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An Empirical Study On Student's Perception in Driving Towards Selection of Institution & Branch in Engineering Education

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Abstract: In present education sector, selecting of institution plays vital role for their longevity. This selection has a strong influence on personal life as well as family life, and the country at large. After intermediate, admission to top educational institution and branch is the first choice of the students. Engineering students are increasing year by year from 2008-09 in A.P, India due to the fee reimbursement. This study target the students' (of Krishna district) perceptions towards the selection of institution & branch. Researcher would like to study that what criteria keep in students mind while choice of college and course. This research demonstrates that and quality of faculty , quality of education and quality of campus are the three major criteria in the selection of college, in that order and students mostly choose those courses in which more campus placements occurred

Key Words: Job availability, Peer pressure, Family pressure, Academic ability, Parental education, Decision support system

I. INTRODUCTION

There are many influencing factors that affect the selection of majors by students. These factors include interest in the major, peer pressure, family pressure, academic ability, the major's reputation, job availability, job salary, the major's prestige, employment in public or private sector, and others. The selection of a institution major is plays vital role, that must be made by all college Students and the most important factors on the whole were job availability, prospective salary, social status and prestige of the major, in that order. It also revealed that peer and family pressure has little influence on the students in selecting their majors Based on university admissions data in Brazil and a student survey conducted & finds evidence that race, socioeconomic status, and gender were considerable barriers to college attendance and achievement. Bonita A. Daly (2005) conducted an empirical study in which college students were asked to indicate the importance of various sources of influence on their choice of major. The results indicate that people of color, compared to Whites, and women, compared to men, rely upon different sources. The process of college selection is complicated by many factors such as tuition, location, rank, size of the universities, in the United States and Canada. He developed a computer-based decision support system to help users make better decisions in the selection of a college Hilary M Lips (1992) measured attitudes toward women's combining scientific careers with family roles, perception of scientific careers as demanding, acceptance of the stereotype that scientists are asocial, and rated importance of a list of work-related values . The study found that reputation values of engineering and medical schools in Taiwan and found that the reputation values of medical schools are more than twice those of engineering schools. Marianne Bertrand et.al. examine an affirmative action program for "lower-caste" groups in engineering colleges in India & find that despite poor entrance exam scores, lower-caste entrants obtain a positive return to admission Prashant Loyalka et.al estimate the effects of attending the first versus second-tier of higher education institutions on Chinese students' at-college If parental education is an appropriate criterion for affirmative action than empirical results using three rounds of the National Sample Survey data suggest that parental education as a determinant of participation in higher education not only transcends the impact of caste, religious, and economic status, describes the purpose, design, and development of the expert system advisor for the selection of courses Gender differences in college major selection focusing on science, engineering, or doctoral-track medicine occupations and to non-doctoral track clinical and health sciences occupations, finally the truth in student preferences, the students want to be institutions where their skills lay .

II. OBJECTIVES OF THE STUDY-

A. The main objectives of this research study is

1) To find the students criteria for the selection of college

2) To find the students criteria for the selection of branch

3) Why did you choose a particular discipline (Branch) for pursuing degree studies?

4) To find how current internet based resources are affecting the college choice process

5) To find effectiveness various traditional resources for the choice of college.

6) To find influence level of various resources for the choice of college.

III. RESEARCH METHODOLOGY

The analysis of this research is based on primary data. Survey research technique was utilized to analyze all observation towards the counseling process. A survey was conducted via online structured questionnaire. Only those engineering students were consider as sample population who have enrolled as first year students during 2016-17,2015-16,2014-15,2013-14, ,. Data was collected with the help of structured questionnaires from all engineering college in Krishna district in the state of Andhra Pradesh.

A. Primary data

For the present study the primary data is collected mainly through questionnaire and interaction with the students. And the other methods to collect the primary data are

1) Conducting personal interaction with the students.

B. Study Instruments

The questionnaire is framed to find out the results. The questionnaire is containing 6 questions, these 6 questions are useful to meet the objectives
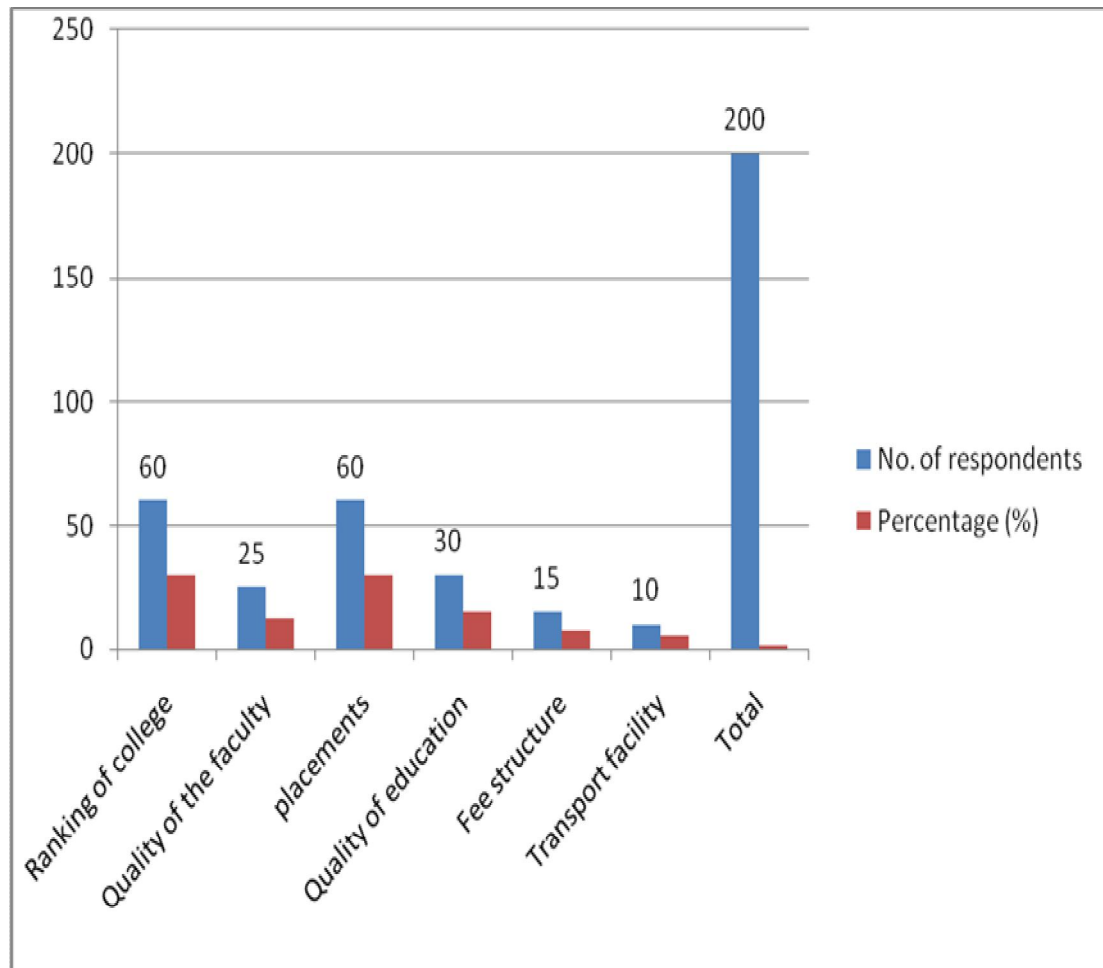
C. Analysis Of Data

The collected data is tabulated and then analyzed by simple percentage and represented by different types of graphs.

D. Sample Size

A sample of 200 students are selected and analysis has been done by questionnaire. Data Analysis And Interpretation

Analysis about student's criteria for the selection of college

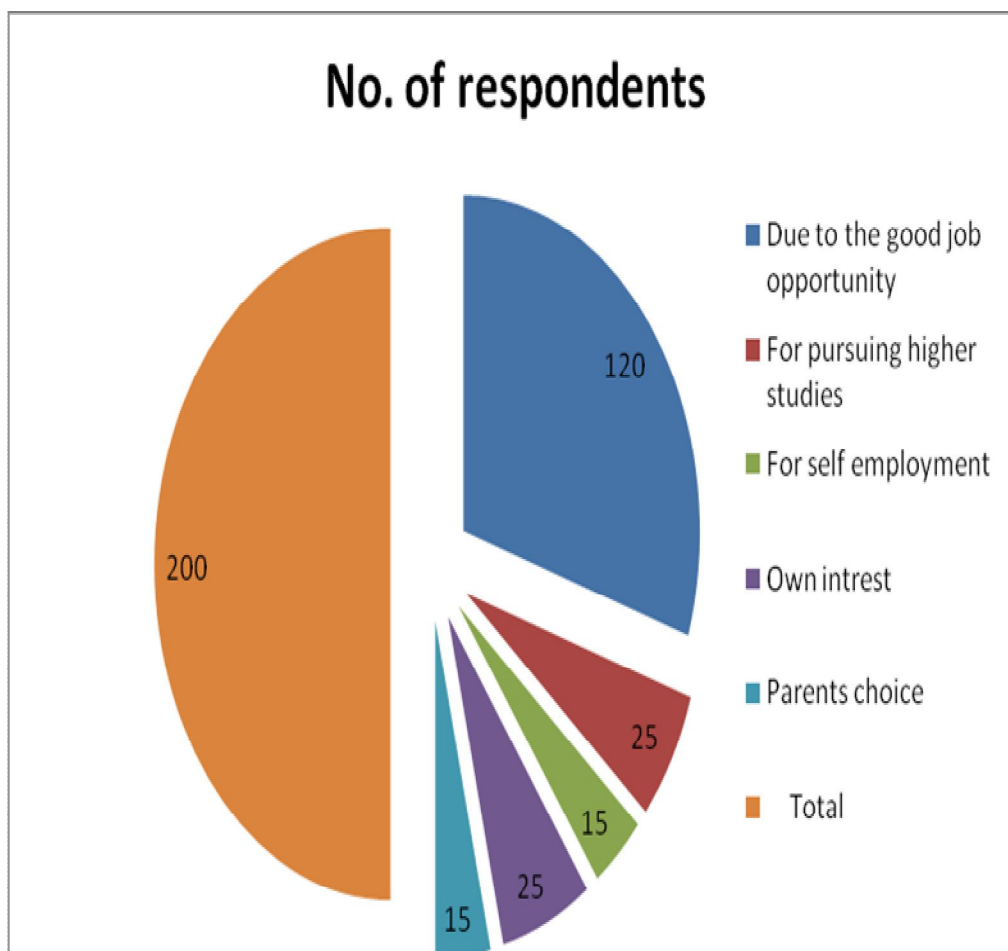| No	options	No. of respondents	Percentage (%)
1.	Ranking of college	60	30
2.	Quality of the faculty	25	12.5
3.	placements	60	30
4	Quality of education	30	15
5	Fee structure	15	7.5
6	Transport facility	10	5
7	Total	200	100%

E. Interpretation

From the above table, it is observed that 30% of students are selected the college based on ranking and placements, 15% of students are selected the college based on quality of education, 12.5% of students are selected the college based on Quality of the faculty, 7.5% of students are selected the college based on fee structure, 5% of students are selected the college based on transport facility

Data for Choose a Particular branch for Pursuing B.tech

No	options	No. of respondents	Percentage (%)
1.	Due to the good job opportunity	120	60
2.	For pursuing higher studies	25	12.5
3.	For self employment	15	7.5
4	Own intrest	25	12.5
5	Parents choice	15	7.5
6	Total	200	100%

No. of respondents

Legend:
- Due to the good job opportunity
- For pursuing higher studies
- For self employment
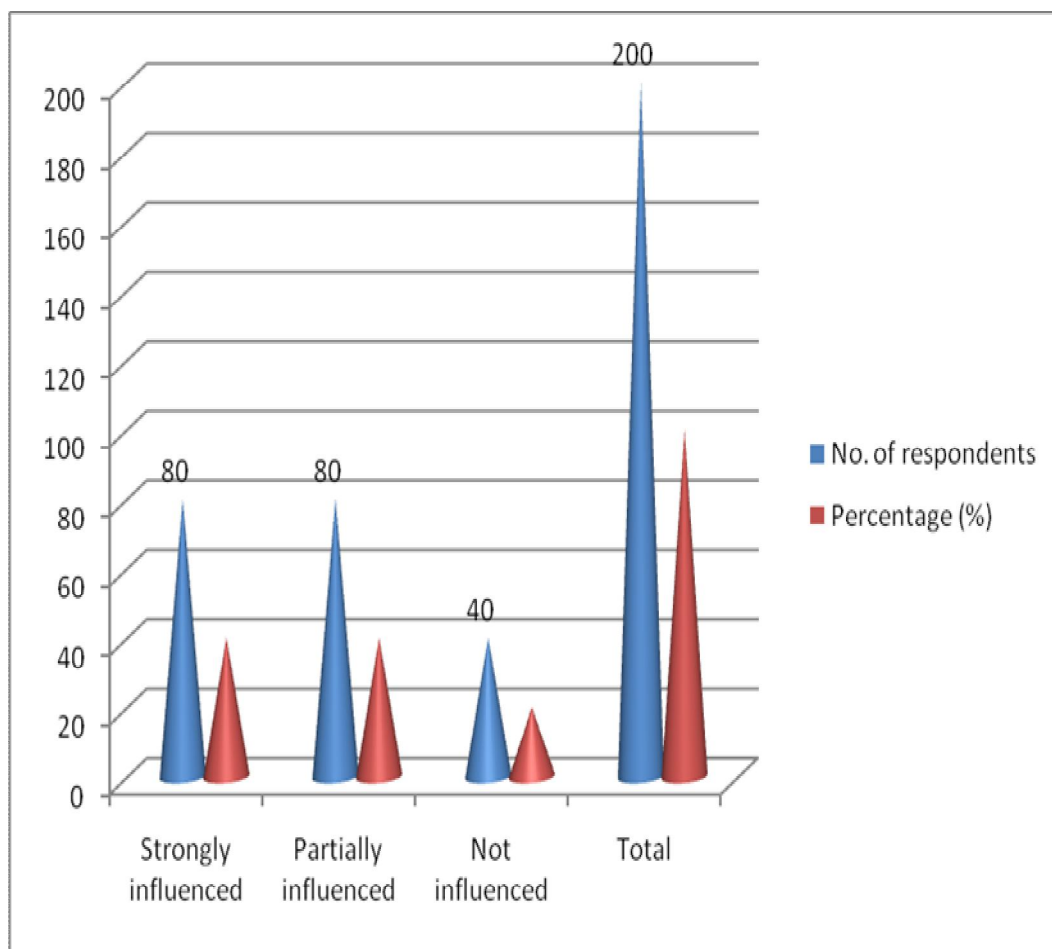- Own intrest
- Parents choice
- Total

F. Interpretation

From the above table, it is observed that majority of the students are selected the branch based on good job opportunity, less no.of students are selected the branch based on Parents choice

What are the current internet based resources are affecting the college choice proces

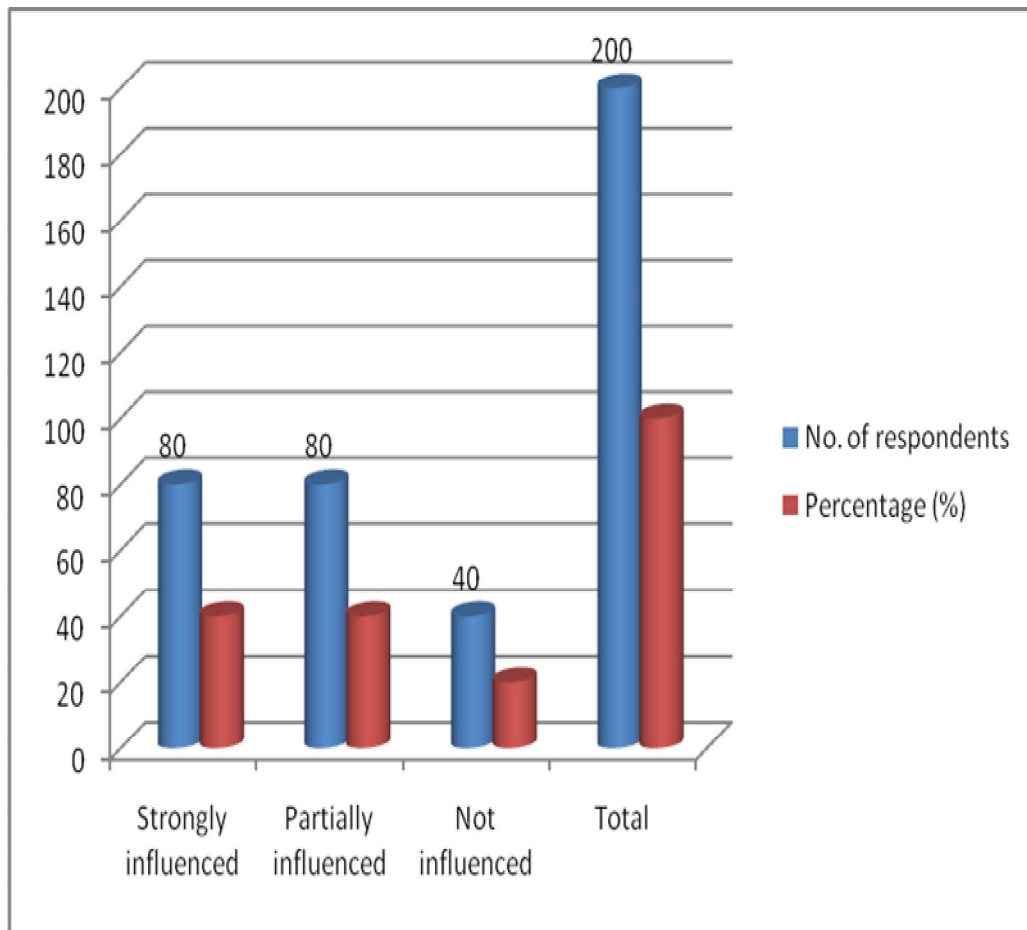| No	options	No. of respondents	Percentage (%)
1.	Face book	40	20
2.	Twitter	40	20
3.	Search engines	120	60
4	Total	200	100

G. Interpretation

From the above table, it is observed that majority of the students are selected the college based on search engines, less no. of students are selected the college based on Face book &twitter

How influential were those specific websites on your college choice

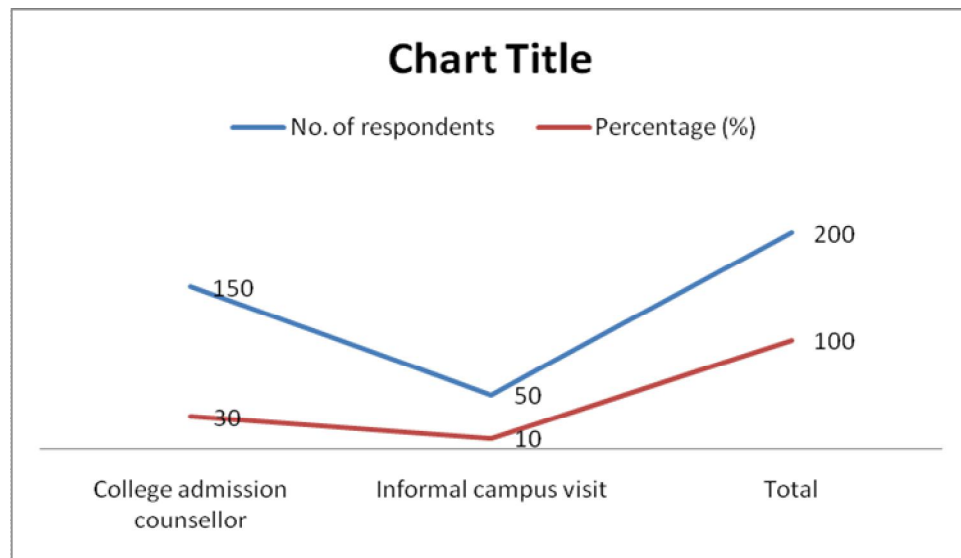| No	options	No. of respondents	Percentage (%)
1.	Strongly influenced	80	40
2.	Partially influenced	80	40
3.	Not influenced	40	20
4	Total	200	100

H. Interpretation

From the above table, it is observed that majority of the students are strongly & partially influenced through websites, less no. of students are not influenced through websites in selecting of college

What are the traditional resources you utilized in your college selection process?

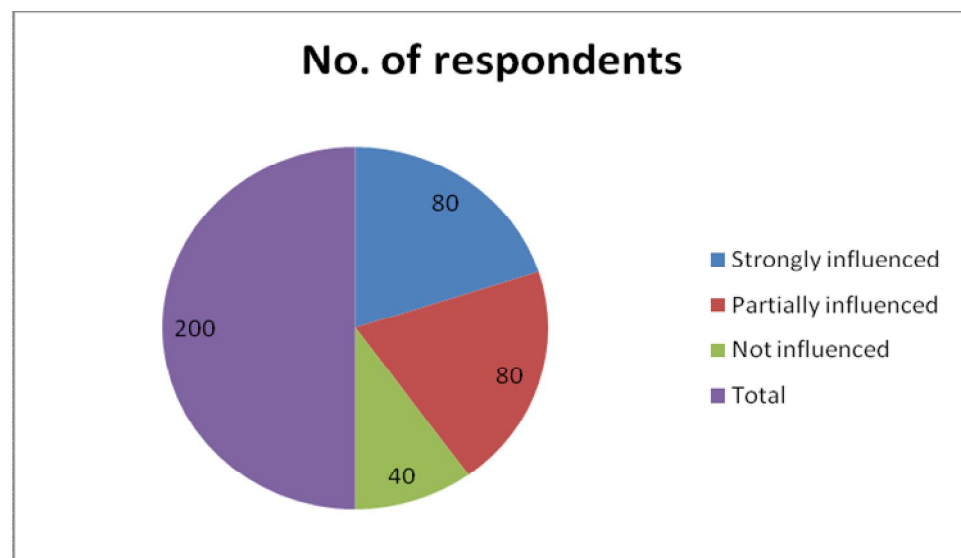| No	options	No. of respondents	Percentage (%)
1.	College admission counselor	150	30
2.	Informal campus visit	50	10
3.	Total	200	100

I. Interpretation

From the above table, it is observed that majority of the students are selected the college based on college admission counselor, less no. of students are selected the college based on informal campus visit.

What is the influence level of parents in your college selection process?

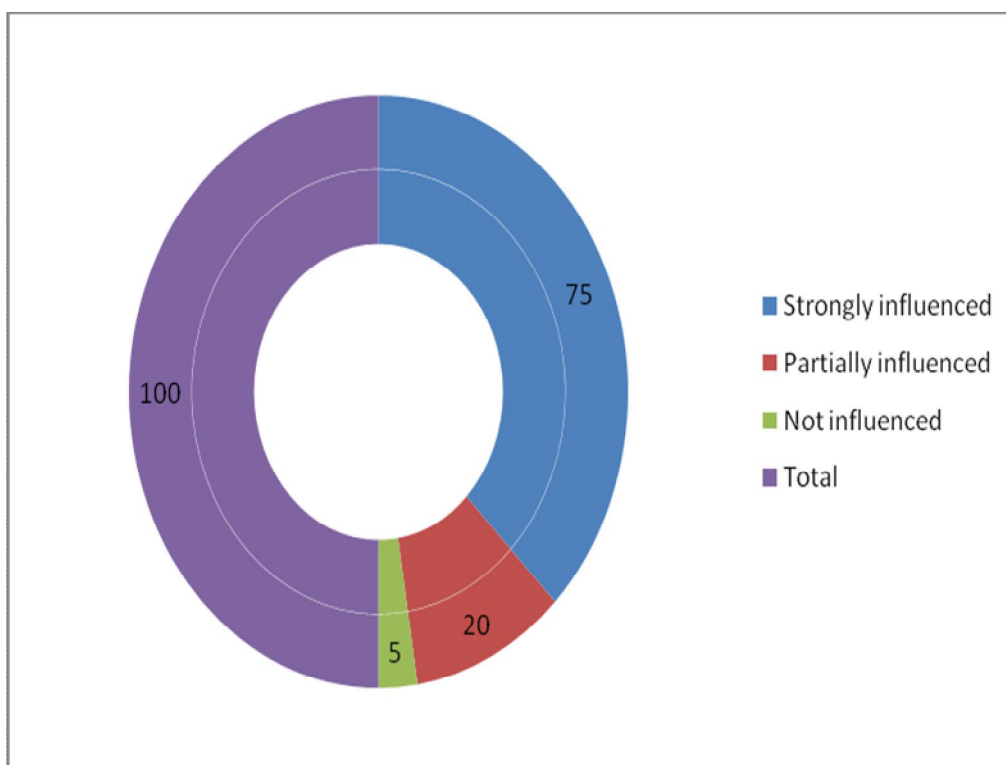| No	options	No. of respondents	Percentage (%)
1.	Strongly influenced	150	40
2.	Partially influenced	30	40
3.	Not influenced	20	20
4	Total	200	100

J. *Interpretation*

From the above table, it is observed that majority of the students are strongly & partially influenced through parents decision, less no. of students are not influenced through parents decision in selecting of college

What is the influence level of sibling reference in your college selection process

No	options	No. of respondents	Percentage (%)
1.	Strongly influenced	150	75
2.	Partially influenced	40	20
3.	Not influenced	10	05
4	Total	200	100

K. *Interpretation*

From the above table, it is observed that majority of the students are strongly influenced through sibling reference, less no. of students are not influenced through sibling reference in selecting of college.

IV. FINDINGS

A. Quality of the campus placement and ranking of the college are the major criteria for selection of college
B. Quality of education was the second criteria among students for the selection of colleges.
C. Quality of faculty was the next criteria for the selection of colleges.
D. More campus placement and own interest was the criteria for the selection of branch/course.
E. Parents' choice/ family pressure also have influence on the students in selecting their majors.

F. Majority of the students prefer a particular discipline (branch) for pursuing degree studies due to good job opportunity in future

V. CONCLUSION

The empirical study basically focused on students of the Krishna district, state of Andhra Pradesh India. Based on the demographic condition of the states, most of the students prefer engineering education after school level due to good job opportunity in future and also due to drastic growth in engineering education. The study shows that students are highly aware about the admission process and their carrier. Due to attraction of the students towards engineering education, the competition for admission to prime engineering education institute has become more complex. Future research might comprise the study of student perception of any other state of India.

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