



THE SOCIO-DEMOGRAPHIC PROFILE OF STUDENTS IN E-COMMERCE COURSE OF THE COLLEGE OF BUSINESS, ENTREPRENEURSHIP AND ACCOUNTANCY

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Abstract : *Gouc (2007), stated that the socioeconomic status is the standing of a family in a certain society which is based on its background, income, power and prestige. The socio-economic status is considered to be a major problem faced by many people in our country today. This is greatly felt in the increasing cost of living which makes the life of every Filipino difficult. The difficulties experienced in life somehow affects education. This study aimed to determine the socio-economic profile of the BSENTREP students of the College of Business, Entrepreneurship and Accountancy of Cagayan State University, Andrews Campus. This study made use of the descriptive-normative method of research employing the questionnaire as main data-gathering instrument to gather the needed data which were given to the students. The accidental sampling, also called convenience sampling was the sampling technique used in the study which involves, "choosing the nearest individuals, to serve as respondents and continuing that process until the required sample size has been obtained" (Cohen et al., 2007). In this case, students of the Bachelor of Science in Entrepreneurship who happened to be readily available and accessible at the time were sought after and selected at open spaces where mostly gather and being at other vantage points were easily identified and included. The instrument that was used in gathering pertinent details was through a survey questionnaire. In the conduct of the study, questionnaires were used to obtain information to issues that the researcher is seeking to investigate. The gathered data were tallied, analyzed and interpreted using frequency counts and percentages. In the light of the foregoing findings, the researcher offers the recommendations that additional studies should be conducted to determine other variables and make use of more respondents to strengthen the results and employ other important variables to determine the socio-demographic status of the respondents that would enhance the results.*



Keywords: *socio-demographic profile, e-commerce course, sex, income, occupation educational attainment*

INTRODUCTION

The socio-economic status covers the quality of life characteristics as well as the opportunities and privileges afforded to people within society. It does not only cover income but also the educational achievement, financial status and various perceptions of social class and social status. It is a consistent and dependable predictor of a vast range of outcomes across the life span and it is significant to all spheres of behavioural and social science which includes education. According to Ovute (2009), socioeconomic status includes family monthly income, the occupation of parents, family size and parent's educational attainment. Gouc (2007), also stated that the socioeconomic status is the standing of a family in a certain society which is based on its background, income, power and prestige. The socio-economic status is considered to be a major problem faced by many people in our country today. This is greatly felt in the increasing cost of living which makes the life of every Filipino difficult. The difficulties experienced in life somehow affects education. According to Battle and Lewis, a person's education is closely linked to their life chances, income, and well-being; therefore, it is important to have a clear understanding of what benefits or hinders educational attainment. Education is considered a life process of the people. According to Safaya, education is essential to normal living, without education the individual would be untrained for group life. Academic achievement assumes prime importance in the framework of an education system which targets the academic development of the student. Academic achievement is the center of educational growth. Education is a lasting process. Academic performance plays a crucial role in obtaining further educational opportunities and later career opportunities.

STATEMENT OF THE PROBLEM

This study aimed to determine the socio-economic profile of the BSENTREP students of the College of Business, Entrepreneurship and Accountancy of Cagayan State University, Andrews Campus. Specifically, the study sought to answer the following questions:

1. What is the socio-economic profile of the students in terms of the following:



- a. Age
- b. Sex
- c. Civil status
- d. Year level
- e. Household size
- f. Highest educational attainment of father
- g. Highest educational attainment of mother

RESEARCH METHODOLOGY AND STATISTICAL TREATMENT

This study made use of the descriptive-normative method of research employing the questionnaire as main data-gathering instrument to gather the needed data which were given to the students. The accidental sampling, also called convenience sampling was the sampling technique used in the study which involves, "choosing the nearest individuals, to serve as respondents and continuing that process until the required sample size has been obtained" (Cohen et al., 2007). In this case, students of the Bachelor of Science in Entrepreneurship who happened to be readily available and accessible at the time were sought after and selected at open spaces where mostly gather and being at other vantage points were easily identified and included. The instrument that was used in gathering pertinent details was through a survey questionnaire. In the conduct of the study, questionnaires were used to obtain information to issues that the researcher is seeking to investigate. The gathered data were tallied, analyzed and interpreted using frequency counts and percentages.

RESULTS AND DISCUSSIONS

Table 1: Frequency and Percentage Distribution of Respondents as to Age

Age	Frequency	Percentage
16-18	19	14.62
19-21	101	77.69
22-24	9	6.92
25 and above	1	.77
Total	130	100.00



The data revealed the frequency and percentage distribution of respondents as to age. As shown from the table, the highest frequency of 101 or 77.69 percent belongs to the age bracket of 19-21 years old. This data implies that most of the respondents are already in the late adolescence period which is called the young adult stage. At this stage, according to *electoralpsychology.com* the adolescent manages to create a **personal identity** (the result of the integration of his previous being with his new and free personal choices), create new social relationships and internalize moral and ethical values that will determine his progressive entry and functioning in the adult world. As the individual moves to this stage, the person will begin to develop moral ideas about the world, thinking about such concepts as justice, peace and patriotism (<https://lifestyle.howstuffworks.com>)

Table 2: Frequency and Percentage Distribution of Respondents as to Sex

Sex	Frequency	Percentage
Male	34	26.15
Female	96	73.85
Total	130	100.00

The table showed the frequency and percentage distribution of respondents as to sex. 96 or 73.85 percent of the respondents are female which implies that there are more female students of the program than males. According to *The Independent* (www.studyinternational.com), recent data from the UK's higher education admissions service UCAS revealed young women are 36 percent more likely to apply to university than their male peers – a record high number. In the same article, it presented that in Malaysia, more than 64 percent of university enrollments are female – a number which has [increased consistently](#) for years. In a similar study conducted by Palash Ghosh (www.ibtimes.com), In 2010, the U.S. Department of Education boldly declared: “women now account for a disproportionate share of the enrollments of higher-education institutions at every degree level and are likely to become an even more dominant presence on campuses over the coming decade.”



Table 3: Frequency and Percentage Distribution of Respondents as to Civil Status

Civil Status	Frequency	Percentage
Single	128	98.46
Married	2	1.54
Total	130	100.00

The data revealed in the table showed a 128 or 98.46 percent of the respondents are single. This data is supported by the discussion presented by Bella de Paulo on psychologytoday.com where lifelong [single people do better](#) than married people in a variety of ways that don't get all that much [attention](#). This means according to her, that single individuals can do more to maintain their ties to friends, siblings, parents, neighbors, and coworkers than married people do. They do more than their share of volunteering and helping people, such as aging parents, who need a lot of help. They experience [more autonomy and self-determination, and more personal growth and development](#).

Table 4: Frequency and Percentage Distribution of Respondents as to Year Level

Year Level	Frequency	Percentage
First year	34	26.15
Second Year	44	33.85
Third Year	35	26.92
Fourth Year	17	13.08
Total	130	100.00

The data in the table revealed the distribution of the respondents as to year level. As shown, the highest frequency of 44 or 33.85 percent belongs to the sophomore followed by the juniors, freshman and with the least frequency of 17 or 13.08 belongs to the seniors.

Table 5: Frequency and Percentage Distribution of Respondents as to Household Size

Household Size	Frequency	Percentage
1-3	31	23.85
4-6	74	56.92
7-9	20	15.38
10 and above	5	3.85
Total	130	100.00



The data in the table showed the frequency and percentage distribution household size of the respondents. As gleaned from the data, the highest frequency of 74 or 56.92 percent belongs to 4-6 household size. According to the 2017 National Demographic and Health survey which was carried out by the Philippine Statistics Authority, Filipino households consist of an average of 4.2 people which is further supported by a survey conducted by the United Nations, Department of Economic and Social Affairs in October 2017 where it mentioned that the average household size across the globe ranges from 2 to 9 persons per household.

Table 6: Frequency and Percentage Distribution of Respondents as to Highest Educational attainment of Father

Highest Educational attainment of Father	Frequency	Percentage
Elementary Graduate	26	20.00
High School Graduate	35	26.92
College Level	25	19.23
College Graduate	30	23.08
Techvoc Graduate	8	6.15
Masters 'degree holder	3	2.31
Doctorate Degree holder	3	2.31
Total	130	100.00

The highest frequency of 35 or 26.92 percent represents the highest educational attainment of the respondents' father which is high school graduate followed by college graduate with a frequency of 30, elementary graduate with a frequency of 26 and college level with 25. This data emphasized that combining the respondents' father's highest educational attainment would lead to a finding that majority of them are college undergraduates. This data is similar to the finding of Carly Stockwell in 2018 (inside.collegefactual.com) where it stressed that **men are more likely to be interested in and get paid well for jobs that don't require a college degree such as construction and manufacturing**. In a similar study conducted by CollegeStats.org, it mentioned that some research suggests that men simply put less value on college than women do, questioning whether it's necessary or whether the cost is worth the benefit. As a result, men are more likely to head directly into the workforce after [high school graduation](#). Dr. Carlos Campo, president of Regent University, says that this may be



driven in part by the economy, which has forced many men to get jobs to support themselves instead of heading to college. “Employers are increasingly providing workplace training, which supplants the need to go to college in many industries,” Campo says. This is especially true in fields that are traditionally male-dominated, like construction and manufacturing.

Table 7: Frequency and Percentage Distribution of Respondents as to Highest Educational attainment of Mother

Highest Educational attainment of Mother	Frequency	Percentage
Elementary Graduate	19	14.62
High School Graduate	34	26.15
College Level	22	16.92
College Graduate	44	33.85
Techvoc Graduate	2	1.54
Masters ‘degree holder	8	6.15
Doctorate Degree holder	1	.77
Total	130	100.00

The frequency of 44 or 33.85 percent of the respondents’ mothers have finished College education. This data is in consonance of the stereotype conditions of women where according to www.sciencedirect.com, social role theory posits that gender stereotypes stem from men's traditional role as the primary breadwinner and women's as homemakers (Eagly, 1987; Eagly, Wood, &Diekman, 2000). Thus, as roles have changed, stereotypes should also change. In Western nations, women's roles have shifted radically. Because both implicit and explicit stereotypes bias perception, women must display agency to overcome their perceived “lack of fit” with leadership roles (Heilman, Wallen, Fuchs, &Tamkins, 2004).These studies have explained the increasing number of women who are pursuing their college degrees and careers as professional working women.

RECOMMENDATIONS

In the light of the foregoing findings, the researcher offers the recommendations that:

1. Additional studies should be conducted to determine other variables and make use of more respondents to strengthen the results.



2. Employ other important variables to determine the socio-demographic status of the respondents that would enhance the results.

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