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**FACTORS AFFECTING CAREER CHOICE AMONG UNDERGRADUATE
IN SCHOOL OF BUSINESS MANAGEMENT IN UNIVERSITI UTARA
MALAYSIA, SINTOK, KEDAH**



NURUL SHUHADA BINTI MD NOOR

UUM
Universiti Utara Malaysia

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SINTOK, KEDAH**



**Thesis submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
In Partial Fulfillment of the Requirement for the Master of Science (Management)**

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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 to focus on undergraduate students of Schools of Business Management (SBM) in Universiti Utara Malaysia, Sintok, Kedah. Undergraduate students were chosen because the right upon graduation, they were the one who will be dealing with the decision on career choice. A total number of 350 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 regression and correlation were applied to this study. Pearson correlation analysis results showed that the influence of parents, personal interests and career adaptability consider have a positive relationship to career choices. Moreover, the results of regression analysis showed that the career adaptability exerted great influence on the career choice than parents and personal interest considerations. Recommendations for further study in the future in order to investigate other important factors that influence students' career choice.

ABSTRAK

Salah satu aspek yang penting dalam kehidupan individu adalah pilihan kerjaya sebagai kerjaya pilihan akan menentukan corak peranan perlu dimainkan oleh individu dalam masyarakat pada masa akan datang dan pilihan kerjaya adalah salah satu proses penting dalam hidup. Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi pilihan kerjaya pelajar. Kajian ini adalah untuk memberi tumpuan kepada pelajar ijazah Sekolah Pengurusan Perniagaan (SBM) di Universiti Utara Malaysia, Sintok, Kedah. Pelajar ijazah dipilih kerana setelah tamat pengajian, mereka akan memilih kerjaya masing-masing. Seramai 350 pelajar telah memberi maklum balas kepada soal selidik yang telah dilaksanakan. Perisian Statistical Package for Social Science (SPSS) Versi 22.0 telah digunakan untuk menganalisis data yang dikumpul. Analisis kebolehpercayaan, Regresi dan Korelasi telah digunakan untuk kajian ini. Keputusan analisis Pearson dan Korelasi menunjukkan bahawa pengaruh ibu bapa, kepentingan peribadi dan penyesuaian kerjaya mempengaruhi mempunyai hubungan yang positif kepada pilihan kerjaya. Selain itu, keputusan analisis Regresi menunjukkan bahawa penyesuaian kerjaya yang memberi pengaruh besar kepada pilihan kerjaya daripada ibu bapa dan pertimbangan kepentingan peribadi. Cadangan untuk kajian pada masa akan datang untuk menyiasat faktor-faktor penting lain yang mempengaruhi pilihan kerjaya pelajar.

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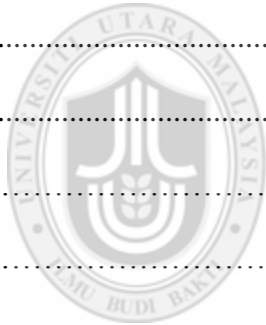
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LIST OF ABBREVIATIONS

UUM	Universiti Utara Malaysia
SBM	School of Business Management
US	United State
Gen Z	Generation Z



CHAPTER 1

INTRODUCTION

1.1 Introduction

Nowadays, students have a dilemma in choosing their career when they finish their studies. Malaysian fresh graduate's students have difficulties in getting the right job after graduating. In addition, they need to compete with working experience and graduates from other universities. So, the unemployment rate becomes higher from year to year due to this issue. Thus, career selection is one of the important choices students will make in determining their future plans. This decision will impact them throughout their lives. The essence of who the student is will revolve around what the student wants to do with their lifelong work.

A lot of students in university believe that their future is a glorious adventure in which they are bound to succeed. Many of them have the idea that they would be able to work in the public or private establishments as soon as they complete their degree. Some have planned to become lawyers, engineers, medical doctors, accountants and so on. The career chosen has a significant impact on the life of any person because if they fail to choose they fail to get the job.

Students in university are always worried about what they will do with their lives and what kind of adult they will become. Fresh graduates are concerned about early entry into the occupational world and finding productive and

rewarding places in and out rapidly, especially in the fast changing societies where wages employment is unlikely to be available on a scale sufficient to absorb more than a small fraction of the young people when they do arrive at the labor market. Planning for tomorrow itself is primarily the responsibilities of the parents and themselves.

The choice of career is a delicate issue that requires caution and serious considerations. The kind of career the graduates pursue can affect their lives in many ways. For example, it can determine where the individual lives and the type of friends they kept. It can reflect how much education one will have and determine the amount of money one will earn. People desires from a career are different, many people desire high income; others want adventures while some others want to serve people to make the world a better place. Every student carries a unique history of their past and this determines how they view the world. These arguments concluded that everyone needs to make their own decision and no needs to follow others because they succeed in their ways.

1.2 Background of study

Most of the studies conducted in factors affect career choices of undergraduate students and identified that related factors such socio economic, educational and cultural background (Kracke, 1997; Noreen & Khalid, 2012). Identifying these factors would give parents, educators, and industry an idea as to where students place most of their trust in the career selection process. It would also allow

students to examine processes they use for career selection. The previous studies by Guay (2003), Super (1971) and Spokane (2000) have shown that three areas of a student's life affect the career choices they make: parental influences, personal interest and career adaptability. Career adaptability is the situation that student try to adapt with the environment to make sure their job can be done successfully. While the personal interest is the student likes and characteristics that will contribute to the field of job that related to them. Lastly are parental influences due to their parent's jobs or parents decision to make choice for them. All three factors (parental influence, personal interest and career adaptability) played varying roles in career outcomes. In sum, this study attempted to identify to what extent these factors played a role in career choice and which were most important.

In Malaysia, educations are systematically provided to every child in the country. The education system is under the responsible of federal government in providing the proper learning and teaching process which starts from primary until university level. So, the syllabus has been synchronizing to academic requirements in either local or private university. The students need to achieve the minimum requirements before been offered to further their studying to university level. Therefore, the syllabus designed by university is really important to develop student's knowledge and skills as requirement by the academic department. The programs syllabuses in universities are designed to cope with dynamic and innovative learning goals such as:

1.2.1 Knowledge

Our students will acquire knowledge on important functional areas of business administration.

1.2.2 Communication

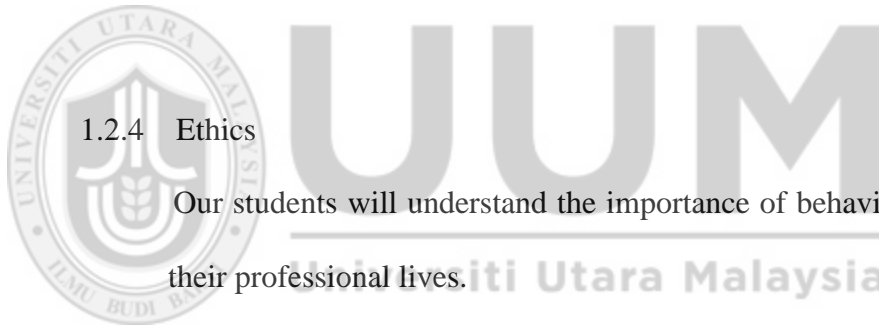
Our students will be effective communicators.

1.2.3 Problem Solving

Our students will identify business administration issues and evaluate potential business solutions for problem solving.

1.2.4 Ethics

Our students will understand the importance of behaving ethically in their professional lives.



1.2.5 Teamwork

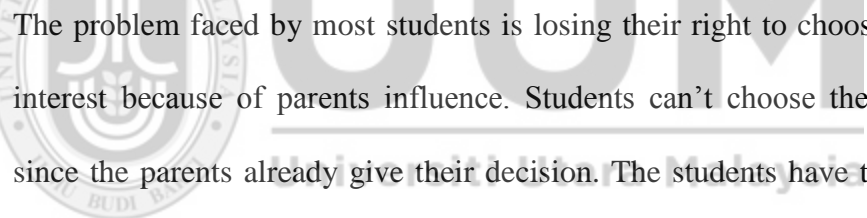
Our students will show teamwork skills in addressing issues related to business administration.

The problem of career choice among undergraduate students has generated a lot of questions and answers among scholars (Hairunnaja, 2005). The problem has been a delicate issue that has to be approached with caution. There is no clear process that undergraduate students have used to make the right of career

choice. The students should have the opportunity to explore all of the choices available in during their study in order to make a right decision in choosing a career for their future employment.

1.3 Problem Statement

Career choice tends to be a persistent problem for students in the contemporary society. That is why the issues of students to get the right job upon graduation the study; occur in most undergraduate students from Malaysia context. Several studies show that students all over the world are usually faced with a dilemma in making a career choice decision in their lives Bandura et al. (2001).

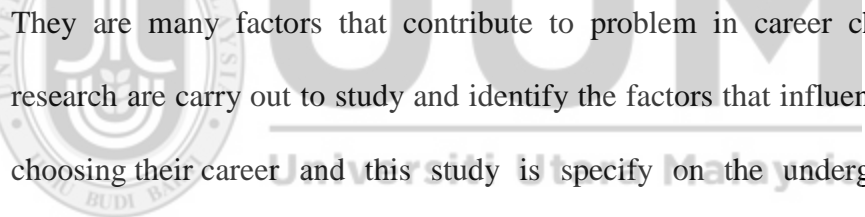


The problem faced by most students is losing their right to choose a subject of interest because of parents influence. Students can't choose their own career since the parents already give their decision. The students have to follow their parent's decision as reward to their parents for growth up them. Therefore, the risk is students' potential for failure is higher if students choose the fields that they are not favor (Young et al, 1997).

Other study by Sharp and Marra (1971) stated that the main problems faced by undergraduate students are to make career choices that meet their own interests, abilities, talents and personality. The students are called "immature careers" which means they are in the sense of lack of painfulness and lack of information

about careers and occupations. Therefore student should confident in choosing career to make sure they succeed in their career.

The other problem is career adaptability. Nowadays, students that have excellent result already exceed the limit. They have to compete among them and the experienced one to get the limit job opportunity. Some career is according to their qualifications and needs some stringent requirements to accept them (Paulsen, 1990). They need to adapt with new environment and task in order to make tasking finish successfully. However, the student really hard to adapt with career that never been in their course and quit the job often.



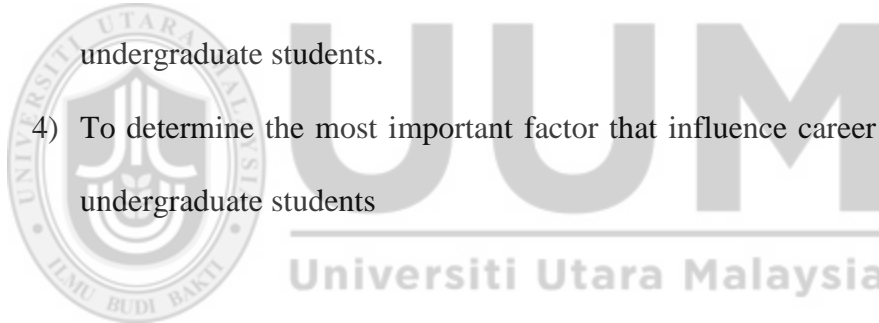
They are many factors that contribute to problem in career choice, so this research are carry out to study and identify the factors that influence students in choosing their career and this study is specify on the undergraduate from Schools of Business Management (SBM) at Universiti Utara Malaysia (UUM), Sintok Kedah. The motivation to choose this Business School is firstly, because the similarity of business syllabuses is mostly covered in all programs such as Bachelor of Business Management, Bachelor of Marketing, Bachelor of Human Resources and Bachelor of Entrepreneurship. Secondly, programs in School of Business Management have high student enrolment especially for Bachelor of Business Administration compared with other school in UUM. Finally, programs in SBM were accredited by Association to Advance Collegiate Schools of Business (AACSB). AACSB accredited schools have better

programs, faculty facilities and better in teaching and learning process for producing quality student for employment.

1.4 Research Objectives

The purposes of this study are;

- 1) To examine the relationship of parental influences on career choice among undergraduate students.
- 2) To examine the relationship of personal interest on the choice of career among undergraduate students.
- 3) To examine the relationship of career adaptability on career choice among undergraduate students.
- 4) To determine the most important factor that influence career choice among undergraduate students



1.5 Research Question

Based on the above objectives, the research questions for this study are as follow:-

1. Do parental influence; personal interest and career adaptability relate to career choices among undergraduate students?
2. What are the most important factor (parental influence, personal interest and career adaptability) that influences career choices among undergraduate student the most?

1.6 Scope of study

This study investigates factors that influence career choices among undergraduates of School of Business and Management (SBM) at Universiti Utara Malaysia (UUM). Bajunid (2007) stressed that students are being selected as the respondents for this study as they critically contribute to national development in future. The students are selected from first year until final year student of undergraduate level. Universiti Utara Malaysia (UUM) is one of the top public university in business and management course in Malaysia. The reason for choosing undergraduate student from UUM because they experienced career indecision that refers to the phenomenon especially students is unable to make decisions about the careers they wish to pursue. Generally, career indecision is defined as an inability to make decision about the vocation one wishes to pursue (Guay, 2003). Thus, career indecision in return reflects student's career readiness or maturity as students that are undecided about their career have trouble with decision making. Only students from SBM will approach to do the survey.

1.7 Significance of the Study

It has been recognized recently that for a person to make realistic decision, his level of self-efficacy can indeed be very influential. It is one thing to demonstrate interest in a particular occupational field it is another thing to have

confidence in one's ability to successfully undertake the task involved. The significances of the study are as follows:

Firstly, some student may know what to do since beginning while some student did not begin to explore real career possibilities until after graduation. Academic colleges, technical colleges, industry, and university could provide students with relevant information earlier in their schooling. They could be more aggressive, giving students information they could test and use in their daily studies and apply to their career choice.

Secondly, before graduating, some students have not considered enough alternative choices in career selection to justify making an informed decision. Sources of influence such as parents or mentors could be brought into a circle of counseling and discussion, to help the student form a comprehensive career plan or outline.

Thirdly, industry could examine where, why, and when it could be beneficial for them to invest resources to train and educate students. Finally, if career planning were implemented in an efficient manner, students would at the very least be following a career plan of informed decision-making, rather than one of happenstance.

1.8 Definition of Key Terms

Career Choice: Career choice is the deciding or determining on what one wants to do in life or the line of expertise that one wants to follow. It is important to get advice during this step in life as it might determine what student will do in their future.

Undergraduate Student: Undergraduate students refer to students in university which in progress to get a degree as being specified by the Ministry of Education of Malaysia

Parental influences: The complex physical factors that make up our surroundings (Britannica, 2002), and in turn act upon us. For the purposes of this study they would include the forces from parents' issue that both typical and non-typical students may deal with on a day-to-day basis.

Opportunity: Those choices in one's life which are exposed either in a subtle or obvious manner. However, sometimes the opportunity itself have their own limit and requirement that needs to fulfill

Personal interest: A characteristic way of thinking, feeling and behaving (Britannica, 2002). 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.

Career adaptability: The way an individual views his or her capacity to cope with and capitalize on change in the future, level of comfort with new work responsibilities, and ability to recover when unforeseen events alter career plans.

1.9 Summary

In this chapter, the problem statements with research objective are highlighted. Variables independent such as parental influence, personal interest and career adaptability are choosing to examine the relationship of them with career choice. Based on previous studies, a lot of variables independent are detected that related to career choice such as economy issue, political, academic and so on.

The significant in this study will be advantage for the researcher and related parties to further their study. From the problem statement, student will know what the problems that they will face are and how to solve it. Further analysis will be done to know how to solve this problem.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

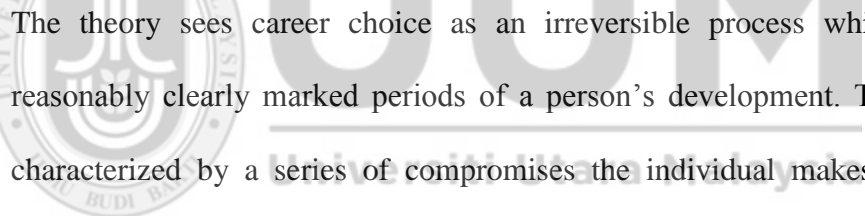
This chapter reviews the literature that described the student career choice process. The body of literature available for review encompassed many volumes. Therefore, this review of the literature focused on 1) how environments in which students find themselves have lead them in a particular direction, 2) how opportunities might have influenced a student's career choice, and 3) why the perceptions of one's personality may have determined the route they took in their career choice process. This chapter also presents the framework research, and hypotheses development is reviewed.

2.1.1 Career Choice

According to Leong (1991, 1995), environmental factors such as family, peer and lecturer influence the career choice made by students. In a recent study Rottinghaus (2005) confirmed the great influence of parents relating to career choice. Based on this theory that is proposed by Super (1990) it has also been established that several societies across the globe emphasize collective identity and significance of family. According to Taylor et al, (2004) reported that developing countries guide students towards careers of benefit to the national economy, encouraging individuals through informal means such as family or

class. However, one of the most probable consequences of pressure from family may be a student's alienation and dissatisfaction towards the career.

In general, students are the asset of the nation and heir to generations to come. One of the issues that arise among students at present is the question of career interest. According to Super (1971) stated that the development of one's career began when a person is born until the person dies. Apart from that, he also mentioned in their study that, claim that the process of choosing a career is an important factor in one's life because it will determine the future of a stable career for an individual.



The theory sees career choice as an irreversible process which occurs in reasonably clearly marked periods of a person's development. The process is characterized by a series of compromises the individual makes between his wishes and his possibilities. Thus, as children grow or mature they gain knowledge and exposure to alternatives. Based on Ginzberg & Associates (1939), they thus understand themselves and their environment and are better able to make rational choices

In a study conducted by Paulsen (1990), the career life of the individual then is viewed as a developmental process which involves different periods, phases of life which when taken cumulatively results in his or her career development. Thus when properly motivated, prepared and an adequate encouragement given

to make the needed effort the individual will succeed equally well in any given career on this ability level. In developing their theory, Ginzberg and associates used the medium of case study and interview techniques and arrived at what might be summed up as follows:

- (a) Career choice is not a single decision. It is a developmental process that takes place over a period of years;
- (b) The process is largely irreversible as a decision made cannot be erased and time could not be reversed.
- (c) The final choice of career comprises interests, capacities, values and the opportunities and limitations in the real world.

Career choices are made on the basis of that careers potential for intrinsic enjoyment. It has been observed that often career choices are reflections of strong identification with the mother even though this identification shows signs of ambivalence. That is, the child recognizes his or her instability and accepts in him or herself the need to postpone final career selection until he or she was a bit older. Paulsen (1990) pointed out that this is a developmental phenomenon which manifests itself with onset of adolescence with its physical and emotional changes.

Interestingly, at this stage also, students begin to introduce the notion of ability into their career considerations. Having focused on interests, they question

themselves as to their ability to perform well in those areas. Identification with the father decreases while the influence of significant others increase. This occurs when individuals realize that there are things about the father's work not suitable for them.

Apart from that, student around 18 years until 21 years also have a new concept enters the student's career considerations that of service to society. Students seem to become aware that "work offers more than the potential for satisfying their own needs, and for the first time shows sign of choosing careers such as medicine for humanitarian reasons rather than because of its status or intrinsic work activities. A few things become clear to the students at this stage. For example, a clearer picture of the life style offered by different careers emerges. Also emerging is the ability to take into consideration how best to utilize one's special ability. Lastly, students develop a sense of urgency in matters concerning career choice as the end of time in school draws near.

During this stage, the student feels the mounting pressure to face the necessity of making concrete and realistic decisions about the future career. Occurring at this stage also is the awareness of the externals of work, the amount of preparation necessary for various careers, the varying financial rewards and the different life circumstances. In effect as they grow older they discover their skills at certain tasks, that some activities have more intrinsic value than others.

From their studies up to the theory formulation, the authors of the theory concluded that adequacy of an individual's career choice process during early adulthood. These are reality, the ability to defer gratifications and the ability to accept and implement compromises in their career plans.

No matter what one's age is, the choice of career or desire is an important question for everybody. A lot of student in secondary schools believe that their future is a glorious adventures in which they are bound to succeed. Many of them have the idea that they would be able to work in the public or private establishments as soon as they complete secondary school education. Some have planned to become lawyers, engineers, medical doctors, accountants and so on.

Students in many cases will need the proper mentoring opportunities to succeed. These support groups will be another opportunity that if properly implemented, can help a student in the career choice process. The creation of support groups will have to be in place to sustain the student through times of financial, emotional and educational need. There are indications that students take the path of least resistance to enter the tertiary institutions. If a parent had exerted enough pressure on the student to enter a particular career field and the student had no current plans, then students followed their parents' suggestion.

Student should be thinking about career decisions in their senior year of secondary school. It should become apparent at that time that the student will

have to do something. The environment plays a large part in a student's career choice. Students traditionally stay at home to either obtain education or start employment. Marriage also played a large part in career decisions. The economics of marriage either solidified the commitment to go on to higher education or stopped career plan short, depending on the stability of the marriage. Examples such as these are opportunities that can play a large determining factor in student's career choice.

Apart from that, career decision making by student may affect their whole life span. Making wrong decision in choosing a career would not only affect one's psychology and emotion, but their economy as well. According to Herr (1998) career decision is no longer a personal issue which could not be discussed or leave it totally to chance. Career decision making is of critical important as every student needs to choose his major when he applies for college or university. At the secondary school age, student's individual decision making ability is still developing both intellectually and emotionally; the selection of effective career involves three things: know yourself, know the world of work and conform to the job. In this case, Holland career selection theory approach can be used to see the tendency of students' career interests.

2.1.2 Parental influences

The first factor used to nurture decisions in career choice of undergraduate student is parental influence. The influence of the parents on the choice of career

among undergraduate students is the big decision from the parent to the students. Parents are played a significant role in this factor of interpersonal in which they influence their children's choice of career in a number of ways which include direct inheritance, the provision of apprenticeship and role models.

The study conducted by Olamide S. & Oluwaseun S. (2013) has shown that 39.9% identified one or both parents had been influential in their career choices. Influence from parent refers to expectation set by family members such as parents and siblings that would influence the career choice of an individual (Miller, 2005). As we know, parents have strong impact on their children's life especially regarding career choice. So, parents have played a significant role in this factor of environment because a parent is main influential of the development of interest at initial stage of career choice. From the time they are young parents cultivate certain career interests in their children. This is done through the play materials they provide, the encouragement or discouragement of hobbies and interest, by the activities they encourage their children to participate in and by the total experiences they provide in the family. For example, a musician mother encourages her child to take music lessons. Thus, the parents already give their influences from choosing what their children needs to do and what their children will be when grow up.

A third type of parental influence on the careers choice by the student is “role model”. Tak (2004) says, works well where the child identifies closely with the parent. Mortimer (2005) is reported to have found a confirmation for this when he said that a combination of prestigious paternal role model and a close father son relationship footered a very effective parent’s transfer of career values and influence on children’s career choice. Parents of low socio- economic status are not able to influence their children’s choice of careers that much. Tak (2004) gives reasons for this phenomenon such as (a) they are not close to their children who are young adults nor are they very actively involved in their care (b) their careers are less prestigious and because of the lack of career prestige there is also a lack of admiration from their children and therefore no encouragement to emulate. Then the influences of parents are not giving any effect to the student.

A study by King (1993) in Kenya specifically linked parental behavior to the career choice of teaching. In King's study, 53% of the participants identified mothers as very encouraging in their choice of teaching. Additionally, mothers in the study created a desire in their children to work with individuals of diverse family backgrounds, to be creative, and to feel that their abilities were well suited for teaching.

In a study by Natalie (2006) young adults through interaction with the context of family, school and community learn about and explore careers which ultimately lead to their career choice. One consistent finding in research suggests that

adolescents' own aspirations are influenced by their parent's aspirations or expectations. Parental support and encouragement are important factors that have been found to influence career choice. Children may choose what their parents desire simply to please them (Taylor, 2004). According to Fisher and Griggs (1994), parental educational and occupational status and critical life event can spur a transformative learning experience that may shape a career development and life direction of children. The same result is also applied to study made by Carpenter (1970) reported that a young person's belief about a career's value is influenced by the perceptions, attitudes and expectations of others such as parents, teachers, guidance counselors and friends. Oyamo (2008) identified encouragement from parents as one of the factors that can affect career interest.

According to Taylor et al, (2004), parental support and encouragement are important factors that have been found to influence career choice. Children may choose what their parents desire simply to please those. Parents and their interest greatly make influence on career selection of the student because of the primary guidance is provided by parents to their children which serves as initial source of knowledge and guidance. Parental guidance affects most because at this stage children mind set is built on the basis of their parent's life, mindset, experience and knowledge. The involvement of parent, help students makes good career choice in the future.

In other words, some parents let the kids choose their career on their own but they remain close and support and guide as needed. But then there are others who impose their choices on the children. Some parents due to their high status in society over shadow the child and she or he cannot think of not being like his or her parent. And this is how their interests influence their children. Moreover, children are only exposed to the world their parents expose them to. If children have no other experience, which mean the experience that exposes them to novel career opportunities then they would not know that they exist. So parents 'life and interests affect children. Usually students are more dependent on their parents and are much satisfied by following their advice therefore parent's views make influence to a larger extent.

Lastly, Based on Taylor (2004) sees parental influence in choice of career showing in direct order. That is parents insist on the choice of school and even the courses they concentrate on. This is in itself a setting off on a predetermined career. Most often this happens regardless of the child's talents, interests and desires. Where the student have no strong objection to the choice being made for him or her, he or she gets condemned to a life's work to which he is not suited. One of the motives of parent's action is to get the child to take up the career that the parents were always interested in but never got to do. Thus parents influence their children in a way that their children accede to the parental wishes or order most often not only from a desire not to offend them but from not knowing what else to do with themselves.

2.1.3 Personal interest

According to Austin (2004), a person's interest (intrinsic) is a relatively stable precursor of behavior; it underlies an enduring style of thinking, feeling and acting. However, Austin (2004) stated that intrinsic can be defined as a predisposition to act or behave in a characteristic fashion in response to one's environment. Based on Pervin et al. (2005), intrinsic refers to the characteristics of the person that account for consistent patterns of feeling, thinking and behaving. Based on this theory that is proposed by Splaver (1977) stated that it is important for students to have a good understanding of themselves, their personality, if they are to make intelligent career plans. A study done by Young et al. (1997) in his study stated that students are more inclined to select careers that match their personality.

On the other hand, based on previous studies such as Barrick and Mount (1991), have explored the interests of jobs by examining the relationship between personality and work. Other studies have only examined the relationship between interests and career choice or between achievement motivation and career choice. Based on work proposed by Tellegen (1985) also be re-examining the study to see if interests can predict the type of job or career an individual prefers.

The Holland theory mentions that career choice is greatly influenced by the interest factor. The theory mentions that the degree of compatibility between

personality and working environment will determine the level of satisfaction, achievement and ability of an individual (Holland, 1985). His assumption is that humans that have various types of personality will be attracted to a career that suits their lifestyle. According to Holland, a worker involved in the technical field is categorized in there a list group with interests and personality as follows:

a) **Characteristics** – stable, natural, masculine, practical, diligent, frank, able to stand on their own, physical, materialistic, honest, shy, consent, genuine, inventive, normal, rigid standpoint, cautious, hard hearted, repeated, less reasoning ability.

b) **Likes** – mechanical activities, outdoor work, athletic (sports), manual activities, concrete things (money, power and status), working with equipment, flora and fauna.

c) **Dislikes** – academic activities, social activities, self-exposure, working with other people.

d) **Orientation** – direct involvement with concrete activities, object manipulation.

e) **Occupation** – mechanical, electrical, engineering, mechanic, life skills teacher, technician, marine officer, forestry officer, animal officer, cook, fashion designer, photographer, surveyor, diver, driver, petrol station attendant, carpenter, plumber.

f) **Educational fields** – civil engineering, mechanical engineering, forestry, medical technology, food preparation, technical and vocational field, agriculture and livestock production.

g) **Academic environment** – nurturing competency and achievement in technical field and manipulating objects, machines, agriculture and livestock production.

Apart from that, how students have seen themselves in a role in which personality is a determining factor may influence a chosen career. Some careers demand that you have the interests to match the qualities of the occupation. For example, sales people have to be out going. According to Splaver (2000) said “personality” plays an important role in the choosing of the right career. A student’s personality must be self motivated type, as to investigate career possibilities from early on in their lives, and not the procrastinating type that waits till they are compelled to decide. Students must take seriously the role grades play in limiting opportunities in the future. Based on Splaver (2000), he went on to say “It is important for you to have a good understanding of yourself, your personality, if you are to make intelligent career plans”.

Moreover, a study done by Holland, (1973) students’ interests has significant influence on their career choice. An individual will be attracted to an occupation because of his or her personality and several other factors contained in the job profile. An individual will express his or her views towards a job based on the nature of work and status of the job. Comparison of oneself with his or her assumption about a job and the feeling of accepting or rejecting it is the main determiner in career selection.

Regarding the influence of personality on career choice, the study reported that more than 70% of the students who participated were influenced by personality when making career choice. These findings are not strange considering those students' interests are often shaped by their environment, the people they interact with and more so their life experiences as they grow. The results on learning experiences indicate that over 70% of high school student agree that learning experiences influence their choice of career.

In addition to that, according to Dlamini et al. (2004), Myburgh (2005) and Khami et al. (2008) who reported intellectual challenges, performance and educational reasons respectively as influential in students career choices all of which fall under learning experiences. The influence of learning experience may be due to the fact that it is in schools that students learn about and explore various careers before they make their career choices and choose subject combinations that eventually lead to their career choices. It is also through their learning experiences while in school those students decide on what they would want to pursue in future in relation to their careers.

In other words, majority of students prefer careers where their personality fits with their career choice. Students always consider their personality, and also contemplate the best available opportunities that offer more development and success. This can be achieved with student obtaining career counseling, doing extensive career research and being up to date with career opportunities have to

offer. It is also that students need to grab the first available opportunity for a career that offers better future development. Career planning should be done in an efficient manner through counseling; by also taking into consideration the opportunity influences their career. It is important that through such procedures students follow career plans of informed decision making rather than one of happenstance. The study consist that extensive career counseling need to provide at institutions of secondary high school for student grab the career

2.1.4 Career Adaptability

Career adaptability is defined as the “*readiness to cope with the predictable tasks of preparing for and participating in the work role and with the unpredictable adjustments prompted by changes in work and working conditions*” (Savickas, 1997, p.254). Adaptability represents individual’s skills and ability to navigate the career decision making process and about work. It also can be known as eliminating the unnecessary assumptions suggested by using term maturity.

Individual differences, development, self and context are the four prospective that integrates the life space and life span as claims by Saviskas (1997). It connects with each of the segments and integrates the potential meaning for career practitioner and theorists. Savickas (p.254) also found three major components in adaptability which are planful attitudes, self and environmental exploration and informed decision making.

The consideration of adaptability is timely given the dramatically changing landscape of the market place (Goodman, 1994). Peng (1994) called it “a useful construct for examining what it is that career practitioners do, and what they will need to do in future, given the changing structure of work” (p.99). Super’s approach measures how properly an individual adapts to his or her present stage of career development regarding knowledge of career development tasks. However, tendency affecting the way an individual views his or her capacity to plan and adjust to changing career plans and works responsibilities, especially in the face of unforeseen events.

2.2 Theoretical Background

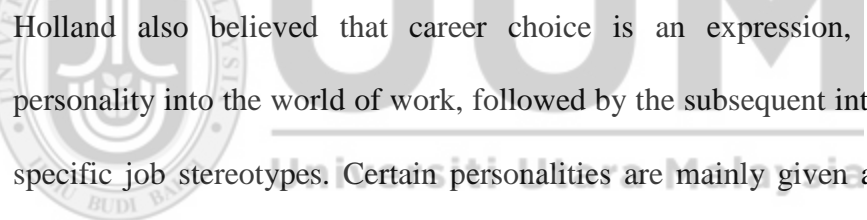
There were many theory about career choices from psychologists and sociologists that come to develop more about career theories, factors affecting career choice and decision making process related to this study concerned.

More than 100 years of history has come up with a system and various theories and strategies to develop the career guidance and counseling. It becomes worldwide basis especially in the western world denominations in the United State (US). Parsons (1909) who initiated the career theory developed approach the nature of the individual’s personality match for job selection.

The learning theory model had been proposed by Krumboltz, Mitchell and Gelatt (1975) which point out some clarifications such as the career decision making is the skill that need to be learned that come from 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. Peterson, Sampson, and Reardon (1991) had recommended that the results of the career options of interaction of cognitive and affective processes must be in perspective of cognitive information processing. Furthermore, making a career choice is problem solving activities. They suggested that the identity of career is highly dependent on the self-knowledge.

Among the many theories, Hofstede (1980) is one of the theories that also conducted research related career choice. Hofstede describe how individuals relate to others and society, and will affect the emotional and cognitive for each other. He also said that the Western country (USA, UK and Australia) are more towards individualist end and while Asian country (Taiwan, Japan and India) are more towards collectivism end. "Individualism" means the like to do work by their self, which whatever they do are tendency to their own interests and prefer to be called independent in organizations. "Collectivism" means they prefer others opinion and suggestion to protect the organization's interests. Here, the role of family and significant others become the role of their decision.

Holland theories (1992) are the theory that used in this research which include the aspects of an expression or advanced, personality into the world of work, followed by the subsequent of a specific job stereotypes. It was guided the career interest assessments both in the US and internationally. Simple and easy to understand were the framework typology of Holland's theory on career interests 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).



Holland also believed that career choice is an expression, or advanced, personality into the world of work, followed by the subsequent introduction of a specific job stereotypes. Certain personalities are mainly given as rationale to individuals that concerned to a career. Stability of career options depends on personal mystery orientation. The environment greatly influences the experience of personal orientation and career options beyond is an example that individuals are products of their environment. Self-knowledge is a key component in making career choices which is optimum.

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 crystallization of interest may happen, and the willingness for the specification and application of career choice.

Holland's theory has a major effect on the evaluation and research of career interests (Spokane et al, 2000). Since 40 years ago, Holland proposed more than hundreds of research study to examine the arguments and validity of the instruments based on his theory of interests, including several international studies using samples. A major area of study cross cultural investigation is whether the proposed structures of vocational interests Holland's theory is valid across cultures (Rounds and 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 Holland interests, although the benefits are not clearly in hexagonal arrangement.

Social Cognitive Career Theory (SCCT) (Lent, Brown and Hackett, 2000) firmly bound to the theory of self-efficacy 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 interest, (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.

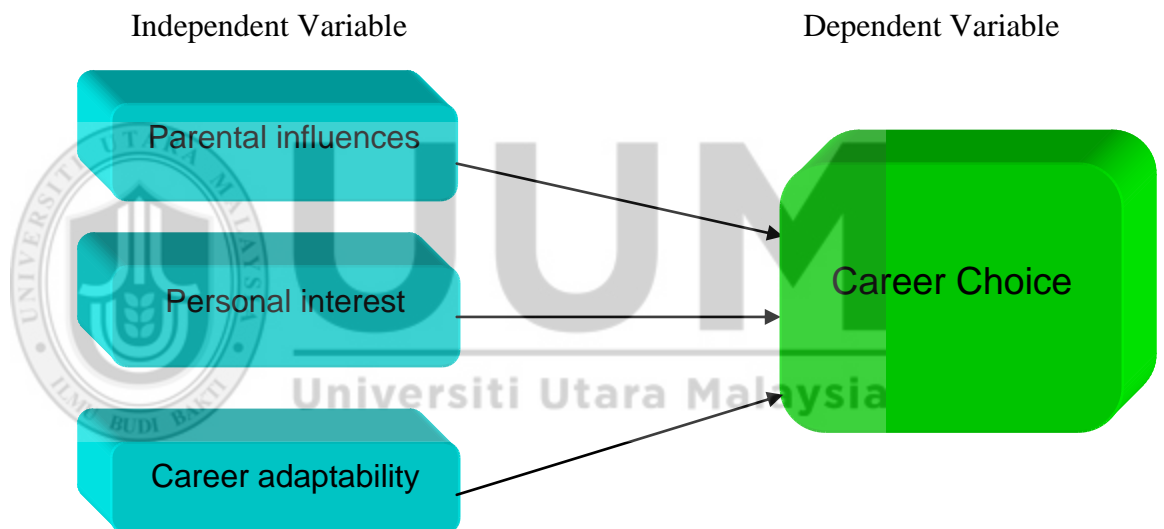
The development of career goals has been viewed as the functions of the relationship among self-efficacy, expectations of outcome and interests over time in SCCT choice model. Career choice is a process that occurs in any person and the environment / her interplay with each other. It involves the requirement 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. In this study, Holland theory is used as the guideline to investigate the relationship between independence variable (parental influence, personal interest and career choice) toward career choice.

2.3 Theoretical Framework

A theoretical framework is a conceptual model of how one theorizes or makes logical sense of the relationship between independent and dependent variables. Based on Salami (2004), a variable is anything that can take differing or varying values. Zikmund (1991) also stated the same definition in which anything that varies or changes in value is variable and it represents a quality that exhibit differences in value, usually in magnitude or strength. Sekaran (2003) suggested that dependent variable is the variables of primary interest to the researcher.

Instead independent variables are one hat influences the dependent variables in either a positive or negative way. Based on theory discussed in above section and previous literatures, the researcher identified three independent factors such as parental influence, personal interest and career adaptability which predicted to have an influence on career choices as independent variable.

Figure 2.1 Theoretical Framework



2.4 Hypotheses Development

The researcher had developed three hypotheses for the present research as shown in below.

2.4.1 The relationship between parental influence and career choice

Support and sponsorship gain from parents is an important factor that has been found influenced their children in career choices. The study also found that the adolescents themselves affected by dreams or expectations of their parents. Guay (2003) had found that the acceptance of parental authority is greater in the Asian culture. They had proved that there is significant between parental influence and career choice. Peng & Wright (1994) mentioned that Asian society value smooth and harmonious relationship rather than individual self-actualization. However, due to the strong emphasis on perceived behavior, some advice from parents lead their children to choose a career that mismatch their personality.

H1: There is significant relationship between parental influence and choice of career among undergraduate students.

2.4.2 The relationship between personal interests and career choice

Previous study found that personal interest has significant towards career choice. Zunker (2006) explained that people with strong interest in a specific field make them successful professionals. Maintain that individuals with more academic aptitude can better guess themselves. The older students are in better position in estimating their interest's types. Moreover, the high productive level have found among the individuals who select career of their choice.

H2: There is significant correlation between personal interest and career choice among undergraduate students.

2.4.3 The relationship between career adaptability and career choice

Students endorsing a greater sense of personal control were more likely to view themselves as adaptable to the world of work. Additionally, the degree to which students' supportive relationships, self-esteem, and positive outlook on their future career related to adaptability was partially mediated by students' perceptions of control in their lives. In line with the theoretical work, it is suggested that the sense of personal control in an individual's life may be an important construct to consider in career-related research and counseling. Based on Rottinghaus et al (2005) study, a lot of theories show the significant between career adaptability and career choice.

H3: There is was significant relationship between career adaptability and career choice among undergraduate student

2.5 Summary

In this chapter, the definition and previous studies were discussed for each of the variables. The theory background of this study also was discussed. Holland theory was choosing as theory of this study since it related to all variables contain. At the end of this chapter, the hypotheses were developed in order to further analysis and get the results.

The research framework were showed the linked independent variables (parental influence, personal interest and career adaptability) towards dependent variables (career choice). The hypothesis can be proved in the next chapter.



CHAPTER 3

METHODOLOGY

3.1 Introduction

The purpose of this study is to investigate the factors influencing career choices among undergraduate students at UUM, Kedah. This chapter will focus on research and sampling design, measurements, and also data collection and analysis techniques.

3.2 Research Design

This study used a quantitative research design. Quantitative research design is chosen in this study as it can ensure high reliability of data collected. On the other hand, descriptive research design was also used to determine the relationships between variables in present study.

This approach utilizes cross sectional study which involves a sample of elements from the population of interest through sample survey. For the purpose of this study, survey will be used as it can better address questions, solve problems, assess needs and goals, analyze trends over time, and provide information as to current conditions and context (Neuman, 2003).

3.2.1 Sources of Data

Primary and secondary data were used for the purpose of this study. The information obtained first hand by the researcher on the variables for the purposes of the study is called primary data (Sekaran, 2003). In this study the information taken from the questionnaire is considered as primary data.

The secondary data is the type of data obtained during the literature review. Researcher obtained 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 others view.

3.3 Units 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 student's career choice factors in Universiti Utara Malaysia. Therefore, the research is done on undergraduate students from SBM that will be measured as units of analysis.

3.3.1 Population and Sample Design

The population of this study comprises of were undergraduate students of SBM, Universiti Utara Malaysia. The population of this study was obtained from Department of Academic Affairs in UUM.

Table 3.1 : No of students in each program at SBM

Program	No of Students	Percentage (%)
Bachelor of Business Administration	1272	45.3
Bachelor of Human Resources	610	21.7
Bachelor of Marketing	551	19.6
Bachelor of Entrepreneur	372	13.4
Total	2805	100

Sources: HEA (2016)

For this study, the unit of analysis is individual as data will be collected student from SBM. The student that had been in populations of undergraduate SBM is 2805. Based on Krejcie and Morgan (1970), the sample size based on the above population is 338. The sample involving 400 students from SBM will be randomly selected by using purposive sampling method. This type of sampling method is chosen as it has the least bias and offers the most generalizability (Sekaran&Bougie, 2009).

3.4 Measurement of Variables

3.4.1 Validation of Instruments

Survey questionnaire is distribute to the choose respondents. The surveys questionnaire consist of two sections. First section focus on demographic profile and second section consists of four respective variables such as career choice, parental influences, personal interest and career adaptability. The questionnaire was collected immediately after the respondents finish answering the questionnaire.

In order to have good total response, data collection procedures was well administered. The relevant point from these sources that associate with the variables of study is used in producing the questionnaire. Opinion to questions put forward in the survey is in the form of Likert Scale. This scale was chosen because the researcher wants to see the respondent favoritism of the statement put forward whether they give a positive or negative reaction to the concept that is highlighted.

Table 3.2 : Sources of Instruments

Variables	Items	Sources
Career choice	8	S. Olamide & S. Oluwaseun (2013)
Parental influence	8	S. Olamide & S. Oluwaseun (2013)
Personal interests	8	S. Olamide & S. Oluwaseun (2013)
Career adaptability	8	Rottinghaus, Susan and Borgen (2005)

3.5 Data Collection Procedures

In this study, primary data will be used as main sources of data. Specifically, personally administered questionnaires will be used for the purpose of this study. This type of data collection method is used as it is less expensive and the response rate is very high (Sekaran & Bougie, 2009).

A total number of 350 questionnaires will be distributed to students from the School of Business and Management, UUM. The School of Business Management will be contacted first as to seek permission. Once the permission to conduct this study is granted, questionnaires will be given to those students.

However, before that, the participants will be briefed first on the purpose of the study, the research instruments used and how they can contribute to this study. Once the briefing is over, the questionnaires will be distributed among them.

The participants will be given 15 to 20 minutes to answer and to return back the questionnaires to representative that will be selected among the student. The participants who failed to return the questionnaires on the other hand will be given one extra 10 minutes to submit the questionnaires. Using a cover letter, all participants will be assured that the returned questionnaires are confidential in nature. After finished, the completed questionnaires will be collected by researcher from all the representative of student involved.

3.6 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.

3.6.1 Non Probability Sampling: Purposive Sampling

The researcher has selected purposive sampling on this study because the sample size has known. Sekaran (2009) explained that there were two type of sampling which are probability sampling and non-probability sampling. Purposive sampling was chosen because it confined to specific types of people who can provide the information needed by the researcher, because they are the only group who have it or match to some criteria that has been set by the researcher and at the same time it will ensure the balance in size of group as the population will come from various group of students (Sekaran, 2003). Due to the constraint in doing the research, purposive sampling is the most suitable as it will ease the collection of data of opinion of students from target population within short period of time.

3.7 Data Analysis Technique

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 used as part of the data analysis technique. For descriptive analysis, it is used to describe the basic feature of the data from study. This is done to simplify large amount 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 means researcher can make conclusion based on the population characteristics from the sample given.

3.7.1 Validity Analysis

Validity analysis is defined as “the extent to which a construct measures what is supposed to measure” (Hair et al, 2003). Factor analysis is used 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 the Malaysia environment, therefore every items in questionnaire had been proven content validity.

3.7.2 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 0.00 to 1.00. Bougie and Sekaran (2010) clarified that commonly reliability coefficient that considered average in the range of 0.60, while 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).

3.7.3 Descriptive Statistics

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 a 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 occurrences of each score value and can be represented in tabular form or in graphical form.

3.7.4 Hypothesis Testing

To test the relationship between research variables, the analysis which is correlation analysis were utilized accordingly.

3.7.5 Inferential Statistic: Pearson Correlation

Correlation analysis used to measures two or more variable 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 the theory, they cloud 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:

Table 3.3 The scale of relationship between two variables

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

Source : David, (1971)

3.8 Summary

In this chapter, all the method used to further analysis was discussed. The statistical and scale for the relationship also were showed. It can be the point whether the hypotheses development made were accepted or rejected.

CHAPTER 4

RESULTS AND DISCUSSION

4.0 Introduction

This chapter discussed the results research findings from survey. There were 400 questionnaires distributed to the undergraduate's students from SBM in Universiti Utara Malaysia. There are 87.5% response rate which is 350 respondents answered the questionnaire. Result of the data analysis was gathered using two statistical or analysis. The first is the descriptive statistics where analysis findings of the frequency. The second is the inferential statistic which is performs correlation to determine the hypothesis. The result of the data analysis is explained in the following categories:

- 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. Summary of the findings were discussed accordingly.

4.1 Respondents' Frequency Analysis

Frequency analysis has been performed in order to analyze the demographics information of the selected respondents. From the 400 questionnaires that have been distributed, there are only 350 answered questionnaires that have been returned back and fully answered by the respondents which showing only 87.5% of the completed answered questionnaires that available for the analysis process.

There were six demographic factors that have been included in this study; gender, age, bachelor, semester, GPA and reason to career choice. According to Table 4.1, there were 114 male students and 236 female students participated in this study. Besides that, most of the respondents age ranging from 20-22 years old (189 students), followed by 23-24 years old (138 students), then more than 25 years old (12 students) and 19 years old (11 students).

Students from Business Administration participate the most in the study because they are major students for SBM which are 160 students, followed by Entrepreneurial (67 students), Marketing (65 students) and Human Resource (58 students). For semester of studies, third year students participated the most in this research with 187 students, second year students (83 students), first year students (54 students) and fourth year students (25 students).

For GPA, the highest GPA is 3.49 – 3.00 (168 students), followed by 4.00 – 3.50 (134 students), then 2.99 – 2.50 (40 students) and lastly is less than 2.5 (8 students). Finally are the reasons to career choice. There are six reasons which are interest is the highest choice with 136 students, followed by availability of

job (94 students), then pay (68 students), after that parents (37 students) and lastly teachers (15 students).

Table 4.1 Demographic of Respondents

Demographic	Categories	Frequency	Percentage (%)
Gender	Male	114	32.6
	Female	236	67.4
Age	18-19	11	3.1
	20-22	189	54.0
	23-24	138	39.4
	>25	12	3.4
Bachelor	Business admin.	160	45.7
	Marketing	65	18.6
	Entrepreneurial	67	19.1
	Human resource	58	16.6
Semester	1-2	54	15.4
	3-4	83	23.7
	5-6	187	53.4
	7-8	25	7.1
	>8	1	0.3
GPA	4.00 - 3.50	134	38.3
	3.49 – 3.00	168	48.0
	2.99 – 2.50	40	11.4
	< 2.5	8	2.3

Reason to career choice	Interest	136	38.9
	Pay	68	19.4
	Availability	94	26.9
	Parents	37	10.6
	Teachers	15	4.2

4.2 Descriptive Statistic

Descriptive statistics is a pattern and general trends are a data set. Table 4.2 shows descriptive statistics for all variables. The results shows that mean for career adaptability is 4.0054. This variable shows the highest mean value while the least mean is parental influences with results 3.3671. For standard deviation, the highest value is parental influences with 0.74113 while the lowest standard deviation is personal interests with 0.47218.

Table 4.2: Descriptive statistics

Descriptive Statistics					
Constructs	N	Min	Max	Mean	Std. Deviation
Career choice	350	1.63	5.00	3.7329	.60743
Parental influence	350	1.13	5.00	3.3671	.74113
Personal interest	350	1.63	5.00	4.0014	.47218
Career adaptability	350	1.75	5.00	4.0054	.50483

4.3 Reliability Analysis

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

Table 4.3: Cronbach's Alpha coefficient

Variables	Cronbach's Alpha	No of items
Career choice	0.767	8
Parental influences	0.804	8
Personal interests	0.756	8
Career adaptability	0.817	8

From the table above, all reliability coefficient is 0.70 and above in the range of which shows high reliability standard (Bougie & Sekaran, 2010). Table 4.1 illustrated Cronbach's Alpha for the instruments. The reliability test for dependent variables which is career choice consists of 8 items got the results 0.804 of Cronbach's Alpha that shown normal reliability and strongly accepted in this study. For independent variables, parental influences consist of 8 items of reliability coefficient with the Cronbach's Alpha is 0.767. The career adaptability also got range 0.7 of Cronbach's Alpha that also accepted in this study. The last independent variable is personal interests which have 8 items reliability coefficient show the excellent results of Cronbach's Alpha is 0.817.

Based on recommendations by Bougie and Sekaran (2010), all variables are accepted for further analysis.

4.4 Correlation Analysis

Table 4.3 indicates that there was a correlation between parental influences and career choices with $r = 0.098$ and $p = 0.068$ which shows that $p > 0.05$. Based on r score = 0.098, there is no correlation for the relationship between parental influences and career choices. Therefore, parental not give influences to the students decide their career choices. Table 4.3 also indicates that there was a correlation between personal interests and career choices with $r = 0.380$ and $p = 0.000$ which shows that $p < 0.05$. The result shows the positive correlation between personal interest and career choices. Therefore, the students are confidents with their personal interests in order to make career choice. Based on Table 4.3, the results indicated that there was a positive correlation between career adaptability and career choices with $r = 0.536$ and $p = 0.000$ which shows that $p < 0.05$. Therefore, it was found that when the students can be adapting to any environment of work, more career choice can be made.

Table 4.4: Correlation analysis

Constructs		Career	Parental	Personal	Adaptability
Career	Pearson Correlation	1	.098	.380**	.536**
	Sig. (2-tailed)		.068	.000	.000
	N	350	350	350	350
Parental	Pearson Correlation	.098	1	.211**	.132*
	Sig. (2-tailed)	.068		.000	.014
	N	350	350	350	350
Personal	Pearson Correlation	.380**	.211**	1	.420**
	Sig. (2-tailed)	.000	.000		.000
	N	350	350	350	350
Adaptability	Pearson Correlation	.536**	.132*	.420**	1
	Sig. (2-tailed)	.000	.014	.000	
	N	350	350	350	350

4.5 Result of Multiple Regression Analysis

Multiple regression analysis was used to evaluate the effect of independent variables (parental influences, personal interests and career adaptability) towards dependent variable (career choice). As depicted in Table 4.4, the regression results revealed the R square value 0.316. This indicates that 31.6% of variance that explained the dependent variable (career choice) was accounted for the independent variables (parental influences, personal interests and career adaptability) where F value = 53.366 at $p < 0.05$. Based on ANOVA table, all the factors (parental influences, personal interests and career adaptability) have a good model in explaining career choices in this study.

Further analysis is done and the two dimensions of independent variables like personal interests ($\beta = 0.188$, $p < 0.001$) and career adaptability ($\beta = 0.457$, $p < 0.001$) were significant predictors to career choice. Contradicted with the parental influences where ($\beta = -.0002$, $p > 0.001$) was not significant predictor of students career choice. In conclusion, the most important factor that influences career choice among undergraduates student is career adaptability.

Table 4.5 Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562 ^a	.316	.310	.50442

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	40.735	3	13.578	53.366	.000 ^b
	Residual	88.037	346	.254		
	Total	128.772	349			

a. Dependent Variable: Career

b. Predictors: (Constant), Adaptability, Parental, Personal

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.566	.274		2.070	.039
	Parental	-.002	.037	-.002	-.051	.959
	Personal	.242	.064	.188	3.786	.000
	Adaptability	.550	.059	.457	9.326	.000

4.6 Hypothesis Testing Result

4.6.1 The relationship between parental influences and career choices

The finding of this study showed the contradict results between parental influences and career choices. This study indicates parental influences have insignificant correlation with career choice. Surprisingly, the result showed that the negative relationship between parental influences and career choices. The result shows that student career choice selection is not significantly influenced by parental influences. Strauss & Howe (2006) found that gen Z believe that it is easier to be a kid nowadays than in their parents time. Thus, they very optimistic about their chances of obtaining good jobs, and many believe they will be more financially successful than their parents.

Based on the study by Gushue & Whitson (2006), Metheny, McWhirter & O'Neil (2008), and O'Brien (1996) the perception of parents support is positively related to the career decision making self-efficacy in inner city youth. However, based on this study the results are contrast with them. The variation of generation characteristic is one of the reasons this result become contrast from previous research. Gen Z characteristics showed that they are ready to be on mission, confident and optimistic (Posnick S, 2010).

Indeed, the regression results still show the significant positive relationship between parental influences and career choices. Even though the young people has high level of confident, perceived and concern from parents reported that they become more active in opportunities advantages related to their career

development. This finding believes that parental influences have significant for career choice but not influence much on today generation.

4.6.2 The relationship between personal interest and career choice

The result shows that personal interest has significant influence for career choices among undergraduate student in SBM. The result of this study show positive relationship between personal interests and career choice. This also indicated that personal interests in one of the factor that influencing the student's career choice. The results obtained showed that student can determined their own career choice based on their personal interests. It will give an important role in career decision as it will give a greater impact on job that they want to enter. The deeper passion and knowledge on the selected career will give their all effort to do their best in order to achieve the dream career (Spangler, 1994). Furthermore, they want to learn and explore more about the job they are interested to.

Nowadays, students have high spirit and aim in obtained a dream career. So, they believe on their opinion and decision compare to others. Effective personality is described as the mix of personal characteristics that individuals use to successfully face (Bethencourt and Cabrera, 2011). However, some personality not suitable for student make it as decision for their career choice such as they over confident on the decision will give a good results. They also need others opinion as backup plan if they make the wrong decision.

This result is consistent with the study of Gore and Leuwerke (2000) which found that the 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 behaviors. Akhbulut and Looney (2007) have confirmed that there are positive relationship between personal interests and career choice. Leuwerke et al, (2004) have concluded that interests are factors that affect the motivation for the students to pursue a degree, not gender or ethnicity specifically.

4.6.3 The relationship between career adaptability and career choice

This result showed there are relationship between career adaptability and career choice. The correlation result indicates that career adaptability significant related to career choice. Super (1988) had approached individual to measure how properly an individual adapts to his or her present stage of career development regarding knowledge of career development tasks. In contrast, career adaptability in the present study is a tendency affecting the way an individual views his or her capacity to plan and adjust to changing career plan and work responsibility, especially in the face of unforeseen events.

Based on the situation nowadays, students prefer to adapt with work environment compare to demand the environment that the feel suitable with them. The student needs to fight each other to get a job. All have qualifications that company needs but the different is they want the student that can do

multitasking without demanding their job. In order to make the students is different from another, they need to adapt with working environment and try to suit themselves into the situation. Rottinghaus et al, (2005) have done the same research which about the career adaptability towards career choice. His study also showed the related between them.

Considering the definitions of adaptability of both Savickas (1997) and Rottinghaus (2005), this finding can conclude that individuals who endorse a greater sense of personal control may be able to more easily navigate the world of work by proactively adjusting themselves to fit expectation. The results from the correlation analysis have proved that the finding is significant and showed the relationship between career adaptability and career choice.

4.6.4 The most important factor that influences career choices among undergraduate students

Based on multiple regression results, the career adaptability is considered as important factor in influencing student career choices in SBM. While personal interests show the second important factor in influencing career choice among student in SBM. Nowadays, students prefer to adapt with environment whether to demand the job that they want. If too choosy about the good job and environment, students will face the difficulties to get a job. Furthermore, students must compete to each other in order to get dream job. So, they need a unique skills and a lot of knowledge to stand out than others. Emotion control can be improved by the aim and target from themselves which make the

adaption to environment becomes easier. The Gen Z characteristics are also contributed to words making their own choice rather than influences from other opinions (Posnick S, 2010).

4.7 Hypotheses summary

Table 4.6 present the results of the hypothesis testing conducted in this study. This section will summarized all the result for hypothesis testing conducted in this chapter.

Table 4.6: Hypothesis summary

Hypothesis	Description	Result
H1	The relationship between parental influence and career choice	Rejected
H2	The relationship between personal interests and career choice	Supported
H3	The relationship between career adaptability and career choice	Supported

The details of hypothesis statement and results are summarized in below table 4.6 Pearson's correlation analysis indicated that three variables (parental influences, personal interests and career adaptability) have shown a significant difference towards career choice. However, only personal interests and career adaptability shown the relationship towards career choice while the parental influence is in contrast.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter will discuss in detail the findings reported in Chapter Four where the significant and non-significant results are elaborated with some justifications provided. This chapter also aims to fulfill the research objectives by answering all research questions formulated in Chapter One. This chapter will also provide the recommendations to the manager on well for future studies. At the end of the chapter, the conclusion will be highlighted.

5.1 Summary of Findings

The correlation and multiple regressions for parental influence's analysis showed the contrast result based on the objective of this research. The p value for parental influence is 0.068 which have more than 0.05 showed that the factors have no significant to career choice. Based on previous studies, the parental influence is one of the important factors that affecting career choice. However, ANOVA table showed that all factors have a good role in influencing to career choice

For personal interest and career adaptability showed the positive results based on the objective in this study. Both of the factors have the same p value is 0.000. It showed the significant of the factors toward the career choice. The

career adaptability it the most affecting factor in career choice compare to personal interests. Here we can found that the student able to change their personality and willing to learn new environment in order to adapt with the situation.

5.2 Discussions

Further discussion on the findings will take place by referring to the previous literatures and findings that related to the variables involved in this research.

5.2.1 Relationship between parental influence and career choices

Based on the analysis, parental influence showed the contrast result from the objective. This factor showed the students not influenced from their parents before make their career choice. Nowadays, both parents are working. So, the quality time with family is limited. Some children they may feel like isolated and have gap between their parents compare to their friends that always with them. Furthermore, the Gen Z characteristics also contribute to this phenomenon. They prefer to make their decision and ready to take the risk. The third reason is the use of technology make the gap between students and parents become large. All the information students can find using technology and no need opinion or suggestion from the parents who have experience before them.

5.2.2 Relationship between personal interest and career choices

From the previous study, personal interest showed the significant to career choice which this studies also have the same results. This factors comes from interpersonally showed the ability, skills, interests and willingness to do the dream job. Considering in skills and ability, the students can fit a particular occupations comes out of one of the earliest career development field. However, the interests make the students to match the job characteristic with their personality characteristics and personal preference. All this reasons give the motivated to the students to do their best.

5.2.3 Relationship between career adaptability and career choices

Based on this study, the analysis from career adaptability showed the result that most significant towards career choice. Nowadays, the students that have flying colors in exam are too many. So, they need to adapt with the work environment once they already got the job. They cannot demand the environment and situation to make their work easy. Once they have lost their job, others will take their place. In conclusion, they need to operate and act based on the environment. They will learn something new. From college and schools, the students already been disclosed to face new thing and adapt with it. That's why this factor becomes the most influence to career choice. Students are common with the environment from primary school to college. They disclosed

how to survive and adapt the environment according to their age. They motivated to learn and not to rely on others.

5.3 Recommendations

5.3.1 Students and parents

Student's career choices are influenced by many factors such as the variation of individual interests and characteristics including experiences in life, gender, environmental factors and personal relationships. The expected results are all factors in this study are positive towards career choices. Unfortunately, the generations it gave the reasons that obtained the contrast results. For example, gen Z nowadays likes to do by their decisions and opinion. They may include others opinion but at the ends it just their decision are included. Based on the situation, students can adapt with the job environment to make sure their dream job can be successful. Each of the factors may give various degrees of variations on students' career choice. The most dominant in career choice is career adaptability. Thus, we can found that students not to choosy in career and try to adapt with the job environment. Based on the conclusions that career choices are mostly influenced by the outcome expectancies of each career, this study recommended the following ideas:

- The students need to approach with the job that not related with their field in order to know they can carry that job or not. Since this study

showed that student can adapt with the job environment, they can try not to choose the job that only they learn

- 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 must come to consciousness in its own way, in order for it remarkable. Institutions, industry and parents need to provide an environment that fosters students' awareness of their true self and become a student's mentor, facilitators or assistants.
- Parents can be role to their children. They can advise and give opinion about career since some students does not have any experience. The students will look for pros and cons, advantage and disadvantage before make any decision for their life. As described in the literature, it is wrong to pretend to know what is best for students.
- 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 information well to provide precise information that will lead students to correct career choice.

- Students could provide the readymade labor 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.

5.3.2 Institution, government, business and industry

Students can get many opportunities in order gain more knowledge and experience before they adapt to real job environment. Practical and training can be provided from institutions or company to improve students skill and gain experience.

- The study recommends that positive force of mentoring and role model. Some businessman can sponsor for practical or training for successful students to assure students acquiring the skills and work habits necessary to succeed in the real working life.

- 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.
- The schools and institutions must functions as medium to provide information and knowledge about the career while the government can incubate new ideas and new technology needed to encourage students to be creative and innovative based on their interests.

5.4 Limitations of study

There are several limitations in conducting this particular research, which are;

i) Limited sample

The sample of undergraduates only involved the students who are under the School of Business Management, which consisted of four programs such as Bachelor of Business administration, Bachelor of Entrepreneurship, Bachelor of Marketing and Bachelor of Human Resources Management.

ii) Biasness

The respondents tend to answer the questionnaires with a different opinion from their own as they tried to avoid any judgment from the others. Besides, some of the respondents tend to leave the questions blank as they are not sure about the appropriate response that should be given, or they just chose 'neutral' for all the questions.

5.5 Suggestions

The student who indicated that career choice was not very important at the time of the research believed that career choice would become important at some point in the near future. Future researcher may want to examine how the relevance of career choice develops for these students over time. There are ways that can be taken by the future researcher for the future study based on the limitations that faced by researcher in conducting this study.

- First future researcher may increase the sample and population. The increasing of the student whose study in public or private institutions can diverse more in field of study, age or gender. Besides that, future researcher should avoid any bias in conducting this study by measuring the same sample contain equal number of men and women in each of environment.
- Second, future researcher should wide their field of study to others new independent variable such as economy issue, career optimism (Rottinghaus, 2005) and so on in order to acquire the precise results and finding. The variables chosen may have highly significant relationship with the dependent variables for specific outcomes.
- Third, future researchers can suggest to the ministry of education to update the current information and statistics in order to help the future researcher to get the relevant information and help them to make decisions relating of selecting of sample for their research.

5.6 Conclusions

Every individual have their own interests and characteristic which may vary from one another. All theories come out with evidence to show that their research can explain the choice of occupation phenomenon, but each has its strength and limitations to 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. The second is career development consists of a series of stages that can be identified.

Third is career decision making consists of many compromises for both individual and his career. For example, different personalities interested or prevented while in certain work environment, they need to influence career choices and self-concept is influenced by relationship with others. Even though there a lot of theories, the most important part are the students believed with their choice towards the successful job. The final decision is like to be their life good or not.

This research has done to investigate the factors that influencing the career choice among undergraduate SBM students of UUM. The target is undergraduate student from SBM. The results obtained from 350 respondents. The studies have focus on three factors which are parental influences, personal interests and career adaptability. From the analysis of correlation, all factors can be concluded have positive relationship. However, as hypothesis were made the parental influences have contrast relationship to career choice. The relationship still has significant. But the gen Z showed that they more prefer do their own decision compare to include other opinion. From the study, it will looking a lot of help in future for the students to know which are better for them and give 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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