



A study on student's perception towards branded colleges in west Godavari district, Andhra Pradesh

BV Kondaiah¹, MS Narayana²

¹ Research Scholar, Department of Management Studies, Mewar University, Rajasthan, India

² Professor & Head, Department of M.B.A., Narasaraopeta Engineering College, Narasaraopet, Andhra Pradesh, India

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 the perceptions of students towards branded colleges. The study was undertaken with sample of 150 students. It was found that the factors such as 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 counsellor, specialization offered and course provided by the institute, brand name of the institute & geographic location are mostly considered by students.

Keywords: perception, geographic, specialization, counsellor

Introduction

A man without education is almost like a ship without a rudder. Education is gaining prime importance in today's competitive scenario. The education sector in India offers a huge untapped market due to low literacy rate, high concentration in urban areas and growing per capita income in the country. India's aspirations to establish a knowledge society in the wake of increasing liberalisation, privatisation and globalization, is based on the assumption that higher and technical education essentially empowers people with the requisite competitive skills and knowledge. That is why increasing attention has also been given to quality and excellence in higher education. Keeping in mind the scope and growth in the education sector in India, a number of private sector educational institutes/universities have mushroomed across the country. The very energetic edupreneurs are making great efforts to get more and more admissions. It has been commonly accepted now that brands represent real and significant financial value to their owners. It has been seen that people having businesses in garments, real estate, sweets, iron and steel, automobile dealership, manufacturing and other fields are becoming "edupreneurs" and have started entering the educational field. Various ducationists and other professionals have also entered the field of education in the recent past and opened up institutes to provide quality education to the students. A number of institutes have created a particular respectable name in the field and are able to fill their seats within a few days only of opening the admissions.

Review of literature

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 title, "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 the study

The objective of study was to analyze perception of students towards branded colleges in West Godavari District of Andhra Pradesh.

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 of the study

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

Data Analysis

Table 1: Mean score of perceptions towards placement related factors

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 perceptions towards extra co-curricular activities

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
Tour & Picnic arranged by the college	2.57
Sports activities done by the college	2.23

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 perceptions towards infrastructure related factors

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	2.41
Use of Technology	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.

Table 4: Mean score of perceptions towards student related factors TH

Student Related Factors	Mean score
Suggestion from the friends	2.03
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. Mean score of self motivation is 1.87 which indicates that the self motivation has major impact on institute perception. Opportunity for the part time work has mean score of 2.56, which further enhances that it is not much considered by students. Boyfriend or girlfriend studying in college has mean score of 2.51, which further enhances that it is not much considered by students.

Table 5: Mean score of perceptions towards faculty related factors

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

Table 6: Mean score of perceptions towards other factors that student consider

Other Factors	Mean score
Admission process of the university	2.42
Reputation of the university	1.16
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. Study atmosphere around the college has mean value of 1.75, which enhances that it is most considered by student. Racial harmony in the college has mean value of 2.63, which enhances that it is not most considered by student.

Table 7: Mean score of perceptions towards academics related factors

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 students. Practical knowledge provided by the college has mean value of 1.52, which enhances that it is much considered by student. Guest lecturers conducted by well-known persons have mean value of 2.00, which enhances that it is much considered by students.

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 counsellor 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.

References

1. Dennis Zocco. Risk Theory and Student Course Selection. *Research in Higher Education Journal*. 3:1-29
2. Emad M Wajeeh, Ted Micceri. Factors Influencing Students' College Choice at Traditional and Metropolitan Universities, in proceeding of 37th Annual Forum of the Association for Institutional Research Orlando, Held on May 18-21, 1997, Florida, 1997.
3. Eldon L Wegner, William H Sewell. Selection and Context as Factors Affecting the Probability of Graduation from College, *American Journal of Sociology*. Status and Achievement in the U.S.: 1969.1970; 75(4(2)):665-679.
4. Joseph Sia Kee Ming. Institutional Factors Influencing Students' College Choice Decision in Malaysia: A Conceptual Framework, *International Journal of Business and Social Science*. 2010; 1(3):53-58.
5. Jacqueline Liza Fernandez. An exploratory study of factors influencing the decision of students to study at university sains Malaysia", *Kajian Malaysia*. 2010; 28(2):107-136.
6. Lissa Pollacia, William L Lomerson. Analysis of factors affecting Declining cis enrollment, *Issues in Information Systems*. 2006; 7():220-225
7. Prof Dr Karl Wagner, Pooyan Yousefi Fard. Factors Influencing Malaysian Students' Intention to Study at a Higher Educational Institution, *E-Leader Kuala Lumpur*, 2009.