



A study on factors leading to parents opting for private schools for their children special reference to Tiruppur

*Mr.N.Thamilchelvam MBA.,(PH.D) Assistant Professor, Department of Management Studies,
Nandha Engineering College, Erode*

*G.Gokulraj--II MBA, C.Akalya II MBA- Nandha Engineering College, Erode
E-mail –gokulgiri336@gmail.com, tamil_fms@yahoo.co.in*

ABSTRACT

Admission of a child is a stressful activity not only for the parents but also for the child itself.it creates a competition among small children right from the very beginning i.e., at Nursery level. Even right to education does not guarantee the admission, what guarantees is a donation, if parents are alumni famous person's approach or sometime lottery method bring a charm. Every year during the month of February and March, parents standing in line for hours our side the various private schools to get an admission of their child is a common sight where in many seats in government schools goes vacant. So what is it attracts parents to private schools rather than government schools?

INTRODUCTION

Admission is not an important decision to make for parents because the want to give quality education and other facilities too from the very beginning of their early age. Surveying helped to figure out the concerns that parents have regarding their child's admission. It is difficult task to study the scholastic and co scholastic curriculum of each and every school and then takes up the decision by keeping the list priority wise.

There are several behind parents decision of choosing private schools over government schools. Parents wants their child to get individual attention and it is possible in private school where at primary stage the class strength is not more than 15-

20 students on an average. Most of the private schools work on three ways partnership model which is involving parent's teachers and children to give the children a comfortable environment to learn better. The surveying help to figure out more factors like few parents said that they want their

children to learn not to run in the competition of scoring high. So they prefer schools where there is no judgment over child's marks.The children are promoted to next class based on their evolution basically based on observation. Children are not only observed on their pace of learning but also their pace of learning but also their active participation in other activities too. So parents prefer schools with balanced program which focuses on both curricular and co-curricular activities. The expectation of parents is high but the question arise that do they really get the school that satisfies the entire requirement at the end?

OBJECTIVES

- To identify issues and concern related to admission process and the problems faced by parents.

SCOPE OF THE STUDY

- ❖ This study helps to find out the factors that lead parents to opt private schools.
- ❖ It also helpful in understanding the issues and concern related to the admission process.
- ❖ This report is useful to the parents as know about the schools.

LIMITATIONS OF THE STUDY

- ❖ This study was conducted over 100 respondents there for the result may tend to vary.
- ❖ This study was conducted in Tiruppur due to geographic factor the results may vary from other location.

REVIEW OF LITERATURE

LITERATURE REVIEW

Determinants of school choice: Understanding how parents choose elementary schools in Alberta Lynn Bosetti university of Calgary, Canada: This paper has explored the concerns and logic that aware parents in order to make decision in elementary school selection for their children. It also discusses implication for policy and educational. It also has discussed implication for educational policies and reforms. This paper talks about “Rational choice theory” which informs school choice plans at most. This theory explains that the utility maximizes of parents who decide from appropriate value preferences based on costs and benefits. And also look up for the chances whether they are able to get their expectations fulfilled by teachers and school.

Factors that influence parents’ choice of pre-schools education in Malaysia: This study has raised many issues faced by parents while choosing a school at primary level for their children. It involves all aspects involved from planning till the achievements. This study bring forward the fact that the parents have diverse educational perceptions which affects the choice of school for their children. There also barriers that may pressurize a parent to choose a less preferred pre-school because of possibility and affordability. Some parents could be carried away by effective claims made by marketing such as advertisements and brand names.

The public-private decision about school choice, Ellen Goldring Vanderbilt University: This paper adds to the discussion related to why parents exercise choices between schools. Many researches examine parent’s choice in education between public schools and private schools in aloofness; this study had tried child’s education by deciding upon the school they attend.

Parent-Helper schemes: This project supports the study for parent involvement in the day to day activates of the school is increasing. Of course, parents and teachers have always worked to gather in some way but it is the nature of this involvement which is changing. This project and the accompanying photocopiablenaterial will help principal and teachers to focus on some of the issues and challenges

associated with using parents as helpers. This project shows the role

RESERCH METHODOLOGY

RESEARCH DESIGN

- A Master plan that specifies the method and procedures for collecting and analyzing needed information.
- A research design is a framework or blueprint for conducting the marketing research project.

DATA COLLECTION METHOD.

PRIMARY DATA

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire.

SECONDARY DATA

These are data which are already collected and used by someone preciously. In this research review of Literature, Details of the industry are collected from the Internet.

SAMPLING SIZE AND TECHNIQUE

SIZE OF THE SAMPLE

The Sample size is **100**.

SAMPLE DESIGN

Sampling is the process of selecting a sufficient number of element from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt

in selecting some sampling units from which inferences about the population is drawn.

DESCRIPTIVE RESEARCH

It is a Fact finding investigation which is aimed at describing the characteristics of Individual, Situation or a Group (or) Describing the state of affairs as it exists at present.

SAMPLING METHOD

CONVENIENCE SAMPLING

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study

STATISTICAL TOOLS USED

To analyze and interpret collected data the following statistical tools were used. Henry Garrett Ranking

SIMPLE PERCENTAGE METHOD

Percentage Analysis is the method to represent raw streams of data as a percentage (a part in 100%) for better understanding of collected data.

FORMULA

Number of Respondents

PERCENTAGE ANALYSIS ==----- X 100

Total number of Respondents

HENRY GARRETT RANKING

Garrett’s ranking technique to find out the most significant factor which influences the respondent, Garrett’s ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Where R_{ij} = Rank given for the i th variable by j th respondents

N_j = Number of variable ranked by j th respondents.

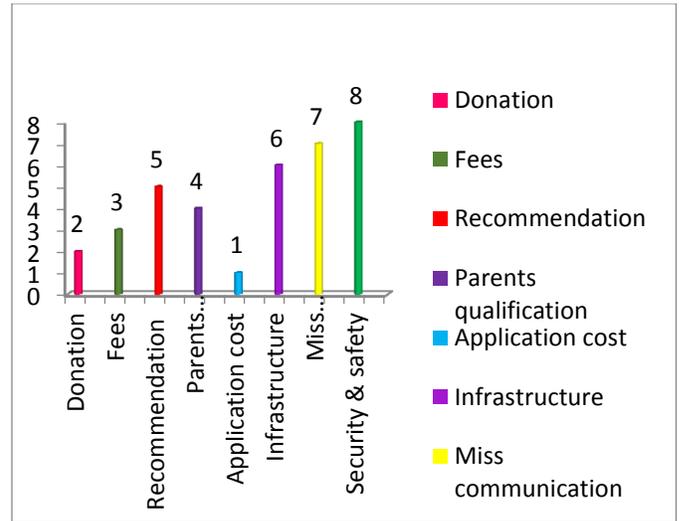
QUESTIONNAIRE

The questions are arranged logical sequence. The questionnaire consists of a variety of questions presented the parents for the response. Multiple choice questions, rating scale questions were used in constructing the questionnaire.

DATA ANALYSIS

Rank the factors which you are facing while admission process.

s.no	Factors	Mean score	Total	Rank
1	Donation	465	3255	2
2	Fees	468	2808	3
3	Recommendation	508	2032	5
4	Parents qualification	497	2475	4
5	Application cost	359	2872	1
6	Infrastructure	522	1566	6
7	Miss communication	569	1138	7
8	Security & safety	587	587	8



FINDINGS

- The majority numbers of respondents are in the age group 26-30.
- Majority (63%) of the respondents are male.
- The maximum (90%) of the respondents are married.
- The majority respondents 64 % are from nuclear family.
- The majority respondents from 3-4members.

- The majority respondents are earning up to 8000-10000.
- The majority respondents are degree level 62%
- From the above table it is evident that “**Application cost**” ranked as no.1 with a total score of 359, “**Donation**” is ranked as no.2 with a total score of 465, “**Fees**” is ranked as no.3 with a total score of 468, “**Parents qualification**” is ranked as no.4 with a total score of 497, “**Recommendation**” is ranked as no.5 with a total score of 508 “**Infrastructure**” is ranked as no.6 with a total score of 522, “**Miss communication**” is ranked as no.7 with a total score of 569. “**Security & safety**” is ranked as no.8 with a total score of 587.
- VeechikaVignana (2011). Importance of nursery education in India.

WEBSITES

<http://vignanaveechika.blogspot>.

Diwakarshikha@yahoo.in

SUGGESTIONS

- The private schools should consider reducing the cost level.
- The organization may convey proper communication the parents
- Parents as know about schools and get proper knowledge to join the children’s

CONCLUSION

The present study aimed to study the determining factors leading to parents opting for private Schools for their children. On the basis of data analysis and interpretation It has been figured out those parents in present era parents are more concern with the quality education. They want the best for their child. Before admitting their children in any school they do research about the various schools available for their children. The various parameters on which parents takes their final decision are distance, quality education, curriculum, activity based learning, teacher competency, exposure given to a child, achievements of the school, school’s goodwill, scholastic and co-scholastic activity, sports provision, techno-based learning, healthy environment, etc7 . This shows that parents are more aware and demanding when it comes to educating their children right from the beginning.

REFERENCES

- SK Sharma and VP Singh (2006). Seventh all India school education survey. 7th AISES, NCERT, Delhi, New.