

**International Research Journal of Management  
Science & Technology**

**ISSN 2250 – 1959(Online)**

**2348 – 9367 (Print)**

**A REFEREED JOURNAL OF**



**Shri Param Hans Education &  
Research Foundation Trust**

[www.IRJMST.com](http://www.IRJMST.com)

[www.SPHERT.org](http://www.SPHERT.org)

Published by iSaRa

---

## Students' Perception for Choice of Institution of Higher Study - A Study of Selected Districts of Malwa Region of Punjab

\*Sandeep Singh

\*\*Rajni Saluja

\*Research Scholar (Management), University School of Management,  
Desh Bhagat University, Mandi Gobindgarh

\*\* Associate Professor, University School of Management,  
Desh Bhagat University, Mandi Gobindgarh

### Abstract

*The higher education sector has become intensely competitive. In order to survive in the tertiary education market, universities have begun to behave as business entities by adopting more business strategies. The liberalisation of the tertiary education sector has resulted in an increased number of private institutions of higher learning. Due to privatisation and increase in competitive pressures, colleges and universities are now faced with the problem of competing for students to improve enrolment. The aim of the study was to study the prevailing scenario of choosing institutions for higher study and to identify factors which help to attract more enrolment to institution of higher study. On basis of identified factors, get students' perception regarding choice of institution of higher study. The present study covered different districts of Malwa region of Punjab. Data frame for the study is 2012-13 to 2016-17. The study is based on pooled data. The present study is exploratory and analytical in nature. The findings of the study provide an insight to the management of educational institutions that they should focus more on the attributes that are considered relatively important by the students. It is time for all those who are concerned with policymaking, planning, administration and implementation of higher education to revitalize the very thinking of the subject and put it on the right track.*

**Keywords: Higher Education, Privatisation, Students' Perception**

### Introduction

The higher education sector has become intensely competitive. In order to survive in the tertiary education market, universities have begun to behave as business entities by adopting more business strategies. Course choice among students in higher education represents an important decision and challenge. The two main aspects considered by students while making their choices typically include: course and grade satisfaction, and students' knowledge of their learning abilities. Similar to the importance of satisfying customers to retain them for profit-making institutions, satisfying the admitted students is also important for retention. It might be argued that dissatisfied students may cut back on the number of courses or drop out of college completely. Hence, the satisfaction → intention → retention link for students in higher education should be studied and carefully managed.

The present study focus on students' perception for choice of institution of higher Study with special reference to Malwa region of Punjab

Punjab, a well- known state of North India is a leader in providing education. The Punjab education system has witnessed a significant expansion in recent years, both in terms of number of institutions as well as students enrolment.

Punjab is one of the smaller State of India encompassing a total area of 50,362 square kilometers and having a population of 2.77 crores as per 2011 census. The economy of the State is fundamentally agrarian. The major cities of the State are Ludhiana, Amritsar, Jalandhar, Patiala and Bathinda. The State is divided into 5 divisions, 22 districts, 81 Tehsils, 86 Sub – Tehsils and 145 blocks. The State claims to have 60% of Sikh community and the official language of the State is Punjabi.

The present political leadership being aware of importance of educated Punjab has initiated number of reforms in education sector to encourage Public Private Partnership (PPP), under which number of private degree colleges, Professional colleges and Universities has come up. There are total 20 Universities in Punjab of which 10 are Government Universities and 9 are Private Universities while one is central University. Today, there are 506 Colleges in Punjab of which 48 are Govt. Colleges, 136 Private Aided Colleges, 19 University Constituent Colleges and 303 non-aided degree colleges.

### **Review of Literature**

**Ramalu et.al. (2013)** Understanding factors that determine students' preferences in selecting higher learning institution would allow a comprehension of criteria that will attract more enrolment. This research provided a more focus study on the essential criteria that need to be met by the higher learning institution to cater the students' needs. To this end, questionnaires were administered to a sample of 1993 students from various institutions. The questionnaire asked students to rank and evaluate various social, educational and attitudinal factors in terms of their importance and influence in selecting a higher learning institution. The data were analysed by using a large-scale survey and quantitative analysis. For this purpose, a five-point Likert scale was used to evaluate factors influencing students' decision where responses ranged from 1 (not important at all) to 5 (extremely important). Following which, the factors were ranked based on the average point of each factor. It was found that the factors (by ranking) that determine students' preferences in selecting higher learning institution are Quality of Education (Ranked 1); Campus Facilities and Atmosphere (Ranked 2); External and Financial Factors (Ranked 3); and Advertisement and Publicity (Ranked 4).

**Kusumawati (2013)** explored the factors that influence student choice in the selection of an Indonesian Public University. Qualitative research through semi-structured interviews was carried out with 48 participants from Economics and Business study program in five Indonesian public universities in the two most populated regions. The data collection instrument was designed in English, translated into Indonesian, and translated back into English language and the purposive sampling technique was used to choose the sample. The study found that Indonesian students revealed that they made decisions based on a combination of several factors. Preliminary findings indicated that students considered 25 criteria for selecting an Indonesian public university. The five most important factors are cost, reputation, proximity, job prospect and parents. The findings imply that the factor mentioned by Indonesian students might be unique to Indonesia higher education context. By determining what is important to students when they choose universities, this study will help universities to promote their institutions and to have a greater knowledge about the underlying motivations of students for furthering study in higher education.

### **Objectives of the Study**

To get students' perception regarding choice of institution of higher study on basis of identified factors.

**Research Methodology**

The present study is exploratory and analytical in nature. To collect primary data, the study employed survey method because data was collected from large number of respondents. The research instruments used for the collection of data was structured questionnaire and direct personal interview. First part comprises the statements to measure student’s opinions and perceptions towards choice of institutions of higher study and second part consist of the decision making questions and sources of information for guiding choice of institution of higher study.

Multi stage sampling technique was adopted to select the students from the schools and this made the selected sample more representative of the universe. The study was confined to Malwa region of Punjab. 5 districts of Malwa region with highest literacy rate selected. The study included only those students who were in last year of high school both at public and private high school. For selection of sample of students’ purposive or judgemental sampling was adopted. A sample of 250 students was considered (50 from each district). t-test was adopted to analyse the significance of difference in students’ perception regarding choice of institution of higher study in districts of Malwa region

**Table 1: District-wise Literacy Rate of Malwa region of Punjab as per 2011 census**

Region	District	Literacy Rate
Malwa	Mohali	83.8
	Ropar	82.2
	Ludhiana	82.2
	Fatehgarh Sahib	79.4
	Patiala	75.3
	Moga	70.7
	Faridkot	69.6
	Firozpur	68.9
	Fazilka	68.9
	Bathinda	68.3
	Sangrur	68.0
	Barnala	67.8
	Muktsar	65.8
	Mansa	61.8

Source: [www.punjabdata.com](http://www.punjabdata.com)

**Table 2: Significance of difference in students’ perception regarding choice of institution of higher study in Fatehgarh Sahib district of Punjab**

Dimension of Choice/Institution	Public (n=27)		Private (n=23)		t value	df	p value
	Mean	SD	Mean	SD			
Type of University	15.11	2.01	12.83	2.25	3.80	48	0.00**
Curriculum	13.59	1.80	13.52	2.11	0.13	48	0.90
Learning environment	17.59	2.52	17.96	2.82	-0.48	48	0.63
Admission Standard	11.70	1.46	11.83	1.80	-0.27	48	0.79
University Reputation	12.19	2.95	11.78	2.04	0.55	48	0.58

University support System services	23.70	3.00	24.00	2.17	-0.39	48	0.70
University Location	7.59	2.04	7.91	1.78	-0.59	48	0.56
Financial Aid Expenses	15.52	3.47	17.13	2.90	-1.76	48	0.08
Decision	23.56	1.28	18.74	1.96	10.43	48	0.00**
Information	17.37	1.45	20.70	0.82	-9.76	48	0.00*

Source: same as table 6.1 \*\*Significant at 0.01 level and \*Significant at 0.05 level

Table 2 indicates significance of difference in student’s perception regarding choice of institution of higher study in Fatehgarh Sahib district of Punjab. In case of dimensions, type of university, decision and information p value is 0.00 which is equal to significant value 0.00 indicating significant difference in student’s perception regarding choice of institution of higher study in Fatehgarh Sahib district of Punjab. In case of all other dimensions, curriculum (p value =0.90), learning environment (0.63), admission standard (p value= 0.79), university reputation (p value= 0.58), university support system services (p value= 0.70), university location (p value= 0.56), financial aid expenses (p value= 0.08) is greater than significant value 0.01 and 0.05 and this indicates insignificant difference in student’s perception regarding choice of institution of higher study in Fatehgarh Sahib district of Punjab.

**Table 3: Significance of difference in student’s perception regarding choice of institution of higher study in Ludhiana district of Punjab**

Dimension of Choice/Institution	Public (n=34)		Private (n=16)		t value	df	p value
	Mean	SD	Mean	SD			
Type of University	14.91	1.40	14.88	2.22	0.07	48	0.94
Curriculum	14.50	2.22	14.38	2.33	0.18	48	0.86
Learning environment	29.88	3.97	31.38	1.86	-1.43	48	0.16
Admission Standard	18.38	1.50	18.31	1.08	0.17	48	0.87
University Reputation	14.65	2.47	15.00	2.34	-0.48	48	0.63
University support System services	31.94	3.58	29.75	2.74	2.17	48	0.04*
University Location	8.29	2.18	6.75	3.38	1.95	48	0.06
Financial Aid Expenses	16.65	3.13	16.44	3.01	0.22	48	0.82
Decision	22.12	4.37	20.00	0.00	1.93	48	0.06
Information	19.15	2.71	17.50	1.37	2.29	48	0.03*

Source: same as table 6.1 \*\*Significant at 0.01 level and \*Significant at 0.05 level

Table 3 indicates significance of difference in student’s perception regarding choice of institution of higher study in Ludhiana district of Punjab. For dimensions, university support system services ( p value=0.04) and information (p value=0.03) is less than significant value 0.05 indicating significant difference in student’s perception regarding choice of institution of higher study in Ludhiana district of Punjab on the basis of these dimensions. In case of dimensions, type of university ( p value=

0.94), curriculum (p value= 0.86), learning environment (p value= 0.16), admission standard (p value= 0.87), university reputation (p value= 0.63), university location (p value= 0.06), financial aid expenses (p value= 0.82) and decision (p value= 0.06) is greater than significant value 0.01 and 0.05 and this shows that there is insignificant difference in student’s perception regarding choice of institution of higher study in Ludhiana district of Punjab.

**Table 4: Significance of difference in students’ perception regarding choice of institution of higher study in Mohali district of Punjab**

Dimension of Choice/Institution	Public (n=38)		Private (n=12)		t value	df	P value
	Mean	SD	Mean	SD			
Type of University	14.97	1.81	15.00	1.04	-0.05	48	0.96
Curriculum	16.42	2.18	16.25	1.82	0.25	48	0.81
Learning environment	30.92	2.93	29.67	2.57	1.33	48	0.19
Admission Standard	18.29	1.47	18.58	1.24	-0.63	48	0.53
University Reputation	15.13	2.17	14.67	2.61	0.62	48	0.54
University support System services	30.11	2.87	30.50	2.43	-0.43	48	0.67
University Location	6.82	2.98	8.67	0.78	-2.12	48	0.04*
Financial Aid Expenses	16.18	3.52	16.50	2.39	-0.29	48	0.77
Decision	17.47	2.17	12.00	0.00	8.70	48	0.00**
Information	19.00	1.39	21.00	0.00	-4.93	48	0.00**

Source: same as table 6.1 \*\*Significant at 0.01 level and \*Significant at 0.05 level

Table 4 shows significance of difference in students’ perception regarding choice of institution of higher study in Mohali district of Punjab. In case of dimensions, university location p value is equal to 0.04 is less than significant value 0.05 and in case of decision and information, p value is 0.00 less than significant value is less than significant value 0.01 indicating significant difference in students’ perception regarding choice of institution of higher study in Mohali district of Punjab. For all other dimensions, type of university (p value= 0.96), curriculum (p value= 0.81), learning environment (p value= 0.19), admission standard (p value= 0.53), university reputation (p value= 0.54), university support system services (p value= 0.67), financial aid expenses (p value= 0.77), is less than significant value 0.05 and 0.01 indicating insignificant difference in students’ perception regarding choice of institution of higher study in Mohali district of Punjab.

**Table 5: Significance of difference in student’s perception regarding choice of institution of higher study in Patiala district of Punjab**

Dimension of Choice/Institution	Public (n=26)		Private (n=24)		t value	df	P value
	Mean	SD	Mean	SD			
Type of University	14.12	2.39	14.50	2.36	-0.57	48	0.57
Curriculum	15.04	1.84	15.46	1.50	-0.88	48	0.38
Learning environment	18.23	2.25	17.83	2.18	0.63	48	0.53
Admission Standard	11.08	1.49	11.83	1.74	-1.65	48	0.10
University Reputation	10.92	1.57	12.38	1.47	-3.37	48	0.00**



University support System services	23.81	2.88	23.67	3.74	0.15	48	0.88
University Location	7.81	1.72	7.04	2.35	1.32	48	0.19
Financial Aid Expenses	16.92	3.36	17.33	2.04	-0.52	48	0.61
Decision	20.85	1.59	22.50	1.35	-3.94	48	0.00**
Information	17.15	1.93	17.46	2.38	-0.50	48	0.62

Source: same as table 6.1 \*\*Significant at 0.01 level and \*Significant at 0.05 level

Table 5 shows significance of difference in students’ perception regarding choice of institution of higher study in Patiala district of Punjab. In case of dimensions, in case of decision and university reputation, p value is 0.00 less than significant value is less than significant value 0.01 indicating significant difference in students’ perception regarding choice of institution of higher study in Patiala district of Punjab. For all other dimensions, type of university (p value= 0.57), curriculum (p value= 0.38), learning environment (p value= 0.53), admission standard ( p value= 0.10), university support system services (p value= 0.88), university location ( p value= 0.19), financial aid expenses (p value= 0.61), is less than significant value 0.05 and 0.01 indicating insignificant difference in students’ perception regarding choice of institution of higher study in Patiala district of Punjab.

**Table 6: Significance of difference in student’s perception regarding choice of institution of higher study in Ropar district of Punjab**

Dimension of Choice/Institution	Public (n=36)		Private (n=10)		t value	Df	p value
	Mean	SD	Mean	SD			
Type of University	15.06	1.33	14.71	1.20	0.84	48	0.41
Curriculum	16.61	1.66	16.00	2.29	1.05	48	0.30
Learning environment	30.89	2.33	31.21	1.81	-0.47	48	0.64
Admission Standard	18.11	1.53	18.50	1.45	-0.82	48	0.42
University Reputation	15.03	2.06	15.43	1.99	-0.62	48	0.54
University support System services	30.67	3.17	31.36	2.34	-0.74	48	0.46
University Location	8.22	1.48	8.29	2.40	-0.11	48	0.91
Financial Aid Expenses	16.83	2.81	17.64	2.17	-0.97	48	0.34
Decision	21.17	2.91	17.14	3.98	3.95	48	0.00**
Information	19.17	1.30	16.71	2.40	4.66	48	0.00**

Source: same as table 6.1 \*\*Significant at 0.01 level and \*Significant at 0.05 level

Table 6 shows significance of difference in students’ perception regarding choice of institution of higher study in Ropar district of Punjab. In case of dimensions, in case of decision and information, p value is 0.00 less than significant value is less than significant value 0.01 indicating significant difference in students’ perception regarding choice of institution of higher study in Ropar district of Punjab. For all other dimensions, type of university (p value= 0.41), curriculum (p value= 0.30), learning environment (p value= 0.64), admission standard ( p value= 0.42), university reputation (p

value= 0.54), university support system services (p value= 0.46), university location ( p value= 0.91), financial aid expenses (p value= 0.34), is less than significant value 0.05 and 0.01 indicating insignificant difference in students' perception regarding choice of institution of higher study in Ropar district of Punjab.

### Conclusions

The findings of the study provide an insight to the management of educational institutions that they should focus more on the attributes that are considered relatively important by the students. The future of Higher Educational Institutions (HEIs) depends on their ability to attract and retain students, increase recognition and prestige. It is necessary to identify the key factors that influence the satisfaction of a customer's thereby creating competitive advantages.

### Recommendations

- Vocationalisation of education should be one on priority basis. The skills should be gender sensitive in order to empower women. Firstly, there should be proper training institutes to tackle the need of qualified vocational teachers.
- In order to ensure quality in education social and learning motive should overcome the commercial motive.
- More stress should be laid on the concept 'Earning while Learning'. It will give practical knowledge of the life which is very necessary for one's existence.

### References

**Aaker, D.A., Kumar, V and Day, G.S (2007).** Marketing Research, The Second Pacific Rim Edition, Milton, Qld, *John Wiley & Sons Australia Ltd.*

**AL-Mutairi Abdullah and Saeid Muna (2016).** Factors Affecting Students' Choice for MBA Program in Kuwait Universities, *International Journal of Business and Management*, 11(3):119-128. ISSN (Print) 1833-3850, ISSN (Online) 1833-8119.

**Chaubey, D.S., Subramanian, K.R., Joshi, S (2011).** Factors Influencing Students' Choice of Institutions for Higher Learning: An Empirical Study, *Indira Management Review*, 5(1), ISSN-0974-3928.

**Chong, P.Y., Hazlin, A., Mokhter. A (2014)** Factors Influencing International Students' Choice of Study Destination at Private Higher Education Institutions in Malaysia, *International Conference on Language, Communication and Education 2014 (LANCOMME 2014).*

**Clarke, M (2007).** The Impact of Higher Education Rankings on Student Access, Choice, and Opportunity, *Higher Education in Europe*, 32(1): 59-70.

**Haron, H., Hamid, N. A. A., Jamaludin, J and Azan, K. N (2017),** Students' Decision Factors in Choosing Private Higher Education Institutions, *International Journal of Academic Research in Business and Social Sciences*, 7(11):1372-1382. ISSN 2222-6990.

**Singh, R., Kaur, M., Kaur, P and Singh, K (2016).** Understanding Student's Preferences for Higher Educational Institutions: A Conjoint Analysis .Approach, *Business Analyst*, 37(1):197-216. ISSN 0973-211X.

**Statistical Abstract of Punjab**, Various Issues, Government of Punjab, Chandigarh.

**University Grants Commission**, Annual Reports, Various Issues, University Grants Commission, New Delhi

#### Websites

[www.ugc.ac.in](http://www.ugc.ac.in)

[www.aishe.gov.in](http://www.aishe.gov.in)

[www.google.com](http://www.google.com)

[www.esopb.gov.in](http://www.esopb.gov.in)





# EARN YOUR MBA

WWW.IIMPS.IN



Accreditation & Ranking



UGC / NCTE Approved.

INFO@IIMPS.IN

☎ 011-41005174

R  
S  
E  
A  
R  
C  
H  
G  
A  
T  
E  
W  
A  
Y

## STOP PLAGIARISM



**Arogyam Ayurveda**  
Holistic Healing through herbs



A  
R  
O  
G  
Y  
A  
M  
O  
N  
L  
I  
N  
E

## PARIVARTAN PSYCHOLOGY CENTER



### COLOR PSYCHOLOGY : HOW COLOR AFFECT YOUR CHILD



- BLUE** Calms your Child's Mind & Body
- YELLOW** Promotes Concentration, Stimulates the Memory
- PINK** Evokes Empathy, makes your Child Calm
- RED** Excites and energizes your Child's body
- GREEN** Improves Reading speed and Comprehension

www.parivartan4u.com



Confuse about your children's future?



**Shri Param Hans Education & Research Foundation Trust**  
**[www.SPHERT.org](http://www.SPHERT.org)**

**भारतीय भाषा, शिक्षा, साहित्य एवं शोध**

**ISSN 2321 – 9726**

**[WWW.BHARTIYASHODH.COM](http://WWW.BHARTIYASHODH.COM)**



**INTERNATIONAL RESEARCH JOURNAL OF  
MANAGEMENT SCIENCE & TECHNOLOGY**

**ISSN – 2250 – 1959 (O) 2348 – 9367 (P)**

**[WWW.IRJMST.COM](http://WWW.IRJMST.COM)**



**INTERNATIONAL RESEARCH JOURNAL OF  
COMMERCE, ARTS AND SCIENCE**

**ISSN 2319 – 9202**

**[WWW.CASIRJ.COM](http://WWW.CASIRJ.COM)**



**INTERNATIONAL RESEARCH JOURNAL OF  
MANAGEMENT SOCIOLOGY & HUMANITIES**

**ISSN 2277 – 9809 (O) 2348 - 9359 (P)**

**[WWW.IRJMSSH.COM](http://WWW.IRJMSSH.COM)**



**INTERNATIONAL RESEARCH JOURNAL OF SCIENCE  
ENGINEERING AND TECHNOLOGY**

**ISSN 2454-3195 (online)**

**[WWW.RJSET.COM](http://WWW.RJSET.COM)**



**INTERNATIONAL RESEARCH JOURNAL OF  
MANAGEMENT SCIENCE AND INNOVATION**

**[WWW.IRJMSSI.COM](http://WWW.IRJMSSI.COM)**

