

### **A study on assess the perceived image of nursing and factors influencing them among the nursing students**

#### **ABSTRACT**

**Introduction:** In a developing country like India, nursing education is difficult to come by. As a result, this research examines nursing experts' beliefs besides expectations, in addition to desired future activities. It is vital to build and sustain a constructive picture of nursing, especially in today's culture, where nurses' achievements are rarely in light of credit, they have earned. **Aim:** To assess the perceived image of nursing and factors influencing them among the nursing students. **Methodology:** This study was based on a Descriptive evaluative research approach. Non-probability convenient sampling technique was used. The populace were undergraduate students from selected college, consisted of 400 samples. Structured questionnaires were used based on a 5-points Likert scale. **Result:** The study shows that 1% of nursing students were strongly disagree, 4.75% were disagree, 7.75% were not sure, 68.75% were agreed and 17.75% were strongly agreed with level of perceived image of nursing whereas level of factors that influenced the perceived image of nursing were poor i.e., 62% had poor, 24.5% had average, 11.25% had good and 2.25% of nursing students had very good level. **Conclusion:** The study shows correlation between the perceived image of nursing and factors influencing them among nursing students. Later on, more investigations are expected to investigate students view of the nursing occupation.

**KEYWORD:** Assess, Perceived image, influencing factors, Nursing, Student (Under Graduate), Image.

#### **INTRODUCTION**

In a developing country like India, nursing education is difficult to come by. As a result, this research examines nursing experts' beliefs besides expectations, in addition to desired future activities. Nursing's reputation is serious practise, as it is in today's evolving workplace, and it is a crucial idea for young nurses to grasp. It is vital to build and sustain a constructive picture of nursing, especially in today's culture, where nurses' achievements are rarely in light of credit, they have earned. An image is a current vision or psychological representation that represents something actual.[1][2][3]

Nurses' and duties of a nurse reputation is critical in attracting and retaining employees in healthcare sector. Nurses, according to Waters, are the cornerstone of the healthcare industry are important to providing high-quality services to all citizens of a nation. Nursing students enter nursing school with pre-existing lay views about nursing that develop over time, encouraging them to be professionally socialized into the discipline. Evidence suggests that several academic findings have looked at the effects of nursing students' views of the profession's public profile.[4]

The clinical practice of a bachelor's degree nursing programme is the bridge that allows students to idealize and become a "true nurse" in nursing school. Progressing from scholarly experience to clinical training is generally acknowledged as a stressful, challenging, role-adjustment, and reality-shock time. For nursing students, clinical postings are an essential part of their growth. Clinical experience aids students in achieving clinical integrity and helps them cultivate a professional mindset. Nursing students also develop patient-care skills, technical leadership skills, and serious intellectual skills.[5]

They too are learning socializing and trusting in their professional roles. Clinical interactions can assist students in establishing a sense of relationship to community over time. Hands-on instruction, problem-based research, idea visualization, reflective journaling, and role modeling are some exercise methods used in a clinical practice in our nursing curriculum. Nursing students may prefer professions outside of nursing due to differences in nursing teaching and clinical environments in the health care arrangement, which may influence their experience of perception.[2]

In order to resolve the nursing crisis, it is critical to increase nursing students' interest in the discipline and further inspire to pursue nursing as profession after graduation.[2]

According to previous research, the key factors on student nurse's choice to pursue profession in nursing were their feelings of happiness and tension from clinical encounters. Nursing students may be unable to pursue nursing practice as an outcome of disappointing clinical practice experiences. To keep nursing students in healthcare delivery sector, it is vital to change their views of clinical practices and to reduce tensions and tension from clinical conditions. The determination of this research remained to acquire additional info about nursing undergraduates' views and hopes of profession during clinical practice. The findings of the research are envisioned to deliver not only insights to nursing instructors in demand to rise student satisfaction and inspire them to pursue nursing careers after graduation, but also to recognize the factors that influence students' decisions to pursue nursing careers.[6]

## **BACKGROUND OF THE STUDY**

There is a lack of data on nurse profession priorities, which includes study, teaching, and healthcare administration, resulting in a higher demand for well-educated nurses. The key reasons for the nursing profession's undervaluation have been described as a poor nursing reputation and a lack of knowledge about the profession.[5]

Nurses may be the most undervalued workers of many medical agencies or private institutions around the world, despite the fact that they are the ones who keep an eye on people and our loved ones while they are sick. Nurses are those in the medical field who have a variety of tasks and are expected to take on multiple responsibilities at their workplace, which is that the hospital. However, they're still underpaid and undervalued. There are not any concrete plans implemented by the govt to extend the motivation of nurses increase the allocation within the government's annual allow nurses in order to understand their contribution and motivate them. In any industrial situation, humanoid resources play a crucial part. Human incomes remain hospital administrations treasured resources. Much of hospital organizations productivity or work relies on them. If a company's human resources are unmotivated or their level of job satisfaction is low, the corporate may face serious

productivity decline or major loss. Several current scholars comply with this, this is often supported the reason that job satisfaction covers the positive and negative emotions in side them and also the environment that they're in. Nurses are the largest specialist community in health maintenance, and they play a key part in providing and improving facilities. Nursing shortages have been identified as a global issue in recent years. Furthermore, a nurse crisis is expected to worsen. By 2020, it will be unavoidable for 590,000 new recruitments of nurses. In Europe, a requirement of 10 lakh nurses up to year 2030 and a necessity of 9 million new nurses worldwide.[7]

Concurrently, nursing schools are concerned about low enrolment tolls (AACN, 2014) and that attrition tolls. Nursing student dropout rates vary from 25% in the United Kingdom to 40% in Canada, driving up prices and worsening precious money in nursing training.[8]

However, little is understood on reasons for students not enrolling for nursing. Thus, this study reviews the apparent picture of enrollment in nursing and intentions to study profession in nursing.[8]

As Global Nursing offers a roadmap for better health globally, the results of one published literature review are often used by policymakers, academics, physicians, and educators to inform nursing professionals. As a result, it's critical to clarify key facets of nursing around the world. Furthermore, the key target of Global Nursing has frequently been the mindset of racial, religious, and social disparities or cultural diversity. To combat this, nurses in clinical practise and nursing students in education are encouraged to take a constructive approach against such problematization and conceptualization in nursing.[9]

### **NEED OF THE STUDY**

Nurses' self-image and self-esteem is significantly impacted by public opinion, there is a critical need to alter the over-all perception of nursing social norms around nursing are strongly shaped by public opinion. Mass media's civic representation of nursing such as TV has a strong impact on how nursing is perceived in society. The public's perception of nursing may either improve or detract from the profession's attractiveness.[14]

Positive representations are respected by nurses and other organizations for making a change in patient well-being in which Higher health care is reflected in the depictions, and, and can add to the profession's empowerment. Maintaining a healthy intra-professional reputation is important in recruiting new hires to the vocation, leading to confidence and work gratification, as well as having an impact on one's social position, financial worth, and career growth.[13]

Despite tremendous advances in the field of nursing, nurses continue to face significant obstacles linked to their appearance, which have effect on position, supremacy, and capability to influence health-care reform. A bad reputation of nursing has a variety of negative effects, including affecting the quantity of people who are considering nursing as a vocation, as well as the quality of those who are considering it. A career in nursing would be seen as unfavorable by the public if it is continually confronted with a misleading and biased perception of nursing.[7], [10-14]

Nursing has been a low-profile career due to a lack of education and mindset toward the career, which further hinders its progress. Students' views toward nursing tend to be affected by the level of experience and financial power nurses have. Nursing perspectives of advanced high school children on nursing are significant since they provide tactical cues for attracting nursing's future generation. A good perception of nursing must be promoted in order to draw more people to the practice. Attitudes and values are often extremely contextual fields that are mostly founded on intuition rather than reality. Perceptions of others Students' perceptions of nursing have a significant impact on nurse's personal image. Nursing is generally recognized as a profession that is favored by society because it provides job stability, mobility, and advancement opportunities.[15]

### **Aim of the study**

To Assess the perceived image of nursing and factors influencing them among nursing students in selected nursing college in wardha.

### **The objectives of the study were:**

1. To determine the level of perceived image of nursing among nursing students.
2. To determine the level of factors influencing for perceived image of nursing.

### **HYPOTHESIS**

**Null Hypothesis (H0):** There is no positive correlation between level of perceived image of nursing and influencing factors among nursing students.

**Alternative Hypothesis (H1):** There is positive correlation between level of perceived image of nursing and influencing factors among nursing students.

### **Variables:**

1. **Independent variables:** Factors influencing them among nursing students are socio demographic characteristics i.e., Age, gender, Religion and caste, Nationality, Place of residence, marital status, education, percentage of marks in 12th PCBE or equivalent exam, Socio-Economic status including Father's occupation, Income of the family.
2. **Dependent variables:** To determine perceived image of nursing.

### **METHODOLOGY:**

- ❖ **Research approach:** Descriptive evaluative research approach used in this study.
  - ❖ **Research design:** Explorative and descriptive research design.
  - ❖ **Setting of the study:** Selected college.
  - ❖ **Sample:** B.sc Nursing Students.
  - ❖ **Sampling technique:** non-probability convenient sampling technique.
  - ❖ **Sample size:** Sample size for this study is 400.
  - ❖ **Tool:** Structured questionnaire.
  - ❖ **Sampling criteria:**
- ✓ **Inclusion Criteria:**

1. BSc nursing students of Ist year, IInd year, IIIrd year and IVth year in a selected college.
2. Those who are available at the time of data collection.

✓ **Exclusion Criteria:**

1. Those who are not prepared to take part.
2. Those are not available at the time of research.
3. Those who have been part of similar research recently.

**Description of tools:**

**Tool:** Structured questionnaire

A self-structured questionnaire regarding perceived image of nursing among nursing students and factors influencing them will be developed and used for the data collection. It consists of three sections.

**Section I** - Demographic variable (Age, gender, Religion and caste, Nationality, Place of residence, marital status, education, percentage of marks in 12th PCBE or equivalent exam, Socio-Economic status including Father's occupation, Income of the family).

✓ **Section II** - The perception scale is used to evaluate the respondent's perception in the direction of nursing profession which will be premeditated using Likert scale. Series of 25 reports with were arranged concerning perception of nursing as a vocation. For every question the available set of response score for statistical analysis ranged from "Strongly Disagree, Score =1", "Disagree, Score=2", "Not Sure, score=3", "Agree, score=4" and "Strongly Agree, score =5". Not sure was added on the basis of a respondent don't have a proper response for a specific question. Questionnaire is developed in English as B.Sc. Nursing program is English.

**Section III** - The basic replies to detect the aspects necessary for influencing students for admission in nursing. The question set encompasses 19 basic replies (Yes, No and Not sure) to detect aspects necessary for influencing to enroll in nursing career.

**RESULT**

**SECTION A**

- 31% of nursing students were males and 69% of them were females.
- 3.80% of nursing students were of 17 years of age, 20.80% were of 18 years, 21.50% were of 19 years and 54% of nursing students were more than 20 years of age.
- 25.50% of nursing students were Buddhist, 61% of them were Hindus, 4% of them were Muslim and 9.50% of the nursing students were belonging to other religion.
- 40.30% of nursing students choose nursing faculty due to desire to help others, 7.80% due to financial reasons, 15.50% due to availability of work, 18.80% due to advice from family members and 17.80% of nursing students chosen nursing faculty due to some other reasons.
- 48% of nursing students had monthly family income of below 50000 Rs, 26.80% had between Rs 50000-1 lakh, 19.30% had between 1-5 lakh and 6% of them had monthly family income of more than 5 lakh.

- 11.80% of fathers of nursing students were doing government job, 23.30% were doing private job, 13.50% of them were doing business, 32.50% of them were farmer, 13.80% of them were laborer and 5.30% of them were doing other profession.
- 7% of mothers of nursing students were doing government job, 8% were doing private job, 2% of them were doing business, 4.30% of them were farmer, 3.50% of them were laborer, 74.30% of them were housewife and 1% of them were doing other profession.
- 13.80% of nursing students were getting scholarship and 86.30% of them need not get any type of scholarship.

## SECTION B

Assessment of level of perceived image of nursing and influencing factors among nursing students.

1% of nursing students were strongly disagree, 4.75% were disagree this shows that level of perception was negative, 7.75% were not sure i.e., they were neutral, 68.75% were agreed and 17.75% were strongly agreed to the level of perceived image of nursing i.e., they had positive level of perception

•62%, 24.5% had average, 11.25% had good and 2.25% of nursing students had very good level of influencing factor of perceived image of nursing

## SECTION C

Correlate the perception of BSc nursing students towards nursing profession and influencing factors at selected nursing college.

•Correlation was done by using Pearson's correlation coefficient and is used with level of significance at 5%. Thus, the H1 is accepted. Negative correlation was established between perceived image of nursing and factors influencing them ( $r=-0.076$ ,  $p\text{-value}=0.129$ ). It proves that as perceived image of nursing increases, their influencing factors decreases. The influencing factors are [nursing provides stability of the job, Expectation for good salary, Father/Mother is a medical professional, like helping others, communication skills are good, Nursing degree program exists everywhere, Nursing profession boasts a high level of job satisfaction, there is variety in routine, wanted a challenging profession, It's a career that helps you save lives, wanted to comfort those in need and their families, like working with team members, good leadership abilities, creative problem-solving abilities, you are extremely organized, nursing has vast scope for higher education.] Hence alternative hypothesis H1 is accepted.

## SECTION D

Association of perception of BSc nursing students towards nursing profession and influencing factors at selected nursing college with their demographic variables.

•The association of perceived image of nursing score with gender of nursing students. The calculated 't' values were 1.96 ( $df=198$ ) that is lot higher than predetermined 't' i.e., 0.27 with level of significance at 5%. Similarly calculated 'p'-0.78 was also lot greater than 'p'=0.05

which is adequate degree of significance. As a result, it is comprehensive that gender of nursing students is statistically not associated with their perceived image of nursing score.

- The association of perceived image of nursing score with age in years of nursing students. The calculated 'F' values were 2.60 (df=3.396) that is lot higher than predetermined 'F' i.e., 0.10 with level of significance at 5%. Likewise, calculated 'p'=0.96 was also lot greater than 'p'=0.05 which is adequate degree of significance. As a result, it is comprehensive that age in years of nursing students is statistically not associated with their perceived image of nursing score.

- The association of perceived image of nursing score with religion of nursing students. The calculated 'F' values were 2.60 (df=3.396) that is ample higher than calculate 'F' i.e., 2.10 with level of significance at 5%. Likewise, calculated 'p'=0 was also lot greater than 'p'=0.05 which is adequate degree of significance. As a result, it is comprehensive that religion of nursing students is statistically not associated with their perceived image of nursing score.

- The association of perceived image of nursing score with monthly family income (Rs) of nursing students. The calculated 'F' values were 2.60 (df=3.396) that is ample higher than calculate 'F' i.e., 0.05 with level of significance at 5%. Likewise, calculated 'p'= -0.98 was also lot greater than 'p'=0.05 which is adequate degree of significance. As a result, it is clear that monthly family income (Rs) of nursing students is statistically not related with their perceived image of nursing score.

- The association of perceived image of nursing score with father's occupation of nursing students. The calculated 'F' values were 2.21 (df=5.394) that is ample higher than calculate 'F' i.e., 0.98 with level of significance at 5%. Likewise, calculated 'p'= 0.45 was also lot greater than 'p'=0.05 which is adequate degree of significance. As a result, it is comprehensive that father's occupation of nursing students is statistically not related with their perceived image of nursing score.

- The association of perceived image of nursing score with mother's occupation of nursing students. The calculated 'F' values were 2.10 (df=5.393) that is ample higher than calculate 'F' i.e., 0.63 with level of significance at 5%. Likewise, calculated 'p'= 0.69 was also lot greater than 'p'=0.05 which is adequate degree of significance. As a result, it is comprehensive that mother's occupation of nursing students is statistically not related with their perceived image of nursing score.

- The association of perceived image of nursing score with getting scholarship of nursing students. The calculated 't' values were 1.96 (df=398) that is ample higher than calculate 't' i.e., 1.00 with level of significance at 5%. Likewise, calculated 'p'= 0.31 was also lot greater than 'p'=0.05 which is adequate degree of significance. As a result, it is comprehensive that getting scholarship of nursing students is statistically not related with their perceived image of nursing score.

- The association of influencing factors of perceived image of nursing score with gender of nursing students. The calculated 't' values were 1.96 (df=198) that is ample higher than calculate 't' i.e., 0.14 with level of significance at 5%. Likewise, calculated 'p'= 0.88 was also lot greater than 'p'=0.05 which is adequate degree of significance. As a result, it is comprehensive that gender of nursing students is statistically not related with factors that influence perceived image of nursing score.

- The association of influencing factors of perceived image of nursing score with age in years

of nursing students. The calculated 'F' values were 2.60 (df=3.396) that is ample higher than calculate 'F' i.e., 0.62 with level of significance at 5%. Likewise, calculated 'p'= 0.59 was also lot greater than 'p'=0.05 which is adequate degree of significance. As a result, it is comprehensive that age in years of nursing students is statistically not related with factors that influence perceived image of nursing score.

- The association of influencing factors of perceived image of nursing score with religion of nursing students. The calculated 'F' values were 2.60 (df=3.396) that is lot less than calculate 'F' i.e., 23.22 with level of significance at 5%. Likewise, calculated 'p'= -0.0001 was considerably lower than 'p'= -0.05 which is adequate degree of significance. As a result, it is comprehensive that religion of nursing students is statistically related with factors that influence perceived image of nursing score.

- The association of influencing factors of perceived image of nursing score with father's occupation of nursing students. The calculated 'F' values were 2.21 (df=5.394) that is lot less than calculate 'F' i.e., 3.18 with level of significance at 5%. Likewise, calculated 'p'= 0.018 was considerably lower than 'p'= 0.05 which is adequate degree of significance. As a result, it is comprehensive that father's occupation of nursing students is statistically related with factors that influence perceived image of nursing score.

- The association of influencing factors of perceived image of nursing score with mother's occupation of nursing students. The calculated 'F' values were 2.10 (df=6.393) that is lot less than calculate 'F' i.e., 4.26 with level of significance at 5%. Likewise, calculated 'p'= 0.0001 was considerably lower than 'p'= 0.05 which is adequate degree of significance. As a result, it is comprehensive that mother's occupation of nursing students is statistically related with factors that influence perceived image of nursing score.

- The association of influencing factors of perceived image of nursing score with getting scholarship of nursing students. The calculated 't' values were 1.96 (df=398) that is lot greater than calculate 't' i.e., 0.98 with level of significance at 5%. Likewise, calculated 'p'= 0.32 was considerably lot greater than 'p'= 0.05 which is adequate degree of significance. As a result, it is comprehensive that getting scholarship of nursing students is statistically not related with factors that influence perceived image of nursing score.

## **NURSING IMPLICATIONS OF THE STUDY**

Nursing education, nursing administration, and nursing research are all affected by the study's conclusions.

### **Implication for Nursing Education**

Students can be taught using a designed teaching module who are thinking to select nursing as their vocation and their parents to improve the image of nursing. Institutes of nursing education should be actively involved in the delivery of educational programmes explaining work of nurse in different areas and opportunities available for a nurse after graduating in nursing.

### **Implication for Nursing Research**

Further research in the area can be performed based on the findings of this study to identify the factors affecting image of nursing among students. Nursing research will aid in determining students' attitudes towards nursing.

### **Implication for Nursing Administration**

The nursing administration should be included in the process in promoting the image of nursing by holding seminars or developing an action plan. Students who want to select nursing as a vocation are enrolling to college. To improve nursing's image as a occupation, administration should focus on good selection, placement, and optimal usage of resources in all sectors. A good administrator can aid in the distribution of research-based information knowledge gained via the implementation of an in-service education programme. Essential facilities and chances for nursing student should be facilized by nursing administration and to equip themselves with the knowledge to cope with many elements of nursing as a vocation, allowing them to pursue the vocation more successfully.

### **Personal Experience**

The entire study provided the investigator with a valuable learning experience. It aided her in polishing her critical thinking skills and analyzing and realizing the significance of successful communication with the respondent. The whole study was diversified and provided a number of learning opportunities, allowing the investigator to polish her ability to deal with a variety of personalities. The overall concept clarity of study was improved. The investigator was guided and supported by her guide at every step of the way. This gave me more assurance to go on and complete the task I had premeditated. For the investigator, the research provided a grade-level learning experience.

### **RECOMMENDATIONS**

It is suggested that the following research be done based on the findings of the study.

1. Comparable research may be undertaken on a larger population.
2. Having a different environment, location, and/or culture for the same study.
3. Identifying and addressing research's limitations.
4. Addressing areas of the research topic that were not addressed in the current study that were left unaddressed

### **DICUSSION**

- The results of the study were examined concerning the destinations specified in chapter I and with the results of different examinations in this segment. The current study undertaken was "To assess the perceived image of nursing and factors influencing them among the nursing students.
- Non probability convenient sampling technique was used and 400 participants were involved in the study. Assessment done with level of perceived image of nursing shows that 1% of nursing students were strongly disagree, 4.75% were disagree, 7.75% were not sure, 68.75% were agreed and 17.75% were strongly agreed about perceived image of nursing. Assessment with level of influencing factors of perceived image of nursing shows that 62% of nursing students had poor level of influencing factors of perceived image of nursing, 24.5% had average, 11.25% had good and 2.25% of nursing students had very good level of influencing factors of perceived image of nursing. Correlation was made between perceived image of nursing and factors influencing them among nursing students. This shows correlation between perceived image of nursing and factors influencing perceived image of nursing.

- One of the primary discoveries of this survey is that understudy's view of the nursing occupation has not changed. Nursing keeps on being viewed as an idealistic providing care profession for females, frequently failing to remember the wide requirement for information, abilities and mastery needed in the occupation [15]. Despite the fact that, the longing to really focus on individuals is regularly named as the principal motivation to seek after a vocation in nursing [15], the uneven picture of the calling is by all accounts leaving out countless potential nursing school candidates [15] or guys [16]. As indicated by the consequences of this survey, understudy's impression of the nursing occupation is socially affected, which upholds self-insight hypothesis [17]. Likewise, the impacting factors expressed in this coordinated survey are upheld by prior investigations. Family assumes a significant part in the vocation decision of students [15], and the instructive level and monetary circumstance in the household have specifically remained associated with understudy's likelihood to pick nursing as a profession [12]. Moreover, the impact of educators and profession counselors on vocation decisions and the view of nursing has likewise stayed recently perceived in the writing. Carrere consultants' data to students on the nursing calling has been expressed to be obsolete and undesirable [12]. These pessimistic insights in the direction of the nursing occupation have made students less inclined to pick a vocation in nursing.

## **CONCLUSION**

The study aimed to assess the perceived image of nursing and factors influencing them among nursing students in selected nursing college. The data was collected in online mode with confidentiality in the selected college. The objectives were set so that it was helpful for the researchers to reach the desire findings. For the data collection, the tools were distributed in three sections i.e., Socio-Demographic data, to assess student's perception towards nursing, to identify the factors influencing for enrollment to nursing. Hence, the findings of the present study prove the alternative hypothesis, H1.

Nursing students must be educated on human rights and patient rights, which is a critical necessity. Nurses' public image must also be improved in order to recruit more students to this wonderful profession. All colleges should include pre-nursing counselling and an introduction to nursing course in order to foster a good attitude toward the nursing profession.

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