

Influencing College Students for Selecting a University for Business education in Gujranwala

Waseem Shahzad*, Ayesha Jamal*, Rana M. Arsalan* and
Khizra Safdar Khan**

Abstract: Career decisions are evocative for every student. The grits ensured by students from their school life to college are affluently accomplished with wisdom at universities. This study endow with new directions to universities of Gujranwala to understand the behaviour of college students while making decisions for business education in Gujranwala University. The objective of this study is to explore the important factors which influence the college students for selection of University in Gujranwala for business education. Different scaling techniques have been employed for investigative purpose. Data is collected from the college level second year students from the Gujranwala District. The important factors are financial factor that is tuition fee, scholarship, financial aid and additional expenses. This study helps universities to promote their institutions and have knowledge about the motivation of students to study further in their respective institutions.

Keywords: Financial Intuitions, Qualitative study, Education, Employment, Social Values.

JEL Classification: C25, I21, J23, A13, G23

1. Introduction

Schools are the places where student enter to learn and leave to serve with certain goals and ambition. It plays the vital role in the educational life of students. College converts the student data into information which, on a later stage is used in polishing their career decisions. Gratitude attachment of ambitions makes it possible for the students to take certain steps towards their future. At this point they are somehow independent in their thinking but with parental influence to a certain level of decisions. To achieve their ambitions, a search for the best institution is being made by the students to realize their career dreams. Today we have seen many institutions offering many educational programs for the students. The decisions for selecting the

*Students, GIFT Business School, Gujranwala, Pakistan

**Assistant Professor, GIFT Business School, Gujranwala, Pakistan

best one is quite difficult when we have to select only one from too many. So, the students have to make choices from their preferences of dynamics.

The need arises to know about decisions affecting dynamics of the students in their career. The research is conducted to analyze the study dynamics from the information collected from college level students. These students selected because most of the students going to end their education at university and the gap between university and college life is considered important to select for the best institution. This research study is divided into four different dynamics; educational, financial, social and associated these dynamics have certain different backend elements which collectively forced these dynamics to impact on decisions. The important task is to collect the data from the students from different colleges to make it useful information by applying statistical tools.

2. Literature Review

A recent study shows that associated factors like image of university has greater influence on students for the selection of educational institution. They valued the image of educational institution in the market (Sevier, 1986; Lay & Maguire, 1981; Keling, 2006 Murphy, 1981) says that student give importance to the image of educational institution when they select any university. The study in Malaysia shows the positive relationship between image of university and college choice. Students are habitually selecting the educational institutions which provide employment opportunities after graduation from those institutions, because name of the institution plays a vital role for employment opportunity in the market (Sevier, 1998 and Paulsen, 1990). They are interested in the outcome after graduating and opportunities for job they are influenced by those institution graduates which they provide in the market (Sevier, 1997).

Absher & Crawford (1996) stated educational factors that is learning environment such as classrooms, seminars, inter and intra competition, laboratories, quality of teachers and libraries impact on students for selecting any university for study.

It was studied by Joseph & Joseph (2000) that cost-related problems appear to have more significance as years go by. Houston (1979) on the other hand

reviewed these problems remained at the bottom of the scale. Some potential students may look at expensive schools, but cost is a very important factor for students who are good in studies but cannot afford expensive schools. They take into consideration tuition fee, hostel fee if they are from other cities and transportation cost when calculating the total cost for university for higher education. Yusof, et al. (2008) found that scholarship offered by university is an important factor because the students who received scholarship are mostly attracted toward that institution for higher education. Accessibility of the required programs is also a very important factor for the students for selecting any educational institution for their studies (Yusof et al. 2008).

2: Research Methodology

There has not been any similar study conducted in Gujranwala related to the subject of factors influencing students for the selection of university for business education in Gujranwala. As the current research problem has not been studied in the Gujranwala context, an exploratory approach to the research is rational and justifiable.

To attain the set objective that is the analysis of factors that may have an influence on the student about the university selection, data is gained by questionnaires which are filled by second year college student of B.Com. Student of Punjab College, Shibalee College, Leadership College, served as the sample of study.

At first, sample size of 200 students was taken for the study. As there are chances of dropping the sample or there might be the chances that the questionnaires are not returned, so we decided to achieve the target of 300 sample size. The questionnaire helped as a tool for data collection and it was created on the basis of importance was applied. These variables were thus studied on the relevant ideas, as described in the previous study.

Data was analyzed using descriptive analysis. Results were coded initially and likert scale is used for questionnaire type which contains five options from not important to more important. Our questionnaire contains 20 questions which were based on the selection of university for students who wish to study business education. The instrument shows the different

factors including the factor on which we conducted the research so that to make the relations all the factors with that variable to know about the true picture appeared from the accurate and comprehension data. It is a source which provides us the guidance to explore the facts and views of second year B.com students by bringing in a single platform of the study. The instrument we made is not so difficult that it creates the problem for the students to understand it or not contains such kind of information which makes the respondents hesitate in providing us the information. We assure completely to the respondents through instrument that their information would not provoke.

2.1 Data Collection

We select two cities for the data collection. These cities include Sialkot and Gujranwala. In these cities, we distributed the questionnaires but some of the people did not return the questionnaires. 204 questionnaires are returned and we placed 200 questionnaires in SPSS. The questionnaires which had the missing values were discarded to avoid uncertainties in the research. Data collection is not as easy as we think because most of the respondents just want to get rid or they did not provide with the accurate information for the sake of saving time. So we did not include such questionnaires a part of our research.

2.2 Data Analysis

Table 1: Descriptive Statistics

Variables	Mean
Associated	2.204
Educational	4.404
Financial	4.696
Social	2.5
Decision	3.912

Collection of data is the first step in the research. While conducting research, we made sure that the data is useful. Data is collected but what the data is representing us we don't know until we have applied certain techniques to explore the results contained by the data. So, certain analyses on the data were made to evaluate results. To accomplish the purpose to know about the result of the data, SPSS was used in which data obtained from the questionnaires was entered.

With mean value of variable we know that the associated factor are less important for the student mean that the image of university, university ranking, employment and work shop are not more important for them when they decided to choice any institution before taking admission.

The educational factor is important for them that are a computer lab in institutions creates the positive impact on the institution. Labs having fully equipped will enhance the reputation of the institution. They rate it important when they asked about computer labs in institutions. They think that computers lab is today requirement. Education now days are totally electronics based. When student asked about their institution computer labs they rate it good. Students rate their computer labs good, well equipped and better in space. When student are asked about their institution library they replied it will good rating. Student said that their institution has proper set library along with good reading and erudition material. Program offered by the institution is important for the student to select the institution.. Better education always matters for the student; they will reach to that institution where they can meet their consideration. When asked about their current institution program offered student response is different and they scale it average. They replied that they found same institution which was their choice. Students have different opinion about it because they create difference in other factors. They replied that due to high competition in the market each institution is offering same program so they aggregate the institution on some other terms and factors, Teachers' quality is important for them while selecting any institution. They said they are not fully informed about institution teachers' quality but they try to know it from their current students or fellow studying in that particular institution. They visit the institution to observe the environment if it. Moreover student gives high ranking to the teachers' quality of the institution. Student responded about their institution teachers' quality as good. They are satisfied with the

teachers' quality of their institutions. Education quality of the institution is important for them while selecting any institution. They rate it important because education quality is the major component when they are selecting any institution. Student responded they leave other factors behind while observing the education quality of that institution. When students are asked about their institution education quality they rate it good. They said their institution education quality is good from other institutions.

Most students said cost as the most important factor. Students recognized financial factors as tuition fee, cost of study, cost of living and other related expenses. Those students noted that financial funding from their guardian is limited their choice of university, as their financial guarantors may funding or make them to study in certain study programs. One respondent stated that by selecting a university in the city where the living cost was comparatively low-cost, it made it more reasonable for his/her family. One respondent respond that even though the cost of study was not a major attention for his parent, he still chosen to study the university who offer scholarship rather than the expensive and no scholarship which suit him, with the purpose that he can support to save the family's money. Scholarships are very important for selecting any institution for enrollment. They will give importance to those institutions which award them scholarships. Mostly students have more attention towards those institutions which gave them scholarships.

Table 2: Model and Test Hypothesis

Variables	Coefficient	Stand error	Sig	Hypothesis
Constant	2.3	0.353	0	
Associating (X ₁)	0.112	0.094	0.234	Reject
Educational (X ₂)	0.059	0.094	0.529	Reject
Financial (X ₃)	0.155	0.066	0.02	Accept
Social (X ₄)	0.068	0.084	0.416	Reject

Regression is applied to know about the future value. As our research is on the university selection so the regression is applied on the data which we have collected through questionnaire for the factors which is more importance and influence student for selection any university for business education. The hypotheses are tested on the regression bases. The following regression equation is used for the research:

$$Y = a + b_1X_1 + b_2X_2 - b_3X_3 + b_4X_4 \quad (1)$$

The above Table shows the result of the regression analysis which we have performed on the data which we collected for the study of factor influence for university selection. The “y” in the equation represents the dependent variable “decision making”. In the equation the value of constant “a” is 2.3. This value is fixed value. It shows that when there is no change in the independent variables (IVs=0), than it means that the decision is still there and that is 2.3. Its significance value is less than 0.05 which means that this can be infer on the population also.

In the above Table the value of “b₁” for the first variable, that is associated factors. The value of “b₁” is 0.112 which means that with the 1 unit change in associated factors, the university selection increased by 0.112. The sign along with “b₁” value reflects the direction of the change. As it has positive sign so it means that the change is positive. The sig. value is as above than 0.05, so the hypothesis is rejected. The hypothesis for this variable is that the associated factors have positive impact on the university selection for business education. As this is not in the favor of our hypothesis and H1 is rejected so it means associated factors as not influence in student for selecting the University for Business Education. This result also shows that it cannot be inferred on the population.

The second variable educational factor “b₂” value is 0.059 with the positive sign. It means that with the increases in the one unit of educational factor, the choice for university selection is increased by 0.059. The educational factor in our study includes that the quality of teacher, quality of teachers, programmed offered. The result shows that the when the educational factor of any university is not good , this will

gave push to the low chance for selecting university or low admission in that university and this increases is 0.059 with the increase in one unit of educational factor. The significance value is above than 0.05, so on this basis we reject our hypothesis H2 and states that the educational factor has not positive impact on the student for university selection for business education.

The third independent variable is financial factor. The per unit change in the university choice because of financial factor is 0.155. The positive sign with the “ b_3 ” value indicates that the relationship with the university choice is directly proportioned. The collected data explore that the financial factor like cost of fee, scholarship is the main reason for the people on which base they select the institution for business education in Gujranwala. The significance value is below than 0.05 which means that we accept the hypothesis H3. The hypothesis is that the financial factor has positive relationship with the university selection for business education if cost is decrease and more scholarship offered than the people more attracted toward that educational institution. On the basis of significance result, it also reflects that this result can be inferred on population.

The fourth variable is social factor which means the student influence by the parent influence, friend and sibling motivation, marketing campaign and location of institution that is near to their home. The “ b_4 ” value of social factor is 0.068. As the sign is positive it reflects the positive change in the variables. The significance value is above than 0.05, so on this basis we reject the hypothesis H4. The rejection of the hypothesis means that the social has not the positive impact on the university selection for business education in Gujranwala.

3. Discussions and Results

Most difficult thing for any person is to make decisions and it became worst when you have to make choice among the best one. The same situations are faced by students now days. The various universities

have now opened their campuses in Gujranwala for business education and capture the attention of the students to prove itself as the best.

So we conduct the research to know about the leading factor which impact on student for selecting university in Gujranwala for business education. To accomplish our research objectives with include four principle factors which involve in university selection which are Associating Factor, educational factor, Social factor and Financial Factor . We make four hypotheses to test the positive influence of these variables on the university selection. The first hypothesis is H1 which shows that Associating factor have positive influence on students for university selection is rejected. This hypothesis is rejected on the basis of data that come from the students. By looking at the literature we came to know that now all universities in Gujranwala have outstanding carrier development programs, universities supporting their students in building the transition from student to employee and helping them in finding jobs after graduation (Webb, 1993). So associated factors have not positive influence on students on students it is not important for the students when they select any university for business education in Gujranwala.

The second hypothesis H2 is about to know that the educational factors have positive influence on students for university selection. The collected data provide us the output that H2 is rejected after analysis on the data. The hypothesis is rejected the quality of education and teacher quality of all universities in Gujranwala is up to mark, program offered in universities is according to the student demand and according to the market trend which market demand after graduation as an employee. As learning environment of all universities in Gujranwala is same, so they did not keep in mind to give most preference to educational factor.

The third hypothesis H3 in which we check that the financial factor has positive influence on students for university selection in Gujranwala. It is accepted because the culture of Gujranwala is bound they did not give permission to their children's mostly to study out of the country or out of city. So one of the main and most important factor that

influenced on Gujranwala students for university selection in Gujranwala was total costs. Students considered the cost and affordability from their guardian. They made a balanced decision by considering their financial factor before making a selection, which is suitable with financial factors (Becker, 1988) who said that students are balanced and make suspicious cost-benefit decisions by maximizing their need and minimizing their risks in order to gain the best selection for them. Therefore this result supports earlier research which accepts that a student makes their decisions by matching the financial supports and costs. The outcome also supports previous results in developing countries such as in Turkey, Malaysia, Thailand and South Africa (Jackson, 1988, Litten, 1982, Manski & Wise, 1983). This result of the hypothesis can also be applicable on the population.

4. Conclusions

The findings of our study revealed that the associated factor, educational and social factors are not influence students positively and it is not important for them but financial factor has most important and positive impact on students. Literature said that financial assistance offered by university as one of the very important factor which influences students. The university which offered financial assistance, affordable fees and awards affect the student more and they prefer to go to that institution.

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