

A PHENOMENOLOGICAL STUDY TO EXPLORE THE IMAGE OF NURSING PROFESSION AS PERCEIVED BY UNDERGRADUATE NURSING STUDENTS OF SELECTED NURSING COLLEGES IN KERALA

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Received: 27 Jul 2021

Accepted: 28 Jul 2021

Published: 31 Jul 2021

ABSTRACT

*Nursing is a profession within health-care sector focused on care of individuals, families and communities, so that they may attain, maintain and recover optimal health and quality of life. The **objective** of the present study was to explore the image of nursing Profession as perceived by undergraduate nursing students of selected nursing colleges. A phenomenological study approach was used for this study and purposive random sampling technique was adopted to select 24 B.Sc Nursing students from selected colleges in Kerala. The structured interview method was used to collect the data regarding socio-demographic variables and the image of nursing profession as perceived by undergraduate nursing students. The data were collected and analyzed by using thematic analysis.*

*The **results** of study revealed that, all the participants responded that nursing profession ` has 100% job opportunity. 83.3% of the participant's family has good opinion about nursing profession. The responses of 75% participants reflect that 'nursing is a respectful profession". 75% participants responded as nurses are going to abroad because of high salary. 41.66% of participants are satisfied in nursing profession because of the respect, smile and blessings from the patients. The responses of 41.6% of participants about 'suggestions to improve nursing image' is that 'provide awareness to the society'.*

KEYWORDS: *Phenomenological Study, Image, Perception, Nursing Profession*