

Factors Influencing Students Enrollment in Choice Professional Institute

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Abstract— Extreme competition in the professional Institutes for enrollment of students now a days this has enforced many Institution to become “professional” and apply advertising in enrollment students both locally and internationally. The main objective of this paper is to build up a conceptual framework to explore the Professional institutions factors that influence students’ Institution choice decision. The independent variables that have been acknowledged to have prejudiced of students’ Institutions choice decision of Primary are Infrastructure or educational facilities, employment opportunities or placement and pricing & offers or fee structure and secondary are location, academic programme, college reputation, and availability of financial aid, Higher Education Institutions (HEIs), representatives and campus visit.

Key words: Professional Choice Decision, Institutional Factors, Professional Education Institution

I. INTRODUCTION

Professional education has skilled a growing competition among professional institution and professional education institutes to lure students both locally and internationally. Competitive demands have enforced the professional educational institutions to look for more competitive institutional advertising in order to compete for students in their respective markets. For that reason, to study the important characteristics especially institutional factors that change students’ institute choice decision in professional education institutions become relevant on the part of institutional advertising planning for students’ enrollment of professional educational institutions. Completed that course and career information, and physical infrastructure and facilities are critical issues that must be kept in mind when

professional institutions are trying to craft sustainable competitive advantages in institutional advertising. In this paper identified primary perceptions of institute facilities employment opportunity and fee structure as most important factors, while secondary issue recognized academic reputation, cost/time issues and program issues as the determinants of universities choice.

II. LITERATURE REVIEW

Singh (2016), institutional factors like infrastructure, quality of faculty, past placement records and influence of promotional tools like advertisements Jager(2010), This implies that the most effective information sources should be utilized to disseminate information that will enable students to make an informed decision regarding their preferred Higher Education Institution. Sudha (2012), they need to have marketing as a core function taking quality education in affordable manner into consideration. Government schools need to improve their infrastructure and standards of education equivalent to the other private institutions to be competent in the field. Patel and Patel (2012), institute selection decision are divided into eight categories namely placement related factors, extraco-curricular activities related factor infrastructure related factors, student related factors, faculty related factors, academics related factors and advertisement related factors Harwell S. H. (2003), according to this study of Teacher Professional Development: It’s Not an Event, It’s a Process”, that now-a-days more emphasis is being given on students performance measurement and consequently on teaching and teacher. There is need to develop models for teachers to use the findings of research to determine how best to teach content.

S. No.	Particular	Demographic Distribution				Total
		Male		Female		
1	Gender-wise Frequency Distribution	Frequency	Percentage	Frequency	Percentage	300
		180	60	120	40	
		16year to 22 Years		23 years to 28 Years		
2	Age-wise Frequency Distribution	Frequency	Percentage	Frequency	Percentage	300
		222	74	78	26	
		Urban		Rural		
3	Residential Area-wise Frequency Distribution	Frequency	Percentage	Frequency	Percentage	300
		270	90	30	10	
		Under Graduation		Post-Graduation		
4	Academic level-wise Frequency Distribution	Frequency	Percentage	Frequency	Percentage	300
		234	78	66	22	

Table 1: Data analysis

Variable Name	Total students	Respond values	Percentage values
Infrastructure & Facilities	300	207	69%
Employment opportunity	300	237	79%

Fee structure & offers	300	219	73%
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Table 2: Frequency Analysis Results

H1 There is a significant positive relationship between Infrastructure facilities and professional institute choice decision.

III. INFRASTRUCTURE & FACILITIES

A study conducted in professional institute of rajasthan and found that availability of the required professional programs as the very importance characteristics for college going students to choose a particular professional institution. The infrastructure and well equipped classroom, library, computer lab canteen, sports room, gymnasium and other facilities which makes a good infrastructural institute to attract the students also we found that infrastructure wise issues such as are the most important factors for students to choose professional education institutions. It indicated that students are satisfied with professional institute choice based on their information satisfaction with respect to infrastructure and facilities and about 300 student surveys as a result 69 % student prefer this important attribute to choose professional institute consequently, this study hypothesises that there is a significant positive relationship between infrastructure facilities and professional institute choice decision.

A. H2: *There is a significant positive relationship between employment opportunities and professional institute choice decision*

1) Employment opportunity & placements

Employment opportunities Students are often attracted towards their placements and choose professional institute by previous placements records professional education helps in providing skilled job which they acquire from these institutes because of the career opportunities it may stated that students often make institutes choices based on existing job opportunities for institute graduates. Students are interested in final placements. It is influenced to students to get enrolled in such institutes as a sample size in this study we took 300 student survey and as a result 79 % student prefer this important attribute to choose professional institute. Consequently, this study hypothesizes that employment opportunities is a significant predictor that influences professional institute choice decision

2) H3: *There is a significant positive relationship between fee structure and professional institute choice decisions.*

IV. FEE STRUCTURE & OFFERS

Fee structure that fee-related issues seem to have more importance as now a day's most of the student who economically not good and others who want to enroll in professional institute looking for economic fee institute. For this it become important factor among students, price or fee structure is one of the most important elements which attract students compare to other institutes. It concluded that high fee structure is a negative influence on professional institute choice while fee reduce costs is a positive influence. The study was conducted on 300 students as a result, 73% student prefer fee structure as an important attribute this study hypothesizes that fee-structure is a significant forecaster that influences professional institute choice decision.

V. PROPOSED CONCEPTUAL FRAMEWORK

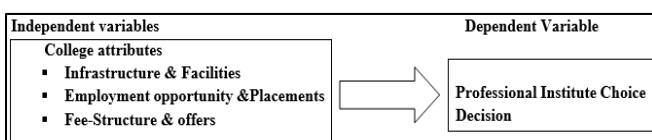


Fig. 1: Proposed System

The proposed Conceptual Framework showing the relationship between institutional factors (Infrastructure & Facilities, Employment opportunity & placements and Fee structure & offers) the proposed conceptual framework is shown as figure above. It shows the relationships between the independent variables and dependent variable. The independent variables to be examined are Infrastructure& Facilities, Employment opportunity& placements, Fee structure & Offers and Dependent variable are Professional Institute Choice Decision

VI. CONCLUSION

The conceptual paper aims to develop a conceptual framework on student's professional institute choice decision in Professional institute of rajasthan. The framework is developed based on the study conducted on students by survey. Institutional factors that influence students' professional institute choice decision include infrastructure & facilities, employment opportunity & placements and fee structure and offers this survey was conducted on 300 students who are going to enroll in the professional institutes the first influence factor infrastructure & facilities 69% students prefer this factor while choosing a professional institute the another influence factor is employment opportunity & placements study conducted on 300 student and 79% student prefer this factor to choose professional institute the another influence factor is fee –structure & offers this study conducted on 300 student and 73% student prefer this factor to choose professional institute

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