A Study on Factors Influencing Parents Decision in Sending Their Children to Private Schools with Special Reference to North Coimbatore

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ABSTRACT

The project titled "A study on factors influencing parents' decision in sending their children to private schools with special reference to North Coimbatore" is done to analyze the parent preference in sending their children to private school. The objective of the study is to identify the factors influencing parent's decision in choosing private schools for their Children.

Descriptive research design is used in this study which involves gathering data that describes the events and then organizes, tabulates, depicts and describes the data collection. The study is conducted in the North region of Coimbatore city. Data is collected from 176 respondents using Google survey form. Convenience sampling under non-probability probability method is used to collect the data from the respondents. Collected data is analyzed through SPSS software using Descriptives, Chi-square and Factor analysis. Based on the result, it is concluded that Annual income of the parents has impact on various facilities provided to the children in their school. Major factors like quality of teaching, Communication of the children, extra-curricular activities, transportation facility and advanced technologies provided by the school influences parental decision in sending their children to private school.

Key words: Private school, parents, syllabus, facility, quality

I. ABOUT THE STUDY

An independent school is autonomous in its finance and governance. These are also known as private schools, non-governmental, privately funded or non-state schools that are not administered by local, state or national government. In British English, an independent school usually refers to a school that is furnished i.e., held by a trust, charity or foundation although a private school is one that is privately owned.

Private school curriculum is set by the individual school management, unlike public schools, that are subject to strict curriculum guidelines developed by the state government. Though the majority of private schools are free to teach their own curriculum of their choice, they're still dependent on the basic educational requirements set on by their local Department of Education. These requirements differ from one state to another state, but they generally include health and safety welfare measures to protect the well-being of students like regulations on transportation, food handling, employee conduct and record-keeping.

Various factors that influence the parents' choice in selection of school for their children are as follows:
- Social Background and Status
- School Syllabus
- School Environment and Facilities
- School Performance
- Quality of Education
- Location of the school

OBJECTIVE OF THE STUDY
- To identify the factors influencing parent's decision in choosing private schools for their children.

II.   REVIEW OF LITERATURE

☐   NA Yaacob, MM Osman, S Bachok (2014) in their work titled "Factors influencing parent's decision in choosing private schools" found that parents lay stress on the importance of syllabus, environment and facilities provided by the school when selecting to enrol their children in private schools.

☐   Alsauidi and Faisal (2015) in their work titled "Effect of the School Facilities Factor and Sport Activities Factor on Parents in Terms of Private and Public School Choice at Riyadh City Saudi Arabia" highlighted two study factors regarding the selection of school for their children school facilities and the advanced technology provided by theschool.

☐   F Alsauidi (2016) in his work titled "Reasons Influencing Selection Decision Making of Parental Choice of School" identified three elements that are classified from the academic factor that highly influences parental decision making in selection of school for their children: class size, quality of instruction and student/teacher relationship.

☐   D Warmbier (2018) in his work titled "A correlational study of factors that contribute to private school enrolment: School Culture and Physical Facilities" particularly considered the two factors: the condition of the physical facilities provided by the school and the culture and climate of the school.

☐   YR Subedi (2021) in his work titled "Factors Affecting Parental Choice of Private andPublic Schools in Dhading" concluded that class size is the strongest factor. The second strong factor was favourable environment for their children and the final influencing factor of parental choice was identified as School Facilities.

RESEARCH METHODOLOGY
Research design: Descriptive research design
Sample size: 176
Sampling method: Convenience sampling under non-probability sampling Primary data: Questionnaire method
Secondary data: Journals, books, reports and publications
Statistical tools used for analysis: Descriptives, Chi-Square analysis, Factor analysis

III.   DATA ANALYSIS AND INTERPRETATION

Descriptives – Net promoter Scale

Table 1 Demographic profile

Items	Category	Percentage
Education qualification	Illiterate	1.7
	School	42.1
	Diploma	4.0
	Graduate	50.6
	Doctorate	1.7
Annual income	Below 2,00,000	37.5
	Rs 2,00,001 – Rs 5,00,000	42.6
	Rs 5,00,001 – Rs 8,00,000	14.8
	Below 8,00,001	5.1
Syllabus of the children	Matriculation	44.3
	CBSE	47.7
	CISCE	0.6
	IGCSE	3.4

Others		4.0

Interpretation:
From the above table 1, it is concluded that 50.6% of the parents are Graduate, 42.6% of the parents earns Rs 2,00,000-Rs 5,00,000 per annum and 47.7% of the parents prefer CBSEsyllabus for their children.

Table 2 Factors influencing parents' decision

	% of the respondents	NPS
Reputation improves the social status of the parents		
Detractors	9.7	66.4
Neutral	14.2	
Promoters	76.1	

Children learns new skills through extra-curricular activities		
Detractors	4.0	81.2
Neutral	10.8	
Promoters	85.5	
Extra coaching improves the academic performance of the children		
Detractors	8.5	66.9
Neutral	15.9	
Promoters	75.4	
Indoor and outdoor games are provided for physical relaxation of the children		
Detractors	5.7	70.4
Neutral	18.2	
Promoters	76.1	
Safe and favourable environment is provided for learning		
Detractors	5.7	76.6
Neutral	11.9	
Promoters	82.3	
Children is stressed with the school's working hours		
Detractors	36.4	-1.7
Neutral	29.0	
Promoters	34.7	
Safe transportation is provided to the children		

Detractors	6.8	76.7
Neutral	9.7	
Promoters	83.5	
Parents face struggle to pay the school fee		
Detractors	36.4	5.1
Neutral	22.2	
Promoters	41.5	
Small class size improves the children's performance		
Detractors	35.2	6.9
Neutral	22.7	
Promoters	42.1	

Children are satisfied with the teaching quality		
Detractors	4.5	74.5
Neutral	16.5	
Promoters	79	
Advanced technology is used for children's better understanding		
Detractors	6.3	77.8
Neutral	9.7	
Promoters	84.1	
Activity based learning is organised for the children		
Detractors	22.7	40.9
Neutral	13.6	
Promoters	63.6	
Outdoor teaching is organised to the children		
Detractors	11.4	59.1
Neutral	18.2	
Promoters	70.5	
Social emotional skills are taught to the children		
Detractors	54.5	-24.9
Neutral	15.9	

Promoters	29.6	
Oral and written communication of the children is improved		
Detractors	2.3	80.1
Neutral	14.8	
Promoters	82.4	

Interpretation:

From the table 2, it is concluded that major 5 factors which influence the parents' decision in choosing private school for their children are extra-curricular activity provided to the children, communication of the children, advanced technology used for teaching, transportation facility provided to the children and environment provided for learning.

Chi-square analysis:

Independent variable	Dependent variables	Chi-square	Asymptotic significance	Remarks
Annualincome	Reputation improves the social status of the parents	16.808	0.398	No relationship
	Extra coaching improves academic performance of the child	30.557	0.015	Relationshipexist
	Indoor and outdoor games are provided for physical relaxation of the child	16.234	0.437	No relationship
	Safe and favorable environment is provided for learning	19.467	0.245	No relationship
	Small class size improves the child's achievement	27.261	0.039	Relationship exist
Syllabus of the Child	Advanced technology is used for child's better understanding	33.712	0.006	Relationshipexist
	Activity based learning is organised for the child	20.112	0.215	No relationship

	Outdoor teaching is organized to the child	20.895	0.183	No relationship

Interpretation:

From the above table it is found that, annual income has no impact on the social status of the parents, Indoor and outdoor games are provided to the child and favorable environment provided for the learning and annual income of the parents has impact on the class size and extra coaching provided to the children. Syllabus of the children has no impact on Activity based learning and outdoor teaching organized for the children and has impact on the advanced technology provided to the child.

Factor analysis:
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.685
Bartlett's Test of Sphericity	Approx. Chi-Square	617.426
	Df	91
	Sig.	<0.001

Interpretation:

Kaiser Meyer Olkin measure is an index which defines the sampling adequacy. The KMO test value is 0.685 which is more than 0.5, so it is considered to be acceptable and valid to conduct data reduction technique.

Bartlett's test of Sphericity significant of a level of significance is <0.001 which shows that there is a high level of correlation between variables, which make it adequate to apply factor analysis.

Component Matrix

Group 1	Group 2	Group 3	Group 4
Child is satisfied with the teaching quality	Small class size improves the child's achievement	Reputation improves the social status of the parents	Individual attention nurtures the learning environment
Safe and favourable environment is provided for learning	Activity based learning is organised for the child		
Child learns new skills through extra-curricular activities	Parents face struggle to pay the fee		
Advanced technology is used for child's better understanding	Social emotional skills are taught to the children		

Oral and written communication of the child is improved	Child is stressed with the school's working hours		

Outdoor teaching is organised to the child			
Indoor and outdoor games are provided for physical relaxation of the child			

Interpretation:
The above Component matrix table clusters the factors into four group using Principal component analysis as the Extraction method and Varimax with Kaiser Normalization as the Rotation method.

Rotated component matrix

Group 1	Group 2	Group 3	Group 4
Advanced technology is used for child's better understanding	Individual attention nurtures the learning environment	Activity based learning is organised for the child	Child is stressed with the school's working hours
Child is satisfied with the teaching quality	Small class size improves the child's achievement	Reputation improves the social status of the parents	Indoor and outdoor games are provided for physical relaxation of the child
Child learns new skills through extra-curricular activities		Social emotional skills are taught to the children	Parents face struggle to pay the fee
Oral and written communication of the child is improved			
Safe and favourable environment is provided for learning			

Outdoor teaching is organised to the child			

Interpretation:
The above Rotated component matrix table clusters the factors into four group using Principal component analysis as the Extraction method and Varimax with Kaiser Normalization as the Rotation method.

Component Transformation Matrix

Component	1	2	3	4
1	.869	.416	.175	-.204
2	-.333	.616	.614	.365
3	.198	.203	-.559	.779
4	-.308	.637	-.529	-.468

Interpretation:
The above table contains the component transformation matrix value which uses Principal component analysis as the Extraction method and Varimax with Kaiser Normalization as the Rotation method.

IV. FINDINGS

☐ 50.6% of the parents are Graduate, 42.6% of the parents earns Rs 2,00,000-Rs 5,00,000 per annum and 47.7% of the parents prefer CBSE syllabus for their children.

☐ Annual income has no impact on the social status of the parents, Indoor and outdoor games are provided to the child and favorable environment provided for the learning and annual income of the parents has impact on the class size and extra coaching provided to the children.

☐ Syllabus of the Child has impact on the Advanced technology provided to the child and has no impact on Activity based learning and outdoor teaching organized for the child.

☐ Major factors which influence the parents' decision in choosing private school for their children are extra-curricular activity provided to the children, communication of the children, advanced technology used for teaching, transportation facility provided to the children and environment provided for learning.

V. SUGGESTIONS

☐ Social emotional skills can be taught to the children so that they'll have self-control, have positive self-image and be kind towards others.

☐ School fee can be reduced so that many parents can afford for their child's better education in the that provides various facilities.

☐ Working hour of the school can be reduced so that child feels relaxed and their physical and mental will be healthy.

☐ Parents can prefer syllabus and school based on their economic background so that their family relationship remains stronger.

VI. CONCLUSION

The study set out to identify why parents choose a certain private institution over other institutions. It was not intended to identify why they choose private institutions over public institutions and the study set out to define what the competitive advantage is of a certain private education institution. This will then enable the institution to be able to define what sets the institution apart from its competitors.

Based on the study conducted in Coimbatore North region from the data collected from 176 respondents, it is found that parents prefer CBSE for their child's education. It is concluded that various factors like facilities provided by the school, extra-curricular activities and extra coaching offered to the children, reputation of the school, quality of teaching and output of the child influences the parent's decision in choosing school for their child.

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