



A Study on Main Factors Influencing Major Choice of Nanjing Audit University Students

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Abstract: Backgrounds — Students who graduated from high school and went to university have to consider and make a decision about their choice of university major, an extremely important decision to each of them, which can greatly influence their studying road, future occupation and even whole life. Purpose — The purpose of the research is to find out the main factors influencing NAU students' choice of major. In addition, this research also aims to determine how Personal Factors, Family Factors and Profession Factors influence NAU students' choice of major respectively. Methodology — We based on the previous research and narrowed three main factors including Personal Factor, Family Factor and Profession Factor as the main variables, then we conducted a questionnaire survey among all NAU students of different majors and grades, finally we analyzed the data that we collected and drew some conclusions. Results — We find that students have some knowledge of their major before they entering the university rather than knowing nothing, the Profession Factor is the top factor which is the biggest influence on the students' choice of major, however, though some minor factors which belong to the Profession Factor have an important place, the dominant factor is still the Gaokao Score which belongs to the Personal Factor. As for those students who have changed their major, they more tend to choose Auditing, Accounting and Finance because of the professional advantages, only a few students are still dissatisfied with their chosen.

Keywords: choice of majors, NAU students, personal factors, family factors, profession factors

1. Introduction

Since China's gaokao (national college entrance examination of China) was resumed in 1977, more and more students want to use gaokao to change their own destiny, and the success of being admitted to university is set as the highest goal of their early life. According to the data released by Ministry of Education of the People's Republic of China, the number of gaokao examinees of 2019 reached 10.31 million nationwide, signifying a remarkable increase in undergraduate admission rate from 4.74% in 1997 to 79.53% in 2019. The qualitative changes in the data clearly reflect that more and more people have successfully entered universities to receive higher education, which has further improved their professional knowledge and comprehensive quality, and more or less change their own destiny.

After the results of gaokao are announced, these gaokao examinees face a key and important choice, which is to choose a major. In China, the major of university studies is largely linked to the future employment of students, and the choice of major is not only a personal choice for gaokao examinees but also a family choice. Therefore, the choice of major is very important.

However, in China, under the screening of gaokao scores, the number of people sets by the majors and the requirements of various standards, not all students can enter their ideal majors as expected. Among the students who successfully pass the admission line every year, due to these conditions, some students will be adjusted to other majors. At this time, these students whose majors have been adjusted may feel the pleasure of the major they are studying now and stick to it, or they may seize the opportunity of transferring to a major after entering the university to change their major.

Thus, the factors that influence students' choice of major are worth studying. These factors not only affect students' choice of major after gaokao, but also affect students' choice of changing major after entering university.

Compared to other universities where students only change their major with GPA (Grade Point Average), Nanjing Audit University, exclusively characterized by finance, provides students with four opportunities to change their majors. The opportunity to change majors four times does not mean that students can change majors over and over again after entering university. After students successfully change their majors, they no longer have additional opportunities and if they fail to switch majors, they can seize other opportunities to change.

Therefore, it is of great significance to conduct research on the factors affecting students' choice of major for students of Nanjing Audit University. Through this study, understanding the main factors that affect students' choice of major can provide a reference for gaokao examinees and students who want to change their majors after entering university, so as to

help them clarify their choices and choose a better major.

This study will focus on the following issues:

Are Personal Factors the main factors affecting NAU students' choice of major?

Are Family Factors the main factors affecting NAU students' choice of major?

Are Profession Factors the main factors affecting NAU students' choice of major?

The corresponding assumptions are as follows:

One of the main factors influencing NAU students' choice of major is Personal Factors.

One of the main factors influencing NAU students' choice of major is Family Factors.

One of the main factors influencing NAU students' choice of major is Profession Factors.

The purpose of this study is to use Nanjing Audit University as a survey sample to analyze the choice of majors by NAU students after gaokao and students who want to change their majors after entering NAU to determine the main factors that affect NAU students' choice of major, including Personal, Family and Profession Factors.

The rest of this report will review domestic and international research results on factors that affect students' choice of major at first. Second, the research method used in this survey will be explained. Next, this report will analyze the information and data returned by the questionnaire in detail, and discuss it to draw conclusions, it also includes suggestions for future research.

2. Literature review

Every year, many high school students graduate from high school and attend university. Before they leaving home and beginning college life, all of them must face the challenge of choosing a major. The choice of major is considered a challenge because the major studied at the university is largely directly linked to future work in China. At the same time, for every student, the choice of major is not only a personal choice, but also a family choice. Thus, choosing a choice is particularly important and the factors that affect students' choice of major are also worthy of our study. Drawing on the research results of previous researchers, we narrowed the scope of influencing factors to Personal, Family and Profession Factors. The literature review will describe and compare past research results.

2.1 Personal factors

Studies on factors influencing college students' choice of major were conducted by other researchers. They found that Personal Interest and Gender Difference in Personal Factors are the two main factors that affect college students' choice of major.

According to Stock (2019), 35 percent of whole participants in a private college in Texas ranked Personal Interest as the number one influence on choice of major. In addition, Stock (2019) focused on participants from College in Business and stated that the most important factor of 77.8% of them chose business as their college major is Personal Interest. Meanwhile, Malgwi, Howe and Burnaby (2005) found that Personal Interest was the most important factors affecting their choice of major. Likewise, Keshishian et al. (2010) stated in their study which 600 participants from Pharmacy College in St. John's University that the main factor influencing their choice of major was their interest in science and engineering.

Gender Difference is also found to be a main factor influencing college students' choice of major. According to Finger et al. (2020), Stereotypes of gender affect male and female students' choice of major to a large extent. The trend of the major and profession in the future are found to be two important factors influencing male students' choice of major. In the contrast, female students are not affected by these two factors. To be more specific, male students tend to choose occupation with an attractive salary. Bobbitt-Zeher (2007) stated in his study that more male students always chose major which had an excellent future promotion than female students.

2.2 Family factors

In some completed studies, researchers believe that Family Factors are closely related to students' choice of major to some extent.

In the survey by Stock (2019), about 77.8% of students in College of Business listed Parental Influence as the second most important factor affecting their choice of major. Under such circumstances, the students of Management are obviously different from those of other majors. They think that Parental Influence is the primary influencing factor, and some other surveys also support this view. Parents or other relatives who have made some achievements in the fields they are engaged in work as role models in their families, prompting students to choose the same field for further study. They also play a leading role in students' choice of major (Powell, 2019). At the same time, in previous studies by Porter and Umbach (2006), they found that parents' socioeconomic status and education level also affected students' choice of major, and students from high-

income families were more likely to choose business majors for learning. The social stratification of family members has led students to prefer a major that can follow in the footsteps of their parents.

However, previous research results on the relationship between Family Factors and the choice of major are not exactly the same. A study conducted by Malgwi, Howe, and Burnaby (2005) shows that only 3.95% of participants follow the advice of their parents when choosing a major. They used 5-point Likert-type scale to allow participants from 5 (major influence) to 1 (no influence) to choose the factors influencing major chosen upon entry to the college and the positive factors influencing change of major. The results show that for freshmen, the average value of Parental Influence is only 2.37, while for participants who want to change their major, the average value of the Parental Influence is 2.31. Compared with other factors, Parental Influence is weak. Therefore, Malgwi, Howe, and Burnaby (2005) believe that Family Factors are not important factors affecting students' choice of major, and the most important factor is Personal Interest.

2.3 Profession factors

There already has some studies shows how the Profession Factors influence the students choice of major.

In order to investigate which factors affect students' choice of major, Stock (2019) conducted a study of students in College of Business from Central Texas. He found that Potential Income is an important factor influencing students' choice of major after Personal Interest, followed by Potential Job Opportunities. Among the nine majors he surveyed, eight major students listed Potential Income as a factor they must consider when choosing a major. Stock (2019) also mentioned that different influencing factors are ranked differently among students of different majors. For example, Potential Income is the primary factor considered by Finance students, but it ranks third among Marketing students.

Another study was conducted by Powell (2019) which aim is to find out what factor influence the student' choice of major in Agricultural College at Iowa State. He believes that academic-related and career-related environments play a key role in choosing a major. In addition to the influence of career-related factors such as Career Promotion Opportunities and Job Opportunities, Powell (2019) also found that the academic environment also has a huge impact on students' choice of major, including The Reputation of College and Subject Ranking. Besides, he concluded that the primary influencing factors of the career-related environment are Job Opportunities, followed by Career Promotion Opportunities, Internships Opportunities and Career Fair.

In conclusion, although these variables have been previously investigated and some of them still have some limitations, future studies of these variables will be more comprehensive. For each variable study, students can get information that how to choose majors. This research may offer some useful suggestions for prospective students when they choose their academic major.

3. Methodology

3.1 Participants

In the second semester of the 2019-2020 school year, a survey was conducted on the undergraduates of Nanjing Audit University. A total of 217 students participated in the survey (Freshman: 66, Sophomore: 118, Junior: 29, Senior: 4, Male: 50, Female: 167). Participants come from different colleges and different majors, and they are currently studying undergraduate courses at NAU. Each participant experienced the choice of major after gaokao, and some participants also changed their major after entering NAU (No Change of Major: 160, Change Major: 57). Most of the people who participated in the survey came from the School of Accounting, followed by the School of Foreign Languages and the School of Audit.

3.2 Instruments

Literature analysis and questionnaires are two methods adopted in this study. Through literature analysis, a large collection of previous study conducted by other researchers which aim to determine main factors influencing college students' choice of major are collected from academic Journals, dissertation and websites. In addition, the reason why questionnaire is adopted as the main instrument to collect data and information of the participants is it has high efficiency, objectivity, uniformity and universality. The questions of questionnaire are based on the assumption which is Personal Factors, Family Factors and Profession Factors are 3 main factors influencing NAU students' choice of major.

3.3 Procedure

Firstly, we consulted domestic and international research results on students' choice of major. Drawing on the experience of previous research, we narrowed the scope of factors that influence students' choice of major and briefly summarized them as Personal, Family, and Profession Factors.

Secondly, we designed a questionnaire to collect participants' information and data feedback to determine the main

factors that affect NAU students' choice of major. The question in the questionnaire about the factors affecting the choice of major is based on all participant experienced the choice of major after gaokao, and there may be some participants who have changed their majors after entering NAU. Participants come from different colleges and different majors in NAU. Each participant is asked to fill out a questionnaire and provide the most realistic ideas on factors that affect their choice of major, especially from the perspective of financial college students. For the convenience of readers, we present the information and data returned by the questionnaire in a table form. The questionnaire for this survey is in the appendix.

4. Results

Previously, we made three assumptions about the factors that affect NAU students' choice of majors, namely Personal Factors, Family Factors and Profession Factors. Through data analysis of the questionnaire submitted by the participants, the following results were obtained.

Table 1 shows the demographic information of the 217 participants, including the participants' genders, classification and the liberal arts and sciences they chose in high school.

Table 1. Demographics for the survey participants

| Characteristic | N | % | Men (N) | Women (N) | Men (%) | Women (%) |
|------------------------------------------|-----|--------|---------|-----------|---------|-----------|
| Classification | | | | | | |
| Freshman | 66 | 30.41 | 14 | 52 | 21.21 | 78.79 |
| Sophomore | 118 | 54.38 | 22 | 96 | 18.64 | 81.36 |
| Junior | 29 | 13.37 | 11 | 18 | 37.93 | 62.07 |
| Senior | 4 | 1.84 | 3 | 1 | 75.00 | 25.00 |
| Total | 217 | 100 | 50 | 167 | 23.04 | 76.96 |
| Liberal Arts and Sciences in High School | | | | | | |
| Liberal arts | 93 | 42.86 | 14 | 79 | 15.05 | 84.95 |
| Science | 120 | 55.30 | 35 | 85 | 29.17 | 70.83 |
| No distinction | 4 | 1.84 | 1 | 3 | 25.00 | 75.00 |
| Total | 217 | 100.00 | 50 | 167 | 23.04 | 76.96 |

Table 2 shows the participants' knowledge of the major before choosing major. More than four-fifths of the participants indicated that they knew the major they chose, but only 10% of the participants knew very well about the major they chose, and others had a little understanding. There are even 17% of participants who have no knowledge of the major they choose before choosing a major.

Table 2. Participants' knowledge of the major before choosing major

| Degree of understanding | N | % |
|-------------------------|-----|--------|
| Know it Very Well | 22 | 10.14 |
| A Little Understanding | 159 | 73.27 |
| Not at all | 36 | 16.59 |
| Total | 217 | 100.00 |

Table 3 reflects the current academic major of survey participants, including the situation in which they came to the current major in the way of changing majors. At Nanjing Audit University, Auditing, Accounting and Finance are the three ace majors of the school. More than two-fifths of the participants studied these three majors, and 49 participants came by way of transferring majors. Among them, the majority of students transferred to auditing were 21.

Table 3. Current academic major of survey participants

| Academic field | N | % | No Change of Major (N) | Change Major (N) |
|----------------|-----|--------|------------------------|------------------|
| Auditing | 38 | 17.51 | 17 | 21 |
| Accounting | 35 | 16.13 | 15 | 20 |
| Finance | 19 | 8.76 | 11 | 8 |
| Economics | 22 | 10.14 | 22 | 0 |
| Law | 12 | 5.53 | 10 | 2 |
| English | 17 | 7.83 | 17 | 0 |
| Others | 74 | 34.10 | 68 | 6 |
| Total | 217 | 100.00 | 160 | 57 |

Each participant was required to choose one of the three factors that most affected their choice of major. Table 4 clearly shows the participants' answers to the question. Profession Factors are considered by 41.94% of participants to be the deepest factor in their choice of major, followed by Personal Factors (38.25%). Compared with Profession Factors and Personal Factors, Family Factors have a small impact on the interviewees, and only 18.89% of interviewees are deeply affected.

Table 4. Factors most influencing participants' choice of major

| Factors | N | % |
|--------------------|-----|--------|
| Personal Factors | 83 | 38.25 |
| Family Factors | 41 | 18.89 |
| Profession Factors | 91 | 41.94 |
| Others | 2 | 0.92 |
| Total | 217 | 100.00 |

As shown in Table 4, of the 217 people who participated in the survey, 215 of them chose among Personal/Family/Profession Factors, and only 2 selected Others.

It is precisely because participants choose different factors that most affect their choice of major. In order to better understand the choices of participants, we have added questions to these three factors, namely, "What Personal/Family/Profession Factors are you affected by?". The 215 participants who selected any one of the three factors were required to further select specific influencing factors in the additional questions, and a maximum of three items could be selected. (Additional supplements: These three additional questions are based on the factors that have the greatest influence on the participant's choice. The three questions are parallel and independent, and do not interfere with each other.)

Table 5 shows the factors that influence participants' choice of major, and also reflects the participants' answers to the additional questions.

The specific influencing factors included in Personal Factors mainly include Gaokao Score, Personal Interest, The Influence of Liberal Arts and Science in High School and The Power of Role Models. More than four-fifths of the participants who chose Personal Factors unanimously acknowledged the impact of Gaokao Score. The second is the Personal Interest and The Influence of Liberal Arts and Science in High School, which are tied for second place (39.76%). The outstanding people in the participants' minds also influenced their choices, but only affected fewer people, and only 14 people chose The Power of Role Models.

Among the 41 participants who were asked to choose specific factors in general family factors, their choices mainly covered four aspects, namely Parental Occupational Impact, Parents' Suggestions or Expectations, Recommendations from Other Relative and Family Economic Conditions. As shown in Table 5, Parents' Suggestions or Expectations is the most influential factors considered by participants, and more than 90% of participants chose it. Secondly, Recommendations from Other Relative is the second major factor affecting students' choice of major, a total of 22 were selected. Compared with the Parents' Suggestions or Expectations and Recommendations from Other Relative, Parental Occupational Impact and Family Economic Conditions have less influence on the choice of major, with seven people choosing.

Among the participants who chose Profession Factors, the specific factors affecting their choice of major are: Potential

Income (80.22%), Promotion Space for Future Employment (79.12%), Subject Ranking (56.04%) and Reputation of the University (56.04%) . From the perspective of Profession Factors, participants are more concerned about the professional development prospects based on Potential Income and Promotion Space for Future Employment. In contrast, the advantages of disciplines (majors), including Subject Ranking and Reputation of the University, are weak.

Table 5. Factors influencing participants' choice of major

| Factors | N | % |
|----------------------------------------------------------|-----|-------|
| Personal Factors | | |
| Gaokao Score | 69 | 83.13 |
| Personal Interest | 33 | 39.76 |
| The Influence of Liberal Arts and Science in High School | 33 | 39.76 |
| The Power er of Role Models | 14 | 16.87 |
| Others | 4 | 4.82 |
| Number of respondents | 83 | |
| Family Factors | | |
| Parental Occupational Impact | 7 | 17.07 |
| Parents' Suggestions or Expectations | 37 | 90.24 |
| Recommendations from Other Relative | 22 | 53.66 |
| Family Economic Conditions | 7 | 17.07 |
| Others | 0 | 0.00 |
| Number of respondents | 41 | |
| Profession Factors | | |
| Subject Ranking | 51 | 56.04 |
| Reputation of the University | 51 | 56.04 |
| Potential Inc<>me | 73 | 80.22 |
| Promotion Space tor Future Employment | 72 | 79.12 |
| Others | 0 | 0.00 |
| Number of respondents | 91 | |
| Others | | |
| Number of respondents | 2 | |
| Total | 217 | |

In addition, Nanjing Audit University, as a financial college, from the freshman's admission to the end of the second academic year, it provides students with four opportunities to change their major in the form of selection examination results or grade point assessment. NAU students can change major by trying to seize one of these opportunities. In view of this special feature of the Nanjing Audit University, we have specially designed questions about professional changes.

Table 6 reports on the situation of changing participants' major, including whether participants changed majors, the reasons for changing majors, and their satisfaction with current majors.

In the study, about 30% of the participants changed their majors, and the reasons for the major changes are mainly concentrated in the following aspects: Professional Employment Prospects are not Good (42.11%), Influenced by Parents/ Teachers/Other Students (42.11%) and Not Interested in Major (38.60%), and previous major's ease or complexity was almost out of the question when they planed to change majors. After changing the major, nearly 80% of the participants were satisfied with the new major, and even more than half of them were very satisfied. Of the 57 people who changed majors, only three were dissatisfied with the current major, and they plan to choose another major when they take the graduate entrance exam.

Table 6. The situation of changing participants' major

| Characteristic | N | % |
|------------------------------------------------------------|-----|--------|
| Change Major | | |
| Yes | 57 | 26.27 |
| No | 160 | 73.73 |
| Total | 217 | 100.00 |
| Reasons for Changing Majors | | |
| Not Interested in Major | 22 | 38.60 |
| Influenced by Parents/Teachers/Other Students | 24 | 42.11 |
| Difference between Major and One's Vision of Future Career | 20 | 35.09 |
| Professional Employment Prospects are not Good | 24 | 42.11 |
| Major is Difficult to Learn | 2 | 3.51 |
| Others | 4 | 7.02 |
| Number of respondents | 57 | |
| Satisfaction with new major after changing major | | |
| Very Satisfied | 30 | 52.63 |
| Satisfied | 15 | 26.32 |
| Commonly | 15 | 15.79 |
| Unsatisfied | 3 | 5.26 |
| Number of respondents | 57 | |

According to Table 5, we have extracted the top two specific influencing factors from Personal, Family and Profession Factors respectively. Profession Factors includes two aspects of the future development of the profession and the advantages of the major, so the four derived factors are selected. Among them, there are eight factors. They are: Gaokao Score, Personal Interest, Parents' Suggestions or Expectations, Recommendations from Other Relative, Subject Rankings, Reputation of the College, Potential Income, and Promotion Space for Future Employment.

Each participant was asked to use a method similar to 5-point Likert scale from 5 (very important) to 1 (very unimportant) to score these eight factors.

Table 7 shows the participants' score on the importance of the eight exhausted factors. This result was unexpected. Although the four factors attributed to Profession Factors, namely Subject Ranking, Reputation of the University, Potential Income and Promotion Space for Future Employment, still have a place in the hearts of participants, their average values are all higher than 3.8. However, the most important factors for participants is the Gaokao Score, which even averaged 4.44.

Table 7. Participants' score on the importance of the eight extracted factors

| The Importance of Factors | 1 (very unimportant) | 2 (unimportant) | 3 (commonly) | 4 (important) | 5 (very important) | Average Value | Standard Deviation | Variance |
|---------------------------------------|----------------------|-----------------|--------------|---------------|--------------------|---------------|--------------------|----------|
| Factors | N | N | N | N | N | | | |
| Personal Interest | 10 | 18 | 62 | 73 | 54 | 3.66 | 1.08 | 1.17 |
| Gaokao Score | 2 | 2 | 24 | 60 | 129 | 4.44 | 0.8 | 0.64 |
| Parents' Suggestions or Expectations | 5 | 16 | 87 | 79 | 30 | 3.52 | 0.9 | 0.82 |
| Recommendations from Other Relative | 18 | 36 | 78 | 47 | 38 | 3.24 | 1.17 | 1.37 |
| Subject Ranking | 4 | 18 | 56 | 76 | 63 | 3.81 | 1.01 | 1.02 |
| Reputation of the University | 2 | 7 | 66 | 87 | 55 | 3.86 | 0.87 | 0.75 |
| Potential Income | 2 | 17 | 53 | 80 | 65 | 3.87 | 0.96 | 0.93 |
| Promotion Space for Future Employment | 4 | 8 | 27 | 80 | 98 | 4.20 | 0.92 | 0.85 |

5. Discussion

In this study, we investigated the main factors that affect students' choice of major in Nanjing Audit University. We borrowed the results of previous studies by referring to the literature, and then narrowed the scope and briefly summarized the main influencing factors as Personal, Family and Profession Factors. The research also focuses on whether Personal, Family and Profession Factors affect NAU students' choice of major. We assume that Personal, Family and Profession Factors are the main factors affecting NAU students' choice of major. We designed a questionnaire and processed the information and data returned by the questionnaire.

Our main findings are: First, most students at NAU have a certain understanding of the major they choose when they choose a major after gaokao. They are not completely blind choices. Second, among the three broad categories of factors that we have briefly summarized, namely, Personal, Family and Profession Factors, Profession Factors have the greatest influence on the choice of majors for students at NAU, followed by Personal Factors and finally Family Factors. Other Factors have a negligible impact on students' choice of major. Third, among the eight specific factors extracted, the importance scores of four specific factors belonging to Profession Factors are higher, but the most important and influential is the gaokao score (attributed to Personal Factors). Fourth, students who want to change their majors tend to change their majors to study Auditing, Accounting and Finance. These three majors are ace majors in NAU, because they value the academic advantages of these three majors. Fifth, students who have successfully transferred to majors, they are basically satisfied with the major they are studying now. A very small number of students are still dissatisfied and look forward to interdisciplinary examinations.

As expected, Personal Factors, Family Factors and Profession Factors are important aspects influencing choice of majors, which fit previous findings. However, according to Finger (2020), he stated that Personal Factors should contain gender aspects and gender difference can influence the choice of majors, but we did not find that gender can make a difference in our study. Besides, when it comes to the question that which factor is the most important one when choosing majors, only 18.89% students chose Family Factors, which is in contrast to earlier findings. Stock (2019) showed that Family Factor is the main factor influencing choice of majors and Profession Factors also influence more weakly than Family Factors, while our study shows that Profession Factors are the biggest factors affecting students' choice of majors.

There could be 2 possible reasons for the majority of participants choosing Profession Factors to be the top 1 factor influencing their choice of major. Firstly, it is highly probable that college major tends to link to future occupation directly, which may significantly affect students' future social status, living standards and the achievement of self-value. Therefore, there is a good possibility that these practical reasons mentioned above push the college students to consider Profession Factors firstly. Secondly, the reason why students take the ranking of the major and the reputation of the university into consideration appears to have great impact on student' academic career. Based on the results mentioned above, personal interest and talent seem to be the main motivation of their future road. According to the results of this study, the possible reason why many students tend to be affected by parents' suggestions or expectations of occupation might be that parents might influence students greatly in every stage of their life.

5.1 Implications

This finding has important implications for guiding students to choose a better major or minor. The present results are significant in some respect. First of all, this may help students think from all sides about which majors are more suitable for themselves. Students can take their own interest, the family suggestion and the profession aspect into the full consideration and finally make cautious decisions that which major is the best. Another implication of this is the possibility that the tutors and parents also can better help students to choose majors. Each student has different situation and there are also different factors to consider when choosing a major. The tutors and family members might more know about their students' situation so that they can give a more clear and long-term suggestion. The key to this research is to prevent students from some obstacles in the way of study and have a bright future in each student's life.

5.2 Limitations

However, our research also has certain limitations: First, the school characteristics of NAU include "economic" and "financial". The gaokao examinees who apply for the Nanjing Audit University are themselves affected by the professional characteristics of NAU and employment factors. Second, in the questionnaire we designed, there are links between some options, and it is difficult for participants to decide whether to choose only because of the option. Therefore, it more or less affects our survey results. Third, regarding the options belonging to Personal, Family and Profession Factors in the questionnaire, we only listed 3-5 options for participants to choose, which has limitations in the design of options. Fourth, we surveyed the situation of participants' choose about liberal arts and sciences in high school and estimated that this factor

would have an impact on students' choice of major. However, in the actual investigation, most majors in NAU have no requirements for liberal arts and sciences.

5.3 Recommendations

The solution of our research still needs to be widened. We only used questionnaire survey method, so future work can use more research methods like interview to increase findings accuracy. In addition, although our research's participants spreading all over the whole campus and we had students from different institutes to fill in our questionnaire, but we did not pay more attention on those students who were not students of finance and accountancy, future work can focus on these students and try to figure out why they are willing to learn literature or law or some other majors in a finance and economics university. What's more, our group did not figure out if Profession Factors are more influential on business students than students from other majors, so a further study can try to figure out if factors having different influence on different majors.

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