

**John B. Lacson Foundation Maritime University-Molo, Inc.
College of Business
Iloilo City**

**LEVEL OF INFLUENCE OF CELLULAR PHONES AS PERCEIVED BY BS TOURISM
STUDENTS OF JBLFMU-MOLO, INC.**

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Abstract

This investigation was undertaken to determine the level of influence of cellular phones as perceived by the BS Tourism students of JBLFMU-Molo. A face validated researchers-made questionnaire was used to gather the data needed for this study. The data gathered were subjected to descriptive statistics such as Mean and Standard Deviation. The study showed that cellular phones are slightly influential to the BS Tourism students regardless of their sex, year level and place of residence.