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A STUDY ON THE FACTORS INFLUENCING STUDENTS FOR THE SELECTION OF COLLEGES WITH SPECIAL REFERENCE TO COMMERCE COLLEGES IN PUNE.

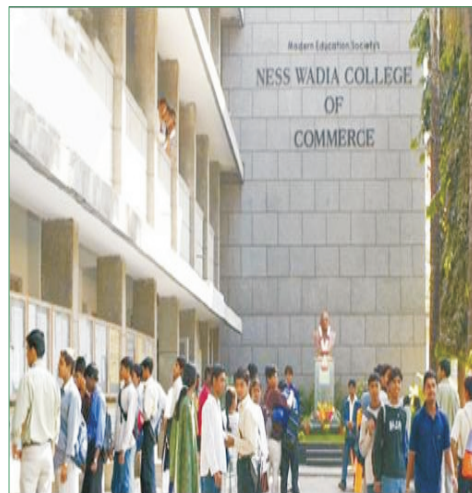
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ABSTRACT

Higher Education in the past 5 decades have brought about vast changes. Earlier there were few colleges offering higher education with a few number of students. Nowadays with the demand of the current scenario where higher education has just become a basic qualification and the increasing number



of colleges, students have a choice from number of available colleges. To study the factors that influence students in selection of colleges, 478 students were interviewed, out of which the researcher with 430 respondents, concluded that there are various factors affecting the selection criteria out of which the most effective ones are fees, College reputa-

tion, academic results and placements.

KEYWORDS : Higher Education, basic qualification, academic results and placements.

INTRODUCTION:

Higher education was pre-setup by Britishers in India. After independence, India made concerted efforts to improve access to higher education. In 1947, there were only 20 universities and 500 colleges in the country. By 1980, there were 132 universities in the country and 4738 colleges enrolling about 5% of the eligible age group. Over a period of time, private universities came into existence and a rapid growth was seen after 1990's. By 2005, there were 17625 colleges in India enrolling 10.48 students resulting in 12 fold increase in the number of college level and 28 fold increase

in the number of students yet it cater only 7% of the eligible age group population. As of 2014, there were 677 universities, 37204 colleges and 11443 stand- alone institutions in India.

LITERATURE REVIEW:

- 1.Ahmed Ishtaq et al has done his research on 'Does Service Quality affect Students Performance' in African Journal of Business Management.
- 2.A study on factors associated with the students choice in the Line Selection is the Thesis completed under M.Ed compliance by LoslinLoius Kelly Beswich in October 1989 who has done an analytical study on 227 First Year students and concluded that parents decision on students is an important factor in selection of Colleges.
- 3.Barnes B. R has published his research paper on the case study of post graduate Chinese Students under the title 'Analysing Service Quality' in the Total Quality Management Business Excellence.
- 4.Harris B.L.(2001) has done his doctoral thesis on 'A study of Service Quality: Gap Analysis of expectations Versus Performance in Alabama University, Birmingham.
- 5.Hasan H.F.A et al(2008)- Service Quality and Student Satisfaction: A case study at higher private educational institution', a research paper published in International Business Research.
- 6.Hill F.M. (1995) has written a research paper on 'Managing Service Quality in higher Education: the role of the student as Primary Quality Assurance in Education.

OBJECTIVE OF THE STUDY:

- 1.To study the factors that influence students in their selection criteria for Commerce Colleges in Pune.
- 2.To give suggestions to Colleges for increasing students strength.

STATEMENT OF THE PROBLEM:

With the increasing competition of Commerce Colleges, the strength of the students seeking admissions in Commerce Colleges is decreasing, hence the study.

HYPOTHESIS:

H1-Fees is the only and main factor influencing students in their selection of Commerce Colleges.

Method of Data Collection:

1.Primary Data:

Primary Data will be collected through structured questionnaire with both close ended and open ended questions

2. Secondary Data:

Secondary data will be collected from books, research journals, articles, magazines, newspapers, periodicals, related articles, websites, etc.

METHODOLOGY:

The proposed research is an empirical research based on primary data collected from 430 respondents through 478 questionnaires from students of various Commerce Colleges in Pune city.

TECHNIQUES AND STATISTICAL TOOLS:

Being qualitative data, percentage method would be taken to arrive at the importance of factor

influencing selection of Commerce Colleges taking 430 respondents of Colleges in Pune city as 100%.

SCOPE AND LIMITATIONS:

- 1.The scope is limited to Pune city only.
- 2.The study of factors influencing the students in selection of Commerce Colleges is only taken into consideration.
- 3.The sample is limited to 430 respondents.

FINDINGS:

Factors	Response			
	Very Important	Important	Not so important	Not at all important
Location				
Fees	89	6	3	1
College Reputation	82	8	5	5
Academic results	98	1	1	-
Affiliated University	46	34	12	8
Religious atmosphere	33	29	18	20
Sports facilities	73	13	10	4
Infrastructural facilities	55	35	7	3
Student population	24	25	26	25
Special Program	47	13	22	18
Variety of courses	28	22	22	28
Educational Loan Facility	-	13	7	76
Scholarships	14	7	30	49
Qualified staff	1	94	3	2
Canteen Facility	70	12	10	8
Placements	85	14	-	1
Friends	25	23	27	25

ANALYSIS AND INTERPRETATIONS:

From the primary survey conducted for the purpose of research, it is seen that the the religious atmosphere is the factor which is least considered by the students as 92% of respondents it as not at all important factor.

But factors like Fees, Academic results and Placements play a very important role in students life as 89 % of students state as very important factor for fees, 98 % of students state academic results as very important factor and 85% of students consider placements as very important factor.

Friends, variety of courses offered and student population are of equal importance as almost 50% students consider as an important factors whereas almost 50% of students consider these factors as unimportant.

CONCLUSION:

From the above findings, it can be concluded that fees, placements and academic results play a very important role in effecting a student's decision on selection of Colleges.

We also conclude that, fees is not the only criteria effecting student's decision, besides there are various other factors also of great importance playing important role in effecting student's decision on the selection of Colleges.

As the percentage level of factors like fees, academic results and placements is almost equally high as a very important factor, hence H1- not accepted.

SUGGESTIONS:

The Researcher after analysis and interpretation, has recommended for following suggestion:

In order to increase the strength of the students, Colleges must improve the academic quality, thereby the academic results.

Colleges should invite various Companies for placements of the students and should arrange job fairs.

The fees charged by the Colleges should go at par with the University fees so as to attract number of students.

Apart from all the above factors, Colleges should not ignore a single factor such as good infrastructural facilities, educational loan facility, scholarships, sports, etc as every single admission counts a lot in today's competitive world.

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