

Senior High School Students' Perception and Awareness on Agribusiness Degree Program

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ABSTRACT

Past studies have predominantly highlighted awareness within agricultural degree programs. Yet, limited research has explored the depth of knowledge regarding agribusiness degree programs. Therefore, this study was conducted to determine the senior high school students' perception and awareness on Agribusiness degree program.

The study employed a descriptive-correlational design among Grade 12 senior high school students from both public and private schools in M'lang, Cotabato. There were 304 students identified using convenience sampling. A survey questionnaire was utilized as a research instrument. Chi-square test for association and the point biserial were used for correlation. Frequency count and percentage distribution were used for descriptive data.

Data show that most respondents were well-informed about the program's details and perceived employment benefits. The null hypothesis was accepted for school, home background and occupation's relationship to awareness of the Agribusiness degree. However, the null hypothesis was rejected for sex, civil status, strand, and age in relation to awareness.

Keywords: Agribusiness degree program, awareness, benefits, perception, senior high school

INTRODUCTION

Over the past decade, the Philippine economy has greatly benefited from the agribusiness sector. In the year 2019, however, the Philippines was hit by drought which resulted in the loss of more than 800,000 agricultural jobs. Also, the rate of enrollment in agricultural-related programs at Higher Education Institutions (HEIs) is not even in the top five most popular programs. Consequently, the supply of agribusiness graduates has decreased in recent years, affecting the supply of potential manpower sources in the agribusiness sector (Bugador, 2015).

Numerous studies in the past had raised awareness which focused mainly on agricultural degree programs. A limited study has been done on the specifics of how much people know about the agribusiness degree program (Santlal, 2012).

In India, several agricultural institutes and universities, both public and private sector, offer postgraduate courses in Agribusiness Management. However, they have seen it as inferior to other institutes because the quality and quantity are far below the required level to effectively run all those agribusinesses functions. Therefore, the study of Ahmad and Ahmad (2013) suggested restructuring the course and curriculum of Agribusiness education. Not just to meet the rising demand from agriculture and allied industries, but also to fill in the needs of highly qualified manpower for agricultural development. Unfortunately, youths in the Philippines have shown little interest in agriculture as a whole, viewing it as a means of subsistence (Developing Philippine Agriculture through Agribusiness, 2018).

Considering this, the purpose of this study is to determine the senior high school students' perception and awareness on Agribusiness degree program. Therefore, the findings of the study would benefit the students and parents that Agribusiness does not limit them to becoming farmers. But, rather they can be agricultural entrepreneurs. It is also beneficial to government, faculty members and staff in the Agribusiness department and future researchers and studies related to this one for the baseline data.

Generally, this study was conducted to determine the senior high school students' perception and awareness on Agribusiness degree program. Specifically, the research aimed to describe the socio-demographic profile of the respondents, identify the awareness of the respondents on Agribusiness degree program, determine the respondent's perceived benefits of taking up Agribusiness degree program, and determine the significant relationship of the socio-demographic profile of the respondents and the awareness of the respondents on the Agribusiness degree program.

The study was conducted in M'lang, Cotabato in October 2023 and the study hypothesized that there is no significant relationship between the socio-demographic profile of respondents and the awareness of the respondents to the Agribusiness degree program.

Conceptual Framework

Figure 1 shows the conceptual framework of the study. The researcher focused on the relationship of the socio-demographic profile of the respondents and their awareness on Agribusiness degree program.

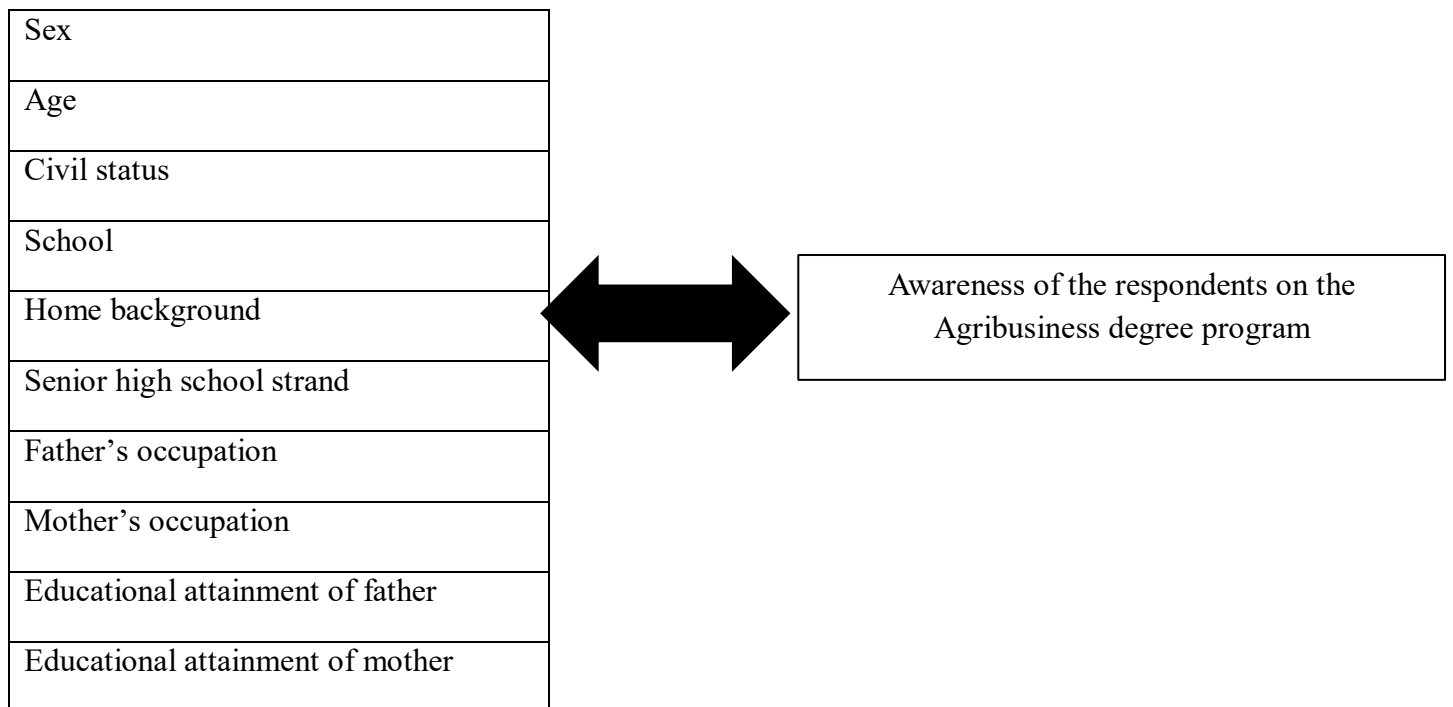


Figure 1. Schematic diagram of the study.

LITERATURE REVIEW

Awareness of Senior High School on Agribusiness Degree Program

Some small-scale farmers tend to grow crops for their consumption and sometimes they just simply sell their agricultural products. Without knowing they already engaged and contributed to the agribusiness sector. Since agribusiness has a broad concept. It doesn't just take place inside the farm but beyond the farm gate up to end consumers. It defines as the totality of all the farm operations including manufacturing, distributing, processing, and trading of farm products, equipment, and supplies (Zylbersztajn, 2017). It is also an agribusiness sector that involves the agricultural sector and a portion of the industrial and commercial sectors. Due to its wide scope,

there was a lot of misconception about it. Knowing the history of agribusiness may enable youths to understand what agribusiness is and what agribusiness degree programs can offer to them.

In 1957, the Agribusiness concept was born in the book “A Concept of Agribusiness” published by John Davis and A. Goldberg at Harvard University. Their definition of agribusiness is the earliest and most often used. However, their definition of agribusiness was introduced more than 6 decades ago so there was already a remarkable shift since it is not just a foundation of agricultural economics. In particular, Agribusiness now increasingly involves numerous supplies or value chains, encompassing production, distribution, marketing, and consumption. The four "F's" -- food, fiber, forest products, and (bio) fuel -- are more specifically involved. The sector of the economy is made up of all businesses, big and small, for-profit and nonprofit, that produce, distribute, market, or use food, fiber, forest products, or biofuels. This includes businesses that provide water to those businesses and pick up their waste. Therefore, agribusiness can be defined as the direct application of business administration theories and practices to enterprises involved in agriculture and the production of goods and services related to agriculture (Fleet, 2016).

As defined by Lewis (2021), agribusiness includes all of the activities required to cultivate crops and livestock and then sell those products to consumers. For her, it is also a national powerhouse since it is not just feeding the world but offers a lot of employment and output for the nation. Moreover, Lewis claims that agribusiness includes a wide range of scope of agricultural disciplines and traditional business skills which means career opportunities are also wide-ranging. It was supported by Bugador (2015), who remarked that the agriculture sector's scope is difficult to define due to the dynamism of its activities and the interconnected industries that comprise it. Both authors also stated that agriculture is the core of agribusiness. Additionally, Lewis believes that there was no shortage of young people ready to take on the challenge presented by modern agriculture since for her, students have agriculture running in their blood. She also suggests that students who don't come from a farming background are often inspired to study agribusiness at Northeastern after participating in high school agricultural programs. As opposed several studies where claimed that Filipino youth shows a lack of interest in agriculture degree since they observed that most of the small-scale farmers were being underappreciated and underpaid. Also, they see farming as a difficult and unglamorous job, which results in a decline in enrollment in agricultural degree programs. Within the study, 41 out of 68 were found that youths wished to migrate and pursue careers outside farming such as engineering, nursing, etc. (Asis, 2019). Agribusiness requires more workers due to the possibility of increasing export prospects and the Philippines' expanding population. As a result, agribusiness should be made more widely known to increase public understanding of the sector's significance to the nation's economy. It is crucial to understand the fundamentals of a Bachelor of Science in Agribusiness.

Information about Agribusiness Degree Program

Agribusiness degree program is a four-year agribusiness degree program created to prepare students for the nation's expanding agribusiness industry, which offers goods and services for the production, handling, and distribution of food and fiber. In particular, it aids in the development of students' understanding of fundamental and modern agribusiness concepts and trends in local, national, and even international contexts. Additionally, it shapes students to be well-oriented in management and decision-making theories, furnished with practical experience in the management and operation of real agricultural business firms, and equipped with a profound sense of values that are ingrained in them, enabling them to pursue an agribusiness career in the service of the nation (Bachelor of Science in Agribusiness, 2022).

To give students a strong foundation in the business of agriculture, the Bachelor of Science in Agribusiness degree program combines fundamental agricultural disciplines like Crop Science, Animal Science, and Agricultural Economics with business courses in Accounting, Finance, Marketing, Law, and Management (College Administration, 2018).

Fortunately, under Article 8, section 39 of the Resolution of the Rules and Regulations Implementing PRC Resolution No. 2000-663, agribusiness graduates are now qualified to take the Licensure Examination for Agriculturists (LEA) facilitated by the Professional Regulatory Commission (PRC). Since 2009, there have been several LEA board passers at WMSU-CA. Sadly, its annual passing rate is lower than the country's average.

Looking back seven years, the passing rate ranges from 15.56% to 28.95%. This pattern indicates that not all graduates of the bachelor's degree programs in agriculture (BSA), agricultural technology (BAT), and agribusiness (BSAB) were successful in passing the LEA (Miñoza, 2016).

Agribusiness degrees are commonly offered by Higher Educational Institutes (HEIs) in the Philippines owned by the government. So, they offer lower fees compared to private universities. The cost of a BS in Agribusiness at the University of Southern Mindanao may range from ₱4,000 to ₱6,000 every semester, or ₱8,000 to ₱12,000 per year (USM Main: Agriculture courses offered, n.d.). Tuition costs, however, may vary per school.

Furthermore, there were a lot of scholarship grants when you choose to pursue a degree in Agribusiness that could help you financially. One of these is the CHED Free Higher Education Program, which is a government-sponsored program that eliminates tuition fees at State Universities and Colleges (SUCs). It was included in the Commission on Higher Education's (CHED) budget. Another is the Gawad Patnubay (Gawad Pag-aaral Tungo sa Maunlad na Bayan) Scholarship Program, committed to sustaining the nation's development. It is provided by the Land Bank of the Philippines Scholarship program which links education with work in the fields of agriculture and fisheries for underprivileged students. Thesis funding, board examination fee reimbursement, a monthly stipend, a book allowance, and a 10-week Education-to-Employment (E2E) Internship Program are all available to scholars. (Inclusive of airfare, accommodation, food, and stipend). Additionally, graduates with honors will be given a financial incentive of Php 30–50,000. Students studying agriculture at their 17 partner state colleges and universities in Luzon, Visayas, and Mindanao are eligible for the program. The Agricultural Competitiveness Enhancement Fund (ACEF), which supports the children of farmers and fishermen, is another program. Students who qualify for this scholarship can receive assistance with tuition and other fees in addition to a monthly stipend of Php 10,000 and a Php 5,000 thesis writing grant. The first through fourth years of the course are completely covered by the scholarship. On the other hand, students must maintain a General Weighted Average (GWA) of at least 3.0 and complete all of their enrolled courses each semester without receiving any failing grades. Scholars funded by ACEF will be given preference for employment in DA and its attached agencies (Nucum, 2018).

Agribusiness graduates with or without licenses can become future business owners, educators, managers of farms or other establishments, etc. Additionally, they might work as farm workers, farmers, crop managers, agro engineers, and technicians. Sales representatives, warehouse managers, and purchasing agents are further positions that professionals in this area may hold. (Scholl, 2018).

There were also various agribusiness sectors. These are Agribusiness Input Supplies, Production Sector, Agribusiness Output Companies, and Agriservice Sector. Agribusiness Input Supplies sells feed, seed, fertilizer, credit, machinery, fuel, and chemicals, among other things. Monsanto, Purina, and John Deere are a few examples. The production sector, on the other hand, is in charge of growing crops, raising livestock, and producing other agricultural products. While Agribusiness output companies are all businesses and individuals who handle agricultural products from the farm to the final consumer. Examples include rice buying and selling, marketing, and processing. Lastly, the Agriservice Sector is concerned with developing new and improved methods of producing and marketing food, as well as protecting food producers and consumers (Barnard et al., 2021).

Benefits of Taking up Agribusiness Degree Program

Deciding whether to get a bachelor's degree is a difficult thing to do especially if one belongs to a marginalized community. Philippines education is quite expensive and often involves four to six-digit numbers. Without the help of scholarship grants, this will surely possess a great difficulty for parents and students. The average tuition fee per academic year is 70,000 to 250,000. Luckily, there are still State University Colleges (SUC) that offer programs at reasonable prices. Wherein, one can learn and take multiple advantages of having a four-year college (de Castro, 2022).

Students in Canada frequently regard higher education as a prerequisite for a successful profession. Numerous studies indicate that students pursue higher education for a variety of reasons. Norton and Martini (2017) did one relevant study in which they used the fifteen degree-related benefits before expanding previous studies about

the benefits of obtaining a degree. Benefits related to employment include the ability for students to enter an interesting career, develop career-related knowledge and skills, and so on. Other benefits include the ability for students to gain status and respect from others, contribute to society, become more educated, and so on.

The findings of the study found that the data supported the hypothesis of the researchers that employment-related benefits would be endorsed more frequently than other forms of benefits. Four of the top five benefits were "get into an interesting and satisfying career," "develop career-related skills," "earn more money," and "provide a better life for my own family." However, two of the top five were not employment-related: "become more educated," and "I believe that this learning and knowledge have intrinsic value."

As stated by Troiano and Elias (2014), learners' single concentration on their employment prospects could be linked to rising enrolment and the resulting higher number of first-generation and working-class students. In line with this, recent Canadian data suggest that this job-focused orientation toward employment might not only be present among students from working-class families (Academica Group, 2016). Students may prioritize career-related benefits above all others due to harsh economic realities, high rates of youth unemployment, and significant increases in the perceived cost of a degree.

According to Wilson et al. (2013), student engagement is increased when students feel that their degree meets their needs in terms of their desired learning outcomes. Martini et al. (2015) agreed and stated that if this is the case, then activities and assignments in their courses should explicitly emphasize career-related transferable skills. Given that previous research has shown that students aren't always aware of the skills developed through coursework or how those skills might transfer to the workplace.

Relationship of Socio-demographic Profile of Respondents and the Awareness of the Respondents to the Agribusiness Degree Program

Numerous studies posited that socio-demographic profiles had a great impact by influencing an individual's ability to acquire knowledge, perception, and awareness of some things. Some of the predictors such as age, gender, race, educational attainment, etc. One of them is the study of Kowalska and Uglis (2021), wherein gender is used as a predictor variable in terms of their view of working in agribusiness. The study shows that women see agribusiness as an opportunity for self-development and building good social relations. On the other hand, the economic benefits and job-related prestige are much more important. Men were found to have higher aspirations for pursuing their businesses, whereas women were more likely to pursue further education.

Another study used socio-demographics to know the relationship between the respondent's perceptions of self-employment in an agricultural enterprise. According to Omotesho (2017), age, religion, and career path had no significant relationship with students' perceptions. However, there was a significant relationship between the student's gender, home background, father and mother's occupation, the source of agricultural information as well as interest in agricultural business.

METHODS

Study Design

The study employed descriptive - correlational design. The descriptive design was used to determine the socio-demographic of the respondents; awareness of the respondents on Agribusiness degree program; and respondents' perceived benefits of taking up Agribusiness degree program. In addition, the correlational design was used to determine the relationship of the socio-demographic profile of the respondents and the awareness of the respondents to the Agribusiness degree program.

The Respondents

The respondents of the study were Grade 12 senior high school students from public and private school of M'lang, Cotabato namely, M'lang National High School (MNHS), Lika National High School (LNHS) and Southern Baptist College (SBC).

Sampling Procedure

The purpose of this study was to ascertain senior high school students' perception and awareness on Agribusiness degree program in M'lang, Cotabato using convenience sampling. There were 304 respondents who came from the top 2 most populated public schools namely MNHS and LNHS and the top 1 most populated private school which is SBC.

Research Instrument

The study utilized a survey questionnaire as the primary tool. The survey questionnaire was divided into three parts. The first part is the socio-demographic profile of the respondents. The second part is on the awareness of the respondents on Agribusiness degree program, the third part is about the respondent's perceived benefits by attending Agribusiness degree program.

Data Gathering Procedures

The University of Southern Mindanao's ethical guidelines for research followed in conducting this study. It was carried out to make sure that everyone who will be participating in the conduct of this study were protected in their rights and safety. Additionally, this were carried out to guarantee the accuracy and integrity of the data collection and processing. Prior to conducting the study, the researcher sought a clearance form from the ethics committee through the College Research Coordinators (CRC) Office. After the issuance of the Exempt for Review Certificate by the CRC, the researcher started collecting the data needed for the study. In engaging with the respondents, the researcher upheld impartiality, objectivity, and any applicable codes of conduct. This involved obtaining the respondent's consent and ensuring that they are aware of the study's objectives and the reasons they are required, particularly during the data collection.

The researcher gathered both primary and secondary data. The survey questionnaire was the primary source of quantitative data for the study's area. Secondary data sources included the journals, articles, internet and books. The researcher submitted a letter to the adviser for review and approval. The researcher personally coordinated with the Office of the Senior High School Principal of each school to ask for the list of all the students and their approval on administering and conduct of the study on their school. Furthermore, the researcher coordinated with the respondents in the Municipality of M'lang, Cotabato to conduct the research thoroughly and introduced herself and explain the purpose of this study. Next, the researcher explained to the respondents on how to answer the survey questionnaire. And, the researcher compiled the data and tabulated the results.

Data Analysis

Chi-square test for association and point biserial were used in determining the relationship between the socio-demographic and awareness of the respondents on the Agribusiness degree program. Specifically, the frequency count and percentage distribution were used in terms of the socio-demographic profile of the respondents, the awareness of the respondents on Agribusiness degree program and respondents perceived benefits by taking up Agribusiness degree program.

RESULTS AND DISCUSSIONS

Socio-demographic Profile of the Respondents

Table 1 shows the socio-demographic profile of the Senior High School (SHS) students in terms of sex, age, civil status, school, SHS strand, home background, parents' occupation and educational attainment. It can benoted that majority of the SHS students who were surveyed were female while 47% were male. It implies that Filipino women in high school had significantly higher rate than men.

As illustrated in the table, majority of the respondents in this study were 17-18 years old followed by 15- 16 years old. It connotes that the respondents were in average age of a senior high school student. Furthermore, almost of them were single.

It can be illustrated from the data that majority of the respondents were enrolled in public school while 19% of them were in private school. Moreover, most of them taking up Humanities and Social Sciences (HUMMS) strand while the least respondents were taking up Accountancy, Business, and Management (ABM).

As evidence by the data presented, majority of the respondents were living in rural area while 15% of them were in urban area.

In terms of occupation, data revealed that majority of the respondents' father were farmer while business owner and private sector got a least percentage which is both 7%. Some respondents also specified that their father was already dead, an OFW, laborer, carpenter, driver, electrician, and a lay minister. On the other hand, being a housewife is the majority occupation of the respondents' mother while government employee got 5% as lowest percentage since some of their mother are OFW and laborer.

As for educational attainment of the respondents' mother and father, table shows that most of the parents reached secondary level of education specifically a high school graduate while some of the respondents were not able to remember the level of education of their parents.

Table 1. Socio-demographic Profile of the Respondents.

Variables	Frequency (n=304)	Percentage (%)
Sex		
Male	144	47
Female	160	53
Age		
15-16	32	11
17-18	252	83
19-20	16	5
21-22	3	1
23-24	1	
Civil status		
Single	303	99.67
Married	1	0.33
Widowed		
Separated		
School		
Public	247	81
Private	57	19

Senior High School strand		
STEM	42	14
ABM	22	7
HUMMS	148	49
TVL	92	30
GAS		
Home Background		
Urban Area	45	15
Semi- Urban Area	77	25
Rural Area	182	60
Father's occupation		
Farmer	187	62
Business owner	21	7
Government employee	29	10
Private sector employee	21	7
Unemployed	3	1
OFW	4	1
Deceased	17	6
Driver	14	5
Laborer	2	1
Carpenter	3	1
Electrician	2	1
Lay minister	1	
Mother's occupation		
Housewife	197	65
Business owner	29	10
Government employee	26	9
Private sector employee	16	5

Unemployed		
OFW	31	10
Laborer	1	
Educational attainment of father		
No formal education	6	2
Elementary Level	60	20
Secondary Level	129	42
College Level	93	31
Post-graduate	6	2
Unknown	10	3
Educational attainment of mother		
No formal education	7	2
Elementary Level	36	12
Secondary Level	155	51
College Level	100	33
Post-graduate	5	2
Unknown	1	

Awareness of the Respondents on Agribusiness Degree Program

Table 2 shows the awareness of the respondents about the Agribusiness degree program. At the University of Southern Mindanao, one of the programs they offer is a Bachelor of Science in Agribusiness. As evidenced by the data presented, majority of the respondents were aware of the program's existence, degree duration, its fundamental principles, eligibility for Licensure Examination for Agriculturist (LEA), scholarship grants, job opportunities, and various examples of agribusiness firms. As stated by one of the respondents, Agribusiness program has already been introduced to him by his sister who's now currently enrolled in agribusiness program. Some would say that they became aware because of the people around them and also the power of social media as they get to see agribusiness related post and pages which adds to their knowledge. As opposed to the result of the study conducted by Santlal (2012), which shows a significantly low percentage of the participants were aware of the degree offered. It may imply that their awareness on Agribusiness depends on the area in which agribusiness were introduced.

However, 48% of the respondents were aware of the program's tuition fee, implying that they are aware of the program but some of them are unaware of how much it costs to enroll in it. Given that tuition costs vary per school.

Table 2. Awareness of the respondents on Agribusiness degree program.

Variables	Frequency (n=304)	Percentage (%)
The agrisupplies and agrivet is an example of an agribusiness firm.	249	82
The Bachelor of Science in Agribusiness is existing.	238	78
Agribusiness program is a four-year degree created to prepare students for the nation's expanding agribusiness industry, which offers goods and services for the production, handling, and distribution of food and fiber.	236	78
Bachelor of Science in Agribusiness degree program combines fundamental agricultural disciplines like Crop Science, Animal Science, and Agricultural Economics with business courses in Accounting, Finance, Marketing, Law, and Management.	221	73
There are lot of job opportunities after graduating in Agribusiness degree program such as educator and agribusiness firm owner or manager.	209	69
Graduates in Agribusiness degree program are eligible to apply in Licensure Examination for Agriculturists (LEA).	193	63
There are so many scholarship grants for taking up Agribusiness degree program. One of it is the CHED Free Higher Education.	187	62
The tuition fee of Agribusiness degree program is affordable and may range from ₱4,000-₱6,000 per sem. However, in USM it is free tuition.	145	48

Perceived Benefits of Taking up Agribusiness Degree Program

Table 3 shows the perceived benefits of taking up an Agribusiness degree program. As observed in the table, majority of the respondents perceived and agreed that there were employment-related benefits if they took up an agribusiness degree program. These include getting into an interesting and satisfying career and developing career-related knowledge and skills. It implies that respondents view Agribusiness program as a degree which can provide them better job opportunities and development that could contribute to their success. The findings of this study are supported by the study of Norton and Martini (2017), students endorsed employment-related benefits more strongly than other types, such as the inherent value of education or personal fulfillment and it is very salient for undergraduates, and their research has suggested that student engagement is enhanced when students believe that their needs meet.

As evidence by the data presented, majority of the respondents also perceived other-related benefits such as the degree may develop and improve their selves, allow them to contribute/give back to society, develop their personal skills, and allows them to have the social experience of university. As it implies that the respondents also think agribusiness program as a degree that could help them to be a better version of their selves at the same time contributing to the betterment of society. As it supported by Lewis (2021) which stated that one of the benefits of having an Agribusiness degree is that it is not only provides you with the necessary business skills, but it also allows you to express yourself with confidence and understanding to someone in agriculture, based on her practical experience.

Moreover, almost all of the respondents did not agree that the Agribusiness program has no benefits while 26% of them agreed that it does. It implies that respondents viewed Agribusiness program has a numerous benefit when they plan to take up Agribusiness degree program.

Table 3. Perceived benefits of taking up Agribusiness degree program.

Variables	Frequency (n=304)	Percentage (%)
Employment-Related benefits		
The degree allows me to develop career-related skills that will allow me to succeed.	295	97
The degree will allow me to get into an interesting and satisfying career.	293	96
The degree allows me to develop career-related knowledge that will allow me to succeed.	292	96
The degree will allow me to provide a better life for my own family (my spouse/partner/children).	280	92
The degree will allow me to earn more money.	278	91
The degree will allow me to help my parents/siblings financially.	275	90
The degree will allow me to gain upward social mobility (i.e., it will help me to be a member of the middle or upper class).	246	81
Other related benefits		
The degree will allow me to develop and improve myself.	288	95
The degree will allow me to contribute/give back to society.	282	93
The degree will allow me to develop my personal skills (e.g., independence, assertiveness).	284	93
The degree allows me to have the social experience of university (i.e. meeting people).	284	93
The degree will allow me to become more educated, and I believe that this learning and knowledge has intrinsic value.	281	92
The degree will allow me to gain status and the respect of others.	263	87
The degree will allow me to better understand the complexities that I will encounter in life.	263	87
The degree will provide me with personal satisfaction/fulfillment.	255	84
The degree has no benefits.	79	26

Relationship of Socio-demographic Profile of Respondents and the Awareness of the Respondents to the Agribusiness Degree Program

Table 4.1 shows the results on the relationship between sex and awareness. It can be observed that out of eight (8) parameters, only two (2) had been found significant. The awareness about the existence of Bachelor of Science in Agribusiness and the said degree program combines fundamental agricultural disciplines like Crop Science, Animal Science, and Agricultural Economics with business courses in Accounting, Finance, Marketing, Law, and Management with p-values of 0.031 and 0.048, respectively. Comprehending the idea of gender mainstreaming is crucial in conversations about balance within social systems. This approach involves integrating the concerns and experiences of both women and men as an essential aspect of designing, implementing, monitoring, and evaluating policies and programs across political, economic, and societal realms. Incorporating these approaches can yield a more comprehensive insight into the dynamic interplay between social structures and individual preferences, values, and expectations, both over time and within specific contexts (Schoon, 2014). This result implies that SHS students were aware that Agribusiness programs exist and the core knowledges that comes with it.

Table 4.1. Relationship between sex and awareness.

	Coefficient	P-value
The Bachelor of Science in Agribusiness is existing.	4.647**	0.031
Agribusiness program is a four-year degree created to prepare students for the nation's expanding agribusiness industry, which offers goods and services for the production, handling, and distribution of food and fiber.	1.091 ^{ns}	0.296
Bachelor of Science in Agribusiness degree program combines fundamental agricultural disciplines like Crop Science, Animal Science, and Agricultural Economics with business courses in Accounting, Finance, Marketing, Law, and Management.	3.925**	0.048
Graduates in Agribusiness degree program are eligible to apply in Licensure Examination for Agriculturists (LEA).	0.334 ^{ns}	0.564
The tuition fee of Agribusiness degree program is affordable and may range from ₱4,000-₱6,000 per sem. However, in USM it is free tuition.	0.248 ^{ns}	0.594
There are so many scholarship grants for taking up Agribusiness degree program. One of it is the CHED Free Higher Education.	0.652 ^{ns}	0.419
There are lot of job opportunities after graduating in Agribusiness degree program such as educator and agribusiness firm owner or manager.	0.983 ^{ns}	0.322
The Agri supplies and Agrivet is an example of an agribusiness firm	0.099 ^{ns}	0.753

***- 1% level of significance

** - 5% level of significance

* - 10% level of significance

^{ns} - Not significant

Table 4.2 shows the relationship between age and awareness of SHS students on Agribusiness program. It can be noted that two (2) of eight (8) parameters were found significantly different based on Point-biserial correlation

analysis. Awareness on the graduates in Agribusiness degree program are eligible to apply in Licensure Examination for Agriculturists (LEA) and job opportunities after graduating in Agribusiness degree program such as educator and agribusiness firm owner or manager were found significant with coefficient values of 0.131 and 0.129; and with p-values of 0.022 and 0.024, respectively. The correlation between age and awareness is an intricate and diverse subject that can be examined from various viewpoints within the domain of social science. It's crucial to recognize that individual experiences can exhibit considerable variation, and broad generalizations may not fully encompass the diversity of human development. SHS students are on the stage of adolescence and young adulthood. These stages often involve a heightened awareness of societal norms, identity, and social justice issues. Individuals become more attuned to the perspectives and experiences of others, contributing to the development of empathy and a broader social consciousness. Thus, they are aware on the future endeavor that they may encounter in taking the agribusiness degree program.

Table 4.2. Relationship between age and awareness.

	Coefficient	P-value
The Bachelor of Science in Agribusiness is existing.	0.050ns	0.384
Agribusiness program is a four-year degree created to prepare students for the nation's expanding agribusiness industry, which offers goods and services for the production, handling, and distribution of food and fiber.	0.000ns	0.997
Bachelor of Science in Agribusiness degree program combines fundamental agricultural disciplines like Crop Science, Animal Science, and Agricultural Economics with business courses in Accounting, Finance, Marketing, Law, and Management.	0.058ns	0.312
Graduates in Agribusiness degree program are eligible to apply in Licensure Examination for Agriculturists (LEA).	0.131**	0.022
The tuition fee of Agribusiness degree program is affordable and may range from ₱4,000-₱6,000 per sem. However, in USM it is free tuition.	-0.050ns	0.389
There are so many scholarship grants for taking up Agribusiness degree program. One of it is the CHED Free Higher Education.	-0.011ns	0.844
There are lot of job opportunities after graduating in Agribusiness degree program such as educator and agribusiness firm owner or manager.	0.129**	0.024
The Agri supplies and Agrivet is an example of an agribusiness firm	0.043ns	0.453

***- 1% level of significance

** - 5% level of significance

* - 10% level of significance

^{ns}- Not significant

Table 4.3 revealed the association between civil status and awareness of SHS students on the Agribusiness degree program. The relationship between civil status (marital status or relationship status) and awareness is a nuanced and multifaceted aspect that can be influenced by various factors such as social connections, parental status, social support networks, and many more. It's important to recognize that the relationship between civil status and awareness is highly individualized and can vary based on personal values, cultural context, and life experiences. It can be noted that only one (1) of eight (8) parameters were found significant which is the

Agribusiness program is a four-year degree created to prepare students for the nation's expanding agribusiness industry, which offers goods and services for the production, handling, and distribution of food and fiber. Additionally, societal attitudes toward marriage and relationships are evolving, leading to diverse paths and choices for individuals in different civil statuses.

Table 4.3. Relationship between civil status and awareness.

	Coefficient	P-value
The Bachelor of Science in Agribusiness is existing.	0.278 ^{ns}	0.598
Agribusiness program is a four-year degree created to prepare students for the nation's expanding agribusiness industry, which offers goods and services for the production, handling, and distribution of food and fiber.	3.482*	0.062
Bachelor of Science in Agribusiness degree program combines fundamental agricultural disciplines like Crop Science, Animal Science, and Agricultural Economics with business courses in Accounting, Finance, Marketing, Law, and Management.	0.377 ^{ns}	0.539
Graduates in Agribusiness degree program are eligible to apply in Licensure Examination for Agriculturists (LEA).	0.577 ^{ns}	0.447
The tuition fee of Agribusiness degree program is affordable and may range from ₱4,000-₱6,000 per sem. However, in USM it is free tuition.	0.915 ^{ns}	0.339
There are so many scholarship grants for taking up Agribusiness degree program. One of it is the CHED Free Higher Education.	1.604 ^{ns}	0.205
There are lot of job opportunities after graduating in Agribusiness degree program such as educator and agribusiness firm owner or manager.	2.207 ^{ns}	0.137
The Agri supplies and Agrivet is an example of an agribusiness firm	0.222 ^{ns}	0.638

***- 1% level of significance

** - 5% level of significance

* - 10% level of significance

^{ns} - Not significant

On the other hand, Table 4.4 revealed no significant relationship between school and awareness. The connection between school, encompassing educational experiences, and awareness is substantial and intricate. Education holds a pivotal role in molding individuals' viewpoints, knowledge, and comprehension. This implies that the school attended by SHS students did not have any information dissemination about the degree program. However, while schools play a crucial role in shaping awareness, it is important to acknowledge that education is just one factor influencing an individual's perspective. Life experiences, cultural background, and ongoing learning outside of formal education also contribute significantly to awareness.

Table 4.4. Relationship between school and awareness.

	Coefficient	P-value
The Bachelor of Science in Agribusiness is existing.	0.24 ^{ns}	0.624

Agribusiness program is a four-year degree created to prepare students for the nation's expanding agribusiness industry, which offers goods and services for the production, handling, and distribution of food and fiber.	0.94 ^{ns}	0.332
Bachelor of Science in Agribusiness degree program combines fundamental agricultural disciplines like Crop Science, Animal Science, and Agricultural Economics with business courses in Accounting, Finance, Marketing, Law, and Management.	1.381 ^{ns}	0.24
Graduates in Agribusiness degree program are eligible to apply in Licensure Examination for Agriculturists (LEA).	0.946 ^{ns}	0.331
The tuition fee of Agribusiness degree program is affordable and may range from ₱4,000-₱6,000 per sem. However, in USM it is free tuition.	0.122 ^{ns}	0.727
There are so many scholarship grants for taking up Agribusiness degree program. One of it is the CHED Free Higher Education.	0.08 ^{ns}	0.777
There are lot of job opportunities after graduating in Agribusiness degree program such as educator and agribusiness firm owner or manager.	0.066 ^{ns}	0.797
The Agri supplies and Agrivet is an example of an agribusiness firm	0.069 ^{ns}	0.793

***- 1% level of significance

** - 5% level of significance

* - 10% level of significance

^{ns} - Not significant

Furthermore, significant results found between the relationship of SHS strand and awareness. Lot of job opportunities after graduating in Agribusiness degree program such as educator and agribusiness firm owner or manager and Agri supplies and Agrivet is an example of an agribusiness firm were found significant with coefficient values of 7.769 and 6.63; and with p-values of 0.051 and 0.085, respectively. The relationship between the senior high school (SHS) strand and awareness of college degree programs is an important consideration in the educational journey of individuals. In many educational systems, including those with a K-12 structure, students typically choose specific strands or tracks during their senior high school years. The choice of a particular strand can influence their awareness of and preparedness for college degree programs. However, the different strand taken by the SHS students did not spread awareness on the subject matter. It is important to note that while the choice of an SHS strand can influence awareness, it does not rigidly determine an individual's future career path. Many students change their academic and career trajectories during their college years based on evolving interests and experiences. Additionally, exposure to a well-rounded education and ongoing career guidance can help students make informed decisions about their college degree programs, regardless of their initial strand choice in senior high school.

Table 4.5. Relationship between SHS strand and awareness.

	Coefficient	P-value
The Bachelor of Science in Agribusiness is existing.	3.432 ^{ns}	0.33
Agribusiness program is a four-year degree created to prepare students for the nation's expanding agribusiness industry, which offers goods and services for the production, handling, and distribution of food and fiber.	3.251 ^{ns}	0.355

Bachelor of Science in Agribusiness degree program combines fundamental agricultural disciplines like Crop Science, Animal Science, and Agricultural Economics with business courses in Accounting, Finance, Marketing, Law, and Management.	3.028 ^{ns}	0.387
Graduates in Agribusiness degree program are eligible to apply in Licensure Examination for Agriculturists (LEA).	6.194 ^{ns}	0.103
The tuition fee of Agribusiness degree program is affordable and may range from ₱4,000-₱6,000 per sem. However, in USM it is free tuition.	5.721 ^{ns}	0.126
There are so many scholarship grants for taking up Agribusiness degree program. One of it is the CHED Free Higher Education.	5.968 ^{ns}	0.113
There are lot of job opportunities after graduating in Agribusiness degree program such as educator and agribusiness firm owner or manager.	7.769*	0.051
The Agri supplies and Agrivet is an example of an agribusiness firm	6.63*	0.085

***- 1% level of significance

** - 5% level of significance

* - 10% level of significance

^{ns}- Not significant

The home background of an individual can significantly influence their awareness of college degree programs. Home background encompasses various factors, including socioeconomic status, parental education, family values, and cultural context. In this study, the relationship between home background and awareness of SHS students on Agribusiness degree program shown in Table 4.6 can be noted that there is no significant differences were found among the parameters. This implies that individuals from diverse backgrounds can have unique paths to college awareness and success. Supportive educational policies, community resources, and mentorship programs can play crucial roles in levelling the playing field and providing opportunities for individuals from different home backgrounds.

Table 4.6. Relationship between home background and awareness.

	Coefficient	P-value
The Bachelor of Science in Agribusiness is existing.	1.409 ^{ns}	0.494
Agribusiness program is a four-year degree created to prepare students for the nation's expanding agribusiness industry, which offers goods and services for the production, handling, and distribution of food and fiber.	0.575 ^{ns}	0.75
Bachelor of Science in Agribusiness degree program combines fundamental agricultural disciplines like Crop Science, Animal Science, and Agricultural Economics with business courses in Accounting, Finance, Marketing, Law, and Management.	1.419 ^{ns}	0.492
Graduates in Agribusiness degree program are eligible to apply in Licensure Examination for Agriculturists (LEA).	0.423 ^{ns}	0.81

The tuition fee of Agribusiness degree program is affordable and may range from ₱4,000-₱6,000 per sem. However, in USM it is free tuition.	2.545 ^{ns}	0.28
There are so many scholarship grants for taking up Agribusiness degree program. One of it is the CHED Free Higher Education.	0.076 ^{ns}	0.963
There are lot of job opportunities after graduating in Agribusiness degree program such as educator and agribusiness firm owner or manager.	0.653 ^{ns}	0.722
The Agri supplies and Agrivet is an example of an agribusiness firm	3.515 ^{ns}	0.172

***- 1% level of significance

** - 5% level of significance

* - 10% level of significance

^{ns} - Not significant

Table 4.7 and Table 4.8 presents the relationship of father’s occupation and mother’s occupation, respectively. It can be observed that only one parameter was found significant in Table 4.7 while there was no significant relationship was found among the parameters in Table 4.8. This implies that either parents have any impact on the students’ awareness about the Agribusiness degree program. It is important to note that while the parent’s occupation can have a significant impact, a child’s awareness is also shaped by various other factors, including the influence of other family members, educational institutions, peers, and personal interests. Additionally, students may develop their own aspirations and interests that go beyond their parents’ professions. Open communication and supportive guidance from parents can contribute positively to a child’s awareness, helping them make informed decisions about education and career paths.

Table 4.7. Relationship between father occupation and awareness.

	Coefficient	P-value
The Bachelor of Science in Agribusiness is existing.	4.164 ^{ns}	0.965
Agribusiness program is a four-year degree created to prepare students for the nation's expanding agribusiness industry, which offers goods and services for the production, handling, and distribution of food and fiber.	14.659 ^{ns}	0.199
Bachelor of Science in Agribusiness degree program combines fundamental agricultural disciplines like Crop Science, Animal Science, and Agricultural Economics with business courses in Accounting, Finance, Marketing, Law, and Management.	20.645**	0.037
Graduates in Agribusiness degree program are eligible to apply in Licensure Examination for Agriculturists (LEA).	15.571 ^{ns}	0.158
The tuition fee of Agribusiness degree program is affordable and may range from ₱4,000-₱6,000 per sem. However, in USM it is free tuition.	11.461 ^{ns}	0.405
There are so many scholarship grants for taking up Agribusiness degree program. One of it is the CHED Free Higher Education.	11.9 ^{ns}	0.371

There are lot of job opportunities after graduating in Agribusiness degree program such as educator and agribusiness firm owner or manager.	8.46 ^{ns}	0.672
The Agri supplies and Agrivet is an example of an agribusiness firm	4.015 ^{ns}	0.969

***- 1% level of significance

** - 5% level of significance

*- 10% level of significance

^{ns} - Not significant

Table 4.8. Relationship between mother occupation and awareness.

	Coefficient	P-value
The Bachelor of Science in Agribusiness is existing.	0.85 ^{ns}	0.991
Agribusiness program is a four-year degree created to prepare students for the nation's expanding agribusiness industry, which offers goods and services for the production, handling, and distribution of food and fiber.	3.31 ^{ns}	0.769
Bachelor of Science in Agribusiness degree program combines fundamental agricultural disciplines like Crop Science, Animal Science, and Agricultural Economics with business courses in Accounting, Finance, Marketing, Law, and Management.	9.906 ^{ns}	0.129
Graduates in Agribusiness degree program are eligible to apply in Licensure Examination for Agriculturists (LEA).	7.667 ^{ns}	0.264
There are so many scholarship grants for taking up Agribusiness degree program. One of it is the CHED Free Higher Education.	4.716 ^{ns}	0.581
There are lot of job opportunities after graduating in Agribusiness degree program such as educator and agribusiness firm owner or manager.	9.764 ^{ns}	0.135
The Agri supplies and Agrivet is an example of an agribusiness firm	2.931 ^{ns}	0.817

***- 1% level of significance

** - 5% level of significance

*- 10% level of significance

^{ns} - Not significant

The educational attainment of parents can have a notable influence on a child's awareness and perceptions, especially concerning a specific college degree program. Table 4.9 and Table 4.10 present the significant differences between educational attainment of father and mother, and awareness of SHS students on Agribusiness degree program, respectively. It can be noted that significant difference was found about the information on Agribusiness program as a four-year degree created to prepare students for the nation's expanding agribusiness industry, which offers goods and services for the production, handling, and distribution of food and fiber, with coefficient and p-value of 27.897 and 0.033 from mother while 29.547 and 0.0129 for father. Moreover, graduates in Agribusiness degree program are eligible to apply in Licensure Examination for Agriculturists (LEA)

were also found significant with coefficient and p-value of 25.031 and 0.069 from mother. This could imply that a parents' educational attainment served as a role model for academic achievement. Students may be inspired to follow a similar educational path and pursue college degree programs that align with their parents' achievements, hence, giving them awareness. Further, while parents' occupations can significantly contribute to awareness, it's essential to recognize that children may also develop their own interests and preferences. Supportive and open communication within the family, exposure to diverse perspectives, and access to educational resources can further enhance the awareness of college degree programs for students.

Table 4.9. Relationship between educational attainment of father and awareness.

	Coefficient	P-value
The Bachelor of Science in Agribusiness is existing.	11.958 ^{ns}	0.682
Agribusiness program is a four-year degree created to prepare students for the nation's expanding agribusiness industry, which offers goods and services for the production, handling, and distribution of food and fiber.	29.547**	0.014
Bachelor of Science in Agribusiness degree program combines fundamental agricultural disciplines like Crop Science, Animal Science, and Agricultural Economics with business courses in Accounting, Finance, Marketing, Law, and Management.	16.993 ^{ns}	0.319
Graduates in Agribusiness degree program are eligible to apply in Licensure Examination for Agriculturists (LEA).	12.589 ^{ns}	0.634
The tuition fee of Agribusiness degree program is affordable and may range from ₱4,000-₱6,000 per sem. However, in USM it is free tuition.	17.6 ^{ns}	0.284
There are so many scholarship grants for taking up Agribusiness degree program. One of it is the CHED Free Higher Education.	11.331 ^{ns}	0.729
There are lot of job opportunities after graduating in Agribusiness degree program such as educator and agribusiness firm owner or manager.	17.189 ^{ns}	0.308
The Agri supplies and Agrivet is an example of an agribusiness firm	18.068 ^{ns}	0.259

***- 1% level of significance

** - 5% level of significance

* - 10% level of significance

^{ns} - Not significant

Table 4.10. Relationship between educational attainment of mother and awareness.

	Coefficient	P-value
The Bachelor of Science in Agribusiness is existing.	16.943 ^{ns}	0.389
Agribusiness program is a four-year degree created to prepare students for the nation's expanding agribusiness industry, which offers goods and services for the production, handling, and distribution of food and fiber.	27.897**	0.033

Bachelor of Science in Agribusiness degree program combines fundamental agricultural disciplines like Crop Science, Animal Science, and Agricultural Economics with business courses in Accounting, Finance, Marketing, Law, and Management.	17.644 ^{ns}	0.345
Graduates in Agribusiness degree program are eligible to apply in Licensure Examination for Agriculturists (LEA).	25.031*	0.069
The tuition fee of Agribusiness degree program is affordable and may range from ₱4,000-₱6,000 per sem. However, in USM it is free tuition.	12.446 ^{ns}	0.713
There are so many scholarship grants for taking up Agribusiness degree program. One of it is the CHED Free Higher Education.	14.797 ^{ns}	0.54
There are lot of job opportunities after graduating in Agribusiness degree program such as educator and agribusiness firm owner or manager.	17.095 ^{ns}	0.379
The Agri supplies and Agrivet is an example of an agribusiness firm	13.021 ^{ns}	0.671

***- 1% level of significance

** - 5% level of significance

* - 10% level of significance

^{ns} - Not significant

CONCLUSION

The findings revealed that the majority of the respondents were aware of the agribusiness program, and they perceived it has offer numerous benefits, which contradicts the results of the other studies related to it. These results can prove that the efforts of the faculty and staff of Agribusiness Department in promoting the program have been fruitful. Furthermore, conclusions highlighted the acceptance of the null hypothesis regarding on the relationship between school, home background and occupation towards awareness of the respondents on the Agribusiness degree program.

RECOMMENDATIONS

Future researchers are encouraged to further explore this area by examining additional factors that may influence awareness. Expanding the scope of the study to include multiple municipalities or regions, as well as utilizing probability sampling techniques, can provide more comprehensive and generalizable findings. Moreover, conducting longitudinal studies that track students from senior high school through college enrollment would help establish stronger causal relationships between awareness and actual program selection. Lastly, future studies should assess the effectiveness of various information dissemination channels in order to develop more targeted and effective recruitment strategies.

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