

Analysis of internal and external factors affecting the selection process of university (Public-Private)

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Abstract

This paper is laid out on numerous fronts with respect to factors that are fundamental for the ambitious student's decision over selecting a university in Hyderabad. Various means of research and publications as per this research segment provides an outlook towards what really signifies the student's enrollment parity while keeping different variables at bay including their line of research, interest, affordability, culture, family and general well-being. This experiment has been conducted by various means in different universities in Hyderabad – Isra, LUMHS, MUET, SZABIST, HIAST and Sindh University. Different surveys were conducted in different universities upon students to gather a statistical data over understanding and analyzing the factors determining their preference over their place of study. The results would help improve the overall quality of the universities of Hyderabad by directing their resources over student's preference and wants.

Keywords: External and External Factors, Selection Process, Public and Private Universities

Introduction

To be able to comprehend which issues tend to influence students' inclination of choosing which type of university (public or private) regarding specialization is of extreme importance. As this plays an important part in improving the universities standard of education and also its role in society. This is due to the fact that after analyzing certain economic, demographic and even psychographic factors come under play that compel a student to take admission.

These days a lot of emphasis is given to comprehensively understand the career one intends to select. Unfortunately the trouble faced by students is that, their parents select the career path for them without their consent. Once the career is chosen, then the university that the student need to go for an education is selected accordingly, without the consent of the students whose future depends on the choice. This in turn brings about the lack of interest in the minds of the students when they have a difference of opinion to the career path they like. This in turn makes students study for the sake of getting a degree and not for studies sake. Many bright students are lost this way and scholarships wasted. This also affects the ranking of universities where these students study.

The researchers in this paper try to identify the dynamics which are involved while selecting a university by students.

In this research the researchers have fixed two factors which will help to identify the significance of the, choices of students as to which university they would want to be enrolled in.

There are two factors that are taken into account

Internal factors

The internal factors consist of the following: Family, Peer

advice, friends, word of mouth and any affiliation with the concerned university

External factors

The external factors consist of the following: location, fee structure, reputation, size, life HEC ranking, achievements and scholarships.

Hypothesis

H1: Internal factors effects more than external factors for selection of Public Sector University.

H2: Internal factors effects more than external factors for selection of Private Sector University.

Objective

If dissected a single decision, a solution, an implemented strategy or any piece of explanation to a certain theory, then what pops out at the first instance is the fact that a decision is always taken on the basis of internal and external factors that directly or indirectly affect its construction. Even a quick decision is never made without your thought-process working in the fifth gear. This art of decision making, the art which is apparently unseen to many but strategists and key decision makers, surrounds the basic structure of the following research work undertaken.

This research work, undertaken by the researcher, is basically a deep, calculated analysis of how the internal and external factors involved in students' decisions of short-listing the universities for their further studies, help the strategists' sitting behind their desks in the marketing & management department make decisions regarding the expansion, branding and advertising of the university itself. By carrying out an

extensive study in how the students' of the top six universities of Hyderabad chose to study in their respective universities, the researcher firmly believe that the highly sought features of a university design, based the study would help a number of universities in improvising their standards and course design which would certainly help it gain a larger market share in terms of students.

Literature review

Dr. Balaji S. Mudhulkar (2012) ^[1] "A study student's choice factors for selecting B-Schools with special reference to Mumbai." The purpose of this research was to identify the significant choice measures undertaken by the students before getting admission in their respective business schools. From Mumbai 75% of the business management schools were selected which were affiliated to Mumbai university, as sample. This research like others is also based on primary and secondary data where the primary data has been carried out from the surveys, questionnaires and interviews whereas, secondary data has been extracted from the internet, libraries, literatures and other papers like magazines, newspapers, articles and etc. The findings of this research however helped the marketers to identify the gap and brand the universities in a better way which had an ultimatum to the growth in market share.

S. Nazneen Waseem & Tayyaba Zarif (2012) ^[2] "Factors affecting students' choice for degree in business administration." The core purpose for this research was to understand the motive of conjuring of the business management schools in Pakistan. The reason for this research to find out the students attitude when selecting the business management studies as their future career building. The research was quantitative and solely relied on the field surveys whereas the primary data was extracted out from 210 students enrolled in 10 private, semi-private and public sector institutes of Karachi, learning business management science. The research also signifies the results that business studies have become more expensive to be delivered considering the quality education and healthy atmosphere. In this research the results gives a clear picture that most of the students who chose business studies are themselves interested in the business studies which shows their personal interest in opting for business schools and those management schools who provide job opportunities have a more significant impact over the choice to apply in the management sciences. The findings of this research helped the academic associations, HEC, Government and the other investors to directly pay the attention over the rising trend of the business management sciences in Pakistan.

Ijaz, Irfan, M. Awan, M. Sabir (2011) ^[3] "An empirical model of student satisfaction: case of Pakistan public sector business schools." The service sector in Pakistan is growing very rapidly and currently has grown by 53%. The research study helps in identifying and discover the quality of service business universities the public sector and how effective are such universities in attempting to gain the students' gratification. 501 students from the public sector as a sample size from business schools were covered in this study. The results show dramatic satisfaction of the students from public sector business schools. The concept of quality had been evolved from "excellence" to "value", to "conformance to specification", and to "meeting and exceeding customer expectations" this has been taken from (Ijaz, S.M, Irfan,

Shahbaz, M. Awan, M. Sabir (2011)) ^[3] which has been taken from (Reeves & Bendnar, 1994, p-441). This is an empirical study which is solely based on the valuation of respondents. It was conducted via a questionnaire further in which SERVEQUAL model was used to measure the quality of public sectors business institutes and measuring their respective quality of service which helped in gaining the students pleasure. These of the findings showed that the business institutes who worked under the public authority provided a better quality education and are also successful in earning students satisfaction.

Ming (2010) ^[4] did a research in Malaysia "Institutional Factors Influencing Students' College Choice Decision in Malaysia". The purpose of this research was to determine and explore the factors that influence the students' choice decision in selecting a college. In this research the researcher has found out the different factors which help influence student's choice criteria in selecting a university. In this research it has been found that two broad factors are which were further found two more factors. First factor was "Fixed College Characteristics" whereas the second factor was found "College Effort to Communicate with Students". In "Fixed College Characteristics" the researcher additionally found the factors of academic, location, college reputation, educational facilities, cost and availability of financial aid and employment opportunities. In the second factor it was discovered that the factors of advertising, Higher Education Institutions representatives and campus visit.

Saeed & Ehsan (2010) ^[7] explored the six major important factors which have great significance and are most important role playing factors in branding a business schools in Pakistan. Six factors are said to be; The University name, Research awareness and opportunity, Faculty research and qualification and designing of logos, colors etc. The research was conducted by a survey questionnaire for collection of data. The results revealed that students consider various factors as important in creating a good and a positive brand image for academia. Shahid, Shafique and Bodla (2012) ^[6]. The sole reason of this research is to explore and identify the reasons, why the students choose their respective universities and what are the reasons which influence them to select that particular university. This is a qualitative research where investigations are carried out via in-depth interviews. The researcher helps to identify and understand that which are the main objective considered most importantly when any candidate is selecting his/her university for higher education. As a result the researcher in able to identify that, word of mouth, role of MARCOMS (marketing communications) and other factorial choice have impact on student's decision making process. Whereas WOM was given a great significance and was repeated by most of the interviewers. WOM are also caused by the factors such as, environmental and social conditions that results in the positive word of mouth. It was concluded as, role of generic marketing plays the least importance and has a very low significance over the choices of students when selecting a university.

Research methodology

The research was conducted by a survey method, questionnaire approach in command to collect primary data from the University students from 3 public and 3 private. Secondary data was collected from various sources to find out the gap between the students and the institutional selection.

Random sampling from the universities was chosen. The questions included both close-ended with multiple choices for answer selection. A questionnaire using the Likert scale method was used in which each respondent was asked to indicate their level of agreement with the statements given in the questionnaire in an ordinal way. The scale was from 1 to 5. 1 being strongly disagree to 5 being strongly agree. The questionnaire was analyzed putting in view the hypotheses that were made. This method helped to analyze the information and get the appropriate data. University students are the target/focus population for this research. The students from specific (LUMHS, MUET, SINDH, SZABIST, ISRA, HIAST) universities of Hyderabad were selected to answer the questionnaire. This research consisted of 2 samples. The first sample was to select the university from Hyderabad region as 3 public and 3 private. Second sample was selected as internal and external factors which are considered by the students while choosing their institutes, this sample was collected via a survey technique by designing a questionnaire having a method used LIKERT scale in which the questions were kept as statements and the respondents were free to, strongly agree, agree, remain neutral to that subject, disagree and strongly disagree, which helped to researcher to identify the problem deeply and extract out the data quantitatively via questionnaire. This research selects the sample size of 6 various universities as mentioned earlier and the researcher selected the sample size of 120 students by probability sampling which would not make the research bias at any cause. The questions were read out to each respondent in order for their better understanding of the questioned statements so there should be no vague answers left. The researcher made sure that there was no foul play induced over carrying out this research. Also made very sure of the fact, the consent was prevalent amongst the chosen sample population before their input. The survey was semi-anonymous meaning the test subjects were free to remain anonymous as opposed to being known. This technique helps the respondent to feel free while attempting to the respective choices given in the form of questions or statements. The secondary data was collected from the already done researches which consist of journals, publications, research papers, and other online sources.

1.2 External Factors

Name of Institution	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
MUET	38%	33%	19%	10%	0%	100%
SZABIST	23%	42%	29%	05%	01%	100%
HIAST University	22%	43%	26%	4.5%	4.5%	100%
Sindh University	17%	33%	29%	18%	03%	100%
Isra university	19%	45%	26%	09%	01%	100%
LUMHS	35%	30%	21%	07%	07%	100%

1.3 Internal Factors

Name of Institution	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
MUET	41%	32%	13%	12%	02%	100%
SZABIST	26%	42%	26%	06%	00%	100%
HIAST University	25%	32%	21%	09%	13%	100%
Sindh University	19%	33%	27%	19%	02%	100%
Isra university	22%	39%	29%	09%	01%	100%
LUMHS	23%	40%	16%	13%	08%	100%

20 students from those selected university were chosen with a probability simple random sampling method (male-female).

Data analysis

This is a quantitative research in which the data collection is done through a questionnaire survey approach. The data was collected from 6 various universities 3 public – 3 private. The data collection was done carefully seeking all the necessary ethics in action and the data was lately analyzed into useful information in MS-Excel Sheets briefing every question wisely and the universities. There were total 18 questions consistent of 11 external and 7 internal and each one had their importance over the selection process. Considering the vast amount of students, the researcher was compelled to question only a significant amount of them as opposed to all of them, taking the sample size of only 120 as whole, 20 from each university. Limitations being, considering the highly important of the survey conducted, it was not possible to gain every single student’s data. Also considering the stigma of filling out a survey paper, it comes off as a no-brainer for a student to recklessly tick on whatever they deem fit altering the results significantly on the negative scale.

Questions

- **External**
 - Campus size
 - Campus life
 - Location
 - Course content
 - Fee structure
 - Raking
 - Academic achievements
- **Internal**
 - Response of the university
 - Job opportunities
 - Past record
 - Word of mouth
 - Parents decision
 - Friends decision
 - Compassion with other university

Interpretation

It has been seen that external factors have a significance of over the selection process because most of the university students have strongly agreed but if we see and compare the both charts from M.U.E.T, External and Internal, from internal factors it has been seen that the ratio of strongly agreed is higher than external 3% in plus, domination over the external factors in public sector.

It can be seen in the chart that both factors are influencing the selection process of the university where as in the selection process of SZABIST it has been seen that internal factors are affecting slightly more than external but when it was calculated cumulatively from all the private sectors, the external factors dominated over the internal.

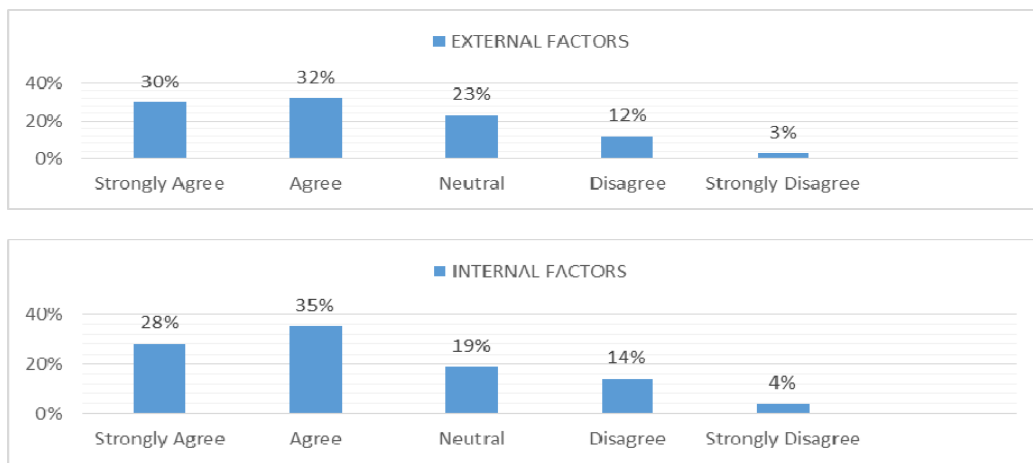
In the same way from the research it has been seen that the external and internal both are affecting the selection process but external factors are slightly more than the internal.

Likewise the other universities Sindh University is also dependent on these factors both the internal and external which is seen that internal are affecting slightly more than external factors.

In this graph the external factors are dominating over the internal with only a slightly difference of 5-6 percent. Which may not have much significance but when calculated cumulatively, it makes a lot difference.

The data shows here that external and internal both have a great significance over the selection process whereas in internal factor it was seen that most of the students were satisfies with the job opportunities LUMHS provided and the campus life was chosen as their criteria plus it was selected by most male and females that it was their parents' choice to select the field of being doctor.

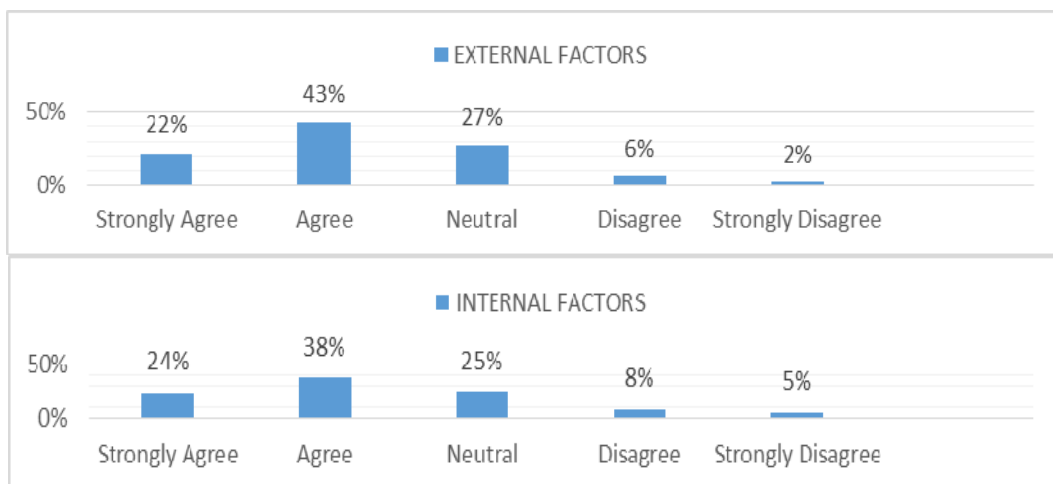
1.4 Public Universities



It has been seen and carefully analyzed that internal factors affect slightly more than external factors which can be seen in the graph that the students who have agreed upon internal

factors are comparatively more than external by very low ratio thus it does has an impact over the analysis.

Private Universities

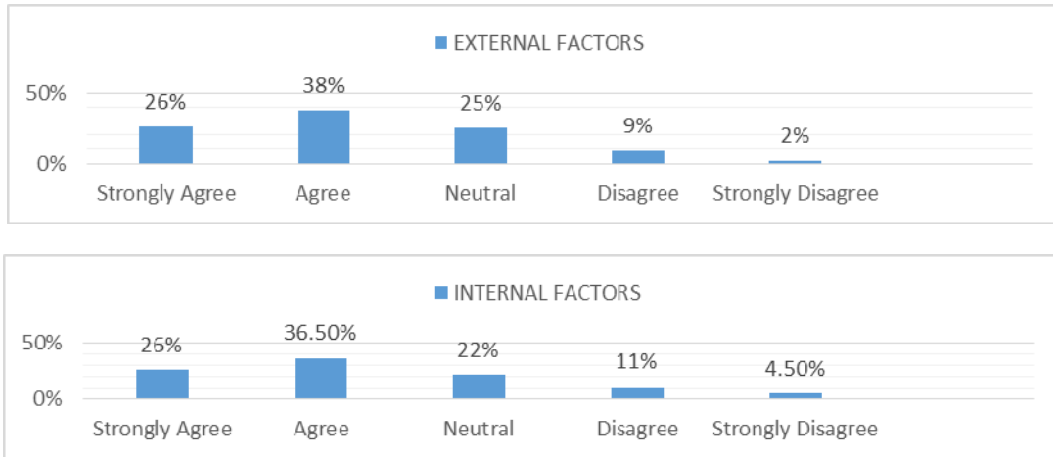


It can be clearly interpreted by the graph that external factors affect more than internal factors in private universities, because of the considerations of size, location, fee structure, reputation, HEC ranking, theoretical approach of the university, course content and the merit plus endowment scholarships offered by

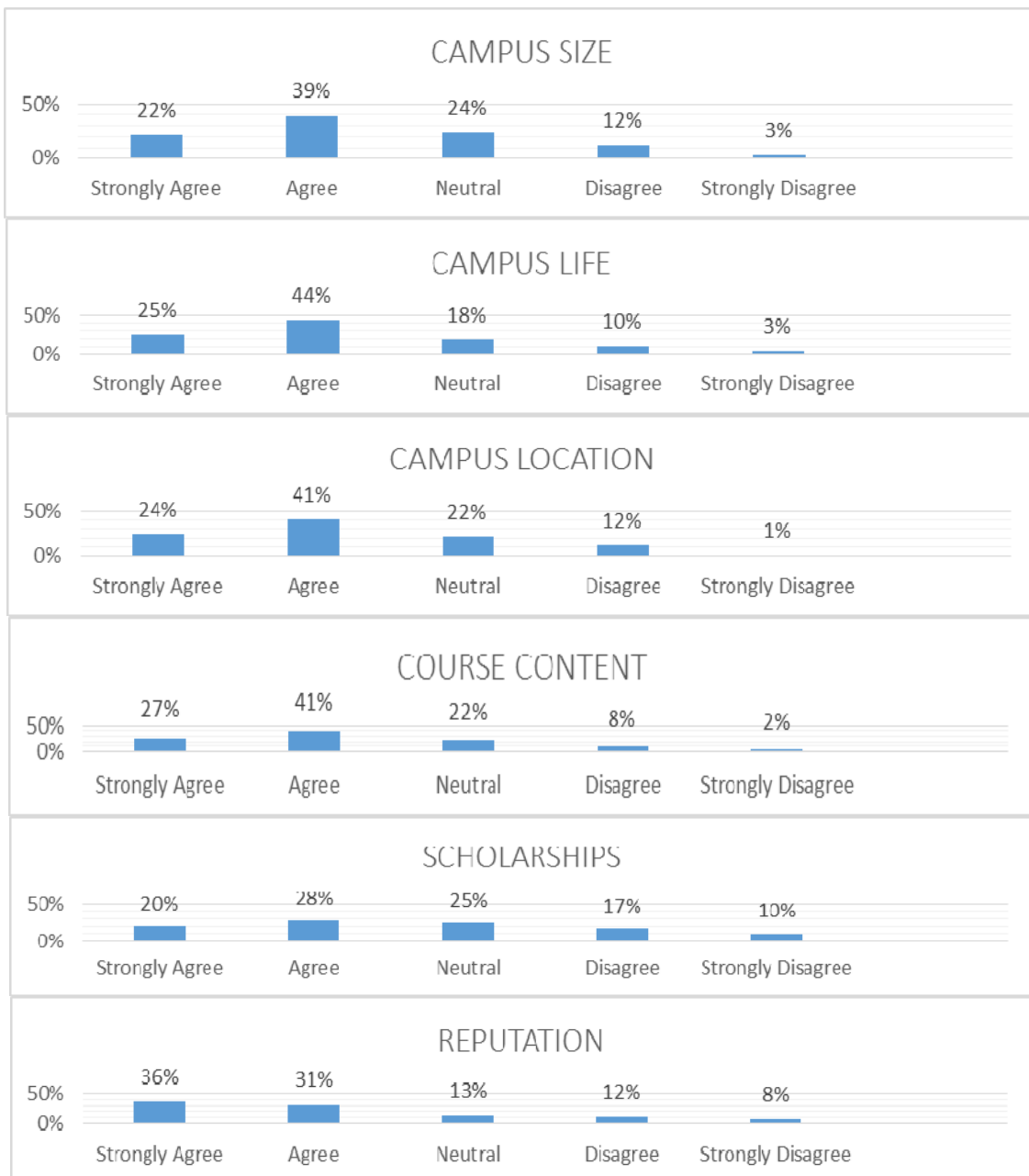
the institutes, affects the decision making in selection of the private universities.

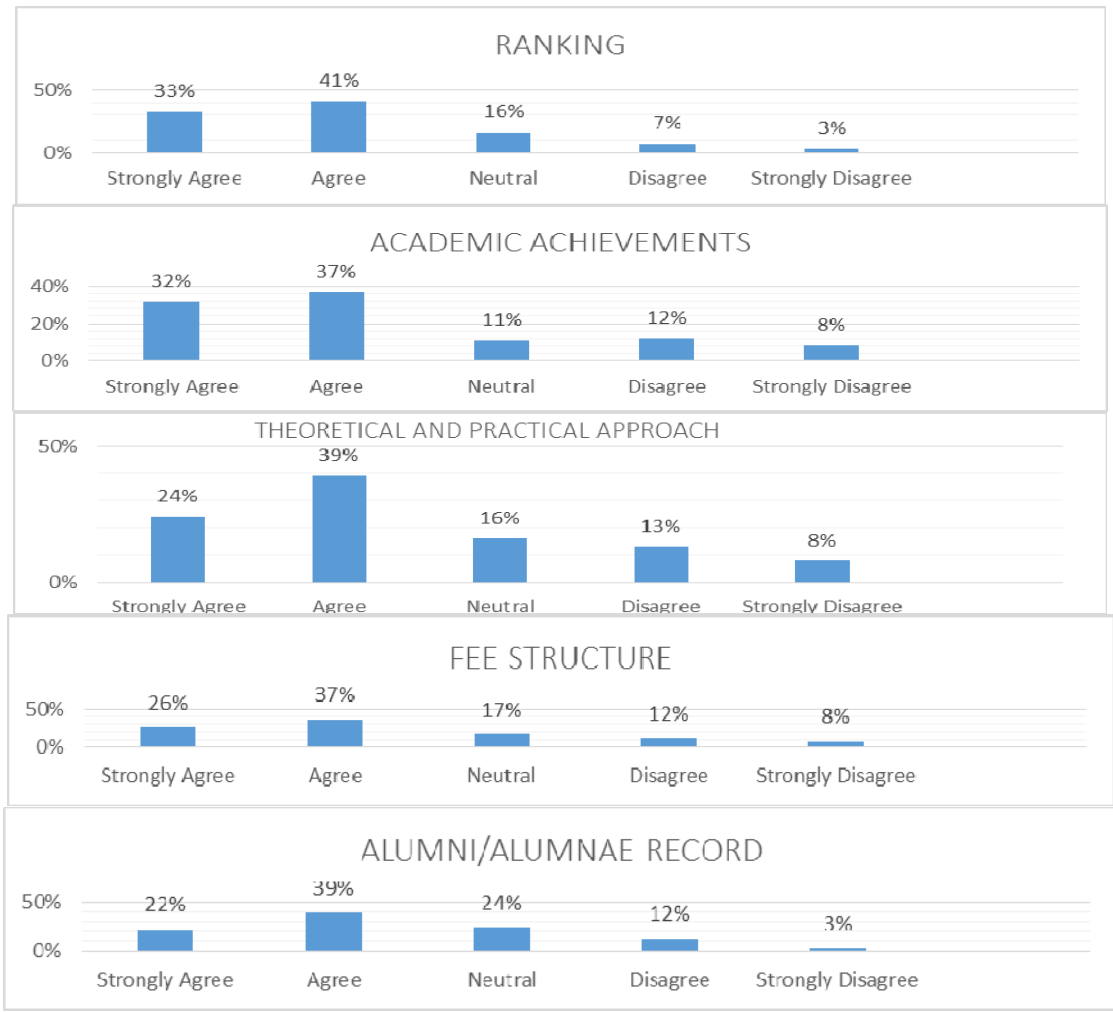
Cumulative

(Private-Public)

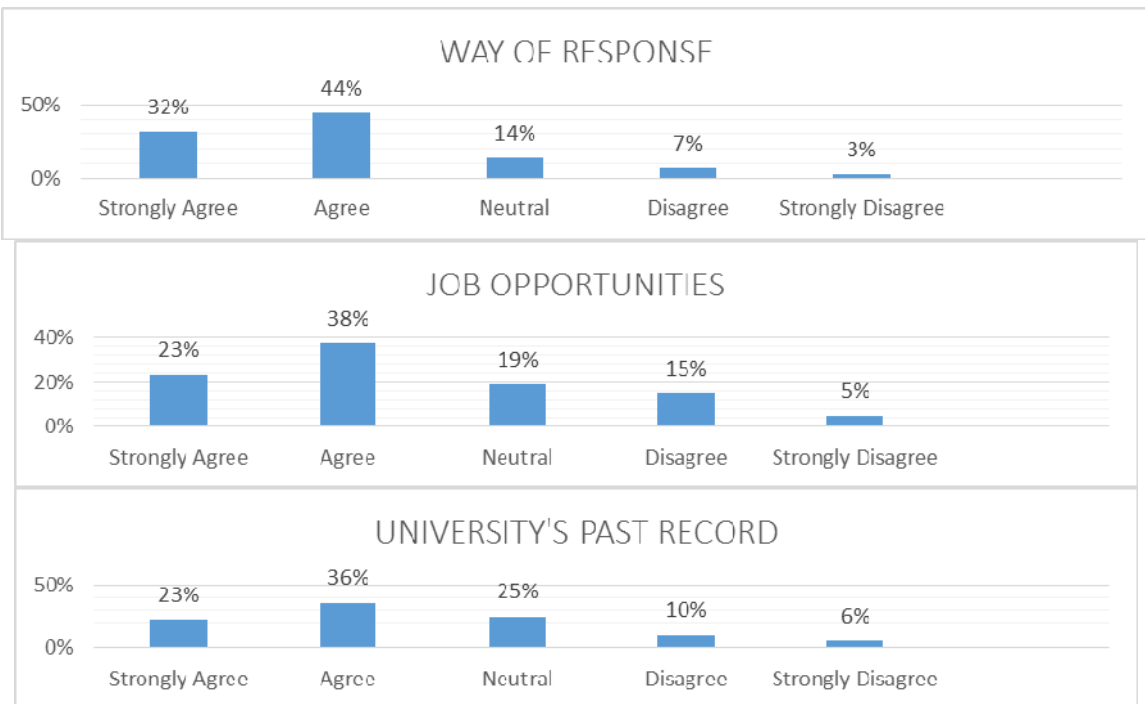


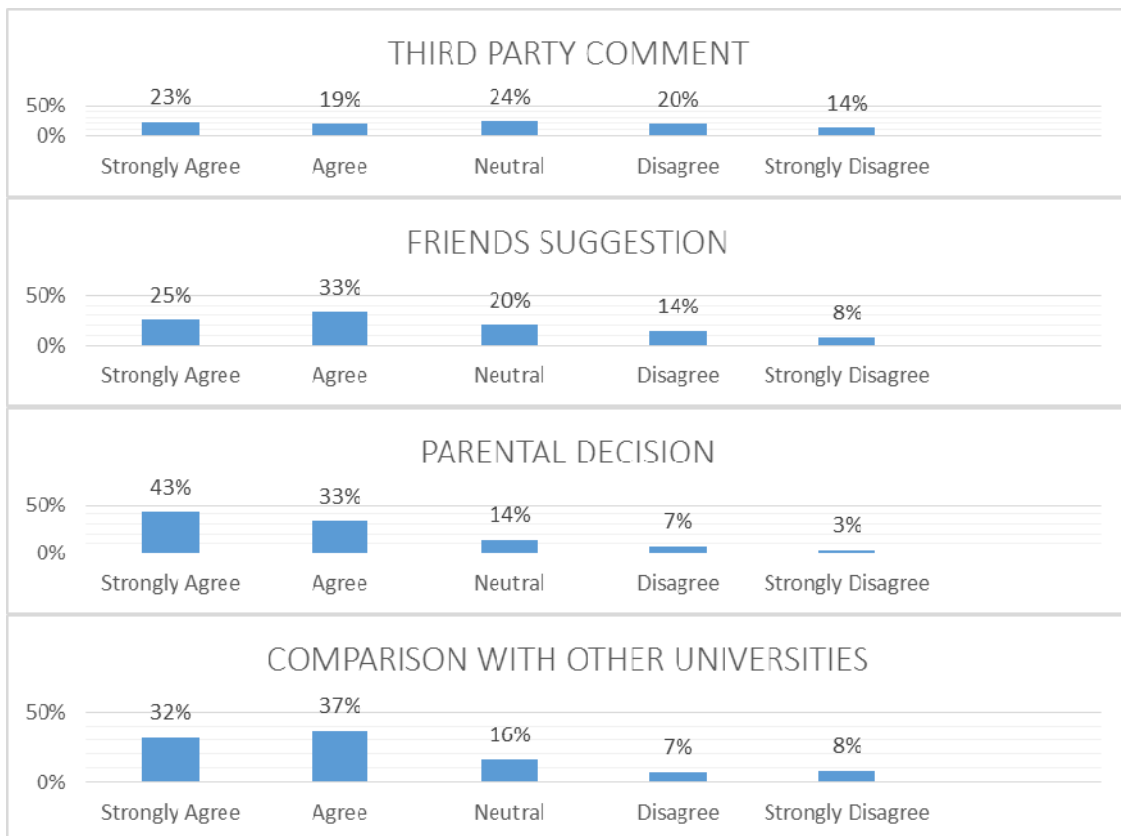
Questionnaire Survey Results
External Factors





Internal Factors





Conclusions

This research reveals about the internal and external factors which has a great level of significance on what foundations are the decisions based, and what factors influence the student to choose amongst their alternative universities.

After finalizing and completely analyzing, the researcher is able to find out that H1: Null hypothesis (internal factors influence more than external factors in public universities) has been approved and its alternative hypothesis Ho: (external factors influence more than internal factors in public universities) has been rejected. Likewise the null hypothesis H2: (Internal factors influence more than external in private universities) has been rejected and its alternative hypothesis has been accepted as Ho: (external factors influence more than internal factors in private universities).

The research is not bias on being external factors affecting more than internal but it entails and gives a clear picture that both the internal and external factors have a significance over the selection process, not dramatically but by only few percent. Internal factors doe’s affects more than external factors in public institutes, due to more significance of parents’ decision, comparison with other universities in terms of ranking and it also signifies the behavior and response of the university.

There is not much but a minor difference of 1-5% difference in both the hypothesis

The researcher also found that external factors are affecting more than internal factors when selecting a private Universities. The most considerable factors are; campus life, course content, reputation and ranking of the university which were kept as the highest choice factors, determined as external factors by the researcher.

Recommendations

What has been seen that there so many students who want to get a good quality education but there are factors like parental decisions, fee structures, location, scholarships, HEC ranking, campus life, course content and other factors which affects the students selection criteria of higher education.

Therefore, the researcher recommends that; Universities should make flexibilities with their fee structure and provide scholarships to the needy students and be able to enhance the course content which has been seen the obvious reason for the students when getting admission in to a university. The course content should be made clear and wiser and should be related to their applied field.

There should be a proper attention given to the students in public and private, as it has been seen that parental influence is way above the margin, so there should be proper assessments and students’ progress record which should be shared with the parents monthly, or semiannually. This would give the institute a reputable image and parents and students both will rely over that particular property of university.

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