



A Study on the Factors Affecting the Decision Making Process Of Students In the Selection Of An Engineering Institute.

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ABSTRACT

Currently the education sector in Odisha is undergoing a tremendous change owing to mushrooming of educational institutions particularly the engineering institutes like never before, in this context there is a need for these educational institutions to survive and grow and to do that they need to differentiate themselves in the students and parent's perceptual space and for that they need to know the factors which students take into consideration when they make a decision about a particular educational institute, that are required to be given importance. The main goal of the study was to investigate the relevant importance of the choice factors that prospective students considered as well as the sources of information used in the decision making process. For this a sample size of 40 engineering students were taken.

Keywords: decision making, influence, college choice.

BACKDROP OF THE STUDY

The 2000's have been an exciting period for educational establishments in State of Odisha. The fast-changing educational services scene in this state has been most breathtaking. Even the most casual observers would have noticed the mushrooming of private engineering institutions offering a variety range of courses. The competitive environment is intense, and higher education institutions (HEIs) will have to market themselves effectively. These institutions face competition not only from other public education providers, but also from private education service providers, which have noticeably increased in numbers over the last few years.

Now Higher Educational Institutions will have to assess and reassess marketing strategies aimed at attracting quality first-year students. According to Goff, Patino and Jackson (2004: 795), increased advertisements, promotions and other marketing elements are evident in the higher education sector. Furthermore, in order to effectively communicate with potential students, it is important that HEIs understand how to reach them as well as what to say to them. Considering all the challenges that HEIs face, it is evident that institutions will have to become more market-oriented. A proper assessment of the choice factors that students consider in selecting an HEI, as well as the sources of information consulted, will enable institutions to allocate funds, time and resources more efficiently and effectively. One of the key issues in the successful development of a marketing strategy is to determine which factors students consider when they make a decision on which institution to attend.

OBJECTIVE

1. To establish a relationship between attributes of educational institution and students decision making behaviour.

2. To find out the importance of these attributes in student decision making behaviour

SCOPE

Basically the study covers the decision making criteria of the students of Gandhi college in relation to engineering course selection.

LITERATURE REVIEW

According to Perez-Auigar there is a direct correlation between the choice of telecommunication studies of a technical college and the prospects of getting job, prestige and good salary. So there is an influence of the external factors on the decision making process of the students. According to Siti rahayu Hussein ,Sidin and Tan han Soon, student selection of colleges depends on several criteria, including academic quality, facilities, campus surroundings and personal characteristics. Their study also highlights that income affects choice of students regarding the educational institute. According to Muhammad tahir jan, there is positive effect of perception and promotion on students choice of private institutions for higher education.

RESEARCH METHODOLOGY

The primary source of data was engineering students of Gandhi Engineering college in Bhubaneshwar. A questionnaire survey was conducted to collect the empirical data in order to statistically test the hypotheses. The questionnaire contains all together 12 questions. Some of the questions were framed on 5-point likert scale ranging from “strongly agree” to “strongly disagree”. The survey method was convenience survey.

SAMPLE SIZE

The sample taken was 40 engineering students of Gandhi college.

Convenience sampling method was used.

PERIOD OF STUDY

The period of study undertaken at computer science department of Gandhi college Bhubaneshwar, was around 1 week.

METHOD OF ANALYSIS

Multiple regression analysis has been used to extract the objectives more clearly. It is an analytical model of establishing the association between the variables in social research. Multiple regression attempts to study the relationship between a dependent variable and a set of independent variables. The linear equation used for this analysis is

$$Y=B_0+B_1X_1+B_2X_2+B_3X_3+B_4X_4+B_5X_5+B_6X_6+B_7X_7$$

Where Y is the predicted score, $X_1, X_2, X_3, X_4, X_5, X_6, X_7$ are the independent variables.

B_0 is a constant and treated as error in the analysis.

B_1, B_2, \dots, B_7 are the regression coefficients.

HYPOTHESIS OF THE STUDY

Hypothesis: All the independent variables have significant contribution to the proposed model.

ANALYSIS OF THE DATA

Input Data

Dependent Variable

Y= Choice of selection of engineering college depends on features or attributes.

Independent variable

X₁=discipline,X₂=infrastructure, X₃= characteristics of institution which affect decision making,X₄= Student rights,X₅= feed back system for staff,X₆=field visits educational tours facilities in decision making,X₇= Educational loans assistance.(The data on the variables X₁, X₂, X₄, X₅, X₇ are collected on a 5-point

Likert scale (1-Strongly disagree,5-Strongly Agree)

SPSS OUTPUT

Table-1: Variables entered /removed

Model	Variables entered	Variables Removed	Method
1	Discipline, infrastructure, characteristics of institution which affect decision making, Student rights, feed back system for staff, field visits educational tours facilities in decision making, Educational loans assistance	.	Enter

a All requested variables entered.

b. Dependent variable: Y

This table tells us about the predictor variables and the method used. Here we can see that all of our predictor variables were entered simultaneously (because we selected the Enter Method)

Table -2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785	.616	.712	.658

Source: collected and compiled data.

- a) Predictors: (Constant), Educational loans assistance, infrastructure, fee back system for staff, discipline, field visits educational tours facilities in decision making, characteristics of institution which affect decision making, student rights

The multiple correlation coefficient R=.785 indicates that there is a strong correlation-tion between the dependent variable and the variables predicted by the regression model. The adjusted R square value tells us that our model accounts for 71.4% of variance-a very good model.

Table -3

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.078	7	.154	.355	.009
	Residual	13.850	32	.433		
	Total	15.600	39			

Source: collected and compiled data.

- a) Predictors: (Constant), Educationalloansassistance, infrastructure, feed back system for staff, discipline, field visits educational tours facilities in decision making, characteristics of institution which affect decision making, studentrights
- b) Dependent Variable: choicedependsonfeatures

This table reports an analysis of variance which assesses overall significance of our model. As $P < 0.05$ our model is significant. i.e, the model depicted in this study is significantly contributes to the population of the study.

Table-4

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.587	1.265		2.835	.008
	Discipline	.498	.129	.285	1.405	.040
	Infrastructure	.346	.081	.009	.054	.007
	characteristics of institution which affect decision making	.563	.123	.112	.588	.001
	Studentrights	.674	.179	.151	.720	.047
	feed back system for staff	.186	.146	.183	1.053	.030
	field visits educational tours facilities in decision making	.784	.349	.123	.664	.051
	Educationalloansassista nce	.976	.216	.004	.021	.004

Source: collected and compiled data.

a. Dependent Variable: choicedependsonfeatures

Unstandardized regression coefficients are used to estimate the regression line as follows:

$$Y=3.587+.498X_1(\text{Discipline})+.346 X_2 (\text{Infrastructure})+.563 X_3 (\text{Characteristics of institution which affects decision making})+.674 X_4 (\text{Student rights})+.186 X_5 (\text{Feedback system for Staff})+.784 X_6 (\text{Field visits Educational Tours})+.976 X_7 (\text{Educational loan assistance})$$

Interpretation of the Results

It is clear from the regression equation that all the variables are positively correlated with “choice depends on features”. All the independent variables coefficients except field visits educational tours have significantly influence the variable (choice depends on features).

FINDINGS AND CONCLUSION

Hypothesis test result: all the independent variables except field visits educational tours have significantly contributing in the model or significant contribution for the dependent variable, choice. This particular research paper explores the discipline ,infrastructure ,characteristics of the institution which includes quality teaching ,educational loan assistance as the main factors which influence the student decision making on selection of a technical institution.So the engineering institutes should focus on qualitative development and focus on providing all the above factors to become an item in the choice set of the students.

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