

A Study on the Awareness Level and Factors Influencing To Choose A Private School Among the Parents

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Abstract

The enormous flow and switching towards private schools in the early 21st century is an unforeseen trend and it leads to drastic increase in their numbers. Now they hold an eminent position in the education market as one of the leading service vendors in our country. There necessitates the want to choose an effective private school among the parents for shaping a better future for their children which is the need of their hour. Such selection of a private school includes various influential factors and also requires awareness on certain aspects regarding their characteristics.

Keywords: Flow, switching, education market, factors, awareness.

INTRODUCTION

The children of today are gearing up to become adult citizens of future nation. The growth is parallel to the future of our country and is also reflected through the quality of present education system. A school must stimulate curiosity in the young, impressionable minds and equip them with tools to be better human beings in this world. It is widely accepted that the learning process is highly influential in shaping one's personality and the way he/she deals with situations of life. The shift of thoughts from bookish knowledge to knowledge of life, in schools, has brought forth a sea of change in their life. People have warmed up the idea of education as a well-rounded development instead of just a mean to

acquire degrees and monetary success in life. Education must facilitate the cultivation of a healthy thoughts process and groom our cognitive abilities. In the present competitive world, education is a basic necessity for human beings after food, clothing and shelter.

Private schools in India improving education

A private school is very different from a government owned public school. For a private school, they are solely financed by a private party under a trust. The latter are either under complete government jurisdiction or receive grants from a state government/central government. Private schools mostly function under the administration of the private trust, unlike the latter that could be run partly by a state government and partly by individuals that had established the school. So they are required to nominal charge fee from the parents and render the quality education to the community.

Objectives of the study

1. To elucidate the awareness of the private schools and the facilities.
2. To analyse the factors influencing the selection of a private school among the parents.

Significance of the study

The private schools that provide the educational facilities for around 32% of the total school population in India held the second most responsibility to nurture the children with utmost care and diligence. The selection of appropriate school for their children involves various factors and considerations because the education does matters for the future of the child. Moreover rejecting the local or government schools that are located in their vicinity also underlines a problem lying with those institutions. Apart from those the study aims to explore the level of awareness among the parents towards private school and the factors influencing them to make a decision to opt for any private school.

Statement of the Problem

The private schools in India are well developed of no doubt but the choice of selecting an appropriate private school among the parents is a critic situation. The parents should be aware of the various facilities that are provided in the schools and also should have certain factors to be considered while opting for a private school. The schools too do not encourage the parents to know about the legal provisions relating to private schools. Thus this study aims to bring the level of awareness on many aspects and factors influencing to choose a private school.

REVIEW OF LITERATURE

Singh S¹ studied the determinants of learner achievement at primary stage using the data of Karnataka state. The major findings of the study include the following i) There was a large and significant difference between schools in their mean performance. ii) Government primary schools performed lower than privately managed schools. iii) There was a positive association between mean Socio-Economic status (intake composition) and schools mean performance iv) On an average, boys were performing better than girls.

Zia S.B² investigated as to whether the greater managerial discretion associated with the private sector leads to high academic performance in Tamil Nadu. The major findings of the study were i) Aided schools exert a strongly positive effect for reading comprehension is mixed. ii) The class teacher ratio has a positive effect on Mathematics achievement indicating that school where teacher handles more than class actually do better, while as for reading comprehension, the class teacher has the expected negative effect. iii) Pupils in school with better physical facilities score higher. iv) The main conclusion of the statistical analysis is that after controlling for school variables, and other pupil background variables private unaided school performed worse than public schools.

Research methodology

The research methodology in this study includes certain essential details regarding the methods of data collection, sampling plan, research instruments, software and tools proposed to be used for data analysis.

Nature and Source of Data

The study comprises of primary and secondary data. Primary data have been collected from respondents by administering a well-structured questionnaire schedule. The structured questionnaire consists of certain questions relating to the personal profile of the respondent and their consciousness towards private schools. Secondary data have been collected from authorised sources such as government databases, various journals, libraries and newspaper articles.

Area of the study

Area of the study refers to Coimbatore city which is known for a textile mill, hospitals, and educational institutions. It is known as the Manchester of South India. Coimbatore is now becoming a city of the tidal park. In view of the larger establishment of

business houses and institutions, people in Coimbatore have an opportunity to have their own lifestyle and affordability.

Sampling size and population

The study is descriptive in nature and sampling method adopted in this study is snowball sampling which flows under non-probability sampling technique. The sample size of the study is about 100 respondents. All the respondents responded in this study are deputed from the Coimbatore region.

Tools used in the study

- Percentage Analysis
- Mean Score Analysis

Limitations of the study

Following are the limitations of the study

- ❖ The study was limited to Coimbatore city only.
- ❖ The study only is limited to State Board, CBSE and ICSE educational boards while other educational boards are not included.

ANALYSIS AND INTERPRETATION

Table 1 Analysis on the various demographic factors

Sl. No.	Personal Profile	Factors	Frequency
1	Gender	Male	63
		Female	37
2	Locality	Rural	36
		Semi-Urban	38
		Urban	26
3	Educational Qualification	No formal education	9
		School Level	29
		Diploma	12
		Under Graduation	32
		Post-Graduation	12
		Professionals	6
4	Occupation	Government Employee	10
		Private Employee	33
		Business	26
		Professional	4
		Agriculturist	14
		House Wife	13
5	Type of family	Joint	25
		Nuclear	75

6	No. of members in family	3	28
		4	51
		More than 4	21
7	Monthly income of the family	Less than Rs.50,000	44
		Rs.50,000 – Rs.75,000	27
		Rs.75,000 – Rs.1 Lakh	17
		Above Rs.1 Lakh	12
8	No. of earning members in the family	1	59
		2	41
9	No. of children in the family	1	52
		2	48
10	No. of children enrolled in private schools from the family	1	57
		2	43
11	Educational board opted in schools	TN State Board	64
		CBSE	30
		ICSE	6
12	Annual expenditure made for a child towards school education	Less than Rs.50,000	45
		Rs.50,000 – Rs.1 Lakh	41
		More than Rs.1 Lakh	14
13	Source of awareness on private schools	Self	30
		Friends	10
		Relatives	51
		Advertisement	9
14	Person influenced to choose the private school	Self	52
		Children	2
		Educationalists	10
		Spouse	9
		Friends and Relatives	25
		Others	2

Interpretation

It is inferred from the above table that 59% of the respondents have one earning member in their family, 64% of the respondents choose Tamil Nadu State Board syllabus, 45% of the respondents spend less than Rs.50,000 as an annual expenditure for school education and majority i.e. 52% of the respondents are self-influenced while choosing a private school.

Table 2 The awareness level of respondents on various factors

Sl. No.	Awareness Factor	Highly aware	Aware	Moderate	Unaware	Highly unaware	Mean Score	Rank
1	Syllabus	8	40	43	9	0	3.47	5
2	Teachers Qualification	10	37	38	13	2	3.4	6

3	Laboratory Facilities	9	34	32	25	0	3.27	7
4	Teacher Student Ratio	15	19	37	27	2	3.18	8
5	Results produced in board exams	37	35	21	5	2	4	2
6	Fees Structure	37	43	20	0	0	4.17	1
7	Sports	15	36	44	5	0	3.61	3
8	Extra-curricular activities	19	32	36	11	2	3.55	4
9	PTA	8	33	29	25	5	3.14	9
10	Mission/Vision	3	4	36	40	17	2.36	11
11	Government prescribed fees structure	13	21	20	30	16	2.85	10

Interpretation

It is inferred from the above table that awareness level about the private schools, the top rank is given to fees structure, followed by results produced in board exams and sports activities.

It is also inferred that least level of awareness is given to mission/vision of a private school and government prescribed fees structure.

Table 3 The influential factors of respondents on selecting private schools

Sl. No.	Factors	Very important	Important	Not at all important	Mean Score	Rank
1	Location of School	35	46	19	2.16	10
2	Quality of teaching	69	31	0	2.69	1
3	Fees structure	52	40	8	2.44	5
4	Teacher-Student ratio	14	55	31	1.83	15
5	Goodwill/Reputation of the school	38	47	15	2.23	8
6	Library facilities	20	62	18	2.02	12

7	Sports and Co-curricular activities	45	50	5	2.4	6
8	Qualification of teachers	46	53	1	2.45	4
9	Discipline in school	68	26	6	2.62	2
10	Computer education	21	57	22	1.99	13
11	Academic Results	36	51	13	2.23	8
12	Management of the school	9	50	41	1.68	16
13	Distance from home	39	38	23	2.16	10
14	Infrastructure	48	52	0	2.48	3
15	Medium of instruction	53	29	18	2.35	7
16	Transportation facilities	28	43	29	1.99	13

Interpretation

It is inferred from the above table that factors like quality of teaching followed by discipline in school and infrastructure ranked the top places where the management of the school and teacher-student ratio were considered least while choosing a private school for their child.

SUGGESTIONS

1. Lack of awareness

Lack of awareness factors like Parent-Teacher Association, mission/vision the private schools and government prescribed fees structure are highly unhealthy practices among the parents while opting a private school. Initiatives should be taken on the part of parents and Government to improve the awareness on such factors.

2. Concentration on teaching quality

The influential factors like the quality teaching, discipline in school and infrastructure are highly expected to be fulfilled on the part of the parents. It shows an increased concentration on qualitative aspects other than results in board exam, transportation facilities, computer education etc. So, the private schools are always expected to increase the quality teaching to sustain the competition.

3. Emphasis on Government prescribed fees

The emphasis laid on the government prescribed fees on private schools is not followed by most of the schools, charge beyond the ceiling limit. So the government should take necessary steps to monitor the fees charged by the private schools is the need of the hour as the need for private school education keeps on increasing.

CONCLUSION

The study would like to conclude in a manner that the private schools are not only required to produce better results in board exams and provide adequate infrastructure facilities. The trend demands for more of the qualitative teaching aspects like teaching quality in schools and discipline. So the consumers have started demanding what they wanted and are ready to pay for various facilities rendered by the school management other than education and sports. The era which changed the education as an ultimate want, competition between private and public schools encourage the private schools to provide better education and also render various forms of service to the society.

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