

A Study On Factors Affecting The Choice Of Parent In Selecting School For Kids In Tamilnadu [Special Reference To Coimbatore City]

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Abstract: A good education is often the cornerstone of a person's future life, being the foundation for his or her career. Most parents take care to choose a suitable school for their children, expending considerable resources in terms of time and money in the process. Education is a social aspiration; it is seen and perceived as the gateway to "good quality of human life". The objectives of study is to examine the attitudes of parents towards schooling and education of their children and to analyze factors influence parents choice of school. The study was undertaken for a period of 6 months with a sample size of 240 respondent. The tools used to analyses are Simple percentage, Ranking, Chi-square, ANOVA. The study concluded that parents have admitted their children in School especially in Coimbatore city for the personal wish along with other factors such as discipline, curriculum structure, knowledge, result and communication skill. It is needed for the school to enter a new phase of development and to shift the emphasis towards improvement in their education facility..

Index Terms: School kids, Parents and schools, Perception, Influence, Motivation, Satisfaction, Parent's choice.

1 INTRODUCTION

Education is a social aspiration; it is seen and perceived as the gateway to "good quality of human life". It is the key instrument to prosperity of an individual and the society. The quality of students' education is being assessed by their academic performance, which has been influenced by various factors. It is commonly accepted by the educators and researchers that students' personal factors, parental factors and teacher related factors influenced the academic performance of students. In reality, parents and teachers are rather independent and separate agents; each having an important relationship with the child's educational development. Thus, educational experts and the general public agree that the triangular relationship among parents, teachers and students is an integral component in the overall growth and development of students". With this view this study is intended to analyze the relationship of parental choice of school for their children, parental care, teaching strategies of teachers and learning styles of students with the academic performance of secondary level students in education.

2 STATEMENT OF THE PROBLEM:

The world is becoming more and more competitive and the quality of performance in education has turned into the key factor for students' progress. The success of learning can be judged mainly in terms of the academic performance, which has become an index of students' future in this highly competitive world. Academic performance is one of the most important objectives of the educational process as well as key instrument through which students learn about their abilities

and competencies which are the significant part of developing educational aspiration. In school education, academic performance denotes the knowledge attained and skills developed in the school subjects, usually designated by examination scores. Selection of school has become an essential requirement for students' success both in education and employment. Thus purpose of this study is to examine the factors affecting the choice of parent in selection of school for their kids in Tamilnadu with special references to Coimbatore city.

3 SCOPE OF THE STUDY

The academic performance in second language reflects the total knowledge, abilities, attitude and skill of the students. It lays the foundation for higher education. Since changes are taking place in family, educational organization, curricula and teaching techniques it is pertinent to seek systematic and up to date information on the significant correlates of students academic performance. Educational researchers identified factors like gender, study habit, interest, socioeconomic status of the family, social environment, parental involvement, school environment, quality of school, and teaching methods etc., influence the academic performance of students. Though these factors influence and contribute their support to the students' academic performance in studies, the present investigation is aimed to study how far the identified factors, namely the parents preference of school for their children education, parental care, teaching strategies adopted by language teachers and learning style preference of students contribute and influence the academic performance of students in subject.

4 OBJECTIVES OF STUDY

- To study the socio- economic status of the respondents.
- To examine the attitudes of parents towards schooling and education of their children.
- To analyze factors influence parents choice of school.
- To offer suggestions and recommendation for parents to select the school.

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5 LIMITATIONS OF THE STUDY

- The geographical area was limited to Coimbatore.
- The Sample size was limited to 240 respondents. Hence such small quantity of respondents cannot represent the choice of parents in selecting the school education for their child.

6 RESEARCH METHODOLOGY

Research design is the conceptual with in research is conducted, it constitutes the blueprint for the collection, measurement and analyze of data. The type of research design used in the research was descriptive which help to describe a particular situation prevailing. The primary data refers to those data, which are happen and collected for the first time, and thus happen to be original in character primary data are collected through questionnaires schedule. Sample size for the study is 240 respondents. The area of study was done in marketing on reference to parents' choice of selecting school for their child and the research to Coimbatore city. Tools used for analysis are Simple percentage, Ranking, Chi-square and ANOVA.

7 RESULTS AND DISCUSSION

7.1 KENDALLS COEFFICIENT OF CONCORDANCE CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR FACTORS FOR CHOOSING A SCHOOL

S.NO.	FACTORS	Mean Score
1	Facility and Environment	3.99
2	School Performance	3.52
3	School Advertisement	6.86
4	Fees Structure of the School	5.56
5	Transport Facility	6.25
6	Extra-Curricular activities	5.77
7	Sports Activity	6.63
8	Board	4.51
9	Discipline of the School	4.43
10	Suggestion of others	7.46

Kendall's Wa	.194
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Kendall's coefficient of concordance (W) is used to find the extent of similarity among the respondents in assigning the ranks to the given factors. W ranges between 0 and 1, higher the value of W, more the similarity among the respondents in assigning the ranks. The Kendall's W found for the set of factors given above is 0.194 which shows that the respondents have low similarity in assigning the ranks.

7.2 FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Maximum of the respondents are under the age group of 31 – 40 years (44%).
- Majority of the respondents are Female (67.9%).
- Maximum of the respondents are up to under and post graduate (37.5%)
- Maximum of the respondents are Homemaker (34.6%).
- Maximum of the respondents' are earning Below

Rs.30, 000 (49%)

- Majority of the respondents are living in Rural areas (58%).
- Majority of the respondents are living in Nuclear Family (60%).
- Maximum of the respondents have four members in the family (37.9%)
- Maximum of the respondents children are studying in Matriculation (34.6%).
- Majority of the respondents are fully aware (50%).

RANKING

Kendall's coefficient of concordance (W) is used to find the extent of similarity among the respondents in assigning the ranks to the given factors. W ranges between 0 and 1, higher the value of W, more the similarity among the respondents in assigning the ranks. The Kendall's W found for the set of factors given above is 0.194 which shows that the respondents have low similarity in assigning the ranks.

t-TEST

- There is no significant relationship between gender and attitudes of parents schooling and education.
- There is no significant relationship between nature of family and attitudes of parents schooling and education.

ANOVA

- The ANOVA result that the calculate F ratio is 7.993 which is higher than the total value 3.074. It is evident that there is significant difference among the education qualification of the respondents and their attitudes towards school selecting. Hence, the hypothesis is rejected.
- The ANOVA result that the calculate F ratio is 3.792 which is less than the total value 3.074. It is evident that there is significant difference among the Age of the respondents and their respondents opinion towards level of satisfaction. Hence, the null hypothesis is rejected.
- The ANOVA result that the calculate F ratio is 8.880 which is higher than the total value 3.074. It is evident that there is significant difference among the occupation and their respondents opinion towards level of satisfaction. Hence, the hypothesis is rejected.
- The ANOVA result that the calculate F ratio is 4.314 which is higher than the total value 3.074. It is evident that there is significant difference among the education qualification and their respondents opinion towards level of satisfaction. Hence, the hypothesis is rejected.

7.3 SUGGESTIONS

- The need for communication is increasing day by day ,so the school are to concentration more on improving the communication skill of the students.
- The fees structure in the school is not affordable by many parents, that is one of the reason for not opting schools, so the parents feel that the fees structure is to be regulated as it is affordable to all parents.
- Assignment is considered as an empowering instruction strategy by providing opportunities to student to consolidate and review their classroom learning ,develop thinking faculties through

independent learning, interaction with parents, reflection and presenting information in relevant and meaningful contexts. But the parents feel that the assignment given to the students is not considerable. So the assignments given is to be reduced.

- School is place of learning and shaping future which ensures complete personality development and concentrating in extracurricular activities. This help them to develop and showcase that talents of students active participation enriches the knowledge, competitive and level of confidence of the students. Thos also improves the goodwill as well as popularity of the school of the school for its future and fast growth.

8 CONCLUSION

From the study it conclude that most of the parents have admitted their children in school. School especially in Coimbatore city for the personal wish along with other factors such as discipline, curriculum structure, knowledge, result and communication skill. It is needed for the school to enter a new phase of development and to shift the emphasis towards improvement in their education facility. The level of education is the basic indicator of the level of development achieved by society. Spread of literacy is general associated with important traits of modern civilization such as modernization, urbanization, industrialization, communication and commerce.

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