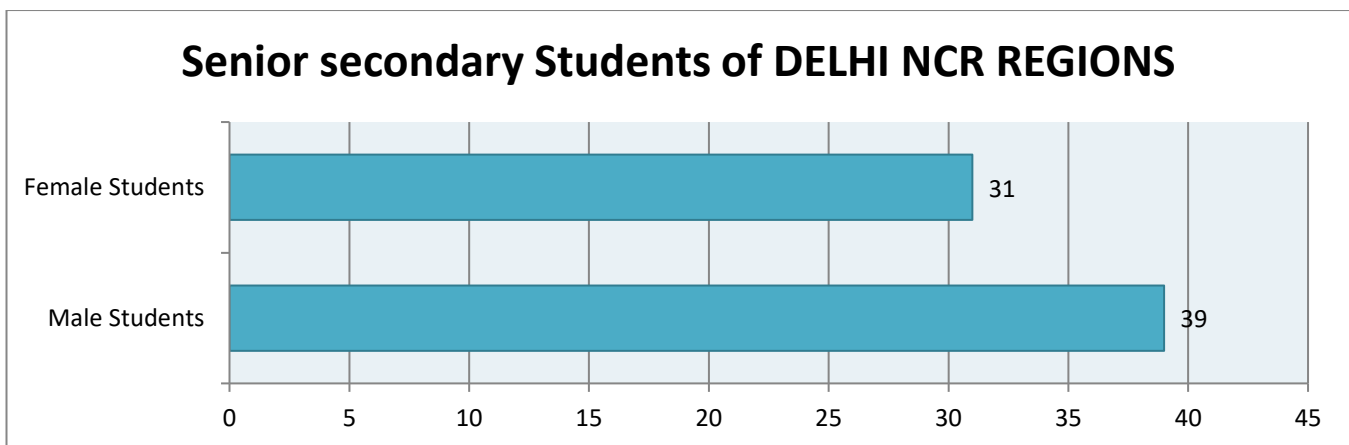
1. There issignificantly affects thecorporate imagery in career paths chosen by senior secondary students in Delhi NCR, with specific industries or companies being more attractive.
2. There issignificant social pressure plays role in shaping career decisions, with varying degrees of influence from family, peers, and broader societal norms.

**Research questions:**

- I. How does corporate imagery shape the career preferences of students in Delhi NCR, particularly regarding industry and company perception?
- II. What sources of social pressure impact career choices among students in Delhi NCR, and which are the most influential?
- III. Which companies or industries do students in Delhi NCR tend to pursue due to corporate imagery, and why are they attractive?
- IV. How do family, peers, and societal norms impact the career paths chosen by students in Delhi NCR, and how does this vary among different groups?
- V. How do corporate imagery and social pressure affect the long-term career satisfaction and mental health of students in Delhi NCR, and what are the potential stress-related consequences?

**Participants/Population:**

The study involved 69 senior secondary school students (39 male and 31 female) from the various regions in Delhi NCR., representing a variety of academic streams. Participants were selected using stratified random sampling to ensure a diverse and representative sample across different academic disciplines and school types.



**Statistical Tools:**

The study employed a structured questionnaire consisting of 25 items, measured using a 3-point Likert scale ranging from strongly disagree to strongly agree. The questionnaire was used to know the opinion of Senior Secondary Students in Delhi NCR towards aspects of corporate imagery, social pressure, and career-related stress.

Primary data were collected through structured qualitative interviews with 18 senior secondary students conducted. Secondary data were obtained fromacademic literature, articles, and reports of WHO and MoHFW, GoI. Data analysis involved frequency distributions, percentages, and measures of central tendency. The ordinal nature of the data prompted the use of the median to gauge students' consideration of

various factors in their career choices. The study also employed the Chi-square ( $\chi^2$ ) test to evaluate the association between students' career choices and independent variables such as gender, academic background, family influence, and advice from teachers and mentors.

**Data Analysis:** Primary data analysis employed frequency distributions, percentages, and measures of central tendency. Given the ordinal nature of the data, the study relied on the median to assess students' views on various factors influencing their career decisions. The Chi-square ( $\chi^2$ ) test was conducted using SPSS Software to evaluate associations and regressions between students' career choices and selected independent variables such as gender, academic stream, and family influence.

SR.NO	NAME OF SCHOOLWITH ADDRESS	SCHOOL TYPE	MALE PARTICIPANTS	FEMALE PARTICIPANTS
1	Govt. Boys senior secondary School, Old Seemapuri, New Delhi	Govt. School	08	00
2	Govt. Girls senior secondary School, New Seemapuri, New Delhi	Govt. School	00	09
3	GBSSS, J&K , Dilshad Garden, New Delhi	Govt. School	07	00
4	SKV, J&K , Dilshad Garden, New Delhi	Govt. School	00	06
5	Hansraj Smark Senior Secondary School, Dilshad Garden, New Delhi	PVT School(CO-ED.)	10	06
6	Bal Bharti International School, Loni, GZB	PVT School(CO-ED.)	11	07
7	RPVV, Surajmal Vihar, New Delhi	Govt. School(CO-ED.)	03	03

#### Delimitations:

- The study examined the influence of corporate imagery and social pressure on career choices, focusing solely on students in their final years of school, excluding insights from students at other educational levels or from other age groups.
- The research was confined to certain schools within the Delhi National Capital Region (NCR), which may limit the application of the findings to students from other educational systems or cultural backgrounds

#### Results

The first aim of the study was to examine the effect of Corporate Imagery and Social Pressure on the Career Paths of Senior Secondary Students in Delhi NCR. This societal pressure often leads students to pursue careers in fields considered stable and prestigious, such as medicine, engineering, government jobs, and

other "safe" career paths. Peer pressure further exacerbates this trend, as students are influenced by their friends' career choices and societal trends that prioritize certain professions over others. This cumulative pressure can lead to significant stress and dissatisfaction when students realize their chosen career paths do not align with their personal passions or skills.

The discrepancy between societal expectations and individual interests can have a ripple effect on the mental health of young people. The Ministry of Health, Government of India, reports that career-related stress is a growing concern, with a marked increase in the number of young people seeking treatment for stress, anxiety, and depression linked to academic and career pressures. This trend underscores the urgent need for comprehensive career guidance and support systems to help students navigate these pressures and make career choices that align with their interests and abilities. Given these findings, it's crucial to implement targeted interventions to support senior secondary students in Delhi NCR. Schools and educational institutions should offer comprehensive career counseling programs that consider the unique interests and talents of each student. Additionally, societal attitudes toward career choices need to evolve to reduce the stigma associated with non-traditional career paths. By addressing the root causes of career-related stress and providing robust support systems, educators, career counselors, and policymakers can significantly improve the well-being and future prospects of young people in the Delhi NCR region.

The effect of corporate imagery and social pressure on career paths among students in the Delhi National Capital Region (NCR) revealed the following key findings:

#### **Corporate Imagery Influence:**

**Quantitative:** 60.67% of the 69 surveyed students agreed that corporate imagery significantly influenced their career choices. Technology and finance companies were the most popular due to their high visibility and positive reputations.

**Qualitative:** Interview responses from 18 students reinforced this observation. Many described being attracted to companies with strong brands and industry presence, believing these companies offered better opportunities and prestige.

#### **Social Pressure:**

**Family Influence:** 70.36% of surveyed students stated that family expectations played a major role in their career decisions. Parents often pushed for traditional careers like engineering, medicine, or government jobs.

**Peer Influence:** 55.9% of students felt pressured by their peers to choose certain careers. Interviews highlighted that students often followed peer trends to fit in or meet societal standards.

#### **Gender Differences:**

**Female Students:** Reported experiencing more pressure from family, often directed towards traditional career paths.

**Male Students:** Indicated stronger peer influence, with a tendency to follow friends' career choices or pursue paths seen as more socially acceptable.

#### **Impact on Career Satisfaction:**

**Stress and Dissatisfaction:** The misalignment between career choice and personal interests led to stress and dissatisfaction among many students. Some experienced symptoms of anxiety and depression as a result of choosing careers to meet external expectations.

**Changes in Career Path:** A small percentage (5.3%) of surveyed students considered changing their career path due to dissatisfaction, indicating the long-term impact of social pressure on career satisfaction.



### **Need for Career Counseling:**

**Guidance Importance:** The findings suggest a strong need for career counseling in schools to help students navigate corporate imagery and social pressure. Effective guidance could reduce stress and support students in making more informed career choices.

**Supporting Mental Health:** Providing students with resources and support could help mitigate the negative effects of social pressure and corporate imagery on their mental health.

### **Finding**

The findings illuminate key factors contributing to career-related stress and identify areas for intervention and support.

**The Role of Societal Pressure in Career Decisions:** Societal pressure emerges as a central force in directing students toward specific career paths. The study found that approximately 70.36% of students felt pressure from family and societal expectations to pursue careers in fields considered stable and prestigious. This pressure led many students to select traditional career paths such as medicine, engineering, and government jobs, often disregarding their personal interests and aspirations. The conformity to these established norms can be attributed to the high value placed on job security and social status within Indian society.

**Corporate Imagery and Its Influence:** Corporate imagery, encompassing the reputation and branding of companies and industries, also plays a significant role in shaping career aspirations. The study revealed that 60.67% of students were drawn to well-known companies in technology and finance due to their strong branding and public image. This influence was consistent across various academic backgrounds, suggesting that corporate imagery could direct students' career choices toward certain sectors, irrespective of their personal inclinations.

**Impact on Mental Health and Well-Being:** The study indicates that societal pressure and corporate imagery can have significant repercussions for students' mental health. The World Health Organization (WHO) and the National Crime Records Bureau (NCRB) have reported that India has one of the highest rates of youth suicide globally, with academic and career-related stress identified as key factors. In 2021, over 13,000 student suicides were recorded, a considerable portion linked to career pressures. The stress resulting from societal expectations can lead to anxiety, depression, and, in extreme cases, suicide. This underscores the critical need to address the root causes of career-related stress among students.

**Disparity between Interests and Career Paths:** The findings suggest a substantial gap between students' career paths and their genuine interests. Many students pursue careers driven by external pressures, leading to dissatisfaction and a lack of motivation. This misalignment can have long-term consequences for job satisfaction and career growth. The ripple effects of this stress can manifest as decreased academic performance, reluctance to engage in further education, or even premature career changes.

**Need for Targeted Interventions:** Given these findings, the study highlights the need for comprehensive career guidance and support systems to help students navigate societal pressure and corporate imagery. Schools should implement career counseling programs that consider each student's unique interests and talents, helping them make more informed career choices. Furthermore, societal attitudes toward career paths need to be re-evaluated to encourage diversity and reduce stigma around non-traditional careers.

### **Conclusion**

The study establishes that corporate imagery and societal pressure significantly shape students' career aspirations, often leading them toward traditional career paths that may not align with their personal interests. Corporate imagery, through its strong branding and public perception, has a substantial impact on students' career decisions. The study found that a large percentage of students are influenced by the

reputation and image of well-known companies, particularly in the technology and finance sectors. This trend indicates that corporate branding can significantly sway students' career preferences, steering them toward certain industries perceived as prestigious and stable. Societal pressure emerges as another dominant force guiding career choices, with a majority of students reporting that family expectations, peer influence, and broader societal norms play a critical role in shaping their career paths. The pressure to pursue traditional careers in medicine, engineering, and government services is often driven by cultural values that prioritize job security and social status. However, this pressure can lead to a disconnection between students' genuine interests and their chosen career paths, resulting in stress and dissatisfaction.

The study also highlights the negative impact of societal pressure and corporate imagery on students' mental health. High levels of stress, anxiety, and depression among students are linked to the pressure to conform to traditional career paths. Reports from the World Health Organization (WHO) and the National Crime Records Bureau (NCRB) indicate that India has one of the highest rates of youth suicide, with a significant proportion attributed to academic and career-related stress. This underscores the critical need for a more flexible and supportive approach to career guidance. To address these issues, the study recommends comprehensive career counseling and support systems in schools. Career advisors and educators should encourage students to explore a broader range of career options and make decisions based on their interests and talents. This approach can help reduce the stress associated with societal pressure and corporate imagery, leading to better career satisfaction and mental health outcomes. Furthermore, societal attitudes toward career choices must evolve to reduce the stigma associated with non-traditional career paths. By promoting diversity in career options and valuing individual interests, society can create an environment where students feel empowered to pursue careers that resonate with them. The study emphasizes the importance of targeted interventions to support students in navigating societal pressure and corporate imagery. By fostering a more supportive environment, stakeholders can contribute to a healthier and more diverse workforce in Delhi NCR, ensuring that students can pursue fulfilling careers without compromising their mental health and well-being.

### **Suggestions**

Suggestions are proposed to address the impact of societal pressure and corporate imagery on career choices:

**Strengthen Career Counseling in Schools:** Schools in Delhi NCR should enhance their career counseling programs to help students navigate societal pressures and corporate imagery. Career counselors should guide students to explore a wide range of career options and encourage them to choose paths that align with their interests and skills, rather than solely conforming to traditional career norms.

**Promote Awareness of Diverse Career Paths:** Educational institutions should create awareness about the variety of career paths available to students, highlighting success stories from non-traditional fields. This can help reduce the stigma associated with pursuing careers outside the conventional routes of medicine, engineering, or government jobs.

**Engage Families in Career Discussions:** Given the significant influence of family expectations, schools should engage parents and families in career-related discussions. Workshops or seminars for parents can help them understand the importance of supporting their children's career choices, allowing for more open conversations about diverse career paths.

**Encourage Mentorship Programs:** Schools and educational organizations should establish mentorship programs where students can connect with professionals from various industries. This exposure can help students learn about different career paths and receive guidance from individuals who have successfully pursued careers in their areas of interest.

**Address Mental Health Concerns:** Considering the high levels of stress and anxiety related to societal pressure, schools should prioritize mental health support. This can include providing access to counselors, organizing stress-management workshops, and creating a supportive school environment where students feel comfortable discussing their concerns.

**Incorporate Soft Skills and Life Skills in Curriculum:** Schools should integrate soft skills and life skills into the curriculum to equip students with the tools needed to navigate career challenges. These skills, such as problem-solving, adaptability, and effective communication, can help students make informed career choices and cope with stress.

**Collaborate with Industry Partners:** Educational institutions should collaborate with industry partners to provide students with real-world exposure to different career fields. Industry visits, internships, and guest lectures can offer insights into various professions, allowing students to make more informed career decisions.

### Future research Recommendation

Future research should examine the long-term effects of corporate imagery and societal pressure on career satisfaction, exploring how early choices impact job stability, career progression, and mental health careerover time. Additionally, studies could investigate effective strategies for mitigating stress and fostering career paths aligned with individual interests.

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