

EXPLORING THE INFLUENTIAL STIMULATORS OF CAREER CHOICE: AN EMPIRICAL ASSESSMENT BY EXPLORATORY FACTOR ANALYSIS

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ABSTRACT

The study aims to explore the stimulators that influence the students to choose a career among lots of options. The population of the current study comprises students of the Faculty of Business Administration, Bangladesh University of Professionals. SPSS was used to analyze the collected data. Principle component analysis and regression analysis were performed that exhibited the family influence, personal interests, self-efficacy, and economic aspects exerted great influence on the selection of career. The result of the analysis revealed that independents variables have a significant influence on career choice. The study made the following recommendation that students should provide freedom to express their interest, discuss with students very friendly, not put any kind of pressure, should not underestimate students' decisions, etc. These outcomes could be utilized to make the students opt for the meticulous career path and excel in the expected domain.

Contribution/ Originality

The current study is unique in the perspectives of her sampling and objectives. It explores the stimulators that influence the university students to choose their careers among lots of options before them.

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1. INTRODUCTION

Career choice is a crucial decision for students since it sets the sort of career they plan to go after in their lifespan. The right career choice for the students to enter the job having a long-lasting effect on their professional life and future success. One wrong choice in a career can change the destiny of an individual. Realignment in the profession is possible, but it has serious hindrances in terms of time, money, and vitality. Students career choice should not be based on some stereotyped factors of the society, rather should explore and need to know the emerging market trends and future opportunities and job scenario of various sectors.

A career decision is considered as one of the significant undertakings in late adolescents' identity development. In Erikson's life-span stage theory, identity development is a crucial issue in late adolescence (Kunnen, 2013). An expected career choice intervention lessens psychological problems, and whether this problem was equally effective in participants with low and with high levels of psychological problems such as low levels of self-efficacy and self-esteem and low cognitive abilities to be positively related to career indecision (Kunnen, 2014). But one wrong decision for career choice brings various problems for an individual. People who are not fit in their work environment could not show their dexterity and caliber precisely, and therefore tend to be less productive and efficient, and therefore they will be unable to attain their goals Kazi and Akhlaq (2017). It has been found that majority of the students don't find such kind of career, that will not make them happy and will not fulfill their needs. That results from very few graduates join in a job where they won't stay for long. Subsequently, their performance in the workplace, and in fine, national development is badly affected. Higher Educational Institutions (HEI) in Oman has taken an effective measure by offering programme and courses that are based on market needs (Al-Lawati *et al.* 2017). But one's career path mainly starts from school because it determines the course to be enrolled in the university or other higher institutions of learning. Apart from, parental upbringing and the schoolteacher also has a big role to play as one's of mind shape since that time. When someone loses interest in his job that will impact on efficiency and effectiveness. Productivity and accountability, therefore, decline geometrically, and employers will be dissatisfied (Enejeta, 2015). Poor career planning influenced by someone derails from destination to achieve. A former university student, said that his parents are responsible for his drop out from the school since he dreamt to be a journalist, but parental pressure was towards medicine which she had never even dreamt of (Marynjorogesite, 2017). Career guidance in this aspect exerts a potential contribution to assist students on the right path. If students fail to get proper guidance, they would face unhappiness and disapproval by society (Mtemeri, 2017). The Minister of Higher Education, Training, and Innovation said that unemployment of graduates mainly is due to the wrong choice of career (Neweralive, 2019).

Students, occasionally, be unconcerned about choosing their careers. They decide with befuddled and ambiguous minds and end up choosing a wrong career stream thereby they severely suffer in their long-term career prospects. After matriculation, most of the students in India wants to have a high-profile job such as a doctor or engineer thinking this can be a stable and safe career. But what comes about in the long run if a student doesn't have any interest in those professions but pursue that profession due to parents or peer pressure that results in a disaster or depression. Brac, in association with Brac Institute of Governance and Development (BIGD) and Brac University, conducted the survey, titled "Youth Survey 2018" on 4,200 youths in Bangladesh that around 20 percent of the youth mostly males are interested to go abroad for better living and good career opportunities aged between 15 and 35. Besides, the majority of the youth, 57 percent of females and 42 percent of males desire government jobs as their career. As a result, a large portion of the students became unemployed since they choose only one option is a government job through various kinds of the profession are here (Daily Star, 2019). Experts say career counseling is a time viable step since the new job has arisen that confuses students as well as parents (Chakrabarty, 2018).

Students run after a career having influenced by someone, while in some cases they do not have any interest in it. A career expert states that individuals ought to choose a career based on personal needs, wants, and capabilities (Saha, 2011). But the reality is different from what was supposed to happen. In his study of career choice of Nigerian youths, (Salami, 1999) mentioned that many youths make wrong career choices because of peer pressure, ignorance, inexperience, advice from parents, friends and teachers, or as a result of prestige attached to certain jobs without adequate guidance and career counseling. Career planning and career development indeed are very important in this age because this century and gradual changes in the world have created such an atmosphere in which almost everything is competitive with each other (Serbes and Albay 2017). Mindler, an online career-counseling platform surveyed on career option awareness among Indian students found that students are under parental pressure to choose some specific career like medicine, law, engineering, civil services, etc. It has identified through a survey that 93% of the students choose seven career options who are aged between 14 to 21. It also found that they have more than 250 diverse job options at hand, but the choice is confined. Students face parental pressure to choose any career options and demotivate them. Parents sometimes are not aware as to contemporary career options which can make their children more productive and shining in life. In these circumstances, professional career counseling would assist to reach someone to the culmination. It has always recommended that parents should encourage their children freely in career choices for their betterment (Chakrabarty, 2019).

The objective of the study is to explore the factors that influence students to choose a career in Bangladesh. Once the factors are identified precisely, it would be easier for the guardian and concern authority to provide the students full rights to express where they have an interest and what they would like to search for in their life. This particular study has chosen to focus on Business Studies related aspects because it trains different professions. It is expected that the outcome of this study will be to extrapolate the findings for concern areas in Bangladesh.

2. LITERATURE REVIEW

Many studies have been done and published on the influential career choice determinants throughout the world. It is indeed a burning issue in one's life. This study has reviewed a good number of articles and research works that are related to career choice factors in case of global as well as the perspective of Bangladesh. Almost all the researchers, unanimously agree that some factors extensively impact on someone to choose a career. Dissatisfaction and discontentment over career choice have emerged a significant field of research in this century. This academic issue can contribute to developing some insights for any research in Bangladesh.

Koech *et al.* (2016) mention in their study that choosing a career is a complicated decision for undergraduate students since it fixes the kind of career, they intend to go after in their life. They have stated that the problem mainly arises when career preferences and abilities do not match. Kazi and Akhlaq (2017), in their study, discuss that making a career choice is a significant stage in every student's life where they have to consider several determinants before arriving at what they will choose a career in the future. They found that the home environment lays the first foundation to choose their career through media in this age plays another important role to give someone insightful knowledge. They also got the peers' preferences in selecting a profession. Apart from this, the researchers have identified some other important factors like parents, family, academic achievements, friends, income, the influence of media, employment opportunities, the social recognition of profession, acknowledgment, and job satisfaction to choose a career. The authors propose that it requires a balance between the freedom given to the student to make a self-determining decision, and counseling on behalf of the parents and teachers, to share their vision and experience. Ahmed *et al.* (2017) find that an inappropriate job choice guides everyone in an incorrect direction. This wrong decision is not only disappointing but also alleviating individual vigor and depleting valuable resources. In their study, they found that "interest in the subject" is the most leading determinant of business students choosing a profession. They found that financial

benefits, ease of subject and future career chances also have a minor impact on decision making. They suggested the students involve in counseling sessions and to be updated about their surroundings so that they can understand the right choices and available options. They also alluded that career choice is also influenced by the level of their financial resources, social class, affordability and future job opportunities. [Thayaparana and Gunathilaka \(2018\)](#) find that job choice based on six categories like salaries, work security, career growth, other benefits, working environment, and employer reputation. They found salary is the most vital factor to select a career. According to [\(Oyamo and Amoth, 2008\)](#), studies in Kenya identify that rural pupils take help more from their parents than urban pupils and parents also keep a vital role to choose a career than teachers. [Al-Abri and Kooli \(2018\)](#) state that planning a career path is a lifelong process that is why students consider various factors to choose a career like financial benefits and interest regarding the job. The authors conducted this study on 80 Omani students as respondents. [Edwards and Quinter \(2011\)](#) in this regard find students try to choose sitting final examination and found that the career they enter is different from the ones they chose while in secondary. They mention in their study that learning experiences and availability of improvement opportunities are the key determinants that affect career choices among students. The researchers mention that males stated learning experiences and job flexibility as the most significant factors, females, on the other hand, stated availability of improvement opportunity and opportunity to apply skills as the most significant factors. [Hellen et al. \(2017\)](#) studied that choosing the right career choice is more crucial for the youth in the 21 century as they have to take into consideration various things like peer pressure, parental advice, age, and gender. In their study, they found gender strongly influenced the student's career choice. The result also showed that age is the second strongest factor that influences the choice of career. [Nyamwange \(2016\)](#) found that career choice has lately become a very complicated science, considering that the decision is influenced by numerous factors. Yet, choosing the right career is important in ensuring that individuals lead rewarding lives, are motivated at their jobs and can achieve remarkable productivity, thus setting the stage for organizational success and sustainability. Given the importance of making the right career choice, individuals must be aware of the factors that influence such weighty decisions and do so from a point of knowledge. The present study sought to examine the influence of interest on career choice decisions among first-year university students. [Shahzad et al. \(2018\)](#) observed that students choose their careers based on interests, the demand of the market, educational background, socio-economic background, opportunity, personality, motivation and environment. In this study, it is found that students also decided to choose their career by grades and educational background. [Sharf \(2002\)](#) admitted that financial consideration (salary, benefits and incentives) is very important for everyone in career decision making. The salary and bonus, potentially determine whether we can buy a new home, purchase a car, go on vacations, or start a family. We must make a good idea of what we need to achieve as a reasonable standard of living.

The above-reviewed literature discussed here mainly various factors that influence someone to select a profession. This pattern of research works is pertinent in this huge potential manpower land of Bangladesh. Hence, very few comprehensive empirical studies on this issue have been found, which indicates this particular research area has not yet been adequately focused on. Therefore, a research gap remains in this particular field of study that this paper seeks to meet the research gap by addressing the factors influencing career choice in the case of students of Bangladesh.

3. RESEARCH GAP

A significant number of researches such as [Koech et al. \(2016\)](#), [Thayaparana and Gunathilaka \(2018\)](#), [Edwards and Quinter \(2011\)](#), [Hellen et al. \(2017\)](#), [Nyamwange \(2016\)](#), and [Sharf \(2002\)](#) performed in developed countries or written in any other perspective of the countries. But very few of them have been conducted on career choice stimulators in Bangladesh except the present study. So, this will be a significant study on career choice stimulators in the context of Bangladesh particularly focusing on Business Graduates.

4. RESEARCH DESIGN

4.1. Research methodology

The quantitative research methodology was followed to continue this study. A questionnaire survey using a self-structured questionnaire among the respondents was conducted. This study has been conducted at BBA (4 Years) and MBA in the Faculty of Business Studies, Bangladesh University of Professionals (BUP). Along with hardcopy of the questionnaire, softcopy through google Docs has been disseminated among the students so that the response rate increases. The data collection timeframe of the study was from July 2019 to December 2019. Thus, the total duration of data collection was four months. 200 questionnaires were distributed among several students and 158 students responded precisely while several students filled the partial answer those are omitted.

4.2. Data collection method

We have collected the data through a questionnaire survey using a self-structured questionnaire. Respondents were selected by using simple random sampling method to reach the target respondents. The survey questionnaire includes a close-ended, five-point Likert scale rating from the questionnaire that covers the research objectives along with some warm-up questions.

4.3. Sample design

The sample size of the study has been estimated by the formula $n_0 = \frac{z^2 pq}{e^2}$ (Cochran, 1977)

$$\begin{aligned} n_0 &= \frac{1.96^2 \times 0.89 \times 0.11}{.05^2} \\ &= 150.43 \\ &\approx 151 \end{aligned}$$

Here, n_0 : sample size, z : critical value of desired confidence level, p : the estimated proportion of an attribute that is present in the population, $q = p - 1$ and e : desired level of precision. After using this formula, the required minimum sample size is 151. Total distributed questionnaire 190 and we got 169 filled up a questionnaire from the respondents. Among all these questionnaires, 11 was incomplete and those were discarded. 158 questionnaires filled up have been considered for further analysis.

Quantitative data were analyzed by using 'SPSS' version 22. Exploratory factor analysis has been used for exploring the significant factors those are stimulators for and regression was used to identify the significant relationship among the variables.

5. RESEARCH FRAMEWORK

This study uses a revised model to evaluate the career choice related factors at the Faculty of Business Studies, Bangladesh University of Professionals (BUP). Meddour *et al.* (2016) in their study grounded the factors to analyze the career choice preference. The following Figure 1 clearly illustrate the framework of this study.

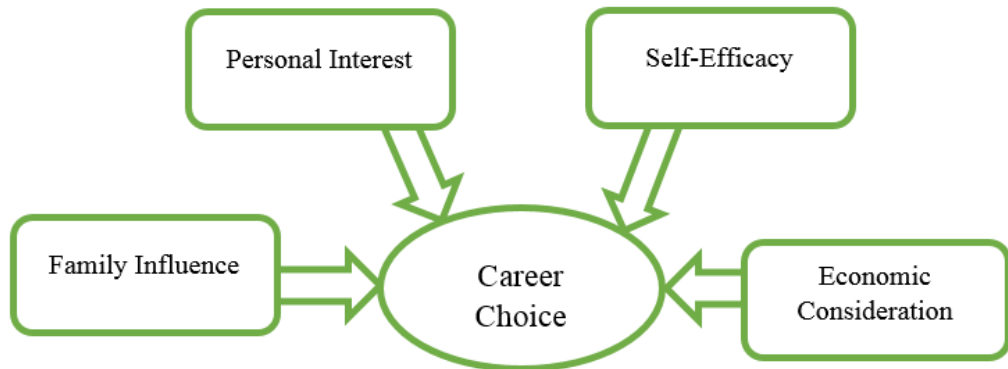


Figure 1: Research framework

In this model the variable Career Choice largely depends on four independent variables, these are Family influence, Economics consideration, Personal interest, and Self-efficacy. Here the dependent variable is Career choice.

6. DATA ANALYSIS AND FINDINGS

Table 1 represents that among the total 158 respondents, 97 respondents or 62.2 percent are males where the percentage is a little higher than the female respondents, which is equivalent to 59 respondents or 37.8 percent. Most of these respondents are from the age range of 18–19, which includes 46 respondents, and second-most of the respondents from the age range between 22-23, which includes 31 respondents. Most of these respondents are from the 2nd year students, which include 31.4 percent and second-most from the 3rd year students, which includes 26.9 percent.

Table 1: Demographic information of the respondents

Criteria		N	Percentage
Gender	Male	97	62.2
	Female	59	37.8
	Total	158	100
Study	BBA 1 st Year	23	14.7
	BBA 2 nd Year	49	31.4
	BBA 3 rd Year	42	26.9
	BBA Final Year	29	18.6
	MBA	13	8.3
	Total	158	100
Age	16-17	26	16.7
	18-19	46	29.5
	20-21	39	25
	22-23	31	19.9
	24-25	14	9
	Total	158	100

Source: Field survey, 2019

6.1. Exploratory factor analysis

A most popular multivariate analysis procedure-factor analysis is a method for investigating whether several variables of interest are linearly related to a smaller number of unobservable factors. It identifies how suites of variables are related. Factor analysis can be used for exploratory or

confirmatory purposes. As an exploratory procedure, factor analysis is used to search for a possible underlying structure in the variables. It brings intercorrelated variables together under more general underlying variables.

Table 2: Reliability of the factor

Variables	Family Influence	Economic Considerations	Personal Interest	Self-Efficacy
Items	5	6	6	9
Cronbach's Alpha	0.830	0.858	0.802	0.804

Source: Field survey, 2019

Cronbach's alpha values are presented in Table 2. According to Cronbach (1951), internal reliability is achieved when the Cronbach's Alpha value is 0.60 or higher. In our analysis, the Cronbach's Alpha is greater than 0.60, so that all variables are inferred in our study. Therefore, all the variables in this study are reliable and can be used for quantitative analysis.

Table 3: Total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.942	49.776	49.776	12.942	49.776	49.776
2	4.429	17.035	66.811	4.429	17.035	66.811
3	3.638	13.992	80.804	3.638	13.992	80.804
4	1.834	7.054	87.858	1.834	7.054	87.858
5	1.397	5.375	93.232	1.397	5.375	93.232
6	0.819	3.151	96.383			
7	0.222	0.852	97.235			
8	0.173	0.664	97.899			
9	0.147	0.565	98.464			
10	0.103	0.395	98.859			
11	0.075	0.287	99.146			
12	0.069	0.264	99.410			
13	0.058	0.222	99.632			
14	0.042	0.163	99.794			
15	0.030	0.116	99.910			
16	0.012	0.047	99.957			
17	0.010	0.037	99.994			
18	0.001	0.006	100			
.	.	.	.			
.	.	.	.			
.	.	.	.			
26	0.000	0.000	100			

Source: Field survey, 2019

The total variance explained in Table 3 presents the number of common factors computed. It is used to determine eigenvalues associated with factors. Factors with eigenvalues of 1 or greater, the first five factors will be retained for rotation. These five factors account for 49.776%, 17.035%, 13.992%, 7.054%, and 5.375% of the total variance respectively. That is almost 93% of the total variance is attributable to these five factors. The remaining twenty-one factors together account for only approximately 7% of the variance. Thus, a model with five factors may be appropriate to represent the data.

Table 4: Component matrix

Component matrix ^a					
Factors	Component				
	1	2	3	4	5
Economic_3	0.928				
Efficacy_9	0.928				
Economic_5	0.926				
Family_3	0.923				
Economic_1	0.920				
Personal_6	0.913				
Family_5	0.905				
Family_1	0.901				
Personal_3	0.874				
efficacy_2	0.873				
Personal_1	0.840				
Efficacy_8	0.644	0.734			
Economic_2	0.647	0.730			
Efficacy_1	0.647	0.730			
Economic_4	0.645	0.729			
Family_2	0.625	0.729			
Personal_2	0.607	0.707			
Economic_6	0.459		0.859		
Efficacy_3	0.457		0.858		
Personal_4	0.462		0.858		
Efficacy_6	0.471		0.842		
Personal_5	0.441			0.734	0.504
Efficacy_4	0.430			0.731	0.519
Family_4				-0.544	0.565
Efficacy_5				-0.551	0.552

Extraction method: principal component analysis.

A. 5 components extracted.

Source: Field survey, 2019

The component matrix in Table 4 represents the component analysis factor matrix which is unrotated and presents the correlations that relate the variable to the five extracted factors. These factor loadings indicate how closely the variables are related to each factor. As the factors are unrotated, significant cross-loadings have occurred. Fourteen out of twenty-six factors have loaded highly on other factors. Occurred high cross-loadings interpret the factors problematic and notionally less meaningful.

Table-5: Rotated component matrix^a

Rotated Component Matrix ^a							
Dimension	Factors	Components					Communalities
		1	2	3	4	5	
Facilities and Advice	Economic_3	0.963					0.985
	Efficacy_9	0.963					0.985
	Economic_5	0.958					0.977
	Economic_1	0.957					0.972
	Family_3	0.945					0.953
	Family_5	0.940					0.937
	Personal_6	0.936					0.938
	Family_1	0.926					0.919
	Personal_3	0.912					0.877

	Efficacy_2	0.906	0.872
	Personal_1	0.890	0.827
	Economic_2	0.963	0.995
	Efficacy_1	0.963	0.995
High Prestige	Efficacy_8	0.962	0.994
	Economic_4	0.961	0.991
	Family_2	0.948	0.959
	Personal_2	0.929	0.914
	Personal_4	0.968	0.998
Amenities	Economic_6	0.967	0.995
	Efficacy_3	0.966	0.993
	Efficacy_6	0.960	0.983
	Family_4	0.946	0.959
Flexibility and Ability	Efficacy_5	0.940	0.954
	Efficacy_7	0.446	0.278
Efficacy	Efficacy_4	0.955	0.994
	Personal_5	0.951	0.993

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Source: Field survey, 2019

Note: Factor loading less than 0.50 have not been considered/reproduced

The extracted factor pattern matrix represents how the observed variables are weighted with each of the factors and correlation between the variables and the factors. A higher correlation value indicates higher involvement with the respective factor. As it is said, the factors are made by the function of observed items by removing the disorder of low correlations (those are less than 0.50) that are not significant. The highest loading indicates the relative significance of the item that was used to build up the respective construct.

Through PCA, after the extraction of the latent factors, the extracted factors are named into different variables by studying their nature. The study extracted five dimensions from 26 statements with an eigenvalue of more than 1. Newly generated 5-components predict 93% of the total variance of the dependent variable under consideration. These five dimensions are narrated below:

Dimension 1 - Facilities and advice

The analysis shows that some factors inhibiting the process of career choice. The findings of [Ahmed et al. \(2017\)](#), [Koech et al. \(2016\)](#), [Hellen et al. \(2017\)](#), and [Kazi and Akhlaq \(2017\)](#) comply with this dimension. 11 factors were clustered together in this dimension. This dimension represents Economic_3, Efficacy_9, Economic_5, Economic_1, Family_3, Family_5, Personal_6, Family_1, Personal_3, Efficacy_2 and Personal_1. This dimension counts 49.77% variance in the dependent variable.

Dimension 2 – High prestige

High Prestige significantly affects on career choice. It loaded six factors into this dimension which are Economic_2, Efficacy_1, Efficacy_8, Economic_4, Family_2, and Personal_2. [Koech et al. \(2016\)](#), [Al-Abri and Kooli \(2018\)](#), [Edwards and Quinter \(2011\)](#), [Thayaparana and Gunathilaka \(2018\)](#), [Ahmed et al. \(2017\)](#) support for this career choice. It explains a 17.03% variance in the dependent variable.

Dimension 3 – Amenities

Students consider the amenities that they have before choosing a career. Four different factors were detected in this regard which are Personal_4, Economic_6, Efficacy_3, and Efficacy_6. [Al-Abri and](#)

Kooli (2018), Edwards and Quinter (2011), Ahmed *et al.* (2017), and Thayaparana and Gunathilaka (2018) this dimension. It explains a 13.99% variance in the dependent variable.

Dimension 4 – Flexibility and ability

Literature shows that flexibility and ability allure students to select a future path. Three different factors Family_4, Efficacy_5, and Efficay_7 found here. Edwards and Quinter (2011), Shahzad *et al.* (2018), Nyamwange (2016), Mikačić (2015) comply with this dimension. This dimension score a 7.05% variance in this study.

Dimension 5 – Efficacy

Efficacy reports that some factors students consider selecting their career. Literature studies found two different factors Efficacy_4 and Personal_5 which came together in a single dimension. Koech *et al.* (2016) and Edwards and Quinter (2011) support this dimension. This dimension score a 5.37% variance in this study.

6.2. Regression analysis

Table 6: Model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.986 ^a	0.973	0.972	0.220

a. Predictors: (Constant), Efficacy, Flexibility and Ability, High Prestige, Amenities, Facilities and Advice

Source: Author’s Field Study

Table 7 represents that the associated p-value is less than the significance level of 0.05, the null hypothesis of equal population means may be rejected at 5% level of significance. So, the impact of the independent variables is significant.

Table 7: ANOVA of career choice

Model	Sum of Squares	ANOVA ^a			Sig.
		Df	Mean Square	F	
1 Regression	260.966	5	52.193	1078.595	0.000 ^b
Residual	7.258	150	0.048		
Total	268.224	155			

a. Dependent Variable: Career choice
 b. Predictors: (Constant), Efficacy, Flexibility and Ability, High Prestige, Amenities, Facilities and Advice

Source: Field survey, 2019

By analyzing Table 8 the value of R² is 0.973 and it represents that the correlation among these variables is positive and highly correlated. It means that about 97% of the variance of the dependent variable is explained by these independent variables. About 97% of the variation of career selection is explained by efficacy, flexibility, and ability, high prestige, amenities, facilities, and advice. Another measure, the adjusted R² indicates the goodness of fit for the regression model. If the gap between R² and adjusted R² are lower, then it can be asserted that the number of non-significant variables is minimal in a model. In this study, the difference between R² and adjusted R² is negligible. This indicates that the number of independent variables used in this model significantly contributes to explain the dependent variable.

Table 8: Values of multiple regression coefficients

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	-0.127	0.072		-1.757	0.081
1 Facilities and advice	0.990	0.024	0.959	40.867	0.000
Amenities	-0.010	0.017	-0.009	-0.575	0.566
High prestige	0.001	0.015	0.001	0.084	0.933
Flexibility and ability	0.018	0.020	0.014	0.893	0.373
Efficacy	0.041	0.029	0.034	1.436	0.153

a. Dependent Variable: Career choice

Source: Field survey, 2019

The study dealt with all the 26 items of the said five dimensions and they are: Efficacy, Flexibility and Ability, High Prestige, Amenities, Facilities, and Advice.

The multiple regression model can be written as follows:

$$\text{Career choice} = \beta_0 + \beta_1 \text{Facilities \& Advice} + \beta_2 \text{Amenities} + \beta_3 \text{High Prestige} + \beta_4 \text{Flexibility \& Ability} + \beta_5 \text{Efficacy}$$

Using the values from the given coefficients table, the regression model for career selection of students becomes the following:

$$\text{Career selection} = -0.127 + 0.990 \text{Facilities \& advice} - 0.01 \text{Amenities} + 0.001 \text{High prestige} + 0.018 \text{Flexibility \& ability} + 0.041 \text{Efficacy}$$

From the multiple regression model coefficients values mentioned in Table 8, we can see that all the variables have a positive impact on a career choice like Facilities and Advice, High Prestige, Flexibility and Ability, Efficacy except only one variable has a negative impact on it which is Amenities. That is all these four variables play a significant positive role in making the trend towards any specific choice of career.

From the multiple regression model, we can see that Amenities have a reverse impact on the selection of careers. From the t-test result, we found that facilities and advice as a significant variable since the p-value is less than 0.05 as the significance level is 5%. All other variables found insignificant for this model. Standardized coefficients are calculated for each independent variable. It shows the percentage of variation in the dependent variable caused by the individual independent variables. Table 8 shows that all the standardized coefficients are positive except the only one which is Amenities variable. So, we can make conclusion facilities and advice, high prestige, flexibility, and ability and efficacy factors are four important elements that stimulate the selection of career.

7. CONCLUSION

This study has provided empirical evidence on the relationship among family, self-efficacy, economic, personal interest and student's career choice. This study divulges that a significant correlation exists among the variables. It also examined the results of the study variables on the dependent variable and all study variables were found to be important indicators of career choice. In this study, advice from family, friends, relatives and economic interest has been identified as significant to select a lifelong career. This study has presented that a comprehension of the factors which influence students' career choice and the way this influence is exerted will help us investigate some other important factors which can eventually help students' make better choices of a career in

the future. Further, the contribution this study makes to the analysis of the factors influencing career choice has also been explained.

8. RECOMMENDATIONS

A career choice is certainly the most essential decision in a student's life. New and emerging professions and existing prestigious preferences pose a challenge in making these decisions. Additionally, it needs harmony between the freedom given to the pupils to make an independent choice and counseling on behalf of the parents and teachers so that they can share their insight and experience. Students may be demotivated that impacts on their performance because of putting pressure and authoritarian mentality. For better performance from the students, guardians must discuss the types of jobs that might be relevant to their inclinations, interests, skills in a befitting way. Thus, students easily comprehend which career is best for them. Aside from this, student interest should never be undermined in picking a career path.

9. LIMITATIONS

This study was surveyed with the help of the student of business administration and received 158 responses. The present study is limited in the scope of the period and sample size. Particularly, the study focuses only on business students in BUP. The pattern of career choice of business graduates is different from arts or science graduates because of academic background and job perspectives that cause no mixed up made here. Thus, the findings of the study have limited Generalizability.

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