

# **A STUDY ON PERCEPTION AND ATTITUDE OF STUDENTS REGARDING FACTORS WHICH THEY CONSIDER WHILE MAKING SELECTION OF INSTITUTE IN MBA PROGRAMME IN GUJARAT STATE**

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## **ABSTRACT**

Education is one among the necessary service of human beings. Now a day, MBA is one of the career choices student make to pursue their post graduation studies. The objective of study is to analyze how various factors has influence on the decision of students in selecting institute for master degree. For detail study, the questionnaire was developed and all factors which can affect institute selection decision are divided into eight categories namely, Placement related factors, extra co-curricular activities related factors, infrastructure related factors, student related factors, faculty related factors, academics related factors, advertisement related factors & other factors. Study was carried out by use of factor analysis & means score analysis. The study was undertaken with sample of 150 students. While selecting the institute, placement activities done by the institute, computer lab facility, suggestion from friends and family, career goal of the students, positive word of mouth, experience of the faculty, guidance from the counselor, specialization offered and course provided by the institute, brand name of the institute & geographic location are mostly considered by students.

**Key words:** Placement, Institute selection, Infrastructure, Faculty

## **INTRODUCTION:**

A man without education is almost like a ship without a rudder. Education is gaining prime importance in today's competitive scenario. MBA is the common abbreviation used for Masters of Business Administration. MBA is one of the most common career choices amongst the youth in India today. This is purely because of the benefits that the course offers. More and more MBA schools and management institutes are coming up in India. There are more than thousand institutes all across the country that offers full time residential MBAs. Distance learning MBA, online MBA and part time executive MBAs are also gaining momentum. With the growing needs of the industry for world class managers, the institutes offering MBAs has also gone up in the last few years.

## **LITERATURE REVIEW:**

Joseph Sia Kee Ming has prepared a research paper on title, "Institutional Factors Influencing Students' College Choice Decision in Malaysia: A Conceptual Framework" Intense competition in the higher education sector in Malaysia has forced many universities to become "entrepreneurs" and implement marketing strategies in recruiting students both locally and abroad. The objective of this paper is to develop a conceptual framework to explore the institution factors that influence students' college choice decision in Malaysia. The independent variables that have been identified to have influenced of students' college choice decision are location, academic programme, college reputation, educational facilities, cost, availability of financial aid, employment opportunities, and advertising, Higher Education Institutions (HEIs), representatives and campus visit.

A study on tile, "Factors Influencing Students' College Choice at Traditional and Metropolitan Universities" was prepared by Emad M. Wajeeh & Ted Micceri. The college choice is a decision influenced by a number of demographic, economic, social, political, and institutional factors. Different types of students chose to attend certain universities on the basis of one or more factors that link directly to their characteristics and needs. Major factors cited in the literature to influence college choice are: the advice of parents, academic reputation of the institution, availability of the desired program, availability of financial aid, cost of attending the institution, and the location of the institution. However, the relative importance of these factors is largely determined by the characteristics of the student and the types of the university (metropolitan or traditional).

A research was carried out by John G. Cannon, John H. Hillison, Thomas W. Broyles & Virginia Tech on title, "Factors influencing Gifted and Talented Students' College Decisions" The agricultural industry is much different than it was 50 or even 20 years ago. Advances in science and technology have made production more efficient, requiring fewer workers. Nevertheless, a steady supply of well-trained and highly-educated professionals will be needed to meet the complex demands of modern American agriculture (Betts & Newcomb, 1986; Edwards, Leising, & Parr, 2002). Many careers in agriculture require knowledge and skills in science and math (Shelley-Tolbert, Conroy, & Dailey, 2000), offer high salaries, and appear in profitable sectors such as food processing and agricultural finance. Gifted and talented students potentially have the skills to meet the demands of the agricultural job market.

An Exploratory Study of Factors influencing the decision of students to study at University sains Malaysia was prepared by Jacqueline Liza Fernandez. The higher education sector in Malaysia includes public and private tertiary institutions. Malaysian institutions of higher learning are facing a host of challenges, including a high degree of competition among institutions due to the emergence of new colleges and universities, reduced funding from the government, and the need to upgrade education services continuously to meet the demands of the market. This study examines: (i) the reasons students pursue higher education; (ii) sources of information used by students to help choose a tertiary institution; (iii) factors that influence students' choices of public versus private institutions; and (iv) the factors that influence students' decisions to study at USM. The results of this study indicate that the main reasons that students pursue higher education are to improve their job prospects and to gain knowledge and experience.

A study on title, "Factors that Affect Students' Decision to Take Distance Learning Courses: A Survey Study of Technical College Students in Taiwan was done by Shiao-Chuan Kung. Distance learning courses provide alternative methods to acquire knowledge outside traditional classroom settings. One problem in the development of distance learning programs in Taiwan is that they are driven by technology rather than educational need. Technical college students' response to an online survey revealed subject matter as the most important factor affecting their decision to take a distance learning course. Female students were found to give more importance to cost reputation of the school and time flexibility. Students who work full time gave more importance to the reputation of the school and the instructor. These findings serve to guide policy decisions for institutions seeking to address the needs and concerns of the studied population.

**RESEARCH METHODOLOGY:****PROBLEM STATEMENT:**

Today more and more students who are opting master degree are very conscious regarding the selection of the institutions. As most of the students prefer premium institutes having reputation in the education field, we want to find out the various factors that generally students evaluated while selecting an institute.

**OBJECTIVE OF STUDY:**

The objective of study was to analyze how various factors has influence on the decision of students in selecting institute for master degree.

**RESEARCH DESIGN AND DATA COLLECTION:**

The Study was carried out by using convenience sampling under non probability sampling method of descriptive research design. Study was carried out by taking sample of 150 students. Study was carried out by using primary data through personal interview of students. Personal interview was conducted through questionnaire. Questionnaire was semi structured with open ended and close ended questions. Sample was selected on the random technique basis.

**LIMITATION:**

Limitation of study was that Reluctance on the part of the respondents to provide exact details.

**DATA ANALYSIS:**

**TABLE 1 MEAN SCORE PLACEMENT RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE**

Placement Related Factors	Mean Score
Placement Activities done by the college	1.51
Past Placement Records of the college	1.64
Sectors in which placement has been done	2.17
Companies those recruited the students	1.95
Job opportunities generated per student	2.04

From all placements related factors such as placement activities & past placement record are most influencing factors where as sectors in which placement done is least influencing factors. Mean value for placement activities done by the college is 1.51, which enhances that placement activity of institute is important for student as part of institute selection. Mean value for past placement record is 1.64 which enhances that past placement records of the college is considered by student as part of institute selection. Mean value for placement sector is 2.17, which is not important for student to make selection decision of institute.

**TABLE 2 MEAN SCORE OF EXTRA CO-CURRICULAR ACTIVITIES RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE**

Extra Co-curricular Activities related factors	Mean Score
Industrial Visit organized by the college	2.31
Seminar conducted by the college	2.23
Event & Competition organized by college	1.97
Tour & Picnic arranged by the college	2.63
Sports activities done by the college	2.57
Cultural Activities organized by college	2.33

Among all extra co-curricular activities, most influencing factor is event/competition & least influencing factor is tour/picnic. Event/Competition organized by college has mean value of 1.97, which is mostly considered by student while making selection of institute. Tour/Picnic arranged by college has mean value of 2.63, which is not much considered by student while making selection of institute.

**TABLE 3 MEAN SCORE OF INFRASTRUCTURE RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE**

Infrastructure related factors	Mean Score
Hostel Facility provided by college	2.25
Size of Campus	2.23
Library facility	1.69
Computer lab facility	1.65
Areas for self study (Reading Room)	2.41
Use of Technology (Projector, Printer Etc.)	1.81

Among all infrastructure related facilities, most influencing factors are computer lab facility; library facility & least influencing factors are self study room, hostel facility. Library facility provided by college has mean value of 1.69, which further enhances that it is important for student for making decision regarding institute selection. For computer lab facility provided by college has mean value of 1.69, which further enhances that it is important for student for making decision regarding institute selection. Areas for self-study (reading room) of institute are having a mean score of 2.41, which enhances that it is not much important for students to make selection of institute.

**TABLE 4 MEAN SCORE OF STUDENT RELATED FACTORS THAT STUDENT CONSIDER FOR SELECTION OF INSTITUTE**

Student Related Factors	Mean score
Suggestion from the friends	2.03
Suggestion from the family	2.08
Opportunity for part time work	2.56
Self motivation of the student	1.87
Financial background of the family	1.89
Support from the financial institute	2.06
Siblings studied in the past	2.34
Boyfriend or girlfriend studying in college	2.51
Career goal of the student	1.59
Social status of the parents	2.42
Friend circle	2.33
Word of mouth	2.06

Among all student related factors, most influencing one are career goal, self motivation & least influencing factors are opportunity for part time work, boyfriend/girlfriend studying in the college. Career goal of the student has mean score of 1.59, which further enhances that it is much considered by students while making selection of institute. Mean score of self motivation is 1.87 which indicates that the self motivation has major impact on institute selection decision. Opportunity for the part time work has mean score of 2.56, which further enhances that it is not much considered by students while making selection of institute. Boyfriend or girlfriend studying in college has mean score of 2.51, which further enhances that it is not much considered by students while making selection of Institute.

**TABLE 5 MEAN SCORE OF FACULTY RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE**

Faculty related factors	Mean score
Experience of the faculty	1.53
Popularity of the faculty	1.89
Knowledge Diversity of faculty	1.69
Education Background of faculty	1.80

Among faculty related factors, most influencing factor is experience of the faculty, knowledge diversity of faculty & least influencing faculty factors are education background of faculty & popularity of the faculty. Experience of the faculty has mean score of 1.53, which further enhances that it is much considered by student

while making selection of institute. Popularity of the faculty has mean score of 1.89, which further enhances that it is much considered by student while making selection of institute. Knowledge diversity of faculty has mean score of 1.69, which further enhances that it is much considered by student while making selection of institute. Education background has mean score of 1.80, which further enhances that it is much considered by student while making selection of institute.

**TABLE 6 MEAN SCORE OF OTHER FACTORS THAT STUDENT CONSIDER FOR SELECTION OF INSTITUTE**

Other Factors	Mean score
Admission process of the university	2.42
Reputation of the university	1.61
Racial harmony in the college	2.63
Entrance test of the university	1.96
Guidance from the counsellor	2.25
Desire for the good recognition of student	2.06
Link with the industries of the college	1.83
Social life on the campus	2.27
Cultural knowledge and values of student	2.14
Safety on the campus	2.06
Study atmosphere around college	1.75
Reservation quota of the college	2.67

Among all other factors, most influencing factors are study atmosphere; university reputation & other least influencing factors are racial harmony & reservation quota. Reputation of university has mean value of 1.61, which enhances that it is most considered by student while making selection of institute. Study atmosphere around the college has mean value of 1.75, which enhances that it is most considered by student while making selection of institute. Racial harmony in the college has mean value of 2.63, which enhances that it is not most considered by student while making selection of institute.

**TABLE 7 MEAN SCORE OF ACADEMICS RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE**

Academics related factors	Mean score
Specialization offered by college	1.65
Courses provided by the college	1.75
Collaboration with foreign universities	2.12
Practical knowledge provided by college	1.52
Guest lectures conducted by renown persons	2.00
Past results of the college	1.70

Among all academics related factors, most influencing factors are practical knowledge, specialization offered & least influencing academics related factors are guest lecture, collaboration. Specialization offered by the college has mean value of 1.65, which enhances that it is much considered by student while making selection of institute. Practical knowledge provided by the college has mean value of 1.52, which enhances that it is much considered by student while making selection of institute. Guest lecturers conducted by well-known persons have mean value of 2.00, which enhances that it is much considered by student while making selection of institute.

**TABLE 8 MEAN SCORE OF ADVERTISEMENT RELATED FACTORS THAT INFLUENCE SELECTION OF INSTITUTE**

Advertisement related factors	Mean score
High Media Visibility of college	2.29
High Ranking in terms of results	1.81
High Published Ranking in the magazines & Survey Publication	2.06

Among all advertisement related factors, most influencing factor is high ranking in results & least influencing advertisement related factor is high media visibility. High media visibility of the college has mean value of 2.29, which enhances that it is somewhat considered by student while making selection of institute. High ranking in terms of results has mean value of 1.81, which enhances that it is much considered by student while making

selection of institute.

# **FACTOR ANALYSIS:**

**TABLE 9 STUDENT RELATED FACTORS WHICH HAVE INFLUENCE ON INSTITUTE SELECTION DECISION.**

Factor	Component			
	1	2	3	4
Suggestion from friends	.523			
Suggestion from family	.634			
Opportunity for part time work		.551		
Self Motivation of student		.619		
Financial background of family			.539	
Support from financial institute	.472			
Siblings studied in past			.532	
Boyfriend/girlfriend studying in college				.484
Career goal of student		.510		
Social status of parents			.512	
Friend circle	.635			
Word of mouth about institute.	.569			

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy for the various Attributes categories measured is 0.687., which indicates the scale is appropriate and helps in extracting the factor. The ideal measure for this test (KMO>0.50) and here in this case KMO is 0.687 indicates the variables are measuring a common factor. Again Bartlett's test of sphericity indicated the inter-correlation matrix is factorable and inter-correlation matrix come from a population in which the variables are non-collinear.

Support from the financial institute and Boyfriend/Girlfriend have lower co-relationship among all variables. It is clear from the factor analysis that Selection of Institute is more affected by Family and Friend while objective of the student is also have impact on selection decision. Three factors are clearly promising from the above table, (1) Family & Friends Suggestion (2) Objective of Student (3) Status of family. As rotated component matrix shows, Friends suggestion and Self Motivations of the student have higher correlation among all the variables. Support from the financial institute and Boyfriend/Girlfriend have lower co-relationship among all variables.

**TABLE 10 OTHER FACTORS THAT STUDENT CONSIDER FOR SELECTION OF INSTITUTE**

Factor	Component			
	1	2	3	4
Admission process of university	0.567			
Reputation of university			0.758	
Racial harmony in college	0.525			
Entrance test of university		0.618		
Guidance from counselor	0.515			
Desire for good recognition of student				0.595
Link with the industries of college			0.328	
Social life on campus	0.611			
Cultural knowledge and cultural values of student		0.329		
Safety on campus		0.437		
Study atmosphere around college	0.412			
Reservation quota of college	0.459			

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy for the various Attributes categories measured is 0.724, which indicates the scale is appropriate and helps in extracting the factor. The ideal measure for this test (KMO>0.50) and here in this case KMO is 0.724 indicates the variables are measuring a common factor. Again Bartlett's test of sphericity indicated the inter-correlation matrix is factorable and inter-correlation matrix come from a population in which the variables are non-collinear.

It is cleared from above table that four components cover 50% of the data under principle component analysis method and cover considerable variation. Study reveals the fact link with industries, cultural knowledge &



values, study atmosphere and safety on the campus which have very low influence in terms of selection of the institute. Again rotated component matrix makes the situation crystal clear and helps in identifying the crucial factors. Three factors are clearly promising from the above table, (1) socio academics (2) cultural factors (3) university. It is clear from the factor analysis that selection of institute is more affected by socio academics while culture of student and entrance exam are also having impact on selection decision.

### **HYPOTHESIS TESTING:**

- (1) **Ho:** There is no significant difference between specialization offered and education background of the student in the selection of institute.

**H1:** There is significant difference between Specialization Offered and Education Background of the student in the selection of the institute.

Here the f calculated value is greater than f table value i.e.  $2.95 > 2.53$ . So here we reject  $H_0$  i.e. there is significant difference between specialization Offered and Education Background of the student in the selection of the institute.

- (2) **Ho:** There is no significant difference between Fee Structure and Family Income of student in selection of institute.

**H1:** There is significant difference between Fee Structure and Family Income of student in selection of institute.

Here the F calculated Value is less than F table Value i.e.  $2.13 < 2.75$  so here we fail to reject  $H_0$  i.e. there is no significant difference between Fee Structure and Family Income of the student in the selection of the institute.

### **CONCLUSION:**

While selecting the institute, placement activities done by the college is the most influencing factor among all the placement related factors. Extra co-curricular activities don't have that much influence at the time of selection of the institute. Among all the infrastructure related factors, computer lab facility is the most influencing factor at the time of selection of the institute. Positive word of mouth is one of most influencing factor in the selection of the institute. Suggestion from friends and family have also influence on the selection decision. Career goal of the students is also one of the influencing factors in the selection of the institute. Experience of the faculty is the most influencing factor among the faculty related factors. Guidance from the counselor can also influence the selection of the institute. Specialization offered and course provided by the college are the most influencing factor among all the academics related factors. Practical knowledge is one of the most influencing factors at the time of selection of the institute. Placement record has the most influence on the student. Brand name of the college also matters a lot while selecting the college. Geographic location and infrastructure have more influence on the student at the time of selection of the institute.

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