

Factors Affecting The Decision-Making Among Third-Year Students Of Bachelor Of Industrial Technology At Batangas State University Main II In Their Business Endeavor Preference

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Abstract: The objective of the study is to know the factors affecting third-year students of Bachelor of Industrial Technology in making decisions on what business they would like to get involved with. In here, the questions the researcher would like to address are: 1.) Is the profile of the respondents affects their business preferences; 2.) What is the preferred business type of those respondents under alternative factors; 3.) What are the interpersonal issues that have relationships in the respondents' decision-making; 4.) What are the high risks consequences the respondents could encounter in choosing their preferred business; 5.) What are the uncertainties on the part of the respondents in choosing their own business; and 6.) What is hard for them to understand in getting their preferred business? All of these questions were answered through the use of questionnaire as the researcher's tool in getting the data. The result of this study would be very beneficial for the students to analyze various factors thoroughly before they could come up with the business they would like to have in the future. What really are the factors they have to consider in achieving their business preferences. This study will also serve as a reference for those in the academe teaching Entrepreneurship and Technopreneurship subjects for they could be guided in motivating students to enrich their interest in starting their own business in the near future. Also, those people out there who are business enthusiasts could also evaluate the success and failure in their business decisions experiences.

Keywords: Complexity, Endeavor, Preferences, Uncertainty

1. Introduction

In this world full of challenges, businesses are everywhere. It is in reality that businesses play a great role in every country's economic development, hence, it is of great encouragement that most of us must have that plan of getting into business: earning profits while helping the economy. Knowing those gains you could get in business together with other opportunities having such, one might think or plan of looking his/her own but despite of this, one could also not even think of getting into any kind of business because of what we called "risk" that goes along with it. Most of the time, this is the reason why some of us are afraid of trying to have one, they are not risk taker, or should we say, they are not that ready enough if we talk about the requirements of establishing our own business. In connection with the above, it is one of the objectives of every Colleges and Universities to bring to the minds of students the interest on entrepreneurship or technopreneurship. Their young and creative minds could think of an innovative idea that would in turn make it into business venture. Some students would say, they are interested after graduation of having their own business but there are number of factors influencing them or affecting them in making decisions: What business? When to start? How to start? and many others. And having such in reality, how do they come up with the right decision concerning those aforementioned? With this study, we can find out those factors affecting those students in making decisions on what business they should get into and what are those important factors they consider that made them change or choose their business preferences.

2. Methodology

This presents the overall methods employed in the completion of the study. It is very important to apply the

applicable research methodology including the research design, the respondents of the study, sampling design, the data gathering instrument used, the procedures, as well as the statistical treatment of data to clearly discuss how the researcher could come up with the discussion of results and findings of the study.

2.1 Research Design

The researcher used the descriptive type of research. Descriptive research design is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way (<https://explorable.com>). It is the most widely used research designs as indicated by these dissertations and research reports of institutions. Its common means of obtaining information include the use of the questionnaire, personal interviews with the aid of study guide or interview schedule, and observation, either participatory or not (<https://www.google.com>). This is the one applicable for the topic because in this study, we can do observation that would help us to get the information we need and therefore describe the behavior and responses of the subjects of the study.

2.2 Respondents

The respondents of the study are third year students of Batangas State University, Main Campus II under College of Industrial Technology, from 19 to 29 years old with an average age of 21. They are of different major courses such as Bachelor of Science Major in Mechanical Technology, Bachelor of Science Major in Computer Technology and Bachelor of Science Major in Instrumentation and Control Technology. The researcher chose them to be the respondents because we can find the interest in them having their own business at their level. They also have the

background in business subjects wherein they started to like or think of getting into business someday. These students also will soon be facing to develop their own business idea in the coming semester under the subject of Technopreneurship. The results of the study will serve as a guide to both the students and teachers in the development of business ideas. There are 206 students who will answer the given questionnaires. All of them were provided questionnaires inside the campus during their vacant periods for an immediate retrieval of the answered questionnaires.

2.3 Sampling Design

This section shows the number of the total population where respondents came from together with the actual number of respondents.

Table 2.1 Size of Respondents

Major	Total number of Students per Major	Sample Size	Actual Respondents
Computer Technology	31	29	29
Instrumentation and Technology	223	142	142
Mechanical Technology	54	48	48

2.4 Data Gathering Instruments

In this study, the researcher uses questionnaire to be distributed to those respondents above. Questionnaire is a written set of questions that are given to people in order to collect facts or opinions about something. The questionnaire is divided into several areas in order to get the complete information required in the study. The first part is the demographic profile, second is the framework for the factors affecting the decision-making of those students such as: Alternatives, Uncertainty, High Risks Consequences, Interpersonal Issues and Complexity.

2.5 Data Gathering Procedure

The researcher first checks number of references that can help in gathering data. A lot of readings for those related topics including books, journals and different research papers. After reading references, the researcher starts to take notes and check the procedures of gathering data stated in several gathered references. Then arrange all the data gathered with their specific references and saved the file. Also, this is the time the respondents and number of respondents were chosen and identified. The two pages Questionnaires distributed and after a minute or two, they are all done answering it. After getting such, check, tallied, review and evaluate the results of the survey; and prepare for the written presentation and discussion of the results of the study.

3. Results and Discussion

The researcher prepared all the needed tools and materials that are needed in the completion of the study. From the survey, the following results were found:

3.1 Profile of the Respondents

It was found that the profile of the respondents did not have any effect on the responses to different questions. Whether they are of different ages, sex and major courses, still, their decisions depend on several factors.

3.2 Alternative Factors

Under this part, the students were asked what particular line of business they are interested to get involve with in the near future. Below table shows which particular type of business is the most wanted of each student.

Table 3.1 Chosen Type of Business

Line of Business	Quantity
Agriculture	52
Hotel and Restaurant	55
Manufacturing	65
Retailing & Wholesaling	23
Others	10

From the data above, it can be said that whatever their profession is, it does not mean that the business they would want to will be in line with their profession. It was found that most of them chose to manufacture products as their business.

3.3 Interpersonal Issues

In here, we would know what or who influences the respondents in choosing their business decisions, what kind of decision-maker they are, and what or who are those in their priorities in their business decision-making.

Table 3.2 Who/What Influences the Respondents in Business Decision-Making

Influencer	Quantity
Family Member	60
Friends	11
Profession	36
Passion/Interest	100

It is an important factor for those who want to have their own business to identify who and what influences them to make decisions. And most of the time, the successful businessman would probably say it is important that you have what we called the "passion" or "interest" on the business type we would like to have. In connection with this, it is really the passion/interest won from the choices of influencers. The respondents really give importance on their passion and interest in choosing their own business. And they strongly believe this is one of the most important factors to have in deciding what business to establish. After knowing the influencer, we also have to check what kind of decision-maker our respondents are.

Table 3.3 Type of Decision-Maker the Respondents Belong

Type of Decision-Maker	Quantity
The Gut Instinct Follower	59
The Interviewer	45
The Exhaustive Researcher	63
The Objective Debater	28
The Random Chance Submitter	10

Most of the respondents evaluate themselves as the Exhaustive Researcher decision-maker. They tend to do a thorough researches first just to make sure that the business they are thinking of would be the good choice and proven as one of those successful one. They are looking for the complete data they need and other references that will help them more comfortable and confident in making decisions. On the other hand, the researcher also wants to check with the respondents their priorities being considered in business decision-making. The table below shows their priorities and are presented in order.

Table 3.4 Priorities in Decision-Making of the Respondents

Priorities	Number of Responses / Rate
Family	90 = 1
Profession	52 = 2
Passion	56 = 3
Friends	74 = 4
Testimonials	93 = 5

Data above shows that among the respondents, majority rated Family as their no.1 priority, Profession as the 2nd, Passion as the 3rd, Friends as the 4th, and Testimonials as the 5th or last priority for them to consider in business decision-making. With the data, it shows that even the respondents are as young as their ages, still, they give high importance to Family even when it comes to making decisions on what business to get involve with.

3.4 High Risks Consequence

Before somebody have the courage to start his/her own business, it is a must that somebody is willing to take a risk. The reality of having own business is taking risks. In this study, we found the risk the respondents would take in choosing their own business, the thing they think as the riskiest, and the thing they are able to give up just to choose the best business they preferred.

Table 3.5 Risk the Respondents Would Take in Choosing Business

Risks	Number of Responses
Money	134
Family	48
Friends	1
Property	24

It is so obvious from the data above that the respondents are very much willing and prepared to take the risk in Money once they decide to get into business. And probably they are really aware that having business really involves high risk in money other than family, friends and property.

Having aware on risks involve in business, the researcher also considers knowing what is the riskiest they could encounter in business decision-making. The table below shows their considerations.

Table 3.6 Riskiest Thing in Business

Things Considered Risky	Responses
Losing Money	123
Losing Friends	10
Losing Family	59
Losing Property	14

The riskiest according to the respondents which is Losing Money as per table above is so easy to understand because from the table 5, Money is also on the top on the risks they are ready to take in having their own business. In choosing a business of your own, sometimes there are things you have to give up just to make sure it is a success. The respondents were asked to choose from three things they are willing to give up just to have the best business they could get.

Table 3.7. Things to Give Up in Choosing Business

Choices	Responses
Interest	69
Passion	52
Profession	83

The respondents mostly are willing to give up their Profession just to make sure that they chose the best business for them. This means, they are not that concern whether to practice profession or not in the business they would take.

3.5 Uncertainty

It is not just risk a businessman may encounter in business decisions. Even the long time businessman may experience unpredictable situations that is why most of them are preparing contingency plans to avoid being much affected with such situations.

Table 3.8 Unpredictable Situations in Business Decision-Making for the Respondents

Situations	Responses
Having Profits	27
Experience Losses	69
Grabbing Opportunities	57
Having Competitors	51

Having Losses got the most responses as the most unpredictable situations they might encounter in having their own business. They believe they really cannot tell exactly when or how much they could encounter losses in their business. Having realized all the factors presented above, the respondents were asked what is that thing they considered hard to understand on their part in deciding their business preferences. This could probably one factor in the success or failure in one's business. And whether they are in line with "technology," other lines of business still be possible preferences for them for there are various factors affecting their decision-making.

Table 3.9 Factors Considered Hard to Understand for the Respondents

Factors	Responses
Type of Business	82
Opportunities in Business	92
Business Requirements	32

Most of the respondents found Opportunities as the hardest to understand in choosing business preferences. And this is really possible to be felt by them at this moment being students who are not yet expose to the real world of business.

4. Conclusion

From the results and discussions above, we can conclude that being Filipinos, the culture of being a “family-oriented” individuals still being practiced and acknowledged by the third year students of the College of Industrial Technology. This is because their top priority in their business preferences decision-making was still the “family” and not the “profession” or even the “passion” that were rated as the number two and three respectively.

Author Profile

The author received Bachelor of Science in Commerce Major in Marketing from University of Batangas in 1999 and Master in Business Administration from Polytechnic University of the Philippines in 2007. She gained her work experiences from different industries for more than 15 years. She is now a faculty of Batangas State University Main Campus II of the College of Industrial Technology.

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