# FACTORS AFFECTING CAREER CHOICE AMONG UNDERGRADUATE STUDENTS IN UNIVERSITI UTARA MALAYSIA, SINTOK, KEDAH

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By

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Thesis Submitted to Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, in Fulfillment of the Requirement for the Master of Science (Management)

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### ABSTRAK

Pilihan kerjaya telah menjadi salah satu aspek kritikal dalam kehidupan individu iaitu kerjaya yang dipilih akan menentukan corak peranan yang perlu dimainkan oleh individu dalam masyarakat pada masa akan datang dan pilihan kerjaya adalah salah satu proses penting dalam hidup seseorang. Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi pilihan kerjaya pelajar. Kajian ini memberi tumpuan kepada pelajar sarjana muda di Universiti Utara Malaysia, Sintok, Kedah. Pelajar ijazah dipilih kerana selepas tamat pengajian, mereka orang yang akan berdepan dengan membuat keputusan dalam pilihan kerjaya. Seramai 315 pelajar yang menjawab soal selidik ini. Perisian Pakej Statistik Untuk Sains Sosial (SPSS) Versi 22.0 telah digunakan untuk menganalisis data yang dikumpul. Kebolehpercayaan analisis, model regresi dan korelasi telah digunakan untuk kajian ini. Keputusan analisis Pearson kolerasi menunjukkan bahawa pengaruh keluarga, minat peribadi, dan pertimbangan ekonomi mempunyai hubungan positif terhadap pilihan kerjaya. Selain itu, keputusan analisis regresi menunjukkan bahawa bahawa minat peribadi memberi pengaruh yang besar kepada pilihan kerjaya berbanding dengan pengaruh keluarga dan pertimbangan ekonomi. Cadangan untuk meningkatkan lagi kajian pada masaa akan datang supaya menyiasat faktor-faktor penting lain yang mempengaruhi pilihan kerjaya pelajar.

### ABSTRACT

One of the critical aspects of an individual's life is career choice as a career chosen will determine the role pattern need to be played by the individual in the society in the future and the career choice is one of the important processes in life. The aim of this study is to investigate the factors that influencing the career choice of the students. This study is focus on undergraduate students in university Utara Malaysia, Sintok, Kedah. Undergraduate students were chosen because right upon graduation, they were the one who will be dealing with the decision on career choice. A total number of 315 students responded to the questionnaire. Statistical Package software for Social Science (SPSS) Version 22.0 was used to analyze the collected data. Reliability analysis, multiple regressions and correlation were applied to this study. Pearson correlation analysis results showed that the influence of family, personal interests, and economic considerations have a positive relationship to career choices. Moreover, the results of regression analysis showed that the personal interests exerted great influence on the choice of a career compared to family influence and economic considerations. Recommendations for further study in the future in order to investigate other important factors that influence students' career choices.

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# LIST OF ABBREVIATIONS

SES	Socio-economic status
TDA	Training and Development Agency
GDP	Gross Domestic Product
SCCT	Social Cognitive Career Theory
CDS	Career Decision Scale
HEI	Higher Education Institution
U.S	United States
SII	Strong Interest Inventory
GRS	General Reference Sample
MoHE	Ministry of Higher Education
SPSS	Statistical Package for Social Science
UUM	Universiti Utara Malaysia
GPA	Grade Percentage Average
COB	College of Business
COLGIS	College of Law, Government and International studies
CAS	College of Science and Art
DV	Dependent Variable
IV	Independent Variable

# CHAPTER 1

### INTRODUCTION

#### **1.1 Background of Study**

Career choice has become one of the critical aspects of an individual's life as a career chosen will determine the role pattern need to be played by the individual in the society in the future. According to Sidek Mohd Noah (2002), Parson states that career choice is one of the most important processes in an individual's life as one would enter the real working environment. Therefore, career choice has become one of the biggest problems face by the students.

The trait and behavior researchers such as Holland, Super and Nowak beliefs that career choice must be consistent with the desire and interest of the individual. The consistent and secure career choice decision will reduce and prevent the individual's tendency to change the job or change the field of study in a short period of time. Career selection is an ongoing process which starts from the childhood perception on job up to the school level, higher education and adult perspectives as presented by Super (Ishamumudin Hj. Ismail,2007).

Generally, graduates in the age of 19 to 24 years age group which still in a deep career fields exploration level. In the career selection process, there are many factors that become the foundation of selection for certain fields of career among the students or graduates. Commonly, students around the world had faced the undertaking of career's decision. The selection of career, field of study, courses in

schools or institutions and following path to be encounter has become a challenging issues that confronted by the prospective undergraduates. Usually, it will make a difference between delighting and detesting the future career by selecting the right subjects which it will lead to the precise future profession. The frustration will occurred when someone put themselves solely to the unachievable choice of career.

Career selection is a complex process which involved application of knowledge-based, skills, experiences and certain competency usage that inter-related between one another for intelligent self-management (Beardwell and Holden, 1997). One of the important aspects in individual job decision making was based on information gain as information is key essential in decision making process. Information required within various decision making level. Information that was achieved and analyze properly will determine what kind of decision need to be adopted.

One of the high thinking activities that is important in an individual's life related to decision making (Muhamed Awang, 1994). Decision making is the process that cannot be avoided and became necessity throughout real life. One of the decision making aspect that is crucial to every person is related to career selection (Desimone, Werner & Haris, 2002). Career that need to be chose have to fulfill graduates' will and passion and necessary to guarantee the future ahead. The impact from decision made will become big changes in graduate's life thus this activity become relevant and significant to them. As the labor market trend has shifted especially in the information technology development and globalization have faced the relations, narrow minded on the career transition as the once of the occurrence that happened during the initial stage of the human's development. This occurrence has changed the perception to the wide understanding on how the career transitions works on the training, education and job as it may become more complicated through the lifetime period. In addition, the study of evidence stated that the variations in the employment and career patterns and the enhancing difficulty have become more comprehensible.

Competition with other graduates whose graduated from other universities within the country or oversea to get a job has become fierce as making this career selection process become important and critical to the graduates. The decision need to be done quick and accurate (Simon, 1976; 1991). There will be challenges that need to be face by the graduates. Currently, the numbers of unemployment graduates has increases and become a complicated and sensitive issue. There are many unemployed graduates, even if they have several years of graduating from higher education institutions (HEIs). Most of them were not getting the job or not accepting any offer, but the job been offered maybe not suits for them. Most graduates still looking for work deemed incompatible with their status as a former student of the university.

### **1.2 Problem Statement**

Career choice which is accurate and appropriate to the qualifications, enthusiasm and personality are very important in determining the direction of an individual's life. "Do not know what's going on tomorrow is the power of God, the ability to develop strategies for tomorrow is the strength of man" (Eddy, 2007) Therefore, if the choice and strategy made is wrong in choosing a job, it can lead to boredom in work, regret, suffering the loss or other risks which cause unpleasant in life (Ahmad Baharuddin 2007).

Sharp and Marra (1971) stating that the main problem faced by today's undergraduate students is to make career choices that meet their own interests, abilities, talents and personality. Brown et al. (1996) believe that many undergraduate students are what they call "career immature," that is "(immature) in the sense of a lack of painfulness and lack of information about careers and occupations" (p. 150). There are several reasons why there is a problem in making career choices are as follows: -

- Hard to make the right decision is caused by the individual that does not have any interest in the various areas of fields that are not clear or do not know exactly the perfect career with abilities that they have on them make it difficult to select own career choice.
- Perfection absence when deciding when\_individual could not guess well on the interest, ability or talent and the personality. Sometimes the selection made is disproportionate with the personal trait. The selection may be made

too ambitious and some may be to low compared to the natural ability and strength or turnover that exists in individual themselves.

3. Low knowledge or information about the jobs\_often occurs at the level of the student's age and development, which at this stage the students do not get enough exposure and information about job opportunities and the types of jobs that they are doing later.

According to Hairunnaja (2005), the situation with regard to the problem of student career choice presently, the problem faced by the students who lose their right to choose a subject of interest starting from the school level as the school has set the subject to the students to facilitate the school. After finish their high school, the students tend to grab whatever courses that suits their education level when entering the university level. The proposed problem is the students' potential for failure if students choose the fields that they are not favor. Thus, that a person should know what they want in life and then work hard to get to him because the chances usually do not usually come back. The successful person is one who knows what he has to make in life.

Because many students who are having trouble making a selection, this research want to study and identify the factors that influence students in choosing their career and this study is specialize on the undergraduate students from various field of study or courses at Universiti Utara Malaysia, Sintok Kedah. Although there are a variety of factors that may influence career choice among students by previous researchers, but in this study, the factors focus on family influence, student personal interests, and economic considerations.

### **1.3 Research Questions**

- i) Is there any relationship between family influence and career choice?
- ii) Is there any relationship between personal interests and career choice?
- iii) Is there any relationship between economic considerations and career choice?

### 1.4 Research Objectives

Specifically, the objectives of the study are:

- i) To investigate the relationship between family influence and career choice.
- ii) To investigate the relationship between personal interests and career choice.
- iii) To investigate the relationship between economic considerations and career choice.

#### 1.5 Scope of Study

This study is conducted in Universiti Utara Malaysia, Sintok Kedah. The undergraduate students were chosen which taking bachelor degree in various field of study as they were the group of people who will determine their own career choice based on the factors chosen for this study. Also, the students will be exposed to the working environment right after finishing their study and they required to decide which career path that need to be choose in order to establish their life improvement especially in career development.

### **1.6 Limitations**

Although this research is adopted including the questionnaire survey, yet it is still unknown that the respondents might be able to understand the original meaning of the questionnaire context considerably thus allow the researcher to illustrate the accurate reflection result. The study is conducted in UUM, Sintok Kedah only which the focus for the UUM students because of limited time and cost saving. In addition, the population is limited to undergraduate students in UUM not for all students studying in UUM regardless of what semester they were currently.

#### **1.7 Significance of Study**

#### University or institution

This study is also important to know the extent to which learning and university experiences can be used in the selection and shaping one's career. This study stressed out the areas of career focus prospective graduates and therefore the university can make plans to help students to achieve their aspirations and preferences. The study and the information collected are important and useful as a guideline and reference to certain parties, such as the university and the Ministry of Higher Education (MoHE).

#### <u>Industry</u>

Industry would identify the location, reason, and time to invest the resources needed for student's training and education as it may give advantages to them. By implementing the efficient career planning provided by the industry, the students would follow the career plan direction through decision-making information rather than one of coincidence.

#### <u>Student</u>

This study aims to identify the factors that influence career choice among undergraduate students of Universiti Utara Malaysia, Sintok Kedah. Some of the students may have considered limited choices in career selection as do not have the adequate information before graduating to justify in making definitive decision. Parents or lecturers should take their role in the discussion and counseling time with the children or students as they become the student's assistant to form an allinclusive career plan or outline as some students did not start to explore 'real' career possibilities until after graduation.

#### Body of Knowledge

A study will help to examine the factors affecting career choice among the undergraduate students due to this contribution to the public universities in Malaysia and behavioral management studies. This study also help to strengthen the theory building in career behavior perspectives which generate the result based on the real life context. It also shows how those variables relate each other. Hence, it can recognize the variables have to be focused on and how does it may effect on decision made on career choice. Finally, a better understanding will receive by readers on factors influencing on career choice among undergraduate students.

### **1.8 Definition of Terms**

For clarity, the terms used in the study were defined as follows:

#### Career

The major life domains which engage the individual in multiple roles, such as worker, family member, community participant and leisure–time participant. Yet it becomes the sequence of occupations, jobs and positions held during the course of life.

#### Career path

Career path describe the route and approach that can be taken by someone wishing to develop their career within a given profession. A career pathway is not just about promotion or advancement to the next level. They can be both vertical and diagonal (in terms of a promotion), or horizontal (in terms of a sideways development move).

#### **Decision-making**

The cognitive process resulting in the selection of a belief or a course of action among several alternative possibilities. A person must evaluate the positives and negatives of each option, and consider all the alternatives when trying to make a good decision. A person has to predict and assume what will be the consequences of each option that will be picked for the decision-making to be effective. As the result, based on all the items chosen will determine which considered as best choice for the particular case scenario.

#### **Environment**

The complex physical factors that make up our surroundings and in turn act upon us. This includes the family background, political, social and economic issues that typical and non- typical students may deal with on a day- to- day basis.

#### Personality

According to Britannica (2002), personality referred to individual's way of thinking characteristics, feeling and behaving. The personality is the collection of impressions in the appearance of the student's body and the impressions believed to have been made on others, good or bad. One's personality may embrace attitudes and opinions that affect the way we deal with interactions of people and, in particular to this study, the situations of choosing a career.

#### Personality traits

Elements of personality, as enduring psychological dispositions, which lead an individual's behaviors equivalently within various and changing environments. This concept of personality traits is contrasted with states which are conceived as relatively short-lived psychological process depending on situations (Pervin, L. A., & John, O. P. (1997); Tellegen, 1985).

#### College/University

Formal Higher Education Institution that provides the students with an academic higher learning program with specific experts with time lasting from three years to seven years regarding the different field of study.

### **1.8** Organization of Remaining Chapter

This research is divided into five chapters. Chapter 1 briefly discuss on the whole research theme and also the research problem in general. This chapter also introduces the problem of the study, objectives, scope, significance, limitation and definition of terms.

Chapter 2 provides a brief description of the literature review and scientific papers that are relevant to career choice. This chapter begins with the introduction to the dependent variable which is career choice and other variables. The relationship between independent variables and dependent variable are also introduced in the same chapter. Furthermore, research framework also discusses in Chapter 2 and hypotheses will also be included.

Chapter 3 focuses on research methodology and research design for the project. The data collection procedures in Universiti Utara Malaysia, Sintok, Kedah will be presented in this chapter. This chapter also provides explanations about population and sampling design. The measurement of the instrument and data analysis techniques will also be included in this chapter.

Chapter 4 discusses on the results and finding of the study. All the analysis use been reported in this chapter including the hypotheses testing discussion and hypotheses summary at the end. The last chapter will be chapter 5 that contain the recommendation and the suggestions needed to the different group concerned in this study. Lastly, the research study ends with the study conclusion.

#### **CHAPTER 2**

#### LITERATURE REVIEW

#### **2.0 Introduction**

This chapter elaborates the relation of previous research study with the objectives in this research. The important parameters, guidelines, quotes or findings from earlier researches are mentioned.

#### 2.1 Review of Previous Research Studies

#### 2.1.1 Career choice

Initial choice of career depends on individual decisions' regarding their background, traits, culture and many others features that will form a unique person. According to Shaffer (2002), human development is holistic enterprise which means the growth of humankind is develop continuously and on-going process. Development can be formed from many social forces. The experiences and characteristics of one person can be shared through each other, nevertheless the communication and events may interpreted, evaluated and internalized uniquely by different people. Both normal and distinctive developments are important. Therefore, the scholars seek for extra explanation in order to describe the way of youth, teenagers and young adults to formulate the initial career choice.

(2003); Shaffer, (2002); and Sigleman & Rider, (2003), also in the field of

personality development such as Ryckman, (2004) and Schultz & Schultz, (2005) stated that there exist the logical connections between identity development and initial career choice. The basic concepts of identity formation can also be reflected as merging factor. According to Erikson (1968) in most researches, the main focus involved identity formation that includes the young people and adolescents stages of identity cohesion against role confusion.

According to Havighurst (1972), this young and adolescents stages is the time where one is facing with the detailed tasks on development for example is self-sufficiency from family, gender identity, moral internalization and career choice. Contradicted with the study by Erickson (1968) who believed that the development of personal identity as a time when a person is developing a single, unified concept of self and personal identity and spirit in order to answer the age old question which is "Who am I?" (Nairne, 2003).

Super (1974) recommended the approach on development which involves six dimensions of career choice process; (1) orientation to vocational choice (an attitudinal dimension), (2) information and planning (a competence dimension), (3) consistency of vocational preferences, (4) crystallization of traits (forming a self-concept), (5) vocational independence, and (6) wisdom of vocational preferences (realistic preferences). Super stressed that career development happens through the levels over the lifespan. In model of personality development, client's individuality is the most important in making career decisions (Healy, 1982). He emphasized that the individual can be established with the help offers to clients in order to understand

the significance of their goals, barriers, assets acquiring goals, problem solving and counseling beliefs, measures has to be taken, learning styles, goals weaknesses.

The basic choice of career includes the process of multi-dimensional which is including the whole development. Individuals will take part in the role of forming the initial career choice process actively at the same time join in their environment activities while others can make a conclusion. Some variations may occur in the rank-like and also regular one. Formation process is both continuous and discontinuous. One of the important factors that may contributing to the decision of career choices including the following: efficient planning, attitude consistent selection, crystallization of the properties, the personality of the person, socioeconomic status (SES), defective trust, self-knowledge, self-efficacy, freedom of choice, career reputation, interests, gender and personality type. Career process is considered as learned skill and problem solving activities. (Zunker, 2006).

Leong and Brown (1995) found that most theories of career choice made five assumptions, and validity of these assumptions arise mainly from a cross-cultural perspective. These assumptions are: 1) career development is a continuous, without interference, and progressive; 2) The decision maker has a way of psychological, social, and economic influence their choice; 3) there is honor in all work; 4) there exists a labor market that is free and open; and 5) the best career option essentially flows from the internal (personal) factors.

According to Parson (1909), in order to make a satisfactory career choices, individuals are required to clearly understand what they are; he requires knowledge

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of the needs, circumstances, and opportunities in the workforce; and capacity to sufficiently consider and evaluate the differences between these two issues. Arnold R. Spokane as quoted in Young, (2000), said "Career options that reflect the person's motivation, knowledge, personality, and environment". These qualities, however, can vary in importantly during different development cycles throughout the lifespan. Most traditional-age students; have relatively limited knowledge of themselves, their capabilities, and labor force. Older, non-traditional students may have a broad knowledge of the world of work, but still may have limited knowledge of themselves and their competencies outside of their work.

Bandura, Barbaranelli, Caprara and Pastorelli, (2001) stated that people will facing the process that is affected by many factors, including the context in which they live, their personal tendencies, and educational achievement. Students worldwide are usually faced with the task of making a career decision. Career choice, education, and study course in schools and the next path to be followed, had become tough problems faced by prospective students. Often, choosing the accurate combination of subjects that will lead to the precise job profession in the future can give differences between enjoying and disliking their career in the future. Dedicating oneself to a career choice that cannot be achieved indicates to frustrations.

#### 2.1.2 Family Influence

Family involvement is its collective value orientation in which children used to consider the needs and expectations of their parents or elders in the family. "Career options and career advancement can gain more as a way to provide for his own family, help a sibling of someone, and someone to take care of the responsibilities satisfactorily parents in their old age of the ways to apply self-nature" (Leong & Chou, 1994, p. 47). Some Asian Americans may feel obliged to support their family, with the running job that provides financial stability (Leong & Tang, 2002). Asian American parents are likely to have a high potential of educational achievement and job of their children (Sue and Okazaki, 1990).

According to Bradley & Mims (1992), a family systems theory has become a source for career counseling utilizing by other decision-making model for college students which in career counseling may include the effects of family, birth order and sibling dynamics. The result shows that the children or other siblings will change into unlike directions when the parent or an older sibling had chosen their own direction and plant their role identity with certain attributes. "Every person improves by assure patterns and roles that will provide them with a sense of belonging and unique identity" (p. 445). People always troubled in making their decision as they implied rules and role from their family that has more experiences. Later, the person will implement unsuitable career expectations, thus limit their choice of career.

Naturally, processes in family always replicate themselves. The factors that affecting the decision made in person's career choice depend on family themes, myths, limitations, connections and issues in emotion aspects. For example, when the family generation followed their own career tradition which is medical-oriented, nevertheless the children will stay in the same field which is medical, even though they might shift to other area in the same field to keep the differences. For the individuals that conscious about the family matters and can solve those effects, it much more essential to the decision making theory as that person may decide their own career selection.

#### **2.1.3 Personal interests**

Bandura (1977) recommended that the efficacy seen in people who nurture the growth of interests that will stay consistent as long as the interests of their personal feelings involved and give satisfaction. Previous research has shown a pattern of minority being placed in a lower academic tracks, based on inadequate budgets, career guidance staff (Boyer, 1983). This is not favorable conditions that attract attention, and they can help explain the lack of minority populations in areas such as science and mathematics. Hansen (1999) explains the importance of the internal state of a student who is related to the characteristics of the learning situation. A lack of interest in learning science and engineering can occur if a person does not see science or mathematics as a field that became members of the community can put an entry to.

Due to the individual uniqueness, other people may react on each career intervention differently. Previously, Janis & Mann (1977) has suggested that every individual that have diverse pattern made the decision based on different interventions. For example, some people may use interventions as the approaches to lessen the cause of procrastinate as intervention procedures to identify the procrastination. Miller and Miller (2005) reflect the issue of same-namely, that a counseling intervention does not suitable all. The authors suggest that personal characteristics such as vocational interests or personality may interact with a style of

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decision-making (Miller & Miller, 2005). Miller and Miller (2005) argued that an understanding of the relationship between vocational interests and style of decision-making will help intervention done by counselors to suit every customer.

Miller and Miller (2005) suggested an approach to examine the relationship between the type of interest in John Holland and styles of decisions people make. In the vocational literature, theory of Holland, associated with vocational interests, is one of the most broadly studied and supported. Six types of vocational of Holland's are as follows: realistic, Inquiry, Artistic, Social, Enterprising, and Conventional. In their review article, Miller and Miller (2005) examined model of decision making (Johnson's 1978), decision-making style that divides into two dimensions: a systematic and spontaneous, sometimes called internal and external respectively, in relation to the Holland's approach.

Miller and Miller (2005) analyzed that show Holland types can be divided according to Johnson in decision-making style. The realistic type is more to conventional investigation and systematic decision-making style. Those who have vocational personality style for all three types tend to choose activities that which is more to data analysis and strategy on a regular basis. Conversely, typing Artistic, Social, Enterprising, and spontaneous style (Miller & Miller, 2005). People, who have all three types of interests, become more open to ambiguity and change. Miller and Miller (2005) propose that this information will help the career counselors because those professionals can match the intervention or approach with people who have some kind of vocational training. For example, realistic, Investigation, and the importance Conventional may be more in line with a more rational approach, such as inviting students to collect and analyze information; students with Artistic, Social, Enterprising types of benefits may be more suitable for less rational approach, such as coming up with creative decision-making skills when faced with a decision. Moreover, Gordon (1984) mentions the characteristics of undecided students to become more creative and intellectual curiosity.

#### 2.1.4 Economic considerations

Shifting the structures of occupational may forcing many workers to the conditions that need them make the career decisions. Based on study by Hutchings (2010), there are 10.2 million temporary workers in U.S and there are millions others that been trapped in manufacturing worsen and the knowledge-based economy shifted estimated by the Bureau of Labor Statistics. There will be a little uncertainty that among employed Americans face which when they were starting again on the career options, they need to notified themselves first (Hoyt & Lester, 1995).the result shows that 70 percent of the employees would search more and have better information about the career that they want to enter. Job losses in manufacturing sector indicates that there are changes in structural of U.S economy that result in million Americans left with unclear futures of the re-employment getaway, fresh career, or living status without the traditional job. Mostly all the American workers may face the problem of "What is the right job for me?" several times throughout their working life. In the study by Hutchings (2010) indicates that teaching has become more attractive not only for fresh graduates yet also for the career changers as the result of recession. The TDA has reported that 35 percent rise among the number of career changers that applied for the teachers' profession in 2010.

TDA has been assigned to conduct research to explore how the career priorities selected groups of city workers (not at the time who intend to become teachers) have changed over the last twelve months ago in order to understand the employment increased, especially among career changers, and the effects of recession (Hutchings 2010). The study showed that job security and salary / remuneration both have increased in importance as a priority as the recession deepened. Therefore, although there is a relationship between GDP and applications for teaching, individual decision framed in terms of unemployment and wage levels relative.

Those people that have experience in the job market for more than ten years are alert to the trends or changes in economy well. Some of the trend may impact on the local economy area and some impact the whole world. Study by Borchert (2002) states that B.A. psychology students will not get them very far with the class of 2002, but two years ago that liberal arts majors expected to get high bargains from the dotcoms together with the signing bonus. Students may have decided their main course of study during the "internet bubble" and proceed to do most of their job search online (Borchert (2002). Students should decide on their career choice based on real potential opportunities, not from the momentary chances. Impact on September 11, 2001 has weakened in economic circles world widely. Student may have chosen career based on the twist but there were realistic interpretation of the industry at that time of view. Student may also be under pressure to take which is easily obtainable, and instead of waiting for the real choice to be either available again. After many college students, there are high school student whose may require either cash, or the results, or the preferences for further education at the end of job lines. This shows an example of another set of opportunities that unfold themselves as the result of a lot of economic factors in combination. Economist Andrew Sum of Northeastern University asserts that one in ten teenagers lost their jobs during the onset of 2000 economic downturn (Borchert, 2002). For students, it is hard to figure out what the long-term factors of career choice, and what is just a failure in the economy.

According to previous empirical researches, there are no strong answers to the impact of economic conditions on the changes in wage increases with experience. Some of the studies offered a consistent impact of the economic conditions on the worker's different income levels based on the career. Researches following Bils (1985) recognize the state of the economy with the unemployment rate. The impact was approximated by comparing the current or future salary cohorts entering the labor market at different times and considers parametric relationship between the unemployment rate and average salary. There are negative relationship between adverse economic conditions at the time of labor market entry and future salary (eg Bowlus and Liu (2003), Kahn (2010), Oreopoulos, et al. (2006). Beaudry and DiNardo (1991) found that the reliance of minimum wages on unemployment rates since the beginning of the work that is tougher than the current unemployment rate for employees who have many years of experience in the labor market. Empirical evidence suggests that the persistence of the effect of economic conditions that could have a huge impact on lifetime earnings. Because every study only focused on a group of employees with the same level of labor market experience, there is little empirical evidence whether the continued effects of this vary according to experience.

#### **2.5 Career Development Theories**

There were psychologists and sociologists that come with various theories about career development, factors affecting career choice and decision making process related to this paper concerned.

Career guidance and counselling has become a worldwide basis, especially in the western world denominations in the United States (US) in more than 100 years of history has come up with a system wide and various theories and strategies. Career theory was initiated by Frank Parsons (1920) who developed an approach in which the nature of the individual's personality match for job selection. This approach is slowly evolving and becoming a mature discipline with theoretical and empirical foundation which is strong. In fact, the issues related to vocational and career are important across different cultures and nations (Hesketh & Rounds, 1995; Leung, 2004). In this age of economic globalization, all individuals affected by various work-related concerns, some concerns are unique to a particular culture, but others are common to many cultural groups. Some of the worldwide issues that had influence many people from different culture such as seek for the purpose and significance in life, the passage through self-awareness of numerous life and work related roles and the hard work to highlight the issues on employability status by the country. Hansen (1976) stated that career development is a "continuous lifelong

process of development experience concentrated on result, finding and processing information about the self, alternative jobs and education, lifestyle and selection of the roles". In other words, career development is a process where people come to understand their connection with the world of work and their role in it. Career development process is where individual fashion identity work. It is important when educating young people who help the school system and consider the importance of this responsibility to the youth and their future. Influence on the results and career development is one aspect of socialization as part of a broader process of human development.

Krumboltz, Mitchell and Gelatt (1975) proposed in the learning theory model which some of the following clarifications has been point out; the career decisionmaking is the skill that need to be learned; come from the diverse unit of group clients, people who seem to have the guilty feeling when unsure to enter the profession, and nobody can be seen as the perfect match for the best job. The research team felt that people choose poor alternative career as a broken trust. Unique learning experiences over the lifespan formulate the main effect leading to career choices. In the perspective of cognitive information-processing them, Peterson, Sampson, and Reardon (1991) recommended that the results of the career options of interaction of cognitive and affective processes. Furthermore, making a career choice is problem-solving activities. They suggested that the identity of career is highly dependent on the self-knowledge.

John Holland (1992) believes that career choice is an expression, or advanced, personality into the world of work, followed by the subsequent introduction of a specific job stereotypes. The rationale is that individuals are concerned to a career that is given mainly because certain personalities. Holland theory proposed six personality styles (realistic, Inquiry, Artistic, Social, Enterprising, and Conventional) with matching jobs environment. Stability of career options depends on personal mastery orientation. Holland suggests that individuals are products of their environment; which example is the environment greatly influences the experience of personal orientation and career options beyond. Selfknowledge is a key component in making career choices which is optimum.

Theory by Holland (1985, 1997) has guided the career interest assessments both in the US and internationally. Holland's theory providing a framework typology which is simple and easy to understand on career interests and environments that can be used in career counseling and guidance. Holland assume that vocational interests is an expression of personality, and that vocational interests can be conceptualized into six typologies, Realistic (R), Inquiry (I), Artistic (A), Social (S), Enterprising (E), and Conventional (C).

Another key concept in the theory of Holland is differentiation. Differentiation refers to whether the high interest and low interest types can be differentiated clearly in the interest of a profile. Profile of a low interest rate differential somewhat resembles the outline of where the interest of the kind of high and low is not distinctive. Otherwise, profile different interests have clearly marks the high and low, representing that the crystallization of interest may happen, and the willingness for the specification and application of career choice. Based on Spokane, Meir, & Catalone (2000), Holland's theory has a major effect on the evaluation and research of career interests. In the 40 years since the theory was proposed by Holland, hundreds of research studies have been published to examine the arguments and the validity of the instrument based on his theory of interest, including several international studies using samples. A major area of study cross-cultural investigation is whether the proposed structure of vocational interests Holland's theory is valid across cultures (e.g., Rounds & Tracey, 1996). For example, Tak (2004) administered Inventory Interest for college students in Korea, and the finding of multi-dimensional scaling and random test suggest a good fit with the circular model of Holland interests, although the benefits are not clearly in hexagonal arrangement.

Among the many theories of career choice and development, theory by Super has gained the attention in the United States and also in other parts of the world. Super (1969, 1980, 1990) proposes that career choice and development is basically the process of developing and executing a self-concept in individual. According to Super (1990), self-concept is a product of complex interactions between multiple factors, including physical and mental growth, personal experiences, and environmental characteristics and encouragement.

Based on the theory by Super, self-concept is a personal construct theory which according to Savickas (2002) has taken a constructivist perspective and assumes that "the processes of career coaching is basically the wake and carry out vocational self-concept of the role of work" (p. 155). One stable self-concept should emerge in late adolescence to meet as guidance to the career selection and

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modification. Nevertheless, the concept is not a static entity, and it will continue to grow as a person facing a new experience and advanced through the stages of development. Life and job satisfaction is an on-going process of implementing a selfconcept that growing through work and other life roles.

Super (1990) suggest the framework of the development of life ratings with the following ratings: growth, exploration, realization, implementation (or maintenance), and resignation. In every person's stages, it was to manage the tasks of vocational development of social expected population in a given chronological age environment. Thus, the concept of "maturity in career" has been used to determine that phase that one can fulfill vocational development tasks required in each level of development. Part of it will cause by various results gain in the study of empirical investigation on career maturity, whereas the maturity can be substitute by the concept of modification (e.g., Herr, 1997; Savickas, 1997, 2002, 2005).

In order to work directly with the development of more robust career as Super and Holland's theory proposed, the theory of Gottfredson suggested that career development is more towards the involvement. Gottfredson (1981, 1996, 2002, 2005) assumes that career choice is a process that need stage of cognitive skills. Childhood has the capability to produce and compose edict complex work is a function of chronological age as well as the development of general intelligence. Growth and cognitive development is important to the development of cognitive maps of occupation and self-concept that is used to assess the suitability of various employment alternatives.

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Gottfredson's (2002, 2005) in her latest revisions on the theory had explained on the unique interaction between genetic makeup and environment. Genetic characteristics such as interests, skills and values play an important role in forming the person's characteristic basically also included the person's expression is moderated by the environment that one is exposed to. Gottfredson insisted that the person can be the one who can influence their own environment although the role played by genetic makeup and environment to individual. Therefore, the career development can be considered as individual process of self-creation in which that person observed for possibilities or niches to express their genetic tendencies of their own cultural environment within the boundaries.

The Gottfredson (1981, 1996, 2002) theory of career choice and development that could be seen as a process of elimination or limitation in which people gradually eliminate certain career alternatives from further consideration unlike to the wellknown notion that choice is process of selection. Circumscription based aspects of self-concept main features seems appeared in different stages of development. Gottfredson stated that the career aspirations of children affected by more (e.g., gender, social class) from the personal aspects of their self-concept (e.g., skills, interests). A model has been proposed development involves of four stages of circumscription.

Social Cognitive Career Theory (SCCT) (Lent, Brown, & Hackett, 2000; Lent, 2005) firmly bound to the theory of self-efficacy Bandura (1977), which suggests a mutual influence of the interaction between people and nature. SCCT offers three models of career development process segments, each to explain (a) the development of academic and vocational interests, (b) how individuals make educational and choices of career, and (c) education and career achievements and stability. Three models segments have different importance variables concentrated three key, which are the self-efficacy, expectation of outcome, and personal objectives.

The development of career goals has been viewed as the functions of the relationship among self-efficacy, expectations of outcome and interest over time in SCCT choice model. Career choice is a process that occurs in any person and the environment / her interplay with each other. It involves the requirement of main career choice or goal, actions aiming to accomplish one's goal, and performance experience providing response to the individual on the suitability of goal. Furthermore, SCCT presented that compromises in personal interests needed in the career choice process due to contextual spontaneous to the person (e.g., cultural beliefs, receive less of encouragement, social burden).

## 2.6 Relationship between Family Influence and Career Choice

Watson & McMahon (2005) suggest that most children and youths cannot make smart career decisions solely based on life experience. They need support and exploration in the form of curriculum offerings and courses counseling to assist on monitoring them towards a career path. Family, significant others and influence society, the ability of adults to learn to make a career decision must come from the preparation of a person can receive in high school in addition to other factors. It is at this stage of development that one can learn the process of career development, career decision-making skills, and prepare to make their career changeover later. Peng & Wright (1994) argued that the Asian American 'academic achievement and career goals, family roles have been widely studied and the results show that the family provides an important value to the success of Asian Americans' academic overwhelmingly. A report by Sue and Morishima (1982) indicated that the level of reaction to the expectations of Asian Americans and their families is based on the level of acculturation and ethnic identity. The study found that family involvement has been positively associated with traditional career choices among Asian American college students.

Tang, Fouad, and Smith (1999) reviewed the involvement of families in career choices of 187 Asian American college students. In the study, family involvement is key factor affecting career choices of Americas Asia ', nonetheless career choice is not related with career interests. The result of findings confirms that the Asian American literary career choices are influenced by family involvement, rather than the interests to their own careers.

One consistent finding in studies examine that the aspirations of adolescents themselves affected by dreams or expectations of their parents. Support and sponsorship gain from the parents is an important factor that has been found to influence the choice of career. A child may opt what their parents want and they just want to help and please their parents (Taylor et al, 2004). According Oyamo and Amoth (2008), a study in Kenya show where rural students tend to get help from parents more than city students and parents were more than teachers play a major role in the students' selection of career. Basically, career choices were influenced by

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parents, peer, and counselors however indicate valid variation happen from one population to another.

Kush and Cochran (1993) studied the effectiveness of career courses for parents to help their teens develop a greater sense of self-confidence and determination about career choices. 64 voluntary twelfth graders from three high schools in Vancouver, British Columbia, Canada randomly to experimental or control group by using the pretest-posttest control group design waiting list. Both scales (certainty career and cannot make decisions) of the CDS was used to measure the participants' confidence in their career decision-making; Career Self Efficacy Scale (used to measure confidence in performing job duties), Career Importance Scale, the Ego Identity Scale, and Alienation Test was administered before and after the five-week courses. Parents of all students in the experimental group received instruction and were provided with Parent Career Guidance Manual and Workbook (created by Cochran) to assist their teens in making career decisions for the fiveweek courses. The results showed that the effects are significant for the group from time to time, which shows that students in the experimental group showed greater confidence in career choices and motivation for self-determination. Students in this group become more uncertain and less skeptical indicate that the career is more important in their life, and experience a greater sense of ego identity.

Despite the diversity of work and mobility in the modern age has reduced the impact of the child to follow in the footsteps of their parents in choosing a career, many parents and senior family members still play an important role in guiding their children's career decision-making especially in Vietnam family (La, 2009). By using

the survey method, (La, 2009) observed the attitude of parents towards education and career choices of their children. La (2009) assumed that because of the movement in labor-career that occur in remote areas, people will change their behavior in response to the reconstruction of the social, economic, and cultural. His research has been conducted in a rural community in northern Vietnam. The result shows that parent education, gender, age, income and employment have a major influence on their perception of the educational and career choices of children.

Parents who worked as a farmer, who did not finish high school, and have a low income do not have clear expectations about career and education of their children. They give their children freedom to make decisions whether to end high school, to go to college, and to choose a career or job. Conversely, parent who not farmer want their children to finish high school. There exist significant difference (30.4% non-farmers-parent vs. 8.3% of farmer parents') between the groups in expecting their children to finish high school and get a job -industry related services.

In contrast, the parents who acquired higher level of educations which is more than high school tend to be more concerned on the children's education. One of the studies by La (2009) indicated that there are strong relationship between parental educational levels and career aspiration. Parents who have a higher level of education want their children to finish high school and they also have clear goals for their children's career. La (2009) also found that in the rural community, most parents, regardless of occupation or level of education, have changed their minds about career futures of their children. The majority of them (78.1%) want their children to find a job with a high income does not matter what kind of work is it. Unlike the traditions of the past, when it comes to career decisions, parents in this community give a lot of freedom to their children. They no longer differentiate between the "noble work" which refers to jobs that required highly skilled laborers, with a college or university diploma and "dirty work" that refers to the manual jobs that performed by unskilled labors, provided that their children as long as it is stable job and gave higher income (La, 2009).

In particular, students have used both methods of adjustment and maladaptive decision making when making decisions about their major of study. The implications of such conclusions may mean that other factors may be more likely to affect the decision-making process to handle the pattern of their students and how firmly they are when come to academic degree. One could be influential by the parents. Schultheiss (2000) shows that parental relationships can influence the type of decision-making style (adaptive or maladaptive) implemented by the students. Schultheiss (2000) revised several studies that examined the attachment to parents and commitment to a career choice, and suggests that greater attachment to parents can cause to a greater commitment to their career choice.

# 2.7 Relationship between Personal Interests and Career Choice

Asian American career interests' studies have exposed that Asian Americans have a higher interest in the physical sciences and lower interest in the social sciences (D. Sue & Kirk, 1972, 1973; D. Sue & Frank, 1973; Leong, 1986). Asian-American women tend to be more interested in domestic-oriented activity compared with their white counterparts (Sue & Kirk, 1973). In the study by Leong (1982, 1986), it was found that discrepancies between the interests expressed and measured in the employment and social jobs investigation. According to Harmon, Hansen, Borgen & Hammer (1994), in a normative sample in the Strong Interest Inventory, Asian Americans in numerous jobs scope were found to have the same interests as Example General Reference, GRS (Fouad, Harmon, & Hansen, 1995). Nevertheless, Asian American samples have greater ratio of representation in engineering and the physical field compared to their ethnic representation in the US population (Fouad, Harmon, & Hansen, 1994).

Tang et al (1999) stated that the interest is measured by using Strong Interest Inventory (SII) is not associated with the ideals of Asian American college students' career. A prime time to affect the development of minority a young people includes boys and girls are in secondary school years. Interests shared with self-efficacy and expectations forecast intention which in turn leads to behavior decision which also regarding the career choice (Lent et al 1994; Waller, 2006). It was also found by Waller (2006), that the mathematics self-efficacy and outcome expectations of nontraditional students are African Americans', directly predict their mathematical interests.

Contextual environmental factors affecting the learning experience and the opportunities for individuals to be exposed to certain careers. Another contextual factors influence the process of socialization and cognition, whereas forms an individual career interests and development (Lent et al., 2002). For example, a young boy in Asia America may not have the opportunity to see a social worker in their ethnic community. There is unattainable role model in the Asian community and

insufficient information about the profession of social work which can affect career development interests of Asian Americans'. If Asian Americans only have a certain career information, career learning experience they will be limited and their interests will be established based on inadequate experiences.

Personal values and passions have rarely been realized without the active and mindful effort on the part of students. Students must be inspired and motivated to organize the results. Students should know and understand the reality of that process if they desired to work in the process of career choice. Only when students have developed awareness, they will be able to start and preventing dealing with myths in the process as a whole. It was during that students develop a practical plan of action to get what they want from the decisions of their career choice. According on Weiler (1977), many of the students have developed a career plan based on myths which what mostly we think despite of the reality it is, somewhat.

Schiefele, Krapp, and Winteler (1992) had itemized the interests which is the one that most likely to contributing on academic success such as the choice of the subject field. Students in secondary schools frequently develop their interest in computers and technology. Due to the importance of this field, it sometimes indicates the students to a career of computers and high technology area. Then, these students are fascinated to the training course will yet they are more likely to be motivated to continue in this area. Moreover, students will do their best when studying something based on their interests (Spangler, 1994).

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#### 2.8 Relationship between Economic Considerations and Career Choice

It is part of a complex decision theory even though the economic factors to select a career that may have their roots in the classification of career options. By considering the minimum or maximum loss of work profit, the choice of career can be concluded by the students. Peterson M. (1973) shows that the minimum or maximum loss of profit not in terms of money alone, but anything of value to a particular individual. Ginzberg et al. (1951) suggest that individuals who make the final decision relative to the career center to the economic and social prestige the occupations have.

Labor economics research has also focused on the impact of teachers' salaries relative to alternative employment in the decision to enter teaching field. Overall, in the study by Dolton (1996), it has been shown that the inclusion of teaching is higher when the relative salaries of teaching were greater. This is the case for both men and women, although men have been found to be more susceptible to relative wages, possibly this is because they are more often to be breadwinner of the family. However, Dolton and Makepeace (1993) reported that for women, the choice of teaching has been significantly affected by the relative wages: 'The increase in female graduates receive an income as a teacher, as compared with income she received as a non-teacher raises the possibility that she will become a teacher 'however, they also show that teaching as a career choice among women was linked to the decision to take part in the labor market. By given the same level of commitment to the family, women outside of teaching professions will become less likely to be part in employment. Dolton (1996) indicated that women also give greater emphasis than men on non-monetary factors in their career choice.

Market economy is a strong influence upon education and making the career decisions by students. Davey (1993) found that most of the students showed consistent in high interest exposed in the preferred job and anticipation regarding the relationship between employment aspirations and interests of students. Nevertheless, other students seem to choose a career with higher earnings more than their career interest. This is consistent with the study of Vietnamese high school students. According to Tran (2002), in a study of over 300 people to the right grade students in the northern of Vietnam, it was found that students know for sure three main options when choosing a career by using a qualitative approach. The first is a career with high incomes, the second is in accordance with skills and ability of the individual, and the third is a career that been appreciated by the community. These indicate where most high school students aspiring to career based economic reasons rather than their own interests.

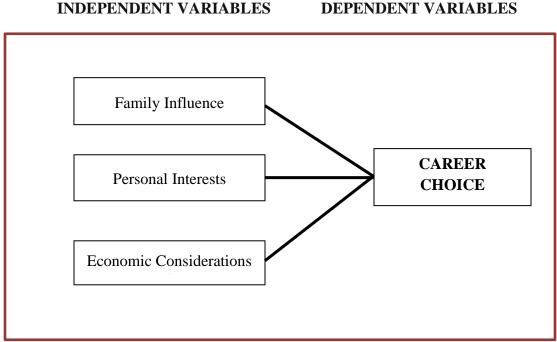
Koc (2008) identified the best three measures for a job as opportunity for advancement, job security and a good insurance package in a study of 19,000 U.S. students. The researchers speculated that these measures could be linked to the impending economic crisis, the emphasis in the political debate on health and social security in the run up to the U.S. election. Desired effects of social and economic achievements have also been observed in relation to the prestige of his career. In the study by Henderson, Hesketh, and Muffin (1988), the results of a study with 396 respondents at the age of 5 to 15 year-olds had been reported. The researchers found that the choice of occupations affected on the basis of economic returns. Job with the highest salary perceived the highest prospect status.

In addition, the issue of poverty has played an important role in determining the opportunities that exist for all. Stage of family earnings may specify the career been chosen by high school students in particular time period of student's life: choice will largely decide the future of the students. Onijigin, E.O. (2009) stated that the reason why individual get into work is the economic reasons with the purpose that the job will provide them with sufficient materials and rewarded financially necessary to meet the social needs which Ogunsanwo (2000), and Salami (2004), indicate where the need for a good salary, financially attractive pack which will determine social class, state of the job happiness and future security is an important factors affecting student career choice.

### 2.9 The Research Framework

The research framework for this study involved three independent variables and one dependent variable based on the hypothesis as follows.

The independent variables include three factors which are family influences, personal interest and economic consideration. Meanwhile the dependent variable is the career choice. Those variables can be illustrated in Figure 2.1:



# **DEPENDENT VARIABLES**

# 2.10 Hypothesis Statements

- H<sub>1</sub>: There is a significant relationship between family influence and career choice.
- H<sub>2</sub>: There is a significant relationship between personal interests and career choice.
- H<sub>3</sub>: There is a significant relationship between economic considerations and career choice.

### **CHAPTER 3**

# **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter illustrates the research methodology on how the study was executed. The objective of this chapter is to collect data for analysis that derive to findings of the problem statement. In doing so, the process of the research encompasses the research design, population and samples, instrument, procedures in data collection and data analysis. Statistical Package for Social Science (SPSS) version 22.0 software was used to conduct the analysis of study.

### **3.2 Definition of variables**

## 3.2.1 Career Choice

The broad opportunities that exist for life long vocations. These vocations are set out in a framework of strategies moving toward personal goals. For the purpose of personal, economic and intellectual goals satisfaction, the fields of vocational, academic, and sociological activities needs to be explored (Borchert 2002).

#### 3.2.2 Family influence

Family is the first unit with which children have a continuous contact and the first context in which socialization patterns develop (Elkin & Handel 1978). Family involvement is its collective value orientation in which children used to consider the needs and expectations of their parents or elders in the family.

### **3.2.3** Personal interests

Exploratory interaction with objects of potential interest is regarded as a central element that offers information on the criteria for interestingness and allows cautious selections. An individual need to consider other objectives while discovering an object of possible interest so that it may or may not be conflicting. Personal interest defined as an individual's long-term relationship with a specific domain or object characterized by positive energy, value-added, and more knowledge that shows itself when there were tendency to involve again willingly in communications over time.

### **3.2.4** Economic Considerations

Economic conditions can be considered the economic characteristics that describe the state of an economy. Economics is concerned primarily with measures for their welfare, including employment status, income, economic activity and the labour market. These measures help in determining the responsibility for maintaining and improving welfare in the future when tracked over time. The economic growth improves the quality of life, especially when the benefits circulated to those who most in need.

### **3.4 Research Design**

This study focuses on the research design of non-experimental quantitative, such as surveys, where researchers usually try to relate a variable to another or link them instead of manipulating them (Hopkins, 2000). The purpose of this research study is to facilitate the findings of the sample to the population by studying a sample population because it presents the numerical description of trends, attitudes or views of the population (Creswell, 2003). Based on Polgar and Thomas (2000), surveys are normally used in research for the purpose of (1) creating attitudes, opinions or beliefs about certain issues, (2) study the characteristics of the population on certain variables, and (3) collect information about demographic characteristics (age, gender, ethnicity, etc.) of the population. The reasons for choosing this design by referring to Sekaran (2003), researchers can collect all the responses from the respondents and resolved within a reasonable time and it is cost-efficient. The collection of cross-sectional data at one point in time is the nature of the survey.

### **3.3.1** The Quantitative Analytical Approach

Carr Zikmund Babin and Griffin (2010) shows that quantitative research as researchers to access objective of the research through the empirical medium measurement (i.e., the size of numerical and statistical analysis). Greg L. Lowhom (2007) stated quantitative research investigate to confirm the theory with experiment and analyse the numerical results. Peter Ashley and Bill Boyd (2006, p. 70) clarify that "quantitative methods associated with the size of a rational and objective phenomena observed". The hypothesis formulated before the start of the study. Quantitative researchers start by manipulating mathematical analysis or numbers (i.e., statistical) after the date all have been collected (Neuman, 2003, as cited in Peter Ashley and Bill Boyd, 2006, P.73). According to John W.Creswell (2003, as cited in Greg L. Lowhorn 2007) states that "quantitative research found statistically significant conclusions about the population by studying a sample representative of the population". In this study, the researcher required to use the questionnaire in order to obtain data from large population. This is because the questionnaire is suitable and preferable approach to collect huge quantitative data. In this study, quantitative research design was used to investigate the factors affecting the career choice among undergraduate students which possess study in Universiti Utara Malaysia, Sintok, Kedah.

### **3.3.2** Sources of Data

They are two sources of data used in the study which are primary and secondary data. The information obtained first hand by the researcher on the variables for the purposes of the study is called primary data (Sekaran, 2003). The information was taken from the questionnaire and distributed to the respondent.

The secondary data is the type of data that obtained during the literature review. Researcher obtain the data through the articles that are published as well as online journals that are available from outside the organization which are useful to the researcher in understanding the study from other people's view.

### **3.4 Unit of Analysis**

Sekaran (2003) states that unit of analysis refers to the data collected during subsequent data analysis change. The research is to seek the finding to students' career choice factors in Universiti Utara Malaysia. Therefore the research is done on undergraduate students who are unit of analysis.

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## **3.4.1 Population and Sampling Frame**

Population is defined as the entire group of people, events and things that the researcher needs to investigate. The population in this study involves undergraduate students in Universiti Utara Malaysia, Sintok, Kedah. The numbers of undergraduate students are obtained from Department of Academic Affairs in UUM. The total population of students in UUM is 16,259.

Sample size is an actual number of subjects chosen a sample to signify the population characteristics or known as subset of the population (Sekaran, 2003). The researcher used Krejcie and Morgan's (1970) table to determined sample size. This scientific guideline provides certain sample size based on certain population size. Since the population size is 16,259, thus the Krejcie and Morgan's table suggested that when the population is 16,259, so the targeted sample size should be 377.

**Population and Sampling** 

Total population (N)	16,259
Sample (N)	377

Source: Krejcie & Morgan, (1970)

## 3.5 Measurement of Variables

## **3.5.1 Validation of Instruments**

Survey questionnaire is distribute to the choose respondents. The survey consists of two sections: demographic and four respective variables which are career choice, family influence, personal interest and economic consideration. The questionnaire will collect on the spot after the respondents finish answering the questionnaires.

The final questionnaire seeks information on the following two sections: (1) demographic of respondents; (2) four respective variables which are career choice, family influence, personal interest and economic consideration.

In order to have good total response, data collection procedure must be well administered. The relevant points from these sources that associate with the variables of the study is used in producing the questionnaire. Opinion to questions put forward in the survey is in the form of Likert Scale. This scale is chosen because the researcher wants to see the respondent favouritism of the statement put forward whether they give a positive or negative reaction to the concept that is highlighted (Jupp, 2006). The following Table 3.1 lists the sources of the instrument:

Table 3.1Sources of Instruments

Variables	Item	Sources	Scale
Career choice	9	Thompson K. (2001), Borchert M. (2002), Ji-Hyeon Kim (2001), S. Olamide & S. Oluwaseun (2013)	0.
Family influence	8	Borchert M.(2002), Ji-Hyeon Kim (2001), S. Olamide & S. Oluwaseun (2013)	
Personal interest	8	Yousseff. M (1984), Lewis T. (2009), Ji-Hyeon Kim (2001), S. Olamide & S. Oluwaseun (2013)	1 = strongly disagree to $5 =$ strongly agree.
Economic consideration	7	Borchert M. (2002), Yousseff M. (1984), Ji-Hyeon Kim (2001), S. Olamide & S. Oluwaseun (2013)	1 = strongly disagree to 5 = strongly agree.

## 3.5.2 Reverse-scored Item

According to DeCoster (2004), reverse-scored item is a technique where some questions in a survey are worded as that high value of theoretical construct are reflected by high score in item. Whereas other questions are worded as that high value of the same construct are reflected by low score in item. The purpose why the researcher does this is to encourage respondents to pay attention to the questions detailed. Unfortunately, the overall score cannot be determining for the scale simply by averaging the items. Instead the items must first transform so that they are all oriented in the same direction. For example, all items may be scored as that large values indicate more of the construct. To do this, the items must be reverse-scored where small value indicated better amount of construct (DeCoster, 2004).

Thus, if the questions in the scale had values 1 to 5, the reverse-score an item by changing its values in the following way:

Table 3.2 *Reverse-score items* 

Old Value	New Value
1	5
2	4
3	3
4	2
5	1

# **3.5.3 Back translation**

In order to make sure the respondents answer the survey confidently, the questionnaire had to be translated into Bahasa Malaysia since the Bahasa Malaysia is the national language of Malaysia. According to Cha et al. (2007), there are several methods used in translating the questionnaire such as the back-translations, bilingual practice, committee approach and pre-test method. For this survey, the suitable translation method to be used by the researcher is back-translation method. It is popular and widely used by cross-cultural researcher using Brislin's back translation model.

### **3.6 Data Collection Procedures**

The observation and data collection will be collect for one time only from the respondent using survey questionnaire. Therefore the data collection will be done within three weeks. On each week, researcher target to collect approximately 126 respondents. This means everyday researcher should get at least 18 respondents. The distribution will be done by researcher alone. The distribution of questionnaire was used in this study because not only it was less expensive, but it stable, consistent, and could help to avoid bias or errors caused by the attitudes of the interviewer (Sarantakos, 1993). The objectives of this study were briefly explained to the respondents that information provided in the questionnaire would be used only for the purpose of this study and shall be kept anonymous.

A total of 400 questionnaires were distributed to undergraduate students in Universiti Utara Malaysia (UUM). The fraction of the questionnaires received and rejected was described in Table 3.3 below:

Table 3.3

Respondents	Frequency	Percentage
Total population	400	
Distributed	400	100%
Received	315	78.75%
Rejected	-	-
Accepted	315	78.75%

### Data Collection Instruments Responses

# 3.7 Sampling Design

Sampling design means that the researcher chooses an appropriate number of elements from the whole population of unit of analysis. According to Sekaran (2003) the sampling design is important to generalize the total population.

#### 3.7.1 Probability Sampling: Simple Random Sampling

The researcher has selected simple random sampling on this study because the sample size has known. Sekaran (2009) explained that there were two types of sampling which are probability sampling and non-probability sampling. The probability sampling is the elements of the population that have known opportunity or probability of being selected as sample subjects. In probability sampling consists of simple random sampling, systematic sampling, stratified random sampling, cluster sampling, area sampling and double sampling.

### **3.8 Data Analysis Techniques**

The data analysis will perform by using the SPSS for Window Version 22.0 which determines the nature and strength of linear relationship among variables (Sekaran, 2003).

Several analyses will be uses as part of the data analysis techniques. For descriptive analysis, it is use to describe the basic feature of the data from study. This is done to simplify large amounts data in the sensible way. It will transform into mean, standard deviation, frequency, and percentage from the data collected through survey questionnaire. From there, it helps researcher to understand the characteristics of the respondent systematically and analysis can be made on the results.

Meanwhile the inferential analysis will explain on the relationship between all variables in the study. It explains the sample characteristics that had been chosen from the population. The generalization of the sample characteristics from the population can be done from this inferential statistics. This mean researcher can makes conclusion based on the population characteristics from sample given.

### **3.8.1** Validity analysis

Validity analysis is defined as "the extent to which a construct measures what is supposed to measure" (Hair, Babin, Money and Samouel, 2003). Factor analysis is use to validate the measure. As the questionnaire set were taken from previous research and been adapted according to suitability with the undergraduate students which familiar with the Malaysia environment, therefore every items in questionnaire had been proven content validity.

## **3.8.2 Reliability analysis**

The most popular test for inter-item consistency reliability is Cronbach's alpha coefficient. The Cronbach's Alpha is used to measure the reliability of the instruments in the study and the most common form of internal consistency reliability coefficient is between two scores ranging from 0 to 1.00. Bougie and Sekaran (2010) clarified that commonly reliability coefficient that considered average in the range of 0.60, and the 0.70 and above is considered as high reliability

standards. It was found that the questionnaire items in this research are in the range of 0.6 to 0.8 which considered acceptable as the minimum benchmark of the minimum Cronbach's Alpha value is 0.50 indicated by Sekaran (2003).

### **3.8.3 Descriptive Statistic**

Descriptive statistic is to explore the data collected and particularly useful if one just wants to make general observation about the data collected. Standard deviation and variance in statistic will give more information about the division of each variable. According to Sekaran (2003), the frequency analysis is to summarize the whole question asked. It is a display of the frequency occurrence of each score value and can be represented in tabular form or in graphical form.

# **3.8.4 Hypothesis Testing**

To test the relationships between research variables, the analysis which is correlation testing to determine the associations between each response in each respective variable.

### **3.8.5 Inferential Statistic: Pearson Correlation**

Correlation analysis used to measures two or more variables based on their relationship either in positive or negative correlation (Sekaran 2003). Moreover, correlation analysis is to measure the interrelationship between two variables which are mutually inclusive of dependent and independent variable.

It is good provider of information by Pearson Correlation matrix to the nature, direction and significance of the vicariate relationship. In theory, they could be a great positive relationship between two variables shown by 1.0 in the value and symbolically by r. The scales which have been outlined by David (1971) which can be used to interpret the relationship between two variables are in below:

Scales	Relationship
0.80 and above	Very strong relationship
0.50 - 0.79	Strong relationship
0.30 - 0.49	Moderate relationship
0.10 - 0.29	Low relationship
0.01 - 0.09	Very low relationship

### **3.8.6 Multiple Regressions**

Multiple regressions are defined as an expansion of bi-variety correlation. Regression's result is the equation that symbolized the dependent variable has prediction to several independent variables. This method will used when they have relationship between independent variables and dependent variables. Independent variables can be constant or categorical.

# 3.9 Conclusion

This chapter has described the methodology of the research. They are research design, data collection methods, the quantitative analytical approach, population and sample, sampling design, measurement technique, and data analysis methods. The following chapter will discusses the findings of this study.

### **CHAPTER 4**

## **RESULTS AND DISCUSSION**

### **4.0 Introduction**

This chapter discussed the research findings from the survey. There were 400 questionnaires distributed to the undergraduates' student in Universiti Utara Malaysia. Anyhow only 315 (78.75%) respondents answered the questionnaire and were submitted back to the researcher. Result of the data analysis was gathered using two statistical tools. The first is the descriptive statistics where analysis findings of the frequency. The second tool is the inferential statistic which is used to perform correlation to determine the hypothesis. The result of the data analysis is explained in the following categories:

- Demographic analysis of respondents.
- Descriptive analysis of respondents.
- Hypothesis testing Evaluation on decision to accept or reject research hypothesis.

Besides that, on the basis of the results of this study, several findings can be summarized. The summary of the findings was elaborated in the respective results.

# 4.1 Reliability Analysis

The researcher performed the reliability analysis on the questions related to Section B, Section C, Section D and Section E which are the dependent and independent variables using Cronbach's Alpha to check the internal consistency of the questionnaire. The Cronbach's Alpha from the study is shown in Table 4.1.

Table 4.1
Cronbach's Alpha coefficient

Variables	Cronbach's Alpha	N of Items
Career Choice	0.633	9
Family Influence	0.658	8
Personal Interests	0.816	8
Economic Considerations	0.672	7

Bougie and Sekaran (2010) stated that a reliability coefficient of 0.60 is considered as average, those in the 0.70 and above shown that high reliability standard. Table 4.1 illustrated Cronbach's Alpha for the instruments. After data have been analyzed, the Reliability test for dependent variable which is career choice consists of 9 items of reliability coefficient. The result shows Cronbach's Alpha is 0.633. This result is at the range of 0.6 which considered as average and having a normal reliability and yet can be accepted in this study. For independent variables; family influence consist of 8 items of reliability coefficient and Cronbach's Alpha is 0.658. According to Bougie and Sekaran (2010), the result shows that it still can be accepted. Besides that, for personal interests, the result shows that the reliability coefficient have consist 8 items and Cronbach's Alpha is excellent which at 0.816 and can be accepted. Whereas, economic considerations consist of 7 items are reliability coefficient and the results shows that Cronbach's Alpha is 0.672 which is can be accepted because it in the range of 0.6 which also considered as normal reliability.

### **4.2 Frequency Analysis**

Frequency distribution analysis was conducted to get a count of the number of the respondents with different values and expressing in percentage value. All tables below show that the analysis of respondents' background included gender, age, semester, current year of study, faculty, grade percentage average (GPA), and ethnicity.

# 4.2.1 The Demography of Respondents

The analysis was performed on gender, age, semester, current year of study, faculty, grade percentage average (GPA), and ethnicity which is illustrated in Table 4.1. The gender composition shows that 24.1% are male respondents, while 75.9% are female. There are eight different semesters that included which the highest respondents take part in the survey are in semester 5 with 29.8% and the lowest students is in semester 8 with percentage of 0.3%. Moreover, the first year respondents recorded the highest percentage of 32.7% in the year of study composition and respondent in fourth year of study are the lowest percentage of 6.7%. The composition of the highest age group is from 20-22 years which is 65.1% while the lowest is from more than 23 years which is only 13%. In relation to faculty involvement, respondents from the College of Business (COB) recorded the high composition which is 44.8% followed by College of Science and Art (CAS) with 35.6% and lastly the College of Law, Government, and International Studies (COLGIS) with 19.7%. The data shows that most of the respondents in GPA of pointer in the range of 3.49 to 3.00 received the high percentage of 60.3 followed by respondents in GPA of 4.00-3.50 with 21.3%. The Malays are ranked as the largest number of respondents at 88.3%, followed by Chinese 5.7%, Indian 3.5% and others with 2.5%.

Table 4.2

*Demographic statistic* (N = 315)

Classification		Frequency	Percentage (%)
Gender	Male	79	24.1
	Female	239	75.9
Semester	1	83	26.3
	2	20	6.3
	3	73	23.2
	4	12	3.8
	5	94	29.8
	6	12	3.8
	7	20	6.3
	8	1	0.3
Current Year of Study	First year	103	32.7
	Second year	85	27.0
	Third year	106	33.7
	Fourth year	21	6.7
Age	18-19	69	21.9
	20-22	205	65.1
	23 and above	41	13.0
Faculty	СОВ	141	44.8
-	COLGIS	62	19.7
	CAS	112	35.6
GPA	4.00-3.50	67	21.3
	3.49-3.00	190	60.3
	2.99-2.50	55	17.5
	Less than 2.50	3	1.0
Ethnicity	Malay	278	88.3
-	Chinese	18	5.7
	Indian	11	3.5
	Others	8	2.5

# 4.3 Descriptive Statistic

Descriptive statistics is a pattern and general trends in a data set. Table 4.2 shows descriptive statistics for all variables. The result shows that mean for personal interests is 3.969. This variable is the highest mean while the least mean is family influence with 3.013. For standard deviation, it shows that the highest standard deviation is family influence; 0.537 while lowest standard deviation is career choice with 0.377.

Table 4.3

	Ν	Mean	Std Deviation
Career choice	315	3.4448	0.37721
Family influence	315	3.0127	0.53717
Personal interests	315	3.9687	0.49976
Economic considerations	315	3.7878	0.52077
Valid N (listwise)	315		

### 4.4 Hypothesis Testing

### 4.4.1 Correlation Result Analysis

The hypotheses for this analysis are:

i. Hypothesis 1

### $H_1$ : There is a significant relationship between family influence and career choice.

This hypothesis was analysed using correlation analysis. Table 4.3 indicates that there was a positive correlation between family influence and career choice with r = 0.247 and p = 0.000; p<0.05. Thus the hypothesis for this relationship is accepted. As a conclusion, it was found that when there is increase in family influence, hence the career choices will be decided.

### ii. Hypothesis 2

 $H_2$ : There is a significant relationship between personal interests and career choice.

This hypothesis was analysed using correlation analysis. Table 4.3 indicates that there was a positive correlation between personal interests and career choice with r = 0.405 and p = 0.000; p<0.05. Thus the hypothesis for this relationship is accepted. As a conclusion, it was found that when the students knew well their own personal interests, hence the choice of career will be decided.

*H*<sub>3</sub> : *There is a significant relationship between economic considerations and career choice.* 

This hypothesis was analysed using correlation analysis. Table 4.3 indicates that there was a positive correlation between economic considerations and career choice with r = 0.140 and p = 0.013; p<0.05. As a conclusion, it was found that when there is improve in economic consideration, hence the career choices will be determined.

Table 4.4

Correlation analysis

	Family influence	Personal interests	Economic considerations
Career choice			
Correlation coefficient, r	0.247**	0.405**	0.140*
P-value	0.000	0.000	0.013
Ν	315	315	315

Pearson Correlation Analysis

\*. Correlation is significant at the 0.05 level (2-tailed).

## 4.4.2 Result of Multiple Regression Analysis

Multiple regression analysis was used to evaluate the effect of independent variables (family influence, personal interests, and economic considerations) on dependent variable (career choice). As depicted in Table 4.5, the regression results revealed the R square, coefficient of determination value of 0.224. This indicates that 22.4% of variance that explained the DV (career choice) was accounted for by the IVs (family influence, personal interests, and economic considerations) where the F value = 29.919 at p<0.05. Based on ANOVA table, all the factors (family influence, personal interests, and economic considerations) with the career choice.

Further analysis of the two dimensions (IVs), family influence ( $\beta = 0.160$ , p < 0.001), and personal interests ( $\beta = 0.374$ , p < 0.001) were significant predictors of career choice. Contradicted with the economic considerations where ( $\beta = 0.001$ , p > 0.001) were not significant predictor of students' career choice.

# Model Summary

			Adjusted R	Std. Error of
Model	R	R Square	Square	the Estimate
1	0.473 <sup>a</sup>	0.224	0.216	0.41032

a. Predictors: (Constant), Economic\_Mean, Family\_Mean, Personal\_Mean

<b>ANOVA</b> <sup>a</sup>	
---------------------------	--

M	Iodel	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.111	3	5.037	29.919	<mark>0.000<sup>b</sup></mark>
	Residual	52.360	311	0.168		
	Total	67.471	314			

a. Dependent Variable: Career\_Mean

b. Predictors: (Constant), Economic\_Mean, Family\_Mean, Personal\_Mean

Coeffici	entsa

		Unstandardized Coefficients		Standardized Coefficients		
Mod	el	В	Std. Error	Beta	t	Sig.
1	(Constant)	1.507	0.234		6.453	0.000
	Family_Mean	0.160	0.033	0.245	4.879	<mark>0.000</mark>
	Personal_Mean	0.374	0.048	0.404	7.751	<mark>0.000</mark>
	Economic_Mean	0.001	0.047	0.001	0.023	0.981

a. Dependent Variable: Career\_Mean

# 4.5 Discussion

# 4.5.1 Hypotheses Testing Result

#### 4.5.1.1 Results of Correlation

*Objective 1: To investigate the relationship between family influence and career choice.* 

The finding of this study shows that there is positive relationship between family influence and career choice. This study indicates that when the students concerns and confident with the family decision, thus it will result in the choice of career to be decided. This result was consistent with the previous research by Tang et al (1999) which indicate that family involvement has been positively related with the career choices among Asian American college students. These also supported by the researches by Taylor et al (2004), Oyamo and Amoth (2008), and La (2009) that shows that parental support and advise is important to the children selection of career whereas the children rely more to the decision made by their parents from childhood.

Based on the study by Gushue & Whitson (2006), Metheny, McWhirter & O'Neil (2008), and O'Brien (1996), the perceptions of parent and teacher support is positively related to the career decision-making self-efficacy in inner-city youth. Indeed, there were significant positive relationship between emotional supports indicated that young people with high level of perceived and concerns from family reported that they become more active in opportunities advantages related to their career development. This findings shows that as previous study believed, family is important when students consider career related decisions.

# *Objective 2:* To investigate the relationship between personal interests and career choice.

The result from this study indicates that exist relationship between personal interests and career choice made by the students. This study examines that there is positive relationship between personal interests and career choice. This also indicated that personal interests is one of the factor that influencing the student's career choice. Furthermore, this result shows that when the students acknowledge their personal interests well, this will determine the choice of career to be taken. Personal interests play an important role in career decision as it will give a greater impact on the job that want to enter. The finding also supported by researches by Schiefele, Krapp, and Winteler (1992), Spangler (1994), and Lent et al. (2002) which examined that with the deeper passion and knowledge on the selected career, the person will give their all efforts to do the best in order to achieve the dream career. In addition, the interest will encourage students to explore more on the activities that they interested to.

This result is consistent with the study by Gore & Leuwerke (2000) shown that interests is one of the significant factors in the absence of barriers and presence of environmental support, which interests will be translated into academic or career goals and eventually academic or career related behaviours. Research by Akbulut and Looney (2007) confirms that there is positive relationship between interests and career choice goals. Study by Leuwerke et. al, (2004) concluded that interests is factors that affect the motivation for the students to pursue an engineering degree, not gender or ethnicity specifically.

# *Objective 3: To investigate the relationship between economic considerations and career choice.*

The finding of this study shows that there is positive relationship between economic considerations and career choice. This study indicates that when the economics is in the good conditions, the student's choice of career will be increased. This means when the economy conditions is good, the career opportunities will increased, same goes when the economy is worsening, the choice of career will be limited. This finding been supported by the study by Ogunsanwo (2000) and Salami (2004) which indicated that the importance of good salary, attractive financial package that determine student's social class, and future security are the factors that affecting secondary school students career choice. The study by Henderson, Hesketh, and Muffin (1988) found that the choice of job is affected on the basis of economic returns. Job with the highest salary perceived the highest prospect status. The study by Forojalla (1993) concluded that teacher attrition generally lower during the economic recession where the alternative job employment opportunities are fewer.

The research by Jude J. Obiunu (2013) shows in the correlation analysis that the parameter estimated of economic factors has the positive correlation on students' choice of career but contradicted result in regression analysis. The research also indicated that reinforcement of economic imperative for the high school students who is ready to enter the college and career as it is well-known that the probability of the students to earn high long-term salary is higher after their finished college graduation.

#### 4.5.1.2 Results of Multiple Regression

The result if this study indicated that family influence and personal interests have significant prediction on career choice. Family especially parents are main influence in decision made by students' in an advice and support role despite in the culture that stressed in individualistic, which a role that to be increasing. In study by Bright et al (2005) indicated that in the social context especially family role had the influence on decision of career, but the influence get lessens as the student matured with time. Based on the study by Baines J. (2009) examines that the most important influence as the career choice factors is personal interests which indicated more than 60% students choose personal interests as the most important factors. Moreover, the result found that for all cultures of nine continents, personal interests appeared as the top influences to the students' career choice.

The economic considerations show no significant prediction on career choice. This had been supported by the study by Jude J. Obiunu (2013) in the multiple regression analysis that shows F-ratio of 0.084 which is not significant at 0.005 level indicated that there was no significant relationship between the economic factors on the career choice of secondary school student in Ethiope East at the same time show the positive correlation in correlation test. In addition, study by Baines J. (2009) show that Europe and North America students ranked the economic condition and labour market as the least preferences as the influence on career sector choice. As far as this study concern, the result confirmed that there is no significant relationship between economic considerations and career choice.

# 4.6 Hypotheses Summary

Table 4.12 present the results of the hypothesis testing conducted in this study. A bivariate Pearson's correlation coefficient analysis indicated that three variables (family influence, personal interests and economic considerations) have shown a significant difference towards the career choice. Based on multiple regression analysis, family influence and personal interests indicate the significant relationship toward career choice. Factors of economic considerations show no significant relationships on students' career choice. Table 4.6Hypotheses Summary

Hypothesis	Supported/ Rejected
Hypothesis 1	
H1: There is a significant	Supported
elationship between family	
fluence and career choice.	
Iypothesis 2	
12: There is a significant	Supported
elationship between personal	
terests and career choice.	
lypothesis 3	
13: There is a significant	Rejected
elationship between economic	
onsiderations and career	
hoice.	

Hypothesis 3 is rejected because there is no significant relationship between economic considerations and career choice based on the multiple regression analysis whereas ( $\beta = 0.001$ , p > 0.001). The result shows that economic consideration is not significant predictor of students' career choice.

### **CHAPTER 5**

# CONCLUSION AND RECOMMENDATION

### **5.0 Introduction**

This chapter elaborates and talks about the recommendation to the related parties and future study. At the end of the chapter, the conclusion is also highlighted.

#### 5.1 Recommendation and Suggestion for Future Research

### 5.1.1 Recommendation

#### Students, parent, and advisor

Students' career choices are influenced by many factors, including the expected results, the variation in individual characteristics such as differences in gender, individual self-interest, experiences in life, environmental factors and personal relationships. The expected result is the most influential factor in the 'career choice' students; unfortunately, some of the factors such as gender play a very slightest role when it comes to career choices. Each of the factors may give various degrees of variations on students' career choice. The most dominant in career choice by the student were family members than to other people. The advice from the student's peer or friends can be considered as less important compared to the advice received by the family members, lecturers and the career advisor.

Based on the conclusions that career choices are mostly influenced by the outcome expectancies of each career, this study's recommendations are;

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- Advisor should provide students with experiences that can develop the exploration process and an extensive of career information on all existing career so that they can be explored widely before making the career choice.
- This study further suggests that career advisor can remain to inspire the development of a successful career by classifying sources of psychosocial support to students after the early decision of career was made. People offering career advice to students should guarantee that they have the information well to provide precise information that will lead students to correct career choice.
- Parents, educators, business leaders, counselors, must not obey the aspiration to give a speech. As a student who is looking for pros and cons, it is the advantages and disadvantages that need to be provided when requesting the advice. As described in the literature, it is wrong to pretend to know what is best for students.
- Students must acknowledge their own interests, personality and skills. Institutions, industry, and families need to provide an environment that fosters students' awareness of their true self and become a students' mentor, facilitator, or assistants.
- The students need to develop some kind of process that will work for them. When the students begin the process earlier, the chances of getting the unwanted outcome is much smaller and less painful. There can be failures in order for there to be success.

• Students could provide the ready-made labour to work as researchers, at the same time learning take part in the process. The idea is for students to trade their youthful energy and time for experiences and skills. Students need to see education, not in terms of economic barriers, but yet as experiential opportunities.

#### Institution, government, business and industry

There are many opportunities to maximizing the capital especially for learning accommodations, business, and society in cases where students find themselves intellectually qualified for a certain area but lack of money economically to complete the training.

- The study recommends that positive force of mentoring and role model. Business could sponsor the students in primary school as well as pre-university programs to assure students acquiring the skills and work habits necessary to succeed in the real working life later.
- By providing the real-life cases and scenario, this could be advantages to the students as the schools and businesses could be partner up in term of as a practice and also experiences to the students.
- By taking advantages on schools and institutions functions, government can incubate new ideas and new technology needed to encourage students to be creative and innovative based on their interest.

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#### 5.1.2 Suggestion for Future Research

It is important that future research have the clear parameters, taking into account the interests of stakeholders. It should be informed theoretically, and also influenced by various studies that go beyond consideration of what interventions work. There are challenges essential in evaluating the results of career guidance, the most understandable is the need for further research;

- By tracing the development of a strategic career biographies of individuals as they move into, and exit through higher education in different phases of their lives, with special reference to their involvement (or not) with specific curriculum or extra-curricular interventions designed to support the learning and career development of the students.
- This 'career narratives' would not only be invaluable in understanding learning and career development, it is important that they can also be adjusted as a tool to help the career decision making, learning and development of students and graduates, as well as forming the basis for multi-professional cooperation between practitioners and career trainers.
- Moreover, future studies with regard to the method are to include students from various educational institutions involving students studying in public or private institutions to increase the sample size, and sample a more diverse in field of study, age and gender.

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- Also, future studies should be measured a sample that containing equal numbers of men and women in each of the environment than is strongly recommended to reduce the possibility of obtaining results with gender bias.
- In addition, future studies should concentrate to explore factors affecting career choice among students studying a particular specialized major, such as engineering or medical courses in order to obtain more precise results. Such studies should also explore more factors such as family structure and family business, and in the meantime including the socio-economic background of the students.
- Other new independent variables could be added up in order to acquire the precise result and finding. The variables chosen must have highly significant relationship with the dependent variables for the specific outcomes.

#### 5.2 Conclusion

At the individual level, choice of career is expected to vary from one person to another. Various theories have tried to explain the choice of occupation phenomenon, but each has its strengths and limitations of the theory. certain elements have in common in all the theories which: first, the choice of a career is a process and not an event; second, career development consists of a series of stages that can be identified; Third, career decision-making consists of many compromises for both the individual and his career as an example, different personalities interested or prevented- by certain work environment, the need to influence career choices, and self-concept is influenced by relationships with others and change throughout life. An important implication of various theories is that when a person knows what he or options available as possible (even though it has yet to make a decision) would be likely to be his final choice.

This research is to investigate the factors that influencing the career choice among the undergraduate students. The target population was undergraduate students in Universiti Utara Malaysia (UUM). Thus the result of respondents was 315. Overall, the study focuses on three factors which are family influence, personal interest and economic considerations. From the correlation analysis, it shows that all the factors (family influence, personal interests and economic considerations) have the positive relationship with the students' career choice. The multiple regression analysis models revealed that 22.4% of the variance in career choice was accounted for by the IVs (family influence, personal interests, and economic considerations. With having understandable on the students' career choice, it will help to look at the way to influence the students' decision making by investigate some other important factors that able to improve their choice of career in the future.

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