

**AWARENESS, WILLINGNESS AND CAPABILITIES TO INVEST IN
FINANCIAL MARKETS AMONG YOUNG ENTREPRENEURS
IN SELECTED AREAS OF CAVITE**

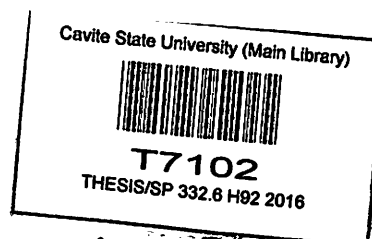
THESIS

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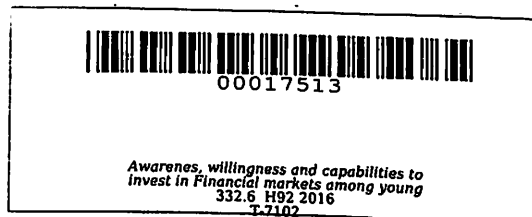
Indang, Cavite



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IN SELECTED AREAS OF CAVITE**

**Undergraduate Thesis
Submitted to the Faculty of the
College of Economics, Management and Development Studies
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Indang, Cavite**

**In partial fulfillment
of the requirements for the degree
Bachelor of Science in Business Management
(Major in Financial Management)**



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ABSTRACT

HUNTINGTON, KEVIN JEFF; RORALDO, LANCE ZYRILLE; TEMPORAL, SYRILL. Awareness, Willingness and Capabilities to Invest in Financial Markets Among Young Entrepreneurs in Selected Areas of Cavite. Undergraduate Thesis. Bachelor of Science in Business Management Major in Financial Management, Cavite State University, Indang, Cavite. March 2016, Adviser: Mrs. Rowena R. Noceda.

The study was conducted in established businesses owned by young entrepreneurs in selected areas of Cavite from October 2015 to March 2016. The main objective of the study was to measure the awareness, willingness and capabilities to invest in financial markets among young entrepreneurs in selected areas of Cavite. Specifically, the study aimed to: (1) determine the personal profile of the young entrepreneurs in selected areas of Cavite; (2) determine the profile of the business owned by young entrepreneurs; (3) determine the level of awareness of young entrepreneurs towards financial markets; (4) determine the level of willingness to invest in financial markets of young entrepreneurs; (5) determine the degree of capabilities to invest in financial markets of young entrepreneurs; (6) determine if there is a relationship between the personal profile and financial markets awareness of young entrepreneurs; (7) determine if there is a relationship between the business profile and financial markets awareness of young entrepreneurs; (8) determine if there is a relationship between the financial markets awareness and the willingness to invest in financial markets among young entrepreneurs; (9) determine if there is a relationship between the financial market awareness and the capabilities to invest in financial markets among young entrepreneurs.

The research designs used in the study were descriptive and correlational research. The study consisted of 150 young entrepreneurs with ages 18 to 35 years old from selected areas of Cavite, namely; Alfonso, Amadeo, Bacoor City, Dasmariñas City, Imus City, Indang, Mendez, Silang, Tagaytay City, and Trece Martirez City. The study used frequency count and mean to determine the personal and business profile, and to measure the level of awareness, willingness and degree of capabilities to invest in financial markets of young entrepreneurs. Likelihood ratio Chi Square Test, Point biserial and Spearman Rank Correlation Coefficient were used to determine the relationship of personal and business profile to the level of awareness to invest in financial markets. The relationship of financial markets awareness to the level of willingness and degree of capabilities to invest in financial markets among young entrepreneurs were determined using Spearman Rank Correlation Coefficient.

The study showed that young entrepreneurs are highly aware, willing and capable to invest in financial markets. The study revealed that age, civil status, educational attainment, gross monthly income and type of ownership were significantly related to the level of awareness in financial markets. The level of awareness has significant relationship to the level of willingness and the degree of capabilities to invest in financial markets.

The researchers conclude that young entrepreneurs with high level of awareness are the willing and capable to invest in financial markets.

Based on the results of the study, it is highly recommended that similar researches may be conducted but new set of participants must be interviewed to validate the results of the study.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGEMENT	vi
ABSTRACT	xi
LIST OF TABLES	xvi
LIST OF APPENDIX TABLES	xvii
LIST OF APPENDICES	xviii
INTRODUCTION	1
Statement of the Problem.....	3
Objectives of the Study.....	4
Significance of the Study	5
Time and Place of the Study	6
Scope and Limitation of the Study	6
Definition of Terms	6
Conceptual Framework of the Study	9
REVIEW OF RELATED LITERATURE	10
METHODOLOGY	17
Research Design	17
Hypotheses	17
Sources of Data	18

	Page
Participants of the Study	18
Sampling Techniques	18
Data Gathered	19
Statistical Treatment of Data	20
RESULTS AND DISCUSSION	24
Personal Profile of Young Entrepreneurs from Selected Areas of Cavite.....	24
Profile of the Businesses Owned by Young Entrepreneurs from Selected Areas of Cavite	25
Level of Awareness of Young Entrepreneurs towards Financial Markets	28
Level of Willingness to Invest in Financial Markets among Young Entrepreneurs	31
Degree of Capabilities to Invest in Financial Markets among Young Entrepreneurs	33
Relationship between Personal Profile and Level of Awareness in Financial Markets Among Young Entrepreneurs.....	36
Relationship between Business Profile and Level of Awareness in Financial Markets Among Young Entrepreneurs	39
Relationship between Financial Markets Awareness and the Willingness to Invest in Financial Markets Among Young Entrepreneurs	41
Relationship between Financial Markets Awareness and the Capabilities to Invest in Financial Markets Among Young Entrepreneurs	42
SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	43
Summary	43
Conclusions	45

	Page
Recommendations	45
REFERENCES	47
APPENDICES	58

LIST OF TABLES

Table	Page
1 Distribution of participants in selected areas of Cavite	19
2 Personal profile of young entrepreneurs from selected areas of Cavite	25
3 Profile of businesses owned by young entrepreneurs from selected areas of Cavite	26
4 Level of awareness of young entrepreneurs towards financial markets	29
5 Level of willingness to invest in financial markets among young entrepreneurs.....	32
6 Degree of capabilities to invest in financial market among young entrepreneurs	35
7 Relationship between personal profile and level of awareness in financial markets among young entrepreneurs.....	36
8 Relationship between business profile and level of awareness in financial markets among young entrepreneurs	39

AWARENESS, WILLINGNESS AND CAPABILITIES TO INVEST IN FINANCIAL MARKETS AMONG YOUNG ENTREPRENEURS IN SELECTED AREAS OF CAVITE

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INTRODUCTION

Knowledge about finance nowadays plays a big role in the development of individual's financial status, through proper money management practices, savings and basic investment knowledge; making our economy grows. The economic development of a nation is reflected by the progress of the various economic units, classified into corporate sector, government and household sector (Rajeev, 2012).

Common investment knowledge of most Filipinos are if not savings in banks are establishing business. Entrepreneur is a person who organizes, operates and assumes the risk for a business venture. Young entrepreneurs are basically risk takers because they are defined by their fresh, exciting ideas and passionate drive to succeed and they have the guts to establish and manage their own business (Klein, 2010). But aside from investing in their business, they can also invest in financial markets.