



The Factors Influencing Career Choice of the Senior Students

By

Ms. Niramon Tangjitkasemrojana

A Final Report of the Three - Credit Course
CE 6998 Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Computer and Engineering Management
Assumption University

November 1999

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Project Title The Factors Influencing Career Choice of the Senior Students


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Academic Year November 1999

The Graduate School of Assumption University has approved this final report of the three-credit course, CE 6998 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

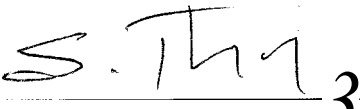
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ABSTRACT

This project was established for the purpose of a survey of the factors influencing senior students' career choice provided by the Graduate School of Computer and Engineering Management, Assumption University.

In this research, it is aimed at studying relevant factors, criteria, as well as the reasons in making a career choice of senior students of the Faculty of Business Administration, Assumption University.

Secondary data have been used and primary data have been gathered by asking Senior Students of The Faculty of Business Administration, Assumption University to fill out the questionnaires or to choose the multiple-choice questions scored by Likert Scale technique. The Chi-square test statistics is used in order to analyze and determine the information at a 0.05 significance level and then to interpret in the form of tables and description.

From the student sampling, most are aged around 20-25 years old, they were born in Bangkok and their parents have their own business. Most students prefer to work in the private company and expect to get a salary of about 15,000 to 20,000 bahts. Moreover, most of the students prefer to work in their hometown which is consistent with the Trait and Factor Theory in that "Families have influenced individuals" career decision.

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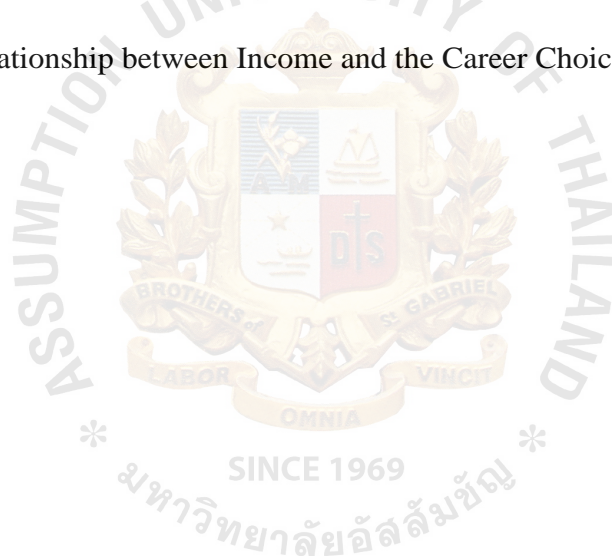
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I. INTRODUCTION

1.1 General Background

Having a career is something significant in life since it generates an income and brings about many things in life -- economical status, social status as well as mental health. Careers desired by each person are different, depending on various factors: family background, social status, economic status and personal desire. Some may opt for a career similar to his/her father or mother while others may want to work in the branches they have studied in college. Some may dream for a career with high income, stable career with dignity and regular income while others want an independent career.

To secure a career depends on various correlated factors. Economic condition is one of them and it seems to be an outstanding one with the current economic slump in Thailand. During the period from 1987 to 1995, Thailand's economic growth rate was quite high, resulting in high investment and employment, pushing production cost high accordingly. Along with other factors, foreign investment started to flow out to countries with lower production costs. The problems gathered and accelerated when the world economy immediately plunged in 1996. The fragile Thai economy was adversely affected. Business enterprises started to cut costs. Some downsized and laid off some of their employees while others were out of business, intensifying unemployment problems which went even worse with the influx of new graduates into the labor market. The Human Resources Planning Division, Office of the National Economic and Social Development Board estimated that about 1.3 million people were unemployed in 1997, or 4 percent of the nation's 33.62 million people of active labor. If the economy does not recover, in 1998 the unemployment rate will rise with

additional 300,000-500,000 jobless persons or 5 percent of the nation's active labor. Mr. Paisal Prutiporn, Deputy Director-General of the Employment Division recently said, ".... it's the first time when educated people become jobless. In the past, the Ministry of Labor and Social Welfare concentrated on assisting people with less opportunity, finding a job for them, but today the Ministry also pay attention to vocational certificate, diploma or even bachelor's degree holders. Most employees of dissolved finance companies are educated and it's hard for them to find a new job. Many of them turn to independent career" (Bandit Thanachaisethavudhi: *Sunday*, October 24-30, 1997)

Based on the facts earlier stated, the researcher is interested in studying university seniors who are going to graduate in the near future, whether they have a plan for their future career, how they choose their career and why choosing it.

Objectives of this research are as follows:

- (1) To learn how university seniors choose their career.
- (2) To learn the reasons why they choose so.
- (3) To learn what factors are involved in choosing the career.

Expected Results in this research are as follows:

- (1) To understand and see factors influencing university seniors' decision to choose a career.
- (2) To use the findings in planning and developing university education in line with economic and social conditions.

- (3) To use the findings in planning and developing human resources at university level to meet the demand of the labor market and to correspond with the national economic and social development plan.

1.2 Concepts and Contexts

Sawapa Thambutr (1982) studied factors that influenced decision of teacher's college students in Bangkok in becoming a teacher after their graduation in order to apply with a social theory. Data were obtained from questionnaires sent to 300 teacher's college students (Por Kor Sor Soong) in 6 colleges. Personal factors such as sex, educational results, domicile; family factors such as parents' career, education and income; decision factors such as objectives, belief in teaching profession, educational obligation and opportunities were studied to find their correlation that brought about decision to become a teacher.

Findings from the study showed that parents' careers and student's domicile were direct factors that influenced decision to become a teacher, while parents' income was related to the decision to become a teacher through educational opportunities. Other factors such as sex, educational results, parents' education, objectives, belief in the teaching profession and obligations were not related to students' decision to become a teacher.

Marasri Kongketu (1981) studied students' interest in career and impact of parents' educational level, career and income to Grade 10 Bangkok students' decision on choosing a career with the following assumptions:

- (1) Male and female students have different interests in choosing a career.

- (2) Fathers' and mothers' or parents' attitudes influence students' decision to choose a career.
- (3) Fathers' and mothers' educational levels influence students' decision to choose a career.
- (4) Fathers' and mothers' careers influence students' decision to choose a career.
- (5) Fathers' and mothers' income levels influence students' decision to choose a career.

Samples at random are 341 Grade 10 students, age 14-18 years, from 10 schools in Bangkok.

Three kinds of research tools were used (1) students' personal data questionnaire, (2) Holland's career satisfaction survey, and (3) a questionnaire on fathers' and mothers' attitude influencing students' decision to choose a career. Statistics acquired was processed to find Chi Square, percentage and correlation level.

Findings are as follows:

- (1) Male and female students had interest in different careers.
- (2) Most fathers, mothers or parents had positive attitude towards their children's decision in choosing a career. Fathers, mothers or parents wanted their children to have success in life.
- (3) Fathers' educational level had an influence over students' interest in a career with correlation value at 0.721 but mother's educational level had no influence. The researcher analyzed that it might be because most sample students' mothers had relatively low education.

- (4) Fathers' and mothers' career had no influence on students' interest in a career, which did not correspond with the theory. The researcher analyzed that most fathers were technicians and mothers housewives having rather low income. That's why students were interested in careers which brings about more income to the family and upgrade their economic status.
- (5) Fathers' and mothers' income had influence over students' interest in choosing a career with a correlation value at 0.714, considerably high, in line with the assumption derived from the concepts of Pietrofesa & Splete who said that from birth man first wants to have economic and family status for instance, social class, family size; and later economic background in relation to income and expectation in future career.

Varunee Asateerawat (1969) studied factors that influenced Grade 12 students' decision to choose a career. Students surveyed were from Northern Thailand. The research focused on the following factors: benefits from a career, economic value, social value, educational capability, career development opportunities, family expectation, and professional practice, whether and how much they influenced students' decision in choosing a career. Research findings are as follows:

- (1) Highly selected careers are teacher, doctor, nurse, engineer, pharmacist, farmer, social worker, businessman and accountant respectively.
- (2) Students who chose different careers put different priorities to every factor, except educational capability, career development opportunities and social value.

- (3) Sex difference has influence over decision to choose a career. Careers female students chose more than their male counterparts are nurse, teacher, social worker, secretary while those male students chose more than females are engineer, district chief, politician, judge, military officer and farmer. In terms of priorities of the seven factors, it's found that male and female students put similar priorities, except the factor of family expectation.
- (4) Students with different educational capabilities or intelligence will choose different careers.
- (5) Family's economic status or fathers' and mothers' income has influence over students' decision to choose a career.

Benja Jirapatrapimol (1974) studied desire for a career of freshmen and seniors of Thammasat University as well as factors influencing the desire. Significant factors are personal factors such as sex and education; family factors such as fathers' and mothers' educational level, fathers' career, family economic status based on fathers' income and permanent consumer products existing in the family and family size. In addition, the researcher studied students' attitude towards careers, criteria to choose a career, reasons behind the decision, decision in choosing a career, expectation to have a desired career. Data were collected from a field survey, asking students to fill in the questionnaire.

Findings showed that most students felt that careers highly desired are doctor, technician, teaching; careers with dignity are doctor, teaching, working in a government agency; careers bringing about high income are doctor, technician, trader. Reasons in choosing the field of study are based on personal satisfaction and capability

and career will be considered later. Other reasons involved are social and family factors and recommendations from others, etc.

In terms of family factors, students whose fathers have the same educational level have the same desire for careers and they have different desires if their fathers have different educational levels. More than half of the students wish to have a career similar to those of their fathers. Students whose fathers have high income are likely to be interested in any careers rather than working for a government agency while students whose fathers have low income are interested in working for a government agency.

Unaratana Thammikomin (1970) studied decision to choose a career of seniors of Chulalongkorn University since none studied this topic before, especially the government sector has not yet studied their decision and attitude towards working in the private or public sector. The study would indicate students' interest in various careers so that the government sector can choose graduates to work in various government agencies. The researcher set a hypothesis that most fourth year students or seniors of Chulalongkorn University will work in a government agency. Data were collected from a questionnaire sent to 174 samples or 10 percent of the population from each of the 10 faculties. The questionnaire featured background, attitude and reason to choose a career.

Findings can be concluded that students felt that the most stable career was working in a government agency, career with high income is in the private sector, personal business, banking, state enterprises and in an international organization. Students' most utilized knowledge is language. Statistics from the research showed

only 30.46 percent or 53 students of all the final year sample students opted to work in a government agency. It's not the majority of the samples, not corresponding with the hypothesis.

Niramol Rungpatchim (1988) studied opinions and decision to choose a career of state university students in Bangkok with the aim to study their opinions on choosing a career and reasons behind their decision, and to compare their opinions in relation to such variable factors as sex, fields of study, domicile, family economic status, fathers' career and personal value.

Findings showed most students wanted to be employees and reasons behind it were they wanted to work with men and most utilize knowledge gained from the university. Male students wanted to be employees in the private sector and personal business more than females while females wanted to work in a government agency, state enterprise and international organization more than males.

Students whose domicile is in the central plain wanted to work as employees in a private firm and state enterprise while those whose domicile is in other regions wanted to work in a government agency.

Students whose fathers worked in a government agency wanted to work in a government agency; and those whose fathers worked in a private firm wanted to work in a private firm as well. Students whose fathers had a trading career or personal business wanted to run a personal business as well.

In terms of decision to choose a career in relation to such a variable factor as family economic status, it's found that there's no difference.

Other variables such as intelligence and social skills, the study showed no difference among students' opinions.



II. LITERATURE REVIEW

Having a career is significant in human life and shows a person's social status. Therefore, everyone is enthusiastic to study higher and higher in a university so as to get a good job. However, graduating from a university does not guarantee a person's desired job if he/she does not plan for his/her life and future career. Though universities have a job or placement counseling, students themselves have to set their own future and targeted career after graduation. A study shows university graduates are unemployed because they do not have a goal in their life or targeted career after graduation.

This study has referred to the following related concepts and theories in setting hypotheses in the research:

2.1 Concepts and Theories Related to Decision to Choose a Career

Decision to choose a career is a topic of interest of many persons.

Hoppook said man chooses a career to satisfy his own desire. His theory called, "A Composite Theory" can be summarized as follows:

- (1) Choosing a career is an act to satisfy one's desire: physical desire such as food, clothes, etc. and mental desire such as fame, recognition, love, respect from others. Everyone has different desires at different levels.
- (2) One chooses a career because he believes that a career will most satisfy his desire.
- (3) One's desire may be clear and certain but for others their desires may be vague. Whichever it may be, it has influence over one's choice of career.

- (4) The concept of a career starts when one realizes that career can satisfy his/her need.
- (5) Development of the concept of a career and the process of choosing a career will grow as soon as he/she realizes his/her expected career can satisfy his/her desire. Fulfillment of his/her desire depends on how much he/she knows himself/herself, knowledge about various careers and rationale thinking.
- (6) Personal data have an influence over choice of career, helping one to realize what he/she wants from that career and what qualifications he/she has appropriate for that career.
- (7) Data about various careers such as characteristics of careers, income from those careers and number of people required for each career, have influence over the choice of career since the data indicate what human personalities are required for that career and how that career can satisfy one's need.
- (8) Satisfaction in a career depends on how much that career can satisfy one's desire. The level of satisfaction in the career is the ratio of what one receives from that career to what he/she wants from that career.
- (9) Satisfaction in a job is most likely to result from the fact that the job satisfies his/her present need or has a tendency to satisfy his need in the future or from the job he hopes to help him step to the job he desires.
- (10) The choice of a job of a person can change when he believes that the new job can satisfy him better than the present one.

Anne Roe , a clinical psychologist, stated her concept on the choice of a career in "A Personality Theory of Career Choice" that the difference of careers of each person is resulted from experience in childhood, especially how he/she was raised up by his/her parents. Roe said factors influencing career choice are:

- (1) **Genetics** which specify and limits of development of human characteristics.
- (2) **Culture and social environment** comprising particular experience of each person which will set the direction of the development of the genetic characteristics.
- (3) **Satisfaction or discontent experience** which will specify a person's interest.
- (4) **A clear interest pattern** will be set by spiritual power.
- (5) **Motivation to effectiveness** depends on the level of need and ability to meet the need.

Roe applies her understanding of Maslow's theory of needs and hierarchy of human needs to her theory and explains that needs are related to motivation to achieve objectives, saying,

Such basic needs as hunger and thirst are not motivators in human subconscious.

While needs which are hardly satisfied are most likely to have no more effect if they are high level of need (for instance, amenities). But if a low level of need and it's not satisfied, it may become an obstacle to higher levels of needs.

Needs that are significant motivators to human are those which take time to be satisfied.

Eli Ginzberg, an academic who has developed a Theory of Vocational Development, suggests that career choice is influenced by the following factors:

- (1) Reality such as ability, aptitude, social opportunities.
- (2) Educational factors related to scope of career choice. The higher one is educated, the wider the scope of career choice.
- (3) Emotional factors also relate to career choice. For instance, one wants to be an actor because he dreams to be liked by the public.
- (4) Value makes people choose different careers. For instance, if one likes to risk, he may run a business, etc.

In the initial stage of his theory development, Ginzberg felt that career choice is an irreversible process. In other words, choosing a career depends on the person's age. He has divided a person's thought about career into 3 periods. When one passes from the first to the second period, he cannot reverse to think similarly to the first period. (But later Ginzberg changed his concept, not emphasizing the irreversibility any more.)

Eli Ginzberg has divided a person's career choice into 3 periods:

- (1) Fantasy Period, age 0-11 years, children have a fantasy what they want to be when they grow up. Their thinking may be influenced by the environment, regardless of reality, ability and potential of oneself.
- (2) Tentative Period, age 11-17 years, is a period when one chooses a career but not committed to it, starting from the time when one can sort out some activities he is interested in and likes more than others. Later he may start to feel that he can do an activity of his interest better than other activities, compared with his friends, bringing pride to him and appreciating the value

of that activity more than the others. Later his interest, aptitude and value of the activity are harmonized, conceiving an initial choice of career. However, appreciation of a career of persons of this age does not include other factors concerning that career. For instance, one wishes to become a nurse, but disregards her health whether it fits the career. Ginzberg has divided this tentative period into 4 stages as follows:

- (a) Interest Stage, age 11-12 years. Career choice depends on interest which is related to the desire at the Fantasy Period. Such questions as what career are you interested in or what kind of job do you want to get, may be asked.
- (b) Capacity Stage, age 12-14 years. At this stage, children start to realize their capacity, assessing themselves what they can do better than others.
- (c) Value Stage, age 15-16 years. Children start to realize their value is related to their career choice.
- (d) Transition Stage, age 17-18 years. At teenage, their career choice comes from their interest, capacity and value. They start to plan for their future, but their decision is not yet certain.

(3) Realistic Period, age 17-21 years. At this period, they look at themselves and career together to decide their career choice, based on reality, not fantasy any more. This period is divided into 3 stages:

- (a) Exploration: At this stage, persons explore what career fits them. They will evaluate themselves in terms of behavior of a career, more closely to reality.
- (b) Crystallization: They start to have a pattern of their career choice. Their choice depends on the success or failure they meet at the exploration stage.
- (c) Specification: They become more specific in the career choice, not a generalization. For instance, they don't study in the field of education but they will specify clearly what branch, physical education, for example.

Ginzberg believes that the decision process for a career choice runs along with a person's working life. If the career selected in the initial period of life does not satisfy a person, he may choose another career. Whether to get a new job depends on various factors such as family responsibility, promotion opportunities and aptitude.

Donal E. Super is a writer, compiler and researcher on a most extensive career. He wrote the Theory of Vocational Development with application to his own developmental psychology and conceptual theories and concepts influenced by other psychologists and philosophers. Super writes 10 points of the basis of his theory as follows:

- (1) Human beings are different in terms of ability, interest and personality.
- (2) Personal differences fit each person to different careers. In other words, each person will always be qualified for a job.

- (3) A certain job may require a specific qualification of a person but it may also fit another person with similar personality. Therefore, a certain job may require a person's qualifications and if that person gets that job, he's most likely to be satisfied with the job. But if another person has lower or higher qualifications, he may be able to do it and is satisfied with it.
- (4) A person's satisfaction, interest, situation in which he lives, as well as concept about himself may change according to time and experience, having an impact on his decision to choose a career. For instance, he had no computer knowledge. But one day he gains computer knowledge, he may change his job to a new job or career.
- (5) Life is a changing process, never a stand still. It can be divided into 5 stages:
 - (a) Growth Stage: This is the stage of physical and mental growth, which normally stops at the age of 14-15 years. In this growth stage, a person gathers attitude and other factors to form self concept. At the same time, experience in his life makes him learn about the world of career, which he will utilize in career choice decision in later stages.
 - (b) Exploratory Stage: At the age of 15-24 years, persons explore general careers and at the same time learn from their work experience. They start to realize that a career is part of their life. At the start of this stage, a desire for a career is still a fantasy. For instance, a boy wants to become a pilot, a fantasy in almost every boy. Their desire for a career will gradually change in later stages because they start to

understand reality more and more. However, persons who have not developed to understand themselves, may continue to cling to their fantasy career even when they grow up.

Later in the exploratory stage, they delete impossible options, leaving only careers of their interest, fitting them. When they understand themselves more, realize their own ability for instance, how possible to get a hold of a job, their options for a career will be narrowed down, close to reality.

- (c) **Establishment Period:** Age 25-44 years, the start to have an experience in the working world. Persons of this stage can try the career he has chosen whether it satisfies their expectation. If it does, they may continue with the career. But if it doesn't, they may have to adjust themselves. If they can't adjust themselves, they may have to find a new job.
- (d) **Maintenance Stage:** Age 45-60 years, the state of maintenance in their career. They continue to work and keep adjusting themselves and their career, seeking satisfaction in their career and avoid things that dissatisfy them.
- (e) **Decline Stage:** Age 60 or more, which is a retirement age or a bit earlier than retirement age, the final stage of working life with salary. In terms of career, persons go to work just to hold their positions rather than devote themselves to creativity. They often prepare

themselves for retirement and withdraw themselves from the working world.

- (6) Factors that influence persons' career pattern are parents' economic and social status, intelligence, personality and job opportunities. For instance, a child whose father and mother often talk to him about work experience, travelling to various places, seeing people in different careers and with the child having intelligence, the child may have a better realistic career pattern than other children.
- (7) School counselors have a great influence over students in helping them to see different stages of career development. For instance, counselors help students to know themselves, their own ability, interest and conceptual development. Students will learn their own strengths and weak points, and finally know themselves and choose a career of their need.
- (8) Career development is actually mental and physical development in harmony with concept expression process. In other words, when one grows up, he has a self concept which influences his career choice, education choice and expectation to his job. For example, if one has a self concept that one is honest and fair, he will hold to his concept and choose a career to uphold his concept. He may wish to become a judge and decide to study law since he expects that his career will uphold fairness to which he himself clings.
- (9) Entering into a career is often set by a compromise between oneself and social variables. For instance, between one's concept and reality.

(10) Career satisfaction depends on:

- (a) how much one's ability, interest, personality and value can be expressed in one's career
- (b) how much his work experience correspond with his self concept. In other words, how much his career provides an opportunity for him to be a person he imagines.

In addition, Super believes that at every stage of human development, vocational tasks are developed along. He proposes the following stages:

- (1) Crystallization of Vocational Preference: Age 14-18 years, persons start to think some careers fit them more than others. They start to develop self concept and look to proper education and factors that will lead them to get that career, and start to plan their own career pattern.
- (2) Specification: Age 18-20 years, they have more specific interest in a career. For instance, in the past they wanted to study science but now they can specify in particular to study ophthalmology. They realize their own ability, and whether they can get a job of their desire. They are more confident of their options.
- (3) Implementation: Age 21-24 years, they want to implement their set career plan.
- (4) Stabilization: Age 23-35 years, they secure stability in their chosen career, maximizing implementation of their ability and creating stabilization in their career.

- (5) Consolidation: Age 35 years or more, they want progress in their career, have a plan for their development to their set goal.

Super's theory and concept on career extensively influence professional counselors and psychologists. A main point of his theory is that he believes that "man expresses his personality through his career." Based on that, a person, whether male or female, steps to his/her goal through his/her career where he/she can express his/her concept. Counselors may help students to have an opportunity to express their concept because according to the theory it will satisfy them and their working life.

2.2 Trait and Factor Theory

The theory says a person decides to choose a career out of his judgment based on self analysis and career analysis. The theory is based on psychology of human differences and applied psychology.

The principles of career choice are as follows:

- (1) Self analysis: The theory delves deep into human characteristics and factors influencing career choice:
 - (a) Aptitude and intelligence influence not only career choice but also career success and progress.
 - (b) Interest a factor, which influence career choice and endeavor in the career.
 - (c) Near persons such as father, mother, relatives, teachers, and counselors.
 - (d) Educational effectiveness influences career choice. A person with high marks in a subject often chooses a career about that subject.

- (e) Family influences career choice. Some children choose a career similar to their fathers or mothers. Their family economic status also influences children's career choice.
 - (f) Community and value of the community influence career choice. For instance, rural children are often seen choosing a career with less honor and rather low income since the cost of living in rural areas is lower than that in town. Though they have low income, their life style is not affected. Value in the community also influences career choice. It's noted that rural people like their children to become teachers, nurses, military men since these careers are highly respected.
- (2) Career analysis: People strive to learn about each career, labor demand, time and expenses required to prepare themselves to have that career, income, stability and promotion opportunities from that career.
 - (3) Judgment for a career choice is based on self analysis and career analysis.

2.3 Maslow's Motivation and Personality Theory

Maslow says human behavior is driven by a need and one will be satisfied when one's need is fulfilled. He believes that these needs can be arranged in order or hierarchy. Once a need is satisfied, it no longer acts as a motivator. Therefore, to motivate that person again, we have to arouse the need of the next level. However, each level of needs may overlap. The hierarchy of needs is as follows:

- (1) Physiological Needs: are the most basic needs, not created by learning, such as hunger, thirst, sleepiness, etc. Therefore, needs for food, sleep and residence are elemental necessities which sustain and perpetuate life. These

basic needs are much available among needy people with low income who earn to satisfy their hunger, etc.

- (2) **Safety Needs:** When physiological needs are satisfied, people will desire for protection from danger or threat at the same time as seeking stability, property and career to ensure that they have a petilianent career or have on income after retirement. Career is the source of income to sustain life and satisfy physiological needs.
- (3) **Love Needs:** These are related to people's desire for companionship, for belonging, acceptance, friendship, and love, referred to as "social needs". People join social and professional clubs or organizations to meet their social needs.
- (4) **Esteem Needs:** This higher-order need refers to need for power, success, high status, fame, recognition, etc. It consists of the need for self esteem and the need for esteem from others. This kind of needs is very significant among people of any groups, often found in people in high positions or with high education.
- (5) **Self Actualization Needs:** The highest level of needs after other needs are satisfied. The need is described as the need for self-fulfillment, creative expression and a sense of realization of one's potential which will be used to satisfy one's needs.

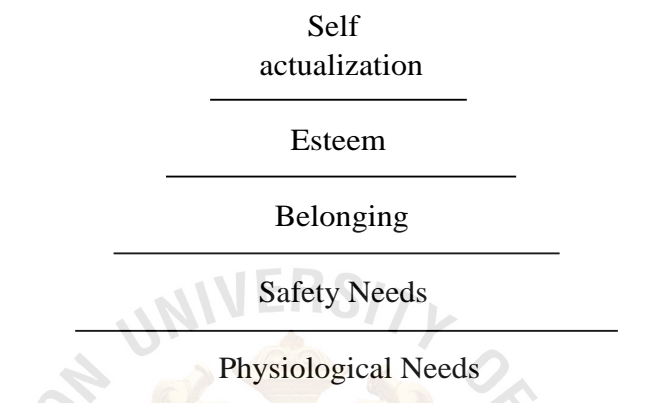


Figure 2.1. Hierarchy of Human Needs.

From Maslow's theory, we can see that the first basic needs are physiological needs such as appropriate wages, welfare benefits as well as stability in a job, considered an economic return. Therefore, an influential factor for career choice is economic return. Then a hypothesis can be formed as economic return influences career choice.

III. RESEARCH METHODOLOGY

This survey is a research to study for factors influencing career choice of the senior students, Faculty of Business Administration, Assumption University which graduate with a Bachelor's Degree in 1999.

The population that is used in this survey is the 1,849 senior students of the faculty of Business Administration, Assumption University that graduate with a Bachelor's Degree in 1999. The majors can be divided as follows:

- (a) Accounting
- (b) Marketing
- (c) Finance & Banking
- (d) Business Computer
- (e) Hotel Management
- (f) General Management
- (g) Advertising Management
- (h) International Business Management

The way to choose the sample is Proportional Allocation. The sample size can be found by the formula of Taro Yamane (1973)

$$N / (1 + Ne^2)$$

where

the size of group to take samples from

tolerance of sampling error

for this research not more than 5%

total population

$$1,849 / (1+1,849*0.05^2)$$

329 samples

3.1 Research Tools

Questionnaires are used in this research. They are prepared from the studies of theory, concept and related past studies. The content covers general data on the population of the target groups. Each questionnaire has two parts:

Part I : It seeks views on choices of professions. Choices of answers are given by Likert Scale technique. The likert scale is one of the most useful question forms. The scale is named after Rensis Likert, who developed this format in 1932. In its most popular format, the respondent is presented a sentence and is asked to agree or disagree. Scores are arranged in 5 levels as follows.

Level 1	score	means	strongly disagree
Level 2	score	means	disagree
Level 3	score	means	not sure
Level 4	score	means	agree
Level 5	score	means	strongly agree

The questions of the factors influencing career choice are divided by the most significant to least significant, From 1 - 9. In this type of question the respondent is given a list of items such as priorities or causes, and is asked to rank them in order of importance. An alternative form sometimes used is to ask the students to check all the answers that are felt to be weaknesses. We applied this model to our research in which we asked students to rank the field subject matter to be adjusted in the curriculum such

as ranking the field subject to be added by weighing the first column which is mostly concerned with increase.

Part II : An inquiry into personal health of the subject. Choices of answers are given. Questions are on sex, age, original domicile, major , G.P.A. ,father's highest education, mother's highest education, father's careers, mother's careers, family income, the place that students choose to work , the reasons that students choose the place to work , the expected salary.

The data are collected by three methods:

1. By mail
2. Telephone interview
3. Gathering from sample group

First, data were collected by mail, but the ones received did not cover all the sample groups. Therefore, telephone interviews had to be conducted, and data collected from the sample groups.

Data were collected from December 22,1998 to March 23,1999. The total number of questionnaires distributed is 329.

3.2 Data Analysis

To analyze data in this research. We use the statistical package program SPSS for Windows Version 7.5.

Part I : It seeks views on choices of professions. Choices of answers are given. Likert Scale is used for the measurement. Scores are arranged in 5 levels, from most significant to least significant, 1 - 9. Analysis is made by distribution of frequency, percentage, average, tabulation and sequencing.

Part II : An inquiry into personal health of the subject. Choices of answers are given. Questions are on sex, age, domicile, major study, educational qualifications and parents, and financial standing of the family, place of work required, reason for making such choice and financial gain. Analysis is made by distribution of frequency, percentage, tabulation and sequencing.

As for the analysis, the factors influencing the choice of profession varies according to age, domicile, accumulated scores, profession of parents, financial gain. χ^2 is determined with statistical significance at 0.05, followed by tabulation and sequencing.



IV. RESULTS AND DISCUSSION

The objective of this research is to study the factors influencing career choice of the senior's students that graduated in 1999, faculty of Business Administration, Assumption University and to analyze the factors influencing career choice by sex, original domicile, G.P.A., father's career, mother's career and family income. Analysis and results are tabulated in sequence and in three parts:

Part I : analysis of opinions on choice of profession through determination of frequency, percentage and average.

Part II : analysis of general conditions of sample group through determination of frequency and percentage.

Part III : test of hypothesis and comparison of factors influencing choice of profession, based on sex, domicile, accumulated scores, professions of parents and financial gain.

4.1 Analyses Opinion in Career Choice

The opinion about career choice of the focus group is to be analyze by occupational sectors, reasons for selection of occupation, factors influencing career choice.

Table 4.1. Frequency and Percentage of the Focus Group, Categorized by Occupational Sectors.

Careers	Frequency	Percentage
Government official	16	4.9
Own Business	81	24.6
State-enterprise	23	7.0
Private-company	198	60.2
Other	11	3.3
	329	100

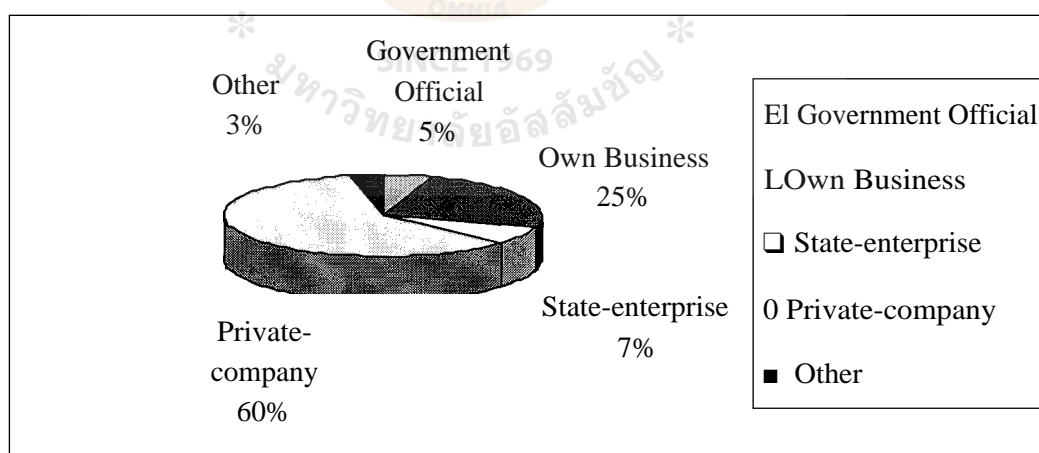


Figure 4.2. Frequency and Percentage of the Focus Group, Categorized by Occupational Sectors.

Table 4.1 shows that the majority of the focus group, equivalent to 60.2%, choose to work in the private sector, followed by own business 24.6%, the government sector 4.9% and state enterprises 7.0%.

Please note that 3.3% of the focus group have chosen other answers, namely some who intend to enter monkhood and others who will further their studies. The majority of the sample groups choose to work with private firms, because they think they will be given the opportunity to apply all of their knowledge and ability and the chance to pursue further education or go on observation tours locally and abroad. They also believe that the welfare and fringe benefits will be better. They do not choose to work for the government because they are not satisfied with the salaries, welfare and fringe benefits.

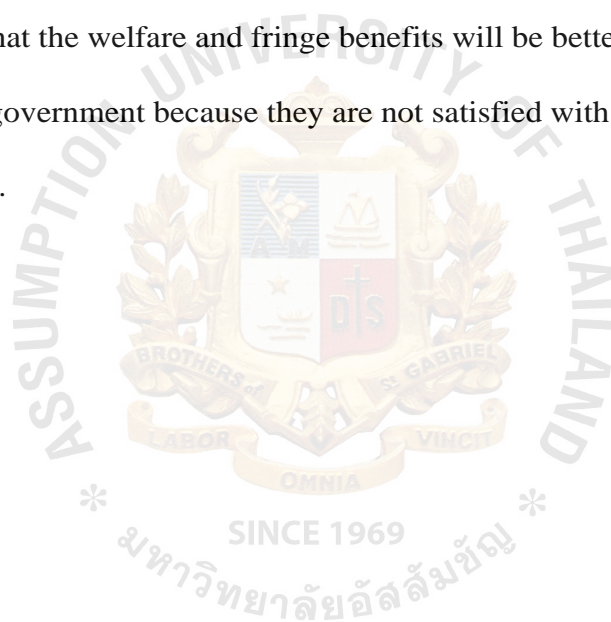


Table 4.2. Average of the Focus Group, Categorized by Reasons for Selection of Occupation.

Reason	Mean	Series
2.1 You can fully utilize the knowledge you have gained from the university.	3.69	4
2.2 You will have a chance to further your study or have an observation tour in and outside the country.	3.68	5
2.3 You will have a chance to show your special skills.	3.75	2
2.4 You will earn high income.	3.63	7
2.5 It is more stable than other careers.	3.42	13
2.6 You will have a chance to be promoted very soon after commencing employment.	3.45	12
2.7 You will have honor, social esteem and respect.	3.58	8
2.8 It provides better welfare and other benefits than other careers.	3.54	10
2.9 You will have a chance to show your leadership ability.	3.64	6
2.10 You will have a chance to work with and meet a lot of people.	3.97	1
2.11 You will have a chance to show your creativity.	3.71	3
2.12 You don't have to work under strict regulations.	3.36	14
2.13 It will make you outstanding.	3.55	9
2.14 You will have a chance to assist others and society.	3.5	11
2.15 You will have sufficient time for your family.	3.33	15
2.16 You have to inherit the family business.	3.13	16

Table 4.2 shows that the focus group give importance to such factors as a chance to work with and meet a lot of people, to show your special skills, to show your creativity, to use fully utilize the knowledge gained from university, to study or have and observation tour in and outside the country, to show your leadership ability, to earn high income, to have honor / social esteem and respect, to be outstanding, to have better welfare and other benefits than other careers, to assist others and society, to be promoted very soon after commencing employment, to have stable a more than other careers, don't have to work under strict regulations, to have sufficient time for your family, and to inherit the family business respectively. On the other hand, the focus group do not give importance to the aspect of making themselves famous or pursue family business in selecting their occupation. The main reasons of the focus group to choose are such as to have a chance to work with and meet a lot of people, to have a chance to show your special skills, to have a chance to show your creativity, and to have a chance to fully utilize the knowledge gained from the university. All of these reasons are important for the focus group making their choices to work in private-companies.

Table 4.3. Average of the Focus Group, Categorized by Reasons for Factors Influencing Career Choice.

Factors	Mean	Sequence
Family	4.8	5
Education	3.1	1
Cultural & Social	5.9	7
Attitude	4.0	3
Economic	3.9	2
Peers	6.5	8
Background	4.7	4
Institution	5.0	6
Media	7.0	9

Table 4.3 shows the factors influencing career choice. The important factors are education, economic, attitude, background, family, institution, cultural, peers and media respectively. The sample groups think that the most influential factor is education. They simply think that education is a major factor in the choice of work. See Table 4.3. the next important factors are economy, attitude, background and family.

4.2 Analyses of Status of the Focus Group

General data of the focus group are sex, age, original domicile, major, G.P.A., father's highest education, mother's highest education, father's career, mother's career, family income, the place choose to work, the reasons that they choose the place to work, the expected salary.

Table 4.4. Frequency and Percentage of the Focus Group, Categorized by Sex.

Sex	Frequency	Percentage
Male	139	42.2
Female	190	57.8
	329	100

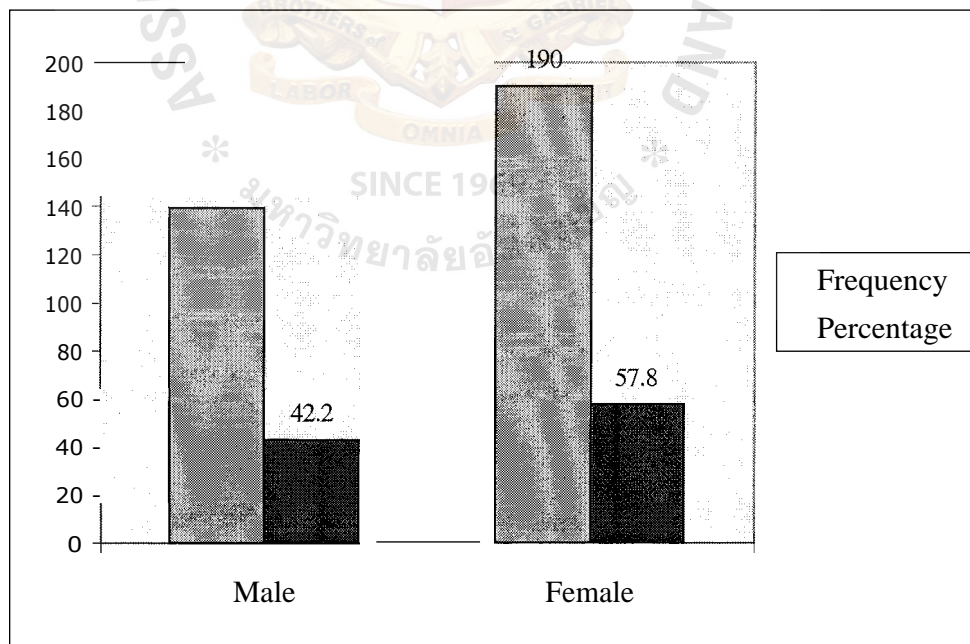


Figure 4.3. Frequency and Percentage of the Focus Group, Categorized by Sex.

Table 4.4 shows that this focus group consists of more female than male — 57.8% and 42.2% respectively. The main reason of the focus group for more having women than men is because the main results of the questionnaire are from the major finance & banking.



Table 4.5. Frequency and Percentage of the Focus Group, Categorized by Ages.

Age	Frequency	Percentage
20	10	3.0
21	40	12.2
22	72	21.9
23	122	37.1
24	59	17.9
25	26	7.9
	329	100

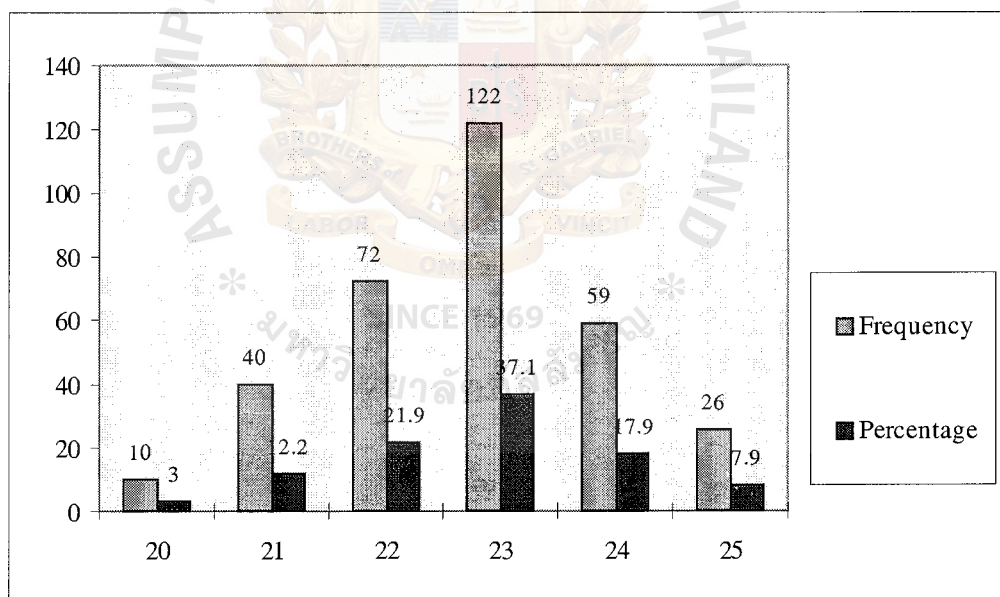


Figure 4.4. Frequency and Percentage of the Focus Group, Categorized by Age.

Table 4.5 shows that the majority of the focus group are 22-24 years, namely 22 years 21.9%, 23 years 37.1%, and 24 years 17.9%. In addition, those who are old 20 years consist of 3%, 21 years 12.2%, and 25 years 7.9%.



Table 4.6. Frequency and Percentage of the Focus Group, Categorized by Original Domicile.

Original Domicile	Frequency	Percentage
Bangkok	248	75.4
Central Region	40	12.2
East	21	6.4
North	8	2.4
South	6	1.8
Northeast	6	1.8
	329	100

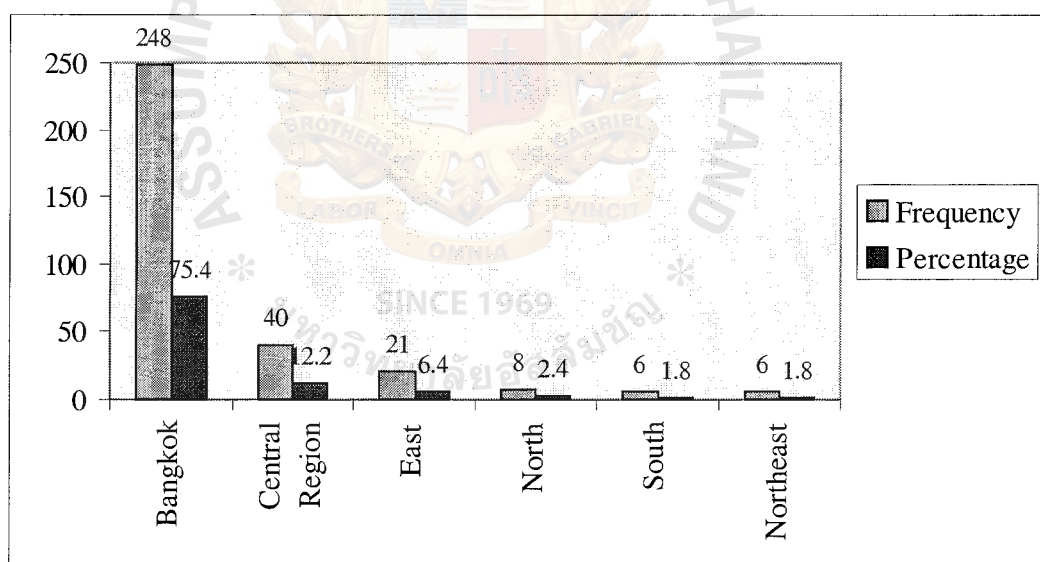


Figure 4.5. Frequency and Percentage of the Focus Group, Categorized by Original Domicile.

Table 4.6 shows that the majority of the focus group, equivalent to 75.4%, live in Bangkok and the remainder in various regions — Central region 12.2%, Eastern region

6.4%, Northern region 2.4%, while Southern and North Eastern region are the same, at 1.8%. The most original domicile of the focus group is Bangkok. That is the important reason why is the focus group choose Bangkok to be the place of work.

Table 4.7. Frequency and Percentage of the Focus Group, Categorized by Major.

Major	Frequency	Percentage
Accounting	22	6.7
Marketing	65	19.8
Finance & Banking	97	29.5
Business computer	46	14.0
Hotel management	18	5.5
General management	49	14.9
Advertising management	11	3.3
International business management	21	6.3
	329	100

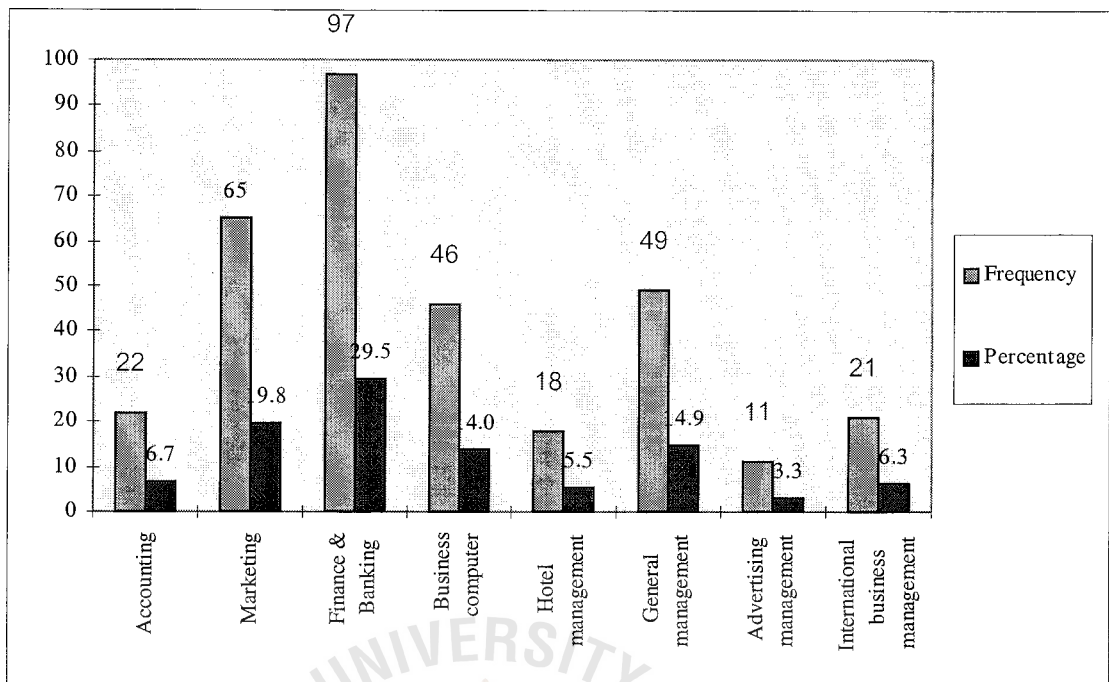


Figure 4.6. Frequency and Percentage of the Focus Group, Categorized by Major.

Table 4.7 shows the focus group categorized by faculties of studies, namely finance and banking 29.5%, marketing 19.8%, management 14.9%, computer 14.0%, accounting 6.7%, international business management 6.3%, hotel 5.5% and advertising 3.3%. Many students choose to study in the Finance & Banking Department, because there was a great demand for professionals in these fields.

Table 4.8. Frequency and Percentage of the Focus Group, Categorized by G.P.A.

GPA	Frequency	Percentage
2.00 - 2.50	121	36.8
2.51 - 3.00	161	49.0
3.01 - 3.50	42	12.8
3.51 - 4.00	5	1.4
	329	100

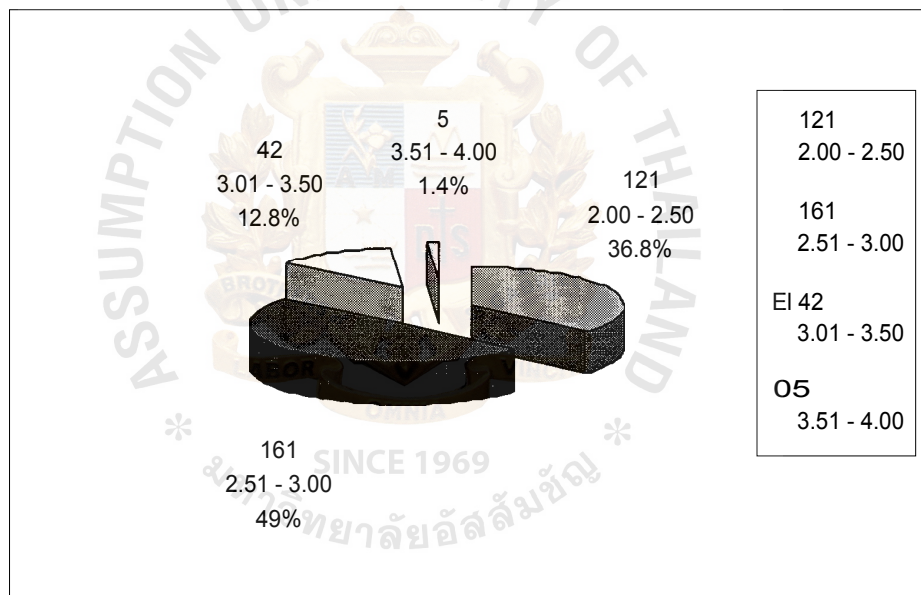


Figure 4.7. Frequency and Percentage of the Focus Group, Categorized by G.P.A.

Table 4.8 shows that the majority of the focus group, equivalent to 49.0%, have obtained average grades 2.51 - 3.00, 2.00 - 2.50 (36.8%), 3.01 - 3.50 (12.8%), and those above 3.50,(1.4%).

Table 4.9. Frequency and Percentage of the Focus Group, Categorized by Father's Highest Education.

Father's Highest Education	Frequency	Percentage
Lower than secondary school	69	21.0
Secondary school	92	28.0
Junior diploma	26	8.0
Diploma	56	17.0
Bachelor's degree	68	20.7
Higher than bachelor's degree	18	5.3
	329	100

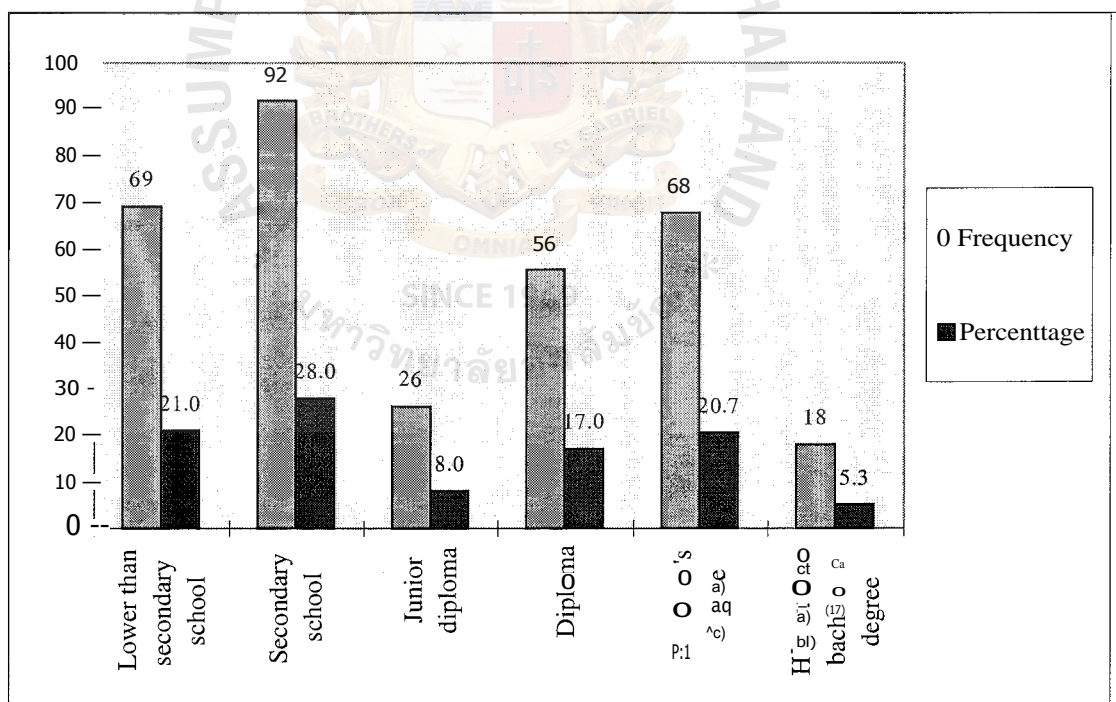


Figure 4.8. Frequency and Percentage of the Focus Group, Categorized by Father's Highest Education.

Table 4.9 shows that the fathers of the majority of the focus group, equivalent to 28.0%, graduated at the secondary school , followed by lower than the secondary school 21.0%, which bachelor's degrees 20.7% ,diplomas 17.0% , junior diplomas 8.0% and higher than bachelor's degree 5.3%.

Table 4.10. Frequency and Percentage of the Focus Group, Categorized by Mother's Highest Education.

Mother's Highest Education	Frequency	Percentage
Lower than secondary school	86	26.1
Secondary school	79	24.0
Junior diploma	35	10.6
Diploma	62	18.8
Bachelor's degree	55	16.7
Higher than bachelor's degree	12	3.8
	329	100

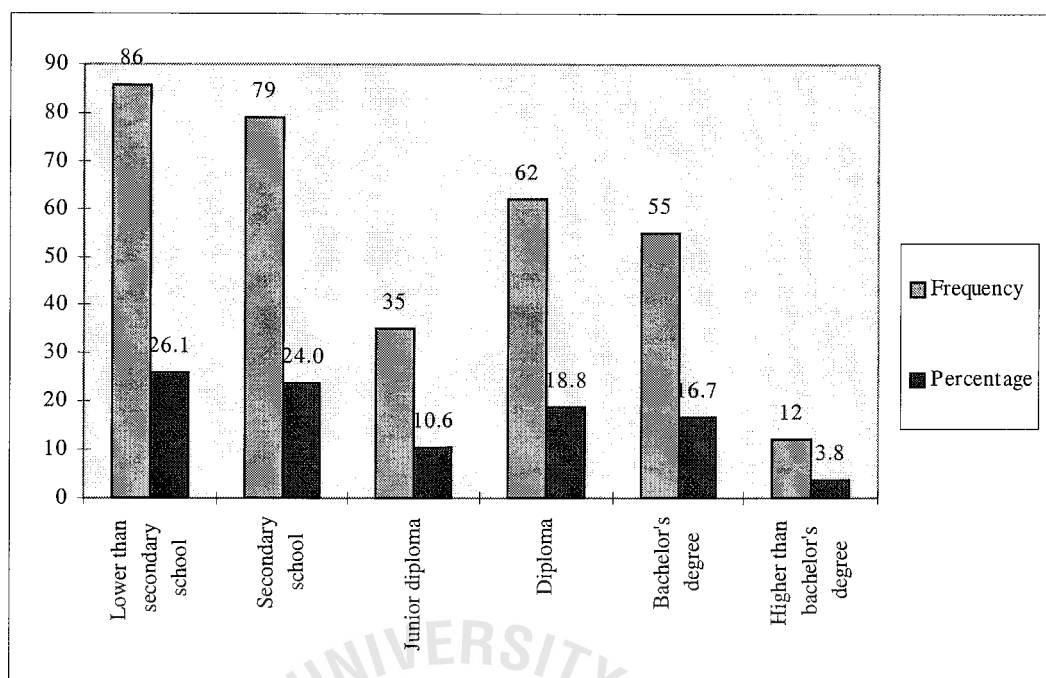


Figure 4.9. Frequency and Percentage of the Focus Group, Categorized by Mother's Highest Education.

Table 4.10 shows that the mothers of the majority of the focus group, equivalent to 26.1% graduated that lower than secondary school , followed by secondary school 24.0%, diploma 18.8% ,bachelor's degree 16.7% ,junior diploma 10.6% and higher than bachelor's degree 3.8%.

Table 4.11. Frequency and Percentage of the Focus Group, Categorized by Father's Careers.

Father's Careers	Frequency	Percentage
Government	33	10.0
Own business	227	69.0
State-enterprise	17	5.2
Private-company	36	11.0
Retried, Deceased	16	4.8
	329	100

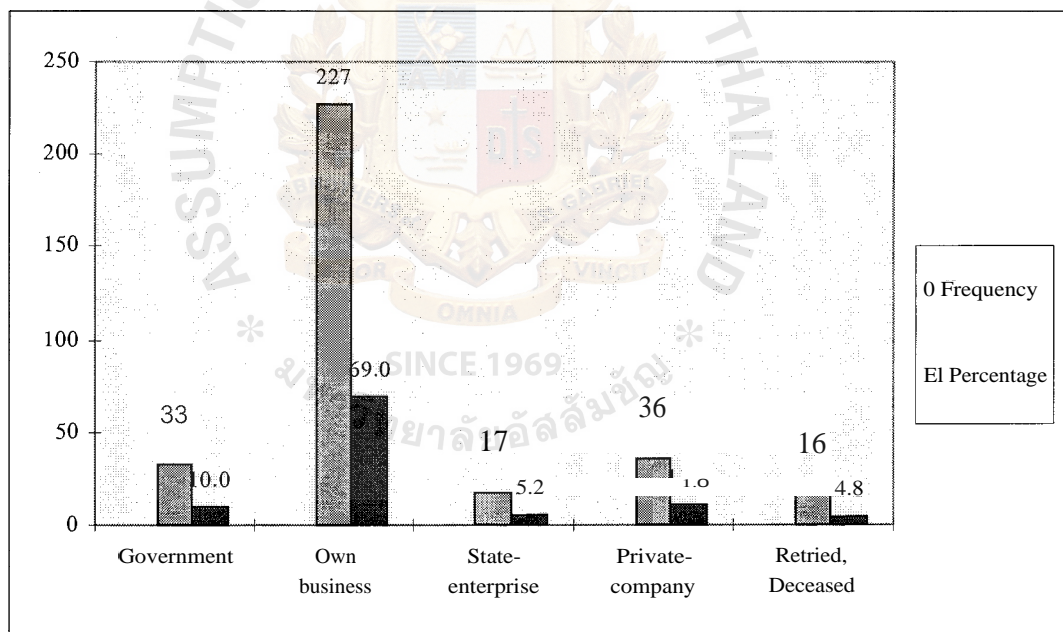


Figure 4.10. Frequency and Percentage of the Focus Group, Categorized by Mother's Careers.

Table 4.11 shows that the fathers of the majority of the focus group, equivalent to 69.0%, operate their own businesses, followed by working in the private sector 11.0%, the government sector 10.0% and the state enterprises 5.2%.

Please note that some of the focus group have chosen other answers, equivalent to 4.8%, due to the fact that their fathers are retired or deceased.



Table 4.12. Frequency and Percentage of the Focus Group, Categorized by Mother's Careers.

Mother's Carrers	Frequency	Percentage
Government	26	8.0
Own business	150	45.6
State-enterprise	9	2.7
Private-company	38	11.6
Housewife, Deceased	106	32.1
	329	100

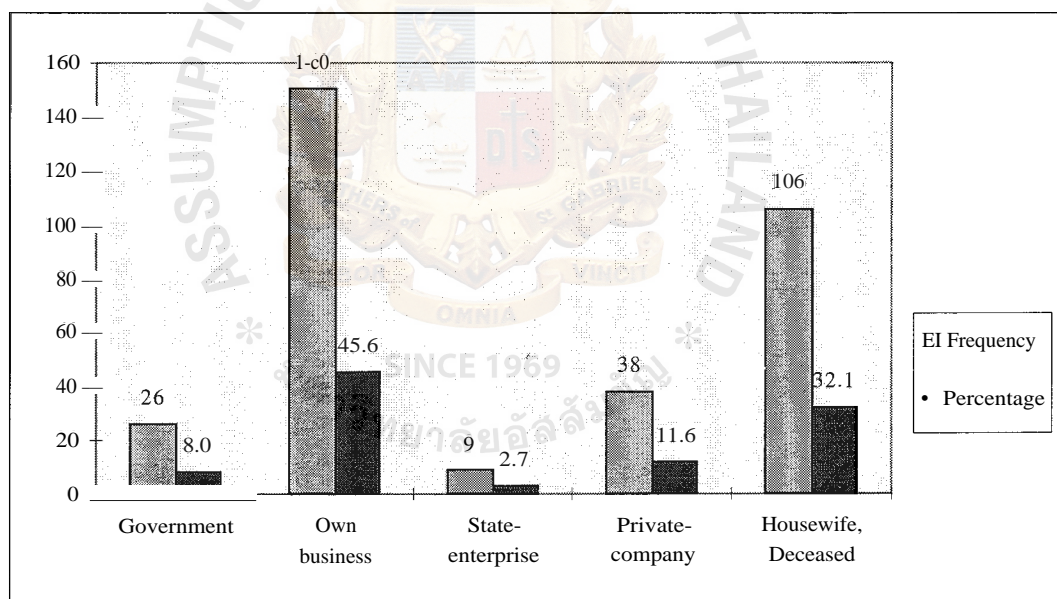


Figure 4.11. Frequency and Percentage of the Focus Group, Categorized by Mother's Careers.

Table 4.12 shows that the mothers of the majority of the focus group, equivalent to 45.6%, operate their own businesses, followed by working in the private - companies 11.6% ,with the government 8.0% and in the state enterprises 2.7%.

Please note that some of the focus group have chosen other answers, equivalent to 32.1%, due to the fact that their mothers are housewives or deceased.



Table 4.13. Frequency and Percentage of the Focus Group, Categorized by Family Income.

Income	Frequency	Percentage
More than 1,000,000	42	12.8
700,001 - 1,000,000	25	7.6
400,001 - 700,000	96	29.1
100,001 - 400,000	166	50.5
	329	100

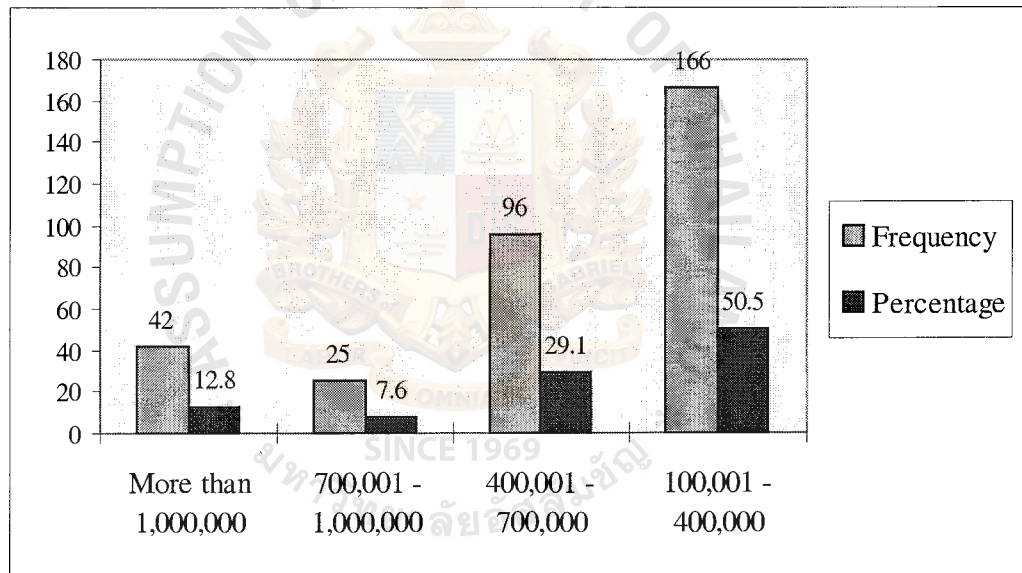


Figure 4.12. Frequency and Percentage of the Focus Group, Categorized by Family Income.

Table 4.13 shows the financial status of the focus group's families whereby the income of the parents of the majority, equivalent to 50.5%, are Bahts 100,000 -

400,000; Bahts 400,001 - 700,000 29.1%; Bahts 700,001 - 1,000,000 7.6% and higher than Bahts 1,000,001 12.8%.

Table 4.14. Frequency and Percentage of the Focus Group, Categorized by the Place that Choose to Work.

Place to work	Frequency	Percentage
Bangkok	251	76.3
Central Region	12	3.7
East	6	1.8
North	8	2.4
South	13	4.0
Northeast	4	1.2
Overseas	32	9.7
Depend on Opportunity	3	0.9
	329	100

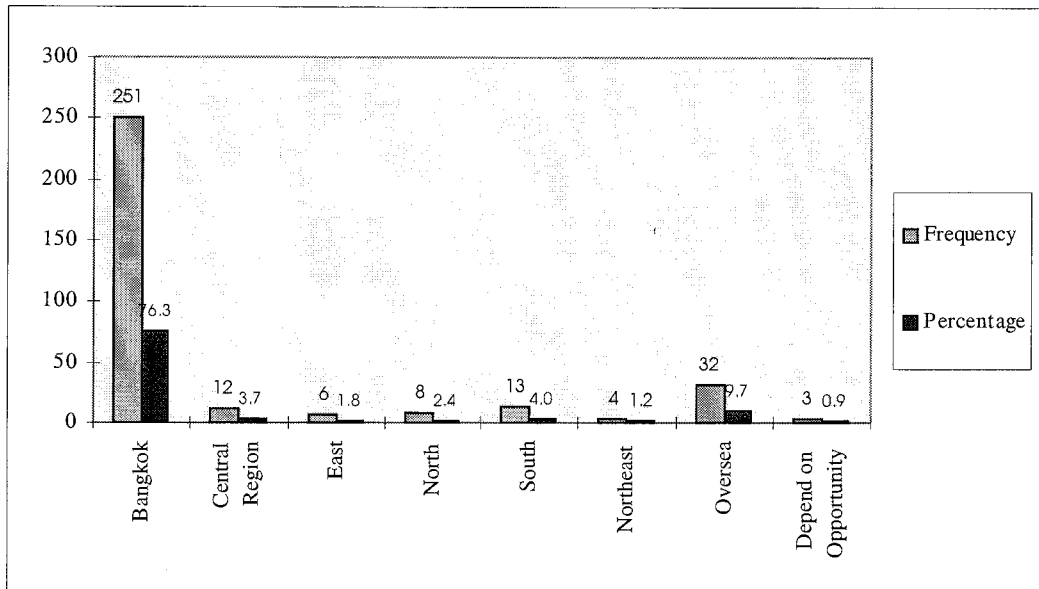


Figure 4.13. Frequency and Percentage of the Focus Group, Categorized by the Place that Choose to Work.

Table 4.14 shows that the majority of the focus group, equivalent to 76.3%, would like to work in Bangkok and the remainder in various regions — Overseas 9.7%, South region 4.0%, Central region 3.7%, Northern region 2.4%, Eastern region 3.7%, while North Eastern region at 1.2%.

Zero point nine percent of the focus group have chosen other answers. They can work in anyplace.

Table 4.15. Frequency and Percentage of the Focus Group, Categorized by the Reasons that Choose the Place to Work.

Reason for the place to work	Frequency	Percentage
Near home	217	66.0
Grate Opportunity	48	14.6
Easiest to find the job	5	1.5
Hi-Technology	8	2.4
Opportunity to learn	3	0.9
Challenge	3	0.9
More experience	15	4.6
Improve skill in language	5	1.5
Travel & Study	5	1.5
Good environment	15	4.6
More earn income than other	5	1.5
	329	100

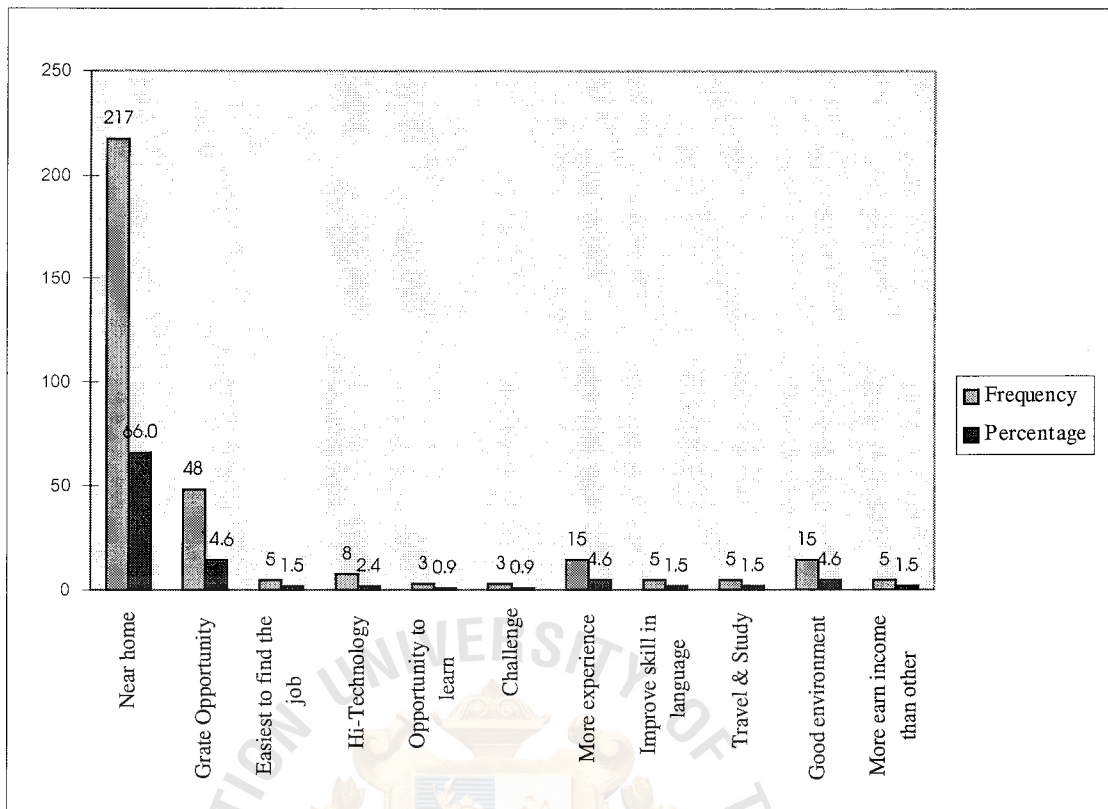


Figure 4.14. Frequency and Percentage of the Focus Group, Categorized by the Reasons that Choose the Place to Work.

Table 4.15 shows that the focus group give the importance reasons for choosing the place to work, equivalent to 66.0% to be near home , followed by great opportunity 14.6% , more experience and good environment at the same 4.6% , hi-technology 2.4%, easiest to find a job / improve skill in a language (1.5%) for both have a chance to travel and earn more income than the others and opportunity to learn & challenging 0.9%. The main reason that the focus group choose the place to work is near home. It can be noticed from the most original domicile of the focus group is Bangkok.

Table 4.16. Frequency and Percentage of the Focus Group, Categorized by the Expected Salary.

Salary	Frequency	Percentage
Lower than 10,000	12	3.6
10,001 - 15,000	114	34.7
15,001 - 20,000	105	31.9
Higher than 20,000	98	29.8
	329	100

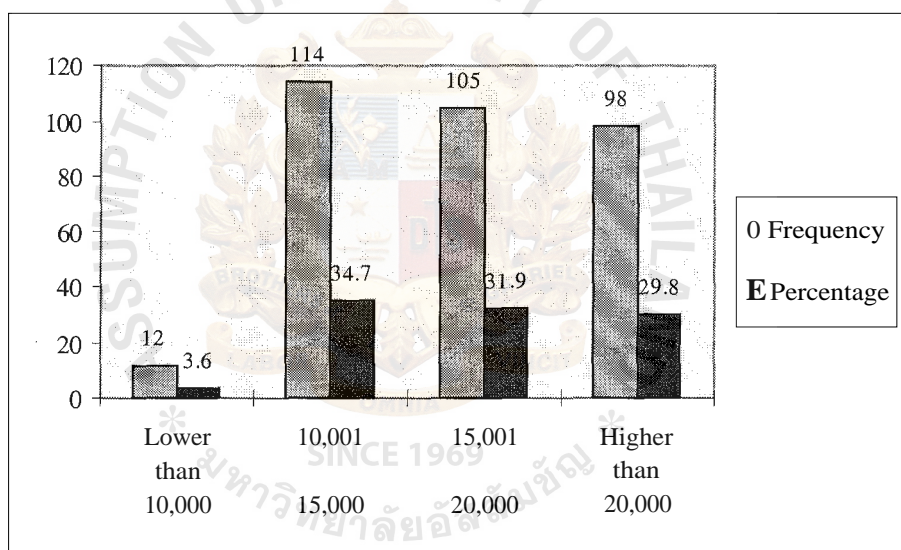


Figure 4.15. Frequency and Percentage of the Focus Group, Categorized by the Expected Salary.

Table 4.16 shows that the majority of the focus group, equivalent to 34.7%, expect to receive a salary bahts 10,001 - 15,000; followed by 31.9% for bahts 15,001 -

20,000; 29.8% for more than bahts 20,001 while only 3.6% expect to receive less than bahts 10,000.



4.3 The Hypothesis Test and Comparison of Factors Influencing Career Choice by Factors

The results obtained from the comparison of factors influencing the choice of professions, based on sex, original domicile, father's career, mother's career, G.P.A. and Income.

Hypothesis 1 : Male & Female choose different careers.

Table 4.17. Relationship between Sex and Career Choice of Work.

Careers		Sex		Total
		Male	Female	
Government official	Count	7	9	16
	% within Careers	43.7%	56.3%	100.0%
	% within Sex	5.0%	4.7%	4.9%
	% of Total	2.1%	2.7%	4.9%
Own - business	Count	51	30	81
	% within Careers	63.0%	37.0%	100.0%
	% within Sex	36.7%	15.8%	24.6%
	% of Total	15.5%	9.1%	24.6%
State - enterprise	Count	7	16	23
	% within Careers	30.4%	69.6%	100.0%
	% within Sex	5.0%	8.4%	7.0%
	% of Total	2.1%	4.9%	7.0%
Private - company	Count	72	126	198
	% within Careers	36.4%	63.6%	100.0%
	% within Sex	51.8%	66.3%	60.2%
	% of Total	21.9%	38.3%	60.2%
Others	Count	2	9	11
	% within Careers	18.2%	81.8%	100.0%
	% within Sex	1.4%	4.7%	3.3%
	% of Total	0.6%	2.7%	3.3%
Total	Count	139	190	329
	% within Careers	42.2%	57.8%	100.0%
	% within Sex	100.0%	100.0%	100.0%
	% of Total	42.2%	57.8%	100.0%

(a = 0.05 , df = 4 , $X^2 = 20.997$, 2-tailed Sig. = .000)

The results in the table show that sex is related to the choice of profession with statistical significance, at $X^2 = 20.997$ at $df = 4$ will give a significance = 0.000 which is less than the one required ($\alpha = 0.05$), that is, men tend to operate their own business rather than women, accounting for 36.7% of all the male samples. Women tend to work for private companies than men — accounting for 66.3% of all the female.

Three point three percent of the focus group have chosen other answers, namely some who intend to enter monkhood and others who will further their studies.



Hypothesis 2 : Original Domicile is a Factor Influencing the Place Choice to Work.

Table 4.18. Relationship between Original Domicile and the Place to Work.

Place to work		Original Domicile		Total
		Bangkok	Others	
Bangkok	Count	206	45	251
	% within Place to work	82.1%	17.9%	100.0%
	% within Original Domicile	83.1%	55.6	76.3%
	% of Total	62.6%	13.7%	76.3%
Others	Count	42	36	78
	% within Place to work	53.8%	46.2%	100.0%
	% within Original Domicile	16.9%	44.4%	23.7%
	% of Total	12.8%	10.9%	23.7%
Total	Count	248	81	329
	% within Place to work	75.4%	24.6%	100.0%
	% within Original Domicile	100.0%	100.0%	100.0%
	% of Total	75.4%	24.6%	100.0%

(a = 0.05 , df = 1 , $X^2 = 25.545$, 2-tailed Sig. = .000)

From Table 4.18, the choices of places of works and domiciles were rearranged - Bangkok and other regions. The choice of work places and domiciles is less than 5 samples. The rule of determination of x^2 states that any space having frequencies or data less than 5, such space shall be removed or the calculation shall be done again.

The results in the table show that domicile is related to the choice of work place with statistical significance, as $X^2 = 25.545$ at df = 1 will give a significance = 0.000 which is less than the one required (a = 0.05), that is, the persons domicile in Bangkok tend to work in Bangkok -- accounting for 83.1% greater than those who live in other areas, accounting for 55.6% of the samples of those who live in Bangkok and other areas. Compare with those who live in Bangkok and work in other areas - accounting for 16.9% of the samples living in Bangkok, which are less than those who live in

other areas and work in other areas — accounting for 44.4% of those who live in other areas.



Hypothesis 3 : The Different G.P.A. is a Factor Influencing the Career Choice.

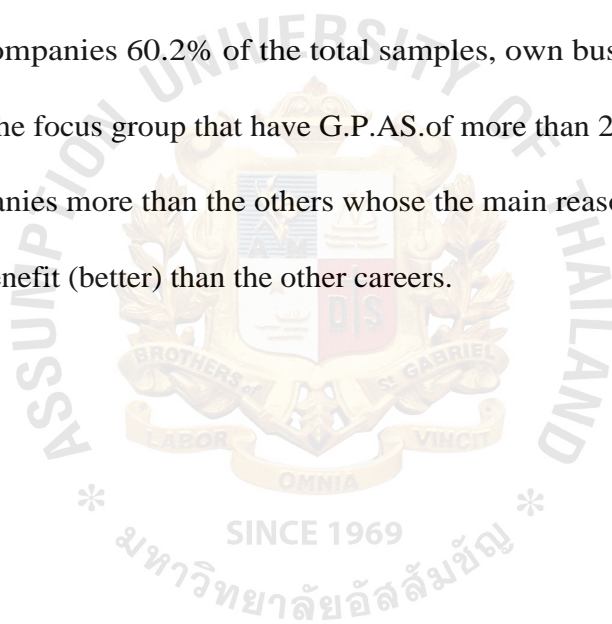
Table 4.19. Relationship between G.P.A. and the Career Choice.

Careers		G.P.A.		Total
		2.00 - 2.50	More than 2.50	
Government official	Count	7	9	16
	% within Careers	43.7%	56.3%	100.0%
	% within G.P.A.	5.8%	4.3%	4.9%
	of Total	2.1%	2.7%	4.9%
Own business	Count	41	40	81
	% within Careers	50.6%	49.4%	100.0%
	% within G.P.A.	33.9%	19.2%	24.6%
	% of Total	12.5%	12.2%	24.6%
State - enterprise	Count	6	17	23
	% within Careers	26.1%	73.9%	100.0%
	% within G.P.A.	5.0%	8.2%	7.0%
	% of Total	1.8%	5.2%	7.0%
Private - company	Count	61	137	198
	% within Careers	30.8%	69.2%	100.0%
	% within G.P.A.	50.4%	65.9%	60.2%
	% of Total	18.5%	41.6%	60.2%
Others	Count	6	5	11
	% within Careers	54.5%	45.5%	100.0%
	% within G.P.A.	5.0%	2.4%	3.3%
	% of Total	1.8%	1.5%	3.3%
Total	Count	121	208	329
	% within Careers	36.8%	63.2%	100.0%
	% within G.P.A.	100.0%	100.0%	100.0%
	% of Total	36.8%	63.2%	100.0%

(a = 0.05 , df = 4 , $X^2 = 12.665$, 2-tailed Sig. = .013)

From Table 4.19, the choices of G.P.A. were rearranged due to the samples being less than 5. The rule of determination of χ^2 states that any space having frequencies or data less than 5, such space shall be removed or the calculation shall be done again. However, the data are less than 5 samples but are more than 20% of the total space, it can use that χ^2 .

The results in the table show that the different G.P.A. is related to the career choice with a statistical significance, as $X^2 = 12.665$ at $df = 4$ will give a significance = 0.013 which is less than the one required ($\alpha = 0.05$). Most of the focus group choose the private-companies 60.2% of the total samples, own business 24.6% of the total samples. So, the focus group that have G.P.A.s of more than 2.50 would like to work in private-companies more than the others whose the main reason is to earn high income and to have benefit (better) than the other careers.



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Hypothesis 4 : Father's Career is a Factor Influencing the Career Choice.

Table 4.20. Relationship between Father's Career and the Career Choice.

Careers		Father's career		Total
		Own business	Others	
Government official	Count	9	7	16
	% within Careers	56.2%	43.8%	100.0%
	% within Father's career	4.0%	6.9%	4.9%
	% of Total	2.7%	2.1%	4.9%
Own business	Count	66	15	81
	% within Careers	81.5%	18.5%	100.0%
	% within Father's career	29.1%	14.7%	24.6%
	% of Total	20.1%	4.6%	24.6%
State - enterprise	Count	15	8	23
	% within Careers	65.2%	34.8%	100.0%
	% within Father's career	6.6%	7.8%	7.0%
	% of Total	4.6%	2.4%	7.0%
Private - company	Count	129	69	198
	% within Careers	65.2%	34.8%	100.0%
	% within Father's career	56.8%	67.6%	60.2%
	% of Total	39.2%	21.0%	60.2%
Others	Count	8	3	11
	% within Careers	72.7%	27.3%	100.0%
	% within Father's career	3.5%	2.9%	3.3%
	% of Total	2.4%	0.9%	3.3%
Total	Count	227	102	329
	% within Careers	69.0%	31.0%	100.0%
	% within Father's career	100.0%	100.0%	100.0%
	% of Total	69.0%	31.0%	100.0%

(a = 0.05 , df = 4 , $\chi^2 = 8.711$, 2-tailed Sig. = 0.069)

From Table 4.20, the choices of father's career were rearranged due to the sample being less than 5. The rule of determination of χ^2 states that any space having frequencies or data less than 5, such space shall be removed or the calculation shall be done again. However, the data are less than 5 samples but are more than 20% of the total space, it can use χ^2 .

The results in the table shows that the different father's career is not related to the career choice with statistical significance, as $\chi^2 = 8.711$ at $df = 4$ will give a significance = 0.069 which is more than the one required ($\alpha = 0.05$), that is, the focus group that have father's career as own business but choose the private-company, accounting for 56.8% of the samples that choose the private-company compared with the focus group that have father's career work as own business and choose the same career, accounting for 29.1% of the samples that choose own business. So, the father's career of own business is not important to the focus group that choose private-company.

Hypothesis 5 : Mother's Career is a Factor Influencing the Career Choice.

Table 4.21. Relationship between Mother's Career and the Career Choice.

Careers		Mother's career			
		Own business	Housewife & Others	Total	
Government official		Count	7	9	16
		% within Careers	43.7%	56.3%	100.0%
		% within Mother's career	4.7%	5.0%	4.9%
		% of Total	2.1%	2.7%	4.9%
Own business	Count	42	39	81	
	% within Careers	51.9%	48.1%	100.0%	
	% within Mother's career	28.0%	21.8%	24.6%	
	% of Total	12.8%	11.9%	24.6%	
State - enterprise	Count	10	13	23	
	% within Careers	43.5%	56.5%	100.0%	
	% within Mother's career	6.7%	7.3%	7.0%	
	% of Total	3.0%	4.0%	7.0%	
Private - company	Count	84	114	198	
	% within Careers	42.4%	57.6%	100.0%	
	% within Mother's career	56.0%	63.7%	60.2%	
	% of Total	25.5%	34.7%	60.2%	
Others	Count	7	4	11	
	% within Careers	63.6%	36.4%	100.0%	
	% within Mother's career	4.7%	2.2%	3.3%	
	% of Total	2.1%	1.2%	3.3%	
Total	Count	150	179	329	
	% within Careers	45.6%	54.4%	100.0%	
	% within Mother's career	100.0%	100.0%	100.0%	
	% of Total	45.6%	54.4%	100.0%	

(a = 0.05 , df = 4 , $X^2 = 3.588$, 2-tailed Sig. = 0.465)

From Table 4.21, the choices of mother's career were rearranged due to there being less than 5 samples. The rule of determination of χ^2 states that any space having frequencies or data less than 5, such space shall be removed or the calculation shall be done again. However, the data have less than 5 samples but have more than 20% of the total space, it can use χ^2 .

The results in the table shows that the different mother's career is not related to the career choice with a statistical significance, as $X^2 = 3.588$ at $df = 4$ will give a significance = 0.465 which is more than the one required ($\alpha = 0.05$), that is, the focus group that have mother's career work as own business but choose private-company, accounting for 56.0% of the samples that choose private-company compared with the focus group that have mother's career work as own business and choose the same career, accounting for 28.0% of the samples that choose own business.

Hypothesis 6 : Income is a Factor Influencing the Career Choice.

Table 4.22. Relationship between Income and the Career Choice.

Careers		Income			Total
		< 15,000	15,000 - 20,000	> 20,000	
Government official	Count	16			16
	% within Careers	100.0%			100.0%
	% within Income	12.7%			4.9%
	% of Total	4.9%			4.9%
Own - business	Count	17	31	33	81
	% within Careers	21.0%	38.3%	40.7%	100.0%
	% within Income	13.5%	29.5%	33.7%	24.6%
	% of Total	5.2%	9.4%	10.0%	24.6%
State - enterprise	Count	21	2		23
	% within Careers	91.3%	8.7%		100.0%
	% within Income	16.7%	1.9%		7.0%
	% of Total	6.4%	0.6%		7.0%
Private - company	Count	66	68	64	198
	% within Careers	33.3%	34.4%	32.3%	100.0%
	% within Income	52.4%	64.8%	65.3%	60.2%
	% of Total	20.1%	20.7%	19.5%	60.2%
Others	Count	6	4	1	11
	% within Careers	54.5%	36.4%	9.1%	100.0%
	% within Income	4.8%	3.8%	1.0%	3.3%
	% of Total	1.8%	1.2%	0.3%	3.3%
Total	Count	126	105	98	329
	% within Careers	38.3%	31.9%	29.8%	100.0%
	% within Income	100.0%	100.0%	100.0%	100.0%
	% of Total	38.3%	31.9%	29.8%	100.0%

(a = 0.05 , df = 8 , $X^2 = 68.489$, 2-tailed Sig. = .000)

From Table 4.22, the choices of income were rearranged due to there being less than 5 samples. The rule of determination of χ^2 states that any space having frequencies or data less than 5, such space shall be removed or the calculation shall be done again. Even though, the data have less than 5 samples, it is more than 20% of the total space, so it can use χ^2 .

The result in the table shows that the different income is related to the career choice with a statistical significance, as $\chi^2 = 68.489$ at $df = 8$ will give a significance = 0.000 which is less than the one required ($\alpha = 0.05$). That is, the focus group that choose to work with the government, own business, state-enterprise and private-company expect that these concerns will give an income of less than 15,000 baht. This accounts for 12.7% , 13.5%, 16.7% and 52.4% respectively of the focus group that expect to get an income of less than 15,000 bahts compared with the focus group that choose to work by doing one's own business. The state-enterprise and the private-company expect to give an income of between 15,001 - 20,000 bahts, accounting for 29.5%, 1.9% and 64.8% respectively compared with the focus group that choose own business and private-company expecting to get an income of more than 20,000 bahts. This accounts for 33.7% and 65.3% respectively.

Most of the focus groups choose to work in the private-companies because of the high income and the fringe benefits.

V. CONCLUSIONS AND RECOMMENDATIONS

The topic of the research is the factors influencing career choice of the senior students, the faculty of Business Administration, Assumption University that have the objective to study the factors influencing career choice and the reasons career choice.

5.1 Conclusions

5.1.1 The Opinion influencing Career Choice

For the occupational sectors, the focus group choose to work as follows: - Government officials 16 students (4.9%), Own business, 81 students (24.6%), State-enterprise, as 23 students (7.0%), Private-company, 198 students (60.2%) and Others, 11 students (3.3%). For the focus group choosing other answers, some intend to enter monkshood and others will further their studies.

For the reasons for the selection of occupation, the reasons of the senior students that choose the career are sequenced as follows:

- (1) You will have a chance to work with and meet a lot of people.
- (2) You will have a chance to show your special skills.
- (3) You will have a chance to show your creativity.
- (4) You can fully utilize the knowledge your have gained from the university.
- (5) You will have a chance to further your study or have an observation tours in and outside the country.
- (6) You will have a chance to show your leadership ability.
- (7) You will earn high income.
- (8) You will have honor, social esteem and respect.

- (9) It will make you outstanding.
- (10) It provides better welfare and other benefits than other careers.
- (11) You will have a chance to assist others and society.
- (12) You will have a chance to be promoted very soon after commencing employment.
- (13) It is more stable than other careers.
- (14) You don't have to work under strict regulations.
- (15) You will have sufficient time for your family.
- (16) You have to inherit the family business.

The average points per each reason are 3.97, 3.75, 3.71, 3.69, 3.68, 3.64, 3.63, 3.58, 3.55, 3.54, 3.50, 3.45, 3.42, 3.36, 3.33 and 3.13 respectively.

For the factors influencing career choice, the focus group are concerned with the following : Education, Economic, Attitude, Background, Family, Institution, Cultural & Social, Peers and Media and have the average points for each factor as 3.1, 3.9, 4.0, 4.7, 4.8, 5.0, 5.9, 6.5 and 7.0 respectively.

5.1.2 General Information

Sex shows that the focus group consists 139 of male students (42.2%), and 190 female students (57.8%).

The age shows that the majority of the focus group are 22-24 years, namely 20 years 10 students (3.0%), 21 years 40 students (12.2%), 22 years 72 students (21.9%), 23 years 122 students (37.1%), 24 years 59 students (17.9%) and 25 years 26 students (7.9%).

Original Domicile shows that the majority of the focus group live in Bangkok 248 students (75.4%), Central Region 40 students (12.2%), Eastern region 21 students (6.4%), Northern region 8 students (2.4%) while Southern and North Eastern region are the same 6 students (1.8%).

By major, the focus group are categorized by faculties of studies as follows: Accounting, 22 students (6.7%); Marketing, 65 students (19.8%); Finance & Banking, 97 students (29.5%); Business Computer, 46 students (14.0%); Hotel Management, 18 students (5.5%); General Management, 49 students (14.9%); Advertising Management, 11 students (3.3%); and International Business Management, 21 students (6.3%).

G.P.A. shows that the majority of the focus group have obtained average grades do follows : 2.00 - 2.50, 121 students (36.8%); 2.51 - 3.00, 161 students (49.0%); 3.01 - 3.50, 42 students (12.8%) ; and 3.51 - 4.00, 5 students (1.4%).

Father's highest education shows that the fathers of the majority of the focus group graduated as follows : - Lower than secondary school, 69 students (21.0%); Secondary school, 92 students (28.0%); Junior diploma, 26 students (8.0%); Diploma, 56 students (17.0%); Bachelor's degree, 68 students (20.7%); and Higher than bachelor's degree, 18 students (5.3%).

Mother's highest education shows that the mothers of the majority of the focus group graduated as follows : - Lower than secondary school, 86 students (26.1%); Secondary school, 79 students (24.0%); Junior diploma, 35 students (10.6%); Diploma, 62 students (18.8%); Bachelor's degree, 55 students (16.7%); and Higher than bachelor's degree, 12 students (3.8%) .

Father's career shows that the fathers of the majority of the focus group work as follows : with the Government, 33 students (10.0%); Own business, 227 students (69.0%); State-enterprise, 17 students (5.2%); Private-company, 36 students (11.0%); and Others, 16 students (4.8%). For the focus group that have chosen other answers their fathers have retired or passed away.

Mother's career shows that the mothers of the majority of the focus group work as follows : Government, 26 students (8.0%); Own business, 150 students (45.6%); State-enterprise, 9 students (2.7%); Private-company, 38 students (11.6%); and Others, 106 students (32.1%). For the focus group that have chosen other answers, their mothers are housewives or have passed away.

Income for family shows that the economic situation of the focus group's families whereby to income of the parents of the majority is more than 1,000,000 bahts, 42 students (12.8%); 700,001 - 1,000,000 bahts, 25 students ; 400,001 - 700,000 bahts, 96 students; and 100,001 - 400,000 bahts, 166 students.

The places that are chosen for work show that the majority of the focus group like to work in Bangkok, 251 students(76.3%); Central region, 12 students (3.7%); Eastern region, 6 students (1.8%); Northern region, 8 students(2.4%); Southern region, 13 students (4.0%); Northeastern region, 4 students (1.2%); Overseas, 32 students (9.7%); and Depending on Opportunity, 3 students (0.9%). The focus group who have chosen other answers were those who can work in anyplace.

The reasons for choosing the place to work shows that the focus group give the importance reasons that the place to work chosen are as follows , Near home, 217 students; (66.0%), Grate opportunity, 48 students (14.6%); Easiest to find the job, 5

students (1.5%); Hi-Technology, 8 students (2.4%); Opportunity to learn, 3 students (0.9%); Challenge, 3 students (0.9%); More experience, 15 students (4.6%); Improve skill in language, 5 students (1.5%); Travel & Study, 5 students (1.5%); Good Environment , 15 students (4.6%); and earn more income than other jobs, 5 students (1.5%).

The expected salary shows that the majority of the focus group expect to receive a salary lower than 10,000 bahts 12 students (3.6%); 10,001 - 15,000 bahts, 114 students (34.7%); 15,001 - 20,000 bahts, 105 students (31.9%); and higher than 20,000 students (29.8%).

5.2 Recommendations

- (1) The government and higher educational institutes should have short-term and long-term plans to ensure that graduates have skills and knowledge required in the market. In this way, many graduates in certain disciplines will still be in demand.
- (2) The government should ensure that higher educational institutes will train students in such a way that they are able to go into self-employment or private business. This will go well with the economic downturn while staff members are being reduced in government and private sector.
- () Higher educational institutes should help students develop professional skills to enable them to work with other people, to have specific skills, increase self-confidence and improve personality.
- (4) Questionnaires should be clear, not ambiguous. The questions must convey the objectives of the research. In this way, the result will be more reliable.



APPENDIX A
THE QUESTIONNAIRE

Questionnaire

Instruction : This questionnaire is aimed at identifying factors influencing students' career choices. It's divided into 2 parts. I would appreciate it if you could fill in the questionnaire with your true opinions and facts. Your responses will be kept strictly confidential. Thank you for your co-operation.

Please fill in the blanks or mark x in the box of your choice.

1. After your graduation, what career do you expect to take?

- ☐ Government official ☐ Own business
☐ State - enterprise employee ☐ Private - company employee
☐ Others (please specify) _____

2. Based on the answer you gave in Question 1, please mark an x in a box on the right of each of the following questions to state your reasons for choosing that career. You may respond to the following questions using either one of the five scales, described below :

- | | |
|---|----------------------------|
| 5 | Strongly Agree |
| 4 | Agree |
| 3 | Neither agree nor disagree |
| 2 | Disagree |
| 1 | Strongly Disagree |

Reason	Opinion Rating				
	Strongly agree		Strongly disagree		
	5	4	3	2	1
2.1 You can fully utilize the knowledge you have gained from the university.					
2.2 You will have a chance to further your study or have an observation tour in and outside the country.					
2.3 You have a chance to show your special skills.					
2.4 You will earn high income.					
2.5 It is more stable than other careers.					
2.6 You will have a chance to be promoted very soon after commencing employment.					
2.7 You will have honor, social esteem and respect.					
2.8 It provides better welfare and other benefits than other careers.					
2.9 You will have a chance to show your leadership ability.					
2.10 You will have a chance to work with and meet a lot of people.					
2.11 You will have a chance to show your creativity.					
2.12 You don't have to work under strict regulations.					
2.13 It will make you outstanding.					
2.14 You will have a chance to assist others and society.					
2.15 You will have sufficient time for your family.					
2.16 You have to inherit the family business.					

3. Please identify factors influencing your career choice using a scale from 1 to 9, 1 being the greatest influence and 9 being the least influence.

- | | | |
|-------------------------------------|--------------------------------------------|------------------------------------|
| <input type="checkbox"/> Family | <input type="checkbox"/> Cultural & Social | <input type="checkbox"/> Education |
| <input type="checkbox"/> Attitude | <input type="checkbox"/> Economic | <input type="checkbox"/> Peers |
| <input type="checkbox"/> Background | <input type="checkbox"/> Institution | <input type="checkbox"/> Media |

Part II

Background Factors

4. Sex : ☐ Male ☐ Female
5. Age : _____ years.
6. Original domicile or permanent address :
- | | | |
|----------------------------------|-----------------------------------------|------------------------------------|
| <input type="checkbox"/> Bangkok | <input type="checkbox"/> Central Region | <input type="checkbox"/> East |
| <input type="checkbox"/> North | <input type="checkbox"/> South | <input type="checkbox"/> Northeast |

Education factors

7. Your Major :
- | | |
|-------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Finance & Banking | <input type="checkbox"/> Business computer |
| <input type="checkbox"/> Hotel management | <input type="checkbox"/> General management |
| <input type="checkbox"/> Advertising management | <input type="checkbox"/> International business management |
8. Your current Grade Point Average (GPA) :

Family factors

9. Your father's highest education :

- ☐ Lower than Secondary School ☐ Secondary School
- ☐ Junior diploma ☐ Diploma
- ☐ Bachelor's degree ☐ Higher than bachelor's degree

10. Your mother's highest education :

- ☐ Lower than Secondary School ☐ Secondary school
- ☐ Junior diploma ☐ Diploma
- ☐ Bachelor's degree ☐ Higher than bachelor's degree

11. Your father's career

- ☐ Government official ☐ Own business
- ☐ State - enterprise employee ☐ Private - company employee
- ☐ Other (please specify) _____

12. Your mother's career

- ☐ Government official ☐ Own business
- ☐ State - enterprise employee ☐ Private - company employee
- ☐ Other (please specify) _____

13. Combined income of your father and mother: baht / year.

Attitude factors

14. Where do you want to work?

- ☐ Bangkok ☐ Central Region ☐ East
- ☐ North ☐ South ☐ Northeast
- ☐ Overseas ☐ Other (please specify) _____

15. Reason why you want to work there (Item 14):

.....

.....

.....

Economic factor

16. If not your own business, how much do you expect you will earn per month?

- ☐ Lower than Bt10,000 ☐ Bt10,000 - Bt15,000
- ☐ Bt15,001 - Bt20,000 ☐ Higher than Bt20,000



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