

Factors influencing the selection of a higher education institutions by students of undergraduate colleges in Mumbai and Navi Mumbai

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Abstract:

As per the All India Survey on Higher Education 2019-20 there are 1043 universities 42342 colleges and 11779 standalone institutes in India. In spite of having quite a huge number of higher education institutes in India many of the educational institutes are finding it difficult to fill in their intake capacity. Hence it becomes very essential for the higher education institutes to identify the factors that influences the decision of the students in selection of higher education institutes. If the factors are identified and corrective steps are taken by the higher education institutes the gross enrolment ratio of each institute can be enhanced. This research paper makes an attempt to bridge the gap between the higher educational institutes and the expectations of the students. The study considered the opinions of 25 students studying in the Mumbai and Navi Mumbai region. The study concluded that the most important factors considered by the students while selecting a Higher Education Institution are curriculum, specialisation offered by the institute, and return on investment. Hence it becomes imperative for the educational institutes to concentrate on these factors to enhance their enrolment ratio.

Keywords:

Higher education Institutions, Undergraduate Colleges, Mumbai, Navi Mumbai, Factors, selection

Objectives of the study:

The objective of the study is as follows:

1. To identify the factors influencing the selection of a higher education institutions.

Methodology:

The undergraduate students from the management field in Mumbai and Navi Mumbai were considered for the study. The random sampling method was adopted. The questionnaire was distributed to the students and the filled in questionnaire was analysed using the SPSS software.

Data Analysis and Interpretation:

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 19	2	8.0	8.0	8.0
20	14	56.0	56.0	64.0
21	7	28.0	28.0	92.0
22	2	8.0	8.0	100.0
Total	25	100.0	100.0	

Out of the total 25 respondents, it can be analysed that 56% of the respondents are in the age bracket of 20, 28% are in the age bracket of 21 and 2% in the age bracket of 19 and 21

respectively. Hence It can be mentioned that majority of the students are in the final year of their graduation.

Gender-

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	7	28.0	28.0	28.0
Male	17	68.0	68.0	96.0
Transgender	1	4.0	4.0	100.0
Total	25	100.0	100.0	

The data comprises of majority of male students in comparison to that of female students. 68% of the students are male and 28 percent of the students responded were female students.

Place of residence-

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mumbai	5	20.0	20.0	20.0
Navi Mumbai	19	76.0	76.0	96.0
Other parts of Maharashtra	1	4.0	4.0	100.0
Total	25	100.0	100.0	

The majority of the students reside in Navi Mumbai. The percentage being 76%. The other 20% of the students are from Mumbai.

Profession of father

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Business man	13	52.0	52.0	52.0
Government employee	3	12.0	12.0	64.0
No Answer	1	4.0	4.0	68.0
Private company employee	8	32.0	32.0	100.0
Total	25	100.0	100.0	

52% of the students' parents are in business and 32% of the parents are working in the private organisation. 12% are in government service.

Family Income per annum-

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1000001-1500000	3	12.0	12.0	12.0

2000000 and above	5	20.0	20.0	32.0
500001-1000000	8	32.0	32.0	64.0
Less than 5 lakhs	8	32.0	32.0	96.0
No Answer	1	4.0	4.0	100.0
Total	25	100.0	100.0	

32% of the students are in the income bracket of less than 5 lakhs and between 5 lakhs and 10 lakhs.

Do you prefer to pursue higher education after graduation?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	2	8.0	8.0	8.0
Not decided	5	20.0	20.0	28.0
Yes	18	72.0	72.0	100.0
Total	25	100.0	100.0	

72% of the students prefer to pursue higher education after completion of their graduation. 20% of the students are undecided on this and 8% of the students do not wish to pursue higher education.

Reasons for pursuing higher education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bright career prospects	4	16.0	16.0	16.0
Bright career prospects For my satisfaction To get higher income	1	4.0	4.0	20.0
Bright career prospects To get higher income Job security	1	4.0	4.0	24.0
No Answer	3	12.0	12.0	36.0
To get higher income	1	4.0	4.0	40.0
Update my knowledge and skills	4	16.0	16.0	56.0
Update my knowledge and skills Bright career prospects	1	4.0	4.0	60.0

Update my knowledge and skills Bright career prospects For my satisfaction	1	4.0	4.0	64.0
Update my knowledge and skills Bright career prospects For my satisfaction To get higher income	1	4.0	4.0	68.0
Update my knowledge and skills Bright career prospects For my satisfaction To get higher income Job security Enhance research aptitude	1	4.0	4.0	72.0
Update my knowledge and skills Bright career prospects For my satisfaction To get higher income Job security Family pressure Improving social status Enhance research aptitude	2	8.0	8.0	80.0
Update my knowledge and skills Bright career prospects For my satisfaction To get higher income Job security Improving social status Enhance research aptitude	1	4.0	4.0	84.0

Update my knowledge and skills Bright career prospects Improving social status	1	4.0	4.0	88.0
Update my knowledge and skills Bright career prospects To get higher income	1	4.0	4.0	92.0
Update my knowledge and skills Bright career prospects To get higher income Job security	1	4.0	4.0	96.0
Update my knowledge and skills Bright career prospects To get higher income Job security Improving social status	1	4.0	4.0	100.0
Total	25	100.0	100.0	

As per the table presented above, it can be interpreted that bright career prospects and updating of knowledge and skills are the primary reasons for the students to pursue higher education.

What would be the major source of information for choosing the right college after graduation?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Alumni	4	16.0	16.0	16.0
Family advice	1	4.0	4.0	20.0
No Answer	1	4.0	4.0	24.0
Rankings	10	40.0	40.0	64.0
Seminars/conferences	2	8.0	8.0	72.0
Visit to the campus	3	12.0	12.0	84.0
Website	4	16.0	16.0	100.0
Total	25	100.0	100.0	

40% of the students studying in Navi Mumabi believe that rankings are the major criteria for choosing the right college for career progression. 16% of the students responded that website and alumni networks are the basic reasons for selection of the right institute.

What are the major criteria for choosing the right college for post-graduation?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Employment perspectives	1	4.0	4.0	4.0
No Answer	2	8.0	8.0	12.0
Quality of teaching faculty	2	8.0	8.0	20.0
Quality of teaching faculty Duration of the program International accreditations Rankings Infrastructure	1	4.0	4.0	24.0
Rankings Return on investment	1	4.0	4.0	28.0
Return on investment	1	4.0	4.0	32.0
Specialization	2	8.0	8.0	40.0
Specialization Quality of teaching faculty Infrastructure Fees Return on investment	1	4.0	4.0	44.0
Specialization Quality of teaching faculty International accreditations Rankings Return on investment Research	1	4.0	4.0	48.0
Specialization Quality of teaching faculty Rankings Fees Research	1	4.0	4.0	52.0

Specialization	1	4.0	4.0	56.0
Quality of teaching faculty				
Rankings				
Reputation of the institute				
Infrastructure				
Student-teacher ratio				
Return on investment				
Student-teacher ratio	1	4.0	4.0	60.0
Fees				
Return on investment				
Admission process				
The program	1	4.0	4.0	64.0
curriculum				
Specialization				
International accreditations				
Rankings				
Reputation of the institute				
Fees				
The program	1	4.0	4.0	68.0
curriculum				
Specialization				
Quality of teaching faculty				
Duration of the program				
International accreditations				
Rankings				
Reputation of the institute				
Infrastructure				
Student-teacher ratio				
Fees				
Return on investment				
Admission process				

The program curriculum Specialization Quality of teaching faculty Duration of the program Rankings Reputation of the institute Infrastructure Student-teacher ratio Fees	1	4.0	4.0	72.0
The program curriculum Specialization Quality of teaching faculty International accreditations Infrastructure Employment perspectives	1	4.0	4.0	76.0
The program curriculum Specialization Quality of teaching faculty International accreditations Reputation of the institute Student-teacher ratio Fees Return on investment	1	4.0	4.0	80.0
The program curriculum Specialization Quality of teaching faculty Rankings Fees Admission process	1	4.0	4.0	84.0

The program curriculum Specialization Quality of teaching faculty Rankings Reputation of the institute Fees Return on investment Employment perspectives Attractiveness of the location	1	4.0	4.0	88.0
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The program curriculum Specialization Quality of teaching faculty Rankings Reputation of the institute Infrastructure Student-teacher ratio Fees Return on investment Admission process Research Employment perspectives Attractiveness of the location	1	4.0	4.0	96.0

The program curriculum Specialization Quality of teaching faculty Rankings Reputation of the institute Student-teacher ratio Return on investment Employment perspectives	1	4.0	4.0	100.0
Total	25	100.0	100.0	

The major factors that decide the selection of the right college are the curriculum, specialisation offered by the institute, and return on investment. Hence return on investment has a positive correlation with the selection of the college for higher education.

Which entrance exam are you planning to give this year?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CAT	8	32.0	32.0	32.0
CAT CMAT XAT NMAT SNAP	1	4.0	4.0	36.0
CAT GMAT	1	4.0	4.0	40.0
CAT GMAT GRE	1	4.0	4.0	44.0
CAT MAT CMAT XAT NMAT SNAP ATMA	1	4.0	4.0	48.0
CAT MAT CMAT XAT NMAT SNAP ATMA GMAT GRE	1	4.0	4.0	52.0
CAT MAT XAT NMAT	1	4.0	4.0	56.0
CAT SNAP	1	4.0	4.0	60.0
GMAT	1	4.0	4.0	64.0
GMAT GRE	2	8.0	8.0	72.0
MAT CMAT	1	4.0	4.0	76.0
No Answer	6	24.0	24.0	100.0
Total	25	100.0	100.0	

The data analysis very clearly specifies that majority of the students are keen on competitive exam in India i.e., Common Admission Test. 32% of the students are willing to pursue their career in India. 16% of the students are interested in pursuing their career in abroad.

What was the major source of information for choosing undergraduate program?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Alumni	1	4.0	4.0	4.0
Family advice	4	16.0	16.0	20.0
No Answer	2	8.0	8.0	28.0
Rankings	2	8.0	8.0	36.0
Seminars/conference	1	4.0	4.0	40.0
Visit to the campus	4	16.0	16.0	56.0
Website	6	24.0	24.0	80.0
Word of mouth	5	20.0	20.0	100.0
Total	25	100.0	100.0	

The website of the institute and word of mouth are the two important criterias for choosing the undergraduate program for the students. Alumni and seminars and conferences are not predominant factors in taking the decision on the college.

Conclusion:

It can be concluded that the major factors that decide the selection of any institute by youngsters today are quality of the teaching faculty word of mouth publicity ranking of the institute seminars and conferences program curriculum and return on investments. The majority of the students are keener in pursuing career in top institutes like IIM and IITs due to the brand value it carries. It was also observed that very few students opt for job after their graduation. Career progression through higher education is the most preferred option of the students. Majority of the students interested in pursuing their career in management have their parent as businessman.

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