

## MARKETING RESEARCH ON STUDENTS' PERCEPTION REGARDING ECONOMIC ENGINEERING IN TRANSPORTS SPECIALIZATION

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### ABSTRACT

This research aims to analyze the students' perception over their faculty, Faculty of Navigation and Naval Transport, regarding Economic Engineering in Transports specialization from Constanta Maritime University. This research aims to highlight the students' view about the way their faculty is being perceived. Also, this research aims to analyze the differences between those from Economic Engineering in Transports and those from other faculties within Constanta Maritime University. Another objective of this study case is to reduce uncertainty over the management's marketing behavior because it provides information about college students regarding their attitudes, opinions and behavior. The research technique used in this project is based on a questionnaire survey method.

**Keywords:** *questionnaire, education, Economic Engineering in Transports, students.*

### 1. INTRODUCTION

The educational process completed with extracurricular activities is the most important mean of training the interests of knowledge for different fields. The school is an educational forming and guidance institution that should form a person able to adapt quickly to labour markets' requirements that are constantly changing.

Rightly stated by Albert Einstein, "Education is what remains after one has forgotten everything he learned in school", university education is important as it improves an individual's quality of life, it also give a chance to greater economic stability and security, a good job as well as better salaries and a good life. Higher education improves an individual's quality of life.

Studies have shown that, compared to high school graduates, college graduates have longer life spans, better access to health care, better dietary and health practices, greater economic stability and security, more prestigious employment and greater job satisfaction, less dependency on government assistance, greater knowledge of government, greater community service and leadership, more volunteer work, more self-confidence, and less criminal activity and incarceration. University education is more than the next level in the learning process; it is a critical component of human development worldwide. An educated populace is vital in today's world, with the convergent impacts of globalization, the increasing importance of knowledge as a main driver of growth, and the information and communication revolution.

The reason a person chooses to attend a college is the need of intellectual developing. There are many reasons that drive one person to choose a college or another, like:

- Curiosity and desire to understand the surrounding facts and phenomena;
- Satisfaction produced by constructive activities, which university provides;
- Pleasant feeling of personal progress;

- Desire to occupy a leading place in a competition;
- Willingness for cooperation through group actions.

There are many cities where the transport on wheels, by railway or air are interconnected with river and maritime transport, which makes it the ideal area for developing this specialization. The Economic Engineering in Transports specialization gives the graduates alternatives for a future career in the field of transports. It is also a good alternative for students who want to have two degrees or graduates of other specializations who choose to work ashore. The students have the chance to sit fewer exams than the usual because they have already passed them while studying a previous specialization within Constanta Maritime University. At the end of studies (4 years) they get a diploma of engineer – economist, which offers graduates more flexibility on the labour market.

The research technique used in this project is based on a questionnaire survey method. The questionnaire which we have proposed is an opinion one, which refers to data that we have not observed directly. On the other hand, it is known that there's not always a convergence between expressed opinions and actual behaviour.

We chose this form of survey because it allows students to respond honestly to questions, not being constrained by the fact that their answers could be used for other purposes.

As you may know, questionnaires are common tools used for many different topics to obtain feedback. The most common functions of a questionnaire is market research, it is a good way to gather information from a group of people and if we refer to organizations or businesses it is used to collect information which is used to make improvements in the organization.

Questionnaires consist of the same set of questions that are asked in the same order and in the same way in order that the same information can be gathered. It is an important element in the research process and its design directly affects the quality of the data collected.

In “Data Collection in Context” (1981), Ackroyd and Hughes identify three types of survey:

1. Factual surveys: used to collect descriptive information, i.e. the government census;
2. Attitude surveys – used to collect and measure people's attitudes and opinions, i.e. 4 out of 5 people believe;
3. Explanatory survey - goes beyond the collection of data and aims to test theories and hypotheses and / or to produce new theory.

Using a questionnaire has many advantages like: respondents have time to think about their answers; they are not usually required to reply immediately, it is very cost effective when compared to face-to-face interviews (as the number of research questions increases it become more cost effective), it is simple to administer, it is easy to analyse the data, it is less intrusive than other surveys and most of all it is familiar to most people and it is practical.

It also has some disadvantages some of which include: respondents may ignore certain questions, questions may be incorrectly completed and respondents may read differently into each question and therefore reply based on their own interpretation of the question or if you forget to ask a question, you cannot usually go back to respondents, especially if they are anonymous.

A questionnaire is intended to gauge one’s perception and is designed to be completed swiftly. In our case the questionnaire is designed to investigate the student’s perception about their specialization, Economic Engineering in Transports.

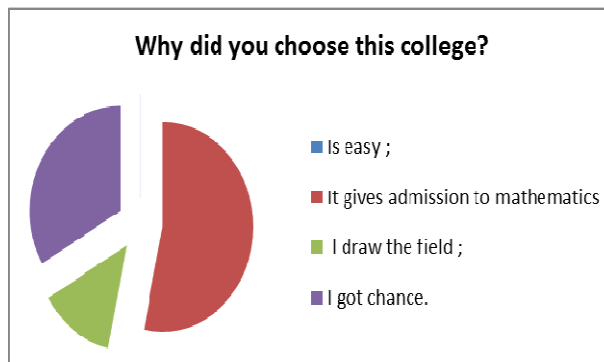
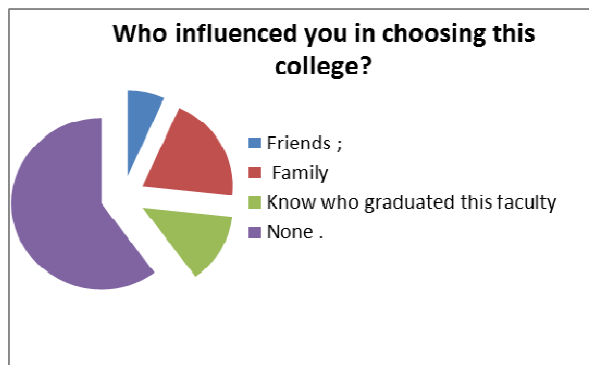
**2. SAMPLES' DETERMINATION AND DATA' INTERPRETATION**

The sample is compounded of 100 subjects, all students at Constanta Maritime University, Economic Engineering in Transports specialization. The reason why we choose only students from this college is the desire to have a more complete view of research on the studied problem.

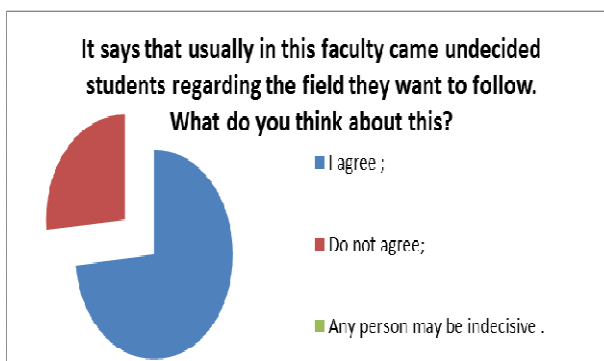
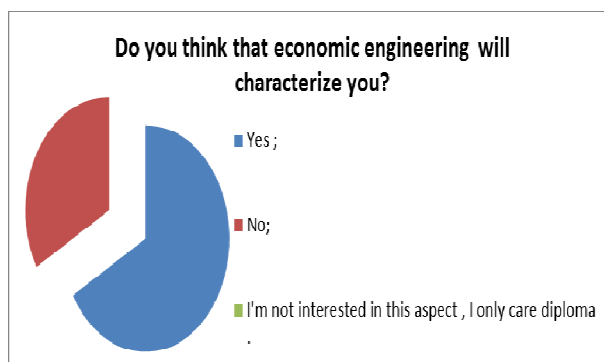
Data analysis and interpretation is the process of transforming the data collected into credible evidence, assigning meaning to the collected information and determining the conclusions.

Further the questionnaires’ questions will be analyzed.

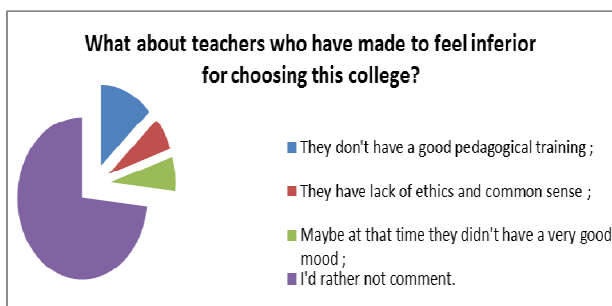
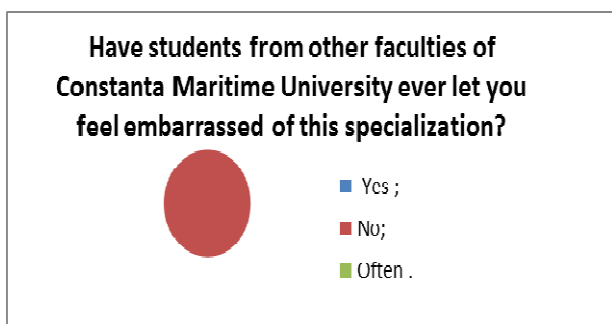
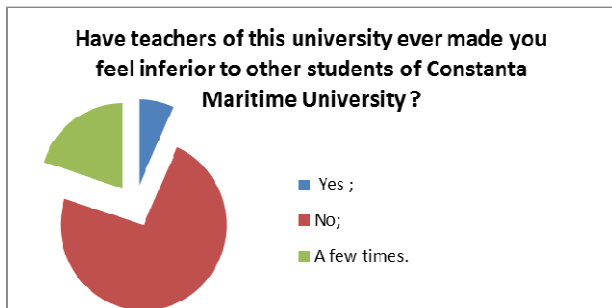
a) Most students said that there was no influence on their decision in choosing this college and the reason for their choice was due to the matter of admission, exact sciences being an advantage for them.



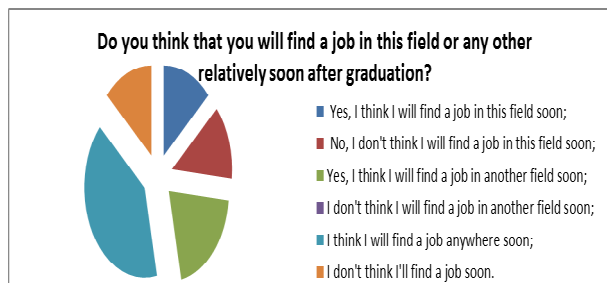
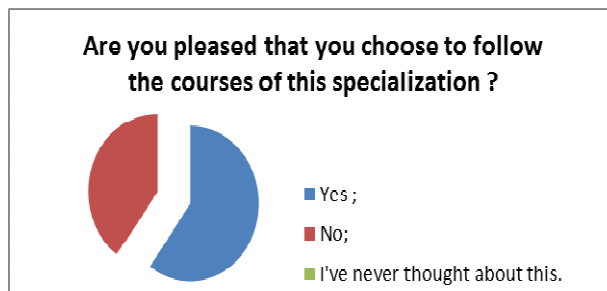
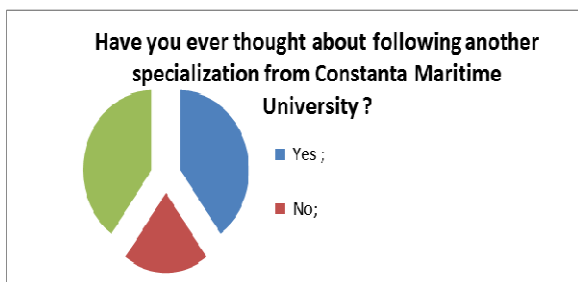
b) Most respondents said that economic engineering is definitely characterizing them, despite the fact that they think that at this university usually come college students undecided on the field they want to follow.



c) Following the survey it was proved once again that teachers of this college and its external collaborators have the necessary training, students attending courses of this specialization feeling supported, this being true also regarding students from this specialization versus students from other faculties from Constanta Maritime University.



d) Regarding satisfaction of students who attend this specialization we can say that the results are satisfactory although opinions regarding other specialties are divided. The majority of respondents are optimistic about the rapidity of employment in any field they want to go.



### 3. CONCLUSIONS

The research can specify the following conclusions:

- Most students from Faculty of Navigation and Naval Transport, Economic Engineering in Transports specialization have a good perception about the decision of attending it.
- Due to the double specialization, both economics and engineering, students believe in their chance of getting a job more easily, having the possibility of employment as engineer or as economist. Thus, they perceived it as a college with two majors specializations that are both very useful and that will help them to obtain a good job.
- The university, having modern and well equipped laboratories, allows students a smooth development of classes and due to the fact that there are practice hours within specialized companies, where students can face real problems, help students to understand better the information received in classes.
- As a rough analysis of how professor teach, the respondents are satisfied and they have also this opinion regarding the way how exams are organized.

It may be noted that this faculty is the one that characterizes the students who are pleased of it and they are willing to recommend it to other prospective students. In conclusion, we can say that the perception of Constanta Maritime University students, from Economic Engineering in Transports specialization, is a favorable one.

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