

## **ABSTRACT**

Youth are an integral part to today's employment market. This study has looked at the underlying factors that influence youth choice of career and aimed to identify major influencing factors which effects rural sector youth on making their career choice decision. This research inquired the relationship between five factors and the career choice factors influence as Parental influence, Self efficiency, Education, Social Economic condition and Social Media effect. Finally, it checks the level of relationship among those variables. The pilot survey conducted on data collected from ten individuals consists of employed unemployed youth in the population. The final questionnaire contained 28 questions and those questions were administered across the randomly selected sample youths from rural areas. After basic elemental analysis, variables were grouped into factors and were labeled for easy administration. The results significantly varied especially for Social media and self efficiency from previous investigations illuminating the background importance of career choice factors.

According to the survey, the influence level of the factors can be rated starting from Self efficiency, Education, Social media and Parental Influence. However, the Socio-economic condition was found as a negatively influencing factor for the selected population. At the end of the questionnaire, the open ended question was answered by the youths have been given various factors they consider while selecting a career. The choice was at the entry point decision for this survey and it may be differently influence once those youths get experience on a particular field as well as they mature with work experience.